



School of
Management and Law

European
Academy of
Management

EURAM

EURAM 2022

Leading Digital Transformation

15–17 June 2022
Winterthur / Zurich
Switzerland

www.euram.academy



EURAM 2022

Leading Digital Transformation

CONFERENCE THEME

The ongoing shift towards information technology, along with (big) data, algorithms, and smart analytics, affects all sectors (private, public and non-profit) and is changing how organizations create value. Besides a blurring of industry boundaries, modular business architectures and new definitions of business performance are just some of the consequences of this transformation. To succeed, businesses need to be data-driven and digitally optimised, generate vast amounts of data, and analyse it intelligently.

Faced with these challenges, managers must find new sources for their competitive edge in these data-driven markets. This means reassessing their core competencies and business strategies. Company-wide change management policies may be required to bring in people with fresh skills, integrating them with existing staff, and redefining how the company engages with its stakeholders, from the supply chain to the customer.

To tackle these complex issues, we encourage participants to adopt an interdisciplinary approach by combining insights and approaches from originally distinct fields. We welcome contributions that transcend the boundaries between disciplines and combine academic work and professional practice. Ideally, proposals will come from scholars from various backgrounds, including strategic management, marketing, organisational behaviour, human resources, entrepreneurship, ICT, education, and other related disciplines.

Join leading thinkers and practitioners in Winterthur / Zurich, Switzerland, to explore the opportunities and challenges of digital transformation. In addition to a full and varied conference programme addressing multiple aspects of the topic, we offer a doctoral colloquium and a series of "labs" to showcase practical applications of digital transformation across a variety of industries.

Doctoral Colloquium 13–14 June 2022

Deadline for Submission to Doctoral Colloquium

18 January 2022

Notification of Acceptance

8 March 2022

Deadline for Registration

15 April 2022

Conference 15–17 June 2022

Topic/Symposium Proposals

8 July 2021

First Announcement of Call for Papers

23 September 2021

Deadline for Paper Submission

11 January 2022

Notification of Acceptance

16 March 2022

Early Bird Registration Deadline

8 April 2022

Authors and Panelists

Registration Deadline

15 April 2022

FURTHER INFORMATION

EURAM Executive Office

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>>> www.euram-online.org

About Us

School and Town

ZHAW SCHOOL OF MANAGEMENT AND LAW

Zurich University of Applied Sciences (ZHAW), with over 13,000 students and around 3,000 members of staff, is one of the largest multidisciplinary universities of applied sciences in Switzerland.

The ZHAW School of Management and Law (SML), based in Winterthur, is one of the eight university schools and has the largest number of students. With internationally recognized Bachelor's and Master's programs, cooperative PhD programs, a broad range of needs-oriented and well-established continuing education programs, as well as innovative research & development projects, it is one of the leading business schools in Switzerland.



WINTERTHUR – CITY AT THE HEART OF EUROPE

Winterthur is an exciting place set in beautiful natural surroundings, combining culture and industrial tradition with business and commerce. With 110,000 inhabitants, Winterthur is Switzerland's sixth-largest city. Having undergone a rapid evolution in recent decades, it is principally known today as a hub for innovation and education.

While Winterthur is both small and safe enough to explore on foot, it has all the amenities of a big city, making it a popular place to live, work, and relax. The charming Old Town in the medieval heart of Winterthur bustles with life. Despite its industrial history, Winterthur is also a "garden city" with parks, trees, and open spaces inviting people to linger. Winterthur has enjoyed a long tradition as a centre of the arts and boasts 17 museums, as well as being an important player in the thriving economy of the Greater Zurich Area. Visitors are constantly impressed and inspired by Switzerland's imposing financial districts and its breathtaking landscape with lakes, castles, quaint villages, and, of course, the Swiss Alps.

We are certain you will be charmed by Winterthur and will have a rewarding experience at the SML while enjoying the natural beauty and cultural life Switzerland has to offer.

Conference Programme Committee

Prof. Reto Steiner

Conference Chair

Dean

ZHAW School of Management & Law

Rémi Jardat

Vice President

Responsible for Strategic Interest Groups

Université d'Evry Val d'Essonne

Prof. Suzanne Ziegler

Co-Chair

Head of the Department of Banking, Finance, Insurance

ZHAW School of Management and Law

Eythor Ivar Jonsson

Vice President

Responsible for Conferences

Akademias; Copenhagen Business School

Zurich University
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