

# WELCOME TO ROTTERDAM



# CONFERENCE THEME

## EURAM 12<sup>th</sup> Conference Theme: Social Innovation for Competitiveness, Organizational Performance and Human Excellence

Innovation is considered to be the primary driving force of progress and prosperity. Consequently, much effort is put in developing new technological knowledge, new process technologies and products. However, evidence from both large firms and SMEs shows that successful innovation is not just the result of technological inventions, but is also heavily dependent on what has been called "social innovation". Social innovation consists of changing a firm's organizational form, its management principles, practices, processes and the organization of work in a way that is new to the firm and/or the industry, and results in leveraging the firm's technological knowledge base and its performance in terms of innovation, productivity and competitiveness.

The aim of EURAM 2012 Conference is to discuss the various ways in which social innovation and its leverage of technological innovation can be enhanced within a firm; between firms through open innovation networks; and during interaction with institutional stakeholders, as well as through overall better measurement and monitoring. In comparison to technological innovations, social innovations in terms of outstanding managerial capabilities, management practices and organizing principles of innovation are more difficult to assess and quantify. However, fundamental understanding of social innovation and its influence on technological innovation will increase productivity, firm competitiveness and quality of work of future generations. We invite EURAM participants to reach new understandings of social innovation and to gain new insights into the tensions felt to realise social innovation at various levels such as teams, organisations, partnerships, institutions, and countries.

## LOCATION

### Rotterdam School of Management, Erasmus University

Over the past 40 years, Rotterdam School of Management, Erasmus University has firmly established its reputation as one of Europe's leading business schools. Long before 'global' became an important descriptor for business education, RSM's students, faculty and staff were already reflecting the diversity of the globalizing world. Just like our host country, one of the world's renowned international trading nations, RSM has continued to expand and internationalise, cementing its status as one of Europe's most international and innovative business schools. Within easy reach of the continent's largest markets and with its unique access to continental Europe via the Rhine and the Maas Rivers – the largest commercial port in Europe – Rotterdam has been a hub of international trade and commerce for centuries. This heritage of trade has left its legacy – Rotterdam today is a multicultural city that is home to a host of multinational and local enterprises, and with a growing reputation as an international knowledge centre.

## LOCAL ORGANISING TEAM

Henk W. Volberda (Programme Chair)

Frans A.J. van den Bosch

Luca Gnan

Miriam Stikkelorum

Isabelle Coppens

George Ankomah

For information about EURAM 2012: [WWW.EURAM2012.NL](http://WWW.EURAM2012.NL)

EURAM 2012 **12<sup>th</sup>** SOCIAL INNOVATION FOR COMPETITIVENESS, ORGANISATIONAL PERFORMANCE AND HUMAN EXCELLENCE

6TH - 8TH JUNE 2012, ROTTERDAM | ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY



[WWW.EURAM2012.NL](http://WWW.EURAM2012.NL)

WELCOME TO ROTTERDAM!  
WELKOM IN ROTTERDAM!

EURAM  
European Academy of Management

INSCOPE  
Research for Innovation

RSM  
ERASMUS  
UNIVERSITY

# SOCIAL INNOVATION

FOR COMPETITIVENESS, ORGANISATIONAL PERFORMANCE AND HUMAN EXCELLENCE

The EURAM 2012 annual conference, with the theme: **“Social Innovation for Competitiveness, Organisational Performance and Human Excellence”** will bring together at least 5 confirmed Distinguished Keynote Speakers, along with 71 SIG related Tracks, 8 Conference General Tracks, 5 Symposia, 7 Development Working Groups and a Doctoral Colloquium.

## General Tracks:

1. Conference General Track: Social Innovation for Competitiveness, Organisational Performance and Human Excellence.
2. Adaptation of Management Control Systems in Turbulent Times.
3. Artistic practices and Management Models
4. Darwinism, Organizational Evolution and Survival
5. Social Innovation in Health Care
6. The Roles of Organizations in Society and in Societal Change
7. Understanding practice from a philosophical position
8. New Approaches to Entrepreneurship Research: Genetics, Neuroscience and Experiments

**The EURAM'12 tracks are structured by Special Interest Group (SIG). At EURAM, 13 disciplines are represented in our SIGs and all together we will be featuring 71 Tracks.**

**Please visit our website for the full list of tracks:**

**<http://euram2012.nl/r/default.asp?ild=FFDDDF> or click on one of the SIG names to view their tracks:**

- BUSINESS & SOCIETY
- CORPORATE GOVERNANCE
- ENTREPRENEURSHIP
- GENDER, RACE AND DIVERSITY IN ORGANISATIONS
- INNOVATION
- INTERNATIONAL MANAGEMENT
- KNOWLEDGE & LEARNING TRACK
- ORGANISATIONAL BEHAVIOUR
- PROJECT ORGANIZING
- PUBLIC MANAGEMENT
- RESEARCH METHODS AND RESEARCH PRACTICE
- SPORT AS A BUSINESS: INTERNATIONALISATION, PROFESSIONALISATION, COMMERCIALISATION
- STRATEGIC MANAGEMENT

## SYMPOSIA

1. Complexity, ecologies of value and meta-corporation
2. Epistemological and Ontological Issues in the Digital Age
3. Project Impact
4. Scientific collaboration and innovation in multi-team systems
5. Value and Conflict: Organizing a Comprehensive Approach for Sustainable Performance

## DEVELOPMENT WORKING GROUPS (DWGS)

1. An Interactive Workshop on the Potential of Neuro-physiological tools for Management Research (SIG Research Methods & Research Practice)
2. Causal Cognitive Mapping: Concepts, Methods, and Tools (SIG Research Methods & Research Practice)
3. In Search of Creative Government: Comparing Public and Private Knowledge-Based Organizations (SIG Public Management)
4. Massive Social Innovation and Change; Identity Rights vs. Property Rights; Bringing BOP into the Formal Economy; Transforming a Nation. (SIG Business & Society)
5. Self-initiated Expatriation (SIG International Management)
7. Multiculturalism: The Role, the Influence, and the Nature in the 21st Century Management (SIG Gender, Race, and Diversity in Organizations & Organizational Behaviour)
8. Measuring and Monitoring Employees' Performance and Well-Being in Different Cultures (SIG International Management)

## KEY NOTE SPEAKERS

### Prof. Gerry George

Professor and Deputy Head of Innovation and Entrepreneurship at the Imperial College in London

*“Being cheap: a research agenda on inclusive innovation”*



### Prof. Arie Lewin

PhD - Professor of Sociology at the Duke University, Fuqua School of Business in Durham, NC (USA)

*“From Global Sourcing to Reinventing the Organization of the Global Firm”*



### Prof. Ed Zajac

Professor of Management & Organizations at Kellogg School of Management Northwestern University in Evanston, IL (USA)

*“Redefining the Purpose of the Corporation: Words and Deeds”*



### Prof. Fariborz Damanpour

Professor of Management at Rutgers University in Newark, NJ (USA)

*“Frontiers of Social Innovation – A Research Perspective”*



### Ir. drs. H.N.J. (Hans) Smits

President / Chief Executive Officer (CEO) Port of Rotterdam

*“Social Innovation; a crucial factor for the future of Mainport Rotterdam!”*



## CALL FOR PAPERS

### Guidelines and formatting instructions

The deadline for the submission of full papers is **17 January 2012 2:00 p.m.** Brussels time. Below is a set of guidelines and formatting instructions to help you prepare and submit your paper. Please note, you may be listed as an author or co-author on up to 3 submitted papers. Please read them carefully prior to submitting:

1. Each paper can only be submitted to ONE track (**see list of tracks on EURAM 2012 Website [www.euram2012.nl](http://www.euram2012.nl)**)
2. Submitted papers must NOT have been previously presented, published, accepted for publication, and if under review, must NOT appear in print before EURAM 2012 Conference.
3. **To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements, from the text. (Any submissions with author information will be automatically DELETED).**
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references).
6. The paper format should follow the European Management Review Style Guide.
7. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
8. Number all of the pages of the paper.
9. NO changes in the paper title, abstract, authorship, and actual paper can occur AFTER the submission deadline.
10. Check that the PDF File of your paper prints correctly (i.e. all imported figures and tables are there), and ensure that the file is virus-free.
11. **Submissions will be done on-line on the EURAM 2012 Website (<http://www.euram2012.nl>).**
12. Only submissions in English shall be accepted for review.
13. You may be listed as an author or co-author on up to 3 submitted papers

**NOTE:** In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference.

FOR QUESTIONS, PLEASE CONTACT US AT **[EURAM2012@RSM.NL](mailto:EURAM2012@RSM.NL)**

