

EURAM 2010 ★ 10th

19th - 22nd May, Rome
Back to the Future
Tor Vergata University, Rome, ITALY



www.euram2010.org

Following on the heels of several corporate scandals, the current financial crisis has destroyed public confidence in management theories and practices. It has shown the failure of rules, systems and processes to effectively control and guide public and private organizations, leaving space for managers' opportunistic behavior.

It is important to analyze in depth what happened in practice, advance high quality theoretical and empirical research, opening a new season for the international scientific debate. The new findings must improve managerial practices with respect to the interests of stakeholders and society at large.

Quoting Sumantra Ghoshal's famous article, business schools do not need to do a great deal more to help prevent future crises; they need only to stop doing a lot of what they currently do. Our theories and ideas have done much to strengthen bad management practices that we are all now so loudly condemning. So what should we do? We need to stop for a while and rethink in a broader multidisciplinary context our theories and our models that ground our frameworks for perceiving reality.

Well, we actually know that different approaches are possible, different paradigms are really available. Most of them have been developed in the past and the *Old Continent* has seen different streams of thought that actually pay attention to the interests of customers, employees, shareholders, and even the communities in which firms operate.

We invite you to join us in Rome for EURAM 2010 to debate how to go back to older approaches and how to stimulate their rethinking. Our goal is to start a serene and constructive debate on the basis of our activities as scholars, recognizing our responsibilities in the actual critical situation and our duties to try to find an exit path dismantling the fortress of the dominant thought of the shareholder value and the short term orientation of the prevalent managerial and financial models.

Rome has a millenary history, it is a city with different souls, they all live in it. The decennial EURAM conference will find in Rome the right place to debate and return to our roots, in order to start shaping of our future. Rome is in the very center of the history and culture of Europe. Getting to Rome is simple and quick, especially since it is so well served by air, rail, coach, and road. The Conference venue is easily accessible and all accommodation will be in the immediate vicinity. EURAM looks forward to welcoming you to Rome in 2010.

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Calls for Track Proposals

Invitations are invited for Track Proposals which seek to explore the themes of the conference. Tracks may run from 2 - 8 parallel conference sessions and hence can vary in length but would normally consist of approximately 6 to 20 papers.

Track organisers are to submit the following information by email to www.euram2010@uniroma2.it quoting Track Proposal in the subject line:

- The title
- Your name, institution, email address, phone number and research field
- A short description of the proposed track (maximum 500 words), to include 4 key words that capture its essence
- A short bibliographical paragraph
- An indication of the number of sessions and papers you would hope to attract
- Details of all co-organisers (to include a bibliographical paragraph)
- A list of 10 people who have expressed their willingness to act as reviewer for the track

The deadline for proposals is 6th July 2009.

Key Dates EURAM 2010, 19th-22nd May

Submission of Track Proposals	06-Jul-09
Announcement of Tracks & Calls	20-Jul-09
Submission of Papers	07-Dec-09
Notification to authors	22-Feb-10
Early-bird registration cut off	19-Mar-10

Key Dates EURAM Doctoral Colloquium, 18th-19th May 2010

Submission of Doctoral Colloquium Papers	11-Jan-10
Notification to authors	12-Feb-10
Early-bird registration cut off	19-Mar-10

Local Organising Committee
Prof. Luca Gnan (Chair)
Prof. Antonio Chirico
Dr. Alessandro Hinna
Dr. Sara Poggesi

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