

BAM 2026
CONFERENCE



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ANNIVERSARY

PRACTICE THEORY TRACK SUMMARY

Track chairs

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Track description

We are delighted to launch this new Practice Theory track (PT@BAM) at the British Academy of Management Annual Conference, 2026 at Royal Holloway. Practice theory is a sociological theoretical orientation that offers a powerful framework for analysing how materials, environments, and socio-cultural circumstances influence and transform business, management and society. Practice theory (or theories of practice) is becoming increasingly popular in business and management research for its capacity to bridge theory and practice, providing fresh perspectives on leadership, strategy, innovation and customer behaviour through its monist ontology. This perspective facilitates the study of rhythms, dynamics and the hidden rules that drive organisational life. By establishing this track, we hope to catalyse new research, foster collaborations, and support a thriving community of practice theorists within BAM. Our aim is to create a community of practice theory advocates and enthusiasts to learn, discuss, debate, and embrace the ‘practice turn’ at BAM.

The theme of the Conference: *Thriving Together: Impact, Innovation, and Inclusion in Business and Management* provides the perfect platform on which to foster a culture of curiosity, innovation and continuous learning within business and management research and we invite scholars experienced in applying practice theory to business and management research as well as those new to or interested in exploring practice theory for the first time, particularly doctoral students and early career academics, to join us as we consider the ways in which practices enable individuals, institutions and society to thrive. The PT@BAM track is calling for developmental and full papers across the three areas of focus in this year’s theme: *impact, inclusion and innovation*. We invite novel empirical, conceptual, methodological and management education and learning papers that draw on practice theory to speak to one or more of these themes. A non-exhaustive summary of potential topics that may address each of these themes are described below.

Impact – we welcome papers that draw on practice theory to increase our theoretical understanding of the ways in which practices can deliver real-world impact that meets the societal challenges of today and the future. For example, sustainable, ethical and responsible business practices, and practices which contribute towards the common good and democratize decision-making through co-production and co-design with a broader range of stakeholders including employees, customers, students, competitors and civil society.

Innovation – we welcome papers that explore the ways in which practices can lead to innovation and, conversely, the ways in which digital transformation and innovation are changing or introducing new business and management practices. For example, how new technologies such as AI, Quantum and Edge computing, and Extended Reality (XR) are transforming the future of work and the extent to which business and management practices are experiencing significant transformation driven by global social, technological and environmental challenges. Papers may also examine the opportunities that every day practices create to enable or hinder cultures of innovation, experimentation and continuous learning necessary to thrive and adapt in times of uncertainty and change.

Inclusion – finally, we welcome papers that consider the opportunities for practices to enhance or limit diversity, equity and inclusion in business and management practices. We are particularly interested in critical studies that question the status quo of everyday business and society, and offer theoretical, managerial or practical insights that could enhance inclusion. For example, papers may explore how practices circulate in organizations and society and the structural, social and cultural/systemic barriers that might affect the ability to recruit performers of those practices; the impact of normative practices on organisational, societal and individual wellbeing; and how might traditional practices facilitate or hinder inclusion in everyday business, management and social contexts.

Through the PT@BAM track, we intend to establish a network of practice theory scholars to foster collaborations, and forge new professional relationships, champion practice theory as a valuable theoretical tool for business and management research and engage and debate practice theory principles to advance the development of this theoretical field. Through this new community, we aim to support researchers in understanding and applying practice theory to enhance knowledge on complex business, management and societal phenomena, and promote BAM as a key scholarly community contributing to the growing body of literature on practice theory.

We look forward to your submissions and meeting you at the PT@BAM track at the BAM2026 conference!