

Euram 2026

16-19 June, Kristiansand, Norway

Navigating High Waters Managing in an Age of Disruption



 **UiA** School of
Business and Law

European
Academy of
Management

EURAM

Navigating High Waters

Managing in an Age of Disruption

Geopolitical threats, demographic shifts, multidimensional interdependencies, conflicting demands, unpredictable breakthroughs and technological changes coupled with excessive regulation – particularly in the European context - compel organizations to focus on flexibility and adaptability to navigate uncertain conditions.

In an era of disruption, management requires agility, innovation, and resilience across organization's operations:

- **Strategic disruption** encompasses fundamental changes in the political environment, market structures, technologies, and business models.
- **Marketing disruption** refers to radical transformations in how companies interact with customers, the characteristics of products and services, and communication channels.
- **Supply chain disruptions** can lead to unexpected interruptions in the flow of goods and services.
- **Disruption in human resource management** results from technological and social changes that redefine employee roles and competencies.

Additionally, **institutional disruption** - radical changes that challenge long-established norms, rules, and organizational structures, is becoming more pronounced. Understanding this process is crucial for organizations that must adapt to the disintegration of traditional structures and seek new pathways for development.

Key aspects of institutional disruption include:

- **Regulatory transformations** – changes in legislation and public policies that redefine competitive landscapes and organizational strategies.
- **Technological disruptions at the institutional level** – the development of artificial intelligence, blockchain, and digital governance structures replacing traditional institutional mechanisms.
- **Market deinstitutionalization** – the decline of traditional industry structures and the emergence of new business and institutional models.
- **Social and cultural transformations** – increasing expectations for ethical and sustainable business practices reshaping corporate governance.

Breakthrough changes do not only affect individual organizations but often impact entire sectors, requiring a comprehensive approach to management. The conference theme encompasses a wide range of research on strategies that enable organizations to effectively operate in times of uncertainty. Key areas include organizational resilience, paradox management, agility, risk management, and innovative business models. In this context, studying institutional disruption enables a deeper analysis of the processes leading to transformation and the search for new adaptation strategies.

The University of Agder (UiA)

The University of Agder (UiA) became a university in 2007, but our roots span over more than 190 years. In 1771 Bishop Johan Ernst Gunnerus proposed that a Norwegian university will be established in Kristiansand. But apparently Universities don't materialize quickly, and UiA is a typical Norwegian University. The University started as a teacher training college in 1839, taking place at the Holt vicarage in East-Agder. Today the University has two campuses - Kristiansand (the conference venue) and Grimstad, six faculties (of which the School of Business & Law), AND IS accommodating over 14,000 students.

The university campus in Kristiansand has everything gathered in a compact area. Short distances to everything and designed for high well-being and for students and staff to collaborate across disciplines.

The School of Business and Law has over 2,000 students and is AACSB accredited.

The city of Kristiansand

The city (and municipality) of Kristiansand is the sixth largest municipality in Norway with a population of about 118,000 inhabitants. The city is named after the Danish-Norwegian king who founded the city – Christian IV in 1641.

Kristiansand is a port city that has served as an important trade post with mainland Europe for several centuries, and as such has always kept an international flare. Today, it is home to several important industrial clusters such as the Offshore Engineering companies, Sustainable Processing Industries, and more recently for electric batteries. In addition, in recent years the city has become a cultural hotspot with top attractions from the renowned Kunstsilo Art Museum, the Kilden Performing Arts Center, and the Dyreparken Children's Theme Park; all attracting visitors from near and far.

Kristiansand has a coastal climate with minor daily and annual temperature differences and mild winters due to the warmth provided by the Gulf stream



EURAM Labs & Conference – Kristiansand

16-19 June 2026

Topic / Symposium Proposals:

10 July 2025

First Announcement of Call for Papers:

25 September 2025

Deadline for Paper Submission:

7 January 2026

Notification of Acceptance:

5 March 2026

Early Bird Registration Deadline:

9 April 2026

Authors and Panelists Registration Deadline:

16 April 2026

Doctoral Colloquium

15-16 June 2026

Deadline for Submission to Doctoral Colloquium:

14 January 2026

Notification of Acceptance:

26 February 2026

Deadline for Registration:

16 April 2026

Conference committee:

Kalanit Efrat, Co-Chair, Program leader for the Master in Management and Business Development, University of Agder, Norway

Bjørn Tore Flåten, Co-Chair, Head of International Relations, University of Agder, Norway

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

Eythor Ivar Jonsson, Vice President for Conferences, Akademias

Contact

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**EURAM Conference Coordination
Team (DEKON Group)**
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