

## Call for Papers

### 22nd Annual Convention of the Strategic Management Forum

#### *Strategic Management and Entrepreneurship: A reflection on the last three decades and the way forward*

(21<sup>st</sup> to 23<sup>rd</sup> December 2020)

**Abstract Submission Deadline: 30<sup>th</sup> July 2020**

**Host Institution: IIM Ranchi**

This is a Call for Papers for the 22<sup>nd</sup> Annual Convention of Strategic Management Forum to be held at **Indian Institute of Management Ranchi** between 21<sup>st</sup> and 23<sup>rd</sup> December 2020. The overarching theme of the conference is “Strategic Management and Entrepreneurship: A reflection on the last three decades and the way forward”. This event is being organised in collaboration with **Entrepreneurship Development Institute of India, Ahmedabad**.

We invite full papers (max 8000 words) and extended abstract (max 2000 words) for presentations during the meeting from both strategic management and entrepreneurship disciplines centred around, but not limited to the above conference theme. We also encourage doctoral students and faculty members to submit case study (max 6000 words) and case study proposals (max 2000 words) for the case writing and teaching track. The case writing and teaching track will help faculty members and doctoral students to get valuable feedbacks from experienced case writers and teachers, with a focus to help participants in getting their case-study published as well as using the case teaching pedagogy for participants centred learning. Few selected case studies may be published as a part of convention proceedings.

The convention will have the following awards, which will be announced and bestowed at the convention closing session.

- Best Paper Award
- Best Doctoral Student Paper Award
- Best Thesis Proposal Award (Doctoral Colloquium)
- Best Case-Study Award
- Life-Time Achievement Award (for contribution to the field of Strategic Management in India)

The conventions will have **Five** major components:

- Research Papers on Conference Theme (6 Tracks)
- Case Development and Teaching (Participant Centred learning)
- Industry Panel on Contemporary Issue
- Content and Pedagogy Developments in Strategy & Entrepreneurship Area
- Doctoral Colloquium for Research Scholars (Strategic Management & Entrepreneurship)

#### **1. Research Papers on Conference Theme (6 Tracks)**

We invite papers from distinguished academics, doctoral students and industry professionals on the following indicative six sub-themes of the convention and other related topics:

- **The Evolution of Strategic Management Thought in Emerging Markets:** This sub-theme welcomes submissions on the evolution of strategic management thought, especially in emerging markets. The unique characteristics of emerging markets continue to surprise global strategists: witness, the competition faced by the FMCG behemoths, Unilever and Colgate, from an Indian yoga guru-led enterprise, Patanjali. While firms increasingly consider emerging market engagements, some firms that have been active for decades in emerging markets are exiting (e.g., General Motors from India). Meanwhile, the strategy playbooks of established MNCs are often challenged by relatively new emerging market players. Simultaneously emerging market firms are competing on the world stage with locally developed capabilities as well as those attained through partnerships with other firms. We invite both theoretical and empirical papers that captures insights about how the strategic management thought has evolved over the last three decades and what is the way forward (next two decades after 2020) ?
- **Strategic Management Process (Its evolution and way forward):** The track focuses on how strategies are formed, implemented, and changed, across group, functional, business, corporate, and network levels of analysis. Our world's complex challenges accentuate the importance of social processes underlying strategic efforts within and across organizations in different sectors. We welcome contributions that examine the theoretical underpinnings of the past and current strategy process research. We also encourage submissions that contribute methodologically and/or theoretically to increasing our understanding of the formulation–implementation–outcome linkages of strategic processes and how will it shape over the next two decades after 2020?
- **Corporate Strategy (A Journey of three decades and way forward):** Submissions are invited that develop theory and evidence regarding how firms grow through leveraging existing strategies or developing new ones to address old and new challenges; and how these processes inform our understanding of the growth and development of the field of strategic management. Proposals are desired that address questions such as: Are existing theories (e.g., TCE and RBT used to explain boundary decision) still valid in addressing corporate strategy issues? How does the increasing complexity of the business world affect corporate strategy? How can scholars help managers understand better and adapt to it?
- **Competitive and Cooperative Strategy (Past, Present and Future):** This sub-theme focuses on questions concerning the present and future of competitive and cooperative strategy. It focuses on a broad set of questions regarding competitive and cooperative strategy in regions around the world. For example, what are the current competitive advantage for firms and how it's going to evolve during the next two decades after 2020? What is the role of technology in achieving sustainable competitive advantage? How can firms build and maintain a competitive advantage in a changing world? What role do resources and capabilities play in shaping firms and industries over time and in different geographies? We call for contributions aimed at exploring the roles of firms in developing and implementing strategies that are both responsive to and proactive regarding the emerging complexity and intensifying diversity of the global marketplace. That address questions that are related to how cooperative strategies can help us to leverage diversity to foster innovation and win-win solutions. How do different actors develop creative solutions when working across multiple domains and diverse logics? How can firms and non-commercial entities such as government and academic institutions share the outcomes of their cooperation? How do these cooperative dynamics lead to self-reinforcing growth at the network or geographical cluster level?
- **Emergence of Strategy as Practice:** The thematic scope of this sub-theme encompasses all aspects relevant to the practice of strategy in real business environments, regardless of whether in the sense-making, formation or execution stages. How is strategy formulated in contexts that are at best imperfectly understood? How is strategy then executed in dynamic and difficult environments? We welcome empirical and conceptual papers that explore these and other important questions that probe

the relevance and impact of strategizing in the practice field over the last three decades and the way forward. We are particularly keen to invite the contributions of practitioners of strategy to this year's convention.

- **Entrepreneurship (Past, Present and Future):** Entrepreneurs have been responsible for some of the biggest disruptions to mature industries dominated by corporations: Oyo has challenged the hotel industry, Ola has upended the taxi industry, and the big car manufacturers have been pushed to innovate by Tesla and Google. This story of start-ups challenging large corporations is being played out in most parts of the world, including economies such as India and China. Corporations are engaging in many new relationships with entrepreneurs as both competition and partners. Both corporations and entrepreneurs are dealing with the ultimate paradox of being each other's friend and foe. Increased digitization, platform technologies, and connectivity have created a rich environment for creation and disruption both in developed and emerging economies. We invite papers that track the history and development of entrepreneurial ecosystem, entrepreneurial mind-set, institutions void in emerging economics and related opportunities. Also, how the concept of entrepreneurship and corporate entrepreneurship has evolved and what will be the future like?

In addition to the above six themes, scholars are also encouraged to submit their paper on the below topic:

- Scope and Structure of Firm
- Strategic Leadership and Governance
- Strategic human capital
- Strategic Marketing
- Global Strategy and M&A's
- Innovation and Knowledge
- Entrepreneurial Orientation
- Strategies for emerging markets
- Managing Start-ups
- Business Model Innovation
- Strategic Information System
- Role of Technology in shaping company's strategy
- Teaching pedagogy for strategy management and entrepreneurship
- Role of public policy and governance
- Interdisciplinary studies related with strategic issues and or entrepreneurial journey
- Any other significant topic/ issue relevant to strategic management and entrepreneurship

## 2. Case Development and Teaching (Participant Centred learning)

We encourage doctoral students and faculty members to submit case study (max 6000 words) and case study proposals (max 2000 words) for the case writing and teaching track. The case writing and teaching track will help faculty members and doctoral students to get valuable feedbacks from experienced case writers and teachers, with a focus to help participants in getting their case-study published as well as using the case teaching pedagogy for participants centred learning. Few selected case studies may be published as a part of convention proceedings.

The convention will provide an excellent platform for the faculty members and scholars to interact and collaborate to create and learn how to write and teach with business cases. The cases study should focus on strategic issues faced by firms (private for profit, public and social enterprise) and entrepreneurs (start-ups). The case study should encompass a problem contextualized around the application of in-depth analysis,

interpretation, and discussion. It may or may not provide specific recommendations for action, and or, for improving existing conditions. The case study should be able to establish links to theory and understanding association of constructs and measurement variables related to strategic management and entrepreneurship theory and practice. A good case must have the following elements (this section is inspired by the article Guidelines Management Teaching Case, Journal of Case Research and Inquiry, Vol 3, pp 236 – 272, 2017).

- **Reality:** Authenticity is important for engagement
- **Significance:** Underlying issues of the case must be important in theoretical or policy or practical terms.
- **Comprehensiveness:** Should provide a rich description of the context in which the organization is embedded, and people act.
- **Alternative perspective:** Although case issues are often seen through the eyes of an individual decision-maker, they can also be described from other perspectives.
- **Backed by evidence:** A case is a story backed by evidence. The case writer's biases are kept o the extent possible out of the text.
- **Reasonably complex:** Complexity – along with some ambiguity – may be essential to the process of learning how to make quality decisions.
- **Emotionally rich:** Some cases can quickly involve the reader emotionally.

### 3. Industry Panel on Contemporary Issue

With the intention to bridge the gap between the industry and academia we invite papers from distinguished industry professionals, entrepreneurs as well as doctoral scholars and academician working in the field on 'strategy-as-practice'. The submission should be related to the theme of 'the role of strategic management and entrepreneurship in an uncertain, complex and disruptive world'. In addition to this, there will be Panel Discussion on various contemporary issues related to strategy, entrepreneurship and emerging business landscape.

### 4. Content and Pedagogy Developments in Strategy & Entrepreneurship Area

We invite papers from distinguished academics and teachers on both content and pedagogy used in teaching the subject of strategic management and entrepreneurship. With the recent pandemic, how to embrace technology in a case-study teaching. What are some of the challenges that we face both in terms of content and pedagogy developments and what are some of the best global practices that may be adopted.

### 5. Doctoral Colloquium for Research Scholars (Strategic Management and Entrepreneurship)

To provide guidance and mentoring to young doctoral students, we invite doctoral students to submit extended abstracts and full papers (optional for best thesis proposal awards) on the topics related to their doctoral work. The purpose of the colloquium is to provide a platform for doctoral students who are doing their research in the field of strategic management and or entrepreneurship to present their research work and to assimilate valuable inputs and feedback from leading resource persons in the strategic management field. The paper should be maximum 15 pages long or 2500 words for extended abstracts. A short introductory statement explaining the applicant's interest in the colloquium, the current stage of their research work, the name(s) of their advisor(s)/supervisor(s) needs to be submitted.

## Convention Registration Fee

The registration fee per participant are provided below:

Registration Details	Doctoral Students/ PG Students*	Strategic Management Forum Members**	Faculty / Working Professionals	International Participants
Early Bird Registration (by 15 <sup>th</sup> November 2020)	Rs. 3000	Rs. 4500	Rs. 5000	\$185 USD
Late Registration	Rs. 4000	Rs. 5500	Rs. 6000	\$250 USD

Policy:

1. The registration fee includes convention kit, admission to main convention, technical sessions, plenary sessions, case teaching workshops, lunch and networking breaks with refreshments.
2. At least one author must register for the convention.
3. Participants are expected to arrange for their accommodation. Accommodation may be provided in the Institute hostel subject to availability on a paying and 'first come first serve' basis.
4. Mode of Payment shall be intimated along with the acceptance letter.
5. Only doctoral students who have enrolled for the convention and has shared the introductory statements and related details will be allowed to participate in the Doctoral Colloquium. A separate entry ticket will be issued for this event.

**Note: In case the situation due to COVID-19 doesn't improve, all the sessions shall be managed via video presentation and virtual interactions. The decision on the same will be conveyed to the participants before the registration opens (15<sup>th</sup> October 2020).**

\*Students would be expected to share their student id proof and letter from the head of department/ Institution confirming her student status

\*\* Strategic Management Forum (SMF) Members need to provide evidence of their membership for getting discounted registration fee. Certificate issued for completion of courses can also be submitted as a proof.

## Important Dates

Submission Opens	30 <sup>th</sup> May 2020
Submission Closes (Extended Abstract)	30 <sup>th</sup> July 2020
Intimation of Acceptance	27 <sup>th</sup> August 2020
Submission of Full Paper for Accepted Abstract (Optional for best paper awards)	14 <sup>th</sup> October 2020
Registration Opens	15 <sup>th</sup> October 2020
Registration Closes	21 <sup>st</sup> December 2020
SMF 2020 Convention at IIM Ranchi	21 <sup>st</sup> to 23 <sup>rd</sup> December 2020

## Submission Guidelines

The full papers, case study and extended abstract should not exceed 8000 words, 6000 words and 2000 words respectively (including references, tables and figures). An extended abstract is not a formal paper, hence please feel free to use any structure you deem fit. It's a shorter version of the paper with the main idea and important references. The full paper extended abstract and case study should follow the points covered in the call for papers and related topics. References need to follow APA guidelines available at <http://www.apastyle.org/>.

Formatting: Submit your full paper, case study and extended abstract in the form of a PDF document. Page layout should be 1inch margin on all sides with 1.5 line spacing in Times New Roman 11pt. Headings, subheadings can be given bold formatting.

- The submission must be made in PDF format (only) using easy chair
- An author may submit no more than 2 abstracts to the convention.
- Participants with accepted abstracts have the option to submit full papers by 14<sup>th</sup> October 2020

All submission to be at <https://easychair.org/conferences/?conf=smf2020>

## Publication Opportunities

All the research papers and case studies accepted for presentation will form a part of Convention Proceedings. Selected papers and case studies may be published in a book for which consent will be taken in due course. Selected full papers may also be considered for publication in special issues of reputed international journals, *Journal of Entrepreneurship*, upcoming IIM Ranchi Journal, or volumes of edited books after a due review process. We are in advance discussion with the Journal publishers and will be share the details of special issues in due course.

## Convention Advisory Board

- Prof. Bhimaraya Metri, Director, IIM Tiruchirappalli (President, Strategic Management Forum)
- Prof. Shailendra Singh, Director, IIM Ranchi (President-elect, Strategic Management Forum)
- Prof. Arunaditya Sahay, Professor of Strategy, Entrepreneurship & Sustainability, Birla Institute of Management Technology
- Prof. (Retd.) Krishna Kumar Former Professor and Dean (AA), IIML, Former Director, IIMK
- Prof. Atanu Ghosh, Professor, Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay
- Prof. K. Rangarajan, Head – Indian Institute of Foreign Trade, Kolkata
- Prof. Deepak Kumar Sinha, Former Professor, IIM Bangalore
- Prof. Dr Satya R. Acharya, Associate Professor & In-charge (Department of Entrepreneurship Education), EDII
- Prof. Ashutosh Kumar Sinha, Associate Professor, IIM Lucknow
- Prof. Karthik Dhandapani, Associate Professor, IIM Tiruchirappalli

## Program Committee

- Prof. Rohit Kumar, IIM Ranchi
- Prof. Swarup Dutta, IIM Ranchi
- Prof. Faisal Mohammad Ahsan, IIM Ranchi
- Prof. Subhasree Mukherjee, IIM Ranchi
- Prof. Shilpee A Dasgupta, IIM Ranchi

## Contact

Paper Submission Link: <https://easychair.org/conferences/?conf=smf2020>

All questions about submissions should be emailed to [SMF2020@iimranchi.a.c.in](mailto:SMF2020@iimranchi.a.c.in)

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