Despite a wide array of scholarly contributions, ‘category studies’ as a field is relatively young within organization theory. A common lexicon has only begun to take shape, basic assumptions are still under debate, and several avenues for research bearing considerable promise have hitherto been only scantily explored. This PDW takes stock of dominant thought within the field, continuing the “categorization of category research” quest (e.g. Durand & Paolella, 2013; Vergne & Wry, 2014). But it also aims to foster thought-provoking debates on emerging themes and approaches within category research. With a hybrid format between panel presentations and roundtable workshop, we engage in a community-building effort, gathering scholars from OMT and adjacent fields who recognize the role that a multitude of categorization processes play in the ordering of various offerings, firms, and markets.
Outline of the workshop

During the first hour, four distinguished scholars in the field give their view on the current stage and future development of category studies:

Ezra Zuckerman, MIT Sloan School of Management: “The Categorical Imperative Revisited”

Elizabeth Pontikes, University of Chicago: “The Role of Audiences Revisited”

Rodolphe Durand, HEC Paris: “Border-Crossing and Strategic Outcomes Revisited”

Mukti Khaire, Harvard Business School: “Category Construction Revisited”

This is followed by an interactive section where participants break out into discussion groups, each moderated by a facilitator, covering various relevant topics within category research.

Roundtable facilitators:

Nina Granqvist, Hanken School of Economics

Stine Grodal, Boston University
To conclude, we discuss each table’s “discoveries” in a plenum and wrap up with a general conclusion, and comments from the guest speakers. We also aim to identify future steps to be taken to foster the community.

PARTICIPATION BY APPLICATION OR INVITATION ONLY

As time is short and space limited, we accept a maximum of 30 participants. Please write a short abstract (about 200 words) on what you perceive as important future directions for research on categories and categorization, to be sent to the categoriespdw@gmail.com *** no later than May 30, 2014. ***
Topics could concern, but are not restricted to, the following themes:

- strategic self-categorization

- category straddling and hybridization

- language, semiotics and meaning in categorization

- categories and power

- category emergence and change

- practices of categorization

- movements, logics and categories

- new approaches to categories and identity

- longitudinal dynamics of categorization processes

Note that if accepted, your text might be shared with other participants to form basis for the roundtable discussions.
Welcome to join the discussions and debates on the future of categories and categorization research.

Rodolphe Durand, HEC Paris

Nina Granqvist, Hanken School of Economics

Anna Tyllström, Uppsala University