

BAM 2023 CONFERENCE



BUSINESS
SCHOOL

Management Consultancy Track

Track Chairs

- Jeanette Hartley, Open University
- James Johnston, University of the West of Scotland

Track Description:

The purpose of the Management Consultancy Track is to bring together academics and practitioners with interests in :

- Management Consulting as an important area for research and development of innovative approaches to the Impact of Business and Management research
- Developing Management Consulting within Learning and Teaching Management education
- Academics providing consulting services and knowledge exchange activities

Background:

Increasingly the task of managers has been the management of discontinuity. This applies both to the content of the work of an organisation and its context. Innovation can inspire new products and processes, but equally changes in the social, economic, and political environment demand innovative responses. This particularly applies to the theme of this year's conference that addresses the challenges of Disruptive Sustainability: New Business Opportunities and Challenges.

Since organisations frequently find they do not have the internal capability to do all that is required to respond to these challenges and therefore call on the services of external, trusted, impartial advice from consultants and universities.

A perennial definition of management consultants is "agents of change" and so they have a role in helping organisations identify the changes needed to respond effectively to their circumstances and to support them in implementing them. At the very least, they can supply

the additional resources required to support organisations, but their clients rightly expect more than this in subject matter expertise and in practitioner skill.

The management consultancy track aims to get greater traction for academic research within the practitioner community. This is being done in cooperation with the Centre for Management Consulting Excellence, which brings together academics, practitioners, and other stakeholders to share knowledge and experience in this area. We hope that there will be much of value to engage BAM members in the Management Consultancy Track at the 2023 Conference.