



BML MUNJAL UNIVERSITY™

A **HERO GROUP** INITIATIVE

PRESENTS

The 12th International Conference in Critical Management Studies

*The theme of the conference
will be around*

DIVERSALISING AND INTERN(ATION)ALISING CMS

PLACES, SPACES, BODIES AND PRAXISTICAL THEORIES

**BML Munjal University, India
16-18th December, 2021**

CALL FOR SUB-THEME PROPOSALS

BML Munjal University is excited to host the **12th International Critical Management Studies Conference 2021**. The theme of the conference will be around **“Diversalising and Intern(ation)alising CMS: Places, Spaces, Bodies and Praxistical Theories”**.

Two decades into the new millennium, with several financial crises and a pandemic behind us, Critical Management Studies perspectives are now at a crucial juncture. It is in this context, that the 2021 International CMS conference comes to you, seeking a broader engagement and dialogue with diverse CMS perspectives as we strive for a collective, collegial, communitarian sharing, stock taking and revitalisation of critical management studies(s). Such endeavours assume greater urgency in the face of the ravages of capitalist and colonialist systems and organisations and CMS disciplinary perspectives get marginalised in corporatised schools.

With this conference call for Diversalising and Intern(ation)alising CMS: Places, Spaces, Bodies and Praxistical Theories, we invite critters from across the ideological and methodological spectrum to conversations in these conference spaces. These spaces of conversations, we believe acknowledge and emerge from our places and bodies, and enable us to transcend the limits of our theories into being in and with each other in solidarity with our world-views co-existing, colliding, coalescing and rejoicing in mutual human-ness.

Dramatic movements in the field of Critical Management Studies in the last twenty years help in underlining this crucial juncture. On the one hand, the institutionalisation processes in the form of the formation of the International CMS (since 1999), and CMS division of the AOM (since 2002), have fostered the growth of a distinct field and identity by providing scholars with an institutional home for confronting issues of inequality, oppression, systematic subordination in management and organization theories and practices (Adler, 2008; Alvesson and Willmott, 1992; Alvesson, Bridgman, and Willmott, 2009; Antonacopoulou, 2010; Fournier and Grey, 2000; Spicer, Alvesson and Karreman, 2009; Voronov, 2008; Zanoni, Janssens, Benschop and Nkomo, 2010). Concurrently, the field has also seen substantial participation from other(s) - international, non-Western, non-White, sometimes non-male people(s) (Dussel and Ibarra-Colado, 2006; Faria 2015; Faria, Ibarra-Colado and Guedes, 2010; Ibarra-Colado, 2006; 2008; Nkomo, 2011; Westwood, Jack, Khan, and Frenkel, 2014; Westwood, 2006) - a phenomenon probably occurring for the first time in management and organisation studies scholarship since World War II. Such increased participation in turn brought newer challenges to CMS in the form of acknowledging its Eurocentrism and the need for the exhausting, everyday praxis of moving beyond Eurocentrism (Girei, 2017; Ruggunan, 2016). The field of CMS has been churned over this decade between these twin centripetal and centrifugal processes (Prasad, Prasad, Mills and Mills, 2015).

Scholarly responses to the tensions spawned by these forces of globalisations/internationalisations from above in society more broadly and specifically in business schools such as business school globalisation (Houldsworth, McBain and Brewster, 2019) and neoliberal corporatisation (Fotaki and Prasad, 2015) and globalisation from below (Darley and Luethge, 2016, Alcadipani, 2017; Nkomo, 2015) have been diverse and varied often reflecting individual geo-political, historical, institutional, ideological and embodied commitments. While some positions could be characterised as ideological cold-wars, some others have advocated ideological middle-grounds, often silencing material asymmetries (Prasad, Prasad, Mills and Mills 2015; Parker 2016). Yet others have been appealing for redefining inter-ideological, inter-epistemic relations, through acknowledging geo-political, historical and embodied realities (Seremani, and Clegg, 2016).

The uniqueness-differentness tensions about what is CMS these positions manifest, have now emerged as a defining characteristic of CMS, prompting some to speak of critiques of management and organisation studies. While CMS has been the proverbial big-tent, it could be argued that factionalism and the search for one CMS, Eurocentric and otherwise; or what is CMS could be distracting scholarly attention away from the real issues in the world that we as critical academics should be serving. Important here is the fact that ICMS has always been a big tent that has provided a much wider forum of critical engagements with diverse management areas such as finance, marketing, MIS etc., in addition to the common organisation studies, to be part of critical conversations (Charitsis, Yngfalk, and Skålén, 2019; Eckhardt, Varman, and Dholakia, 2018; Lee and Cassell, 2017; Scobie, Lee, and Smyth, 2020). Continuing with this ICMS spirit, we are enthusiastic in our desire to foster discussions, papers, installations and interventions regarding what it means for us as academics, practitioners, organisations and societies to Diversalise, to Critique, to engage in praxis and theorising through our bodies in space.

With this conference call for Diversalising and Intern(ation)alising CMS: Places, Spaces, Bodies and Praxistical Theories, we invite fellow to conversations that diversalise, internalise and internationalise critiques of management and organisation studies and hope this will further our solidarity and collective, earnest engagements over the past several years to forge the ground of a new post-Covid praxistical academia that transcends the theory-praxis dilemma. With this hope and inspiration, we invite proposals for sub themes for the 12th ICMS conference. We are open to diverse sub-themes even beyond the below indicative ideas that resonate with the interests of CMS communities.

Some Indicative Sub-themes are as follows

- Decolonising management practice and knowledge
- Creating alternate and plural futures
- Transforming organisations into spaces of humanness
- Surviving violence as persons and societies
- Reimagining societies
- Facing, and challenging systemic racism
- Reimagining academia- university as a contested knowledge space
- Recovering feminist and gender approaches to management and organisation studies
- Interruptions to life as we know: Implications for the way we organize
- Pervasive reorganisation under pandemic: Challenging the dark Side

How to Submit the Sub-theme Proposal

- The proposal should be a maximum of 3 pages.
- The proposal should contain a title, outline of the proposed stream, the area of interest and an indicative list of ideas, issues that authors may engage with.
- The sub-theme proposal can pick up an area indicated above or can propose a new area.
 - The sub-theme may or may not connect directly with the theme of the conference. However, it is important that the sub-theme engage critically with its subject matter/practices/processes opening spaces and conversations. Such a critical engagement itself can go beyond the more commonly understood domain of CMS.
- The proposal should include a short biography of each member of the proponent team (i.e., academic background and experience) and how that links up with the proposed stream. Please note that the team of sub-theme proponents can comprise even practitioners.
- The sub-theme proposal needs to specify the manner of submissions that will be accepted, encouraged. The format of submissions accepted by a particular sub-theme can also be open, ranging from formal papers to videos to workshop mode. It is however important that the manner of participation expected should align with the sub-theme idea and intent.
- The conference aims to support both online and offline participation. Please indicate your preferred mode in the proposal.

- Please email your stream proposal to nimruji@iimcal.ac.in with the Subject line: ICMS Sub-theme proposal. You can also write to this email id for any queries you may have regarding stream proposals.
- For more general queries please contact BML Munjal University representative Payal Kumar at payal.kumar@bmu.edu.in

Proposed conference Timeline

- The deadline for submitting a stream proposal is 10th January 2021.
- Accepted sub-theme proposals will be notified in 3 weeks.
- Call for papers (on the accepted sub-theme proposals) will be open from last week of January 2021 to end of June 2021.
- Accepted papers will be notified by last week of September 2021.

Conference advisory committee

Alexandre Faria, EBAPE, FGV Brazil; Member, Decolonizing Alliance

Charlotte M. Karam, Suliman Olayan School of Business, American University of Beirut

Daniel King, Nottingham Trent University, UK

Gavin Jack, Monash Business School, Australia

Marcella Mandiola, Economy and Business School, Alberto Hurtado University, Chile

Nancy Harding, Bath University, UK

Nimruji Jammulamadaka, Indian Institute of Management Calcutta, India

Ozan N. Alakavuklar, Utrecht University, The Netherlands

Payal Kumar, BML Munjal University, India

Premilla D'Cruz, Indian Institute of Management Ahmedabad, India

Sally Riad, Victoria University of Wellington, New Zealand

Shaun Ruggunan, University of Kwazulu-Natal, South Africa

Shoaib Ul-Haq, Karachi School of Business and Leadership, Pakistan

Simon Parker, Nottingham University Business School, UK

Stella Nkomo, University of Pretoria, South Africa

References

- Adler, P. (2008) 'CMS: Resist the Three Complacencies!' *Organization*, 15(6) 925-926
- Alcadipani, R. 2017. Reclaiming sociological reduction: Analysing the circulation of management education in the periphery. *Management Learning*. 48(5): 535-551.
- Alvesson, M., & Willmott, H. (1992). On the idea of emancipation in management and organization studies. *Academy of Management Review*, 17(3), 432-464.
- Alvesson, M, Bridgman, T. & Willmott, H. (Eds.) (2009) *The Oxford Handbook of Critical Management Studies*, OUP: 345-370 New York,
- Antonacopoulou EP (2010) Making the business school more 'critical': Reflexive critique based on phronesis as a foundation for impact. *British Journal of Management* 21: s6-s25.
- Charitsis, V., Yngfalk, A. F., & Skålén, P. (2019). 'Made to run': Biopolitical marketing and the making of the self-quantified runner. *Marketing Theory*, 19(3), 347-366.
- Darley, W.K., & Luethge, D. J. 2016. The role of Faculty research in the development of a management research and knowledge culture in African educational institutions. *Academy of Management Learning & Education*. 15(2): 325-344.
- Dussel, E., & Ibarra-Colado, E. (2006). Globalization, organization and the ethics of liberation. *Organization*, 13(4), 489-508.
- Eckhardt, G., Varman, R., & Dholakia, N. (2018). Ideology and critical marketing studies. *Routledge companion to critical marketing studies*, 306-318.
- Fotaki, M. and Prasad, A., 2015. Questioning neoliberal capitalism and economic inequality in business schools. *Academy of Management Learning & Education*, 14(4):556-575.
- Faria A, Ibarra-Colado E and Guedes A (2010) Internationalization of management, neoliberalism and the Latin America challenge. *Critical Perspectives on International Business*, 6(2/3): 97-115.
- Faria A (2015). Reframing diversity management. in Bendl R, Bleijenbergh I, Henttonen E and Mills A (Eds.) *The Oxford Handbook of Diversity in Organizations*, New York, OUP:127-52.
- Fournier, V. & Grey, C. (2000) 'At the Critical Moment: Conditions and Prospects for Critical Management Studies' *Human Relations*, 53 (1), 7-32.
- Girei, E. (2017). Decolonising management knowledge: A reflexive journey as practitioner and researcher in Uganda. *Management Learning*, 48(4), 453-470.
- Houldsworth, E., McBain, R., & Brewster, C. (2019) 'One MBA?' How context impacts the development of post-MBA. *European Management Journal*. <https://doi.org/10.1016/j.emj.2019.01.001>
- Ibarra-Colado, E. (2006). Organization studies and epistemic coloniality in Latin America: thinking otherness from the margins. *Organization*, 13(4), 463-488.
- Ibarra-Colado E (2008) Is there any future for Critical Management Studies in Latin America? Moving from epistemic coloniality to trans-discipline. *Organization*, 15(6): 932-935.
- Lee, B., & Cassell, C. (2017). Facilitative reforms, democratic accountability, social accounting and learning representative initiatives. *Critical Perspectives on Accounting*, 46, 24-37.
- Nkomo S (2011) A postcolonial and anti-colonial reading of 'African' leadership and management in organization studies: Tensions, contradictions and possibilities. *Organization*. 18(3):365-386.
- Nkomo, S.M. 2015. Challenges for management and business education in a "developmental" state: The case of South Africa. *Academy of Management Learning & Education*. 14(2): 242-258.
- Parker M (2016). Provincialising Manchester, or America strikes back. *Management Learning*. 48(3):364-367.
- Prasad A, Prasad P, Mills AJ and Mills JH (2015). Debating knowledge: Rethinking Critical Management Studies in a Changing World. In Prasad A, Prasad P, Mills A and Mills JH (Eds.), *The Routledge Companion to Critical Management Studies* London. Routledge. 27-66.
- Prasad, A. 2015 Toward decolonizing modern western structures of knowledge. In Prasad, A et.al (eds.) *The Routledge Companion to Critical Management Studies* London. Routledge 161-199. Oxon.
- Ruggunan, S. (2016) *Decolonising Management Studies: A Love Story*, in *Critical Management Studies in South Africa* Pretoria: AOSIS Publishers pp 103-138.
- Scobie, M., Lee, B., & Smyth, S. (2020). Grounded accountability and indigenous self-determination. *Critical Perspectives on Accounting*, 102198.
- Seremani, T. W., & Clegg, S. 2016. Postcolonialism, organization, and management theory: the role of "epistemological third spaces". *Journal of Management Inquiry*, 25(2), 171-183.
- Spicer, Alvesson & Karreman (2009) 'Critical Performativity: The Unfinished Business of Critical Management Studies', *Human Relations*, 62 (4), 537-60
- Voronov, M. (2008). Toward engaged critical management studies. *Organization*, 15(6), 939-945
- Westwood, R. 2006. International business and management studies as an orientalist discourse: a postcolonial critique. *Critical Perspectives on International Business*, 2(2):91-113.
- Westwood, R.; Jack, G.; Khan, F. & Frenkel, M. (Eds) 2014 *Core-periphery relations and organisation studies*. Basingstoke and New York: Palgrave Macmillan.
- Zanoni P, Janssens M, Benschop Y and Nkomo S (2010) Guest editorial: Unpacking diversity, grasping inequality: Rethinking difference through critical perspectives. *Organization*, 17(1), 9-29.