

CALL FOR PAPERS

Talk, Text and Tools in the Practice of Strategy

First International Strategy as Practice workshop in North America

August 5, 2010, HEC Montréal, Montréal, Canada

In 2010, the Academy of Management Meeting will be held in Montréal (August 6-10), a city that is also home to the first research group on strategy as- practice to be established in North America. This is thus the perfect occasion for the GÉPS (*Groupe d'études sur la pratique de la stratégie/ Strategy as Practice Study Group*) to invite you to a special event to be held at HEC Montréal, immediately preceding the AOM meeting. This workshop is intended as an opportunity to take stock of recent SAP research and consider new directions.

So far, SAP scholars have explored the question of what strategists “do”, providing at least three different types of answers to this question: strategists *talk*, they write *texts* and they use various kinds of *tools*—models, methodologies, etc. The pervasiveness of ethnographic research in the area has led to a predominance of studies dealing with strategic talk and agency. There is still relatively little research on the production and use of texts and tools; we believe that there is a need to bring to the fore the textual, intertextual and material aspects of strategy as practice. In addition, research on the connections between talk, texts and tools would be very welcome: how do managers talk about texts and tools? How are texts and material objects mobilized during the flow of conversations? How do strategists “textualize” their conversations and their use of tools? How are the choice and usage of tools related to other aspects of the practice of strategy? And finally, what are the best methodologies for answering these questions?

We intend to organize the workshop around the sub-themes of “talk,” “text” and “tools,” both as distinct research objects but also as how they relate to each other. Three guest speakers—one for each sub-theme—will be invited to start the discussion in the morning and to wrap it up at the end of the day. The number of participants will be limited to approximately 50 in order to allow for more in-depth exchanges. All papers will be presented in English. Selected papers may be edited as part of a book to be published after the workshop.

Prospective contributors interested in presenting a paper should send an abstract of maximum 1,000 words to the conference organizers by **January 31, 2010**. Notification of acceptance will be given by March 15, and authors will need to send full papers (approx. 20 pages) by June 15, 2010. Abstracts should be typed, double spaced, and include a title, name(s) and affiliation(s) of the author(s), and author(s) contact information (mail and email addresses). Copies of submissions should be sent as an email attachment (saved as a Word document) to geps@hec.ca. Questions regarding the workshop can also be addressed to linda.rouleau@hec.ca.

About the GéPS

The *Groupe d'études sur la pratique de la stratégie* (GéPS, or the *Strategy as Practice Study Group*) was founded in 2006 to foster collaboration between scholars interested in studying strategy as practice in its various shapes and forms. The group's research focuses on strategy tools, the practice of strategic leadership, strategy and identity work, and strategic change practices as well as methods for studying strategy as practice. The regular members of the GéPS are all faculty members of HEC Montréal:

- Ann Langley, co-director
- Linda Rouleau, co-director
- Veronika Kisfalvi
- David Oliver
- Pamela Sloan
- Hélène Giroux

There are also two associate members (Jean-Louis Denis, Université de Montréal; Michelle Harbour, Université du Québec en Outaouais), and more than 15 graduate student members.

About HEC Montréal

HEC Montréal (<http://www.hec.ca>) is Canada's largest and oldest business school, an autonomous publicly funded institution founded in 1907 and affiliated with the University of Montreal. It has nearly 250 professors and nearly 12,000 students registered in a broad range of programs: undergraduate, MBA, EMBA (joint with McGill University), M.Sc., graduate diplomas, Ph.D. (joint with Concordia, McGill University, Université du Québec à Montréal). The school's roots lie in the Quebec francophone milieu. Although most programs are offered in the French language, with increasing internationalization, the school now has a large English MBA program, a bilingual EMBA and Ph.D. and a popular trilingual (French/ English/ Spanish) bachelor's program unique in the world. HEC Montréal holds accreditations from AACSB, EQUIS and AMBA.

About Montréal

Montréal is the second largest city in Canada with a population of 1.8 million. It is a fascinating multicultural city where French and English live side by side and intermingle; well-established cultural communities (including the Italian, Chinese, Greek and Spanish-speaking communities) also provide it with a strong international flavor. With its four universities, Montréal ranks first in North America for the number of university students per capita and is among the country's leading university research cities. It is also recognized for its safety and the warmth of its inhabitants.

During the summer, Montréal overflows with activity, thanks to an abundance of festivals and sports events. Early August is usually time for the *FrancoFolies de Montréal* (www.francofolies.com) a music fest with numerous indoor and free outdoor performances, attracting more than 1000 artists and a million festival goers. Montréal's nightlife also offers something for every taste and budget, from small ethnic restaurants to haute cuisine, as well as a slew of bistros, bars, pubs and night clubs.