Strategic Interest Group 13 – Strategic Management (SM)

http://www.euram-online.org/annual-conference-2017.html

Dear EURAM members and friends,
With our theme **"Managing Knowledge: Making Knowledge Work"**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

ST 13_03 Strategic Processes and Practices

Proponents:

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Description:

Strategy process refers to the flow of actions and events by which firms' strategies unfold. It comprises a set of organizational processes and practices related to the formation and implementation of business, corporate and geographical strategies, the ability to seize and deploy strategic initiatives, and the management of strategic issues associated with such processes (Ansoff, 1980; De Clercq, Castañer, & Belausteguigoitia, 2011; Dutton, Fahey, & Narayanan, 1983; Floyd & Wooldridge, 2000; Lechner & Floyd, 2012).

In the SPP track, we aim at bringing together these organizational and micro levels of analysis to advance our understanding of strategy in the making. Indeed, organizational dynamic is endogenous per se (Hernes, 2014),

investigating strategy processes implies focusing on what people do (Whittington 2003) and the role of organizational actors in formulating and implementing strategy (Vaara & Whittington, 2012). We specifically intend this year to explore the relationships between strategic practices and routines. Practice refers to human activity were human agency does not stand for itself but is embedded "within a web of social practices" (Vaara and Whittington, 2012). Routine in turn is defined as a recurrent pattern of interdependent actions (Feldman and Pentland, 2003) that are situated, produced by reflective and conscious actors and appear to be stable on the short term. Lately Howard-Grenville and Rerup (forthcoming) suggested proximities between process, practices and routines and their role in change, emergence and performance of organizational action. Even though these themes are strategic in essence, few pieces associate strategic processes, practices and routines.

The Strategy as Practice opened avenue in studying strategy with a practice lens. This stream emphasized so far on the role of discursive practices, tools and socio-material practices at a micro level. Vaara and Whittington (2012) called for investigating the role of the macro into the practice of strategy. On the same token, there has been a focus on understanding routines from within their immediate context, and exploring the role of 'individuals' (Howard-Grenville, 2005) or 'group dynamics' (D'Adderio, 2003; Zbaracki and Bergen, 2010) as well as entanglement of actors, actions and artifacts (Jarzabkowski, Bednarek and Spee, forthcoming). This 'zooming in', however, conveys the pitfall of ignoring the broader context within which practice and routines are embedded and from which they receive influence (Parmigiani and Howard-Grenville, 2011). Yet, the power of a genuine practice approach is to precisely both zoom in and out (Nicolini, 2012). We therefore invite contributions to better distinguish and articulate these two concepts in relation to strategic processes.

The SPP track also aims at drawing from theoretical streams novel to the study of strategy such as sociology, social psychology, linguistics, and political science. Consistent with Tsoukas and Chia (2002) call to delve into organizational processes, methods such as participant observation, ethnography, video ethnography and discourse analysis, formerly rarely used in conventional strategy research, we believe that such disciplines can enhance our theorizations about strategic processes and we therefore welcome innovative methodological and theoretical contributions.

Proposals can respond, but are not restricted, to the following themes:

1- Opportunities and challenges of employing different practice lenses in understanding routines and their embeddedness within strategic processes.

2- The role of mundane routines in strategic processes and practices.

3- Whether strategic practices imply specific socio-material arrangement of routines?

4- The role of power and hierarchies in change and stabilisation of organizational routines.

5- The relationship between strategic practices and the emergence and development of routines and vice versa.

6- Whether a flat/tall ontology of practice theory allows different kind of relationships between strategy and routines?

Publish:

British Journal of Management
Journal of Organizational Change Management

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can** *submit* **and** *present* **only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the European Management Review Style Guide.
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see **http://www.euram-online.org/annual-conference-2017.html.**)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.