



CONFERENCE TRACKS

<http://www.euram-online.org/annual-conference-2017.html>.

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

T 14_04 Making Education and Knowledge Work - for Firms and Practitioners

Proponents:

Malcolm Brady, Dublin City University, malcolm.brady@dcu.ie

Tatjana Volkova, BA School of Business and Finance, Tatjana.Volkova@ba.lv

Eva Perea, Universitat Abat Oliba CEU, epeream@uao.es

Wolfgang Amann. HEC Paris in Qatar, amann@hec.fr

Description:

The recent, and still ongoing, debate on the relevance of academic material to the world of managers provides the backdrop to this EURAM conference stream. This debate has two parts: the relevance of management education and the relevance of management research. This stream sets out to examine both parts: management education and management research and their relevance to practitioner audiences. The call for higher relevance and applicability of management education comes with ever increasing speed and complexity of changes caused by globalization, technological progress, demographic and societal changes, as well as environmental challenges. They create new contexts and issues, foster the development of new business models and relations, which in turn require different sets of skills and knowledge in order to successfully address the challenges and seize new opportunities. With the recent multiple

financial and societal crises around the world, management education has been questioned for its ability to provide knowledge and tools that would help effectively address these increasingly more complex challenges, as well as instilling the right values and attitudes. Unless management education becomes more relevant and applicable, in both content and form, it risks losing its position as the driver of positive change if not even its very existence. Many universities and international management development organizations have already started reevaluating the relevance, effectiveness, and impact of education provided to students and customers, as well as the overall foundations of traditional education and research principles and models. The second element of the stream refers to management research. Intrinsic to that debate is the tension between on the one hand academic rigor, which is necessary for good scholarship, and on the other hand making that same research accessible to communities other than academic, and in particular to practitioners. This stream wishes to examine the extent of the interaction between the small body of professional management academics that exists and the large body of professional managers, in particular through the use or not of academic materials and knowledge by practitioners. Particular considerations are: how do practicing managers gain their knowledge? to what extent do managers engage with academic materials? what kinds of academic materials do they engage with? to what extent are modern professional academics able to relate to management practice? to what extent do academic organizations prepare academics for engagement with the world of management? to what extent do academic organizations inhibit management academics from fully understanding the external world of management and managers? to what extent are full-time academics divorced from the world of managers? how can full-time academics integrate more with practitioners? how do academic incentive mechanisms foster or inhibit contact between academics and practitioners?

Publish:

Target for special issue: International Journal of Management Education (a journal focused on management education)

Target for special issue: Journal of Management Education (a journal focused on management education)

Target for special issue: Journal of General Management (a management practitioner oriented journal)

Target for book of edited papers: Palgrave

Target for book of edited papers: Pearson

South East European Journal of Economics and Business (SEEJEB)

Sarajevo Business and Economics Review (SBER)

International Conference of the School of Economics and Business in Sarajevo (ICES)

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (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 2017 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 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.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.