4th International Conference on Rhetoric and Narratives in Management Research

24th - 26th March 2011, ESADE – Universitat Ramon Llull, Barcelona, Spain

With Special Issue of
Journal of Organizational Change Management
ORGANIZED BY

ESADE BUSINESS SCHOOL
UNIVERSITAT RAMON LULL
And
ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY

WITH THE COLLABORATION OF

EUDOKMA
European Doctoral School on
Knowledge and management

EDAMBA
European Doctoral Programmes Association on
Management and Business Administration

EIASM
European Institute for
Advanced Studies in Management
SCIENTIFIC COMMITTEE

Eduard Bonet

ESADE Business School, Universitat Ramon Llull

Barbara Czarniawska

CRI School of Management, Economics and Law, University of Göteborg

Marja Flory

Rotterdam School of Management

Oriol Iglesias

ESADE Business School, Universitat Ramon Llull

Deirdre McCloskey

University of Illinois, At Chicago

Hans Siggard Jensen

The School of Education, Aarhus University, Campus of Copenhagen

ORGANIZING COMMITTEE

Eduard Bonet, Marja Flory, Oriol Iglesias, Josep Torres

Contact email:

rnmr@esade.edu
THE DEAD RHETORICIANS’S SOCIETY

The International Board is constituted by senior and junior academics who recognize the importance of rhetoric and narrative methods in management activities and in management research and who express their support to the Conference.

Some of them will attend the Conference, some of them will examine papers, and all of them are interested in the subjects that will be discussed. The members of the Programme Commission express their gratitude to them for their contribution.

- Alvarez, José Luis - Universitat Ramon Llull, ESADE Business School, Spain
- Boisot, Max - Universitat Ramon Llull, ESADE Business School, Spain
- Bonache, Jaime - Universitat Ramon Llull, ESADE Business School, Spain
- Bonet, Eduard - Universitat Ramon Llull, ESADE Business School, Spain
- Corvellec, Herve - Lunds Universitet, Sweden
- Czarniawska, Barbara - University of Gothenburg, Sweden
- Essers, Juup - Erasmus University
- Flory, Marja - Erasmus University, Netherlands
- Fuller, Steve - University of Warwick, UK
- Gherardi, Silvia - University of Trento, Italy
- Gourlay, Stephen - University of Kingston, UK
- Iglesias, Oriol - Universitat Ramon Llull, ESADE Business School, Spain
- Ind, Nicholas - Oslo School of Management, Norway
- Jensen, Hans Siggaard - Aarhus University, Denmark
- Johansson, Ulla - Gothenburg University, Sweden
- Legget, Brian - IESE, Universidad de Navarra
- Magala, Slawomir - Erasmus University
- McCloskey, Deirdre - University of Illinois at Chicago, USA
- Mundet, Joan - UPC, Spain
- Rosanas, Josep Maria - IESE, Universidad de Navarra
- Sauquet, Alfonso - Universitat Ramon Llull, ESADE Business School, Spain
- Schultz, Mayken - Copenhagen Business School, Denmark
- Spender, JC - Lunds University, Sweden
- Steyaert, Chris - University of St.Gallen, Research Institute for Organizational Psychology, Switzerland
- Urbano, David - Universitat Autònoma de Barcelona, Spain
- Woodilla, Jill - Sacred Heart University, USA
WELCOME LETTER

Dear Conference participants:

WELCOME TO THE CONFERENCE!

It is an honour for the Organizing Committee to welcome you to the 4th Conference on Rhetoric and Narratives in Management Research. Along the lines of the previous conferences, this academic event sets out to offer a forum that has the following aims:

- To improve our understanding of rhetoric and narratives in management activities and academic research.
- To promote humanistic education in management inspired by democratic values.
- To emphasize the creative, poetic and ethical aspects of management.

We hope that by keeping the conference to a medium size without a large number of attendees we can encourage the creation of academic networks, research groups and research projects. We also hope that your participation will be very relevant to your work and the work of other participants.

Finally it is our wish that this will lead to deep friendships in our academic life.

With respect to a few practical aspects, please bear in mind the following information, which is important for the smooth functioning of the conference.

The first session, by Professor Deirdre McCloskey, is an academic event included in the celebrations of the CENTENARY of JAUME VICENS VIVES (1910-1960).

This distinguished Catalan historian modernized Catalan and Spanish historiography, made major contributions to Economic History and promoted the values necessary for a commercial and industrial society.

As the plenary sessions, parallel sessions and doctoral seminar are held in different venues, please check these.

In the parallel sessions, each author has 20 minutes, consisting of 15 minutes for the presentation and 5 minutes for comments and questions.
The books SECOND CONFERENCE ON RHETORIC AND NARRATIVES IN MANAGEMENT RESEARCH: PROCEEDINGS (2010) and 2nd. RNMR CONFERENCE: MANAGEMENT AND PERSUASION (2011) can be downloaded free from the web.


Please recommend them to any of your colleagues who might be interested

The JOURNAL OF ORGANIZATIONAL CHANGE MANAGEMENT published a special issue on the 3rd CONFERENCE (vol. 23 number 2, 2010, [www.emeraldinsight.com](http://www.emeraldinsight.com))

This JOURNAL will also publish a special issue on the present conference.

After the Conference you can submit your papers to Marja Flory ([mflory@rsm.nl](mailto:mflory@rsm.nl)) the guest editor.

*Deadline for submission is 1st May, 2011*

Welcome again; enjoy the conference; I'm confident that you will make it a very exiting and productive event!

With our best wishes:

*Eduard Bonet, Marja Flory, Oriol Iglesias, Josep Torres*

*Conference Team*
<table>
<thead>
<tr>
<th>TIME</th>
<th>REGISTRATION</th>
<th>ESPADE FORUM*</th>
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</thead>
<tbody>
<tr>
<td>8:45 - 9:15</td>
<td>OPENNING AND PLENARY SESSION: Offered to the Centenary Jaume Vicens Vives Professor Eugenia Bieto, General Director of ESADE Professor Deirdre McCloskey (University of Illinois) Title: Descartes, Cervantes and Locke: The Rhetorical Revolution of the Seventeenth Century.</td>
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<tr>
<td>9:15 - 10:30</td>
<td>PLENARY SESSION: Professor Majken Schultz (Copenhagen Business School) Title: Connecting past and future: A temporal perspective on identity and branding Chair: Oriol Iglesias</td>
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<td>10:30 - 10:50</td>
<td>COFFEE BREAK</td>
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<td>10:50 - 11:50</td>
<td>MOVING TO ESADE 3 BUILDING</td>
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<td>11:50 - 12:30</td>
<td>LUNCH</td>
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<td>12:30 - 14:00</td>
<td>Paralel Session 1</td>
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<td>14:00 - 15:00</td>
<td>Dialogues and Debates</td>
<td>Theory Development</td>
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<td>Barbara Czarniawska</td>
<td>Eduard Bonet</td>
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<tr>
<td>15:10 - 16:10</td>
<td>Paralel Session 2</td>
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<tr>
<td></td>
<td>Dialogues and Debates</td>
<td>Theory Development</td>
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<td>Herve Corvellec</td>
<td>Eduard Bonet</td>
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<td>16:10 - 16:30</td>
<td>COFFEE BREAK</td>
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<td>16:30 - 17:30</td>
<td>Paralel Session 3</td>
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<td>Entrepreneurship</td>
<td>Innovation</td>
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<td>Chris Steyaert</td>
<td>Hans Siggaard Jensen</td>
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| 9:15 - 10:15| ESADE FORUM| PLENARY SESSION: Professor Sławek Magala (Rotterdam School of Management)  
*Title: The Rhetoric of Manageable Democracies*  
Chair: Professor Marja Flory |                        |
| 10:15 - 10:45 | ESADE 3*   | COFFEE BREAK                 |                         |
| 10:45 - 11:45| ESADE 3*   | PLENARY SESSION: Professor Barbara Czarniawska (University of Gothenburg)  
*Title: Tooling the news*  
Chair: Professor Hervé Corvellec |                        |
| 11:45 - 12:30|             | MOVING TO ESADE 3 BUILDING   |                         |
| 12:30 - 14:00|            | LUNCH                        |                         |
| 14:00 - 15:00| ESADE 3*   | Corporate Identities and Brands  
Meaning and virtues  
Nicholas Ind, Deirdre McCloskey | Corporate Identities and Brands  
Meaning and virtues  
Oriol Iglesias, Deirdre McCloskey |
| 15:10 - 16:10| ESADE 3*   | Paralel Session 4            |                         |
| 16:10 - 16:30|            | COFFEE BREAK                 |                         |
| 16:30 - 17:30|            | Paralel Session 5            |                         |
| 19:30        |            | CONFERENCE BUS Leaving from HUSA ARENAS To Can Cortada |                         |
| 20:00 - 22:00|            | GALA DINNER AT CAN CORTADA   |                         |

*ESADE FORUM; Av. Pedralbes 61-61, Barcelona. ESADE Pedralbes Building 1  
**ESADE 3; Av. Esplugues, 92-96, Barcelona. ESADE Pedralbes Building 3*
### EUDOKMA SEMINAR 2011

<table>
<thead>
<tr>
<th>TIME</th>
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<tbody>
<tr>
<td>10:00 - 12:00</td>
<td>Professor Eduard Boned (ESADE) METAPHORS AND MARRATIVES</td>
<td>ESADE SANT CUGAT: Avda. Torre Blanca 59. 08172 Sant Cugat del Valles</td>
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<tr>
<td>12:00 - 13:00</td>
<td>Marja Flory (Rotterdam School of Management) Storytelling and the role of the researcher</td>
<td>ESADE SANT CUGAT: Avda. Torre Blanca 59. 08172 Sant Cugat del Valles</td>
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<tr>
<td>13:00 - 14:00</td>
<td>LUNCH</td>
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<tr>
<td>14:00 - 17:30</td>
<td>Professor Hans Siggaard Jensen (University of Aarhus) THEORIES OF MEANINGS</td>
<td>ESADE SANT CUGAT: Avda. Torre Blanca 59. 08172 Sant Cugat del Valles</td>
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**ESADE SANT CUGAT**: Avda. Torre Blanca 59. 08172 Sant Cugat del Valles