

12th Organization Studies Summer Workshop & Special Issue – Call for Papers

Food Organizing Matters: Paradoxes, Problems and Potentialities

18-20 May 2017

Minoa Palace Resort (<http://www.minoapalace.gr>), in Chania, Crete, Greece

INFO: www.os-workshop.com & <https://www.facebook.com/osworkshop>

Conveners:

Grégoire Croidieu (GEM, France)

Frank den Hond (Hanken, Finland & VU, Netherlands)

Christine Moser (VU, Netherlands)

Juliane Reinecke (WBS, UK)

Silviya Svejenova (CBS, Denmark & BI, Norway)

Keynote Speech & Food Workshop:

Zach Denfeld, Artist, Designer and Co-Founder & **Cathrine Kramer** – of the Center for Genomic Gastronomy, London

Agrotourism/Food Workshop

Visit to a mountainous village of Crete to attend: the milking of cows, the shearing of sheep, the collection of honey, the making of goat cheese, and all that on the grounds of a 100% certified organic farm. There will be a presentation by archaeologist **Marianna Kavroulaki** (<http://www.historyofgreekfood.eu>) and a commentary by botanist Professor **Costas Economakis**.

About the Organization Studies Workshop

The Organization Studies Workshop is an annual activity, originally launched in June 2005, to facilitate high-quality scholarship in organization studies. Its primary aim is to advance cutting-edge research on important topics in the field by bringing together a small and competitively selected group of scholars, who will have the opportunity to interact in depth and share insights in a stimulating and scenic environment. Since 2010 the OS Workshop has been sponsored by Sage in order to help attract talented scholars from diverse regions of the world, consistent with the editorial mission of Organization Studies. The OS Workshops are usually linked to a special issue of *Organization Studies* on the same topic.

Introduction

“Food, material consisting essentially of protein, carbohydrate, and fat used in the body of an organism to sustain growth, repair, and vital processes and to furnish energy” (Encyclopedia Britannica).

As much as food is a basic necessity of life, it is also at the beginning of the organization and the organizing of life. The second part of this statement is the vantage point for convening the 12th Organization Studies Workshop.

For some, food is taken for granted, for others feeding *Homo sapiens* is a highly problematical matter. It is one of the 'grand challenges' facing humanity and related to other such challenges as environmental sustainability, poverty, health, and exploitation, that in and out of themselves deserve much more scholarly attention (Davis, 2015). Even today an estimated staggering number of some 800 million people still suffer from malnutrition, lacking access to food on a daily basis (<https://www.wfp.org/content/hunger-map-2014>), while food waste continues being a significant problem (Stuart, 2009). Simultaneously, the number of obese people, worldwide, has now surpassed the number of underweight people (Ezzati et al., 2016). The industrialized production and processing of food is associated with environmental degradation and loss of biodiversity, due to its high levels of mechanization and reliance on inputs, such as irrigated water, fertilizers, crop protection chemicals, fossil fuels, and all sorts of additives. At the same time, exploitation of workers has appeared in relation to the production of crops such as cacao, palm oil, soy beans, and tropical fruits, and to meat packaging (Schlosser, 2001) and restaurant kitchens (Fine, 2008). Fervently advocated alternatives to industrialized food production, small-scale and organic farming systems, are not without their problems either, especially in relation to productivity (Fresco, 2015). Production and consumption of food are thus rife with ethical issues (Singer & Mason, 2006; Pojman, 2011), while being fundamental to life styles and social stratification. The control of food production, trade –whether through local markets or intercontinental trade– and consumption has been and continues to be of major concern to political, socio-economical and religious elites. Yet, food is also a source of inspiration and motivation, sparking off innovation and creativity, in material, cultural, political, and metaphorical senses.

In organization theory, food has served as an ‘anchor to reality’, for example in studies of categories (Rao, Monin & Durand, 2005), entrepreneurship (Svejenova, Mazza & Planellas, 2007), institutions (Rao, Monin and Durand, 2003), materiality, practice, technology, and careers (Fine, 2008; Slavich & Castelluci, forthcoming). Although food has thus been treated as a context for organization research, the problematics of food are relatively underexplored in organization theory (Briner & Sturdy, 2008; Messeni Petruzzelli & Svejenova, 2015; Pina e Cunha, Cabral-Cardoso & Clegg, 2008). The latter can, and perhaps should, offer valuable contributions to (how) food matters in all their problems, paradoxes, and potentialities.

Examining food is a way to access, reveal, and enhance the understanding of issues that usually remain 'hidden' from ordinary life. It also allows extending a bridge between organization studies and other disciplines. The choice of food as the topic for the 2017 OS workshop reflects pleas for more engagement across disciplines and perspectives (Holt & den Hond, 2013). One of the objectives of the workshop is hence to enhance richness and engagement across disciplinary and methodological boundaries, yet with a view of promoting our understanding of organizations, organizing, the organized in and between societies via food. The workshop is also an opportunity to respond to the call for addressing ‘grand challenges’ in organization and management theory.

Food can be approached from a multitude of perspectives, many of which are rife with organizational questions. We want to draw attention to food as an important factor in organizations and organizing and to the roles, conditions and consequences of organizing food and food organization in societies. In addition to using food as a context for research, we seek to conceptualize food organizing and organizations as a fruitful object in itself that has the potential to yield important and relevant insights, for both scholarship and societies. In sum, it is time to explicitly engage with food issues in the context of contemporary organizing and organizations.

We invite contributions that delve into organizational aspects relating to ‘paradoxes’ around food (fast-slow, underweight-obesity, innovation-tradition, local-global), ‘problems’ with food (several of which have been mentioned above), and to ‘potentialities’ of food (creativity, innovation, entrepreneurship, education, sustainability). Below we offer some themes and topics as ‘entrees’ to a ‘menu’ that is yet to be created and compiled.

(PARADOXES)

- Food and dichotomies: How does organized food cut across socially constructed dichotomies: fast and slow, innovative and traditional, local and global, holy and profane, pure and dangerous, inclusive and distinctive, intimate and shared, necessary and conspicuous, vital and entertaining, too little and too much, standardized and idiosyncratic?
- Food and meaning: How do organized discourses about food shape, manipulate, activate, or neutralize symbols, myths, metaphors, taboos, nostalgia, or authenticity? How are food taste and habits shaped and manipulated through organizing and organized discourse? How do food rituals, festivals, carnivals alter or reinforce the meaning of food? What do food scandals do to organized food? When does food relate to social identity?

(PROBLEMS)

- Food and production: How is food production organized? Globally? Locally? How do mass-producers, agri-business, big food corporations, multinationals, peasants, craft producers, gastro-preneurs or service providers organize the multiple activities of food production, jointly and separately? Which problems do food producers solve, create or ignore, and why?
- Food and work: How and by whom is food being made and how are meals prepared? When and why is ‘food’ considered as junk food, a proper meal, a piece of craft, or a piece of art? How do organized relationships in the land, factories, laboratories or kitchens shape the food we eat?
- Food and standards: How do regulations, standards, trade agreements, certifications, conventions, classifications and category systems shape the organization of food and, in turn, how are these standards influenced and manipulated through organizing and organized discourse? What is being gained, what is being lost when food (quality) is, broadly speaking, standardized?
- Food and consumption: How is food consumed at home, away, in restaurants or at the workplace? How is food bought, distributed, and valued across a variety of socially constructed markets? How are different kinds of food waste (e.g., from food production) reintegrated in the market and in non-market places as edible material?

- Food and inequalities: Why can organized food feed 90% of the planet and not the remaining 10%? To what extent do food swap, food stamps or food banking alleviate malnutrition and starvation? Where, why, how and when does organized food succeed or fail to address inequalities? How fair is (fair) food trade?
- Food and health: What are the health consequences of modern organized food? How do medicine, big pharma, biotech and food intersect? Is food a matter of public health or private concern?
- Food and environment: What do food-related agriculture, industry and services do to the environment? How sustainable is modern food production? What does the revitalization of 'traditional' food production systems do? What are the risks of GMO food? What are the benefits of modern science colonizing organized food?
- Food and governance: How is organized food regulated and how do food regulations come into being? How do nutritional classification and labelling, sugar tax, or trans fats regulations shape organized food? What are the consequences of international trade agreements for organized food? How do governments, NGOs and transnational organizations address hunger, famine, and malnutrition?
- Food and politics: How is organized food publicly debated? Who cares and mobilizes about food and on what grounds? How do regionalism and nationalism intersect with organized food? How are food debates such as biofuels, land grabbing or financialization of agricultural commodity trading framed and shaped in society? What is the role of agricultural social movements? What are the opportunities for food activists to trigger change? Where/when does organized lobbying succeed or fail?

(POTENTIALITIES)

- Food and futures: What is the future of food? Who are 'food hackers' and how much can they disrupt and reshape organized food? What are alternative forms of organizing food?
- Food and technology: How will organized food science and technology, from agrochemicals to GMO to biodiversity and molecular engineering, reshape food?
- Food and innovation: How is food the site for mobilization and creation of alternative futures? How do new forms of organizing food emerge? Where does food creativity come from? With which consequences? How do food entrepreneurs organize grass root or top-down initiatives?

Submissions

The 12th **Organization Studies Workshop** will take place on 18-20 May 2017, on Crete, Greece, in the town of Chania. Interested participants must submit an abstract by December 5th, 2016, through the conference's website: <http://www.os-workshop.com>. Abstracts should be of no more than 1,000 words.

Authors will be notified of acceptance or otherwise by January 15th, 2017. Full papers must be submitted by April 30, 2017.

The venue of the workshop is Minoa Palace Resort (<http://www.minoapalace.gr>), in Chania, on the beautiful island of Crete, Greece. The workshop venue, comfortable, beautiful, and situated by the sea, will provide an ideal setting for participants to relax and engage in authentic and creative dialogues. Further details on the logistics of the workshop will be published through the OS Workshop website (www.os-workshop.com).

Following the workshop, a Special Issue will be announced in *Organization Studies*. To be considered for publication, papers must be submitted via the OS website at <http://mc.manuscriptcentral.com/orgstudies> by October 31, 2017. There you can also find guidelines for submission and information on the review procedures. Please note that participation in the workshop is highly recommended (but not a prerequisite) if you intend to submit a paper to the Special Issue.

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