

**EURAM  
2014**

**14<sup>th</sup>**

**WAVES AND WINDS OF STRATEGIC  
LEADERSHIP FOR SUSTAINABLE  
COMPETITIVENESS**

**4-7 JUNE 2014**

**VALENCIA. SPAIN. VALENCIA CONFERENCE CENTRE**



### THEME

In a context characterised by unceasing trends of globalisation, acceleration of technological change, struggling financial markets, social transformations and increasing prominence of knowledge and innovation, firms are compelled to achieve and sustain very high levels of competitiveness. However, the recent financial crisis and scandals have put into question the sustainability of economic systems and business models. The increasing attention of society and institutions both to business and professional ethics and to the sustainability of the economic system constitutes an important reason for the consideration of limits to the radical search for competitiveness and profits in the short and medium term.

This paradox entails important challenges to scholars, practitioners, politicians and regulators. Facing effectively such an intricate context calls for strategic leaders capable of balancing the answer to competitive and market pressures with a global and long term perspective that goes beyond the survival and profits for their own organisations. As scholars we cannot ignore our key role for the identification of the required competencies for future strategic leaders and the development of the appropriate attitudes and abilities among our students. Our research must focus on questions with real implications in the life and wealth of our societies. In the same line, through rigorous and impactful research, we must stimulate practitioners adopting a sustainable perspective of competitiveness. New winds talk of strategic leadership, of managers, businessmen, investors, directors, consultants, union members and entrepreneurs

who assume their responsibilities in creating and maintaining a sustainable and competitive socio-economic system. The recent history is full of examples of good and bad practices of strategic leadership. The challenge is now to multiply the best practices through social and institutional recognition while lessening the bad ones. Politicians, regulators or other governmental actors are called to warrant the existence of the appropriate conditions for such strategic leadership to emerge and to provide the proper recognition to it.

The pleasant waves and winds of the Mediterranean Sea brought to Valencia a wide range of cultures and influences, which shaped this city into an open minded place and a fascinating location to live and visit. We will be honoured to welcome you in this excellent setting for a lively and fruitful discussion. EURAM 2014 is aimed to be a forum for dialogue about how management research and education, by itself and in combination with other disciplines, can contribute to the enhancement of new waves and winds of strategic leadership that will stimulate a balanced and sustainable view of competitiveness in our societies.



[www.euram2014.org](http://www.euram2014.org)

European  
Academy of  
Management

**EURAM**

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### Valencia: A captivating and unforgettable city

It is easy to surrender to Valencia: Just imagine bright and blue skies; the sea breeze; warm and mild waves; and a mixture of Mediterranean and subtropical climate. Valencia has historically been a cultural crossroad and continues to be a meeting point between northern Europe and the Mediterranean countries. The third largest city in Spain has a rich artistic and historical heritage going back 2000 years, one of the most important legacies in the Mediterranean, which ensures visitors will enjoy their stay in the city of Valencia. It is a striking city eager to transmit a multitude of sensations.

### Hosting institution: University of Valencia

The University of Valencia is today the outcome of more than five centuries of history that have led to the accumulation of knowledge and unique documentary treasures, making it one of the top five Spanish universities. Nowadays it is the second European University in incoming Erasmus students and provides a wide range of teaching and research activities, offered in all areas of knowledge (basic sciences and engineering, health sciences, educational sciences, humanities and social sciences, economics and law).

### Important deadlines

Submission of Topics/Symposia/DWG Proposals	9 July 2013
Announcement of the call for papers	20 September 2013
Deadline for paper submission	16 January 2014 (2 pm Belgian time)
Notification of acceptance as of	28 March 2014
Early bird/authors registration	25 April 2014

### Doctoral Colloquium (2-3 June 2014)

Deadline for submission to PhD Colloquium	28 January 2014 (2 pm Belgian time)
Notification of acceptance as of	28 March 2014
Authors registration	25 April 2014

### Local Organising Committee

Alejandro Escribá-Esteve (Chair)	University of Valencia	Francisco Balbastre	University of Valencia
Luca Gnan	EURAM VP Conferences	Joaquín Alegre	University of Valencia
	Tor Vergata University	Luz Sánchez-Peinado	University of Valencia
Hans van Ees	EURAM VP SIGs	Manuela Pardo-del-Val	University of Valencia
	Groningen University	M. <sup>a</sup> Carmen Saorín-Iborra	University of Valencia
Ana Redondo-Cano	University of Valencia	María Iborra	University of Valencia
Àngels Dasí	University of Valencia	Teresa Canet-Giner	University of Valencia
Consuelo Dolz	University of Valencia	Víctor Oltra	University of Valencia
Esther Sánchez-Peinado	University of Valencia		

### Contact

For further information, please do not hesitate to contact us.

Local Organising Committee: [euram2014@uv.es](mailto:euram2014@uv.es)

[www.euram2014.org](http://www.euram2014.org)

EURAM Executive Office. Luisa Jaffé: [luisa.jaffe@eiasm.be](mailto:luisa.jaffe@eiasm.be)

### Venue

#### MAIN BUILDING:

Valencia Conference Centre - Palacio de Congresos de Valencia: <http://www.palcongres-vlc.com/>

#### COMPLEMENTARY:

Hotel Melià: <http://melia.com/hotels/spain/valencia/melia-valencia/index.html>

Hotel Sorolla: <http://en.hotelsorollapalace.com/>

Faculty of Economics. University of Valencia. <http://www.uv.es/economia>

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