

# Call for Papers

## **New Ways of Working (NWW): Rematerializing Organizations in the Digital Age**

### **8<sup>th</sup> Organizations, Artifacts and Practices (OAP) Workshop**

**#OAP2018**

**21-22th June 2018,**

**VU University, department of organization sciences, Amsterdam & The Hague University of Applied Sciences, The Hague,**

**The Netherlands**

In partnership with PSL-Université Paris Dauphine (DRM),

LUISS and the King's College London

#### **Co-chairs:**

Sytze F. Kingma (VU University Amsterdam)

Bernadette Heemskerk  
(The Hague University of Applied Sciences)

Issy Drori (VU University Amsterdam)

François-Xavier de Vaujany  
(PSL-Université Paris-Dauphine)

Nathalie Mitev  
(King's College London)

## 1. Theme and objectives of OAP 2018

The spatiotemporal base of organizations has changed enormously together with the rise of networked digital Information and Communication Technologies (ICTs). Nowadays, in the digital age, ICTs are a ubiquitous and self-evident feature of organizational landscapes. To an extent the spatiotemporal transformation of organizations has emerged as an incremental change in conjunction with the gradual development and adoption of ICTs. However, increasingly this organizational change is also radically implemented with the help of specialized consultancy agencies, who offer pre-defined so called 'best business practices' for new material-technological organizational arrangements. Although not exclusively Dutch, early, innovative and inspiring examples of this business trend were already developed in the early 1990s by the Dutch business consultant Erik Veldhoen's company in the case of the notorious Interpolis building (1996) (Veldhoen, 2005). In the Netherlands, this trend is now strongly institutionalized under the heading of **New Ways of Working (NWW)**.

Many consultancy agencies (with ICT, facility management, or accountancy backgrounds), currently offer a range of material-technological organizational design solutions, and there even are official government policies to promote NWW. In consultancy terms NWW are often addressed in catchy terms such as 'bricks', 'bites' and 'behavior' changes, indicating the integrated management of spatiotemporal, technological and cultural changes. These changes, including the use of 'open-plan offices', have even been implemented in educational organizations (Baldry and Barnes, 2012), recently also at the VU-University Amsterdam and The Hague School of Applied Sciences, who co-chair this workshop and may exemplify NWW. The workshops seeks to explore the backgrounds, meanings, legitimations and resources, as well as the unintended organizational consequences, which are implied in NWW organizational arrangements. The workshops want to contribute to the empirical grounding and theoretical understanding of NWW in all its complexity and all material and organizational processes involved.

NWW can be regarded as part and parcel of the wider trend of workspace differentiation and flexibilisation (Felstead et al., 2005). This transformation encompasses the **flexible use of home workspaces in terms of 'teleworking'** (Cooper and Kurland, 2002; Peters and Heusinkveld, 2010; Sewell and Taskin, 2015) and **the flexibilisation of office spaces in terms of 'hot desking', 'co-working' or 'nomadic working'** (Bosch-Sijtsema et al., 2010; Chen and Nath, 2005; Hirst, 2011), as well as 'mobile working' en route in between all of these workspaces (Brown and O'Hara, 2003; Hislop and Axtell, 2009; Kingma, forthcoming). More generally, this workshop is inspired by the renewed interest in the **material and spatial dimensions** of organizations (Kornberger and Clegg, 2005; Dale and Burrell, 2008; Marrewijk and Yanow, 2010; Wasserman and Frenkel, 2011; Orlikowski and Scott, 2012). While in this literature, space and technology are usually treated separately, the study of NWW requires the combined analysis and study of the interaction between space and technology. Studying the interactions between space and technology also bears upon fundamental conceptions of how the **material, spatial, temporal and the social relate**, and how they can be grasped theoretically (Heidegger, 1927; Merleau-Ponty, 1945, 1964; Lefebvre, 1991 [1974]; Schatzki, 2005; Suchman, 2007; Orlikowski and Scott, 2012; Leonardi, 2013).

The first OAP workshop was launched in May of 2011 at Université Paris-Dauphine with the goal of facilitating discussions among scholars from various disciplines (e.g. management, anthropology, sociology, organization studies, ergonomics, philosophy, psychology...) who collectively share an interest in Science and Technology Studies (STS) in the context of organization and organizing. OAP deals with topics such as Materiality, Technology, Practices, Sociomateriality, Performativity, Iconography, Process, Time, Space, Legitimacy, Symbolic artifacts and Managerial Techniques in the context of organization and organizing. It draws on various theoretical perspectives (phenomenology, pragmatism, institutionalism, design, post-marxism, critical realism, among others). Previous OAP

workshops have been organized in Paris, London, Sydney, Lisbon and Singapore. Many OAP papers have been published in an outstanding series of edited volumes (Vaujany and Mitev, 2013; Vaujany et al., 2014)

The 2018 OAP workshop in Amsterdam will deal with, but will not be restricted to, topics such as:

- Flexible working (tele-working, mobile working, home-working, co-working);
- Historical roots and evolution of particular workspaces (offices, factories etc.);
- Digital working (virtual organizations, online communities, computer mediated work);
- Machinery, work tools, work practices and buildings;
- The role of technology in the spatial and temporal scaling of material work relations from micro to macro;
- Trade, entrepreneurship and materiality in the digital age;
- The role of space and technology in the constitution of organizations;
- Meaning and sense-making in innovative workspaces;
- Theories and methodologies of workplace studies;
- Human-machine interactions and the working body;
- The material basis and infrastructures of digital organizational technologies;
- The significance of time in relation to the change and management of workspaces;
- Anthropology and ethnography of the workplace;
- The institutionalization and legitimation of new ways of working;
- Space and technology in relation to a-symmetrical work relations;
- The science and practice of facility management;
- DIY, hackers, makers, fab labs and the emergence of open knowledge and open innovation;
- Boundary setting in new organizational formations;
- The design and use of interfaces in combined virtual/material modes of working;
- Co-working, creativity and commitment in relation to digitalized modes of working;
- The materialization of labour relations in flexible work arrangements;
- Leadership and organizational control in new work environments;
- Identity and personalization of virtual and material workplaces;
- The material practices concerning collaborative virtual spaces (i.e. cloud technologies);
- The design and aesthetics' of new work environments;
- Socio-materiality and ontologies of new ways of working;
- User practices of mobile phones, tablet computers, laptops, desk tops and the like;
- The persistence of pen and paper in organizations;
- Digital modes of surveillance in the workplace;
- Informal workspaces and social relations in organizations;

### **3. Submission to OAP 2018**

Those interested in participating must submit an extended abstract of no more than 1,000 words on the EasyChair system (<https://www.easychair.org/conferences/?conf=oap2016>) by January 29th, 2018. This abstract must outline the applicant's proposed contribution to the workshop. The proposal must be in .doc/.docx/.rtf format and should contain the author's/authors' names as well as their institutional affiliations, email address(es), and postal address(es). Authors will be notified of the committee's decision by March 2nd , 2018.

### **4. Administrative support & queries**

[WorkshopOAP@gmail.com](mailto:WorkshopOAP@gmail.com)

## 5. Location and registration

OAP 2018 will take place at the campus and third floor of the main building of the **VU University Amsterdam** (More information can be found at this address: <http://www.vu.nl/en/about-vu-amsterdam/contact-info-and-route/index.aspx>)

**Registration** will start in early May 2018.

There are **no fees** associated with attending this workshop.

## References

- Baldry C and Barnes A. (2012) The open-plan academy: space, control and the undermining of professional identity. *Work, Employment and Society* 26: 228-245.
- Bosch-Sijtsema PM, Ruhomäki V and Vartiainen M. (2010) Multi-location knowledge workers in the office: navigation, disturbances and effectiveness. *New Technology, Work and Employment* 25: 183-195.
- Brown B and O'Hara K. (2003) Place as a practical concern of mobile workers. *Environment and Planning A* 35: 1565-1587.
- Chen L and Nath R. (2005) Nomadic Culture: Cultural Support for Working Anytime, Anywhere. *Information Systems Management* 22: 56-64.
- Cooper CD and Kurland NB. (2002) Telecommuting, professional isolation, and employee development in public and private organizations. *Journal of Organizational Behavior* 23: 511-532.
- Dale K and Burrell G. (2008) *The Spaces of Organisation & the Organisation of Space. Power, Identity & Materiality at Work*, New York: Palgrave.
- Felstead A, Jewson N and Walters S. (2005) *Changing Places of Work*, Basingstoke: Palgrave MacMillan.
- Heidegger, M. (1927, 1996). *Being and time: A translation of Sein und Zeit*. Suny Press.
- Hirst A. (2011) Settlers, vagrants and mutual indifference: unintended consequences of hot-desking. *Journal of Organizational Change Management* 24: 767-788.
- Hislop D and Axtell C. (2009) To infinity and beyond?: workspace and the multi-location worker. *New Technology, Work and Employment* 24: 60-75.
- Kingma SF. (forthcoming) The constitution of third workspaces in between the home and the corporate office. *New Technology, Work and Employment*.
- Kornberger M and Clegg S. (2005) Bringing Space Back In: Organizing the Generative Building. *Organisation Studies* 25: 1095-1114.
- Lefebvre H. (1991 [1974]) *The Production of Space*, Oxford: Blackwell.
- Leonardi PM. (2013) Theoretical foundations for the study of sociomateriality. *Information and Organization* 23: 59-76.
- Marrewijk Av and Yanow D. (2010) *Organizational Spaces. Rematerializing the workaday world*. Cheltenham: Edward Elgar.
- Merleau-Ponty, M. (1945). *Phénoménologie de la perception*. Gallimard: Paris.
- Merleau-Ponty, M. (1964). *Le Visible et l'Invisible, suivi de Notes de travail. Première parution en 1964. Édition de Claude Lefort. Collection Tel (n° 36), Gallimard*.
- Orlikowski WJ and Scott SV. (2012) Sociomateriality: Challenging the Separation of Technology, Work and Organization. *The Academy of Management Annals* 2: 433-474.
- Peters P and Heusinkveld S. (2010) Institutional explanations for managers' attitudes towards telehomeworking. *Human Relations* 63: 107-135.
- Schatzki TR. (2005) Peripheral vision: The Sites of Organizations. *Organisation Studies* 26: 465-484.
- Sewell G and Taskin L. (2015) Out of Sight, Out of Mind in a New World of Work? Autonomy, Control, and Spatiotemporal Scaling in Telework. *Organisation Studies* 36: 1507-1529.

- Suchman LA. (2007) *Human-machine reconfigurations: Plans and situated actions*, Cambridge, UK: Cambridge University Press.
- Vaujany F-Xd and Mitev N. (2013) *Materiality and space. Organizations, Artifacts and Practices*. London: Palgrave.
- Vaujany F-Xd, Mitev N, Vaast E, et al. (2014) *Materiality and time*. London: Palgrave.
- Veldhoen E. (2005) *"The Art of Working". De integrale betekenis van onze virtuele, fysieke en mentale werkomgevingen [the integral meaning of our virtual, physical and mental work environments]* Den Haag: Academic Service.
- Wasserman V and Frenkel M. (2011) Organizational Aesthetics: Caught Between Identity Regulation and Culture Jamming. *Organization Science* 22: 503-521.