

European  
Academy of  
Management

EURAM



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

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

Managing with Purpose

22–25 June 2025  
University of Florence  
Italy

EXHIBITORS' INFORMATION



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

## ABOUT THE 25<sup>th</sup> EURAM CONFERENCE

22-25  
June

*About the European Academy of Management (EURAM)*

The European Academy of Management (EURAM) is a professional community of engaged management scholars and reflective practitioners – open, inclusive, international, and cross-cultural.

EURAM places a strong emphasis on multidisciplinary theoretical perspectives and methodological pluralism and promotes critical examinations of the historical and philosophical roots of management theory and praxis.

EURAM aims to enhance the quality of research, improve its relevance for responsible and effective practice, and contribute to the social and political discourse on management. EURAM is recognized as the academic association of management in Europe, becoming a reference for management scholars. EURAM currently has close to 1750 members.

### EURAM Annual Conference

Every year, the EURAM annual conference takes place in a different city in Europe in June. The Doctoral Colloquium precedes each conference.

A university or scientific institution in Europe hosts the Annual Conference, which is a strategic way of achieving EURAM's objectives. Specifically, this helps in the continued evolution of an open, inclusive, international, and cross-cultural EURAM community of engaged scholars. As such, EURAM supports scholars in designing, producing, and disseminating higher quality and impactful research at each stage of their career. Moreover, it influences the development of management education and provides platforms and networks for the dialogue between scholars, reflective practitioners, and policy makers.

The EURAM Conference has been held in Winterthur (Switzerland), Lisbon (Portugal), Reykjavik (Iceland), Glasgow (Scotland), Paris (France), Warsaw (Poland), Valencia (Spain), Istanbul (Turkey), Rotterdam (The Netherlands), Tallinn (Estonia), Rome (Italy), Liverpool (UK), Ljubljana (Slovenia), Paris (France), Oslo (Norway), Munich (Germany), St Andrews (Scotland), Milan, (Italy), Stockholm (Sweden), Barcelona (Spain), Dublin (Ireland). During the COVID-19 pandemic, the conference was held online on two occasions. In 2024 the conference took place in Bath, UK.



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## 25<sup>th</sup> EURAM Annual Conference (Florence)

### About Florence

Florence is one of the largest cities in Italy. Situated at the heart of an urban area boasting approximately 1.5 million inhabitants, the municipality of Florence currently counts around 380,000 residents and serves as the capital of the Tuscany Region.

The Roman city of Florentia was established during the Republican era, near the Etruscan city of Fiesole, and gained significant demographic importance during the Empire. Following the early Middle Ages, "Fiorenza" underwent substantial economic and demographic expansion, propelling it to become one of Europe's major cities and a global financial powerhouse of its time. It was during this period that the Florentine Dante Alighieri laid the groundwork for the prestige of the city's dialect, which would later evolve into a literary language across various Italian states and serve as the foundation for the modern Italian language.

During the fifteenth and sixteenth centuries, Florence ascended to prominence as the capital of a regional state, transitioning from a Republic to a Duchy and eventually a Grand Duchy, with the rise of the Medici banking dynasty. This period marked Florence as a hub of both architectural and financial innovations. Most notably, it emerged as a focal point of a vast artistic network, serving as the epicenter of the Renaissance.

Florence's legacy intertwines with renowned artists such as Giotto, Cimabue, Leonardo da Vinci, and Michelangelo, alongside figures of science like Galileo, poets including Dante and Boccaccio, and explorers such as Amerigo Vespucci.

The museums of Florence, primarily the Uffizi and the Accademia, house artworks of international renown, including masterpieces such as Michelangelo's David and Botticelli's Venus.

Florence stands as an open-air museum, brimming with wonders at every turn.





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## Conference Theme: MANAGING WITH PURPOSE

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

### MANAGING WITH PURPOSE

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

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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## Who attends the EURAM Annual Conference?

The EURAM Annual conference is a meeting place for more than 1,800 academicians and practitioners, from all over the world, comprised of professors, Ph.D. students & assistants, and practitioners. As shown below in the graphic, EURAM has 2430 members in 2024.



In 2024, EURAM members come from a diverse range of countries, with approximately 22% from non-European nations. The five countries with the highest membership are the United Kingdom (321 members), Italy (281 members), Germany (189 members), France (171 members), and Spain (78 members)

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## EURAM Exhibition Packages

### Exhibitor Package at EURAM 2025 Annual Conference

EXHIBITORS STAND OPTIONS	Standard fee (€)	Early bird discount fee* (€)
Stand in the area close to the coffee breaks, including an advertisement of ¼ page in the EURAM 2025 Exhibitor Booklet and two complimentary passes for stand managers (Sun-Tue)	1,430	1,150
Upgrade to advertisement ½ page in the EURAM 2025 Exhibitor Booklet	1,600	1,275
Upgrade to advertisement 1 page in the EURAM 2025 Exhibitor Booklet	1,760	1,400
Two stands including advertisement ½ page in the EURAM 2025 Exhibitor Booklet	2,200	1,760
VIP EXHIBITOR OPTION Two stands including a 1-page advertisement in the EURAM 2025 Exhibitor Booklet, one insert in the delegate bags, and a satellite table in the lunch area (two days)	2,750	2,310
ADDITIONAL OPPORTUNITIES		
Inserts for the delegate bags when an exhibitor stand is purchased	180 (price per insert)	160 (price per insert)
Books ONLY (5 titles max.) to be displayed at a common table located at the publisher's area	150 (price per title)	135 (price per title)

\*Early Bird Discount Fee applies if you book your Exhibitor Stand by 11 April 2025.

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### Detailed information for exhibitors

#### Each Exhibitor booking includes the following:

- One long covered table (0,9 x 1,8 x 0,76 m) (six feet) plus 2 chairs.
- General lighting, power, and wireless connection to the internet.
- Two complimentary passes for stand managers (which includes refreshments and lunch). Additional badges may be purchased for €50 each (max. two additional badges per exhibitor);
- Dedicated exhibitor page on the EURAM 2025 conference website with your organisation's name and logo, enabling you to target your communication to delegates.
- Pre-conference publicity as an exhibitor.
- Branding at the Conference i.e., your organisation's name and logo on the signage as an exhibitor.
- Acknowledgment in the EURAM 2025 Conference Programme as an exhibitor (printed and online).

#### Other Information

**Venue information** - The exhibition floor plan will also be circulated around end of April 2025. The exhibition area will be located close to the coffee break area: delegates going to the plenary sessions and the meeting rooms will pass the exhibition space.

**Logistics** - Instructions on where to send the display items will be sent to you upon receipt and confirmation of your booking form. Any materials you wish to be returned must be sent back by your organisation.

**Allocation process for exhibitor space** - Exhibitors who also sponsor EURAM will have priority in selecting their space. The remaining spaces will then be open to all other exhibitors. The key contact in your organisation will be notified by email when the allocation process for exhibitor space is open. The space allocation will operate on a first-come basis.

**"Books Only" option** - Exhibits will be offered to exhibitors who would like to have books and other titles on display but are unable to attend the Annual Conference. The cost is €135 per title with a maximum of five titles allowed per publisher/author. You may send copies to give away, or "Display Only" copies. You may send as many order forms, brochures, and/or catalogues as necessary. Order forms must include a fax number where attendees can send filled-out forms. EURAM is not responsible for returning completed order forms. Instructions on where to send the materials will be sent to you once your payment is processed. We will ensure as best as possible that an ample supply is available during exhibition hours. At the end of the Annual Conference, the display books will be donated to charity. If you require items to be returned, you must provide shipping supplies and instructions with your materials. EURAM is not responsible for the loss or damage of materials.

**\*\*\* Please note that the exhibition space chosen by exhibitors during the space allocation process is not guaranteed until full payment has been received by EURAM \*\*\***

**Exhibitor badges** - The payment for each exhibitor stand will include two complimentary passes for stand managers. Additional badges for stand managers may be purchased for 50€ each. Exhibitor registration will be onsite at the main conference registration desk. Exhibitor badges will be provided at that time. Exhibitor representatives will not be permitted to enter the exhibition area without a valid exhibitor badge.

Exhibitor personnel are welcome to attend all EURAM sessions as a "regular" attendee except in cases where there are additional charges, e.g., get together activities, social dinners, and the EURAM party.

**Raffles** - A great way to promote exhibitors and to attract delegates to come to the exhibits area is to hold daily raffles during the coffee breaks. Exhibitors are encouraged to donate prizes/gifts to be raffled off during those times.

**Installation and dismantling of Exhibitor Space** - Exhibitors may set up their display stands on Sunday 22 June 2025 from 14:00 pm. All exhibitor stands must be dismantled on Wednesday 25 June 2025 from 16:30 onwards.



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**Security and Liability** - EURAM and University of Florence School of Management will take special precautions to safeguard each exhibitor's property during the Conference. However, EURAM specifically disclaims all liability. Exhibitors assume all responsibility and liability for their property, personnel, and employees. Exhibitors should insure their exhibits and display materials.

**Purpose Clause** - EURAM reserves the exclusive right to determine the relevance of the organisation's product and refuse a prospective exhibitor the right to exhibit. The organisation has to offer a product or service of specific value to EURAM members.

**Payment** - Once you have made a booking, you will receive an invoice for the full amount. Full payment will be required within 30 days.

**Cancellation Policy** - All cancellations must be made in writing to EURAM. EURAM shall retain:

- 50% of the exhibitor fee if cancellation is received less than one month prior to the Conference
- 100% of the exhibitor fee, if the cancellation is received by EURAM less than two weeks prior to the Conference.

EURAM assumes no responsibility for having included the name and information of the cancelled exhibitor in the Conference Programme or any other materials. EURAM also reserves the right to amend the exhibitor stand plan if required by the host venue for logistical or safety reasons. The exhibition area will be based in the main breakout area where the coffee breaks are served, thus being in the centre of the Conference's socialising and networking activities and will also ensure a good level of footfall and delegate engagement throughout the event.





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## Important Dates for Exhibitors

Date	Event	
11 April	2025	Early bird registration deadline as an exhibitor
25 April		Floor plan available will be available
18 May		Deadline to provide the Advertisement for EURAM 2025 Exhibitor Booklet
30 May		Deadline for purchasing exhibit space
30 May		Deadline for payment of exhibit
22 June		Check in and setup starts
23 June		Exhibit Area opens to all attendees
25 June		Exhibits Area closes and booths are dismantled for check out

For additional information, go to <https://conferences.euram.academy/2025conference/>

### EXHIBITOR APPLICATION FORM

Organisation Name : .....

Address : .....

Phone : .....

Fax : .....

Contact Person(s) : .....

Mobile Phone Number : .....

Email : .....

Notes : .....

Invoice Details : .....

Sponsorship Type : .....

Sponsorship Fee : .....



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## Payment Form

### PAYMENT FORM

Bank Transfer (Please attach a copy of the bank draft to this form)

#### Banking Details:

**Bank Name** : T. Garanti Bankası A.S.  
**Branch Name** : Bogazici Ticari Branch  
**Branch Code** : 1666  
**Acc.Holder** : Dekon Kongre ve Turizm Hiz. A.S.

**IBAN Number (USD)** : TR64 0006 2001 6660 0009 0844 07  
**Swift Code** : TGBATRISXXX

### CREDIT CARD INFORMATION

Card Type:



Cardholder Name (as shown on card):

Card Number:

Expiration Date (mm/yy):

CVC Number:

DATE

SIGNATURE

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