6th CONFERENCE ON RHETORIC AND NARRATIVES IN MANAGEMENT RESEARCH

ESADE Business School, Ramon Llull University
Venue Avinguda Pedralbes, 60-62
08034 Barcelona

BARCELONA, MARCH 21st to 23rd 2016

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 Conference will be a special celebration and an opportunity for advancing in these subjects and integrating them into a conceptual framework.
CONFERENCE PROGRAM

March 21st 2016

09.00 - 09:15 h REGISTRATION
ESADE Building 1, Avinguda Pedralbes, 60-62, Barcelona

09:15 - 10:35 h SESSION ON Homage to
Professor Barbara Czarniawska
A Radical Feminist in Police Work: The Adventures of Petra Delicado
Chair: Professor Deirdre McCloskey, University of Illinois, Chicago

10:35 – 10.55 h ------------------------------- Coffee Break -------------------------------

10:55 – 12.20 h SESSION ON Homage to
Professor Slawek Magala
Narratives in Intercultural Studies and Management
Chair: Kyrill Goosseff, Ph.D., Rotterdam School of Management

12:30 – 14.00 h ------------------------------- Lunch Break -------------------------------
ESADE Building 1, Avinguda Pedralbes, 60-62, Barcelona

14.00 - 15:30 h Parallel Sessions
Session 1 to 3

15:30 – 15.45 h ------------------------------- Coffee Break -------------------------------

15.45- 17:00 h Parallel Sessions
Session 4 to 7
March 22nd 2016

ESADE Building 1, Avinguda Pedralbes, 60-62, Barcelona

09:00 – 10.30 h   PLENARY SESSION
  Professor Deirdre McCloskey, University of Illinois, Chicago
  Rhetoric in the Bourgeois Trilogy: Virtue, dignity and Equality
  Chair: Professor Hans Siggaard Jensen

10:30 – 10.50 h   ------------------------------- Coffee Break -------------------------------

10.50 – 12.30 h   PLENARY SESSION
  Mats Urde, Ph.D.
  The Brand Core: A Rhetorical Approach
  Chair: Professor Eduard Bonet

12:30 – 14.00 h   ------------------------------- Lunch Break -------------------------------

14.00 - 15:30 h   Parallel Sessions
  Session 1 to 3

15:30 – 15.45 h   ------------------------------- Coffee Break -------------------------------

15.45- 17:00 h   Parallel Sessions
  Session 4 to 7
March 23rd 2016

ESADE Building 1, Avinguda Pedralbes, 60-62, Barcelona

09:00 – 10.30 h  PLENARY SESSION

Professor Hans Siggaard Jensen, Aarhus Universitet
Logic and Rhetoric as conflicting or mutually supporting ideals
Chair: Professor Alfons Sauquet, Global Dean at ESADE Business School

10:30 – 10.50 h  Coffee Break  ----------------------------------

10:50 – 12:15 h  CLOSING SESSION

Professor Eduard Bonet, ESADE Business School
On the Future of Rhetoric. Opening a Debate
Chair: Dr. Marja Flory, Rotterdam School of Management