Strategic Interest 13 – Strategic Management (SM)

http://www.euram-online.org/annual-conference-2018.html**.**

Dear EURAM members and friends,
With our theme **Research in Action**, 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.

ST13_03 Strategic Processes and Practice: Theorizing Emerging Strategic Processes and Practices

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Short Description

In the SPP track we aim at bringing together organizational and micro levels of analysis to advance our understanding of strategy in the making (Chia & Holt, 2009). We specifically intend this year to explore the role of everyday practitioners and actions in the (continuous) emergence of strategy. Although the Strategy-as-Practice perspective opened avenue in studying strategy with a practice lens (Whittington, 2003), we still know very little of the emergent side of strategy. Despite various calls for delving more into the very essence of strategic processes and emergence, this kind a research remains scarce (Carter, Clegg, & Kornberger, 2008). We therefore invite contributions that better inform and theorize processes and practices with a focus on the emergent side of strategy.

Long Description

Strategy process refers to the flow of actions and events by which strategy emerges and unfolds. Although since Mintzberg and Waters (1985) the notion of emergent strategy gained momentum, research on strategy emergence remains scarce (Carter, Clegg, & Kornberger, 2008). Chia & Holt (2006, 2009) recently furthered this perspective by proposing a dwelling-based understanding of strategy as wayfinding. It conceptualizes strategy as relationally co-constructed *in situ* by embedded organizational members, and acknowledges its unintended outcomes. This perspective invites us to rethink strategy as an ongoing flow in which development and implementation are intertwined to achieve sustainable performance in a dynamic environment.

In this track, we aim at bringing together socio-organizational and individual levels of analysis to advance such understanding of strategy in the making. Organizational dynamic is endogenous *per se* (Hernes, 2014; Tsoukas & Chia, 2002), enacted through every day actions and practices (Chia, 2004; Chia & Holt, 2006). Understanding the doing of strategy (Felin, Foss, Heimeriks, & Madsen, 2012; Sirmon & Hitt, 2009; Vaara & Whittington, 2012) therefore implies focusing on what people do 'inside' processes (Whittington, 2003) and seeks to highlight the role of organizational actors and practices (Mantere, 2007; Regnér, 2003).

Rethinking strategy emergence in practice and process terms pushes us to revise established views of sustainable performance in contexts of ecological, social and political crisis. Following Euram 2018 topic, 'research in action', we invite research participating in bridging the relevance/rigor gap (Bartunek & Louis, 1996; Hodgkinson & Rousseau, 2009; Van de Ven, 2007; Avenier and Parmentier, 2012), building from engaged scholarship (Bartunek & Rynes, 2014; Mohrman & Lawler, 2011; Van de Ven, 2007) or relying on alternative perspectives such as design sciences (Romme et al., 2015), the dwelling worldview (Chia & Rasche, 2015), or pragmatist perspectives (Avenier, 2010; Bouty, Gomez and Chia, 2017). Following Tsoukas and Chia (2002) call, we believe that methods such as close (non)participant observation, ethnography, video ethnography and discourse analysis can enhance our theorizations about strategic processes and practices.

Proposal can respond but are not restricted to:

1. Opportunities and challenges of widening the strategy literature with different practice lenses.

2. The roles and significance of mundane activities within strategic processes

3. The roles and significance of specific artifacts as carrier of strategic practices

4. The co-creation of strategic knowledge and practices between organizational domains

5. The use of occupational knowledge and practices that stimulate strategy emergence

6. Interactions of deliberate and emergent strategies in the doing of strategy

Publishing Outlets:

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (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.

<p style="text-align:center; color:orange">ONE PRESENTING AUTHOR PER PAPER SUBMISSION</p>

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 2018 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 2018 website (open as of 1 December 2017: see http://www.euram-online.org/annual-conference-2018.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.