

EURAM 2024

24 - 28 JUNE

BATH, UK

FOSTERING INNOVATION TO
ADDRESS GRAND CHALLENGES



European
Academy of
Management

EURAM

  University of Bath School of Management

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 UNIVERSITY OF
BATH
SCHOOL OF MANAGEMENT

Fostering Innovation to Address Grand Challenges

Technological innovation has always been a significant enabler of value creation, improved competitiveness, and economic growth. It has also contributed to the taming of the impact of long-standing Grand Challenges, most notably, ageing society, environmentally unsustainable economic growth and health impacts of climate change.

These are important challenges as they have been blamed for causing economic inequality, social injustice and jeopardising quality of life.

Although technological innovation has helped tackle several aspects of these long-standing challenges, the development and adoption of new and emerging technologies – such as big data, artificial intelligence, and vehicle autonomy – have created new challenges, many of which are of an ethical nature. For example, the advent of these advances poses dilemmas about the ownership and use of data; privacy concerns relating to face recognition; concerns about the devaluation of existing skills and infrastructure; and risks of spreading misinformation and threatening security.

The high opportunity cost of not addressing these long-standing and new challenges begs the question: **how can innovation help**

solve major challenges without creating new ones? To answer this question, business organisations, their key stakeholders, governments, and the academic community can collaborate to develop new solutions and ensure that innovation is responsible and ethical. This may require moving beyond “traditional” forms of innovation to include organizational, business models, and social innovation. There are fruitful opportunities for management scholars to deliver impactful research on the managerial, organisational, and policy challenges inherent in developing the requisite innovations.

We welcome scholars to submit their research to the 2024 EURAM Conference, which focuses on fostering innovation to address long-standing and new Grand Challenges.

The School of Management:

The School of Management has moved into its brand new building, which opened in June 2022. This will be the focal point for EURAM 2024 and will be where registration takes place as well as exhibitor space and lunch.



The City of Bath

The city of Bath is a UNESCO World Heritage Site, famous worldwide for its imposing architecture and Roman remains. Bath is a vibrant city with over 40 museums, good restaurants, quality shopping and theatres. It is also home to the Roman Baths, one of the finest historic sites in Northern Europe. Constructed in around 70 AD as a grand bathing and socialising complex, the Roman Baths is one of the best-preserved Roman remains in the world, where 1,170,000 litres of steaming spring water, reaching 46°C, still fills the bathing site every single day.

The Campus

Just one mile from the city centre, the University of Bath campus is one of the safest in the UK and has been recognised with a national police security award. Delegates also have access to the £30 million Sports Training Village, home to Team Bath and a host of Olympic, Paralympic and World medallists. The campus itself is surrounded by countryside, with walks around the edge of campus and the adjacent Bath Skyline tour offering amazing views.



DOCTORAL COLLOQUIUM 24-25 June 2024

Deadline for Submission to
Doctoral Colloquium
18 January 2024

Notification of Acceptance
14 March 2024

Deadline for Registration
25 April 2024

EURAM LABS AND CONFERENCE 25-28 June 2024

Topic / Symposium Proposals
6 July 2023

First Announcement
of Call for Papers
26 September 2023

Deadline for Paper Submission
11 January 2024

Notification of Acceptance
21 March 2024

Early Bird Registration Deadline
18 April 2024

Authors and Panellists
Registration Deadline
25 April 2024

Conference Programme Committee

Steve Brammer, Co-Chair, Dean of the School of Management, University of Bath

Panos Desyllas, Co-Chair, Reader at the School of Management, University of Bath

Rémi Jardat, Vice President for Strategic Interest Groups (SIGs)
Université Evry-Val d'Essonne France

Eythor Ivar Jonsson, Vice President for Conferences, Akademias

For more information:

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