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# ANAGING THROUGH VARIETY:

# THE EUROPEAN STYLE?



**April 3 - 5, 2003**

***SDA Bocconi - Milan - Italy***



**SDA BOCCONI**

Bocconi University School of Management

**EURAM**

European Academy of Management



One of the main features in Europe is the great variety of economic and social systems which have developed and successfully cohabit. Has this led to a distinctive European style in both management studies and the management of organisations?

**The general aim of the 3<sup>rd</sup> EURAM Conference is to delve into this issue by eliciting comments, criticism, illustrations and refutations of the idea that a particular European style can be recognized in the ways in which organisations are studied and managed.**

The objectives of the conference are therefore to:

- *discuss this topic from different points of view;*
- *make comparisons among different countries within and outside Europe;*
- *make comparisons among different industries, different social and economic systems;*
- *favour a debate on the role of education and academic institutions;*
- *compare different business models and behaviour;*
- *compare and help in the development of models and theories that explain how to cope with variety.*

**Tracks** - Ten tracks are proposed:

- 1 Design-based firms and industries
- 2 Public administration and non-profit organisations management in Europe
- 3 Science, technology and European competitiveness
- 4 Management in knowledge-based organisations
- 5 Common currency and common market. European regulation for European corporations?
- 6 Integrating local and global approaches in management research and practice
- 7 The contribution of European management to social and sustainable development
- 8 The environment as a source of constraints and opportunities: a European perspective
- 9 The creation of managerial knowledge across Europe. The role of universities, firms and the consulting industry
- 10 Management within industrial clusters and networks





The objective of each track is to explore the many dimensions of variety in:

- *business and managerial studies,*
- *firms,*
- *public administration,*
- *corporate governance structures,*
- *strategies,*
- *competitive environment,*
- *organisational styles,*
- *entrepreneurship.*

The aim is to understand if variety is and will be a strength or a weakness in the future.

## Submission of papers and symposium proposals

Contributions to the conference can be of two kinds:

- *full papers,*
- *symposium proposals.*

The deadline for the submission of papers and symposiums is the **1<sup>st</sup> of November 2002.**

Papers should be submitted electronically to both:

- the organisers of the appropriate track (names and e-mail of the track organisers are on the conference website)
- the address: [euram@sdabocconi.it](mailto:euram@sdabocconi.it)

Only full research papers (maximum 20 pages), and full positioning papers (maximum 10 pages), can be submitted. No abstracts will be considered. Each author can submit no more than two papers.



For further information go to the website: [www.sdabocconi.it/euram](http://www.sdabocconi.it/euram)







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Deadline for submission: November, 1<sup>st</sup> 2002

Acceptance: January 2003

website: [www.sdabocconi.it/euram](http://www.sdabocconi.it/euram)

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