

# EURAM 2012

Rotterdam  
6 –8 June 2012



**Invitation for  
Sponsorship and  
Exhibition  
Opportunities**

### **Host Organisation**

Rotterdam School of Management, Erasmus University  
[www.rsm.nl](http://www.rsm.nl)

### **Congress Secretariat**

Congrex Holland BV  
P.O. Box 302  
1000 AH Amsterdam  
The Netherlands  
Phone: +31 20 5040 200  
Fax: +31 20 5040 221  
E-mail: [euram2012@congrex.com](mailto:euram2012@congrex.com)

### **Congress Venue**

Rotterdam School of Management  
Erasmus University  
Burgemeester Oudlaan 50  
3062 PA Rotterdam  
The Netherlands



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# Welcome from the President and Chairman of the Local Organising Committee

Dear Sir/Madam

As conference Chair I feel much honored to organize the EURAM 2012 Conference. Innovation is considered to be the primary driving force of progress and prosperity. Consequently, much effort is put in developing new technical knowledge, new process technologies and products. However, evidence from both large firms and SMEs shows that successful innovation is not just the result of technological inventions, but is also heavily dependent on what has been called "social innovation".

For Europe in particular, more active stimulation of social innovation and its leverage of technological innovation will be crucial to sustain long-term competitiveness.

The aim of EURAM 2012 Conference is to discuss the various ways in which social innovation and its leverage of technological innovation can be enhanced within a firm; between firms through open innovation networks; and during interaction with institutional stakeholders, as well as through overall better measurement and monitoring.

We invite EURAM participants to reach new understandings of social innovation and to gain new insights into the tensions felt to realise social innovation at various levels such as teams, organisations, partnerships, institutions, and countries. Over the past 40 years, Rotterdam School of Management, Erasmus University has firmly established its reputation as one of Europe's leading business schools.

As one of Europe's largest international business schools, RSM reaches an expansive international audience of future and current leaders through its portfolio of programs, services and academic activities. Staff and faculty bring constant new innovations into both business education and knowledge creation in line with our institutional mission.

Please feel free to have a look at our website, [www.euram2012.nl](http://www.euram2012.nl) and see how you can contribute to this great conference.

Hopefully we will meet in Rotterdam!

With kind regards, also on behalf of the EURAM 2012 organising team



Henk Volberda

# About EURAM

## Mission

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's goals are:

1. To facilitate the continued evolution of an open, inclusive, international and cross-cultural EURAM community of engaged scholars;
2. To support scholars in designing, producing and disseminating higher quality and impactful research at each stage of their career;
3. To influence the development of management education;
4. To provide platforms and facilitate networks for the dialogue between scholars, reflective practitioners and policy makers;

EURAM uses the following means to meet its objectives:

- the Annual Conference which is hosted each year by a university or scientific institute in Europe
- the [Special Interest Groups](#)
- a Doctoral Colloquium for Students
- the [European Management Review](#), published four times a year
- the [EURAM Newsletter](#)
- the programme [Creating Research Leadership in Europe](#)
- the [Association of Directors of Research](#)
- A [Workshop](#) for Directors of Research
- the [EURAM Early Career Colloquium \(EECC\)](#)
- A [EURAM Facebook Page](#)
- EURAM's Website

## Local organising Committee



### Programme Chair: Henk W. Volberda

Henk W. **Volberda** is Professor of Strategic Management and Business Policy and Director Knowledge Transfer at the Rotterdam School of Management, Erasmus University where he previously served as Chair of the Department of Strategic Management and as Vice-Dean of the Business School. He is director of the Erasmus Strategic Renewal Centre (ESR) and Fellow and Director of the Strategy Research Program of the Erasmus Research Institute of Management (ERIM). He is also Chairman of the Executive Board and Scientific Director of the top institute INSCOPE: Research for Innovation and Board member of the Netherlands Institute for Social Innovation (NCSI). Moreover, he is Vice-President of the European Academy of Management (EURAM) and Chair of the Interest

Group Strategic Management. Henk Volberda has been a visiting scholar at the Wharton School at the University of Pennsylvania and Cass Business School, London. Professor Volberda obtained his Ph.D. cum laude in Business Administration of the University of Groningen. He teaches strategic management, strategic business planning and strategy process at all levels (undergraduate, masters, doctoral). Henk Volberda is also active in executive education and consulting and has worked with many large European corporations, including ABN Amro, Atos Origin, Air France KLM, BP, Cap Gemini, Coface, DSM, Ericsson, ING, KPN, NXP, Rabobank, Randstad, Philips, Schlumberger, Vopak and Shell. His research on strategic flexibility and organizational renewal received many awards, including the NCD Award 1987, the ERASM Research Award 1994, the Erasmus University Research Award 1997, Igor Ansoff Strategic Management Award 1993, Dutch ROA Award for best consultancy paper, Cap Gemini Ernst & Young Strategy Award 2003, the ERIM Impact Award 2003, 2005 and 2007, the ERIM Top Article Award 2007 and the SAP Strategy Award 2005. His work on strategic renewal, coevolution of firms and industries, knowledge flows, new organizational forms and innovation has been published in Academy of Management Journal, Business Strategy Review, Decision Support Systems, European Business Forum, European Management Journal, European Management Review, Global Strategy Journal, Group & Organization Management, International Journal of Disclosure and Governance, International Business Review, International Journal of Business Environment, International Studies of Management & Organization, Journal of Business Venturing, Journal of Management Studies, Journal of International Business Studies, Long Range Planning, Management Science, Omega, Organization Development Journal, Organization Studies, Organization Science, Schmalenbach Business Review and Strategic Management Journal. He co-edited special issues of Organization Science, Journal of Management Studies, International Business Review and Technology Analysis and Strategic Management. He is serving as a member of the Editorial Review Board of Journal of Management Studies, Journal of Strategy and Management, Global Journal of Flexible Systems Management, Long Range Planning, Management Executive, Organization Studies and Organization Science. He was Senior Editor of Long Range Planning and Journal of International Business Studies. His book Building the Flexible Firm: How to Remain Competitive (1998) published by Oxford University Press received wide acclaim. His book together with Tom Elfring Rethinking Strategy (Sage, 2001) was awarded with the ERIM Best Book Award. Recently, he published an international textbook Strategic Management: Competitiveness and Globalization (Cengage, 2011) with European and US scholars.

## Frans A.J. Van Den Bosch



Frans A.J. **Van Den Bosch** is Professor of Management of Interfaces between Firms and their Environments at the Department of Strategic Management and Business Environment, RSM Erasmus University. He is an Editorial Board member of a.o. Journal of Management Studies, Long Range Planning, and Organization Studies. He is co-director of the Erasmus Strategic Renewal Centre (ESRC) and of the Dutch Partner Institute of the World Economic Forum (WEF) and chairman of the Advisory Board of Erasmus Research Institute of Management (ERIM).

Frans van Den Bosch holds a Bachelor degree in Mechanical Engineering, a master's degree (cum laude) in Economics from the Erasmus University Rotterdam and a PhD. in Law from Leyden University. His current research interests include managerial and knowledge-based theories of the firm; management innovations; strategic renewal and corporate entrepreneurship; intra- and interorganizational governance structures; ambidextrous organization. He has published several books and papers in journals like Academy of Management Journal, Journal of Business Venturing, Journal of Management Studies, Long Range Planning, Management Science, Organization Science, Organization Studies and Business and Society.

Frans Van Den Bosch has supervised 32 PhD-theses, has been member of more than 30 PhD-committees and was invited as an external examiner of Antwerp University, City University London, Warwick University (UK) and Indian Institute of Science. On behalf of the Erasmus University Rotterdam, he acted in as honorary promoter of Michael Porter of Harvard Business School. Van den Bosch has been actively involved in the business community and the public sector, e.g. as vice-chairman of the Rotterdam Chamber of Commerce, member of the Rotterdam City Council, chairman of the Rotterdam Enterprise Prize Committee, advisor of a Dutch trade union association and as chairman of the Board of Non-executive Directors of Dutch companies. At present his main activities concern research, teaching and executive education.



**Luca Gnan**

Luca **Gnan** is Professor of Organizational Behavior at Tor Vergata University. He is the Director of the Master of Science in Business Administration and Board member of the Tor Vergata World University.

He has been involved in various academic and public associations, including membership of the Education Ethics Executive Committee of AOM (Academy of Management), Review Board member of FERC (Family Enterprise Research Conference), Sub-theme Convenor of EGOS (European Group of Organizational Studies), and Stream Chair of CMS (Critical Management Studies). Luca Gnan is a member of EURAM, where he is today the Vice-president for Conferences. Since 2003 he has been contributing to the development of the corporate governance track. He is now the Chair of the tracks "Governance in public and non-profit organizations: systems, mechanisms and roles". He is also Co-chair of the Organizational behavior SIG. He is also a Scientific Committee Member of the Master on Internationalization "CorCE Fausto De Franceschi" of the Italian International Trade Institute, with responsibility for Strategy and Organization. Luca Gnan has been and is guest editor of various journals, and he has published on topics related to family business governance, corporate and public governance. His research focus is on family businesses and corporate governance, with a special interest on board of directors, governance structures and mechanisms. Other research interests are the strategy formulation processes, and the role of models in decisional processes. As a scholar, his main priority has been to support and mentor junior faculty and doctoral students.

#### **From the Rotterdam School of Management**

**Miriam Stikkelorum**



**Isabelle Coppens**

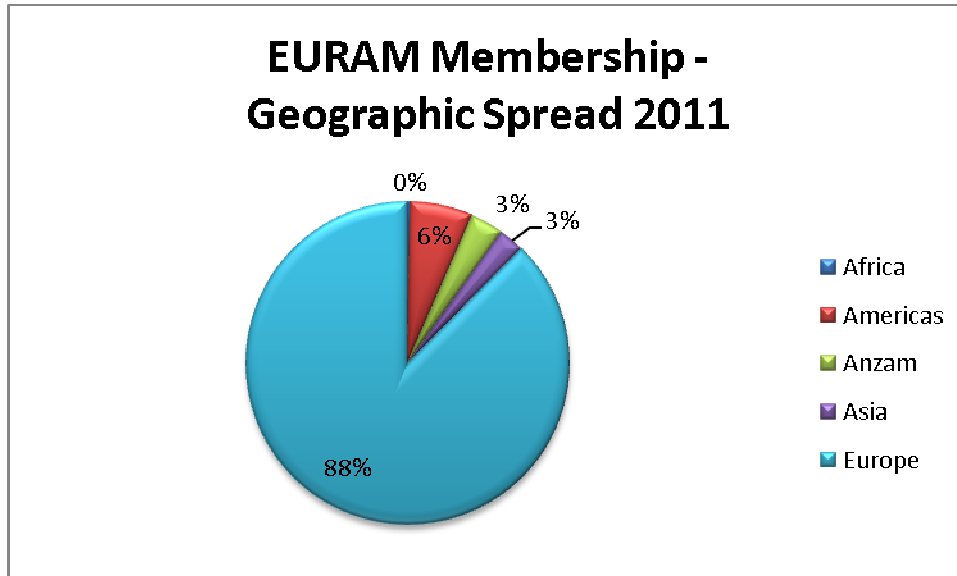


**George Ankomah**



## Profile of Attendance

The EURAM Annual conference is a meeting place for PhD students, assistant professors and professors from all over the world. As shown in the pie chart, EURAM members in 2011 are mainly from Europe (88%). Over the past three years the total number of members has increased by approximately 25% each year. EURAM members visit the annual conference to increase their networks, transfer knowledge among researchers and explore different European cities. The location of the conference, Rotterdam School of Management Erasmus University has carefully been selected to fulfill the desires of the EURAM visitors.



# Preliminary Congress Programme

Wednesday June 6

Time	Activity
08:00 – 18:00	Conference Registration
08:00 – 10:30	Build up various plaza's
09:00 – 10:30	EURAM Excom Meeting SIG Pre-Conferences
10:00 – 12:30	SIG Plenaries
10:30 – 18:00	Visual presentations Plaza Publishers Plaza SIG Plaza Lunch
14:00 – 15:30	Parallel Session
16:00 – 18:00	Welcome to EURAM 2012 – official opening
18:00 -20:00	Welcome Reception
20:00 – tbd	SIG Social Events

Thursday June 7

Time	Activity
08:00 – 18:00	Conference Registration Visual presentations Plaza Publishers Plaza SIG Plaza
09:00 – 10:30	Parallel Session EURAM Board Meeting
11:00 – 12:30	Parallel Sessions Presidents Panel
12:30 – 14:00	Lunch
14:00 – 15:30	Parallel Sessions Presidents Panel
18:00 – 19:00	Presidents Reception
18:00 – 19:00	EECC
20:00 – 23:30	Gala Dinner

Friday June 8

Time	Activity
08:00 – 18:00	Conference Registration Visual presentations Plaza Publishers Plaza SIG Plaza
09:00 – 10:30	Parallel Session
11:00 – 12:30	Plenary Session
12:30 – 13:15	General Assembly
13:15 – 14:00	Lunch
14:00 – 15:30	Parallel Sessions Meet the Editors
18:00 –19:00	SIG Chairs Meeting
19:15 – tbd	President's Farewell Drink

# Sponsorship opportunities

All prices mentioned are exclusive of the applicable VAT.

## PLATINUM SPONSORSHIP

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### EURO 30 000

In order to deliver optimum benefit and profile for sponsors, EURAM will accord only **one** Platinum Sponsor.

The unique sponsorship opportunity provides the following benefits:

- Priority choice of exhibition space
- Complimentary full page black and white advertisement in the Final Programme
- Company strap line on the Congress website with a link to own site
- Acknowledgement as platinum sponsor in all Congress literature
- 1 advance mailing to delegate list
- 3 free registrations

## GOLD SPONSORSHIP

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### EURO 20 000

EURAM will accord a maximum of 4 Gold sponsorships.

Gold sponsorship brings the following benefits:

- Complimentary black and white half page advertisement in the Final Programme
- Acknowledgement with logo link on Congress website
- 1 advance mailing to delegate list
- 2 free registrations
- Company logo printed in the Final Programme

## SILVER SPONSORSHIP

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### EURO 15 000

EURAM will accord a maximum of 6 Silver sponsorships.

Silver sponsorship brings the following benefits:

- Acknowledgement with logo link on Congress website
- 2 free registrations
- Company logo printed in the Final Programme
- Company logo on the sponsor's board which will be displayed in prominent locations around the venue

## DELEGATE SUPPORT

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### Welcome reception

**EURO 10 000**

The welcome reception will be held after the opening ceremony, to which all delegates have free access.

Sponsorship of the welcome reception brings the following benefits:

- Acknowledgement with logo at the welcome reception
- Promotional leaflet in the Congress bag
- Company logo printed in the Final Programme
- Company logo on the website

### Lunches

**EURO 5 000**

The lunches can be sponsored on a single day. The rate above is for 1 lunch.

Sponsorship of the welcome reception brings the following benefits:

- Promotional leaflet in the Congress bag
- Company logo printed in the Final Programme
- Company logo on the website
- Acknowledgement at the lunch buffet

### Tea and Coffee breaks

**EURO 2 000**

The tea and coffee breaks can be sponsored on a single day. The rate above is for 1 day worth of breaks.

Sponsorship of the welcome reception brings the following benefits:

- Promotional leaflet in the Congress bag
- Company logo printed in the Final Programme
- Company logo on the website

### Delegate bags

**EURO 5 000**

In order to deliver an optimum benefit for a sponsor, only one company will get the opportunity to support the delegate bag. All registered participants receive a Congress bag upon registration. It contains the Congress Final Programme book, information on the social programme, related activities and tourist information. The delegate bag will be ordered by the Congress Secretariat.

Benefits of this sponsorship include:

- Company name and logo printed on the Congress bag.
- Promotional leaflet in the Congress bag.
- Company logo in the Final Programme
- Company logo on the website

## Note block and pen

**EURO 5 000**

In each delegate bag, a note block and pen will be inserted. One company has the opportunity to support these items. Together with the Congress details and EURAM logo, the company name and logo will be printed on these two items. The note block and pens will be ordered by the Congress Secretariat.

Benefits of this sponsorship include:

- Company name and logo printed on the note block and pen.
- Promotional leaflet in the Congress bag.
- Company logo on the website

## Bag insert

**EURO 1 500**  
*per flyer*

In each delegate bag, your company flyer will be inserted. Each delegate will receive the Congress bag upon registration, It is expected that over 1000 delegate bags will be handed-out.

## Final Programme

**EURO 5 000**

In each delegate bag, the Final Programme will be inserted. Each delegate will receive the Congress bag upon registration, It is expected that over 1000 delegate bags will be handed-out. The Final Programme contains all information on the EURAM 2012 Congress.

Benefits of this sponsorship include:

- Company name and logo printed on the back of the Final Programme
- Company logo on the website



## Power point facilities

**EURO 10 000**

All the speakers will use power point for their presentations. In the letter with technical information to the speakers it will be mentioned that the facilities are sponsored by your company.

Benefits of this sponsorship include:

- Promotional leaflet in the Congress bag.
- Company logo in the Final Programme
- Company logo on the website

Should you have suggestions for other sponsoring opportunities your organisation is interested in: please contact us!

# Exhibition Information

## Location

The exhibition will take place in the M building (M1-01), which will form the hub of the congress. This provides an excellent opportunity for delegates to interact with the industry. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitors to answer questions.

In addition to the commercial exhibits, tea and coffee and lunch will be served in the exhibition area.

Networking opportunities within the exhibition hall

- Welcome reception
- Tea and coffee breaks
- Lunch
- Exhibition
- Scientific Posters Sessions

## Stands

One table top stand at the conference will include: 2 high standing tables

- Area to display roll up banners and pop up displays
- 1 free registration for stand manager
- Company logo on the exhibitor area of the conference website
- Company logo in the Final Programme

€ 1200,- incl. fee for Stand Manager

There are also 4 stands available with the following including:

- 1 big table with a maximum of 6 chairs
- Area to display roll up banners and pop up displays
- 1 free registration for stand manager
- Company logo on the exhibitor area of the conference website
- Company logo in the Final Programme

€ 1500,- incl. fee for Stand Manager

Please note that while our sponsors will be given priority choice of stand location, early commitment will ensure that your company secures prominent site.

## Exhibition services

Please contact Congrex Holland BV to discuss any additional requirements you might have.

### **Application for Stand Space**

Any company wishing to participate in the exhibition should contact Congrex Holland BV, to be sent the stand application form. On confirmation of your stand allocation you will be issued with an invoice for 60% deposit.

### **Terms of Payment**

- 60% of total exhibition fees due: upon signing the contract
- Balance of 40% : April 2012

## **Terms and Conditions of Exhibiting**

### **Cancellation**

All cancellations must be made in writing. The organisers shall retain:

- 10% of the contract price if cancellation is received more than 5 months prior to the exhibition
- 50% of the contract price if cancellation is received less than 5 months prior to the exhibition
- 100% if the cancellation is received by the organisers less than three months prior to the exhibition opening, unless the exhibition is fully sold and the stand space can be re-let.