

**Address by Jón Atli Benediktsson, Rector of the University of  
Iceland, at the Reykjavik 2018 Conference of EURAM (European  
Academy of Management)**

**Held at the University Cinema, Wednesday 20 June 2018, 1.30 p.m.**

Prime Minister of Iceland, EURAM President, Ladies and Gentlemen,

On behalf of the University of Iceland and the University's School of Business, I am delighted to welcome you to this year's Conference of the European Academy of Management. The University of Iceland is a proud host of the 2018 EURAM conference and we welcome you very warmly to our campus on this beautiful day here in Reykjavik, the best day of the whole year.

The creation of new knowledge and its practical applications are the keys to improving the quality of life and supporting a prosperous society. Research in Action - Accelerating Knowledge Creation in Management, is therefore an important call for action. A venue such as EURAM 2018 gives us an opportunity to join forces, to explore new ways to accelerate knowledge creation in management and better align theory and practice.

Let me use this opportunity to tell you a little bit about the University of Iceland. The University has operated for over one century and has evolved during that time. As a part of Iceland's movement for

independence the University of Iceland was founded by Alþingi, the Icelandic Parliament, on June 17 1911, seven years before sovereignty was obtained in 1918. Thus, this year we celebrate one hundred years of sovereignty in Iceland.

The University of Iceland has played and still plays a key role in the development of Iceland as a knowledge-based society. It is the country's leading research institution, it educates professionals in diverse fields, it actively collaborates with industry and society, and it is a center of culture. The University of Iceland collaborates closely with universities and research institutes all over the world and its strength as an international research university is evidenced by its position on lists of highly ranked universities in the world.

The School of Business at the University of Iceland is the oldest and largest business school in Iceland and the largest faculty of the University of Iceland. The School has been a leader in business education in Iceland for about eighty years. During this time, the School has been ambitious about creating and mediating internationally recognised knowledge in this field, by being a leader in research, teaching, and services to Icelandic enterprises.

Expertise from faculty members in the School of Business has been of great importance in implementing five year strategic plans for the University of Iceland since 2006. The successful implementation of

the strategic plans was significant in achieving the University's current position in the Times Higher Education World University Rankings, where the University is currently in place 201-250. The current strategic plan for 2016-2021, entitled Strong University – Thriving Society, focuses on teaching, research, societal participation and human resources. The emphasis of the current plan is on giving students the opportunity to base their career on strong links with Icelandic industry and institutions. Every year, the University is involved with over 300 cooperative projects with industry. At the same time, the University of Iceland attracts about 1,400 international students from around 90 countries each year, enriching the University community.

International collaboration is vital for the University of Iceland. I want stress once again how delighted we are to host the EURAM conference here. It is greatly important to have open academic discussions on the major trends in the field here at our campus.

I wish you a wonderful time at the EURAM 2018 and hope the weather will cooperate as it does today. If does not, you should always consider it refreshing.

Thank you.