

## Oslo – Europe's Bargain City

When you think of Oslo, do you think of bargains? Think again. Oslo is Europe's bargain city for the European Academy of Management.

We are making spectacular deals with leading hotel groups to bring EURAM participants a wide variety of attractive offers. You will be able to choose beautiful rooms in Oslo's best hotels at reasonable prices. Budget travelers and doctoral students will also find a nice selection of good rooms at bargain rates. Since all EURAM conference hotels serve the traditional Scandinavian breakfast buffet, you will start the day well rested, well fed, and ready to work.

The conference will meet on the most modern business school campus in Europe, the new campus of the Norwegian School of Management. Campus resources will make your conference a pleasure. A rich variety of student restaurants and bars will enable those who want to eat on campus to eat – and drink – at student prices. With the money you save, you can easily afford a night on the town in one of Oslo's many outstanding restaurants.

## Getting to Oslo is Easy – and the Cost is Low!

Two excellent airports make Oslo one of the most accessible capitals in Europe, and we offer some of the best ticket bargains on the continent.

Oslo Airport Gardermoen is home to the world's leading airlines. Carriers fly to Oslo with a broad selection of low-cost flights as well as the normal range of standard fares. Oslo Central Station is 20 minute by high-speed airport train.

Torp Airport is only a little farther. Torp is particularly well served by bargain carriers. Torp provides direct bus connections to Oslo, along with a train connection only a short distance away.

We are making a complete guide to travel possibilities that offer reasonable fares on almost any budget. If you are willing to travel through the right hub, we can get you to Oslo from Stockholm, Dublin, or Milan for extremely low fares. It will not cost much more to travel from Wroclaw, Barcelona, or Berlin.

The conference web site will soon feature full travel information.

EURAM 2006 – Visit us on the web at

[www.euram2006.no](http://www.euram2006.no)

# EURAM

May 17–20 2006  
Conference, Oslo

Energizing  
European  
Management!

European Academy of Management  
Norwegian School of Management  
Oslo, Norway

**Main sponsor: Statoil**

## EURAM 2006

Energizing European Management: Empowering and Revitalizing Management Theory and Practice.

How can European business and industry use management research to empower and revitalize Europe? How can we re-frame and empower management theory and management science? How should we approach management studies in relation to other research fields? How can we promote and position management research for policymakers and policy at the European and national levels? Profound changes in industry, politics, and economic life put these topics on the agenda for EURAM 2006.

The conference will address four broad themes. First, we must rebuild Europe's competitive standing in an era of technology-based innovation that strengthens the competitive power of products and services from North America and the Asia-Pacific region. Second, we must develop new models, concepts, and methods to mobilize, reframe, and revitalize unexplored resources in firms and in nations. Third, European management researchers must find ways to create common research networks in an international context. Finally, we must manage resources in a sustainable way to meet the challenge of new productivity in China, India, and the Pacific Rim while welcoming international partners to a new era in world trade.

Please join us next May in Oslo when EURAM 2006 will take up the challenge of Energizing European Management.



Prof. Johan Olaisen  
Chair  
EURAM 2006

Prof. Ken Friedman  
Co-chair  
EURAM 2006

## EURAM Doctoral Colloquium

European Management Research: Farewell to Pure Reason – Welcome to Constructive Pluralism

On May 16, we will organize a small, high-quality research conference that brings experienced professors together with thirty to forty doctoral students. This will be an interactive forum for provocative, deep debate on the forces influencing innovation, innovation processes, and outcomes. The debate will also examine the relationship of these issues to philosophy and methodology. Most important, students will have an opportunity to present and discuss their thesis ideas and problems, making the doctoral colloquium a forum that enables doctoral researchers to increase thesis quality.

For information, please contact colloquium co-chairs:

Prof. Tor J. Larsen  
tor.j.larsen@bi.no

Prof. Svein S. Andersen  
svein.s.andersen@bi.no

## Culture and Community at EURAM 2006

Culture and conviviality are central to EURAM 2006. Mid-May is the finest time of the year in Oslo. High temperatures and brilliant sunshine welcome the long nights while harbor seating expands by 5000 restaurant chairs.

From the gala reception and organizational theater to tracks and exhibitions, culture and the arts are part of the conference program. Special activities will feature food, drink, design, music, theater, and art.

We will end the conference with a floating dinner on the waters of the Oslo fjord, followed by a night of dancing and conversation with friends.

## Call for Track Proposals

Will you join colleagues from across Europe who share knowledge and experience by developing tracks for EURAM 2006?

We invite you to submit a track proposal for the Oslo conference.

Please describe the proposed track in 800 words or less. Include your name, institution, E-mail address, telephone numbers, and research field. If more than one person joins in the proposal, please include this information for each individual. Please summarize the track with up to 5 key words.

Your proposal should state the track title and theme, discuss the idea and vision for the track in relation to your research field, explain how this track relates to current issues in the field, and suggest the contribution this track will make to future directions in the field.

The proposal deadline is August 30, 2005. Please send your proposal by E-mail to track chair Fred Strønen at

fred.stronen@oks.hio.no

If you have questions about tracks, please contact Prof. Strønen.

## General tracks

EURAM 2006 will feature six general tracks organized to represent central topics in management research.

Strategy – Organization - Leadership and Management – Innovation – Marketing - Public Management

We will also present three special tracks to create interaction between the business community and the research community.

Mastering Complex Projects – Managing the Petroleum Value Chain – Integrated Operations.