



BRITISH ACADEMY
OF MANAGEMENT

BAM 2023 CONFERENCE

US
UNIVERSITY
OF SUSSEX

BUSINESS
SCHOOL

BAM2023 Conference Exhibitor Opportunities

1 & 5-6 September

Towards Disruptive Sustainability: New Business
Opportunities and Challenges

BAM2023 semi-hybrid Conference



Theme

Driven by our vision and strategy on sustainability and continuous change, **the theme for the BAM2023** conference is “Towards Disruptive Sustainability: *New Business Opportunities and Challenges*”. We use the provocative term ‘Disruptive Sustainability’ purposefully. While the debate on sustainability has received great attention in the last decade, scholars and practitioners tend to agree that sustainability objectives and practices should not only help improving our environment and societies but sustainability objectives can turn into ***disruptive business opportunities***, and offer new avenues for growth and development in the future. It is therefore evident that a sustainability agenda necessitates the development of sustainable organizations. Yet, the properties and challenges in building sustainable business models have only recently been acknowledged in the academic literature. To create the necessary radical transformation of organizations, industries, and societies, the usual approaches of corporate philanthropy, corporate social responsibility, and technological process and product innovation remain insufficient.

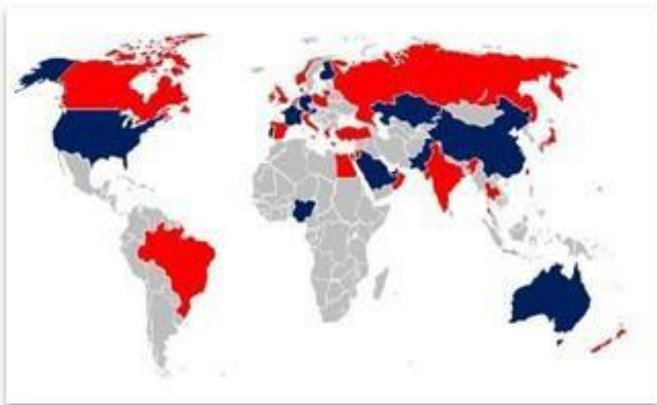
We will look at the following non exhaustive open issues:

- The disruptive role of the most recent digital technological advancement, including machine learning and artificial intelligence (AI), as an enabler for disruptive technologies.
- The evolution of dynamic capabilities in addressing the new business imperatives (Peteraf et al., 2013); strategies of adoption and diffusion of sustainable business models across industries, business units and countries are the most appropriate; collaborations and knowledge exchange (Bogers et al., 2017); leadership and human resource engagement (Birkin et al., 2009), among others.
- Digitalisation & sustainability. Most of the debate on the Fourth Industrial Revolution is linked to the opportunities for innovation-driven organizations. A key aspect to investigate further is the link between digitalization and sustainability. If the sustainability agenda dominates the policy and managerial debate, we need to explore how innovative business forms can be fostered by accelerated processes of digitalization (i.e., 3D printing).
- Ideas on carbon accounting, green finance and green credentials.
- The disruption of global value chains (GVCs) as a result of recent external shocks (i.e., Covid-19 pandemic) and the implications for de-localization of production processes. This is likely to result in new organizational practices that firms may implement to reduce uncertainty and manage risks. It is also likely to lead to more sustainable-oriented production processes. This in turn can lead to new geographies of work and production sites.
- The link between sustainability and innovation. 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 business practices on business innovation.

We invite you to join us as at BAM 2023, our 37th Annual Conference, where business and management scholars, policy setters and business leaders will grapple with these issues. Join us and help us make a world of difference to management practice and theory and ensure that business and business schools can contribute to the necessary *disruptive innovations*.

Projected number of attendees

Based on attendance levels from previous Conferences, we anticipate between 1000+ participating in our semi-hybrid Conference comprising academics, Deans of Business Schools, practitioners, and doctoral students from the UK and overseas. Last year's hybrid conference attracted participants from 59 countries, and it is expected that the global reach will expand further in 2024 year.



This image shows the number of countries which attended the previous BAM Conference

BAM Conference Exhibitor Packages

The professional development and social functions for the delegates are an important part of the BAM Annual Conference. You can increase your organisation's brand awareness by supporting these activities. This year we are offering three tiers of packages to meet the varying needs of our exhibitors. If you are interested in any of the exhibition packages, would like more information or have further suggestions for customised sponsorship opportunities, then please contact Justina Senkus jsenkus@bam.ac.uk and Lewis Johnson at ljohnson@bam.ac.uk.

Standard Package - (Exhibitor area and virtual hall)

Sponsorship Price: £1,550 plus VAT

This package includes:

- ✓ Your company logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event
- ✓ Live 1-2-1 meetings with attendees in person and online
- ✓ 2 complimentary passes for the conference
- ✓ Your company logo and description on BAM's website.

Enhanced Package: Exhibition Space in Exhibition area and virtual hall plus Banner Advert

Sponsorship Price: £2,050 plus VAT

This package includes:

- ✓ Banner advert: your company logo on the home page of event platform and Conference programme
- ✓ Logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event
- ✓ Live 1-2-1 meetings with attendees in person and online
- ✓ 2 complimentary passes for the conference
- ✓ Your company logo and description on BAM's website
- ✓ 2 Gala Dinner tickets

Premium Package: Exhibition space, banner advert plus video in main programme timeline

Sponsorship Price: £2,550 plus VAT

This package includes:

- ✓ Banner advert: your company logo on the home page of event platform and conference programme
- ✓ Company promotional video available for viewing on the main timeline of the programme between sessions: Max length of time for promotional video would be 2 minutes.
- ✓ Your company logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event
Live 1-2-1 meetings with attendees in person and online
- ✓ 3 complimentary passes for the conference
- ✓ Your company logo and description on BAM's website
- ✓ 2 Gala Dinner Tickets



EXHIBITOR PACKAGE BOOKING FORM

Exhibitors can complete the booking form below:

Company Name:	
Contact Name:	
Position	
Address:	
Telephone:	
Email:	

EXHIBITOR PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Package	Selected:
Standard Package - Exhibition Space in theVirtual Hall and physical venue (£1,550)	
Enhanced Package - Exhibition Space in theVirtual Hall plus Banner Advert (£2,050)	
Premium Package - Exhibition space in virtual hall, banner advert plus video in main programmetimeline (£2,550)	
COST	£
Valid Purchase Order Number:	

Please express your interest by completing the BAM2022 Conference Exhibitor Booking Form and email to – Justina Senkus jsenkus@bam.ac.uk and Lewis Johnson ljohnson@bam.ac.uk