

Track Proposal EURAM 2008

Projects and Programmes:

Diversity of Management, Diversity of Aims and Interests

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Projects and Programmes: Diversity of Management, Diversity of Aims and Interests

The public and private sectors management are increasingly choosing to organise diverse and non-routinised activities as projects and programmes, where programmes can be considered to be clusters of projects aimed at meeting diverse goals for organisations and diverse societal policies. Though project forms of organisation have received relatively little attention from researchers, one of the things that has made EURAM distinctive over the years has been the existence of a strong project management track. The strength of the track has been growing since the 2nd Conference in Stockholm and last year in Paris it was one of the strongest tracks in terms of both size and quality of the papers: running for the entire length of the conference with high quality papers throughout. This call is a collaborative effort between researchers from multidisciplinary backgrounds including engineering, information systems, geography sociology and management. It provides an ideal context in which to explore the main theme of this conference in terms of the relationship with the social sciences more generally, but also the relationship of the social sciences to the technological disciplines.

This year's track theme concerns the diversity of *management* approaches to projects and programmes to satisfy a diversity of *aims* and *interests*. The first emphasis is the diversity of programme and project aims to be found across client organisations – public and private, internal and external to project delivery, as well as meeting divergent organisational goals and societal policy aims. In addition, programme and project teams or organisations embody a diverse range of strategic objectives. This feeds into the ways in which projects and programmes are managed in terms of paradigms, bodies of knowledge, and the application of diverse tools and techniques – echoing the variety of conceptual and applied approaches in management, which represent and reflect culture and values, organisational and institutional issues and technological factors, which are operating at strategic and tactical levels of operation. Another emphasis concerns the extent to which management approaches to projects and programmes harness and serve the internal and external stakeholder interests, including a broader range of social and environmental interests.

In exploring this theme, we wish to encourage empirical and theoretical papers within the following sub-themes:

- How do projects and programmes act as processes for restructuring and social transformation?
- How are programmes and projects manifested as diverse forms of organisation and management processes?
- How are organisational resources, leadership capabilities, systems and processes configured?
- How are issues of alignment encompassing broader social and environmental interests and concerning managing diverse internal and external stakeholder interests managed?

Papers should be constructively critical concerning current norms of project management practice, and accessible to a multi-disciplinary audience. Particular attention should be paid to the theoretical roots of the arguments presented. It is intended that the best papers from this track will be published in a special issue of the *International Journal of Project Management*, edited by the co-chairs.