

European  
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Management

EURAM



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# EURAM 20<sup>25</sup><sup>th</sup> YEAR

Managing with Purpose

22-25 June 2025  
University of Florence  
Italy



# EURAM 2025<sup>th</sup> YEAR

## Managing with Purpose

*From Craftsmen to Artificial Intelligence: Bringing back Humanism into Management*

22-25  
June

The debate on the concept of corporate purpose, both from an academic and practice perspective, is on the rise. At its heart lies the notion of striking a balance between the pursuit of profit and the maintenance of a meaningful and lasting purpose.

The theory of shareholder value clearly demonstrated the limits of a focus on profit-maximization. Stakeholder theory served to call attention to the value of the voices of other stakeholders, but directed a deal of its attention towards the comparison and the balance of different interests.

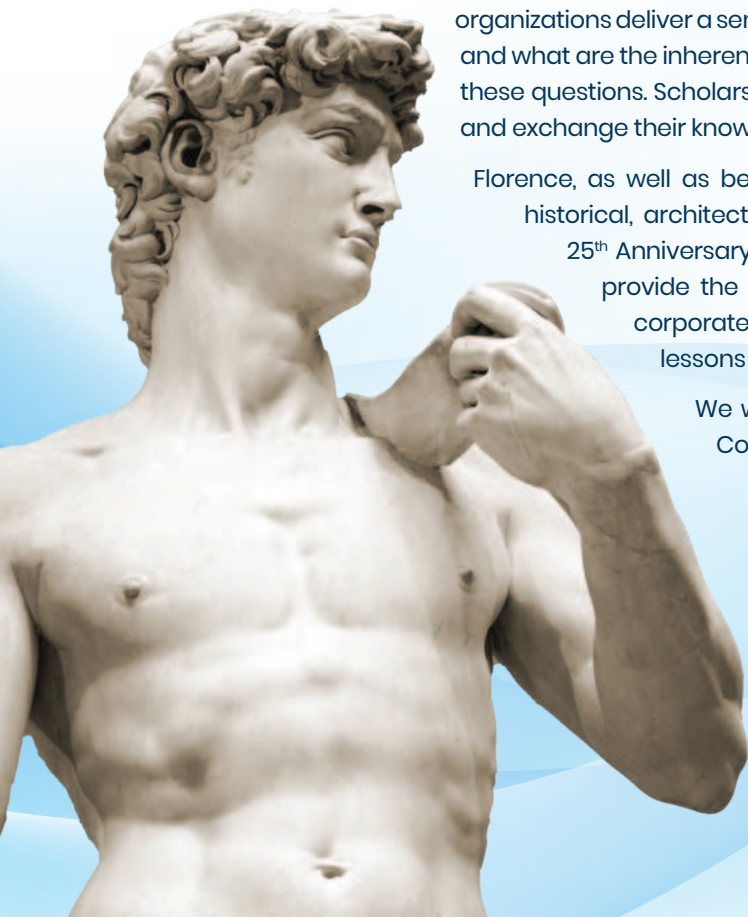
Today, the identification, articulation and maintenance of a meaningful and shared purpose has become a central issue for many organizations. Business leaders are encouraged to embrace the idea that companies must go beyond the profit motive. They must also create value by helping society to provide new solutions to a growing array of challenges.

**Managing with Purpose** is a strategic assumption that creates value, enhances impact, and fosters longevity. It reflects something more aspirational than the search for profit through economic exchanges. It explains how the people involved in the organization can make the difference, giving them a sense of meaning and drawing their support. It is about people coming together to do something they believe in and allowing profit to follow as a consequence of their collective endeavor rather than being an end in itself. However, despite a growing body of research on the topic, many questions remain.

How is purpose defined? How many purposes can an organization have? How do organizations deliver a sense of purpose to their various internal and external stakeholders and what are the inherent tradeoffs that have to be faced? There are no easy answers to these questions. Scholars, leaders, and organizations need to work together to combine and exchange their knowledge and co-create new models and approaches.

Florence, as well as being a thriving commercial center, is also a city of unrivaled historical, architectural and artistic significance. As the gathering place for our 25<sup>th</sup> Anniversary Conference, the splendor of the cityscape as a backdrop will provide the opportunity not just to reflect on the meaning and value of corporate purpose, but to rekindle the very essence of humanism, and its lessons for human dignity, development and accomplishment.

We welcome scholars to submit their research to the EURAM 2025 Conference and we look forward to seeing you in Florence.



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## University of Florence School of Economics and Management

The University of Florence is one of the most important public universities in Italy and the School of Economics and Management is one of its largest schools, with four departments (Economics and Management, Law, Political Science, and Statistics) and more than 6,000 students.

The school is located in the Novoli campus, a large university area which is well-connected to the city center and the airport. With four buildings for classrooms, a big square and a beautiful park within walking distance, the school is the perfect setting to host EURAM Annual Conference.



## The city of Florence

Florence is a UNESCO World Heritage Site. It is an open-air museum with more than 2,000 years' history and an inestimable artistic heritage. It has been awarded one of the Top Destinations for Culture & Sightseeing in Europe and is one of the most visited cities in Italy.

With more than 100 churches full of art and history, the city center is surrounded by the Renaissance architecture of noble palaces, squares, and churches.

The Medici family ruled Florence for three centuries, helping the city to grow artistically and intellectually. Famous artists and writers such as Michelangelo, Botticelli, Donatello, Dante and Petrarca date from that period. For centuries, millions of intellectuals, pioneers, traders, and craftsmen have been drawn to Florence, many leaving their inspiring works as a gift to humanity.

We look forward to hosting you in Florence and giving you a warm welcome at EURAM 2025.



# EURAM 20<sup>25</sup><sup>th</sup> YEAR

## Managing with Purpose



### Conference Programme Committee

**Andrea Paci**, Co-Chair, Dean of the School of Economics and Management, University of Florence

**Sara De Masi**, Co-Chair, Executive Director of International Relations, Department of Economics and Management, University of Florence

**Audrey Rouzies**, Vice President for Strategic Interest Groups (SIGs), Toulouse School of Management, Toulouse Capitole University

**Eythor Ivar Jonsson**, Vice President for Conferences, Akademias

### For more information:

EURAM Local Organising Committee: [euram2025@unifi.it](mailto:euram2025@unifi.it)

EURAM Executive Office: [info@euram.academy](mailto:info@euram.academy)

### EURAM LABS & CONFERENCE – Florence 22–25 June 2025

**Topic / Symposium Proposals:**  
12 July 2024

**First Announcement of Call for Papers:**  
26 September 2024

**Deadline for Paper Submission:**  
14 January 2025

**Notification of Acceptance:**  
18 March 2025

**Early Bird Registration Deadline:**  
22 April 2025

**Authors and Panelists Registration Deadline:**  
29 April 2025

### DOCTORAL COLLOQUIUM 21–22 June 2025

**Deadline for Submission to Doctoral Colloquium:**  
21 January 2025

**Notification of Acceptance:**  
11 March 2025

**Deadline for Registration:**  
29 April 2025