Track 25: Strategy

Track Chairs:

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Track description:

The Special Interest Group of BAM in Strategy welcomes conceptual, methodological and empirical papers that address various aspects of Strategy and Strategic Management theory and practice. We offer the opportunity for scholars to present their original research at the Annual BAM Conference and encourage novel debate. The Track is a place where we welcome work at various stages of development, either extending existing lines of thought or running contrary to the mainstream of contemporary strategy research. Moreover, proposals for symposia, workshops and professional development sessions along such lines are also very welcome (including joint submissions with other relevant SIGs/Tracks).

Topics we anticipate to be addressed by Strategy Track submissions include (the list is indicative and not exhaustive):

- Corporate Strategy and Strategic Change
- Business Strategy Implementation and Evaluation
- Strategic Resources and Capabilities
- Resource Based View and Dynamic Capabilities
- Competitive and Cooperative Strategies
- International Strategy, Strategic Alliances, Mergers and Acquisitions
- Business Models
- Value creation through Strategic CSR
- Industry and Marker Creation - Blue Ocean Strategy
- Business ecosystems, cooperative strategies and new strategic configurations
- Strategic Foresight – theory, tools and practices
• Environmental complexity, dynamism and emergence
• Strategic Planning
• Strategic Decision Making

As part of our continuing effort to build a community of strategy scholars through the events and activities of the SIG and Track at BAM, we would like to set the expectation for those submitting papers that they will be asked to contribute to the reviewing process in March 2019 (supporting resources will be provided for those unfamiliar with such activities).

For more information on specific research issues, please visit the SIG webpage, or for specific queries, please contact any of the Track co-Chairs.