



SIG 14 - Conference General Track

We invite you to submit your research to explore the theme of

MANAGING WITH PURPOSE

for the EURAM 25th Conference.

We look forward to receiving your submissions.

T14_03 - General Management and Management Learning: Science and Education for Purpose

Proponents:

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Short description:

The concept of general management suggests that all organisations are similar enough to be managed in the same way. This idea has been challenged not least by humanistic management perspectives, which emphasise differences in organisational purpose and culture. However, the growing consensus that all organisations should address today's grand challenges implies the need for shared goals and principles across all types and divisions of organisation. This raises the question of whether our increasing focus on purpose and missions in management implies a general management approach, and if so, how this idea can be translated into an equally holistic management education.

Long description:

The concept of general management suggests that all organisations are similar enough to be managed in the same way. This idea has been challenged not least by humanistic management perspectives, which emphasise differences in organisational purpose and culture. However, the growing consensus that all organisations should address today's grand challenges implies the need for shared goals and principles across all types and divisions of organisation. This raises the question of whether our increasing focus on purpose and missions in management implies a general management approach, and if so, how this idea can be translated into an equally holistic management education. Open to all paradigms, this track invites theoretical, conceptual, empirical (quantitative, qualitative and mixed method), and practice-based contributions from scholars with backgrounds in management and organisation studies and science, management learning, educational research, sociology, communication studies, and further appropriate disciplines addressing issues and challenges in following non-exclusive fields:

Management and organization theory
Organisational and management learning

AUTHORS GUIDELINES

<https://conferences.euram.academy/2025conference/authors-guidelines-for-full-papers/>

Management education
 Management and organisation development
 Organisational culture and diversity
 Institutions of higher management education

More concretely, in this track we explore, examine, and encompass various perspectives on management education and learning as it relates to pedagogy, practice, and purpose. Questions guiding our discussions include:

How are we ensuring that graduates serve society, involve and impact external stakeholders and develop humanistic management perspectives?

How can we move from traditional mechanistic to holistic management learning as we shift from an agency to integrity theory or systems theory perspectives?

What types of teaching and learning can ensure that students foster greater human consciousness in their future workspaces in a technology-augmented world?

How can business school teaching integrate research knowledge with societal impact ?

How should we reshape management education and learning to prepare current and future generations for the changes taking place?

How can inter- and transdisciplinary education develop complex thinking in future graduates?

How might we radically and reflexively design our pedagogy to integrate practices, people and purpose and, ultimately, contribute to a hopeful future?

Ultimately this track asks the question: "What is the role of business schools in contemporary and next societies?

Keywords:

- General Management
- Management Theory
- Management Learning
- Organisation Development
- Management Education
- Institutions of Higher Education

UN Sustainable Development Goals (SDG):

Goal 4: Quality education; Goal 8: Decent work and economic growth; Goal 9: Industry, Innovation, and Infrastructure; Goal 13: Climate action; Goal 16: Peace, justice and strong institutions; Goal 17: Partnerships for the goals

Publication Outlet:

- Management Learning
- Systems Research and Behavioral Science
- British Journal of Sociology of Education

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