

Public Sphere, Crowd Sentiments and the Brain

A Public Lecture Series at Copenhagen Business School

Sponsored by the Public-Private Research Platform

Recent discussions in both strategic management and critical management studies have hailed the coming of a new era of democratized forms of the co-creation of value within business systems, an era of democratic participation of consumers and citizens as professional consumers ('prosumers') and co-creators of innovation. Behind this reassessment of value-creation structures lies the justified frustration with contemporary forms of capitalism and its lack of attention to social justice and environmental sustainability. Many contributors to these debates, like Eric von Hippel, Adam Arvidsson, C. K. Prahalad, and Russell L. Ackoff, suggest that the restructuring of capitalism around modes of public deliberation stands a higher chance of meeting future needs for more sustainable, responsive, flexible, and globally inclusive forms of economic organizing.

Curiously, these visions rely on the notion of 'productive pubatual crowds. The production of an open-access software, the targeting of a misbehaving corporation through a Facebook campaign, and the emergence of a crowd-sourced service or product through the interaction between firms and twitter- and wiki-communities all have in common the assumption that there exists what James Surowiecki has called the 'wisdom of the crowds'.

The remarkable return of 'the crowd' and its wise foolishness is the subject of this public lecture series which aims to bring together researchers and activist to discuss the themes of public sphere, crowd behaviour, economic organizing, and recent advances in neuroeconomic and neuromarketing research. The lecture series aims at widening the conversation about how much crowd psychology there is in current neuroeconomic and neuromarketing research, and what the return of fin-de-siècle crowd psychology means for the ontology, methodology and axiology of theorizing in contemporary management and organization research. In the same vein, our guest lecturers will raise the question whether the rapidly growing interest in neuroscientific methods in economics, marketing and management might provide the stimulus for the integration of social and natural sciences.

24 October, 3-5pm, Porcelaenshaven 18B, Room 3.135

Adam Arvidsson, University of Milano

'Influence without Charisma: on the Sociality of Social Media'

Adam is a Professor of Sociology at the University of Milano. He is the author of *Brands: Meaning and Value in Media Culture* (Routledge 2006), and has published on social production, 'creativity' and creative industries, and the political economy of cognitive capitalism in general. His latest book on the *Ethical Economy* is from Columbia University Press (September 2013). The presentation will be followed by a wine reception and the launch of Adam's latest book, *The Ethical Economy: Rebuilding Trust after the Crisis*.

7 November, 3-5pm, Porcelaenshaven 18B, Room 3.135

Andreas Roepstorff, Aarhus University

'Influencing Influence and affecting Affects: interactive Dynamics in Cognition, Emotion and Choice'

Andreas is Professor of Neuroscience at the Interacting Minds Centre of Aarhus University's Department of Culture and Society. His research is based on both clinical and non-clinical studies of intersubjectivity and explores the interaction between cognition, communication and choice. His publications have appeared in, amongst other outlets, the *Journal of Neuroscience*, *Frontiers in Decision Neuroscience*, *Brain and Language*, and *NeuroImage*.

14 November, 3-5pm, Porcelaenshaven 18B, Room 3.135

Sebastian Vehlken, Lüneburg

'Zootechnologies: a Media History of Swarm Intelligence'

Sebastian is Junior Director of the Institute for Advanced Studies in Media Cultures of Computer Simulation (mecs), Leuphana University Lüneburg. In 2010, he finished his Ph.D. thesis on a media history of biological and computational swarm research at Humboldt University Berlin. His main research interests focus on a media history of agent-based modelling and simulation, scientific visualization, the history and epistemology of supercomputing, and oceans as media environments.

5 December, 3-5pm, Porcelaenshaven 18B, Room 3.135

Claudia Aradau, King's College London

'"Crowded places are everywhere we go": emergency, crowds, (de) politicisation'

Claudia is a Senior Lecturer in International Relations at KCL, where her research interrogates contemporary developments in the international sphere - from the governance of mobility and the prevention of human trafficking to practices of counter-terrorism - in order to explore their political effects for democracy and justice globally. Her most recent book is entitled *Politics of Catastrophe: Genealogies of the Unknown* (Routledge, 2011).

Organizers:

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