

RGCS
RESEARCH GROUP ON COLLABORATIVE SPACES

G
GRENOBLE
ECOLE DE
MANAGEMENT
BUSINESS LAB FOR SOCIETY



CERAG
Université
Grenoble Alpes

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iae
Graduate School
of Management

THE METAMORPHOSIS OF CONTEMPORARY WORK: TIME AND SPACE DIMENSIONS OF AN ETERNAL RE-BIRTH

7th RGCS Symposium

26th January 2023 | 13 h 00 |

@Grenoble EM, Grenoble

27th January 2023 | 8 h 00 |

@Grenoble IAE, Saint-Martin-D'Hères



Symposium Program

Day 1 - p.m.



GEM Room E283



<https://grenoble-em.zoom.us/my/semarde283>

13h
13h30

Reception of Guests and attendees

13h30
14h30

Le Fabularium

By **Hélène Michel**

14h30
16h

General Assembly

16h
17h

Keynote intervention

Humans-in-the-Loop: Why users are Motivated to Make AI work, and Why it Matters

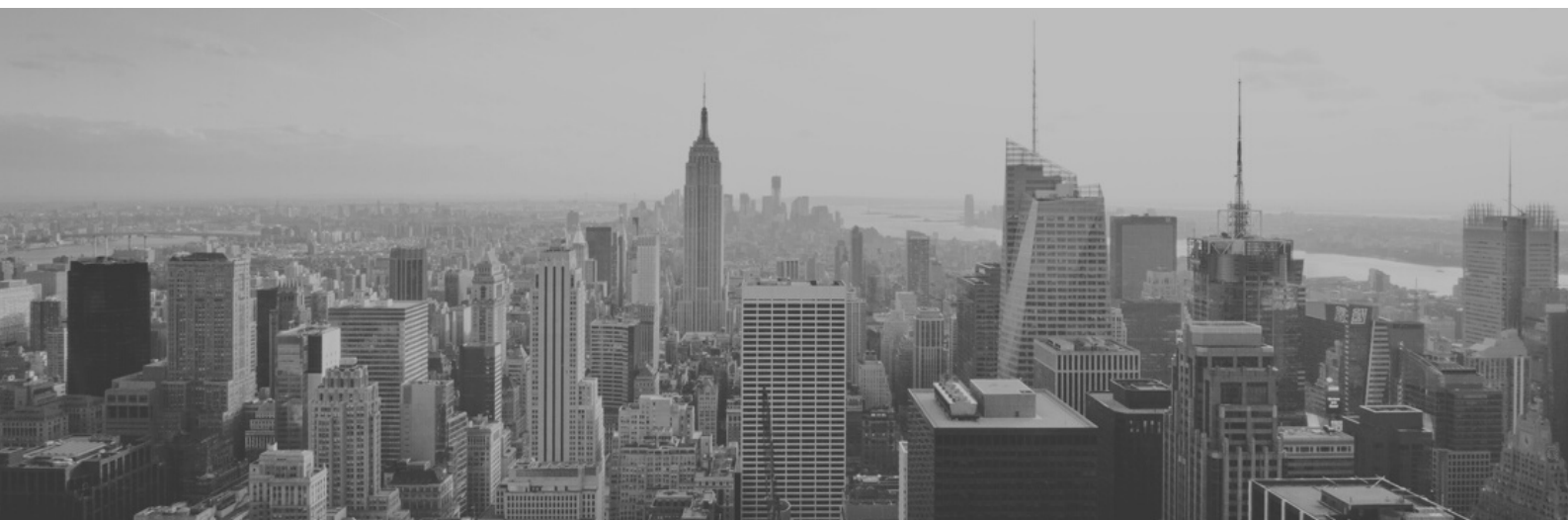
By **Paul Leonardi**



19h

Social Event @BRASSERIE NEPTUNE

6 Rue Bressieux, 38000 Grenoble





Symposium Program

Day 2 - a.m.

📍 **Grenoble IAE**

8h00
8h30

Reception of Guests and attendees

8h30
8h45

Welcome Address

📍 **AMPHI A**

8h45
9h45

Keynote Intervention

📍 **AMPHI A**

The metamorphosis of academic work: the long way towards design oriented processes

By **Valérie Chanal**

9h45
10h45

Academic Panel Discussion

📍 **AMPHI A**

Time and Space Dimensions of the Metamorphosis of Work

With **Nada Endrissat, Jenny Helin, Gazi Islam, Varda Wasserman**

10h45
11h

Coffee Break

11h
12h

Papers Discussion Parallel Sessions

📍 **Rooms
120,121,122**

Spatial practices, identity work

Session chair : **Adèle Gruen**

Session Co-chair : **Kenza ARAB**

📍 **Room 120 & 📺 Zoom**

**Difficulties/ contradictions
working from home**

Session chair : **Albane Grandazzi**

📍 **Room 121**

**Narrations and imaginaries across time and space: the organizational
perspective**

Session chair : **Isabelle Corbett-Etchevers**

📍 **Room 122**





Symposium Program

Day 2 – p.m.

📍 **Grenoble IAE**

12h

13h



Professional Panel Discussion

Future of Work 1

With **Maeva Tordo**, **Benjamin Chow-Petit**, **Kévin Bouchareb**, and **Sara Varländer**.

📍 **AMPHI A**



13h

14h

Lunch Break

14h

15h



Professional Panel Discussion

Future of Work 2

With **Emmanuelle Léon**, **Frédéric Petitbon**, **Peter Well**, and **Phillippe Mairesse**

📍 **AMPHI A**



BNP PARIBAS

15h

16h

Papers Discussion Parallel Sessions

📍 **Rooms 120,121,122 ; AMPHI A**

Hybridity, process philosophy, chronos

Session chair :

Emilie Hoareau

📍 **Room 120**

Rootedness, touch, presence, nature and



gardening

Room 121

Session chair :

Mickael Peiro

Co-creation of innovation across time



and space

Room 122

Session chair :

Sylvain Colombero

Timespace, process, openness and multiplicity

Session chair : **Fabien Canolle**



Amphi A

16h

16h15

Coffee Break

16h15

17h15

Keynote Intervention

Timespace x Digitality

By **Theodor Schatzki**

📍 **AMPHI A**





Program Details

Keynote Interventions Details

Keynote 1

Humans-in-the-Loop: Why users are Motivated to Make AI work, and Why it Matters

Speaker : **Paul Leonardi**

The vision for artificial intelligence perpetuated by science fiction is that AI technologies function completely autonomously and apart from any human input or control. However, in reality, almost all AI technologies rely on intensive human feedback to develop and perpetuate the robust machine learning models that make them work. In this talk, I discuss how and why users choose to participate in the production of AI systems even when it is in their best interest not to. I discuss implications of these practices for the changing nature of work and for the implications of ongoing development and use of AI in organizations.

Keynote 2

The metamorphosis of academic work: the long way towards design oriented processes

Speaker : **Valérie Chanal**

Keynote 3

Timespace X Digitality

Speaker : **Theodor Schatzki**

Does the relentless digitalization of contemporary life challenge extant theories of society? My talk indirectly addresses this issue by considering the fate, under digitalization, of certain ideas and phenomena discussed in my 2010 book, *The Timespace of Human Activity*. Among the matters it considers are the doubling of activity and teleology that can accompany actions carried out through digital media such as games; how digitalization can wither practices and destroy their ceremonial character; how the incorporation of digital devices can disrupt timespace and the social infrastructure of interwoven timespaces; and what notions of space are needed to conceptualize the digitalized practice nexuses that increasingly compose social life.





Session 1 : Spatial practices, identity work

Session Co-chair : **Kenza ARAB**

- ## Session 2 : Difficulties/ contradictions working from home

Session chair : **Isabelle Corbett-Etchevers**

- Beyond purpose and profit: Re-politicizing a social enterprise through a metamorphosis of its imaginaries, by **Thibault Daudigeos, Claire Le Breton, Hélène Picard, and Genevieve Shanahan.**
- Recognizing new ways of living: the integration of patients' and healthcare providers' narratives in palliative care, by **Fabien Canolle, Brenda Bogaert, and Didier Vinot.**
- Why should scholars and practitioners consider Bricolage as Arrangements in organizations?, by **Sylvain Colombero, Raffi Duymedjian, Isabelle Né, and Aura Parmentier-Cajaiba.**





Program Details

Research Papers Discussion details (2/2)

Session 4 : Hybridity, process philosophy, chronos

Session chair : **Emilie Hoareau**

- What's hybrid in hybrid work? Experiencing a sense of co-presence beyond place in a consulting firm, by **Leo Bancou and Amelie Gabriagues**.
- Pets at work: a dog-centered ethnography, by **Hélène Michel** and **F.B. Collie**.
- Breaking the rhythm: Developing a sense of shared present by mutually tuning-in, by **Stephanie Heitmann**.

Session 5 : Rootedness, touch, presence, nature and gardening

Session chair : **Mickael Peiro**

- Lo(o)se control! Embodied organizing as letting be, by **Nilo Coradini de Freitas**.
- Emancipation in the polytemporal world of slashers, by **Marine Dagorn**.
- Back to the "analog roots"? Presence and sense of space in nature, **Carole Steiner, Nada Endrissat, and Lorenz Affolter**.

Session 6 : Co-creation of innovation across time and space

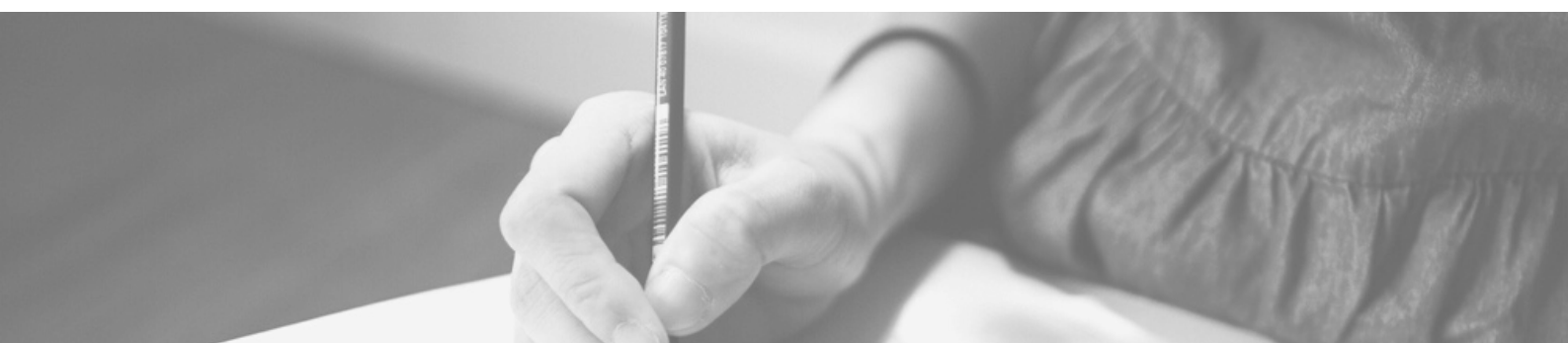
Session chair : **Sylvain Colombero**

- User experience in online innovation communities, by **Zoé Masson and Guy Parmentier**.
- Unpacking business model challenges of fablabs and makerspaces in urban and rural areas, by **Valeria Dammicco, Costantino Romeo, and Thierry Rayna**.
- The afterworld will happen - in the eyes of leaders, by **Rose Ollivier**.

Session 7 : Timespace, process, openness and multiplicity

Session chair : **Fabien Canolle**

- What is hybrid working about? First insight from a chronotopic perspective, by **Gislène Feiten Haubrich**.
- Time to lose a sense of place? Ethnography of a walk on the forecourt of Beaubourg, by **François-Xavier de Vaujany**.
- Emplacedness, meaning, and the future of work - cultivating new modes of touching and belonging at SecureCo, by **Camilla Noonan and Séamas Kelly**.





Our Keynote Speakers



Paul Leonardi, the Duca Family Professor of Technology Management at UC Santa Barbara and the director of the Ph.D. program in Organization Studies within the Department of Technology Management. He is interested in how implementing new technologies and harnessing the power of informal social networks can help companies take advantage of their knowledge assets to create innovative products and services. **Paul Leonardi** has authored four books and more than 60 articles that have appeared in top journals across the fields of Management, Communication, and Information Systems. He also regularly publishes his work in Harvard Business Review and MIT Sloan Management Review.



Valérie Chanal, Professor of Strategic Management, Innovation, and Creativity at Université Grenoble Alpes. She is head of the Innovative Pedagogy and Interdisciplinarity programme at Grenoble Graduate School of Management and Scientific coordinator of the Promising Project, a project dedicated to developing training programs for innovation and creativity. Her research interests include strategic management, innovation, creativity, and knowledge management among teams and organizations.



Ted Schatzki, Professor of Geography, and of Philosophy and Sociology. He is former Senior Associate Dean in the College of Arts & Sciences, former Chair of the Department of Philosophy, and cofounder and former codirector of the University's Committee on Social Theory. His current research interests are a practice-theory-of-institutions account of blockchain and, more generally, algorithmic organization; the digital mediation of social relations and associations; and the conceptions of space needed to understand digitalized society. **Schatzki** is the author of five books and numerous articles on social topics such as flat ontology, large social phenomena, institutional theory, social change, materiality, and governance, as well as many essays on human action and the philosophies of Wittgenstein and Heidegger.





Our Guests From Academia



Gazi Islam, Professor of Business Administration at Grenoble Ecole de Management. His current research interests include the organizational antecedents and consequences of identity, and the relations between identity, group dynamics and the production of group and organizational cultures. His work has been published in journals such as *Organization Studies*, *Leadership Quarterly*, *Organization*, *Human Relations*, *The American Journal of Public Health*, *Journal of Business Ethics*, and *American Psychologist*.



Nada Endrissat, Research Professor at the Institute New Work, Bern Business School. Nada has held visiting positions at the University of the Sunshine Coast, Australia (2019-2020); Université du Québec à Montréal, Canada (2017); the University of California, Irvine (2016); and Macquarie Graduate School of Management, Sydney (2008). She focuses her research on new spaces of work, new work identities, and human-machine configurations.



Varda Wasserman, Organizational sociologist and head of the management field in the Department of Management and Economics at the Open University of Israel. Currently, she is engaged in the field of critical management studies (CMS), mainly in the examination of power relations in organizations and the ways they are challenged. She is currently the President's Advisor for Gender Equity and the Chair of the Organizations and Labor Community at the Israel Sociological Association.



Jenny Helin, Associate Professor in Organisation in the Department of Business Studies, Uppsala University, Sweden. She is currently involved in two research projects: one about generosity in local development and another about non-digital organising. Besides, **Jenny** holds a great interest in collaborative research methods and explores academic writing that goes beyond the traditional, masculine academic language, logic and culture. Moreover, she is the director of GRASS, Uppsala University Graduate Studies in Sustainability Studies.





Our Guests From Industry

**Photo
Manquante**



Maeva Tordo

Head of Blue Factory

**Photo
Manquante**



Kévin Bouchareb

Director Future of Work

**Photo
Manquante**



Benjamin Chow-Petit

Active contributor

**Photo
Manquante**



Sara Varländer Winderstorm

Director of Workplace
Strategy

Head of Design (Interim)

**Photo
Manquante**



Emmanuelle Léon

Professeur à l'ESCP Business
School

Directrice de la chaire Re-
inventing work (BNP Parisbas)

**Photo
Manquante**



Frédéric Petitbon

Consultant et associé
Responsable du club New
Ways of Working

**Photo
Manquante**



Peter Well

Head of education



Phillippe Mairesse

Co-Chair of UNESCO





GEM Venue Details

Venue

Grenoble Ecole de Management
12 Rue Pierre Semard, 38000 Grenoble

Access

Tramway A - Gares Station
Tramway A - Saint Bruno Station
Tramway B - Palais de Justice Station
Bus C5 - Palais de Justice Station

Event partners



GRENOBLE ECOLE DE MANAGEMENT



Grenoble IAE Venue Details

Venue

Grenoble IAE

Domaine Universitaire, 525 Av. Centrale, 38400 Saint-Martin-d'Hères

Access

Tramway B - Gabriel Fauré Station

Tramway C - Gabriel Fauré Station

Bus 83 - Gabriel Fauré Station

Bus 23 - Bibliothèques Universitaires Station

Bus C5 - Bibliothèques Universitaires Station

Bus C7 - Bibliothèques Universitaires Station

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