

## **Narrative Approaches for Organizational and Communication Research (17 – 20 May 2016) 6 ECTS**

### **Faculty**

Anna Linda Musacchio Adorisio Assistant Professor, Department of International Business Communication, CBS, Denmark)

Anne-Marie Søderberg, Professor, Department of Intercultural Management and Communication, CBS, Denmark

Barbara Czarniawska, Professor, University of Gothenburg, Sweden

David Boje, Professor, New Mexico State University, USA

Yiannis Gabriel, Professor, University of Bath, UK

### **Course coordinators**

Anna Linda Musacchio Adorisio and Anne-Marie Søderberg

### **Time, location prerequisites and enrollment**

The course will be held at Copenhagen Business School, Denmark, on **17 – 20 May, 2016**.

Only PhD students are accepted to the course. Each participant must submit a project proposal of 1-2 pages containing a short description of the motivation and expectation for the course and brief explication of the link between the student research and the course. The proposal should be submitted to Anna Linda Musacchio Adorisio ([alma.ibc@cbs.dk](mailto:alma.ibc@cbs.dk)) and Anne-Marie Søderberg ([ams.ikl@cbs.dk](mailto:ams.ikl@cbs.dk)) **by March 1st**. Priorities are given to PhD students from NFF affiliated universities.

Notification of acceptance will be sent by March 15.

After you receive the notification of acceptance, please [Register here](#), no later than April 1st, 2016.

For further enquiries about the course please send mail to [bbk.research@cbs.dk](mailto:bbk.research@cbs.dk)

**Financial support is available for up to 15 students from NFF-affiliated universities.**

Maximum number of participants: 20 PhD students.

## **Aim**

This course will introduce participants to the core theoretical and methodological issues involved in using narrative approaches in organizational and communication research and discuss the variety of ways in which narrative enters the organizational and communication research realm.

## **Content**

In the last twenty years there has been an explosion of interest in narrative research in a number of disciplines ranging from political sciences, business studies to medicine and law. In this course we will focus on narrative approaches for organizational and communication research (Boje, 1991, 2001, 2008) Czarniawska (1997, 1998, 2004) Gabriel (1991, 2004) Musacchio Adorisio (2009, 2011, 2015) Söderberg (2010, 2011, 2014).

Narrative and stories are part of the fabric and life of organizations and can become powerful tools for control and coordination of organizational activities. Narrative research encompasses both the method of choice and the phenomena studied. The narrative turn in organizational and communication research has raised a number of complex questions about the nature of narrative knowledge, how it might be employed to address organizational and communication research questions and how to analyze the orality, textuality and materiality of stories in organizations.

This PhD course will introduce participants to the core theoretical and methodological issues involved in using narrative approaches in organizational and communication research and discuss the variety of ways in which narrative enters the organizational and communication research realm. The seminar will provide participants with both a broad orientation to the theoretical and practical issues involved in the use of narrative approaches and an opportunity to apply these approaches to their own research using smaller breakout groups and discussions. The students will learn how to develop and analyze the implications of the narrative and antenarrative theories. Additionally, students will be asked to critically examine the ways that scholars in the field have positioned narrative and story in various research contexts. The course provides an invitation for students to discuss their own research from various narrative and antenarrative perspectives and an opportunity to gain hands-on experience on the craft of doing narrative research.

## **Teaching style**

This course is a mixture of lectures, discussions of research cases, student presentations of narrative aspects of their own research and exercises based on the lectures given.

## **Learning objectives**

The PhD seminar will be designed to allow participants to:

- Understand the nature of narrative approaches and how they compare to other ways of studying organizations
- Identify and describe key concepts and debates in contemporary narrative theory
- Position and assess the different traditions in narrative theory
- Perform narrative analysis
- Apply insights from narrative theory and narrative methods to their own research interests

**It is a precondition for receiving the course diploma that the student attends the whole course.**

**Course Fee: 7800 DKK**

**The course receives financial support from the Nordic Academy of Management (NFF). Students from NFF member institutions can obtain financial support for participation**

**Lecture plan** (preliminary; an updated plan will be provided mid February )

<b>Time/Period</b>	<b>Faculty</b>	<b>Title/Topic</b>
June 17-20 2016		
<b>Day 1</b>		
9.00 - 12.00	Anna Linda Musacchio Adoriso, Anne-Marie Søderberg  Yiannis Gabriel	Welcome and introduction: Narrative Approaches for Organizational and Communication Research  Narrative research and Experience
13.00 - 15.30	Yiannis Gabriel	Excercise
15.30 – 18.00	Yiannis Gabriel, Anna Linda Musacchio Adoriso, Anne-Marie Søderberg	Student project discussions
<b>Day 2</b>		
9.00 - 12.00	Barbara Czarniawska	Investigating stories
13.00 - 15.30	Barbara Czarniawska	Excercise
15.30 – 18.00	Barbara Czarniawska, Anna Linda Musacchio Adoriso, Anne-Marie Søderberg	Student project discussions (continued)
<b>Day 3</b>		
9.00 - 12.00	Anne-Marie Søderberg, Anna Linda Musacchio Adoriso	Narrative Interviews
13.00 – 15.30	Anne-Marie Søderberg, Anna Linda Musacchio Adoriso, David Boje	Narrative Interviews: excercise
15.30 – 18.00	Anne-Marie Søderberg, Anna Linda Musacchio Adoriso, David Boje	Student project discussions (continued)
<b>Day 4</b>		
9.00 - 12.00	David Boje, Anna Linda Musacchio Adoriso	On Antenarrative
13.00 - 15.30	Anne-Marie Søderberg, David Boje	Writing and publishing narrative research
15.30 – 18.00	Anne-Marie Søderberg, Anna Linda Musacchio Adoriso, David Boje	Final discussion, wrap-up & farewell

**Written assignment of maximum 10 pages to hand in by June 18<sup>th</sup>**

## Course literature

- Boje, D.M. (1991). The storytelling organization: a study of story performance in an office supply firm. *Administrative Science Quarterly*, 36 (1), 106-126.
- Boje, D.M. (2001). *Narrative Methods for Organizational and Communication Research*. London: Sage.
- Boje, D.M., Haley, U. Saylor, R. (2015) Antenarratives of Organizational Change: The Microstoria of Burger King's Storytelling in Space, Time and Strategic Context. *Human Relations* published online September 29, 2015.
- Czarniawska, B. (2004). *Narratives in social science research*. London: Sage.
- Czarniawska, B. (2009). Distant readings: anthropology of organizations through novels. *Journal of Organizational Change Management*, 22 ( 4 ) 357-372.
- Czarniawska, B. (2012). New plots are badly needed in finance: accounting for the financial crisis of 2007-2010. *Accounting Auditing & Accountability Journal*, 25 ( 5 ), 756-775
- Gabriel, Y. (1991). Turning facts into stories and stories into facts: an Hermeneutic Exploration of Organizational Folklore, *Human Relations*, 44 (8), 857-875.
- Gabriel, Y. (2004). *Narratives, stories, texts*. In Grant D., Hardy C., Osrick C. & Putnam L.L. (Eds.) *The Sage Handbook of Organizational Discourse*. 61-79. London: Sage.
- Gabriel, Y., Gray, D. E., & Goregaokar H. (2010). Temporary Derailment or the End of the Line? Managers Coping with Unemployment at 50. *Organization Studies*, 31(12): 1687-1712
- Gabriel, Y. (2011). A picture tells more than a thousand words: Losing the plot in the era of the image. In F.-R. Puyou, P. Quattrone, C. McLean, & N. Thrift (Eds.), *Imagining organizations : performative imagery in business and beyond*, 230-248. New York: Routledge.
- Gabriel, Y. 2015. Narratives and stories in organizational life. In A. De Fina, & A. Georgakopoulou (Eds.), *The Handbook of Narrative Analysis*: 275-292. Chichester: Wiley.
- Gertsen, M.C.; Søderberg, A.-M. (2011) Intercultural Collaboration Stories. On Narrative inquiry and Analysis as Tools for Research in International Business. *Journal of International Business Studies*, 42 (6), 765-786.
- Gertsen, M.C.; Søderberg, A.-M. (2010). Expatriate stories about cultural encounters – a narrative approach to cultural learning processes in multinational companies. *Scandinavian Journal of Management*, 26, 248-257.
- Haley, U. Boje, D. (2014) Storytelling and the Internationalization of the multinational enterprise. *Journal of International Business Studies*, 45, 1115-1132
- Musacchio Adorisio, A.L. (2008) Living among Stories: Everyday life at Wells Fargo Bank. *Journal of Organizational Change Management*, 21 (5): 610-621.
- Musacchio Adorisio, A.L. (2014) Organizational remembering as narrative: Storying the past in banking. *Organization*, 21 (4), 463-476.
- Musacchio Adorisio, A.L. (2015) A narrative lens for financial communication: taking the "linguistic turn". *Studies in Communication Sciences*, 15, (1): 77-82.
- Søderberg, A. -M. (2014). Narrative Interviewing and Narrative Analysis in a Study of a Cross-border Merger. In Bell, E. & Willmott, H. (Eds.) *Qualitative Research in Business and Management*. Volume 1: Classical and Contemporary Studies. Sage 2014, pp. 401-420.

Vaara, E. Tienari, J. (2011) On the Narrative Construction of Multinational Corporations: An Antenarrative Analysis of Legitimation and Resistance in a Cross-Border Merger. *Organization Science*, 22 (2), 370-390.