Strategy-as-Practice Track

Track Chair:

- Dr Derrick Boakye, Aston University, UK

The Strategy-as-Practice (SAP) track is inviting scholars and practitioners alike to submit empirical and conceptual papers that have relevance for the making and doing of strategy in our contemporary world. We are particularly interested in studies focusing on practices as enacted by individuals or groups, the materiality, competencies and socio-cultural influences underpinning actions, and the meanings (or frames of meaning) that emerge as relevant to organizational strategy. We therefore encourage micro-level approaches to exploring and accounting for the everyday situated activities of organizational actors that shape and/or lead to strategic outcomes. We are also interested in inter- and intra-discipline studies and the application of practice-informed theoretical developments in related fields, such organization theory, sociology and beyond, that may assist in unpacking the *doing* of strategy.

We welcome discussions on, but not limited to, the following topics:
- Processes and activities in strategy making and doing
- The emergence, temporality and immanence of strategy
- Competing agency between human actors and technological actants (e.g., Generative Artificial Intelligence) in strategy making and doing
- Strategizing within flat, hierarchical and network organizing contexts
- Practices in strategizing to address grand challenges
- Practices and processes underpinning new product/service innovation
- Routine dynamics in strategy making, design, and execution
- The construction of meanings, senses and logics by actors in organizational strategy
- Discursive formations in strategizing

Ultimately, we are open to submissions across multiple disciplines and contexts (as broadly defined), and we invite fresh and provocative ideas and methods that will contribute to the discourse on SAP as well as open new vistas to further explore.

Contact the Track Chair **Dr Derrick Boakye** at d.boakye@aston.ac.uk with any queries.