

Making Things Valuable (MTV) Workshop // Program

Organized by the Department of Organization and the Department of Operations Management

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Thursday, November the 29th, Location Kilen 4.74

12.30 - 13.00 : Welcome, introduction and program

13.00 – 14.00 : Peter Miller, LSE, *The territories of accounting*

14.00 – 15.00 : Paulo Quattrone, IE Business School, *In praise of doubt: accounting as a maieutic machine*

15-15.30 : Coffee break

15.30-16.30 : Wendy Espeland, Northwestern University, *Value is Verb: Quality, Qualifying and Institutionalizing our Values*

16.30-17.30 : David Stark, Columbia University, *Satisfaction Guaranteed: Malls and Megachurches*

17.30- 18.00 : Reflections & comments

Friday November the 30th, Location Kilen 1.43

08.30 – 09.30 : Martha Poon, LSE, *Statistically discriminating without discrimination*

09.30 – 10.30 : Lucien Karpik, Ecole Nationale Supérieure des Mines de Paris, *Values and calculation*

10.30 – 11.00 : Coffee break

11.00 – 12.00 : Celia Lury, Warwick, *Self-evaluating media: data to act with*

12.00 – 13.00 : Vincent Lépinay, *A theory of literal goods*

13.00 – 13.30 : Break (light lunch will be served)

13.30 – 14.30 : Noortje Marres, Goldsmiths, *Crafting multivalence: Locative devices and the specification of the environment*

14.30 – 15.00: Reflections, comments & conclusion of the event

Rationale for the event

Scholars from accounting, the social sciences and the humanities have analyzed accounting practices as technologies that make invisibles visible and render intangibles tangible. Through providing representations, accounting brackets reality into manageable objects and opens them up for management intervention. While accounting forms the basis of management control techniques it has an important limitation: by and large it accounts for economic value only.

Recently, organization theorists, cultural anthropologists and economic sociologists have developed convincing arguments that value should be understood as a plural word. 'Pricing' things is just one way of signifying value; yet socio-economic reality is constituted through different 'orders of worth' that are grounded in the way people 'praise' and 'prize' things. Social conventions shape markets (eg for fitness studios, luxury products or whale watching) more than economic utility calculations. In the cultural economy, production of aesthetic value is inextricably linked with economic value creation. Wealth creation in social networks relies on a social logic of production that is increasingly traceable with the use of software agents and visualization modules.

Such a plurality of values asks for multiple evaluation practices and calculative devices that can account for a plurality of (sometimes contradicting) values simultaneously. The workshop aims to make a contribution to this theoretical context through debating practices of evaluation, different evaluation devices and cultures, and the design of visualization techniques that make values tangible.

Acknowledgment

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