Doing interesting research. The stupidity based theory of organizations as an example
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Abstract
Contemporary research in management, and many other fields, are frequently seen as rather boring and irrelevant. Much is written and published but a lot of it is, according to many critics, fairly predictable and unchallenging. Find and fill a gap in the literature is a common recipe. Interesting research, according to Murray Davis and others who have studied what people find interesting, don’t follow this recipe. Instead they identify and challenge the common, implicit, taken-for-granted assumptions of their audience. The formula for doing interesting research, that also tend to be influential (as most people take seriously what they find interesting), is thus as follows: a) identify and articulate implicit assumption in an area, b) challenge these and suggest well-informed counter-assumptions.

The presenter illustrates this with his and André Spicer’s theory of functional stupidity in organizations.

Participants in the seminar may want to read:


All interested are welcome.