

BAM 2026
CONFERENCE



Strategy Track

Track Chairs:

- Dr. Anna John, The Open University
- Dr. M.K. Nandakumar Indian Institute of Management Kozhikode
- Dr. Abiodun Adegbile, Birmingham City University

Track Description

In an era defined by rapid technological advancement, global interconnectivity, societal transformation, and environmental uncertainty, strategic management faces unprecedented challenges and opportunities. The theme *“Thriving Together: Impact, Innovation, and Inclusion in Business and Management”* calls for reimagining how strategy can enable organisations, individuals, and communities to collaboratively create sustainable value in a complex, dynamic world. Strategy today is no longer solely about competition and market positioning—it is about co-creation, collaboration, and collective thriving.

The Strategy Track invites submissions that examine how organisations can strategically navigate this evolving landscape by embedding impact, innovation, and inclusion at the heart of their strategic thinking and practice. We encourage contributions that explore how strategic leaders and decision-makers build resilient, inclusive, and future-ready organisations capable of addressing societal challenges while generating sustainable business outcomes. This includes how firms balance the pursuit of innovation with ethical responsibility, how they integrate inclusion and wellbeing into strategic design, and how they generate meaningful impact across diverse stakeholders and ecosystems.

We welcome theoretical, empirical, and conceptual papers that explore how strategic management can drive positive societal impact, foster inclusive growth, and enable innovation that benefits all. Submissions may engage with established or emerging perspectives such as the resource-based view, dynamic capabilities, stakeholder theory, institutional theory, and systems thinking, as well as new frameworks that illuminate how strategy contributes to thriving collectively in interconnected contexts.

The track provides a platform for scholars, practitioners, and policymakers to engage in dialogue about the evolving role of strategy in shaping inclusive, impactful, and innovative futures. We encourage interdisciplinary and cross-sector perspectives, including collaborations between academia and industry, that reflect BAM's commitment to equality, diversity, inclusion, and respect (EDIR).

The track invites contributions that address, but are not limited to, the following questions and areas of inquiry:

- How can strategic management foster thriving together across organisational and societal boundaries?
- What strategic approaches enable firms to balance impact, innovation, and inclusion in pursuit of sustainable performance?
- How can inclusion and diversity be integrated into the core of strategic decision-making and leadership practices?
- In what ways can strategy drive innovation that is socially responsible, equitable, and human-centric?
- How can serendipity and luck play a role in driving innovation?
- What strategic frameworks support wellbeing and psychological safety as foundations for organisational success?
- What is the role played by emotions in the strategy development process?
- How can organisations develop strategic resilience amid technological disruption, climate change, and geopolitical uncertainty?
- What role does strategic collaboration—across academia, industry, and government—play in achieving real-world impact?
- How can strategies for responsible innovation address the ethical challenges posed by AI, automation, and digitisation?
- What are the major factors that impact strategy development in the digital era?
- How can Artificial General Intelligence (AGI) be effectively used in the strategy development process? What mechanisms enable inclusive value creation and shared prosperity among diverse stakeholders?
- How can strategic leaders cultivate organisational cultures that promote collective growth, respect, and belonging?
- How can ESG be used as a non-market in developing and sustaining a competitive advantage under conditions of uncertainty?