# EURAM 2005

## Responsible Management in an Uncertain World
## 4-7 May 2005, Technische Universität München

## CALL FOR PAPER SUBMISSIONS

The EURAM tradition is to host stimulating conversations on contemporary issues, proposed and organized by the EURAM community. The 2005 conference provides an opportunity for management researchers and reflective practitioners to discuss a wide range of issues from sustainability and other values to the challenges and solutions offered by innovation and technology. Other subjects of interest to participants are also welcome. Tracks will be of varying lengths allowing delegates to participate in multiple dialogues. Submissions should open a dialogue across theoretical, methodological and disciplinary boundaries, including co-creation with reflective practitioners. The typical EURAM paper is about 20 pages. To encourage new and creative ideas we also invite work-in-progress papers, which can be 8-15 pages in length.

Paper submissions should be addressed to the selected tracks of EURAM 2005. Paper submissions will be reviewed by the track chairs and reviewers assigned to the tracks. All papers must be submitted via the online paper handling and reviewing system, which is provided on the EURAM 2005 website. Please follow the style guide of the European Management Review for formatting your paper (available on www.palgrave-journals.com/emr). Outstanding papers will be proposed by track chairs to the program committee for consideration as best paper. The award will be made during the official conference dinner.

**Submissions of papers:    15 Feb. 2005**
**Notification of authors:    15 Mar. 2005**

# WWW.EURAM2005.DE

# Call for Papers EURAM 2005 Tracks

The success of EURAM conferences build on innovative tracks proposed and chaired by the EURAM community. We are happy to say that we received enormous feedback on our initial call for tracks, both related to the special theme "Responsible Management in an Uncertain World" and to other central areas of the management sciences. EURAM 2005 offers you the opportunity to present your research in one of the following areas.

## Tracks

1   Identity: Reflecting and Responding to Difference
2   Responsible Management as Identity in Practice
3   (IR-) Responsible Leadership
4   Responsibility in Public Management
5   Careers, Stress and Mental Health
6   Ethics and Organizational Processes/Practices
7   Responsible Design
8   Non-Profit Management
9   Accumulation and depletion systems to capture firms' heterogeneity (system dynamics)
10  Strategy development and dynamics
11  A stakeholder perspective on financial markets; Managing reputation, investor relation, corporate governance and leadership
12  Value through e-Business?
13  Sourcing and providing information systems for strategic agility
14  Performance management
15  Management of project: reconciling uncertainty and responsibility
16  Gender, diversity and management
17  Management and the Arts
18  Innovation, Creativity & Design
19  Corporate Governance
20  Open Source and Open Innovation
21  Entrepreneurship and International Business
22  The management and growth of closely held firms and family businesses
23  Knowledge Management
24  Strategic Heterogeneity, Knowledge Dynamics and Performance
25  Managing work-family relations
26  Managing the Production of Academic Knowledge
27  Networks and Alliances Supporting Early Ventures
28  Design, Collaboration and Relevance in Management Research
29  Rhetorical Methods in Management Studies: Narratives, Metaphors, Conversation Analysis and Discourse Analysis
30  Emotions: Perspectives and Practicalities
31  Leadership Challenges in the World of Multiple Realities
32  Relational Perspectives in Organization Studies
33  Corporate Social Responsibility: a value-based analysis of functional, substantive and communicative rationalities
34  Not-Yet Published Books
35  General Track: European Management Perspectives

All paper submissions are due by February 15 and will be handled by the central electronic paper submission system. For more detailed information on the tracks and the track chairs, please check in at the EURAM web site (www.euram2005.de).

**About the European Academy of Management**

The European Academy of Management is a professional society for scholars in the field of management. EURAM aims to be an open, international and multicultural European forum for networking and research in general management, strategy, corporate governance, organizational theory, organizational behavior and decision-making. EURAM emphasizes multidisciplinary theoretical perspectives and methodological pluralism as well as critical examinations of the historical and philosophical roots of management theory and practice.

EURAM is an association for everybody with a professional interest in the field of management. If you teach or do research in management, or if you practice management and are interested in reflecting on your profession, EURAM is the association for you. For more information, please contact the EURAM secretariat.

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# Open source and open innovation

During the past couple of years, there has been a growing interest into the phenomenon of open source innovation, i.e. innovation that is based on non-proprietary knowledge. Such innovation processes are typical for open source software, i.e., software governed by licenses that allow the user to read the source code of the software, as well as to modify and to redistribute it. Beyond software, open source practices have been observed in industries as diverse as iron production, chemistry, and machinery.

Standard economic wisdom holds that innovators should protect their innovations in order to maximize private returns. Yet, open source projects receive contributions from both hobby developers and commercial firms – without a direct monetary reward. Moreover, open source innovators make no attempt to prevent free-riding, which has been one of the concerns of classical collective action theorists. This track deals with the Why and the How of such open innovation processes, i.e., with motivational and competitive as well as with managerial and organizational aspects.

*Why* innovators would publicly reveal their private knowledge (without prior guarantees of compensation) is a particularly intriguing question, especially in the case of commercial enterprises. A potential motive is the chance to benefit from informal development collaboration. Other motives might be signaling, standard setting, and motivating employed researchers. But whatever the initial motivation, free revealing enables open source development processes. Potential gains from such processes are considerable: they strongly reduce transaction cost compared to a regime of commercial licensing, and allow for efficiency gains due to a reduction of double work. In fact, the ascent of open source software gave rise to various new business models. For these, a crucial issue is the extent of openness: what to protect and what to make open source, and for the latter case, which open source license to apply.

*How* open innovation processes work is an equally intriguing question, no matter whether the programmers involved are hobbyists or employed developers. In open-source software projects programmers collectively develop software via the Internet in a decentralized, highly interactive, knowledge-intensive, apparently unmanaged process. In the wider field of management research, open source is increasingly mentioned as a new model for disseminating knowledge resources, producing innovation, motivating volunteers, as well as for coordination and organizing. It thus poses a challenge to conventional management theories.

This track aims at bringing together researchers working on these issues. Interdisciplinary discussion is strongly encouraged – we invite researchers from economics, organization theory, innovation management, strategic management, information systems, sociology, social psychology, and law to submit papers. There is no restriction with respect to methods – we welcome empirical studies, theoretical models, and institutional analyses.

**Submissions to the track:** Please follow the information on how to format and submit your paper as published on the EURAM 2005 conference web site (**www.euram2005.de**).

**Track Chairs:**  Paul A. David, Stanford University and Oxford University, pad@stanford.edu
Joachim Henkel, Ludwig-Maximilians-University Munich, henkel@bwl.uni-muenchen.de
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**Contact**:  Michèle Morner for "The open source process: Management, organization, motivation"
John Ulhoi for "Theoretical work on open source and open innovation in a commercial context"
Joachim Henkel for "Empirical work on open source and open innovation in a commercial context"