



Strategy Track

Track Chairs

- Dr Anna John, The Open University
- Dr Charles Thornton, University of Plymouth

Track description:

The world's modern challenges—achieving the UN Sustainable Development Goals, reducing inequalities, reaching Net Zero and recovering in the post-pandemic reality—highlight the need of organisations to re-imagine their strategies. In this context, we invite submissions uncovering new ways of thinking about strategies of organisations and welcome research papers addressing shifts in strategic paradigms. As some traditional approaches remain valid in the modern context, we invite presentations adding value to the existing perspectives in strategy.

The contributions may be theoretical, conceptual, and empirical. They may take form of literature reviews, or focus on various types of organisations in the private and public sector in rural and urban spatial contexts. We are also interested in studies looking into strategies underpinning teaching, research, and scholarship. All the submissions are expected to demonstrate a rigorous approach to research design. Possible broad themes include but are not limited to:

- Strategies for sustainability in the light of transitions to the world with Net Zero targets and global warming below 2oC,
- Strategies helping to reduce socio-economic inequalities in the UK and abroad, and
- Approaches to building competitive advantage (e. g. institutional approach, resource dependency, dynamic capabilities, networking, and co-creation) in the post-pandemic context
- Restructuring and rebuilding organisations.