

Call for Papers

5th International Conference on Rhetoric and Narratives in Management Research (RNMR 13)

25th, 26th and 27th March 2013, ESADE – Universitat Ramon Llull, Barcelona, Spain
With a Special Issue of the Journal of Organizational Change Management (JOCM)

A SPECIAL CELEBRATION

The Conference on Rhetoric and Narratives in Management Research has contributed, since its first edition, to the creation and diffusion of relevant knowledge within the fields of management and management research, such as the interpretation of situations, the creation of meanings, and the role of rhetoric and persuasion in the formation of personal and corporate identities, as well as the development of society. It has introduced new conceptions of management such as persuasive management, and new views on educating people focusing on virtues, judgment and sensibility. The 5th Conference will be a special celebration and an opportunity for advancing in these subjects and integrating them into a conceptual framework.

GENERAL SUBJECT OF THE CONFERENCE

Meanings and Persuasion in Management and Management Research

THEMES

Rhetoric, Narratives and Storytelling in:

- Leadership and Strategic Management
- Innovation, Knowledge Creation and Research
- Organizational Change and Cross Cultural Management
- Individual and Professional Identities
- Brand Management and Corporate Identity

Meanings, Values, Virtues and Challenges in:

- Economics and Finance
- History of Management and Management Education

Theoretical Developments in:

- Rhetoric, Meaning Creation and Interpretation

Other subjects on rhetoric and narratives will be welcome

KEYNOTE LECTURES

Storytelling: A Managerial Tool and its Local Translations

Prof. Barbara Czarniawska, University of Gothenburg, Sweden

The Rhetoric of Knowledge Brokers: Behind, Inside and Beyond the Rhetoric of Management

Prof. Slawek Magala, Rotterdam School of Management, Erasmus University, Netherlands

“Semper Ardens” - Interplay between Meaning and Materiality over Time in the Carlsberg Group

Prof. Majken Schultz, Copenhagen Business School, Denmark

Meanings and Persuasion

Prof. Hans Siggard Jensen, Aarhus University (Copenhagen campus), Denmark

Humanomics: A New Rhetorical and Linguistic Movement in the Dismal Science

Prof. Deirdre McCloskey, University of Illinois at Chicago, USA

A Phenomenological Study of Rhetoric

Prof. Eduard Bonet, ESADE – Universitat Ramon Llull, Spain

PANEL SESSION

The Rhetoric of Management:

Creating and Integrating a New Field of Research, Education and Practice

SCIENTIFIC COMMITTEE

- Eduard Bonet, ESADE – Universitat Ramon Llull, Spain
- Barbara Czarniawska, University of Gothenburg, Sweden
- Marja Flory, Rotterdam School of Management, Erasmus University, Netherlands
- Oriol Iglesias, ESADE – Universitat Ramon Llull, Spain
- Hans Siggard Jensen, Aarhus University (Copenhagen campus), Denmark
- Deirdre McCloskey, University of Illinois at Chicago, USA

PAPER SUBMISSION

1. Short Abstracts

Length: 400 words; Addressed to Dr. Marja Flory; Email: Scientific.rnmr13@esade.edu

Deadline: January 7th, 2013

Decision on acceptance will be sent no later than: January 21st, 2013

2. Extended Abstract for the Conference Book

Length: 1000 words; Addressed to Dr. Marja Flory; Email: Scientific.rnmr13@esade.edu

Deadline: February 11th, 2013

Feedback will be sent no later than: February 25th, 2013

Final abstract for publication should be submitted no later than: March 11th, 2013

3. Papers for the JOCM Journal

Full papers for the Special Issue of JOCM should be sent no later than May 1st, 2013. More information on the Special Issue will be provided after the conference. For more information:

Info.rnmr13@esade.edu / www.esade.edu/rnmr13 (website soon available)

ORGANIZING COMMITTEE

- Eduard Bonet
- Marja Flory
- Pilar Gallego
- Nuria Nadal
- Josep Torres