

BAM 2024 CONFERENCE



**Nottingham
Business School**
Nottingham Trent University

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 the face of increasing market and nonmarket challenges—intense globalisation competition, the digitisation of work, hybrid working, the promise of the metaverse and devastating effects of political conflicts and wars—many organisations seek for achieving changes for greater good. In this call, we invite papers helping to understand strategies underpinning these changes and, most importantly, their various barriers and enablers. For example, we welcome papers looking into strategies and strategic processes (e. g. decision making and implementation) whereby organisations adjust and transform to overcome the challenges they face in these turbulent times.

In the past few years, organisations have shifted from acting relatively passively to being more proactive in the conditions of uncertainty (Baptista et al.,2020; John and Lawton, 2018; Lessem & Schieffer, 2016). In the light of this paradigmatic shift, we invite papers discussing the emerging proactive approaches to strategic management. For example, the future submissions may structure their contributions around McKinsey's (2022) six priorities for proactive approaches such as resilience, courage, new opportunity awareness and enterprise, technology, sustainability, and employee experience. Papers presenting alternative views and angles are also invited.

We are interested in submissions with contributions to literatures exploring how strategies help business leaders, policymakers, practitioners, and academics to maximize the good (e. g. sustainability and continuity), minimize the bad (e. g. overly complex and painful) and rule out the ugly (change that is unethical and/or unsustainable).

Regarding the theoretical focus, we invite papers which explain strategies for change by using and adding value to the existing theoretical views (e. g. Resource Based View, Dynamic Capabilities View, Knowledge-Based View, Resource Dependence Theory) as well as by developing new theories, theoretical frameworks, and paradigms.

In addition to change-focused papers, we value and invite presentations contributing to an understanding of other strategic concerns. We welcome papers which engage in cross-disciplinary discussions; challenge traditional approaches, thinking and practices; and focus on various audiences including academics, practitioners and thought leaders. 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. A possible list of themes may include but is not limited to:

- *Strategies for transformation and implementation of strategic changes;*
- *Strategies for digitisation;*
- *Strategic transformations and business policy, governance, and practice;*
- *Strategies for innovation, growth, and entrepreneurship;*
- *Strategies and strategic innovations enabling (constraining) the achievement of transformational good at the societal, organizational, and personal levels;*
- *Coping with uncertainty and management of market and nonmarket risks of sustainable approaches to strategies;*
- *Strategic entrepreneurship and transformation;*
- *Managing innovation by leveraging serendipity;*
- *Managing in the conditions of uncertainty and risk management;*
- *Strategies and nonmarket activity.*