

Track no. 29: The Industrial

Stream for NFF 2013 in Reykyavik

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in·dus·try

noun \ˈin-(,)dəs-trē\

plural **in·dus·tries**

1 : diligence in an employment or pursuit; *especially* : steady or habitual effort

2 a : systematic labor especially for some useful purpose or the creation of something of value

b : a department or branch of a craft, art, business, or manufacture; *especially* : one that employs a large personnel and capital especially in manufacturing

c : a distinct group of productive or profit-making enterprises <the banking *industry*>

d : manufacturing activity as a whole <the nation's *industry*>

3 : work devoted to the study of a particular subject or author <the Shakespeare *industry*¹>

In times of the post-industrial, the post-bureaucratic, and the post-modern, it might seem somewhat odd and outdated to address the notion of the industrial. In the Nordic countries, much – if not most – industrial manufacturing activities have been transferred from our own backyard to foreign offshore and onshore locations. In higher education we teach that the industrial era peaked in the 1960's and 1970's, and that values, practices, and subjectivities of the industrial are, and indeed ought to be, confined to the past. With the present and the future being focussed, instead, on services and experiences, and on transitions and transformations, how anachronistic to turn (back) to a notion whose golden age has long since begun to wane...

Our contention, however, is that what we are witnessing here is far from a unanimous development towards something post- or something beyond. As industrial manufacturing is moved to foreign areas of the world, we are eager to learn more about the emerging forms of industry enabling (or further fragmenting) such a split existence, and lingering behind the façade of the post-industrial. As industrial complexes are transformed into sites of cultural production, and perhaps even engines of a creative economy, we are curious about the evolving forms of industrialism springing from such transitions, or fantasies thereof. With the current emphasis on open innovation networks, customization, and customer co-creation, and with spheres of production and consumption getting all the more intertwined, we are interested in industrious and industrial aspects returning in the hybrid forms of organization involved in such amalgamations. Moreover, we are concerned with industrialized rationalization processes arising out of attempts to facilitate knowledge creation, innovation, and entrepreneurship at the intersection of academia and industry.

¹ Merriam Webster Online Thesarus

By consequences, we invite papers that explicitly address the Industrial, reviving it, praising it, or problematizing it – and perhaps even arguing that it is not a topic worthwhile studying, and a futile notion to begin with. We want to bring up the “collective unconscious” of the industrial, based on the assumption that every move beyond, and towards some form of post- contains significant traces of that which one seeks to transcend. And we want to explore how the industrial might emerge from within the inner workings of that which also moves beyond it. Furthermore, many critical voices have arisen regarding the empirical validity of claims to the post-industrial and the post-bureaucratic, which in their own ways invite a return to the industrial. We do not expect papers to address the essential nature of the Industrial, since such a meaning is most likely impossible to pin down. Rather would we like to explore how the industrial “returns” within the post-industrial, and how post-industrial industry and organization could rather be seen as neo-industrial, or a constant oscillation between conflicting logics. We would also happily encourage contemplations on the relationship between the industrial society and the knowledge society, either from a theoretical or possibly empirical standpoint. And, for that matter, papers that theoretically and empirically discuss the Industrial, as such. Possible avenues worth exploring in this track include, but are not limited to:

- The industrial and the industrious
- The industrial in the post-industrial
- Fantasies in and of the industrial
- Industry as benefactor, industry as scapegoat
- Industry and the environment
- The pre- and proto-industrial
- An ethics of the industrial
- Values and ethics of industry
- Corporate social responsibility and the industrial
- Value co-creation and the industrial
- Industrious and enterprising subjectivities
- Industrious consumer cultures
- Industrial clans, tribes, networks and markets
- Industrial culture and identity
- The origin of industry and the original in the industrial
- Industrial hybridity and hybrid forms of industrial organisation
- Engineers and/of the industrial
- Creativity, innovation and the industrial
- The machine and the machinic
- The industrial, the feminine and the masculine
- The industrial, the collective and the individual
- Religion and industry
- Industry and traditionalism
- The industrial factory and the post-industrial farm

Organizing team

Nina Kivinen is a postdoc researcher and university teacher in organization and management at Åbo Akademi University. Her research focuses on spatiality and the

visual in organisation studies. She is currently working on questions on brands, space, identity and hybrid organization in the field of media.

Anna Larsson (Ph.D. in Business Administration, Linköping University) is a Researcher at Uppsala University and currently working on finalizing a project financed by the Swedish Research Council comparing public corporate discourse in strategy and governance with private owner/managed family firms. Current work concerns corporeality/embodiment, notions of family in the everyday construction of business and feminist ethics in contemporary organizing. Nina Kivinen

Thomas Taro Lennerfors is Senior lecturer at Uppsala University, Sweden and visiting researcher at Meiji University, Japan. His work concerns ethics, corruption and sustainability. Apart from three monographs, and some book chapters, he has published for example in the 'Journal of Business Ethics', 'Business and Society', 'Scandinavian Journal of Management', and 'Culture and Organization'.

Andrea Perna, Ph.D. from Polytechnic University of Marche (Italy) is a researcher in industrial marketing at Uppsala University, Department of Engineering Sciences, Uppsala, Sweden. His area of specialization is industrial marketing (innovation in business networks, CRM strategies for SME, new business formation).

David Sköld is Senior lecturer at Uppsala University, Sweden. His work circles around fantasy, and how its inherent dynamics play into valorization processes unfolding in industrial and post-industrial settings. Besides several book chapters, and one monograph on customization, Sköld has published in journals such as *Group and Organization Management*, *Organization*, *Culture and Organization*.

Saara L. Taalas is IKEA Professor in Business Studies, head of Life at Home Research Initiative in Linnæus University, and Director of Media Futures Network in Turku University. Her research focuses on the dynamics of second production of active audiences and innovation coming from home.