

## Call for papers for special issue of *Qualitative Research in Organizations and Management*



### Qualitative Research: Exploring the Visual in Organizations and Management

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#### Objectives:

The role of the visual has been strangely neglected in organizational research despite having a healthy provenance in the arts and social sciences more generally - for example, in philosophy (Barthes, 1997; Baudrillard, 1985), sociology (Foucault, 1966), psychoanalysis (Lacan, 1988) and cultural theory (Berger, 1972; Mitchell, 1994). This special issue aims to bring together high quality papers that critically address the role of the visual across all aspects of qualitative organization and management studies. Its contribution to the field would be as follows:

1. To raise awareness of the potential of visual methods to organization and management studies;
2. To raise awareness of the ways in which organizations use visual media for a variety of strategic, rhetorical or other purposes;
3. To provide examples of innovative research and practice to inspire qualitative organizational researchers and assist in the development of alternative conceptual ideas and perspectives;
4. To be the first dedicated journal issue in the organization and management research literature entirely focussed upon visual research and its methodologies.

#### Scope:

Since this will be a ground-breaking collection serving as an introduction to the subject, we invite contributions that address a wide range of perspectives and ideas relating to the visual within organization and management studies. Criteria for inclusion will (in addition to the usual QROM criteria) include: (1) originality of subject matter or approach; (2) critical engagement with the topic; and (3) contribution to qualitative research in the organization and management field. We also hope to place particular emphasis on creative and innovative approaches – including those that criticise the desirability of increasingly visualised organizational communication.

An indicative, but not exhaustive, list of what we see as potential questions or approaches of interest is given below:

- Reflections of the image-dominated society within organizations
- Use of the visual for strategic objectives
- Organizational architecture
- The visual as a psychological enabler, in the management of employee relations, for example
- Organizational use of the visual and the internet
- The visual and IT
- The promotion of intangibles through visual means
- The role of the visual in branding
- Organizational aesthetics management
- Organizational visual identity
- The role of the visual in organizational history
- Theoretical and methodological insights from other disciplines, applied to an organization and management context
- The development of a conceptual language with regard to the role of the visual



Papers submitted should be based no longer than **9000 words** (including notes and bibliography) and based on qualitative material and qualitative methods and analysis, incorporating an explicit methodological focus and submitted to: [jane.davison@rhul.ac.uk](mailto:jane.davison@rhul.ac.uk) by **1<sup>st</sup> November 2010** (Anticipated publication date **May 2012**)