

Contents

<i>Contributors</i>	vii
<i>Preface</i>	xii
1 History of management – what is the future for research on the past? <i>Marie-Laure Djelic</i>	1
2 In search of what accounting is <i>not</i> : speculations on the future of valuing, transparency and a new aesth-etics for governing capitalism and democracy <i>Paolo Quattrone</i>	11
3 From marketing to ‘market-things’ and ‘market-ITing’: accounting for technicized and digitalized consumption <i>Franck Cochoy, Jan Smolinski and Jean-Sébastien Vayre</i>	26
4 Stepping on the toes of giants, or how to review the future of strategy research <i>Martin Kornberger</i>	38
5 Humanistic management <i>Monika Kostera</i>	48
6 Well-trodden paths and roads less traveled: research directions for gender in management and organization <i>Yvonne Benschop</i>	59
7 Making humans and nonhumans talk in diversity research <i>Andreas Diedrich</i>	69
8 Organizational communication: a wish list for the next 15 years <i>François Cooren</i>	79
9 Digital work: a research agenda <i>Wanda J. Orlikowski and Susan V. Scott</i>	88
10 Global and comparative studies of organization and management: moving from ‘sameness or difference’ to ‘glocalization and orientation’ <i>Gili S. Drori</i>	96
11 Waste management: the other of production, distribution and consumption <i>Hervé Corvellec</i>	107

12	Art, aesthetics and organization <i>Timon Beyes</i>	115
13	Popular culture and management: the provocation of SpongeBob SquarePants <i>Carl Rhodes</i>	126
14	Invisible organizations – a research agenda <i>Christopher Grey and Jana Costas</i>	136
15	Towards an alternative Business School: a School of Organizing <i>Martin Parker</i>	147
	<i>References</i>	155
	<i>Index</i>	185