

Participation at the “European Academy of Management, 2019 EURAM Conference” in Lisbon, Portugal

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The European Academy of Management, founded in 2001, aims at advancing the academic discipline of management in Europe. Each year EURAM provides its diverse members with a variety of opportunities to enrich debates over a variety of research management themes and traditions. Besides its well established and renowned Annual Conference, EURAM hosts doctoral colloquia, operates discussion platforms for early career researchers and promotes strategic research groups, thereby assuring the diffusion of knowledge across members and the broader academic community. I felt very honoured when my doctoral research was accepted for presentation at EURAM’s 2019 Annual Conference in Portugal, and thus, I was granted the opportunity to participate at this exciting academic event.



The EURAM Annual Conference typically attracts about 1000 people from across the globe. The 2019 conference under the topic of „Exploring the Future of Management“ was chaired by Nelson António from the Instituto Universitário de Lisboa „ISCTE-IUL“ and took place from the 27th to the 29th of June in Lisbon. The beautiful and charming capital of Portugal has a huge academic community composed of senior and junior researchers from various parts of the world as well as students. A record number of 1800 people attended the conference, and more than 1200 studies were presented, within different fields of business and management. Some of the world leading scholars from the field of innovation presented their research at this huge event.

I arrived to Lisbon on the 25th of June and unfortunately quite late due to delayed flights, this however allowed me to experience first-hand the glimmery night life of this charming student-city while wandering around the city centre trying to find my Airbnb. After some hours of sleep I made my way through the gorgeous streets of Lisbon to the university. ISCTE-IUL is a well established and recognized



university located a little outside the city, hosting diverse schools, institutes and research centres. Besides ISCTE-IUL's size, the EURAM was not

hard to find: happy voices and conversations in all kind of languages could be

heard from every corner, lively people were wandering around and searching for their presentation rooms, stands with promotional material from the best European journals was distributed, the smell of delicious Portuguese pastry and coffee (every researcher's elixir) was in the air, and finally a huge poster announcing the EURAM signalled the entrance. Finally I arrived: EURAM 2019.

Upon arrival, I received my welcome package, nametag and some merchandise which will help me to never forget this great experience. I was registered in the track of Innovation Management, however weirdly in the sub-track of "Managing Service Innovation", which does not directly reflect my topic. I presented the same day in the morning, so I immediately made my way to my presentation room. As I was the third presenter on the list, I had some time to analyse former expositions and make sense of the track. I realized that most of the research



presented in this session dealt with adaption and acceptance of innovations, focused however on service innovation. Thus, despite the fact that my focus is on

manufacturing innovation and technology I still felt home. The methodology and models being used by my peers were very familiar and helped me to enrich my own theoretical foundation: track mystery resolved. The research presented in my session dealt with employee acceptance and resistance to service robots in retail as well as acceptance of novel technologies in service environments, both very timely and contemporary topics of investigation. The mutual understanding of innovation and technology acceptance models among all participants in this session allowed a lively discussion after each presentation as well as upon closure of the session. I received some very insightful comments and suggestions, which brought up good ideas for my future investigation. Giving feedback to my peers also allowed me to critically reflect upon their investigation and strengthen my feedback skills, a capacity often unevaluated but supremely important these days.

As I presented quite early I had the entire day as well as the day after to join other sessions and sneak a peak into trending topics. Despite the variety of tracks, from Corporate Governance, to International and Strategic Management, Sports Management, Organizational Behaviour, Entrepreneurship and many more, the



Innovation Track (SIG 06) was heavily present with an enormous number of contemporary research and high-level academics. It became evident that

technology innovation, open innovation and corporate innovation – from owned

R&D activities, to intra-entrepreneurship, collaboration and joint venturing with stakeholders from various helices (industry, academia, society and government), represent very much intervened, and timely topics of theoretical and empiric investigation. Funding for innovation, data analytics and flexibility for the fostering of creativity maintain trending and of crucial importance. Further tracks emphasised the management of a diverse and multicultural workforce, the behaviour of organisations vis-à-vis an increasingly scrutinised society, global value chains and my more.

During the two days at EURAM, I also had the chance to get to know doctoral students as well as senior researchers from all over the world, allowing me to have enriching conversations on doctoral ventures, academic trajectories as well as research related insights. These conversations are crucial to me, as it both motivates me in my personal and professional venture as a doctoral student as well as a fully employed marketing manager in Latin America. Especially in my role

as doctoral student it is of utmost importance to always stay on track and never loose touch to the doctoral community, not



only to reinforce motivation but also to be part of the community and develop a sense of affiliation. Thus, for me the participation at international conferences is



indispensable for my professional development.

In the evening and afternoon I joined my doctoral mentor as well as other AAU colleagues in sightseeing activities. The culinary scene in Portugal is definitely one of Lisbon's highlights. Food quality, offer and scenery are unique. Tiny restaurants and speciality bars can be found all around the city centre and gigantic gourmet markets full of trendy

restaurants are hidden behind storehouse walls next to the beach.

The streets of the city are marvellous, with electric scooters and bicycles everywhere to facilitate urban mobility while decreasing the agglomeration of cars in the centre. Picturesque buildings, incredible views over the Pacific Ocean and happy helpful people



make this city the place to be, and me fully agree with what has been mentioned at the EURAM Conference 2019: "... the luminous city of Lisbon! A city that you will leave with saudade."

I had a fascinating stay at the 2019 EURAM Annual Conference, full of insights, motivation, helpful feedback and great people. I am very grateful to the Alpen-Adria University Klagenfurt and especially the "Verein zur Förderung der Wirtschaftswissenschaften" for supporting me in this doctoral journey through this experience. Without the generous support of the "Verein zur Förderung der Wirtschaftswissenschaften" of the Alpen-Adria Universität Klagenfurt, my participation, and thereby all the learning, would not have been possible.

Saudade,

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