

BAM 2024 CONFERENCE



Strategy-as-Practice Track

Track Chair:

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The BAM 2024 Conference Strategy-as-Practice track is calling for empirical and thought-provoking conceptual papers that have relevance for strategy doing and making when achieving transformation for greater good.

We are particularly interested in inter and intra-discipline crossovers between practice theory applications, from strategic entrepreneurship to entrepreneurship-as-practice and critical management studies that assist us in unpacking contemporary strategy-doing - online and offline.

As the year 2030 for achieving the 169 Sustainable Development Goals targets approaches fast, we need to reflect upon and redesign ways of re-organising business activities going forward to achieve the triple bottom line against multiple layers of challenges. Disruptive innovations and business practices are being developed continuously, which we need to capture, explain and demonstrate emerging patterns from which other businesses can learn to accelerate the goal of achieving economic, social and environmental balance in how we live and product.

We are interested in the application of recent theoretical developments in the field of SAP as well as applications of insights in other domain-specific practice theory applications to business doing and making, such as from entrepreneurship-as-practice, organisation theory and studies, sociology and beyond.

In particular, we would welcome

- Discussions of business re-modelling to achieve greater societal good,
- The ongoing re-shaping and implementation of business model innovations
- Practices for and from digitization
- Insights into new service and product innovation practices
- Explorations of enablers of incremental and radical transformation processes

- New organizational practices that firms may implement to reduce uncertainty and manage risks emerging from disruption of global value and sourcing chains affected by the Ukraine war, post-pandemic issues
- Insights into the practices of strategy innovation.
- *And more*

The list above is not aimed to be exhaustive but invite fresh thinking on existing debates and starting new ones.

We are open to other topics and welcome submissions crossing different business disciplines in explaining doing business.

Similarly, contexts have been considered more widely in research and we would like to learn how strategising has changed/remained unchanged across the globe in rural and urban areas.

Contact Dr Inge Hill irh2018@yahoo.com with any queries.