



Strategic Interest Group 13 – Strategic Management (SM)

<http://www.euram-online.org/annual-conference-2017.html>

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

ST 13_04 Microfoundations of Strategy, Dynamic Capabilities and Knowledge Mechanisms

Proponents:

Rob J. G. Jansen, Tilburg University, r.j.g.jansen@tilburguniversity.edu

Lolita Jurksiene, Kaunas University of Technology

Asta Pundziene, Kaunas University of Technology

Mait Rungi, Tallinn University of Technology

Ioannis C. Thanos, University of Glasgow

Description:

This track focuses on the microfoundations of strategy, dynamic capabilities, and knowledge with the special focus on: (1) How microfoundations of strategy shape, mediate between, and explain aggregate strategy phenomena such as strategic decision-making, strategic consensus seeking; (2) Dynamic capabilities promoting entrepreneurship, change, innovation, and organizational learning; (3) Balancing between internal knowledge accumulation and external knowledge absorption. We welcome particularly submissions that explore the

interconnections between levels of analysis and the topics in depth. We encourage both empirical and conceptual contributions.

"This topic aims to investigate how the following approaches inhibit or contribute to firm competitive advantage or superior performance in general:

- **Microfoundations of Strategy:**

How do microfoundations shape and explain firm-level strategic issues?

The aim is to advance the discussion on what microfoundations of strategy look like for specific firm-level strategic issues and how they contribute to the explanation of these issues. Microfoundations research has focused on anchoring higher-level concepts on lower levels such as individuals. Examples are dynamic capabilities, routines and social capital but also the links with strategy process and strategic decision-making are subjects of interest to this track.

Research that focuses on multiple levels of analysis and the links between these levels are central in a microfoundations approach. This means that drawing up (novel) frameworks that devote explicit attention to identify the bottom-up and top-down aspects through mixed methods or multi-level modelling, expanding or linking to existing bodies of strategy literature that study aggregation or emergence within firms are of particular interest.

- **Dynamic Capabilities:**

How do dynamic capabilities promote entrepreneurship, innovation, and organizational learning?

The aim is to stimulate the discourse on how dynamic capabilities consolidates entrepreneurship, change management, innovation management, and organizational learning knowledge and in that way contributes to the development of firm competitive advantage and thus superior performance. The discourse aims towards the development of the Dynamic capabilities theory, operationalization of dynamic capabilities concept based on multidisciplinary approach as well as providing insights into the dynamic capabilities and firm superior performance relationships.

Research may contribute to answer the questions on how the dynamic capabilities view benefits from the knowledge of the other disciplines dealing with the explanation of the firm competitive advantage and superior

performance. What is the domain of relevance of dynamic capabilities and thus the way of operationalization of the dynamic capabilities concept? What are the effects of the dynamic capabilities on firm competitive advantage and thus superior performance?

- Knowledge mechanisms:

How to balance between internal knowledge accumulation and external knowledge absorption?

The aim is to stimulate discussion about how internal knowledge bases and processes connect with external knowledge flows. Is learning embedded into strategic goals of organizations and how much does the new knowledge influence strategic choices? How is the balance between internal and external knowledge sourcing achieved? What are the mechanisms of knowledge processing within a firm?

What is the role of absorptive capacity for external knowledge sources? How can the knowledge inflow or creation be adequately measured and how can we capture the influences on organizational performance? Are there time limits to knowledge use? What is the role of employee initiative and cooperation between employees for fulfillment of strategic goals? How can a company keep up with fast-passed environment (can a continuing development mind-set be developed)?

We encourage empirical and conceptual contributions focusing on these to be submitted to this track.

Publish:

To be announced at the conference.

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.