
Convenors: Claus D. Jacobs, Pikka-Maaria Laine, Richard Whittington

The 2011 SAP track at EGOS in Gothenburg, July 2011, continued a now well-established tradition, being the eighth int is remarkable to see how 'practice' has spread through the EGOS colloquium, with five other sub-themes (on Intersectionality, Legitimation, Branding, Pragmatism and Strategizing as Wayfinding) explicitly adopting practice-related themes in this time, in addition to having had the SWG on practice-based studies in organizations until last year. 'Practice' has certainly arrived!

There were two notable innovations this year for the SAP track in particular. In the first place, a Paper Development Workshop was offered to new scholars on the Tuesday before the opening of the full colloquium. 31 papers were discussed intensively in seven round-tables, led by the following experienced scholars: Loizos Heracleous, Claus Jacobs, Paula Jarzabkowski, Leif Melin, Susan Meraläinen, Patrick Régner, David Seidl and Richard Whittington. This PDW was seen as a success, and will be repeated in 2012 with the leadership of Johanna Moisander (Aalto University). The second innovation of this year's SAP track was a social evening on the Thursday, organized by Katharina Dittrich (University of Zurich). Again, this was a success, and will be repeated next year.

The main sub-theme attracted 52 submissions, of which 33 were accepted for either plenary or round-table discussion. The café-style layout of the room facilitated discussion throughout. Georg von Krogh (University of Zurich) gave a plenary talk and commentary on the role of technology in strategy, which prompted a good deal of debate. In the light of this, it was noticeable that of the three themes, the role of technologies - particularly information technologies - in strategy was the least thoroughly addressed by submitted papers: there is an opportunity for more work here. Issues of power and identity were considered from a range of perspectives, most strikingly perhaps in a study of women managers working on strategy in Saudi Arabia.

A wide range of methodologies was on display during the track, from videos to surveys. The final panel - made up of Ann Langley, Timo Laamanen, Torsten Schmid and David Seidl - led a discussion of methodologies for SAP. One important theme was the benefit of embracing a plurality of methods, so long as governed by consistency with the object of research and underlying ontological assumptions.

Kathryn Fahy (University of Lancaster) concluded the track by introducing the discourse theme intended for next year's SAP track in Helsinki, to be co-organized by her, Chahrazad Abdallah (Birkbeck College, London) and David Grant (University of Sydney).

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