



www.euram2011.org

The European Academy of Management (EURAM) is a professional community of engaged management scholars and reflective practitioners and is open, inclusive, international and cross-cultural. The EURAM Annual Conference is the main activity that builds and nurtures this community.

The overall theme of the EURAM 2011 Annual Conference is the management of culture in organisations. Culture is a complex, pervasive and deeply grounded set of assumptions. Culture represents valid organisational past experiences. It could be observed as a system that amalgamates values, beliefs, strategies, behaviours, goals and philosophies. Culture transfers these from individual to individual, from group to group, and from generation to generation. Culture may form traditions and norms and also influence the creation of routines and procedures which are useful to adopt in order to achieve successful and sustainable development. However, this positive loop can turn into a negative one. Sometimes organisations persist in their consolidated behaviours in front of a dramatically changing environment, resulting in failures. In these situations, which parts of culture are worth maintaining and which ones should be renewed? What type of culture helps to build successful and sustainable businesses in the 21st century? What can we learn from the past as well as from previous cultures? How can we transfer this knowledge across borders? You are now invited to submit proposals for the EURAM 2011 meeting. Any submissions within management research are invited, but submissions covering the topic of the management of culture are particularly encouraged.

The EURAM Conference in Tallinn builds its goals on those of the previous ones. Ljubljana and Bled 2008 concentrated on diversity in Europe and the implications for leading and managing change. EURAM'11 takes this theme forward with leading and managing change in culture in European countries that are geographically, culturally, historically, economically, institutionally, demographically and socially different. Liverpool 2009 offered a debate on how ideas about renewal and renaissance can be translated to new environments. Rome 2010 was engaged in the interpretation of the economic downturn and the financial crisis. Tallinn 2011 will focus on cultural transfer from the older EU countries to the newcomers, as well as vice versa.

Tallinn is the European Capital of Culture in 2011, which makes it the perfect location for these debates. The unique value of Tallinn's Old Town lies in the outstanding preservation and conservation of its medieval architecture. The Old Town of Tallinn is on the UNESCO's World Heritage list since 1997.

The Estonian Business School, founded in 1988, was the first institution in Estonia to award a degree in business education. While Estonia might be a small country, it is experiencing a positive transformation process. We can assure you that you will enjoy a warm and generous welcome and are looking forward to seeing you in Tallinn.

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Call for Proposals

We are kindly inviting you to submit your track proposals to EURAM'11. We also invite submissions for symposia and development working groups (DWGs) in the same way as proposals for tracks (for further information on the different types of submissions, please refer to www.euram2011.org).

The EURAM'11 Conference Scientific Committee and the EURAM Special Interest Group (SIG) chairs will evaluate submitted proposals.

The role of track organizers for EURAM'11 Conference will be the following:

- Propose a track/symposium/DWG theme likely to attract enough participation
- Encourage submissions of full papers or alternative contributions
- Supervise the double-blind peer review process
- In agreement with the Scientific Committee and SIG chairs, send acceptance letters to authors.

Key Dates - EURAM Conference 2011, 1-4 June 2011

Submission of Track Proposals	14 July 2010
Submission of Symposia/ DWGs Proposals	28 July 2010
Announcement of Tracks and Call for Papers	6 September 2010
Submission of Papers	17 January 2011 – 14:00 (2:00 pm) Brussels time
Notification to Conference Authors	21 March 2011
Early-bird Registration - Author Registration	11 April 2011 - 14:00 (2:00 pm) Brussels time

Key Dates - Doctoral Colloquium, 31 May -1 June 2011

Submission of Doctoral Colloquium Papers	11 January 2011
Notification to PhD Students	28 February 2011
Registration Deadline	31 March 2011

Local Organizing Committee

Ruth Alas (Chair), Estonian Business School
 Luca Gnan, Tor Vergata University, Rome, Italy
 Milenko Gudic, CEEMAN (Central and East European Management Development Association), Slovenia
 Virginijus Kundrotas, BMDA (Baltic Management Development Association), Kaunas, Lithuania

- A short biography for each co-organizer
- The name of the corresponding organizer. This is the person who will be responsible for the final acceptance of the papers in your track, the coordination of co-organizers, and for communication with the organizing committee as well as with colleagues at EURAM involved in organizing the Conference
- A short description of your previous experiences of organizing EURAM tracks/symposia/DWGs
- If you propose a track, indicate a list of 20 people who have committed to act as reviewers for the track, indicating their names, institutions and email addresses
- Indicate the name of five engaged scholars who can attend the conference in the role of discussants. Specify their names, institutions and email addresses.

Please describe the proposed track/symposium/DWG in 1000 words maximum. Our selection criterion goes to tracks/symposia/DWGs proposed by two or three organizers originating from different countries and institutions.

Maaja Vadi, University of Tartu, Tartu, Estonia
 Marko Rillo, Tallinn School of Economics and Business Administration, Tallinn, Estonia

Tiit Elenurm, Estonian Business School
 Ingrid Ermann, Estonian Business School
 Kristel Kuusik, Estonian Business School
 Sigrid Lainevee, Estonian Business School
 Maarja Murumägi, Estonian Business School
 Kätlin Pulk, Estonian Business School
 Tiina Tsatsua, Estonian Business School
 Maris Zernand-Vilson, Estonian Business School

Paper Submission & Registration Luisa Jaffé, EURAM • For information about EURAM'11: www.euram2011.org

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