

# Forschungsplattform ORGANIZATIONS & SOCIETY



## Beteiligte Fakultäten

Fakultät für Betriebswirtschaft  
Fakultät für Bildungswissenschaften  
Fakultät für Politikwissenschaft und Soziologie  
Fakultät für Psychologie und Sportwissenschaft

## Forschungszentren

Accounting Theory and Research  
Bildung, Generation, Lebenslauf  
Financial Markets and Risk  
Organization Studies  
Strategic Leadership-Branding-Innovation  
Information Systems for Connected Work & Life  
Spheres of Governance: Institutions and Agency

## weitere Forschungsbereiche

Organizational Participation and Meaning in Life  
Innsbruck Media Studies  
Innovationscluster Berufsbildungsforschung InnVet

## Kontakt

Forschungsplattform ORGANIZATIONS & SOCIETY  
Leitung: Andrea Hemetsberger, Martin Senn | Koordinatorin: Carina Schieder  
Raum o.1.3 | Universitätsstraße 15 | A-6020 Innsbruck  
Telefon: +43 512 507-39870 | E-Mail: [orgsoc@uibk.ac.at](mailto:orgsoc@uibk.ac.at)  
fb: [www.facebook.com/orgsoc](https://www.facebook.com/orgsoc)

Um Anmeldung zum Treffen und Abendessen bis 14.12.2016 wird gebeten.

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## Dezember Meeting

Montag, 19. Dezember 2016  
Claudiana, Claudiana – Herzog-Friedrich-Straße 3  
14:00 – 18:30 Uhr



### Niklas Woermann

Department of Marketing and Management at SDU Odense, Denmark  
Department of Sociology at the University of Constance, Germany



### Microglobalisation.

#### Interaction, Organization and Consumption in Synthetic Societies.

Mediatisation continues to transform nearly all areas of social life by embedding it into increasingly denser media architectures. While most researchers focus on the impact of (social or mass) media offering information or entertainment, a key evolution is being largely overlooked: the mediatisation of interaction. In fields as diverse as medicine, the military, financial trading, gaming, or management, face-to-face interaction is increasingly being replaced by face-to-screen interaction. Since 2010, a joint research project with colleagues from Chicago, Harvard, Amsterdam and Constance has compared the impact on these fields in order to lay the foundations for a theory of interaction in synthetic situations. We find deep effects not only on the way individuals experience, work and consume in such situations. More importantly, global coordination structures emerge that can replace traditional point-to-point networks and hierarchical organizations. On this basis, a new phase of globalization – microglobalisation – can be described, in which the immediacy, dynamism, and largely tacit order of interactions transgresses local boundaries and replaces established structures of organization, decision-making, and experience.

## Programm

- 14:00-14:30 **Begrüßung und Bericht**  
Andrea Hemetsberger (Forschungsplattform Organizations & Society)
- 14:30-15:30 **Invited Talk**  
  
***Microglobalisation. Interaction, Organization and Consumption in Synthetic Societies.***  
Niklas Woermann (University of Southern Denmark, Odense; Universität Konstanz)
- 15:30-16:00 Pause
- 16:00-17:00 **Research Spotlights I**  
  
***Förderung von Chancengleichheit? Die paradoxen Folgen der Meritokratie***  
Julia Brandl (Institut für Organisation und Lernen, Human Resource Management)
- Why Feedback Intervention Matters for Generating and Selecting the Best Ideas***  
Isabella Seeber (Institut für Wirtschaftsinformatik, Produktionswirtschaft und Logistik)
- 17:00-17:30 Pause
- 17:30-18:30 **Research Spotlights II**  
  
***Lernräume im Betriebspraktikum - Ergebnisse des Sparkling Science Projekts PEARL***  
Annette Ostendorf und Bettina Dimai (Institut für Organisation und Lernen)
- Establishing causality: Merits of Correlational vs. Configurational Thinking***  
Oliver Koll (Institut für Strategisches Management, Marketing und Tourismus)
- 19:00 Gemeinsames Abendessen Goldener Adler (Altstadt)