Workshop: Strategy-as-Practice, performativity and research methods
Date: 4.12.2012
Location: British Academy of Management, 137 Euston Road, London NW1 2AA

The Strategy-as-Practice interest group provides a forum to practitioners and academics interested in the activities and practices of strategy making. Strategy-as-Practice researchers have raised important challenges for the study of strategy processes by combining an interest in the activities of practitioners with alertness to prevailing dualisms in the explanations of social practices. Strategy-as-Practice research has been published in leading international journals and our track is part of a vibrant community of practitioners and scholars and an active online forum (www.sap-in.org). Practice approaches have also become frequently used in doctoral research projects, and many early career researchers have enthusiastically engaged with the possibilities and challenges of this perspective in their work.

This workshop focuses on performativity in practice studies. For Barad (2007: 132), performative approaches seek to rebalance the status of language which ‘has been granted too much power’ when it is assumed to be able to represent pre-existing things. Instead, performativity begins from the situation of the inquirer in a world; understanding “thinking, observing, and theorizing as practices of engagement with, and as part of, the world in which we have our being” (ibid: 133). Here, scientific studies, hypotheses or theories no longer merely represent what is ‘real’, but are part of the generative process that enacts and regulates realities. Performativity studies are mindful of the ways in which the apparatuses and assemblages involved in the production of knowledge accomplish, and not merely reflect what is taken to be the case, and therefore wrestle bodies and matter back from the sphere of concepts and statements (Butler, 2000; Law, 2004).

Performativity therefore has important implications for organization studies research and, perhaps, in particular for understanding the role of strategy in accomplishing particular organizational realities. This workshop aims to provide a platform to discuss this relatively novel line of thinking. We are delighted that three very experienced researchers have offered to join this debate as a panel of discussants and we envisage a stimulating and interesting day!
This workshop is aimed at early career and experienced scholars working on, or harboring an interest in practice based research, strategy, and performativity. Rather than imposing a rigid structure, the workshop is intended to follow its own performance, and thus let participants and discussants pursue topics and ideas as they are generated in the flow of the discussions.

**Agenda**

10:00-10.30  
Registration and coffee

10.30-12.00 
Panel: Panel presentations: performativity and methodology

*Discussants:*

Chaharazad Abdallah (Birbeck College)  
Laure Cabantous (Warwick Business School)  
Jean-Pascal Gond (City University London)

12.00-13.00 
Lunch

13.00-14.30 
Interactive discussion of participants’ questions and ideas

14.30-15:00 
Coffee

15:00-16:00 
Interactive discussion continued (workshop finishes at 16:00).

While no preparatory work is required participants are expected to bring questions about their research to the workshop and actively contribute to the discussions.

**Registration**

Please contact Miriam Karim ([m.karim@bam.ac.uk](mailto:m.karim@bam.ac.uk)) to register for this workshop. Attendance is free for BAM members. A cost contribution of £25 applies to non-BAM members. **Please note that places are limited!**

Please contact Tamim Elbasha ([t.elbasha@open.ac.uk](mailto:t.elbasha@open.ac.uk)) if you have any further questions.

We are looking forward to seeing you in London!

Tamim Elbasha and Mike Zundel