

BAM 2023 CONFERENCE



BUSINESS
SCHOOL

Strategy-as-Practice Track

Track Chairs

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Track Description

The BAM 2023 Conference Strategy-as-Practice track is calling for empirical and thought-provoking conceptual papers that have relevance for strategy doing and making when responding to external challenges.

We are particularly interested in inter and intra-discipline crossovers between practice theory applications, from strategic entrepreneurship to entrepreneurship-as-practice 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 organising business activities going forward. 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.

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 strategy doing and making, such as from entrepreneurship-as-practice, organisation theory and studies, sociology and beyond.

In particular, we would welcome

- discussions of business modelling,
- the ongoing re-shaping and implementation of business model innovations
- Practices for and from digitization
- Insights into new service and product innovation practices
- 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 start new ones.

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

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 the track co-chairs both with any queries.