EURAM 2024
24 - 28 JUNE
BATH, UK

FOSTERING INNOVATION TO ADDRESS GRAND CHALLENGES
These are important challenges as they have been blamed for causing economic inequality, social injustice and jeopardising quality of life.

Although technological innovation has helped tackle several aspects of these long-standing challenges, the development and adoption of new and emerging technologies – such as big data, artificial intelligence, and vehicle autonomy – have created new challenges, many of which are of an ethical nature. For example, the advent of these advances poses dilemmas about the ownership and use of data; privacy concerns relating to face recognition; concerns about the devaluation of existing skills and infrastructure; and risks of spreading misinformation and threatening security.

The high opportunity cost of not addressing these long-standing and new challenges begs the question: how can innovation help solve major challenges without creating new ones? To answer this question, business organisations, their key stakeholders, governments, and the academic community can collaborate to develop new solutions and ensure that innovation is responsible and ethical. This may require moving beyond “traditional” forms of innovation to include organizational, business models, and social innovation. There are fruitful opportunities for management scholars to deliver impactful research on the managerial, organisational, and policy challenges inherent in developing the requisite innovations.

We welcome scholars to submit their research to the 2024 EURAM Conference, which focuses on fostering innovation to address long-standing and new Grand Challenges.

The School of Management: The School of Management has moved into its brand new building, which opened in June 2022. This will be the focal point for EURAM 2024 and will be where registration takes place as well as exhibitor space and lunch.

The City of Bath
The city of Bath is a UNESCO World Heritage Site, famous worldwide for its imposing architecture and Roman remains. Bath is a vibrant city with over 40 museums, good restaurants, quality shopping and theatres. It is also home to the Roman Baths, one of the best-preserved Roman remains in the world, where 1170,000 litres of steaming spring water, reaching 46°C, still fills the bathing site every single day.
The Campus
Just one mile from the city centre, the University of Bath campus is one of the safest in the UK and has been recognised with a national police security award. Delegates also have access to the £30 million Sports Training Village, home to Team Bath and a host of Olympic, Paralympic and World medallists. The campus itself is surrounded by countryside, with walks around the edge of campus and the adjacent Bath Skyline tour offering amazing views.

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Conference Programme Committee
Steve Brammer, Co-Chair, Dean of the School of Management, University of Bath
Panos Desyllas, Co-Chair, Reader at the School of Management, University of Bath
Rémi Jardat, Vice President for Strategic Interest Groups (SIGs)
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