

# BAM 2025 CONFERENCE



## Strategy-as-Practice Track

### Track Chairs:

- TBC

The BAM 2024 Conference Strategy-as-Practice (SAP) co-track is calling for empirical and thought-provoking conceptual papers that have relevance for strategy doing and making in the conditions of crossing borders. An emphasis is made on practices whereby individuals, goods, services and cultural values traverse domains and may even experience challenges of liminality in search of new markets, new nonmarket opportunities and new lives.

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.

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, organization theory and studies, sociology and beyond.

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,
- Insights into the practices of strategy innovation.

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 strategizing has changed/remained unchanged across the globe in rural and urban areas.

Contact Strategy SIG Co-Chair Dr Anna John at [anna.john@open.ac.uk](mailto:anna.john@open.ac.uk) with any queries.