WELCOME TO ROTTERDAM

KEY DATES

EURAM 2012 Conference 2012, June 6-8 2012
- Submission of Track Proposals, DWG Proposals and Symposia: 19 July 2011
- Announcement of Tracks, DWGs and Symposia: 27 September 2011
- Submission of Papers: 17 January 2012 – 14:00 (2:00 pm) Brussels Time
- Notification to Conference Authors: As of 27 March 2012
- Early bird Registration: 20 April 2012 – 14:00
- Author Registration: (2:00 pm) Brussels Time

Doctoral Colloquium, 5-6 June 2012
- Submission of Doctoral Colloquium Papers: 10 January 2012
- Notification to PhD Students: As of 6 March 2012
- Registration Deadline: 30 March 2012

Local Organising Committee
- Henk Volberda (Chair), Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands
- Frans van den Bosch, Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands
- Miriam Stikkelorum, Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands
- Luca Gnan, Tor Vergata University, Rome, Italy

Paper Submission & Registration
- Luisa Jaffé, EURAM

FOR INFORMATION ABOUT EURAM 2012:
WWW.EURAM2012.NL
Innovation is considered to be the primary driving force of progress and prosperity. Consequently, much effort is put in developing new technological knowledge, new process technologies and products. However, evidence from both large firms and SMEs shows that successful innovation is not just the result of technological inventions, but is also heavily dependent on what has been called “social innovation”.

Several studies have pointed to the relevance of non-technological determinants of innovation, such as new management practices, new business models or new managerial capabilities. Moreover, many studies have provided empirical evidence about the relatively low explanatory power of R&D spending in comparison to other variables.

Unfortunately, most management scholars are too silent in this debate, while they have much to offer to the innovation debate. Many Western economies nowadays have an excellent record in knowledge creation, but a mediocre record in innovation activity, which is defined as the successful transfer and application of knowledge in new products and services. Social innovation consists of changing a firm’s organisational form, its management principles, practices, processes and the organisation of work in a way that is new to the firm and/or the industry, and results in leveraging the firm’s technological knowledge base and its performance in terms of innovation, productivity and competitiveness.

The aim of EURAM 2012 Conference is to discuss the various ways in which social innovation and its leverage of technological innovation can be enhanced within a firm; between firms through open innovation networks; and during interaction with institutional stakeholders, as well as through overall better measurement and monitoring. In comparison to technological innovations, social innovations in terms of outstanding managerial capabilities, management practices and organising principles of innovation are more difficult to assess and quantify. However, fundamental understanding of social innovation and its influence on technological innovation, will increase productivity, firm competitiveness and quality of work of future generations. We invite EURAM participants to reach new understandings of social innovation and to gain new insights into the tensions felt to realise social innovation at various levels such as teams, organisations, partnerships, institutions, and countries.

Over the past 40 years, Rotterdam School of Management, Erasmus University has firmly established its reputation as one of Europe’s leading business schools. Long before ‘global’ became an important descriptor for business education, RSM’s students, faculty and staff were already reflecting the diversity of the globalising world. Just like our host country, one of the world’s renowned international trading nations, RSM has continued to expand and internationalise, cementing its status as one of Europe’s most international and innovative business schools.