

Edge

creation and
valuation of
novelty at
the margins



International Conference
Berlin | 21-22 Nov 2019

Cities are routinely eulogized as harbingers of progress and emancipation, as the locus of innovation and creativity. And, in fact, the historical record of cities in engendering artistic, scientific or societal creativity from the ancient Greece polis over Renaissance Florence, Modern Art Paris to New York's 'Warhol Economy' is impressive. More recently, though, discords began to mingle with the harmonious choir praising the allegedly greatest invention of humanity. The fixation with the unique affordances of urban places, as the critique maintains, has systematically impoverished our understanding of creativity in the periphery. To rectify this urban bias, a veritable stream of research initiatives has been launched more recently to push the focus of scholarly debate on creativity from center to periphery, from the urban to the rural. While this challenge of the ontological privilege of the center appears overdue, Edge is not intended to simply shift the view-finder of academic inquiry from one static territorial category to another. Edge rather pursues three more ambitious aims.

First, Edge seeks to push beyond the prevailing perception of periphery as the non- and the beyond-center. The term periphery routinely amounts to hardly more than a residual category for deficient places suffering from a fundamental lack of those quintessential urban qualities that fuel innovation: Jacobs-externalities, Florida-amenities, and Glaeser-density. The first aim of Edge is to critically interrogate this narrow perception, and to move from a deficiency-fixated to an asset-based conceptualization of peripherality. Second, Edge aims at challenging the prevailing understanding of centrality and peripherality as adamant fate sealed by geography and history. Actors might deliberately choose a peripheral position as outsider to shield their creativity from the conformist pressures of the mainstream. Moreover, creative outsiders who transit between center and periphery might catalyze shifts in evaluative frames, and what previously used to be disdained as periphery morphs into a center of a new creative movement. Third, Edge probes into the interrelations between generation and valuation of novelty, and elucidates the dynamic interdependencies between center and periphery: Although peripherality might benefit the inception of novelty, centrality is essential for the valuation and authentication of the value of the novelty.

Gernot Grabher | Hafencity University Hamburg

Oliver Ibert | Leibniz Institute for Research on Society and Space



PROGRAM

November 20, 2019 | IRS International Lecture on Society and Space

4:00 - 6:00 pm **Chris Gibson** | University of Wollongong, Australia
**Experiments at the Edge: Ecological Crisis, Resource Security,
and Core-Periphery Dynamics in Global Production Networks**

November 21, 2019 | Places

09:00 am **Gernot Grabher** | HafenCity University Hamburg
Oliver Ibert | Leibniz Institute for Research on Society and Space, Erkner
Welcome and Introduction

| Session 1

09:30 am **Amanda Kolson Hurley** | Author and Journalist, Washington, DC
Radical suburbs and the freedom of the margins

10:15 am **Candace Jones** | University of Edinburgh
Edinburgh: novelty and marginality at the center

11:00 am Coffee Break

11:30 am **Richard Shearmur** | McGill University, Montreal
**Innovation in the geographic periphery:
optics and relationships**

12:15 **Thilo Kang** | Leibniz Institute for Regional Geography, Leipzig
**Towards a hybrid conceptualization of innovation geographies:
knowledge sourcing**

1:00 pm Lunch

| Session 2

2:00 pm **Stoyan V. Sgourev** | ESSEC Business School, Paris
**An upheaval in the north: when ideas at the core are radicalized at
the periphery**

2:45 pm **Heike Mayer** | University of Bern
Slow innovation in Europe's peripheral regions

3:30 pm Coffee Break

4:00 pm **Andy Pike** | Newcastle University
**Mixing, mutating and innovating managerial, entrepreneurial and
financialized governance in peripheral cities**

4:45 pm **Jakob Eder** | Austrian Academy of Sciences, Vienna

Michaela Trippl | University of Vienna

**Rethinking innovation in the periphery:
asset-driven or challenge-driven?**

5:30 pm

Ariane Berthoin Antal | Berlin Social Science Center (WZB)

Julian Hamann | Leibniz University Hannover

**Playgrounds and serious work in academia: an essay and research
agenda**

November 22, 2019 | Journeys

| Session 3

09:00 am

Markus Perkmann | Imperial College, London

Who gets admitted? The gatekeeper effect in peer accreditation

9:45 am

Gino Cattani | New York University

Simone Ferriani | Università di Bologna

**The legitimation of novelty: a research agenda on the journey of
novelty from the margins to the core**

10:30 am

Coffee Break

11:00 am

Chad Alan Goldberg | University of Wisconsin-Madison

The creative agent on the margin of two cultures

11:45 am

Felipe G. Massa | Loyola University, New Orleans

**Explaining the escalation of networked activism through repertoire
reconfiguration**

12:30 pm

Lunch

| Session 4

1:30 pm

Ugo Corte | University of Stavanger

**Interaction rituals, interpersonal relations, and creative work in
collaborative circles on the margins of a field**

2:15 pm

Gino Cattani | New York University

Simone Ferriani | Università di Bologna

Overcoming the liability of novelty: the power of framing

3:00 pm

Coffee Break

3:30 pm

David Stark | Columbia University, New York

Creation and valuation of novelty at the margins: reflections

4:30 pm

The future of Edge

5:00 pm

Farewell



PRE-CONFERENCE EVENT

November 20, 2019 | IRS International Lecture on Society and Space



Chris Gibson |
University of Wollongong, Australia

Experiments at the Edge: Ecological Crisis, Resource Security, and Core-Periphery Dynamics in Global Production Networks

Qualities of distance, proximity, isolation and connection materially shape political economies of innovation, and infuse how actors view their activities within networks of production, exchange and mobility. The peripheral presents challenges and frustrations, but also freedom from metropolitan norms. For over two decades, Professor Chris Gibson has explored aspects of creative production in peripheral regions in such light. In this lecture, however, he focuses on disruptions to existing arrangements, new and unanticipated, that arise from ecological crises and accompanying regulatory responses. Emblematic of Anthropocene economic geographies, upstream disruptions to resource flows challenge existing norms and practices in downstream production, reconfiguring core-periphery relations throughout global networks.

Chris Gibson will illustrate from a long-term project and forthcoming book which “follows” the guitar from factory to tree, encompassing musical instrument design, manufacturing, resource processing, timber procurement and upstream forest management. In guitar-making there are serious issues of resource scarcity, illegal logging, and sustainable timber use. Heightened environmental regulation and restrictions on trading endangered species has forced upstream material resource suppliers and manufacturers to reassess methods and reevaluate practices. Traditional hubs of manufacturing, and dominant lead firms, have been slow to react. Meanwhile, amidst disruptions to established industry practices, significant innovations arise from ostensibly peripheral actors in scattered places who respond to volatile circumstances by experimenting with new forestry techniques, alternative materials and collaborations with Indigenous resource owners. Conceptions of the peripheral thus shift once the analytical frame is questioned, and empirical scope widened from traditional centres of product innovation “all the way out” to the forest.

Chris Gibson is Professor of Human Geography at the University of Wollongong, and Executive Director of the interdisciplinary research program, Global Challenges: Transforming Lives & Regions. His research focuses on spatial cultural economy, creative industries, music, and more recently, manufacturing, in the context of uneven development and growing socio-ecological volatility. His books include *Sound tracks: popular music, identity and place* (Routledge 2003), *Creativity in peripheral places: redefining the creative industries* (Routledge, 2014), and a forthcoming book for the University of Chicago Press, *Following guitars from factory to forest*.

CONFERENCE

November 21, 2019



Gernot Grabher |
HafenCity University Hamburg

Oliver Ibert |
Leibniz Institute for Research on Society and Space, Erkner

Welcome and Introduction

Gernot Grabher is Head of the Research Unit Urban and Regional Economics at the HafenCity University Hamburg (HCU). Previously he held positions, amongst others, at the University of Bonn, King's College London and the Wissenschaftszentrum Berlin (WZB). He was also visiting professor at Columbia University, Cornell University, the Santa Fe Institute, the University of Toronto, the Copenhagen Business School and Zhejiang University. Gernot is co-editor of the Routledge *Regions and Cities* book series and was co-editor of *Economic Geography*. He was born at the very edge of Austria in Vorarlberg.

Oliver Ibert is Director of the Leibniz Institute for Research on Society and Space (IRS), Erkner and Professor of Socio-Spatial Transformation at the Brandenburg University of Technology Cottbus-Senftenberg. Before he held positions at the Freie Universität Berlin (in joint affiliation with the IRS), the University of Bonn and the University of Oldenburg. He was also a Halsworth Visiting Professor at the University of Manchester and Visiting Professor at the University of Toronto. Oliver is co-editor of *Raumforschung und Raumordnung/Spatial Research and Planning*. He was born in the plains of North-Western Germany in a small and windy place called Brake/Unterweser.





Amanda Kolson Hurley |
Author and Journalist, Washington, D.C.

Radical suburbs and the freedom of the margins

American suburbs are usually associated with conservative norms. But through U.S. history, the urban fringes have supported communities – led by dissenters, utopians, and reformers – that challenge rather than reinforce the status quo. This tradition contests widely held assumptions about “suburban values.”

In this paper, I will describe two unusual suburbs of the early 20th century: the Stelton anarchist colony in central New Jersey and the New Deal model town of Greenbelt, Maryland. The former was improvised, a bottom-up experiment with little formal planning or architecture, while the latter was conceived by the U.S. government down to the smallest detail. But in both places, community members seized the chance to take on new personal roles while working toward an egalitarian vision. And both were shaped by their continuous back-and-forth with the big city—economic, social, cultural.

The Stelton colonists set up on-site cooperatives and farmed, but many still commuted to jobs in New York City. The nearness of New York was a financial lifeline that let them focus on the anarchist education of their children, while a degree of removal brought safety from the urban authorities. In Greenbelt, the ordinary men and women chosen as Roosevelt’s tenants felt charged with a deep responsibility as pioneers of “the town of the future,” and energetically built new civic institutions, fostering a shared, distinctive Greenbelt identity that still endures.

In conclusion, I will assess the potential for new suburban experimentation and dissent in an era of pronounced urban gentrification.

Discussant | **David Stark**

Amanda Kolson Hurley is an American journalist specializing in architecture and urban issues. Her book *Radical Suburbs*, on progressive and utopian suburban communities of the 19th and 20th centuries, was released in April 2019. Hurley is currently an editor at *CityLab*, the online urban-affairs publication of *The Atlantic*. Her writing has appeared in *The Washington Post*, *The American Scholar*, *Places*, and many other publications. In 2017, she won the American Institute of Architects’ Conroy Prize for architectural writing. She lives in the suburb of Silver Spring, Maryland, near Washington, D.C.

November 21, 2019 | Session 1



Candace Jones |
University of Edinburgh

Edinburgh: novelty and marginality at the center

The Edinburgh festivals have become world reknown and precipitated a series of imitative festivals, especially “Fringe” festivals around the world. What is less well understood is that the Fringe festival, which highlights new acts and marginal actors, evolved and works well because of its contrast and co-occurrence with the original founding festival-Edinburgh International Festival, which emphasizes creative performing arts and artists at the center. It is this interplay between centrality and marginality, between different models of festivals, and the complementarities and tensions that enabled Edinburgh to become the festival city.

Discussant | **Andy Pike**

Candace Jones is the Chair of Global Creative Enterprise at the University of Edinburgh Business School. Her research interests include creative industries and professional services from the lenses of networks, vocabularies, institutional logics, and materiality. She has published in *Academy of Management Review*, *Academy of Management Annals*, *Administrative Science Quarterly*, *Journal of Organizational Behavior*, *Organization Science*, *Organization Studies* and *Poetics*. She co-edited the Oxford Handbook of Creative Industries. She is on the Editorial Review Boards of *Academy of Management Review*, *Journal of Professions and Organization*, *Organization Science* and *Organization Studies*. She is currently Past Division Chair for Organization and Management Theory Division, Academy of Management. She has co-convened the Creative Industries subtheme at EGOS with Silviya Velikova Svejenova since 2002. With Eva Boxenbaum, Renate Meyer and Silviya Svejenova, she was awarded a grant of \$797,529 to study “The Impact of Material Artifacts and Visual Representations on the Institutionalization of Innovations” by the Danish Council for Independent Research.





Richard Shearmur |
McGill University, Montreal

Innovation in the geographic periphery: optics and relationships

Amongst urban and economic geographers the accepted wisdom has been that innovation and creativity blossom in cities because of their density, diversity, cultural openness and global connections. The corollary of this belief is that innovation and creativity cannot flourish in peripheral or small town locations. Empirical observation does not support these straightforward claims: innovation and creativity occur in places distant from metropolitan areas. However, they are less visible, and often do not stimulate the local economy or community. In this paper I first suggest that innovative activities occurring in non-metropolitan are easy to overlook for a straightforward optical reason: they are less visible *because* they are not clustered or geographically concentrated. They are also easily overlooked because researchers are often themselves situated (geographically and relationally) in proximity to urbanized power bases and gatekeepers: they are therefore more attuned to urban perceptions of what innovation should be. I then turn to the process of innovation itself: *how* does innovation in geographically distant settings differ from innovation in more urban settings? It tends to rely to a greater extent on internal capacity, slow information and local know-how. Furthermore, certain geographically isolated innovators are situated towards the center of niche or specialized networks and relationships.

Discussant | **Simone Ferriani**

Richard Shearmur is an economic geographer and urban planner, currently director of McGill's School of Urban Planning. His work focusses on the geographic location of economic processes, whether innovation, employment or economic growth. His recent books include the *Handbook on the Geographies of Innovation* (2016, Edward Elgar, with D.Doloreux and C.Carrincazeaux) and *L'Innovation Municipale* (2019, Presses de l'Université de Montréal, with G.Beaudet). He has published extensively on the geography of innovation, intra-metropolitan employment location, and regional development. He is currently researching the new locations of work activities within metropolitan areas, processes of innovation within municipal organizations, and the geographies of innovation processes.

November 21, 2019 | Session 1



Thilo Lang | Leibniz Institute for Regional
Geography, Leipzig

Towards a hybrid conceptualization of innovation geographies: knowledge sourcing of hidden champions in Germany

Traditionally, the debate about the relation between innovation and space in economic geography has put a strong emphasis on geographical proximity and territorial models of innovation. Thereby, geographical proximity is not only considered a facilitating element but often regarded as a pre-condition for successful innovation. Only in the past years, this position has been criticized for over-emphasizing the relevance of agglomeration and structural preconditions for knowledge sourcing.

The contribution calls for a more balanced view on five major dichotomies relevant for the conceptualization of innovation geographies: core/periphery; interactive/non-interactive; structure/agency; open/ secluded; proximity/distance. In current conceptualizations there is usually a bias towards the first element of these dichotomies. Informed by a literature review on 'peripheral innovation' the contribution draws on recent results of the research project "Peripheral but Global: World Market Leaders outside of Agglomerations". Within this project, we study spatial aspects of knowledge sourcing in innovation processes of Hidden Champions in 'central' and 'peripheral' locations in Germany in a comparative approach.

Discussant | **Markus Perkmann**

Thilo Lang is Head of Department at the Leibniz Institute for Regional Geography (IfL), Leipzig/ Germany, and lecturer at the Global and European Studies Institute at the University of Leipzig. He is a member of the Collaborative Research Centre 1199 "Processes of Spatialization under the Global Condition" and directs the research group "Multiple Geographies of Regional and Local Development" at IfL. His research interests include polarization processes at multiple levels, innovation outside of agglomerations, local and regional change with a focus on 'peripheral' regions. Previously he held positions at the Leibniz Institute for Research on Society and Space and the Regional Development Agency ZukunftsAgentur Brandenburg GmbH as well as fellowships at the University of Sheffield, Durham University (UK) and the Latvian University in Riga.





Stoyan V. Sgourev |
ESSEC Business School, Paris

An upheaval in the north: when ideas at the core are radicalized at the periphery

Conflicting theoretical perspectives present radical innovation as originating either from the core or the periphery of a system. Inverting the established tendency of “tempering” of innovation in moving from the periphery to the core, this paper describes a process where ideas from the core are radicalized on the periphery. This approach realigns the primacy of the core in diffusing ideas and that of the periphery in reinforcing uniqueness. Tempering and radicalization are portrayed as interdependent processes, where the fulfillment of one denotes the termination of the other. Radicalization is facilitated by the interaction of fragmentation and mobility – simultaneously increasing differences and exchanges between core and periphery.

Innovation scholarship tends to emphasize mobility from the periphery to the core, based on the pulling power of the center. I argue that the opposite flow is unjustly neglected. It includes two types of trajectories – actors visiting the center and returning to the periphery or ideas from the center penetrating the periphery. Mobility of this kind generates cultural contradictions and tension and may contribute to the radicalization of actors who are less accountable to audiences and more willing to escalate than those at the center. Quantitative and qualitative evidence from art and music lend support to the arguments. The focus is on Norway, featuring a major breakthrough in art in the late 19th century (The Scream by Edvard Munch) and the development of highly distinctive musical genre that diffused worldwide (“black metal”).

Discussant | **Chris Gibson**

Stoyan V. Sgourev received his PhD in Sociology from Stanford University and is currently Professor of Management at ESSEC Business School – Paris. His research interests include network dynamics and market construction in historical perspective and practices of innovation and evaluation in the creative industries. His work is featured in the *American Sociological Review*, *Academy of Management Journal* and *Organization Science*, among others. He is an art collector and recently organized an exhibition of his personal collection of prints and drawings

November 21, 2019 | Session 2



Heike Mayer |
University of Bern

Slow innovation in Europe's peripheral regions

Innovation processes are often conceptualized with an urban bias and are therefore theorized solely considering the perspective of the urban environment (e.g. close face-to-face contacts, dense urban milieus, fast interactions between a multitude and diverse actors, etc.). As a result, innovation theories do not sufficiently consider the context of the periphery and how this context – or even different types of peripheries – may foster or hinder the development of innovative products, technologies and services. In the meantime, economic geographers started to conceptualize innovation processes in peripheral locations as “slow innovation” (Shearmur, 2015, 2017; Shearmur & Doloreux, 2016), but their focus has mainly been quantitative and they have not developed deep insights into the ways innovators work in the peripheral context. This paper seeks to illuminate the concept of slow innovation with a particular focus on the ways in which innovators utilize processes that rely more on their internal capacities while at the same time experimenting with novel techniques, processes, technologies, etc. Furthermore, slow innovators seem to utilize experimentation with novel ideas in ways that are free and undisturbed. The paper is based on extensive fieldwork in the European Alps and utilizes interview data from peripheral mountain regions in Italy, Austria and Switzerland.

Discussant | **Chad Alan Goldberg**

Heike Mayer is professor of economic geography at the University of Bern in Switzerland. Her research is in local and regional economic development with a focus on dynamics of innovation and entrepreneurship, place making and sustainability. Heike started her academic career in the United States, where she completed a Ph.D. in Urban Studies (Portland State University) and held a tenured professorship at Virginia Tech University. She is author of the book *Entrepreneurship and Innovation in Second Tier Regions* (Edward Elgar, Cheltenham), co-author of *Small Town Sustainability* (Birkhäuser Press, Basel), and co-author of *The Political Economy of Capital Cities* (Routledge, London).





Andy Pike |
Newcastle University

Mixing, mutating and innovating managerial, entrepreneurial and financialized governance in peripheral cities

National and local governments internationally are engaged in a struggle to fund, finance and govern urban infrastructure. Rather than clear categorizations within transformation frameworks, research into financializing city statecraft and infrastructure in the UK reveals the socially and spatially uneven mixing, mutating and innovating of managerial, entrepreneurial and financialized governance forms (Pike et al. 2019). In this geographical context since 2010, innovation and novelty in urban infrastructure funding, financing and governing are of a particular extent and character. Compelled, constrained and negotiated innovation is evident within asymmetrical and closely intertwined central-local relations in a highly centralized governance system. City actors are working within centrally circumscribed conditions of ‘decentralization’ and local ‘empowerment’ and are being encouraged to find ‘creative solutions to local problems’. Meanwhile, national government retains its ambiguous role as promoter and ultimate appraiser and authorizer of local proposals. Decision-making and the sanctioning of novelty is centrally controlled and orchestrated with some limited scope for negotiated accommodations and amendment of local innovations. National government’s managerialist institutions and conservative, risk averse administrative culture and ‘official mind’ remain distrustful of local capacity and initiative. In the highly centralized political-economy of the UK, peripherality affords constraints more than allowances; encouraging and forcing yet constraining and limiting local innovations and novelty in funding, financing and governing city infrastructures.

Discussant | **Gino Cattani**

Andy Pike is the Henry Daysh Professor of Regional Development Studies in the Centre for Urban and Regional Development Studies (CURDS), Newcastle University, UK. He is a Fellow of the Regional Studies Association and an Academician of the UK Academy of Social Sciences. He has a long track record of publication and research on local, regional and urban development and governance for international, national, regional, local and urban institutions. He is currently working on city economic evolution and the role of institutions and policy, the geography of manufacturing and local economic policies, and the financialization of the local state.

November 21, 2019 | Session 2



Jakob Eder | Austrian
Academy of Sciences, Vienna

Michaela Trippl |
University of Vienna

Rethinking innovation-based development in the periphery: The role of firm-level and system-level agency

Economic geography has long tended to emphasize the virtues of cities to explicate how places stimulate firms' innovation activities and why such activities are unevenly distributed across space. Challenging the urban bias in much of the geography of innovation literature, over the past years, scholarly work has begun to explore how novelty generation takes place outside of agglomerations. There is increasing evidence that innovation also occurs in non-core regions and that innovation in the periphery differs from 'urban innovation' in distinct ways. Focusing on how peripheral firms innovate despite their supposedly unfavorable location, this literature tends to overemphasize innovation constraints in peripheral regions, neglecting the ways in which these places might also spur innovation.

We seek to contribute to a rethinking of innovation in the periphery by directing attention to innovation opportunities found in non-core regions. We develop a conceptual framework, arguing that innovation opportunities can be divided into two groups, that is, 1) unique assets, and 2) specific challenges and claim that both assets and challenges can trigger innovative activities in the periphery.

Drawing on findings from the literature and own research based on 20 interviews with peripheral innovators in Austria, we show that assets and challenges come in different forms and are unevenly distributed across peripheral areas. We also demonstrate that the relative importance of 'asset-driven peripheral innovation' and 'challenge-driven peripheral innovation' is influenced by the geographical origin of the innovator. Unlock of innovation opportunities depends on whether the innovator comes from within or from outside the region.

Discussant | **Stoyan Sgourev**

Jakob Eder is a PhD candidate at the Institute for Urban and Regional Research of the Austrian Academy of Sciences and the Institute for Geography and Regional Research of the University of Vienna. Before pursuing his PhD, he studied economic geography at the University of Vienna and the University of Oslo. His PhD focuses on the necessary preconditions for innovation in the periphery and the characteristics of peripheral innovation processes.

Michaela Trippl is full professor of Economic Geography at the Department of Geography and Regional Research at the University of Vienna (UNIVIE), Austria and part-time professor at the Department of Working Life and Innovation at the University of Agder (Norway). Before joining UNIVIE in 2016, Michaela has been Associate Professor in Innovation Studies at CIRCLE, Lund University (Sweden). The main focus of her research is on regional innovation dynamics, regional structural change and innovation policies. She sits on the international editorial advisory board of *Regional Studies* and serves as a member of the Research Committee of the Regional Studies Association.





Ariane Berthoin Antal |
Berlin Social Science Center (WZB)
Julian Hamann |
Leibniz University Hannover

Playgrounds and serious work in academia: an essay and research agenda

The trio of curiosity, imagination and play are at the core of learning processes from earliest childhood (Görlitz & Wohlwill, 1987). However, despite the importance of learning and creativity in academia, this trio dissolves in representations of how academics continue to learn throughout their careers. The three notions are treated separately and weighted differently. Whereas curiosity is considered an essential point of departure for triggering research questions and motivating the research process, as evidenced in academic obituaries (Hamann, 2016), and imagination is mentioned as an important ingredient in some disciplines, such as C. Wright Mills' slim volume, *The Sociological Imagination*, little attention has been paid to the value and role of play in the work of academics. Although the organizational behavior literature is starting to encourage managers to take play seriously as a source of creativity (Statler, Roos, Victor, 2009), activities or topics outside the immediate focus of productivity may be considered "misbehaving" in the serious world of academia, detracting from the pursuit of a sober and reputable endeavor, especially at a time when outputs are increasingly measured. This essay therefore considers the various ways in which academics may establish and use "playgrounds" for themselves in which to explore subjects or activities that are not central to their current research or teaching. It discusses possible dynamics between such marginal playgrounds and the core of academic work, and lays out a research agenda for studying and valuing the phenomenon of play in academia.

Discussant | **Richard Shearmur**

Görlitz, D., Wohlwill, J., eds. (1987). *Curiosity, Imagination, and Play. On the development of spontaneous cognitive and motivational processes.* Hillsdale, New Jersey and London: Laurence Erlbaum Associates

Hamann, J. (2016). 'Let us salute one of our kind'. *How academic obituaries consecrate research biographies.* *Poetics* 56/2014: 1-14.

Mills, C. Wright (1959). *The Sociological Imagination.* Oxford: Oxford University Press.

Statler, M., Roos, D., Victor, B. (2009). *Ain't misbehaving. Taking play seriously in organizations.* *Journal of Change Management.* 9/1: 87-107.

Ariane Berthoin Antal is Senior Fellow in the Science Policy group at the WZB Berlin Social Science Center, Germany, where her current research program is "In and Out of Academic Life: Paths and Identities". She is Distinguished Research Professor at Audencia Business School, France and honorary professor at the Technical University of Berlin. Recent books include *Learning Organizations. Extending the Field* (with P. Meusbürger & L. Suarsana, Springer 2014); *Moments of Valuation* (with M. Hutter & D. Stark, OUP, 2015), and *Artistic Interventions in Organizations: Research, Theory and Practice* (with U. Johannson-Sköldberg & J. Woodilla, Routledge, 2016).

Julian Hamann is a Postdoc at the Leibniz Center for Science and Society, Leibniz University Hannover, Germany. He is a sociologist working in sociology of science, higher education studies, and the sociologies of knowledge and culture. His present work touches on topics like evaluation and boundaries, subjectivity and performativity, academic knowledge and academic careers, and power and social inequality. Julian Hamann has been a research fellow of the Alexander von Humboldt Foundation at the University of Warwick, Northeastern University, Boston, MA, USA, and Harvard University, MA, USA.

November 22, 2019 | Session 3



Markus Perkmann |
Imperial College, London

Who gets admitted? The gatekeeper effect in peer accreditation

In accreditation, candidates are evaluated against a standard for being admitted to a closed category, such as a profession or an organizational grouping. Accreditors typically have to simultaneously judge a candidate's performance record and fit with the category. While prior work suggests that higher performing candidates may get away with lower fit, we argue conversely that peer accreditors expect stronger categorical fit from high performers. In doing so, peer evaluators act as gatekeepers for the category: they deny access to powerful yet ill-fitting newcomers who may threaten the coherence of the category and durably alter its identity. We expect the gatekeeper effect to be stronger when categories have few members and are crisp, and when peer evaluators are highly typical of the category they represent. We use data on 68,968 resumes submitted by individuals for accreditation in Italian academia to test and confirm our hypotheses. Our findings have implications for work on social evaluation, categories, and collective identity.

Discussant | **Michaela Trippi**

Markus Perkmann is Professor of Innovation and Entrepreneurship and academic director of the Imperial Enterprise Lab. He is interested in themes including hybrid organizations, science and employee entrepreneurship and university-industry collaboration, and his research has appeared in journals including the *Academy of Management Journal*, *Organization Science*, and *Research Policy*. He holds a PhD in Sociology from Lancaster University





Gino Cattani |
New York University
Simone Ferriani |
Università di Bologna

The legitimization of novelty: a research agenda on the journey of novelty from the margins to the core

It is well known even intuitively that novelties destined to subvert the established way of doing things in a given world are often pushed forward by innovators who reside at the periphery of – and at times even outside – that world. The journey of novelty from the margins to the core is as captivating as it is troubling to decode. On the one hand, peripheral innovators stand apart from the norms of their eras. Being less tied to the conventions to which insiders tend to conform, they may recognize solutions that escape incumbents' attention. Yet the paradox is that the same social position that helps peripherals to pursue imaginative projects that depart from prevailing social and cognitive categories also constrains their ability to obtain support and recognition for their innovations: they lack crucial markers of credibility, social ties to insiders, and most notably, expert authority. What processes allow peripheral actors to stake out some ground in the insiders' own terrain, especially when their claims to novelty clash with the status quo? Our goal in this talk is to offer an overview of some of the central theoretical and analytical insights we have been developing in our attempts at decoding the journey of novelty. After sharing some central findings of our collaborative research, we will conclude by presenting two works currently in progress that focus on micro and macro mechanisms of novelty legitimization, respectively: one based on the analysis of experimental data, the second based on the analysis of big data.

Discussant | **Heike Mayer**

Gino Cattani is Associate Professor of Strategy and Organizations at the Stern School of Business, New York University. He received an M.A. in Management Science and Applied Economics from the Wharton School at the University of Pennsylvania in 2001 and a Ph.D. in Management from Wharton in 2004. His research focuses primarily on creativity, innovation, social network, and social evaluation. In his research, he makes use of a variety of different methods – from historical case studies, to large sample studies, to lab experiments and simulation – to examine the conditions facilitating the generation of novelty (e.g., an idea, product or technology) and how the recognition of this novelty is then shaped by the features of the evaluating social audiences (e.g., peers, critics or users). His research has been published in *American Sociological Review*, *Administrative Science Quarterly*, *Strategic Management Journal*, *Academy of Management Journal*, *Research Policy*, *Strategy Science*, *Industrial and Corporate Change*, and *Organization Science*, where he is also Senior Deputy Editor. He also serves as Associate Editor at *Management Science* and *Industrial and Corporate Change*. He has been an active member of the Academy since 1999. His paper "Technological Pre-Adaptation, Speciation and Emergence of New Technologies: How Coming Invented and Developed Fiber Optics" (*Industrial and Corporate Change*, 2006) won the 2012 Richard Nelson Award Price.

Simone Ferriani see page 22

November 22, 2019 | Session 3



Chad Alan Goldberg |
University of Wisconsin-Madison

The creative agent on the margin of two cultures

The paper takes as its point of departure American sociologist Robert Park's seminal concept of the "marginal man." In 1928, Park defined the marginal man as a distinctive personality type produced by the contact and collision of cultures, a "cultural hybrid," a "man on the margin of two cultures and two societies, which never completely interpenetrated and fused." The marginal man, conceived in this way, was an ambiguous, Janus-faced figure. On the one hand, Park and his students viewed marginality as a source of personal and social disorganization. On the other hand, marginality was also potentially an impetus to insight, creativity, and innovation. The creative potential of marginality is illustrated with a historical example that Park studied: the Jewish Kehillah of New York, an experimental attempt from 1909 to 1922 to provide the city's burgeoning Jewish population with a unified and democratic community structure. Following this discussion, the paper briefly highlights how later sociological work has extended Park's insights into marginality to the study of occupations, gender, and scientific innovation, as well as contemporary migration and multiracial identity. The paper's conclusion outlines some ways in which Park's concept of marginality remains relevant to present-day concerns, it proposes some directions for future research.

Discussant | **Thilo Lang**

Chad Alan Goldberg earned his doctoral degree in sociology from the New School for Social Research in 2002 and is now a professor of sociology affiliated with the Center for German and European Studies, the Center for Jewish Studies, and the George L. Mosse Program in History at the University of Wisconsin-Madison. He is the author of *Citizens and Paupers* (2008), *Modernity and the Jews in Western Social Thought* (2017), as well as articles in comparative-historical sociology, political sociology, and social theory. He is currently working on a book about American democracy and cultural pluralism.





Felipe G. Massa |
Loyola University, New Orleans

Explaining the escalation of networked activism through repertoire reconfiguration

Extant research shows that even with limited resources, activists can surprise more powerful targets by continuously introducing tactical innovations. Yet, the on-going creation of novel tactics can give rise to organizing challenges that complicate collective efforts in underappreciated ways. This is particularly true for networked activists who cooperate through digital social networks to achieve shared aims without belonging to a common organization that supports their cause. How do networked activists organize to create on-going tactical innovations? While scholars have made progress in determining what predicts the introduction of new tactics, we know little about how the process of tactical innovation unfolds. We argue that by examining how networked activists create and adapt their organizing repertoire, or the set of practices and tools used to enable tactical innovation, we can explain not only how tactical innovations are created and deployed, but also how networked activism can escalate. With an inductive field and archival study, we examine how, over a seven-year period, the Anonymous online community escalated from ad hoc raids on single targets to coordinated operations against multiple targets. We offer a grounded theoretical explanation of how escalation is enabled by reconfiguring a repertoire of practices and tools to address emergent organizing challenges and a particular explanation of how this process unfolds in the context of networked activism.

Discussant | **Candace Jones**

Felipe G. Massa, Ph.D. is Associate Professor of Management and Kloor Professor of Entrepreneurship at the College of Business at Loyola University New Orleans. He received his doctorate from the Carroll School of Management at Boston College. His research investigates the formation of innovative entities in diverse settings, including online communities and cultural industries. He is currently examining how networked activists escalate their activities without relying on formal organizations and the guidance of formal leaders. His work has appeared in the *Academy of Management Journal*, *Organization Science*, *Organization Studies*, *Journal of Business Ethics*, among other leading publications.

November 22, 2019 | Session 4



Ugo Corte |
University of Stavanger

Interaction rituals, interpersonal relations, and creative work in collaborative circles on the margins of a field

In this talk I present the concept of collaborative circles (Farrell 2001): small groups who blend friendship dynamics with occupational goals. I discuss how this approach fits within microsociology, and how to better understand their composition, how they form, and how they operate, we need to take into account the strategic action fields (Fligstein and McAdam 2011) within which they operate (Parker and Corte 2017). Next, I argue that creative work in these small groups partially depends on a tension between developing deep interpersonal ties among members, and opposition to those at the center of a field. Lastly, I present the importance of specific interactional dynamics dependent on the building and maintenance of boundaries which contribute to the development of affective ties among members, as well as taking interactional risks which, in the best cases, contribute to the production of novelty.

Discussant | Felipe G. Massa

Ugo Corte is Associate Professor of Sociology at the University of Stavanger, Norway. He earned a Ph.D. in Sociology at Uppsala University in 2012 and was an Erik Allardt Fellow at the Helsinki Collegium for Advanced Studies (2017-2018). His research focuses on creative work, group dynamics, voluntary risk-taking, and the sociology of fun, and cruelty. As an ethnographer, he is working on a book project on the social world of big wave surfing (under contract, University of Chicago Press). He has also written on qualitative methods and one of his newest papers – co-authored with Patrik Aspers, and published in *Qualitative Sociology* in 2019, addresses the question of “what is qualitative in qualitative research.” Together with John N. Parker and Gary Alan Fine he is finishing to edit a special issue of the *Social Psychology Quarterly* on the “social psychology of creativity.” His research has been published in journals like *Sociological Theory*, *The Social Psychology Quarterly*, *Qualitative Sociology*, *Music and Arts in Action*, *Teaching Sociology*, *Sport in Society: Cultures, Commerce, Media, Politics*, and on *Einaudi*.





Gino Cattani |
New York University
Simone Ferriani |
Università di Bologna

Overcoming the liability of novelty: the power of framing

When is novelty more likely to elicit a favorable evaluation? Building on social psychology research, which shows that mental construals influence evaluation and decision-making, and recent work on entrepreneurial storytelling, we argue that the attractiveness of novel ideas and the willingness to support them vary with the mental processes audiences use to evaluate them. We conducted a series of experiments to study how different levels of mental construals shift the evaluation outcomes. Our findings show that evaluators appreciate incremental ideas more (i.e., find them more attractive and are more willing to invest in them) when they are framed in abstract “Why” terms. Yet, we found only marginal evidence that evaluators’ appreciation of highly novel ideas increases when they are framed in concrete “How” terms. We also found that when novelty is framed in “How” terms, evaluators prefer highly novel to incremental ideas, but when novelty is framed in “Why” terms this difference disappears – suggesting that an abstract framing decreases the evaluative gap between the two ideas. Taken together, these findings indicate that the effectiveness of the linguistic frame depends on the degree of novelty of the idea under evaluation. We further show how evaluators’ familiarity with idea evaluation moderates the effectiveness of the linguistic frame. Finally, we theorize on and test for the mediating role of perceived usefulness, and positive and negative affect. Focusing on the framing of novel ideas and marrying it with construal level theory contributes to research on innovation and entrepreneurship and, more generally, impression management. Specifically, we generate novel insights into how innovators can deploy linguistic strategies to shape audiences’ perceptions of their novel ideas.

Discussant | **Ariane Berthoin Antal**

Simone Ferriani is Full Professor of Entrepreneurship at the University of Bologna and Honorary Professor at Cass Business School, City University London and Visiting Fellow of the Center on Organizational Innovation at Columbia University. He received his PhD from the Management Department of the University of Bologna. He has been a visiting scholar at the Wharton School, at the Stern School of Business and at the Sociology Department of the University of Pennsylvania. After obtaining the PhD he was a Marie Curie Fellow at Cass Business School, City University London and a Research Fellow at the Centre for Technology Management of the University of Cambridge. He is also an AIM Fellow and a lifetime member of Clare Hall College in Cambridge. Ferriani’s current research employs a mix of qualitative techniques and large datasets to study the social sources of creativity. Ferriani is also working at the intersection of historical methods, lab experiments and network analysis to study how social valuation is shaped by the structure of evaluating audiences. His work has been published in various international journals and books, such as *American Sociological Review*, *Organization Studies*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Organization Science*, *Research Policy*, *Academy of Management Journal*. Simone Ferriani is the Founding Director of ReActor, the largest Italian training program designed to foster the entrepreneurial talent of young scientists with innovative venturing ideas rooted in their research findings.

Gino Cattani see page 18

November 22, 2019 | Session 4



David Stark |
Columbia University, New York

Creation and valuation of novelty at the margins: reflections

Conclusions, reflections, open questions, and further directions for research on the creation and valuation of novelty at the margins.

David Stark is Arthur Lehman Professor of Sociology at Columbia University where he directs the Center on Organizational Innovation. He is also Professor of Social Science at the University of Warwick and is currently a Fellow at the Wissenschaftskolleg (Institute for Advanced Study) in Berlin. His book, *The Sense of Dissonance: Accounts of Worth in Economic Life*, studies how organizations and their members search for what's valuable. Stark's current research is supported by a five-year Advanced Grant from the European Research Council for a project on "Diversity and Performance: Networks of Cognition in Markets and Teams."



HafenCity University Hamburg (HCU)



Founded in 2006 by the Free and Hanseatic City of Hamburg, the HafenCity University (HCU) represents a new kind of thematic university that focuses on the built environment and metropolitan development. The HCU aims to advance the understanding of urban development and to develop solutions to current social, economic, cultural and ecological challenges facing metropolitan areas. The HCU seeks to meet the complexity of these challenges through disciplinary excellence as well as cross-disciplinary openness. The HCU, with approximately 2.400 enrolled students, offers programs in Architecture, Urban Planning, Urban Design, Metropolitan Culture, Civil Engineering, Geomatics and Resources Efficiency in Architecture and Planning. The location of the HCU within the HafenCity offers unique opportunities to study Europe's largest inner-city development project as an urban laboratory in real-time.

Leibniz Institute for Research on Society and Space (IRS)



The Leibniz Institute for Research in Society and Space (IRS), located in Erkner right at the edge of the city of Berlin, is a non-university research institute devoted to the social scientific research on spatial development and transformation. The IRS is jointly funded by the national government of the Federal Republic of Germany and by the Federal States. As member of the Leibniz Association the IRS pursues the ideal of *theoria cum praxi*. It thus aims at combining excellent basic research on societally relevant topics with manifold forms of knowledge transfer into politics, administration and civil society. In five research departments inter-disciplinary teams encompassing researchers from human and economic geography, political sciences, sociology, history, economics and planning collaborate in diverse projects in a problem-oriented way. The key topics of the IRS are governance and institutional change, innovation, crisis and resilience and more recently digitalization and spatial development. Within the IRS, there is a long tradition of research devoted to processes of peripheralization and to practices of creativity.

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DFG Deutsche
Forschungsgemeinschaft