European Academy of Management
EURAM

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

EURAM 20**23**rd **YEAR**
Transforming Business for Good

14-16 June
Trinity Business School
Dublin, Ireland

www.euram.academy

EURAM 2023

23rd YEAR

14-16 June

Transforming Business for Good

As the survival of our planet and humanity itself are threatened by unsustainable business practice, never before have management scholars been placed in such an important role in society.

As researchers, educators and thought leaders, business school academics cannot only play a huge role in helping to 'Transform Business for Good' but have a moral duty to do so. The youth of today and future generations are relying on business scholars to deliver on this challenge. A rapidly growing and large number of firms want to transform themselves to be good businesses: good as in ethical, good as in for good and hence eco-sustainable and good as in performance, for instance as measured and indicated by the SDGs. They want to transform for good not only because it is the right thing to do and one which is inspirational for both their workers and consumers, but because it is the new frontier of competition. Firms that won't be able to deliver ethical and eco-sustainable goods and services at affordable prices will simply not survive.

In order to deliver this mission and sustainable strategic objectives, firms are turning to management thought leaders to guide them on best practice for humane, ecological, sustainable business which enables them to behave to high ethical standards, generate loyal consumers, meet ESG regulatory requirements and ultimately to be competitive in this new business environment. Many businesses want to be activists and actually become ethical leaders who drive this transformation and thereby playing a role in persuading consumers to adopt sustainable buying patterns.

To achieve all these objectives, businesses need each field of research in the broad portfolio that comprises management to create and disseminate new knowledge to **Transform Business for Good**. This involves both conceptual and empirical research aimed at enhancing knowledge about and for this objective. Therefore, we warmly welcome scholars to submit research to contribute to the 2023 EURAM Conference focused on this challenge and theme of Transforming Business for Good.

The Conference will be held at Trinity Business School in Trinity College, Dublin. We look forward to giving you all a warm welcome at EURAM 2023.

Doctoral Colloquium (12-13 June)

**Deadline for Submission to Doctoral Colloquium
17 January 2023**

**Notification of Acceptance
7 March 2023**

**Deadline for Registration
14 April 2023**

EURAM Conference (14-16 June)

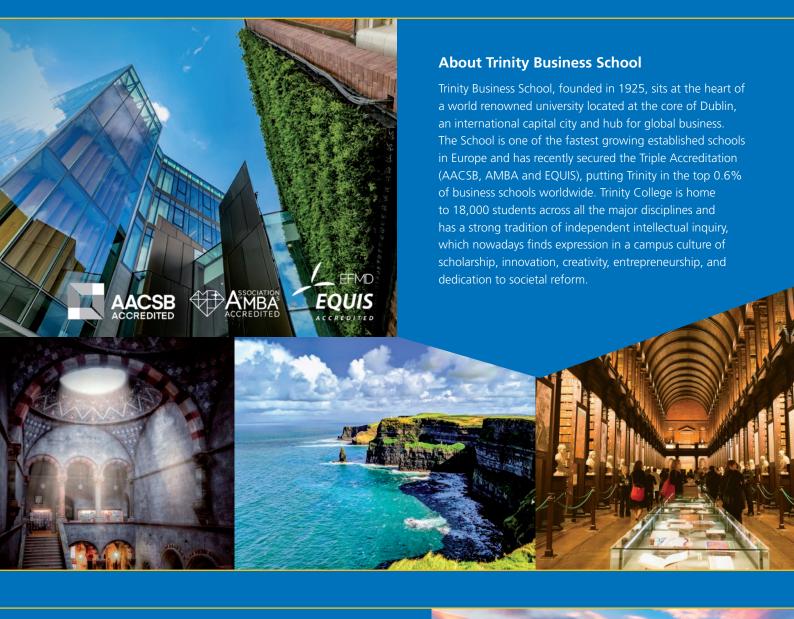**Topic / Symposium Proposals
7 July 2022**

**First Announcement of Call for Papers
22 September 2022**

**Deadline for Paper Submission
10 January 2023**

**Notification of Acceptance
15 March 2023**

**Early Bird Registration Deadline
7 April 2023**

**Authors and Panellists Registration Deadline
14 April 2023**

About Trinity Business School

Trinity Business School, founded in 1925, sits at the heart of a world renowned university located at the core of Dublin, an international capital city and hub for global business. The School is one of the fastest growing established schools in Europe and has recently secured the Triple Accreditation (AACSB, AMBA and EQUIS), putting Trinity in the top 0.6% of business schools worldwide. Trinity College is home to 18,000 students across all the major disciplines and has a strong tradition of independent intellectual inquiry, which nowadays finds expression in a campus culture of scholarship, innovation, creativity, entrepreneurship, and dedication to societal reform.

About Dublin

Dublin is a warm and welcoming city, with a world-class job market, stunning surroundings, and friendly inhabitants. It is a major global hub for pharmaceutical and medical technology, software and ICT and export and trade industries. Many financial services firms are headquartered in this pulsing city. The Trinity campus sits at the heart of the city, surrounded by museums, seats of government, theatres, and global corporations. It is home to the magnificent Old Library, which brings visitors back to the 18th century, and the Book of Kells, a 9th-century gospel manuscript famous throughout the world. We look forward to giving you all a warm welcome at EURAM 2023.

Conference Programme Committee

Andrew Burke
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Trinity Business School, Trinity College Dublin,
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Vice President for Strategic Interest Groups
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FURTHER INFORMATION

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Central Bank

Amazon

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Accenture

**Trinity Business School is
located at the heart of Dublin
city, a European capital and
hub for global business.**

Dogpatch labs

Morgan Stanley

EPIC

Evocco

Huckletree

Grant Thornton

Dublin Christian Mission

Trinity Business School

The Tara Building

Hubspot

National Gallery

Irish Parliament

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Book of
Kells

Irish Whiskey Museum