



# Call for Chapters: Theory and Practice of Strategy Implementation

There is a plethora of evidence in the literature and practice that presupposes and supports a supposition on the availability of meticulous strategies. However, these well-crafted strategies are either not executed or poorly executed. The reason(s) for the improbable implementation are attributable and associated, among others, with the concerns that arise at the implementation stage, i.e., translating strategies into action and the lack of effective alignment between theory and practice. The consequences of these shortcomings include the assumption that strategies that are not implemented are as good as no strategies. This call for chapters aims to bridge the gap between theory and practice with a special focus on effective strategy implementation.

**The thematic areas covered in this call for chapters include but are not limited to:**

- Developing an implementation plan
- Understanding the Theory–Practice Gap
- Role of strategy in practice
- Theoretical foundations of strategy implementation
- Challenges in implementing the strategy
- Methods for overcoming implementation challenges
- Organizational culture, change, and strategy implementation
- Leadership and communication during implementation
- Practical strategies for bridging the gap
- Monitoring, evaluation, and adaptation
- Best practices for strategy implementation
- Trends in strategy implementation
- Performance and employee training
- Leadership support
- Sustainable strategic management
- Strategy review and adjustment

**Writing guide:**

1. Authors should use the APA referencing style
2. Font type: Times New Roman
3. Font size: 12
4. Line spacing: 1.5

**Submission Process:**

Prospective chapter contributors are advised to submit the results of empirical research or desktop-based studies, use their own titles that reflect the proposed themes, and capture the essence of the book.

**Interested scholars and practitioners can send abstracts of not exceeding 250 words to: Prof Asa Romeo Asa at [asaromeoasa@gmail.com](mailto:asaromeoasa@gmail.com) or Prof Masake Pilisano at [pmasake@nust.na](mailto:pmasake@nust.na) before or on Thursday, 15 February 2024.**

**Feedback on the abstracts will be sent out on March 30, 2024. Accepted abstracts will have to be developed into full chapters of a minimum of 5000 words and submitted before or on August 30, 2024.**

*NB: Authors should include a biographical statement of not exceeding 150 words. The abstracts and subsequent book chapters will be subjected to rigorous peer review. The book is expected to be published in the second quarter of 2025.*

**Enquiries**

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