

BAM 2026 CONFERENCE



Management Consultancy Track

Track Chairs

- Dr Jeanette Hartley, The Open University, UK
- James B Johnston, University of the West of Scotland, UK

The concept of 'Making Sense of Expertise' as explored by Gundmann (2023) is of particular relevance to management consulting practitioners and academics in the current climate that surrounds the interest in Generative and Degenerative AIs.

The aim of this track is to further develop understanding of Expertise by addressing research issues that was documented by Dr Karol Szlichcinski in the report 'Fundamental Questions for Consulting Excellence: This created a framework for research and progress to date which was circulated by BAM and is available from the CMCE website www.cmce.org.uk whose key themes are summarised below.

1. The boundary question: what is the scope of management consulting
2. Ethics and professional standards;
3. Excellence in consulting;
4. Delivering management consulting services;
5. Managing client relationships.

In the track we will welcome papers that explore these research topics. The aim is to stimulate discussion around research topics relating to management consulting, identify research topics of relevance to management consulting practitioners and stimulate research in areas that will deliver impact in the profession.

Bio of Dr Karol Szlichcinski.

Karol is Associate Director of CMCE; he has 30 years' experience as a management consultant and was also a Professor at the University of Silesia School of Management, Katowice, Poland.

