

# Call for Papers

## 5<sup>th</sup> International Conference on Rhetoric and Narratives in Management Research (RNMR 13)

25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> 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 5<sup>th</sup> 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](mailto:Scientific.rnmr13@esade.edu)

Deadline: January 7<sup>th</sup>, 2013

Decision on acceptance will be sent no later than: January 21<sup>st</sup>, 2013

### **2. Extended Abstract for the Conference Book**

Length: 1000 words; Addressed to Dr. Marja Flory; Email: [Scientific.rnmr13@esade.edu](mailto:Scientific.rnmr13@esade.edu)

Deadline: February 11<sup>th</sup>, 2013

Feedback will be sent no later than: February 25<sup>th</sup>, 2013

Final abstract for publication should be submitted no later than: March 11<sup>th</sup>, 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:

Email: [info.rnmr13@esade.edu](mailto:info.rnmr13@esade.edu)

Website: <http://www.esade.edu/research-webs/eng/rnmr13>

## **ORGANIZING COMMITTEE**

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

## **MRes AND PhD COURSE ON RHETORIC, MEANINGS AND MANAGEMENT**

Lecture on the 23<sup>rd</sup> March 2013

Participation in all the activities of the conference

Panel Sessions for presenting doctoral students' papers