

DWG STRUCTURING THE PROCESS OF STRATEGIC DEVELOPMENT**Track Chair and Coordinator**

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Track Chair

Professor George Wright, Warwick Business School, george.wright@wbs.ac.uk, +44 (0) 24765 24257, the role and quality of management judgment in decision making and in anticipating the future.

Abstract

The area of Strategy as Practice has grown very rapidly in recent years. Strategy as Practice perspective intends to illuminate the activity and practice of strategizing by re-conceptualising strategy as something that people do in organizations rather than something organizations have or emerges without any intervention. It is clear that the area can attract very different perspectives to explore and explain the process from strategic management to organizational behavior. In our case, we propose a DWG to explore, evaluate and discuss the impact of methods, frameworks and tools to structure the process of strategic development (an example is O'Brien and Dyson, 2007). We have strong roots in the practice of strategic planning, particularly in identifying essential elements of a strategic development process, such as scenario planning and strategic modelling, and exploring the effectiveness of strategic planning and development activities. While our perspective is mainly behavioural decision making, we look forward to interact with colleagues from diverse perspectives and different stages in their academic career to create a dynamic and vibrant DWG on this topic and explore further activities such as publishing a special issue in a journal, workshops and other activities to integrate colleagues in this area.

O'Brien, F. and Dyson, R. (2007) Supporting Strategy: Frameworks, Methods and Models. J. Wiley & Sons.