



## Strategic Interest 14 – Conference General Track (CGT)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about The idea is to empower researchers to explore the state of research and experiment with the aim of creating new insights and potential for a closer collaboration between research and practice. We look forward to receiving your submissions.

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### GT14\_00 General Track

#### Corresponding Proponent:

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#### Short Description:

Our conference theme is “Research in Action.” The aim is to accelerate knowledge creation in management. It is a call for action. The idea is to empower researchers to explore the state of research and experiment with the aim of creating new insights. It is not just a question of methodology it is a quest for relevance in different disciplines of management. The importance of impactful research is an effort to assist people to use the output of research to change behaviour. The relevance of such research creates a purposeful dialogue between academia and business and can benefit society at large. We are inviting papers which are in-line with this theme and papers which do not fit within other tracks of the conference.

## **Long Description**

Our conference theme is “Research in Action.” The aim is to accelerate knowledge creation in management. It is a call for action. The idea is to empower researchers to explore the state of research and experiment with the aim of creating new insights. It is not just a question of methodology it is a quest for relevance in different disciplines of management.

We welcome papers focused on:

- Bridging the gap between academia and practice.
- Joint research between academia and practice.
- The impact of academia, teaching and research.
- Action research and implications.
- Acceleration of knowledge and impact.
- Cross-disciplinary effort in management and other scientific fields
- Discoveries based on research in action.
- Specific circumstances in Iceland, Nordic countries or the Arctic circle.

## **Publishing Outlets:**

Selected papers will be invited for submission to partnering journals.

## **For more information:**

Contact the proponents above mentioned.

## **Symposium: 14\_01S Workplace Innovation (WPI)**

### **Short Description:**

Workplace innovation (WPI) is a concept in development. It started with the idea that technological innovation alone is not enough, as renewal of socio-organisational elements is also required for organizations to become successful. The core notion and empirical finding is that employee engagement and employee involvement are a 'necessary condition' for success, which implies simultaneously achieving better quality of work and better organisational performance. New insights show that WPI can be understood as a set of complementary measures. This symposium presents and discusses new findings to explain how WPI functions and how it can be applied in practice.

### **Long Description:**

Workplace innovation (WPI) combines good quality jobs with good organisational performance, which enhances the innovative capability of an organisation. Its historic roots

are in human relations and sociotechnical systems approaches of the 1950s. Technological innovation alone was then studied as contrasting with social innovation. Today, its revival suggests that technological innovation alone is no longer enough to make innovation 'happen', as it requires acceptance and embeddedness, for which social and organisational renewal should accompany new technologies (Oeij, Rus & Pot, 2017). While this is also not a new insight, the present circumstances have made it a necessary condition to integrate these socio-organisational elements into innovation approaches. The key word seems to be employee engagement and employee involvement. What characterises these present circumstances, are the fact that today's knowledge-based and highly service-oriented economy (also in manufacturing) are dependent on highly skilled employees who are willing to apply their brain and professional motivation for the benefit of the business.

Workplace innovation mediates between the (market) need of an organisation to change in order to remain competitive, and striving for outcomes that benefit both the employees and the organisation. WPI is a means, not a goal. WPI interventions are, on the one hand, measures that improve both the quality of work and performance as tangible socio-organisational innovations; and, on the other hand, they represent a process in which employees have a strong say in developing and implementing those measures. European research has indicated that companies that develop and implement WPI interventions are characterized by 'mature relationships' between management and employees (or employee representatives) whereby they are closely working together, supportive leadership styles, and an organisational culture that is open to renewal from the bottom-up (Eurofound 2015).

This symposium invites the presentation of / will present new research into the following topics:

1. the definition and theory of workplace innovation
2. the mechanisms of workplace innovation
3. the relation between technological innovation and workplace innovation
4. the (immediate) cause for (technological) innovation and how workplace innovation is applied to help render that innovation successful in its development, implementation or as a new product/service for the market
5. the relation between strategic management / leadership styles and corporate cultures and workplace innovation
6. practical applications of workplace innovation and how these affect quality of work and quality of organisational performance

#### **Key Contacts:**

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**Submission Deadline: 10 January 2018 (2 pm Belgian time)**

## Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

### ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
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). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.