Workshop BAM Strategy SIG in collaboration with the Entrepreneurship SIG

**Strategy as practice meets Entrepreneurship as Practice — mutual gains or competition?**

**Hosts: Dr. Inge Hill, Coventry University, and Dr. Simon Leary, Regent’s University**

**16 January 2019 Coventry University**

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Practice theory applications offer great insights that follow much better the calls by policy makers and practitioners alike to provide knowledge that offers actionable recommendations to improve policy and business practice. While SAP – strategy as practice - has been organised more formally and much longer than EAP – entrepreneurship as practice – the speed of adaption of practice theories in entrepreneurship research means the field is developing quickly. Both strands of research meet the demands of the relevance debate of research.

This workshop is intended to take stock of the achievements and insights generated and starting a conversation with practitioners if the intention of generating more helpful knowledge for practice improvement is well on the way or if additional adjustments would be needed.

The keynote presentation is by well-known Strategy as Practice specialist Professor Paula Jarzabkowski on the state of the art in Strategy as Practice research, followed by Dr. Orla Byrne, updating us on the state of the art in entrepreneurship as practice research. Two brief examples of empirical research in both arenas illustrate how applications of practice theory can offer additional insights not possible with other theoretical framing. A short panel where practitioners and practice theory specialist explore the two business applications follows. The day finishes with a market place for finding potential collaborators for further research projects and guidance of writing for publication from two Journal (Co-)Editors in Chief.

The audience is newcomers or established researchers with an interest in practice theory applications

**Detailed draft programme:**

10.00 Registration and coffee

10.15 Welcome and overview of the day

10.30 Key note: Strategy as Practice - State of the Art Professor Paula Jarzabkowski, City University. London
11.10  Entrepreneurship as Practice - state of the art Dr. Orla Byrne, Dublin University

11.50  Coffee break

12.00  SAP applied research Dr. Carola Wolf, Aston University
12.30  EAP empirical example - Dr. Inge Hill, Coventry University

13.00  Panel discussion - with practitioners and academics

13.20  Lunch – with “research dating”

14.20  Getting published (with practice theory informed papers) Professor Paul Jones, Chief Editor IJEBR, Swansea University

14.55  Writing excellent literature reviews - how to Dr. Dermot Breslin, Sheffield University, Co-Editor in Chief IJEBR

15.30  Research “market place”

15.45  Closing and next steps

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Please register online at
https://www.bam.ac.uk/civicrm/event/info?reset=1&id=3504

Location:
Coventry University, William. Morris Building, Gosford Street (City Centre)
(for accommodation and travel details, please contact aa9964@coventry.ac.uk)
The venue is 10 minutes’ walk from Coventry train station and short taxi ride costs under £ 5.-.
Parking is limited in the City Centre, so the best way to travel is by train.

Coventry station is 10 minutes from the Birmingham Airport and the NEC by train.