

ANTRITTSVORLESUNG



Univ. Prof. Claudio Biscaro, PhD

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Claudio Biscaro obtained his Ph.D. in Business at the University of Venice in 2013. He then worked at JKU Linz and at WU Vienna. His research focuses on the individual processes that lead to macro-level change. Primarily, he attends to language and cognition and studies how the encounter of ideas, words, and interpretations generate creative dynamics and social change. Currently, he investigates various phenomena varying from social issues to creativity and innovation. He has been a Visiting Scholar at the University of Oxford, at the University of Warsaw, and at the University of Southern California. His research has been published in several prestigious journals, among which Organization Science, Academy of Management Review, Plos One, and Environmental Research Letters.

Montag, 2. Mai 2022, 16.00 Uhr
Festsaal, Uni-Center, 1. Stock

Organizing through language. Exploring the power of metaphors, frames, and narratives in various folds of organizing

Language is one of the main instruments that are used to organize social activities. Contracts are laid out in written language, discussions lead to new ideas, common ground, facilitate problem-solving, and the negotiation of strategic directions. It is no surprise, therefore, that tropes and other linguistic structures such as frames, which are schemata of interpretations, or narratives play a major role in shaping both the nature of organizations and their performance. In this talk, I will walk you through the power of language in organizations. By revealing the performativity of language in various social activities (from science labs and public debates to online forums), I will show how and when language can be harnessed to produce change and how and when language can turn into a signal, used to thwart performance and action and reinforce the status quo. I will conclude by outlining some practical and theoretical implications.