



SIG 12 - RM&RP - Research Methods and Research Practice

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T12_04 - (Management) Consulting: Theory and Practice

Proponents:

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Short description:

In an ever-changing world, Management Consulting has risen to unprecedented heights, yet solid research on the theory of consulting has as of yet not developed coherent concepts on the impact of machine learning, new institutional forms and changing structures in a high-risk, globalized market.

What is the future of consulting?

What are the characteristics of professional services organizations?

How can consulting interventions impact organizations?

Are there signs of important transformations in the business of consulting?

What is the effect and future position of machine learning and advanced algorithms in the consulting market?

Is consulting more than giving advice?

What are the dynamics of Client-Consultant relationship?

Long description:

From 2011 to 2020, the global expenditure on Management Consulting is expected to rise from USD107 to 158 billion. With consulting corporations such as KPMG, BCG and McKinsey, global actors have gained public attention, as they advise corporations, governments and institutions. Management consultants range from sole practitioners and those working in small boutique firms to members of global consultancies that literally span the world. But what exactly is "Management Consulting"? One tradition values consulting as actions non-grata, as consulting has challenged the historic expertise resting with professors and researchers based in universities, from where they shared their expert findings and insights. In this perspective, consulting is the ugly duckling of true scientific knowledge. A codeshift emerged: the business of consulting changed from truth criteria to market value and penetration: knowledge as commodity.

The "(Management) Consulting: Theory and Practice" track is a response to the rapidly growing interest in research and theory building around the act of consulting and the world of professional



services firms. We also seek to incentive the development of consultants from the perspectives of research, practice and teaching and ultimately bridging scholarship and practice.

Topics of interest include:

- What is the future of consulting?
- What are the characteristics of professional services organizations?
- How can consulting interventions impact organizations?
- Are there signs of important transformations in the business of consulting?
- What is the effect and future position of machine learning and advanced algorithms in the consulting market?
- Is consulting more than giving advice?
- What are the work relations in professional services firms?
- Knowledge commoditization: the models, templates, and tools of the consulting trade have historically been kept "secret" by consultants and locked away as intellectual capital. Does the shared economy represent a threat for consultants?
- What are the dynamics of Client-Consultant relationship?

Keywords:

- Consulting
- Consultants
- Advisory
- Professional Services

UN Sustainable Development Goals (SDG):

Goal 9: Industry, Innovation, and Infrastructure, Goal 17: Partnerships for the goals.

Publication Outlet:

- Research in Management Consulting book series (<http://www.infoagepub.com/series/Research-in-Management-Consulting>)
- Organisation Science
- Management Science

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>