

Capitalizing on Performativity: Performing on Capitalization

16-17 October 2014

Mines ParisTech

60, Boulevard Saint-Michel, 75006 Paris, France

A cogent appraisal of the spirit of contemporary capitalism and its problems calls for renewed attention to the performative. Business schools, consultancy firms, corporations, investment banks, start-up companies, market research agencies, public administrations and other sites of business life are characterized by the presence of habits, idioms and apparatuses that constitute a significant part of the reality of business. These include techniques for the simulation of business situations, methods for the explanation of business problems, instruments for the valuation of business endeavours, and tools for the presentation of business outcomes. But simulation, explanation, valuation and presentation are not only about accounting for external states of affair. They are, at least in part, about moulding, enacting, provoking and effecting the business realities they signify.

Many things have been said indeed, from a large variety of angles, about the performative condition of capitalist business existence. The point now is to think about where to go from here. Contributors to this symposium are addressing this challenge from their own particular blends of intellectual concerns and research undertakings. The workshop aims at providing an occasion to discover and discuss what they have to say. Topics covered range from the anthropology of financialization to the critique of management, from the sociology of accounting to the politics of organization and the philosophy of law. Each speaker will deliver a 25-30mn talk, followed by 15-10mn of discussion with the public.

Thursday 16 October 2014, Espace Maurice Allais

09:15 – 09:30 Welcome

09:30 – 10:10 **Fabian Muniesa**

Capitalizing on performativity

10:10 – 10:50 **Javier Lezaun**

Experimental hesitations in the early social sciences

10:50 – 11:10 Break

11:10 – 11:50 **Barbara Czarniawska**

The varying performativity of social sciences: do we envy economists?

11:50 – 12:30 **Daniel Fridman**

Performativity and financial self-help

12:30 – 14:00 Lunch

14:00 – 14:40 **Martin Giraudeau**

The so called venture capital world: Doriot and the rise of business plans

14:40 – 15:20 **Michele Spanò**

Procedure and performance

15:20 – 15:40 Break

15:40 – 16:20 **Penny Harvey**

Outsourcing the state: big data and other mysterious data forms

16:20 – 17:00 **Signe Vikkelso**

Charting the fate of organization

Friday 17 October 2014, Espace Maurice Allais

09:15 – 09:30 Welcome

09:30 – 10:10 **Sarah Kaplan**

Transforming finance by revaluing gender

10:10 – 10:50 **Laure Cabantous**

The performativity of strategy

10:50 – 11:10 Break

11:10 – 11:50 **Ève Chiapello**

The financialization of valuation

11:50 – 12:30 **Peter Miller**

Performing failure, democratising failure

12:30 – 14:00 Lunch

14:00 – 14:40 **Andrew Leyshon**

Monetizing music

14:40 – 15:20 **Kimberly Chong**

High performers: the making of financialized subjects

15:20 – 15:40 Break

15:40 – 16:20 **Paolo Quattrone**

Operationalising doubt: accounting, inventory and invention

16:20 – 17:00 **Liliana Doganova, Horacio Ortiz, Alaric Bourgoin,**

Álvaro Pina-Stranger and Fabian Muniesa

Closing remarks

Attendance is free within the limit of available space, and reservation is required. If you want to attend, or inquire about aspects of the symposium, please contact Pr. Fabian Muniesa at fabian.muniesa@mines-paristech.fr. Light lunch will be served both days at 12:30 for speakers and registered participants, and buffet dinner on Thursday afternoon at a nearby wine shop (details provided on spot).

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Details and updates at: <http://www.csi.mines-paristech.fr/performabusiness/>