

BAM 2021 CONFERENCE IN THE CLOUD



Strategy Track

Track Chairs

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Track description:

The Covid-19 pandemic has created new strategic challenges for many organizations in various sectors. These challenges have stimulated discussions on imminent shifts in the strategic paradigm reflecting a greater emphasis on resilience to external disruptions. Many scholars and practitioners agree that, whereas pre-pandemic strategic approaches remain pertinent in some cases, they may need to be complemented or, perhaps, even replaced with new ways of managing organisations that struggle to survive and grow in the liminal reality of the post-pandemic world. Therefore, in addition to submissions addressing the pre-pandemic strategic challenges, we encourage submissions contributing to the emerging research into new strategic phenomena triggered by the pandemic.

The submissions may be conceptual, theoretical, and/or empirical papers as well as take form of systematic reviews (qualitative or quantitative). We also welcome papers presenting novel methodologies for capturing strategic phenomena.

Possible themes may include, but are not limited to:

- Strategic approaches, processes and mechanisms underlying responses of organisations (e.g. MNEs, SMEs, and non-profit organisations) to technical disruptions, economic changes and/or environmental challenges (e.g. climate changes, natural disasters);
- Strategic challenges and innovations in rural economy and food strategy;
- Nonmarket strategies (e.g. corporate social responsibility and corporate political activity);
- Strategic innovations and open strategies;
- Inclusivity and collective strategies;