

8th AoMO Conference 2016, 1 – 4 September, 2016

**CALL FOR PAPERS AND PRESENTATIONS**



# EMPOWERING THE INTANGIBLE

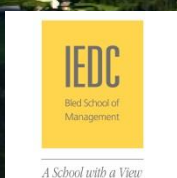
Stream:

**“Making the intangible tangible: Stories as a process for  
Organisational and Management inquiry”**

Convener(s):

- Dr. Cathryn Lloyd, Maverick Minds, Australia; [cathrynlloyd@maverickminds.biz](mailto:cathrynlloyd@maverickminds.biz)
- Dr. Geof Hill, Birmingham City University, UK; [geof.Hill@bcu.ac.uk](mailto:geof.Hill@bcu.ac.uk)

Bled, Slovenia



**2016 Art of Management and Organization – Bled, Slovenia, 1 – 4 September, 2016**

**Call for Papers – Workshops and Interactive Presentations**

**Stream Title: Making the intangible tangible: Stories as a process for Organisational and Management inquiry.**

**Conveners: Dr Geof Hill and Dr Cathryn Lloyd**

Although it has been suggested that practice is demonstrably able to speak for itself, practice cannot actually speak; it is practitioners who make explicit the tacit elements of their practice. As Snowden (1999) suggests, 'managed and purposeful storytelling provides a powerful mechanism for the disclosure of intellectual or knowledge assets in companies'.

Making practice explicit has given rise to inquiries in which practitioners are encouraged to tell their stories. Many of these relate to Organisational and Management issues. Stories as qualitative inquiry data have been referred to in research literature as using a 'narrative paradigm' (Fisher, 1989), 'memoir' (Hartog, 2005), 'first-person action inquiry' (Cook, 2009; Marshall, 2011), 'in-depth identity interviews' (Creed, de Jordy and Lok, 2010), 'auto-ethnography' (Marshall, 2011) and 'provenance' (Hill, 2014; Hill and Lloyd, 2015). Each of these descriptors fits comfortably and differently under the broader post-positivist inquiry umbrella of 'storytelling as inquiry' (Reason and Hawkins, 1988).

This strand is intended to provide first-hand examples, of different story forms, as data for organisational and management inquiry. We welcome a range of creative submissions that illuminate ways in which stories and storytelling are used to shed light on professional management and organisational practice.

Our intention is to make the stream interactive in a variety of ways from the structure of the stream to your workshops and presentations. Therefore we invite people to present and share their ideas and theories via 60 minute experiential, participatory/ interactive workshops or concise and dynamic presentations reminiscent of the Pecha Kucha presentation style. We encourage you to put your creativity into action and to get in touch with us to discuss your ideas.

Please email both conveners with your expression of interest and workshop/presentation ideas. We look forward to hearing from you.

**Deadline for submission for stream proposals – Monday 7 December 2015**

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