

BAM 2023 CONFERENCE



BUSINESS
SCHOOL

Strategy Track

Track Chairs

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- Dr. Nandakumar M K, Indian Institute of Management Kozhikode
- Dr. Abiodun Adegbile, Nottingham Trent University

Track Description

The world's post-pandemic recovery has been constantly interrupted by disruptions in sustainability, or the delicate balance among people, planet and profits. The damaging effect of these disruptions highlights the pressing need of organisations to integrate sustainability into their post-pandemic strategies. In this context, we invite submissions uncovering strategies as drivers of sustainability and welcome research papers contributing to an emerging sustainable capitalism paradigm in strategic management. These contributions may focus on context, instruments, outcomes, and implementation (e.g. mechanisms, processes and routines) underpinning strategic changes and innovation. In addition to sustainability-focused papers, we value and invite presentations contributing to an understanding of other strategic concerns.

The contributions may be theoretical, conceptual, and empirical. They may take form of literature reviews, or focus on various types of organisations in the private and public sector in rural and urban spatial contexts. We are also interested in studies looking into strategies underpinning teaching, research, and scholarship. All the submissions are expected to demonstrate a rigorous approach to research design. Possible broad themes include but are not limited to:

- *Digital technologies, including machine learning and artificial intelligence (AI), as enablers for sustainability strategies;*
- *Strategies of adoption and diffusion of sustainable business models across industries, business units and countries;*
- *Strategies addressing disruptions of global value chains caused by recent external shocks (i.e., Covid-19 pandemic);*
- *Coping with uncertainty and management of market and nonmarket risks of sustainable approaches to strategies;*

- *The link between sustainability and innovation strategies. While sustainability is recognised as a 6th 'long wave' of innovation and significant opportunities emerge from sustainability, such as more efficient approaches to resource and energy management, there is still a limited understanding of the impact of sustainability strategies on business innovation;*
- *Strategies helping to reduce socio-economic inequalities in the UK and abroad;*
- *Sustainable ways of restructuring and rebuilding organisations.*