

WELCOME TO ROTTERDAM



EURAM [★] 12th SOCIAL INNOVATION FOR COMPETITIVENESS, ORGANISATIONAL PERFORMANCE AND HUMAN EXCELLENCE

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

KEY DATES

EURAM 2012 Conference 2012, June 6-8 2012

Submission of Track Proposals, DWG Proposals and Symposia	19 July 2011
Announcement of Tracks, DWGs and Symposia	27 September 2011
Submission of Papers	17 January 2012 – 14.00 (2.00 pm) Brussels Time
Notification to Conference Authors	As of 27 March 2012
Early bird Registration - Author Registration	20 April 2012 – 14.00 (2.00 pm) Brussels Time

KEY DATES

Doctoral Colloquium, 5-6 June 2012

Submission of Doctoral Colloquium Papers	10 January 2012
Notification to PhD Students	As of 6 March 2012
Registration Deadline	30 March 2012

Local Organising Committee

Henk Volberda (Chair), Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands

Frans van den Bosch, Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands

Miriam Stikkelorum, Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands

Luca Gnan, Tor Vergata University, Rome, Italy

Paper Submission & Registration

Luisa Jaffé, EURAM

FOR INFORMATION ABOUT EURAM 2012:

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

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”.

Several studies have pointed to the relevance of non-technological determinants of innovation, such as new management practices, new business models or new managerial capabilities. Moreover, many studies have provided empirical evidence about the relatively low explanatory power of R&D spending in comparison to other variables.

Unfortunately, most management scholars are too silent in this debate, while they have much to offer to the innovation debate. Many Western economies nowadays have an excellent record in knowledge creation, but a mediocre record in innovation activity, which is defined as the successful transfer and application of knowledge in new products and services. Social innovation consists of changing a firm's organisational form, its management principles, practices, processes and the organisation 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 organising 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.

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 globalising 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.

The programme of EURAM 2012 will be organised thematically with 39 tracks in Special Interest Group and an additional 7 General Tracks. Take a moment to review the list and submit your paper to:

- Business & Society
- Corporate Governance
- Gender Equality and Diversity in Management
- Innovation
- International Management
- Knowledge & Learning Management
- Project Organising
- Public Management
- Research Methods and Research Practice
- Sport as a Business:
Internationalisation, Professionalisation, Commercialisation
- Strategic Management
- General Tracks

**For submission guidelines, please refer to the EURAM 2012 website www.euram2012.nl
Submissions will be done on-line**

