

## Seminar: Counter Narratives in and around organizations

**Time and place:** 3-4 November, 2014, University of Southern Denmark, Kolding

**Contact:** Please contact Pernille Dahl Kragh (pdk@sdu.dk) for practical matters.

**Register:** [http://www.sdu.dk/om\\_sdu/institutter\\_centre/c\\_narratologi](http://www.sdu.dk/om_sdu/institutter_centre/c_narratologi)

**Deadline:** October 20, 2014. The seminar is free of charge.

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### Monday, November 3

**10:00-10:15** Per Krogh Hansen, Head of Department of Design and Communication: Welcome

**10:15-11:15** **David Boje, New Mexico State University: Key note speaker**

**11:15-12:00** Cindie Maagaard (Associate Professor), Astrid Jensen (Associate Professor) and Rasmus Kjærgaard Rasmussen (Assistant Professor): Metaphor, narrative and counter-narrative as organizational resources: Realizing the productive potential of paradox.

**12:00-13:00** Lunch

**13:00-13:45** Marita Svane, Associate Professor, Antenarrative Cultural Dynamics in Strategizing-Organizing

**13:45-14:30** Marianne Wolff Lundholt, Associate Professor: Counter-narratives – what tensions are made of!

**14:30-14:45** Coffee

**14:45-15:30** Trine Susanne Johansen, Associate Professor: Countering the organizational self: context and intertext in consumer narrations

**15:30-17:00** Workshop: Fieldwork and Methodology, by **David Boje and Timothy Kuhn**

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### Tuesday, November 4

**9:00 - 9:15** Steffen Nordahl Lund, Head of Department of Language and Communication: Welcome

**9:15 -10:15** **Tim Kuhn, Boulder University, Colorado: Key note speaker**

**10:15-11:00** Rasmus Kjærgaard Rasmussen, Assistant Professor: “You cannot brand a nation” – a case study of the counter narratives of the nation branding recipe in a Danish government department.

**11:00-11:15** Coffee

- 11:15-12:00** Birgitte Norlyk, Associate Professor: Narratives in action: How potential design entrepreneurs experience the negotiation of identities and values in the cross-field of individual, professional, and business narratives
- 12:00-12:45** Sanne Frandsen (Post.doc.) and Didde Humle (Post.doc.): Organizational identity and legitimacy negotiations through dominant and counter-narratives
- 12:45-13:00** Farewell

*This seminar has been sponsored by:*

Department of Design & Communication, University of Southern Denmark  
Department of Language & Communication, University of Southern Denmark  
The faculty of Humanities, University of Southern Denmark