

# BAM 2025 CONFERENCE

---

**Kent**  
Business School

## Strategy Track

### Track Chairs:

- Dr. Anna John, The Open University
- Dr. Nandakumar M K, Indian Institute of Management Kozhikode
- Dr. Abiodun Adegbile, Birmingham City University

### **Track Description**

In an era defined by globalisation, shifting geopolitical dynamics, increased connectivity and mobility and rapid technological change, businesses increasingly operate in "borderlands"—spaces marked by institutional disruption, regulatory uncertainty, and cultural hybridity. These borderlands, both physical and metaphorical, present unique challenges and opportunities for strategy formulation and execution. Strategy plays a pivotal role in enabling businesses and individuals to traverse these borders effectively, seeking new opportunities and markets, leveraging resources, networks, and innovative approaches to thrive in complex environments.

The Strategy Track invites submissions exploring the role of strategy in navigating borders at the individual, organisational, meta-organizational and institutional levels. In this regard, we invite submissions that explore how individuals and organisations strategize to influence and adapt to develop strategic resilience and to capture opportunities in a world where borders are simultaneously barriers and gateways. We also seek papers that unpack the nuanced interplay between individuals and organisations in border crossing. By focusing on the boundaries of individuals and organisations, papers should provide an understanding of how individuals and businesses can build resilience, harness cross-border synergies, and shape border crossing.

We welcome papers offering new theoretical insights into the phenomenon of cross-border strategizing as well as papers which seek to contribute to the existing theoretical perspectives such as resource-based view, dynamic capabilities view, institutional theory and resource dependency, etc. The submissions are expected to target various academic, practitioner and pracademic audiences and may investigate various contexts including advanced and emerging economies as well as rural areas and urban settings.

The track invites scholars and practitioners to examine critical questions, including but not limited to:

- What are the leadership approaches for navigating complexity and uncertainty at organizational borders.
- What are cross-border trade strategies in the context of evolving regulatory landscapes
- How do individuals and organisations identify and leverage opportunities in disrupted institutional contexts?
- What strategies enable firms to adapt to regulatory uncertainty, cultural differences, and market volatility?
- What is the nature of collaboration, competition, and co-opetition among firms in transitional economies and emerging markets.
- How can cross-border collaborations and partnerships be structured to achieve competitive advantage?
- How can corporate governance systems be streamlined to facilitate effective cross-border engagements?
- How do organizations across borders perceive serendipity? How can serendipity potentially address uncertainties and challenges in different institutional environments?
- What role do emerging technologies and digital platforms play in mitigating challenges or amplifying opportunities in borderland contexts?
- What is the interplay of ethical dimensions and corporate social responsibility in cross-border strategies?
- How do organisations manage cross-border risks in market and non-market environments?
- How can businesses align strategic goals with the imperatives of sustainable development and ethical governance in these dynamic environments?