EURAM 20 23rd YEAR
Transforming Business for Good

14-16 June
Trinity Business School
Dublin, Ireland

www.euram.academy
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.
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.

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.
Andrew Burke  
Conference Chair  
Trinity Business School, Trinity College Dublin, the University of Dublin

Rémi Jardat  
Vice President for Strategic Interest Groups (SIGs) Université Evry-Val d’Essonne France

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

FURTHER INFORMATION  
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