

BAM 2024 CONFERENCE



Management Consultancy Track

Track Chairs:

- Jeanette Hartley, Open University
- James Johnston, University of the West of Scotland

Track Description:

The Management Consultancy Track is very closely aligned with the conference theme of is '*Achieving transformation for greater good: societal, organisational and personal barriers and enablers*' since these themes are frequently a focus on many consultancy projects.

The aim of the Track is to bring together academics and practitioners with interests in:

- Management Consulting as an important area for research and development of innovative approaches to the Impact of Business and Management research
- Developing Management Consulting within Learning and Teaching Management education
- Academics providing consulting services and knowledge exchange activities
- Major organisational change.

Background:

Increasingly the task of managers has been the management of discontinuity. This applies both to the content of the work of an organisation and its context. Innovation can inspire new products and processes, but equally changes in the social, economic, and political environment demand innovative responses.

Given that organisations frequently do not have the internal capability to do all that is required to respond to these challenges and therefore call on the services of external, trusted, impartial advice from consultants and universities.

Since management consultants frequently have a role in helping organisations identify the changes needed to respond effectively to their circumstances and to support them in implementing significant change programmes accelerated transformation leading to the conference theme of addressing the

greater good. These are reflected in conference sub themes that are common topics for management consultancy.

- Transformational leadership and strategic HR;
- Digital transformation;
- Transformational business policy, governance and practice; and
- Transformational innovation, growth and entrepreneurship.

Industry and Academic networks.

The management consultancy track aims to get greater traction for academic research within the practitioner community. This is being done in cooperation with the ***Centre for Management Consulting Excellence***, which brings together academics, practitioners, and other stakeholders to share knowledge and experience in this area.

We hope that there will be much of value to engage BAM members in the Management Consultancy Track at the 2024 Conference.