



Strategy as practice: New methodological approaches and challenges

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The "Strategy as Practice" (S-as-P) perspective re-conceptualises strategy as a social activity (strategy not as something an organisation *has* but something that its members *do*). In particular, it advocates the need to get closer to the phenomena of interest and to better understand the "doing" of strategy work through 'praxis' (the activities), 'practices' (the methods, tools and processes that shape how things are done in organizations), and 'practitioners' (strategists, managers, consultants and the like) who engage in strategic work. At the same time, these micro-phenomena are studied in relation to their wider social context.

This track seeks to examine the methodological apparatus available for the study of strategy as a social activity and explore the ways and challenges of developing research designs for S-as-P research. Among the various methods available, researchers have utilised, among others, discourse analysis, ethnomethodology/ conversation analysis, biographical methods, diaries as self-report methods, observation methods, longitudinal case study research, clinical inquiry, survey methods as well as less conventional methods for researching practice (video analysis and activity-based-inquiry). This developing body of work is naturally characterised by a degree of conceptual complexity and methodological diversity that in turn puts limits to relating and comparing findings from different studies, and thus, may prevent the field from advancing as quickly as it could.

Thus, we invite papers that explore particular methodological ways for the study of S-as-P. Specifically, we expect these papers to set out how their methodological approaches address the challenges for the study of strategic actors and strategic action; how they deal with the volume, complexity and temporality of actions and interactions between actors; how they account for agency; how they address the micro-macro problem; how they account for stability and change in their research design, and, how they address issues of rigour, reliability and relevance.