



Strategy Practice IG

... the place to be for academics, business people, and consultants who are interested in what strategists *really* do

SMS 2022, London Conference Program





Pre-Conference Program

Workshops: Saturday, September 17

The Process of Publishing Strategy Research: Journeying Along the (sometimes bumpy but ultimately successful) Paths to Publication
09:00–12:00, *Admiral 1* ([read more](#))

When Strategy Processes Go (Partly) Virtual – Challenges and Opportunities of Collecting and Combining Analogue and Digital Qualitative Data Source
13:00–16:00, *GMT 3* ([read more](#))

Experiments in Entrepreneurship and Strategy
13:00–16:00, *Mezzanine 1–4* ([read more](#))

Panel Sessions: Sunday, September 18

Assessing How Digital Strategies Create and Capture Value: Tools, Trade-offs, and “To-dos”
08:00–09:15, *Mezzanine 1-2* ([read more](#))

How IT-vendors and Consultants Collaboratively Shape Digital Innovation with their Clients
09:30–10:45, *Mezzanine 5* ([read more](#))

Opportunities for Strategy Process and Practice Research in a Virtual World
11:15–12:30, *Admiral 2* ([read more](#))

Diversity and Inclusion in Open Strategy
11:15–12:30, *Mezzanine 9* ([read more](#))



Main Conference Program

Sunday, September 18

Strategy as Storytelling: The Role of Storytelling in Strategic Management
15:15–16:30, Admiral 2 ([read more](#))

Strategy as Work   
17:00–18:15, Mezzanine 7 ([read more](#))

Monday, September 19

Plenary Panel: Open Strategy
09:30–10:30, Kensington ([read more](#))

Digital Strategizing 
11:00–12:15, Mezzanine 6 ([read more](#))

Strategy Legitimation and Institutional Dynamics  
13:30–14:45, Mezzanine 3 ([read more](#))

Tuesday, September 20

Open Strategy 
08:00–09.15, GMT3 ([read more](#))

Strategy as Future-making 
11:00–12:15, Mezzanine 3 ([read more](#))

Award nominees presenting:

 Best all-conference paper

 Best IG paper

 Best all-conference responsible research paper

 Best IG PhD paper

 Best IG impact paper



Social Events

Fireside Chat

*Saturday, September 17, 5.30 pm
The Great Central Bar, Landmark Hotel*



Discussing research and careers in strategy practice with Katharina Dittrich and Sotirios Paroutis in a cozy and tasteful atmosphere

- Organizers: Sarah Stanske & Yanis Hamdali
- **Limited to 15 places** – a few places are still available
- **Funding and drinks covered** by the European University Viadrina
- **Registration** (first-come-first-served) via email to hamdali@europa-uni.de



Award Ceremony

Sunday, September 18, at the end of the Session “Diversity and Inclusion in ” (11:15 am–12.30 pm), Mezzanine 9

To be awarded:

- Best IG paper
- Best IG PhD paper
- Best IG impact paper
- Best reviewers



IG&C Social: James Bond Cocktail Hour

*Sunday, September 18, 6:30–7:30 pm
Hilton London Metropole, Room tba in the conference app*

Drinks and food provided.

At 7:15 pm, you will have the chance to learn about the strategic process and practice of making a James Bond cocktail.

Organizers: Strategy Practice IG, Strategy Process IG, Teaching Community

