



**Cass Business School**  
CITY UNIVERSITY LONDON

## **Unpacking Performativity Processes in Organizations**

**Research Seminar  
@ MINES ParisTech, Paris  
18th to 20th, MAY, 2014**

The “performativity thesis”— formulated by French sociologist Michel Callon and colleagues such as Donald MacKenzie and Yuval Millo —according to which theories (such as economics) can perform and shape the external world is attracting a growing interest among organizational scholars. Along with Latour – who suggested in 1996 that management sciences are the most performative of all sciences as they design their objects –, performativity scholarship is moving beyond work in the anthropology of markets (Callon, 1998, 2007), sociology (Cochoy, Giraudeau & McFall 2010) and social studies of finance (MacKenzie & Millo, 2003) to study how theories shape organizational practices (Cabantous et al. 2012); and the sociomaterial dimensions of performativity (Barad, 2003; Orlikowsky & Scott 2008; MacKenzie & Millo, 2003).

This research seminar is dedicated to scholars who want to further our understanding of performativity processes – i.e., processes through which theories, ideas or ideologies, are turned into social reality – in and across organizations. It is open to perspectives that refine the discursive, social-material or practice-based dimensions of performativity, such as the communicative constitution of organization (Coorens, 2004) and the concept of performative praxis (Cabantous & Gond 2011).

Little is known on the specific *processes, devices and routines* of theory performance in organizations. Contributions are thus welcomed on the role of management tools and technologies in the performance and transformation of practices.

This issue can be addressed at different levels:

- At the industry level, as for instance in the micro-processor industry where a specific cross-organizational setting design technological roadmaps that frame

the technological trajectory of the industry, according to the Moore's law (Miller & O'Leary 2007),

- At the inter-organizational level, to understand the mechanisms and platforms by which new institutional settings are experimented and finally performed, e.g. the structuration of carbon market devices,
- At the firm level, to understand how organizational design, routines and processes encapsulate theoretical propositions, e.g. the performance of the genetic selection theory through the implementation of breeding technologies and organizational routines (Labatut, Aggeri & Girard 2012).

We therefore encourage papers from researchers and practitioners that address, but are not limited to, the questions of the underlying mechanisms and processes of performance in and across organizations.

We welcome submissions in which a variety of research strategies and methods for collecting and analysing data are used, and which covers one of the following settings: strategy\* theories (e.g. scenario planning, balanced scorecard, business model); management theories (e.g. HRM systems); organization theories (e.g. systems, institutional); accounting and calculability; technology management (e.g. technology roadmaps)...

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Authors should submit an extended abstract (about 5 pages) by **March 16<sup>th</sup>, 2014**.  
=> **Please send the proposals to: [performativity.mines2014@gmail.com](mailto:performativity.mines2014@gmail.com)**

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\* Please also note a **Call for Paper on the Performativity of Strategy** in *Long Range Planning*. Guest editors: L. Cabantous, J.-P. Gond, A. Wright.  
Deadline for abstract: 30 Sept. 2014; dealline for full papers: 15 March 2015  
For more information, contact the guest editors: [performativity.strat@gmail.com](mailto:performativity.strat@gmail.com)  
See also: [http://www.strategie-aims.com/main\\_events/393/](http://www.strategie-aims.com/main_events/393/)

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