

DOCTORAL WORKSHOP

Wednesday 21 to Friday 23, March 2018
Agroparistech, Salle 35
16 rue Claude Bernard 75231 Paris Cedex 5 France.

QUALITATIVE RESEARCH: Evocative Writing

GOAL: Perhaps, surprisingly, there is really very little direct, empirical ethnographic work done in management or organizational studies. Detailed descriptions are rare; researcher practitioners are not common. Behavioral studies of strategy or accounting remain exceptional.

The goal of this workshop is to encourage evocative writing about real people, situations, places and issues. Examples of research will be examined, discussed and analyzed. We will offer interactive hands-on training in research wherein researcher and researchee are proximate, engaged and relevant. Not only 'what' the researcher does (can do) but also 'why' the researcher would make her/his choices will be examined. Because the program centers on multiple exercises, the number of participants will have to be limited to 12.

This seminar is designed for doctorate students in management, organization or social studies. A special emphasis will be put on links between content and style, ethics, performativity, reflexivity, affects and context. Participants will better know contemporary ethnographic writing modes on organizations, current debates and possibilities, reflect on their own choices and links between descriptive modes and theories with a special emphasize on affect-based, phenomenological, or poetic texts.

(PLEASE NOTE: the language of discussion will be English, but participants are welcome to write assignments/exercises in French if they so desire.)

21st March 18

An overview and review of the arguments for evocative research.

1. Reading and writing the other (see *Writing Culture*, 1986): Nietzsche versus Heidegger, from Levinas to Lingis;
2. Phenomenology: from Merleau-Ponty to affect;
3. From ethnography to auto-ethnography;
4. Modes of research: (i) objective, (ii) professional, (iii) normative.
5. Reader's work and distribution of the sensible

A review of evocative research.

1. From Kathleen Stewart to Samuel Veissière;
2. Org. studies: from the slaughterhouse onwards

22nd and 23rd March 18 Evocative writing in practice

- STEP 1: Discussion and evaluation of research examples;
- STEP 2: Reflective exercise(s);
- STEP 3: Writing it up / exercises;
- STEP 4: Links to participants' research;
- STEP 5: Quality criteria.

Venue: AGROPARISTECH salle 35
16 rue Claude Bernard 75231 Paris Cedex 5 France.

How to Register: Email to jean-luc.moriceau@telecom-em.eu before Friday 16th March.

The Organizers:

Hugo Letiche is Professor of 'Care Complexity and Organization' at the University of Leicester UK and Invited Research Professor at Institut Mines Telecom/TEM. He writes on ethnography, object-oriented-ontology and critical social studies. See *The Relevant PhD* (2012) and *Demo(s)* (2014) both Rotterdam: Sense Publishing.
researchgate.net/profile/Hugo_Letiche

Jean-Luc Moriceau is Professor of research methods and accountability, he is responsible for doctoral education seminars at Télécom Ecole de Management. His research emphasizes the turn to affect as well as performative and creative writing. He is co-editing a book on qualitative research methods (EMS) and on education with films (Brill).
researchgate.net/profile/Jean_Luc_Moriceau

Michel Villette is a sociology professor at AgroParisTech and a researcher at the Maurice Halbwachs Center (ENS), after a consulting experience. He is co-founder and member of the editorial board of *Gérer et Comprendre*. He has published (*From Predators to Icons : Exposing the Myth of the Business Hero*, Cornell University Press, 2010), "Ethnography of a Corporate Document: The Diversity and Social Cohesion Brochure of a French corporation", in Schuerkens, 2014, "The incompatibility of worlds within a multinational corporation: The experience of a French expat in a Mexican Factory", *Gérer & Comprendre*.
researchgate.net/profile/Michel_Villette