

Workshop Stream: Exploring where the magic happens: Creating impact beyond the academy

Overview

This interactive, in-person workshop series invites participants to experiment with alternative ways of doing and communicating academic work that engage audiences beyond the academy. Inspired by approaches such as poetic inquiry, arts-based research, and embodied writing (cf. Valtonen & Pullen, 2021; Van Eck et al., 2021; Weatherall, 2019), this workshop series provides an experiential space for participants to engage creatively with their own research during the conference. By shifting from disembodied academic discourse to affective, relational, and situated forms of knowing, we challenge the assumption that academic rigour requires detachment. Instead, we offer potential means to go beyond traditional ways of engaging with academic work, with the aim to reach out and connect with society. This workshop positions creativity not as an add-on, but as a methodological and political intervention that can extend the reach and resonance of critical management studies.

Workshop Structure

The workshop consists of 3 consecutive sessions held across 3 conference days, building progressively from conceptual grounding to creative experimentation and collective reflection:

Session 1: Rethinking Academic Knowledge and Impact

This session introduces the conceptual underpinnings of the workshop. Drawing on literature on writing differently, arts-based research, and affective methodologies, we discuss the limitations of conventional academic writing, the role of affect and embodiment in knowledge production, concrete examples of alternative research outputs, and the ethical implications of doing academia differently. Participants are invited to reflect on their own research practices by drawing, writing, or responding to a selected piece of work they wish to transform during the workshop.

Session 2: Experiential Workshop

During this session, participants actively transform their academic research into alternative forms that can engage audiences beyond academia. We guide participants through exercises to identify the emotional or experiential 'core' of their research, explore what is lost in conventional outputs, and experiment with different formats (poetry, visual representation, narrative, material objects, moving image, audio/film scripts). Participants may choose their preferred format and work individually or in small groups.

Session 3: Sharing, Reflection, and Dialogue

In this final session, participants present their creative outputs to the group in any form. The session focuses on reflecting on the experience of translating academic work into alternative forms, discussing how these outputs might engage broader audiences, exploring insights gained during the process, and identifying opportunities for integrating such approaches into ongoing research and teaching.

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References

- Valtonen, A., & Pullen, A. (2021). Writing with rocks. *Gender, Work & Organization*, 28(2), 506-522. <https://doi.org/10.1111/gwao.12579>
- Van Eck, D., van Amsterdam, N., & van den Brink, M. (2021). Unsanitized writing practices: Attending to affect and embodiment throughout the research process. *Gender, Work & Organization*, 28(3), 1098-1114. <https://doi.org/10.1111/gwao.12651>
- Weatherall, R. (2019). Writing the doctoral thesis differently. *Management Learning*, 50(1), 100-113. <https://doi.org/10.1177/1350507618799867>

Commitment

Participants are expected to commit to attending all three sessions, as the experiential learning model depends on continuity and trust-building across the sequence. This is an in-person, interactive workshop with a maximum of 20 participants.

Who Should Apply?

We welcome academics, researchers, and doctoral students from any discipline who are:

- Interested in exploring alternative forms of knowledge communication and dissemination
- Open to creative experimentation and collaborative learning
- Willing to engage in personal reflection and share work with others

How to Apply

Please submit an expression of interest directly to the stream conveners by 1st of December 2026. Your submission should include:

- Your name, institutional affiliation, and career stage (e.g. early-career researcher, established scholar, doctoral student)
- A brief statement (250-500 words) outlining your motivation to participate in this workshop
- Brief description (about 250 words) of your research or the academic work you wish to transform (this can be a current project, paper, dataset, or set of fieldnotes)
- Any prior experience with creative, arts-based, or alternative research methods (if applicable)

Participants will be selected on the basis of their motivation and potential to contribute to a diverse and engaged group. We aim for diversity across disciplines, career stages, and geographical locations.

Contact

For questions or to submit your expression of interest, please contact:

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Stream Conveners

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Dr Carolin Ossenkop (Lecturer, Nijmegen School of Management, Radboud University, the Netherlands)

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