

# BAM 2021 CONFERENCE IN THE CLOUD



## Management Consultancy Track

### Track Chair

- Calvert Markham, Centre for Management Consultancy Excellence

### **Track description:**

The purpose of the Management Consultancy Track is to bring together academics with a shared interest in management consulting, including those involved in teaching consulting, academics providing consulting services, and particularly those who want to increase the impact of their research through the process of delivering innovation through consulting. Over recent years as routine processes have become automated, 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.

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

Academics can contribute to the development of consulting performance not only through providing education to prospective and practising consultants but also by using consulting as a means of mediating their own research into application, with consequential benefits of impact.

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. With the support of interested BAM members it is hoped to revive this as a SIG in due course. In the meantime, we hope that there will be much of value to engage BAM members in the Management Consultancy Track at the 2021 Conference.