EGOS 2007: Sub-theme 05
Strategizing in practice: The challenges of exploring relationships between and among individuals and organization(s).

We received a record number of abstracts this year (over 90 submissions – most of all sub-themes and a record number for us) and this made us the largest sub-theme at the EGOS conference in Vienna. We were located in a separate building and had plenty of room for plenary as well as roundtable sessions.

We had an exciting program including a blend of panels, paper and interactive round table sessions. This year we had a paper session on methodology and a panel on teaching – two areas that we felt needed more discussion than we previously have had.

During the first panel Professor Yrjö Engeström gave a talk on the subject “Strategy as Anchoring” and Leif Melin spoke about “The social interaction of strategizing”. Ann Langley put the strategy as practice approach in perspective relating back to prior EGOS conferences and research efforts.

The paper and roundtable discussions generated many interesting and fruitful debates. The papers discussed various strategizing and organizing activities and strategists on different organizational levels within various contexts (including networks, tools, communication, etc.). There were also sessions on theoretical, methodological and discursive approaches. In addition, learning and exploration in relation to practices and routines were discussed.

In the final panel Richard Whittington talked about “Teaching Practice”. This talk created a lively discussion and many innovative suggestions for teaching practice. Finally Ann Langley summarized our discussions during this year’s EGOS and the subsequent discussion focused on different forms of strategy as practice and different types of strategists. At the very end Saku Mantere presented the sub-theme for EGOS 2008 in Amsterdam, which we are all looking forward to!

Patrick, Linda and Ann