BRITISH ACADEMY OF MANAGEMENT

STRATEGY

2020-2024

BRITISH ACADEMY OF MANAGEMENT

Building on Excellence

This document lays out the strategic direction and vision of the British Academy of Management over the next four years. BAM is known for its international annual Conference, its Doctoral Symposia, its field-leading journals, Capacity Building activities and collaborations, and these will continue to be developed within our tradition of excellence. This document looks at how we can develop our community and our portfolio of activities further.

Journals	**Grants**	**Partnerships**
Capacity Building Programmes	**ONGOING STRATEGIC ACTIVITIES**	**Continental Network**
Annual Conference	**Advocacy**	**Doctoral Symposium DBA Symposium**

Who We Are

The British Academy of Management is the leading authority in the academic field of management in the UK, supporting and representing our community of scholars and engaging with international peers. It has around 2000 members from around the world, who include management researchers, practitioners and doctoral students.

BAM is a registered charity governed by a Council comprised of approximately 40 people elected for 3 years by the general membership, to represent the interests of the membership and contribute to the activities of the learned society by working with the Vice-Chairs. An Executive Committee, consisting of the Trustees, namely BAM's Chair, President, Treasurer and Vice-Chairs, is elected to develop the strategy, work with BAM's CEO and Council and incorporate the voices of the membership, oversee the longer-term direction of the learned society and ensure an effective implementation of the agreed strategy. A small London-based professional team, led by the CEO, supports BAM's work.

Our Vision

BAM's vision is to be a pluralistic learned society, contributing to the development of management knowledge and practice nationally, and internationally. We will be inclusive, recognise and respect the diversity in our community, and promote excellence in all we do, by:

- Providing an engaged and supportive *pluralistic community of scholarship* working to enhance capacity at all career stages in the full field of management

- Providing a platform for supporting, publishing, disseminating, debating and showcasing *high quality scholarship* and *societal engagement* through journals, conferences and policy events and outputs

- Collaborating with *international peers, funders of research, learned societies, policymakers, professional bodies and practitioners* to expand scholarly networks and influence policy, educational provision, and the design and delivery of curricula and meaningful, impactful research.

BAM2024 Strategic Aims and Objectives:

The British Academy of Management Executive is made up of the President (leading on external relations and collaboration), the Chair (leading on strategy and oversight), the Treasurer, the CEO (leading on operations) and 4 Vice Chair roles, each with its own portfolio of activity: Academic Affairs of Conference & Capacity Building, Research and Publications; Knowledge Management and Education; Special Interest Groups.

The strategic aims for BAM2024 are organised around these Executive roles and are:

1. To put **Equality, Diversity and Inclusion (EDI) 'best practice'** in place across BAMs portfolio of activities. To do this we will:
   - Create and appoint a new Vice Chair for EDI
   - Evaluate and implement best EDI practice across all BAM activities
   - Help best practice spread across the sector to influence more widely

2. To commission and deliver **research that matters** to our key stakeholder communities. To achieve this, we will:
   - Commission, run and deliver a project on 'EDI and Respect in Business and Management Higher Education Institutions'
   - Commission, run and deliver a project on 'Mental Health and Wellbeing in HE'

3. To 'partner with purpose' with **key external stakeholders**. To achieve this, we will:
   - Establish and maintain good working relationships and joint projects with sister bodies
   - Establish and maintain good working relationships with strategically significant professional bodies
   - Develop effective communication channels with key policy makers and funders

4. To engage **Fellows** as ambassadors and leaders to **drive research excellence, capacity development and policy engagement**. To achieve this our Fellows will:
   - Strongly promote the highest calibre of UK research in management and business globally
   - Actively support and engage in capacity building including the Doctoral Symposium, SIG Chairs and future leaders, Peer Review College
   - Influence policy making in key business, governmental and Whitehall constituencies.
   - Leverage the national and international profile of BAM

5. To establish a sustainable 'excellent' **business and management Peer Review College** to enhance research in the field of management. To achieve this, we will:
   - Establish a good IT system to support effective management of the Peer Review College
   - Create the capacity development to generate good reviewers
   - Recognise the reviewing skills and capabilities of the community

6. To develop a **sustainable capacity building offering** for management scholars at all career stages. To achieve this, we will:
   - Develop and use the BAM Framework to guide our own and our members' career-development activities
   - Create a programme of activities for mid-career members
   - Create a new development programme for Directors of Engagement

7. To develop a **sustainable platform for management research funding.** To achieve this, we will:
   - Leverage the research networks and contacts of the Fellows College
   - Secure and extend administrative support
   - Create a strong reviewer community to leverage our community's research capability and significance
   - Develop and co-deliver joint grant propositions

8. To develop and launch a **new journal in the area of Knowledge Management and Education**.

9. To invest in **SIG Chairs** as future leaders in our field. To achieve this, we will:
   - Embed a regular SIG Chairs' forum to engender and grow leadership skills in our community
   - Develop new IT platforms to enable sharing of best practice and community support.

10. To **double our membership** in the next four years. To achieve this, we will:
    - Develop and promote the membership offering
    - Develop joint membership schemes with sister bodies
    - Develop sound IT infrastructure to support membership engagement

It should be noted that, with the exception of the CEO, the Executive is entirely voluntary, and its members take on this work for BAM in their own time. These ambitions may rest on the resources and capabilities of our energetic and committed volunteer community.

In the following section we outline further how we will deliver these strategic aims within these constraints, and recognising the significant service that our Executive, Council and members deliver for our community.

Achieving BAM2024 Strategy:

1. Equality, Diversity and Inclusion 'best practice'

We are determined to put Equality, Diversity and Inclusion 'best practice' in place across BAMs portfolio of activities.

BAMs approach to developing and supporting an inclusive community of business and management scholarship has always, implicitly embraced Equality, Diversity and Inclusion values – but now we need to be explicit. We also see this as a critical opportunity to help 'best practice' travel out from our community to other HE and business and management settings.

To drive the embedding of EDI best practice we are creating a new Vice Chair position with the responsibility to make visible and put best EDI practice in place right across BAM's portfolio of activities. The VC role will be advertised in 2020 and members with the appropriate experience and knowledge will be invited to stand for election. The VC EDI will become a full member of the Executive, working with all VCs to ensure best practice. Specifically, the new Vice Chair will:

- Ensure that the core values of Equality, Diversity and Inclusivity (EDI) are fully embedded and reflected in all BAM activities, including Conference, events, SIGs, publications, research, grants, awards and the Fellows College.
- Work with the BAM Office to oversee monitoring of Equality, Diversity and Inclusivity across all BAM activities, as above but also including website, social media and membership, and to report to the BAM Executive Committee on progress,
- Work across committees to advise, alert and recommend best practice actions to improve EDI.
- Engage with appropriate external parties working with improving EDI to bring best practice into BAM and the wider BAM community.

2. Research That Matters

Our aim is to commission and deliver **research that matters** to our key stakeholder communities.

BAM has had some success with commissioning research projects that matter to our stakeholder communities. For example, in 2017 we commissioned and delivered *'Delivering Diversity: race and ethnicity in the management pipeline'* in collaboration with CMI, which was launched at the House of Commons. The research team from BAM and CMI used insights from Equality, Diversity and Inclusivity [EDI] scholarship to investigate the under-representation of black, Asian and minority ethnic individuals in key roles within UK business, working mostly with FTSE 100 companies, and to make clear recommendations for action.

BAM aims to engage in such a project approximately every two years.

Accordingly, in 2020 we will commission a new Equality, Diversity and Inclusivity project to understand the specific challenges and potential actions to address EDI and Respect challenges in the HE Business & Management sector. This project will have a particular focus on gender. From its beginnings, equality, diversity, inclusivity and respect have been at the centre of our learned society's values but we, along with others, face many EDI challenges in putting these values into practice. The purpose of this research project is to build knowledge and understanding and to propose actions to effectively address EDI in business and management schools and in business and management more broadly.

The EDI project aims to 1) generate an in-depth understanding of the key structural and cultural challenges embedded in the everyday practices of the UK, Irish, Italian, New Zealand and Australian business and management schools; 2) produce and present valuable data to inform HE Business School and business and policy decision-makers; 3) provide specific recommendations and suggestions for business schools with regard to building inclusive, divers and respectful organisational cultures.

The planned outcomes are:
- A practice-oriented report on the lived-experience of EDI in business and management schools and on the EDI&R cultures
- Development of a dedicated area on the BAM website with EDI outputs
- Creation of a bank of 'stories' for sharing on the website
- Development of visual materials for sharing key findings on social media
- Academic papers
- A policy-oriented report
- Workshops: 'Doing EDI&R in Business and Management Schools'

We will also look at mental health and wellbeing in research and higher education, as another urgent issue affecting our community. We hope that this work will be initiated soon, but because all our research work is led by volunteers this may not be achievable until after the EDI&R project is complete.

3. Key External Stakeholder Relations

Our third aim is to foster long-term, productive relations with **key external stakeholders.**

We have identified four core partnerships with whom we are developing sustainable activities:

- With the **Australian and New Zealand Academy of Management** (ANZAM) we have developed a joint biennial research grant scheme and made the first two awards in 2019, and are planning joint events. ANZAM are also supporting the BAM EDI research project.

- With the **Irish Academy of Management** (IAM) we are: developing a new collaborative research grant award; supporting a doctoral student exchange scheme with BAM hosting one IAM doctoral student and *vice-versa*, at each of our annual conferences; organising and delivering joint events. IAM are also supporting the BAM EDI project.

- With **Società Italiana di Management** (SIMA) we are: developing a joint research grant scheme; collaborating on events; establishing a bundled membership scheme; sharing newsletters and information. SIMA are also supporting the BAM EDI project.

- With the **Chartered Association of Business Schools** (CABS), the professional body for Business and Management School leaders, we: run well-established joint development programmes (DPDoR and the DBA Symposium); collaborate on policy and advocacy work.

We are also building strategic relationships with (amongst others):

- **Society for the Advancement of Management Studies** (SAMS): to deliver major annual research grants awards. Grants of up to £150,000 each are offered by SAMS through a joint scheme administered by BAM to support management research and promote capacity building. The scheme funds three-year projects working across institutions to produce novel conceptual outcomes and demonstrate the social value of management research conducted in the public interest.
- **Economic and Social Research Council** (ESRC): to improve business engagement in research, and to support reviewer skills development.
- **Chartered Institute of Personnel Development** (CIPD): to develop the BAM EDI project and its impact.
- **Academy of Social Sciences** (AcSS): to inform and enhance BAM policy work and wider engagement across the social science community.
- **British Academy** (BA): to inform and develop BAM policy work and wider engagement. We are also represented on the Steering Group of its project to monitor the health of business studies.
- **Chartered Management Institute** (CMI): to retain links with the practitioner community.
- **EFMD.**

4. BAM Fellows

Our College of Fellows is an important resource of senior figures in our community who can act as Ambassadors and leaders to promote research excellence and drive capacity development and policy engagement.

To this end BAM Fellows will continue to be closely involved in many core capacity building activities including the Doctoral Symposium, SIG Chairs and future leaders, the new Peer Review College.

Working with the Head of Policy & Engagement, BAM Fellows will continue to provide guidance and input into conversations with policy makers and to build relationships between BAM and the policy community.

Working through Fellows' own academic and professional networks, the College will work to leverage and grow BAM's international profile.

5. Business and Management Peer Review College

To support 'excellent' Business and Management research we will establish the BAM Peer Review College (BAM PRC). BAM PRC aims to support three of BAM's core strategic aims: to drive research excellence; to support capacity building and career development; and a to underpin a sustainable research funding platform for our members. BAM PRC is needed for our journals, conferences and grant schemes and will promote research excellence through high quality feedback and selection both within our community and in the wider business and management community. We will achieve this by:

- Organising a **recruitment and appointment panel**. The panel will be constituted from a group of experts with experience of research funding and journal reviewing at the highest level.
- Setting out clear **criteria and quality thresholds** for BAM PRC members. Appointment to the BAM PRC will be a recognition of excellence and achievement in its own right.
- Organising **reviewing capacity building activities** for our members. All appointed reviewers will attend a short induction session to welcome them to the BAM, its PRC and their role. We also want to support the development of new BAM PRC members. Reviewing capacity building activities will be organised as part of our BAM Framework activities, will receive recognition, and will be part of our *'Culture & Community'* capacity development offering that sets out to bring EDI into all BAM activities and offer opportunities for development to all our members. BAM Peer Review College (BAM PRC) will also hold a reviewer development session (PDW) annually at the main BAM Conference.
- Building a strong **reviewer database** that recognises the good work our members do to support our community and ensures that we do not ask too much of any individual – supporting changing circumstances and their capacity to commit. This supporting infrastructure will help us ensure that BAM PRC members are given reasonable review allocations.
- Ensuring that these capacity building activities are supported by a **sustainable costing model**, reflecting the need for administrative support, and that the BAM PRC **respects the volunteer nature** of academic reviewing.

6. Sustainable Capacity Building Offer

We aim to develop a sustainable capacity-building offering for management scholars at all career stages. We will achieve this using **The BAM Framework** (Figure 1) both to guide the development of BAM activity and to support all members by helping them to understand and navigate the landscape in which their careers lie.

We launched the BAM Framework in 2019 as part of our effort to more clearly communicate and co-ordinate BAM's capacity building activities for both the *'All Academy'* events, and for the SIG and network activities that are organised every week across the UK and internationally.

Figure 1. The BAM Framework

		Early Career- Banding 1	Mid Career- Banding 2	Senior Career- Banding 3
Specialist Knowledge	**A** Research knowledge and intellectual growth	**A1** Understand and communicate field relevant advances in knowledge; proven ability to conduct high quality research and research outputs of international excellence; produce competitive application for external funding.	**A2** Expert knowledge of a multiple themes in related disciplinary areas and understand practical implications, within and beyond UK; successful external funding award; invited speaker at events of international status; develop external networks; evidence the impact, reach and significance of research; active role in interdisciplinary work; strong pipeline and body of published work in quality journals. Joining doctoral supervision teams and either leading or supporting senior staff in supervising doctoral students. Supporting research centres	**A3** Research reputation of international standing; sustained internationally excellent outputs; steering research strategy; leadership in grant getting; publishing frequently in leading journals/conference proceeding; evidencing the impact of research; sustained record of successful supervision; active in inter-University research projects; established reputation with external bodies/clients. Taking responsibility for running a research centre
	B Teaching knowledge and intellectual growth	**B1** Develop teaching materials and excellent teaching; use a range of appropriate methods of assessment and feedback; have input into curriculum development; work is underpinned by a knowledge of pedagogy; recognising and responding to student diversity; courses designed; lead a unit/module.	**B2** Innovation in teaching and learning e.g. the introduction of new module or programme development, development of digital resources; support quality assurance and enhancement of teaching; influence disciplinary teaching at department level or beyond; contribute to knowledge of pedagogy and/or teaching practice; influence others' teaching; lead a programme or set of modules.	**B3** Steering teaching strategy; leadership of a portfolio of programmes; working with external agencies to improve the student experience; authorship of teaching materials recognised externally e.g. books, web resource; scholarly publications - recognised as advancing learning, teaching or assessment and feedback in a subject/discipline area; establishing and developing sustainable teaching-related networks.
	C Engagement knowledge and intellectual growth	**C1** Pro-active engagement in formal departmental activities; representing the department's activities externally; participation in external engagement activity that promotes the University and has a positive reputational impact; involvement in policy initiatives.	**C2** Engages in dialogue with public and policy makers and practitioners; lead successful engagement initiative; set up, develop and sustain new relationships with client organisations; record of success in business generation; evidence of active engagement with international partners.	**C3** Produce work that informs policy development and/ or change business practice. Reinforces the connection between academia and policy-makers; leading and securing productive high-impact partnerships with business, policy makers or other users of our research and teaching expertise with evidence of significant income generation.
Culture and Community	**D** Leading and Managing	**D1** Understand and practice key aspects of diversity, inclusivity and respect in all aspects of work. Identify and appreciate good leadership, management and professional practice. Contribute to REF/TEF submissions. Contribute to accreditation events (EQUIS, AACSB etc.)	**D2** Actively practising diversity, inclusivity and respect in an internal leadership role. Executing appropriate leadership & management opportunities. Leading and managing appropriate funding application/ revenue raising activities. Contribute and lead in specified areas on REF/TEF submissions and accreditation events for your institution	**D3** Lead diversity, inclusivity and respect initiatives; align activities with wider societal issues; lead large extra-institutional funding/revenue generation bids; support others on funding/revenue generating activities. Lead on REF/TEF submissions and accreditations for your institution
	E Achieving Success	**E1** Sets feasible career goals and explore ways to develop your career network; look after self and develop resilience skills. Identify and learn to work with an appropriate mentor.	**E2** Works with others in developing a career plan; offers mentoring support and advice to others; Looks after self and others to ensure health and well-being.	**E3** Mentors and guides others and extends and manages career networks. Mentoring others beyond own Department/University. Seeks opportunities to develop others. Develops plans to foster others' resilience and well-being.

Diversity, Inclusivity & Respect

Because the BAM Framework is designed to help our members navigate their career and capabilities development at BAM, we emphasise the two core elements that comprise academic careers as equally important: *Specialist Knowledge* and *Culture and Community*

- **Specialist Knowledge** routes (Figure 2) focus on the develop of three core career development routes: research, teaching, and engagement excellence. The BAM framework recognises the different types of activity and skill development needs of our members at different career stages.

Figure 2. The BAM Framework *Specialist Knowledge* routes

	Early Career- Banding 1	Mid Career- Banding 2	Senior Career- Banding 3
A Research knowledge and intellectual growth	**A1** Understand and communicate field relevant advances in knowledge; proven ability to conduct high quality research and research outputs of international excellence; produce competitive application for external funding.	**A2** Expert knowledge of a multiple themes in related disciplinary areas and understand practical implications, within and beyond UK; successful external funding award; invited speaker at events of international status; develop external networks; evidence the impact, reach and significance of research; active role in interdisciplinary work; strong pipeline and body of published work in quality journals. Joining doctoral supervision teams and either leading or supporting senior staff in supervising doctoral students. Supporting research centres	**A3** Research reputation of international standing; sustained internationally excellent outputs; steering research strategy; leadership in grant getting; publishing frequently in leading journals/conference proceeding; evidencing the impact of research; sustained record of successful supervision; active in inter-University research projects; established reputation with external bodies/clients. Taking responsibility for running a research centre
B Teaching knowledge and intellectual growth	**B1** Develop teaching materials and excellent teaching; use a range of appropriate methods of assessment and feedback; have input into curriculum development; work is underpinned by a knowledge of pedagogy; recognising and responding to student diversity; courses designed; lead a unit/module.	**B2** Innovation in teaching and learning e.g. the introduction of new module or programme development, development of digital resources; support quality assurance and enhancement of teaching; influence disciplinary teaching at department level or beyond; contribute to knowledge of pedagogy and/or teaching practice; influence others' teaching; lead a programme or set of modules.	**B3** Steering teaching strategy; leadership of a portfolio of programmes; working with external agencies to improve the student experience; authorship of teaching materials recognised externally e.g. books, web resource; scholarly publications - recognised as advancing learning, teaching or assessment and feedback in a subject/discipline area; establishing and developing sustainable teaching-related networks.
C Engagement knowledge and intellectual growth	**C1** Pro-active engagement in formal departmental activities; representing the department's activities externally; participation in external engagement activity that promotes the University and has a positive reputational impact; involvement in policy initiatives.	**C2** Engages in dialogue with public and policy makers and practitioners; lead successful engagement initiative; set up, develop and sustain new relationships with client organisations; record of success in business generation; evidence of active engagement with international partners.	**C3** Produce work that informs policy development and/ or change business practice. Reinforces the connection between academia and policy-makers; leading and securing productive high-impact partnerships with business, policy makers or other users of our research and teaching expertise with evidence of significant income generation.

Diversity, Inclusivity & Respect

- **Community & Culture** (Figure 3). Career development is not a separate career path, rather these elements aim to integrate and make visible key cultural elements. This part of the BAM Framework aims to recognise *how* we want our community to act in their performance of these different career routes: pursuing excellence through EDI, being 'good' community members in a flourishing community. These values lie at the heart of BAM's values – we are always stronger *together*. It aims to help us all work to create the type of HE and business
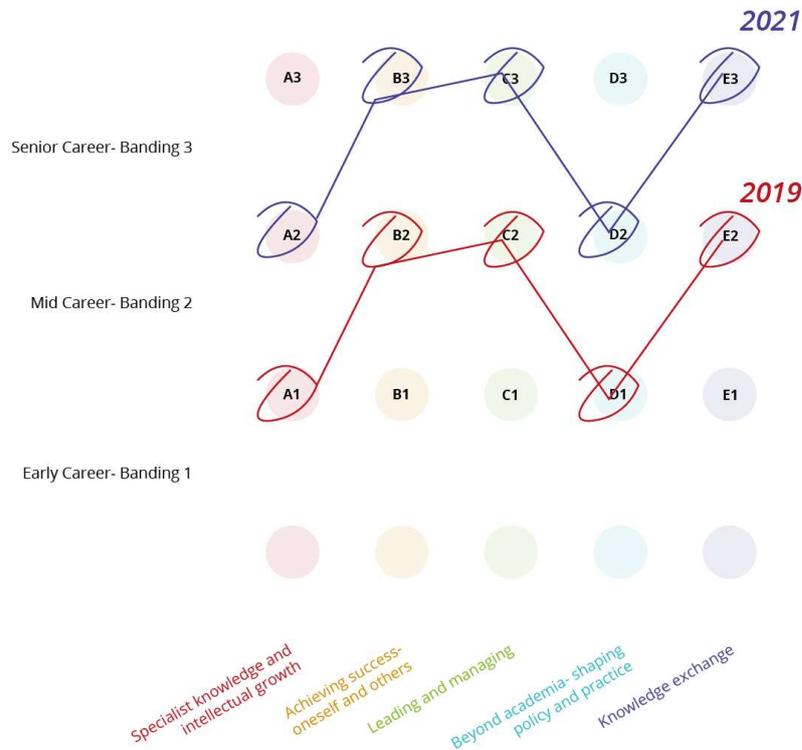
communities that we want to be part of: reflexive, highly theoretical, engaged and practical. We want to lead by example, through our practice: our inclusive approach, our respect for colleagues and students, and respect for ourselves to enable the flourishing of engaged academic lives.

Figure 3. The BAM Framework: *Culture and Community* element

Diversity, Inclusivity & Respect

In recognising the complex and dynamic nature of academic careers, the BAM Framework enables the **coding of BAM events** to help members create their own development paths (Figure 4). For example, an Early Career Journal Paper Workshop that supports the development of good (co)authoring leadership practices would be coded A1-D1, and a Programme Portfolio Leadership workshop, that fosters the development of mentoring and support skills for senior education practitioners, B1-E3. Look out for codes like this on our future events to help guide you in making your choices.

Figure 4. BAM Framework: Supporting Members' Individual Development Pathways

With Diversity, Inclusivity & Respect, and academic excellence at its core, the BAM Framework aims to guide, share and co-develop best practice in the field. The portfolio of BAM activities and events is not set in stone – but rather aims to shape what and how we engage to grow our community.

Our development of the BAM Framework has identified two key areas for immediate development. In the next four years we will develop:

(i) a stronger offer for mid-career members seeking career advancement and

(ii) a development programme for new career pathways that are being opened-up in the area of engagement leadership.

We will achieve this by developing and launching 'All-Academy events' for mid-career members seeking advancement to Chair and by developing and launching a Development Programme for Directors of Engagement (DPDoE). These are our capacity building priorities over the coming years and will be developed through sustainable funding models.

7. Sustainable Platform for Research Funding

Our aim is to develop a sustainable platform for business and management research funding. We will work with key partners to achieve this. We already either have in place (i.e. with ANZAM; SAMS), or

are working to progress agreements with (i.e. IAM, SIMA), grant agreements in addition to our own, well-established MKE and Transitions grant schemes, and we will continue to develop our relationship with external funders, including ESRC, to advocate for increased opportunities for our community. We will support this activity with a professional grant application administrator.

We will continue to organise our activities to ensure that such schemes can continue to be funded and made available to our membership.

To make our platform for research funding sustainable we will also set up a Peer Review College (BAM PRC). This will provide a community of experienced reviewers to ensure that grant funds are invested well and will provide high quality feedback to our community.

8. Launch Knowledge, Management and Education Journal

BAM aims to develop and launch a new journal in the area of Knowledge Management and Education. We envision the *British Academy of Management Learning & Education* (BAMLE) journal as a mechanism to advance the creation and circulation of innovative and transformative research that deepens and broadens our understanding of management knowledge, knowing, education and learning with an emphasis on manager, management and management student learning.

Our new journal will welcome both theory-driven and phenomenon-driven research within and across the wide variety of settings where knowledge generation, learning and management education unfold. Such sites of inquiry could include anything from the more traditional settings of classrooms and lecture theatres, to organisations, researcher-practitioner working spaces such as those generated through action or collaborative research, as well as knowledge and knowing generated through educational encounters in virtual and digital spaces, making use of new technologies and assemblages of different forms of expertise and capabilities. Through its Management, Knowledge and Education (MKE) initiative, BAM wants to support the development and publication of articles that offer readers clear and timely implications for understanding how managers and those involved in management, management education, teaching and learning might take their next innovative steps in the transformation of management education and/or management/leadership development.

9. Capacity Building Platform for SIG Chairs and SIGs

Special Interest Groups (SIGs) are at the heart of everything BAM does. These are the specialist fields and disciplines that constitute our Business and Management research community – they are shaping research in the field and provide an important capacity building structure for SIG members. The organising and reporting structures of SIGs also make them an important learning ground for the future leaders of our business and management schools, and for our Academy. We want to do more for those in our Academy taking on these important roles. We want to transform these supportive communities of SIG leaders into a capacity building platform where SIG chairs have access to

mentoring, development activities and support to lead their SIG and their field. Our aim then is to create an inclusive capacity-building platform for our SIG Chairs and SIG communities.

We will embed the nascent SIG Chairs Forum into our cycle of activities to secure it as a powerful vehicle of development for future leaders of our community within and beyond BAM itself.

We will investigate new IT systems to facilitate communications across SIGs.

10. Double our Membership

We aim to double our membership in the next four years.

This will be critical if we are to gain the resources and capacity to deliver a sustainable offering on the scale that we envision, especially in the face of inevitable decline in our publishing income as a direct result of the growth of open access publishing mandates. Our developing relationships with other learned societies that directs 'joint member' funding directly into international collaborative grant programmes will be central to achieving this.

Significant membership growth will help to build our 'stronger together' community message and will also raise the profile of BAM nationally and globally, which will in turn add weight to our voice and increase the effectiveness of our messages in the public interest.

We will promote more strongly the benefits of membership, which include access to publications, events and funding, access to networks and advice, and advocacy. Promotional materials will be circulated to Deans of UK business schools to encourage their staff to join and participate in a wide range of high-quality career-development activities and opportunities. Group institutional memberships will be developed to encourage and grow participation within institutions.

Our Special Interest Groups are most closely connected to the community 'on the ground' and so will also play a key role in promoting the benefits of BAM membership.

Our growing portfolio of online events will encourage increased participation from across the globe.

New IT infrastructure is vital to support the effort. A new integrated membership database and website will enable people to join with ease and facilitate informed analysis of our membership, whilst providing both a better 'shop window' to the world and improved access to information for our members.

BAM2024 Summary

By 2024, BAM will be bigger and more visible, both to the business and management scholarly community and to wider audiences. Our contribution to wider society through support for research

and scholarship via excellent publication outlets, funding support, capacity and leadership development, and policy engagement, will be clearer.

Our income will be diversified in a changing landscape to increase sustainability of all our activities, focusing on membership and capacity building offerings.

Our community will have a strong identity and everything we do will reflect our core values of equality, diversity, inclusion and respect.

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