



## Strategy-as-Practice Track

### Track Chairs

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### **Track Description**

Reimagining business and management practices is needed as we move towards the UN Sustainability Development Goals. Post-pandemic recovery, in light of Net Zero challenging every aspect of our world to bring about sustainability in an equitable way, is garnering attention amongst strategists in practice, adding to existing research foci.

The BAM 2022 Conference Strategy-as-Practice track is calling for empirical and thought-provoking conceptual papers, including inter and intra-discipline crossover of key concepts and theories, that address post-pandemic, and sustainably equitable Net Zero topics.

Papers are encouraged that look at a global, regional, or local level and explore topics such as, but not limited to:

- How organisations, at a meso level, are responding to the post-pandemic and/or sustainability related strategic challenges.
- What constitutes reshaping for strategy practitioners and how strategists are reshaping in practice in a wide range of industries?
- How to define/redefine strategic performance that is both responsible yet helps reshape an organisation's strategy as practised.
- How strategists conceptualise the strategy activities to respond to pandemic and/or sustainability related challenges at micro and meso levels.
- Which strategy tools are less effective in post-pandemic recovery and/or sustainability practices and why?
- How strategising has changed/remained unchanged across the globe in rural and urban contexts.

- How start-ups and SMEs are reconfiguring their business models to address the challenges that emerge due to the uncertain environment.

We encourage doctoral students, and early career through to senior level academics to participate in the Strategy-as-Practice discussion by sending in drafts of full and developmental papers that contribute to or critically evaluate the usefulness and application of key Strategy-as-Practice concepts. Post-pandemic, sustainability and other strategy-as-practice related papers are welcome. We also encourage practicing managers and entrepreneurs to submit full and developmental papers developed based on their insights through professional practice.