

4-6 SEPTEMBER 2018

BAM 2018

BRISTOL BUSINESS SCHOOL, UNIVERSITY OF THE WEST OF ENGLAND

*Driving productivity in uncertain
and challenging times*



BAM British Academy
of Management

UWE University
Bristol of the
West of
England

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Driving productivity in uncertain and challenging times

The operating environment for organisations in the public, private and third sectors is changing rapidly. Political, social and economic change and disruptive events such as Brexit have brought about complexity, uncertainty as well as opportunity. This has given rise to a need for new ways of learning, working and competing effectively, and highlights the new challenges for management research and management practice. Undoubtedly, one catalyst for enabling effective change to happen is an entrepreneurial mind-set, where the emphasis is on identifying opportunities and subsequently leveraging them. Another accelerator is academic-stakeholder engagement where business schools use their applied research to drive productivity by engaging businesses, communities and government.

Management and business schools are at the cutting edge of creativity and innovation – aspects that are essential for enhanced productivity in all sectors as big data, business analytics, technology, social media and augmented reality are added to the traditional underpinning areas such as leadership, marketing, human resources management, operations management, and strategic management. Changing work patterns coupled with the many ‘Grand Challenges’ facing the economy and society mean that business schools play a vital role in enabling stakeholders to identify and leverage the emerging new opportunities with a twin focus on productivity and ethical practice.

Bristol is a creative hub and a city of ideas. The past drivers of productivity – engineering and shipping/trade – have given way to the creative and knowledge economies, as well as the development and delivery of ideas that enhance productivity. It is therefore an appropriate location to explore these issues.

**THE DOCTORAL SYMPOSIUM WILL TAKE PLACE AT BRISTOL BUSINESS SCHOOL,
UWE BRISTOL ON MONDAY 3 SEPTEMBER 2018.**

