



Editorial

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The launch of *European Management Review* (EMR) is a fundamental step in the development of EURAM as a key professional association in Europe, and as such fills me with joy and satisfaction. The journal is our gateway to academic credibility. It clearly signals the commitment of EURAM to the advancement of management research. I hope all our members will appreciate our strong commitment to research quality, to high academic standards and to achieving the satisfactory equilibrium between rigor and relevance that it is so important for real advances in management practice.

The EMR is a new outlet for your best management research, a new tool for our members and for all the academic community. Launching a new journal in the crowded spectrum of publications is not easy, and we will need the support and consideration of all our members and friends around the world. Key to our success will be receiving your best research, especially when this is related to European issues, perspectives or concerns.

EMR has to be our identity, our distinctive competence as a European professional association aimed at helping

management professors and researchers in the development of their profession. In this way, we want to impact on management practice to the benefit of European growth.

EMR aims to receive the best-quality research, but is open to adventurous theories and to innovative ideas. Our profession requires publications where disruptive ideas will find a place. Try it with us. Send your good, new, innovative research to EMR. The whole editorial team, with Pierre at the helm, is ready to provide fast, constructive feedback to improve the ideas and the presentation of a paper, so that the whole community can learn from it.

Let me finish by thanking all the people that have turned this idea into a reality starting with the editor and the editorial board, the executive committee, and the board of EURAM. My thanks too to the professionals at Palgrave who have been supporting us during the whole process. To our readers – welcome. You have an excellent learning instrument in your hands.

Joan E. Ricart
President

European Academy of Management