Theories of Practice in Commerce: A multi-disciplinary approach

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Abstract:

Theories of practice (Bourdieu, 1977, 1990; de Certeau, 1984; Reckwitz, 2002; Rouse, 2007; Schatzki, Knorr-Cetina, & von Savigny, 2001; Turner, 2002) are increasingly being adopted by organization and management scholars. For example, leadership (Carroll, Levy, & Richmond, 2008), marketing (Korkman, Storbacka, & Harald, 2010; Warde, 2005), strategy (Jarzabkowski, 2003; Whittington, 1996), and so on. However few scholars would claim a high level of academic expertise in these and cognate fields. Consequently, many draw upon the notion of practice as a phenomenon, occasionally as a perspective, and rarely as an
epistemological/ontological position (Orlikowski, 2010). The result is that the rise of practice theories in social science has been accompanied by a degree of fragmentation and isolation.

This track welcomes scholars—from all disciplines—who seek to understand practice from a philosophical (epistemological/ontological) position and are open to exploring the insights and possibilities of synthesis from practice scholars in other disciplines. Manuscripts from scholars of management, strategy, marketing, operations, accounting, innovation, and so forth, are encouraged.

Possible topics include (but are not limited to):
- The propagation of practices
- Contestation between practices
- The emergence of practices
- Is “commerce” a practice
- Power and practice
- Reframing institutions as practice
- Learning and practice
- Knowledge and practice
- Innovation and practice
- Gender and practice

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