

BAM 2021 CONFERENCE IN THE CLOUD

Recovering from Covid

HOSTED BY



Lancaster University

Management School

Strategy-as-Practice Track

Track Chairs

- Muhammad Amjad, Salford University M.Amjad@salford.ac.uk
- Jacqueline Hiddlestone-Mumford, University of Liverpool
j.hiddlestone-mumford@jackaloz.com.au

Track Description

The Covid-19 pandemic that has reached all corners of human life and businesses is not over yet. Post-pandemic recovery is garnering attention amongst strategists in practice, adding to existing research foci. The BAM 2021 Conference Strategy-as-Practice track is calling for empirical and thought-provoking conceptual papers, including inter and intra-discipline crossover of key concepts and theories, that address pre- and post-pandemic topics.

Papers are encouraged that look at a global, regional, or local level and explore topics such as, but not limited to:

- *How organisations, at a meso level, are responding to the Covid related strategic challenges.*
- *What constitutes reshaping for strategy practitioners and how strategists are reshaping in practice in a wide range of industries?*
- *How to define/redefine strategic performance that is both responsible yet helps reshape an organisation's strategy as practised.*
- *How strategists conceptualise the strategy activities to respond to pandemic related challenges at micro and meso levels.*
- *Which strategy tools are less effective in post-pandemic recovery and why?*
- *How strategising has changed/remained unchanged across the globe in rural and urban contexts.*

We encourage doctoral students, and early career through to senior level academics to participate in the Strategy-as-Practice discussion by sending in drafts of full and developmental papers that contribute to or critically evaluate the usefulness and application of key Strategy-as-Practice concepts. Both pandemic and non-pandemic related papers are welcome.