

BAM 2023 CONFERENCE

US
UNIVERSITY
OF SUSSEX

**BUSINESS
SCHOOL**

BAM2023 Conference Sponsorship 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.

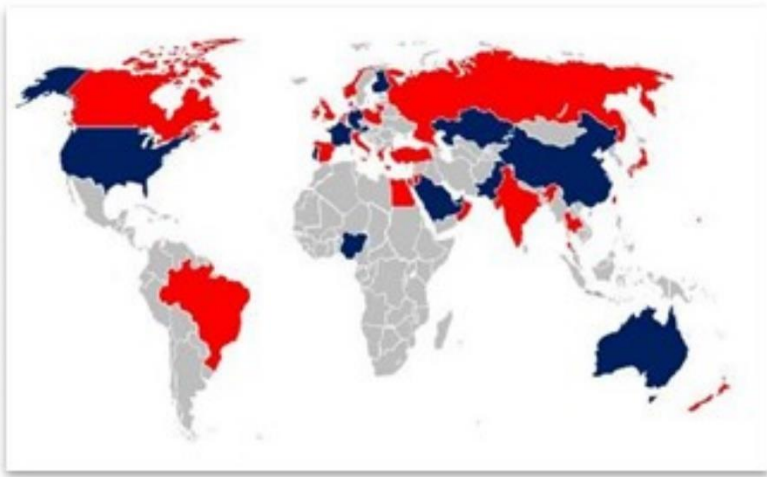
We will look at the following non exhaustive open issues:

- 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 2023 year.



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

Why sponsor and exhibit at BAM2023?

- Increased reach
- Enhanced modes of communication – 1:1 with in-person attendees while also interacting online
- Opportunities to sponsor livestreams and more.
- Greater flexibility for your sponsorship prospectus – live and virtual stands and physical booths



BAM2023 Conference Sponsorship Packages

An important part of the BAM Annual Conference is the professional development and social functions for the delegates. You can increase your organisation's brand awareness by supporting these activities. If you are interested in a Sponsorship package, would like more information or have further suggestions for customised sponsorship opportunities, then please contact Justina Senkus at jsenkus@bam.ac.uk.

LEAD (GOLD) CONFERENCE SPONSOR

Sponsorship Price: £25,000 (excl. VAT) Benefits include:

- Welcome address by sponsor representative (5 minutes) during the Grand Conference Opening ceremony
- Central place for the sponsor's logo, positioned next to the Conference logo on the conference branding (platform banners, logo)
- Acknowledgement as Lead Sponsor on social media and pre-conference mailings (pre-event, during the conference)
- Sponsor's own promotional video available for viewing on the main timeline of the programme between session: Max length of time for promotional video would be 2 minutes.
- Access to the networking module to connect with the audience
- Live 1-2-1 meetings with attendees in person and online
- Banner advert: your company logo on the home page of event platform
- Your brand in the networking area (physical and virtual)
- Your company logo and description in the physical Exhibition Zone
- Double stand at the central Exhibition space
- 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.
- 4 complementary passes for the conference and Doctoral Symposium
- 4 Gala Dinner tickets
- Central place on the sponsorship webpage on the BAM2023 Conference website with your organisation's name, logo and description
- Reference to your support in press releases and post event materials
- Your company's banners at the registration desk and on stage during the keynotes.
- Opportunity to provide Registration area materials
- Opportunity to Send One Mobile App Push Notification Onsite

SILVER CONFERENCE SPONSOR

Sponsorship Price: £15,000 (excl. VAT) Benefits include:



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- Central place for the sponsor's logo, positioned next to the Conference logo on the conference branding (platform banners, logo)
- Acknowledgement as Silver Sponsor on social media and pre-conference mailings (pre-event, during the conference)
- Sponsor's own promotional video available for viewing on the main timeline of the programme between session: Max length of time for promotional video would be 2 minutes.
- Access to the networking module to connect with the audience
- Live 1-2-1 meetings with attendees in person and online
- Banner advert: your company logo on the home page of event platform
- Your brand in the networking area (physical and virtual)
- Your company logo and description in the physical Exhibition Zone
- A stand at the central Exhibition space
- 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.
- 2 complementary passes for the conference and Doctoral Symposium
- 2 Gala Dinner tickets
- Prominent place on the sponsorship webpage on the BAM2023 Conference website with your organisation's name, logo and description
- Reference to your support in press releases and post event materials
- Your company's banners at the registration desk and on stage during the keynotes.

3 PLENARY Keynote panels

Sponsorship Price: **£3,550** excl. VAT (per panel)

Benefits include:

- Acknowledgement of your company in the agenda
- Banner advert: your company logo at the
- Banner advert: your company logo on the home page of the event platform
- Dedicated place on the sponsorship webpage on the BAM2023 Conference website with your organisation's name, logo and description.
- Verbal acknowledgement in the keynote introduction by
- Your company's banner in the venue where the keynote is delivered
- Live 1-2-1 meetings with attendees in person and online
- 2 complementary passes for the conference and Doctoral Symposium
- 1 Gala dinner ticket



PANEL DISCUSSIONS

Sponsorship Price: **£ 3,550** excl. VAT

1. **Meet The BAM Editors.** Interactive session where Editors answering questions about publishing in the British Journal of Management and International Journal of Management Reviews
2. **Meet the Non-BAM Editors**
3. **BAM Fellows Session – Theme, speakers TBC**

Benefits include:

- Acknowledgement of sponsors in the agenda, website and virtual platform
- Banner advert: your company logo on the home page of event platform
- Dedicated place on the sponsorship webpage on the BAM2023 Conference website with your organisation's name, logo and description
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule)
- Your company's banner in the venue where the panel discussion is taking place
- 2 complementary passes for the conference

PROFESSIONAL DEVELOPMENT WORKSHOPS & LIVE PAPER

SESSIONS Sponsorship Price: **£1,550** each excl. VAT (15~ workshops online & in-person)

- Acknowledgement of sponsors in the agenda, website and virtual platform
- Dedicated place on the sponsorship webpage on the BAM2023 Conference website with your organisation's name, logo and description.
- Banner advert: your company logo on the home page of the event platform
- Your company banner in the venue where the PDW is taking place
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule)

BEST FULL AND DEVELOPMENTAL PAPER AWARDS

Sponsorship Price for Full Paper Award only: **£1,550** excl. VAT

About the Best Full and Developmental Paper Awards

Each year many of the Conference Tracks present one Full and one Developmental Best Paper Award. This is BAM's way of identifying and honouring the best research submitted to the conference. The winners are publicised widely among the business and management community during and after the conference. All award winners receive a certificate, which is presented to them by either the SIG or Track Chair.

Benefits include:

- Prominent branding on all Best Full and Developmental Paper Award e-certificates
- Pre-conference publicity



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- Verbal acknowledgement in the award presentation
- Dedicated place on the sponsorship webpage on the [BAM2023 Conference](#) website with your organisation's name, logo and description.
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule).

You can sponsor one of the BAM2023 Conference Tracks listed below:

1. African Studies
2. Corporate Governance
3. Critical Management Studies
4. Cultural and Creative Industries
5. Decision-Making Under Uncertainty
6. eBusiness and eGovernment
7. Entrepreneurship
8. Financial Management
9. Gender in Management
10. Human Resource Management
11. Identity
12. Innovation
13. Inter-Organizational Collaboration: Partnerships, Alliances and Networks
14. International Business and International Management
15. Knowledge and Learning
16. Leadership and Leadership Development
17. Management and Business History
18. Management Consultancy
19. Marketing and Retail
20. Operations, Logistics and Supply Chain Management
21. Organisational Psychology
22. Organisational Studies
23. Organisational Transformation Change and Development
24. Performance Management
25. Project Experiences
26. Public Management and Governance
27. Research Methodology
28. Strategy
29. Strategy-as-Practice
30. Sustainable and Responsible Business

If you would like to discuss sponsorship opportunities further, please contact conference@bam.ac.uk



GALA DINNER Sponsorship Price: **£5,000** each excl. VAT

The 'must-attend' dinner of the year for the BAM community will be held at the iconic [Grand Hotel](#) in Brighton on **Tuesday, 5th September 2023**. The venue holds more than two centuries worth of stories - from the birth of a Royal baby to ABBA's famous stay after winning the 1974 Eurovision song contest - and has featured in several adverts, documentaries, films and television shows, such as Only Fools & Horses and iconic Brighton cult film Quadrophenia.

Benefits include:

- Prominent branding at the Gala Dinner venue
- Pre-conference publicity
- Verbal acknowledgement by the BAM Chair at the opening of the Gala Dinner
- 2-minute speech by a sponsor at the Gala Dinner venue
- Dedicated place on the sponsorship webpage on the [BAM2023 Conference](#) website with your organisation's name, logo and description.
- Banner advert: your company logo on the home page of the event platform
- Dedicated place on the sponsorship webpage on the [BAM2023 Conference](#) website with your organisation's name, logo and description.
- Live 1-2-1 meetings with attendees in person and online (which attendees can schedule).
- 2 Gala Dinner tickets

SPONSORSHIP PACKAGE BOOKING FORM

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

SPONSORSHIP PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Package	Packages Required	Cost £
Lead Sponsor		£
Keynote		£
Panel sessions and paper sessions		£



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Professional Developmental Workshops		£
Best paper awards		£
Gala Dinner		£
TOTAL COST		£
Valid Purchase Order Number		

Please complete the BAM2023 Conference Sponsorship Booking Form and email to Conference – conference@bam.ac.uk