In this subtheme we want to explore a particular new perspective on strategizing activities. The 'practice perspective' acknowledges a growing sense that strategy research has become increasingly remote from the actual practices and activities of strategizing. So far very little is known about who the strategists are, what strategists do, how they do it, and what the consequences of that doing are. The aim of this approach is to explore the unfolding processes of strategy and to make sense of strategizing activities in different contexts. This strategizing research is particularly concerned with how locally situated strategic activities are embedded within and contribute to broader societal contexts, such as those constituted by influential institutions. Rather than looking at strategizing in general, however, we want to apply the practice perspective on a particular phenomenon in strategy: locking-ins and unlockings of strategy. There are two relevant areas in which locking-ins can be found: (1) strategy locking-ins in organizations and (2) locking-ins in strategy research.

First, we are interested in how organizations become locked into existing ways of thinking about and doing strategy as well as the dynamics that un-lock their strategizing processes. Lock-ins and unlocking may be the result of unintended, evolutionary processes or might arise from deliberate strategizing activity, raising important research questions about the antecedents, activities, and consequences of periods of strategy lock-in or unlocking. For example, do particular strategizing activities lead to organizational rigidity? What explains successful or failed attempts at unlocking strategizing within the organisation? How are strategizing agents inside and outside the organization implicated in unlocking the strategy process? We are generally interested in papers that provide theoretical and empirical explanations of lock-ins and unlocking of strategizing activity.

Secondly, a practice perspective on unlocking strategizing provides an opportunity to 'unlock' many of the traditional paradigmatic boundaries in strategy theory, such as content versus process, or rational versus interpretative. Practice-based theorizing moves beyond such false dichotomies to investigate what strategists do, what tools they use, and what strategizing is, thereby responding to a call in the management discipline to build theory that more closely mirrors the concerns of practice. We are therefore interested in papers that examine lock-ins within strategy theory, lock-ins in the method and conduct of strategy research, the consequences of such lock-ins for
our knowledge about strategy, and explanations of how a practice perspective on strategizing can unlock theory and method.

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For more information on the practice perspective on strategizing see www.strategy-as-practice.org