

Call for Submissions

Beyond the Text: Reimagining Critical Management Scholarship through Creative and Sensory Forms

Session Type: Hybrid

Convenors:

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An invitation

This stream responds to a growing recognition within critical management studies that dominant academic formats, particularly the journal article, limit both the reach and the transformative potential of scholarship. Text-centric dissemination often privileges specific epistemologies, audiences, and modes of authority, potentially reproducing the exclusions that critical scholarship seeks to challenge.

By contrast, creative and artistic practices offer:

- **Expanded publics:** Engaging audiences beyond academic communities
- **Affective and embodied engagement:** Enabling different forms of understanding and response
- **Epistemic plurality:** Recognising knowledge as situated, sensory, and relational
- **Political interventions:** Making critique visible, tangible, and actionable

This stream therefore positions alternative forms not as supplementary but as integral to critical scholarship's emancipatory ambitions.

We invite submissions that challenge the dominance of conventional academic writing by presenting critical management scholarship in alternative, non-academic formats. We welcome contributions that translate research into creative, visual, auditory, and embodied forms—such as film, photography, soundscapes, spoken word, performance, installations, digital storytelling, graphic narratives, and participatory artefacts.

The selected submissions will be curated into a dedicated exhibition space running throughout the *Critical Management Studies Beyond the Academy Conference*, accessible to all attendees and the wider public. Depending on the submissions we will explore the

possibility of curating a hybrid exhibition (physical and digital) showcasing alternative representations of research.

The aim for the exhibition is to provide a space for immersive engagement, enabling attendees to encounter critical management ideas through sensory, affective, and experiential modes rather than solely textual ones.

Alongside the exhibition, contributors will also be invited to participate in a facilitated session exploring both the process and politics of producing non-traditional research outputs. This session will combine short reflective inputs, audience interaction, and discussion, focusing on questions such as:

- What is gained and lost when research is shared via creative or sensory forms?
- How do alternative forms reshape who can access, interpret, and respond to knowledge?
- What methodological, ethical, and institutional challenges arise in such work?

The stream is open to participants attending either in person or online, reflecting the conference's hybrid design. Digital submissions will be integrated into an online exhibition platform, ensuring equitable participation and accessibility.

Why this matters?

The conference theme "CMS Beyond the Academy?" invites reflection on how critical management scholarship might engage with broader publics, practices, and forms of knowledge. We problematise and extend this theme in three key ways:

(a). Moving beyond audience to form:

Much discussion of "beyond the academy" centres on *who* research reaches. This stream shifts attention to *how* knowledge is produced and communicated. It argues that merely expanding audiences is insufficient if the forms of communication remain rooted in academic conventions that can exclude, alienate, or constrain interpretation.

By foregrounding alternative formats, the stream suggests that going beyond the academy requires rethinking the very *forms* through which critique is articulated.

(b). Challenging epistemic hierarchies:

Traditional academic outputs often privilege rational, textual, and abstract modes of knowing. Creative and arts-based approaches disrupt these hierarchies by legitimising affective, visual, auditory, and embodied knowledge.

This raises critical questions central to CMS:

- What counts as legitimate knowledge?
- Who is authorised to produce and interpret it?
- How do form and medium shape meaning and power?

In this way, the stream contributes to ongoing critical debates about epistemic justice, inclusivity, and the politics of knowledge production.

(c). Extending engagement as co-creation:

“Beyond the academy” is often framed in terms of dissemination or impact. This stream extends that framing by emphasising co-creation and dialogue. Many alternative formats (e.g., participatory art, storytelling, performance) invite interaction, interpretation, and reinterpretation.

The exhibition format enables:

- Non-linear engagement with ideas
- Reflective and dialogic encounter rather than passive consumption
- Opportunities for reflexivity among both contributors and audiences

Thus, the stream reimagines engagement not as a one-way transfer of knowledge but as an ongoing, relational process.

Submission Details

Please send your submissions to Jacqueline.kirk@ntu.ac.uk with a cc to d.jyoti@lancaster.ac.uk. In case of heavy files, please use sharepoint or dropbox links. In case of any questions, please do not hesitate to email us.