



conclude with some comments on the relevance of economic imaginaries and strategies to other problems, such as increasing inequality and social order (security).

### ***Control and Creativity in the Cultural Industries***

**Paul Thompson, Professor of Organisational Analysis and Head of Department of Human Resource Management Strathclyde Business School**

Creative work and its management has become one of a number of new economy narratives now operating within the business and management field. This paper identifies two arguments driving this narrative – creative intensity and creative distinctiveness. Neither gives much space to the management of work and employment relations. The paper examines the former through the work of Richard Florida and other recent writers and argues that there is no evidence for a generalised trend towards more creative work. The creative distinctiveness argument depends ultimately on particular conceptions of a (more) cultural economy or cultural industries. Whilst finding a number of these arguments flawed, the paper goes on to explore the management of creative work in the record industry and seeks to make management, work and employment relations visible, before drawing some comparisons with other cultural industries.

### **Exploring the Experience City- Urban Representations, Discourses and Spaces of the Culture and Knowledge-based Economy**

**Lasse Andersson, Ole B. Jensen and Hans Kibb**

**Department of Architecture and Design, Aalborg University, Denmark**

This paper outlines a research project in the making, and contains a work-in-progress case study of the 'Cultural Triangle' in the City of Aalborg, Denmark. The research project explores the emergence of a culture and knowledge-based 'Experience City', reflecting the recent year's discourse of creativity and culture as the cure to the economic, physical and social impact of urban deindustrialization. Following this discourse, cities and regions today position themselves as unique sites of experience in a battle for residents and business using culture and creative industries as new strategic instruments. However, such instrumental approaches to culture raise questions regarding the models of urban planning and governance. In particular, the question is how to incorporate the arts and culture as a resource of aesthetic experience facing the more instrumental interurban competition model. The research project is two folded in its design. At one level the research aims at a critical analytical approach to the mapping and conceptualisation of the 'Experience City'. At the other level it aims at actively undertaking experiments, staging and developing new approaches to the 'Experience City'. The twofold design therefore contains an iterative process of theorizing and intervening into the urban field of the 'Experience City'. As a concept the 'Experience City' is to be understood regardless of scale. This means that both theoretically and empirically the object of exploration can be a territory on many scales, a discourse, an artefact, a virtual phenomena, a field of interaction etc. Such an object of study and research design therefore calls for an interdisciplinary approach drawing on a number of disciplines like architecture, sociology, planning and urban design.

## **INNOVATION, INCLUDING BIO-ECONOMY & NANO-TECHNOLOGY**

### **Knowledge-Economy to Knowledge-Democracy: Reinventing Innovation?**

**Brian Wynne, CESAGen, Lancaster,**

**Paul Oldham, CESAGen, Lancaster**

### **Thinking through the Bioeconomy**

**Bron Szerszynski, Sociology, Lancaster**

In this presentation I will reflect on some of the themes that emerged in our April IAS workshop, which critically explored the discursive and material aspects of the new high-technology 'bioeconomy'. For many corporate and governmental actors, the bioeconomy is a new paradigm for economic activity grounded in the high-technology biosciences. However, participants at the workshop sought to plot out some of the more complex shifts that are taking place, ones which are occluded by the dominant discourse of the bioeconomy. First, we discussed the central role of the 'imaginary' in this form of the knowledge economy: national and regional dreams of escaping global competition through securing high-technology first-mover advantage; corporate dreams of escaping the ecological contradictions of the reliance on petroleum and bulk commodities; and the commodification of promise through structures of finance capital. Second, we discussed a series of reorderings of economy and society that seem to be involved in the shift to a bioeconomy: the rise of new forms of 'primitive accumulation', capturing surplus value from the global south and from sub-organismic life; the creation of new bioeconomic subjectivities and forms of labour, involved for example in the production of biological and genetic material, and of experimental subjects; and the deployment of new 'technological spaces' to restructure sectoral economies, spreading property rights and rent relations.

### **Rethinking Intellectual Property Rights and the KBE from the Perspective of Marxist Value and Labour-Process Theory**

**Sol Picciotto, Lancaster**

The paper begins from Marx's concept of commodity fetishism, and discuss more recent analyses of 'commodification' as applied to the KBE and the shift to the service economy. It argues that the concept of commodification has been used in an over-simplified way, and needs to be set within the broader Marxist approaches to the subsumption of labour to capital and the division between mental and manual labour. It suggests that there is both de-commodification as well as struggles over re-commodification, since the commodity form is central to both to the extraction of surplus value from labour and to its valorisation via circulation, but is challenged by the new forms of socialisation of labour involved in the shift to the service economy and immaterial production. Distinguishing between the two perspectives of the creation of value and of valorisation leads to a better approach to the contradictory concept of IPRs in intangible commodities and their role in the KBE

### **COMPETITIVE REGIONS ONE MINUTE, COMPETITIVE CITY-REGION'S THE NEXT: NEW SCALAR GEOGRAPHIES AND ENGLAND'S PIECEMEAL APPROACH**

**JOHN HARRISON, INSTITUTE OF GEOGRAPHY AND EARTH SCIENCES, UNIVERSITY OF WALES, ABERYSTWYTH**

In light of recent institutional developments in Northern England through the development of a Northern Way Growth Strategy, this paper investigates how the city-region scale has become reinstitutionalised. Tracing the re-emergence of city-regions to concerns over the future of the regional agenda in England, the governments shifting focus from singular notions of regional institutionalisation towards new multilevel planning frameworks focussing on the multiple institutionalisation of cities, regions, and city-regions, has re-opened territorial debates throughout the northern regions. This paper investigates the clear tension that emerges in all of this; the opposition between the real economic

geography of the north, as represented by the networks of city-regions in the Northern Way proposals, and the entrenched territorial networks of public sector administration which have altered significantly since city-regions were last on the English political agenda. Drawing upon research undertaken in England's Northwest, this paper offers empirical enlightenment to recent theoretical debates surrounding the move away from the perceived rigidities of reading regions as part of the nested hierarchical model of scale, towards co-constituted approaches that incorporate territorial, networked, and scalar understandings of regions. Taken together, this paper raises a number of important questions/issues regarding the planning, governance, and sustainability of cities, regions, and city-regions.

#### **KBE and the struggles over the spatiality of the Spanish modern state.**

**Ramon Ribera-Fumaz, IAS, Lancaster University**

The spatial form of Western states is often studied from the perspective of the rise and fall of the Keynesian Welfare State (KWS) and the emergence of post-KWS sociospatialities. In this sense, the state's spatiality has been successively portrayed in three different ways: first, a Keynesian match to Fordist accumulation which privileged the nation-state scale, a post-Keynesian new regionalism to cope with post-Fordism, and finally, the nation-state has been seen as constituted by open, unbounded systems of city-regions within the knowledge based economy (KBE).

In this scenario, for some the rise of the KBE as a dominant economic paradigm alongside the consolidation of neoliberalism as hegemonic political strategy have been interpreted as the de-territorialisation of the modern nation-state and the emergence of a new spatial ontology, where the local and network spaces takes prominence (Deleuze and Guattari, 1984; Hardt and Negri, 2000; Amin and Thrift, 2002). However, this perspective has been challenged by some (Elden, 2005; Jones, 2006; Jessop et al, 2006). Taking this later stance, this paper analyses the sociospatial transformation of the Spanish modern state and the role of KBE master-narratives in the struggles over its form.

#### **Social Inclusion and Exclusion: The tension between the Knowledge-Based Economy and the Knowledge-Based Society and its implications for urban and regional policy.**

**Mikael Stigendal, Malmö University**

In France, young people set the cars on fire. That shows the existence of social exclusion, apparent in many European cities. Social exclusion could appear in many ways, indicated by for example poverty, unemployment, low level of education, poor health, drug abuse or crime. But from what are the young people socially excluded? The immediate answer to that question would probably be an economy which has become increasingly knowledge-based, at least in the rhetoric, but it's more than that. Barriers have emerged which stem from various systems and structures. You need to get the grades in school. You need to be able to work on insecure conditions and many hours per day. You need to be able to speak the majority language properly. If not, you won't cross the barriers. The appearances of such barriers coincide in the cities, which makes them become barriers of society. Thus, my argument is that society has turned into a social inclusion with barriers efficacious in the cities. That explains the existence of social exclusion. It seems reasonable to call it a knowledge-based society due to the significance of knowledge in the determination of its borders. In recent years, cities have often been referred to as the motors of economic growth. However, cities have also become locations for the barriers between the social exclusion and the social inclusion of an increasingly knowledge-based society.

#### **Capital and knowledge: The geography of private equity networks in Germany**

**Britta Klagge (Osnabrück)**

Previous research has shown that spatial proximity plays an important role in the provision of private equity. Capital providers, i.e. the PE firms and business angels, and their respective investment targets, i.e. the portfolio companies, tend to be located rather close to each other. A reason for this pattern is that the provision of private equity is closely intertwined with inputs and transfers of different types of (tacit) knowledge. These different types of knowledge are produced and shared among various actors including not only PE firms and their portfolio companies, but also specialized service providers, research institutions, political actors and others.

In my paper I will argue that the way in which these relationships are organized affects investment patterns and thus regional economic development. The key players in this arrangement are PE firms and business angels whose main function is to broker capital, knowledge and relationships (Zook 2004, Sorensen/Stuart 2001). Looking at the German PE scene shows that some of these relationships are locally embedded and compose regional networks, clusters or "knowledge communities"; this is particularly the case in national or regional financial centres. Others link actors in different places and regions and thus constitute interregional networks, which – according to recent research (Fritsch/Schilder 2006) – might help to overcome the difficulties attached to long-distance investments. In my paper I will explore how intra- and interregional networks are related and what is the role of regional financial centres for PE provision to the regions.

### **POLITICAL ECONOMY OF THE KBE I**

#### **Basic Income and Productivity in cognitive capitalism**

**Andrea Fumagalli♣ and Stefano Lucarelli♣**

We consider the basic income not only as a tool of a policy to improve living standards and social well-being but, mostly, as the essential requisite to introduce a new stable compromise between capital and labour. Following the French Regulation School approach, we assert that the social compromise between capital and labour is founded on the redistribution of the productivity gains. We think that describing the dynamics of productivity means understanding the main features of the contemporary capitalistic production. We then focus on the socio-economic transformation of western countries and propose the term cognitive capitalism (CC) to describe the economic system after the Fordism paradigm crisis, highlighting the strong links between the exploitation of knowledge and the accumulation of surplus. Therefore we investigate the presence of a new type of Kaldor-Verdoorn law in cognitive capitalism (a virtuous circle among BI, increasing productivity - via knowledge and network externalities - output and employment). As a result, we first point out the ambiguous growth circle of the contemporary capitalism. Secondly we highlight that BI is compatible with the new way of accumulation, based on the exploitation of dynamic scale economies. BI increases productivity, through network (externalities) and learning processes and, at the same time, demand, via consumption level. This double result is not always guaranteed. It depends, on one side, on how much BI positively affects productivity, and the greater this

probability, the lower the role played by intellectual property rights and the higher the diffusion of network economies (general intellect and social cooperation); on the other side, it depends on the way BI is financed.

## **MANAGING THE TRANSITION TO A KNOWLEDGE ECONOMY: HOW A MODEL CAN AID THE DESIGN OF APPROPRIATE POLICY**

This presentation describes a research project undertaken for the government of the State of Sarawak in E. Malaysia. A system dynamics model was constructed so as to inform the State's future economic and social planning to 2020. Their ambition was a transformation of the State from a resource based economy (pbe) to a knowledge-based one (kbe) in line with Vision 2020 for Malaysia as a whole. Positive engagement with State government officials at the highest levels was a feature of the successful completion of the work. A flexible policy evaluation tool for use in their macro-economic planning is now available to be used by those officers who were exposed to several training sessions in system dynamics modelling. A full paper, albeit with a modelling orientation, is available if requested

### **Knowledge under siege: Principles of knowledge in the knowledge economy**

**Tommy Jensen, Department of Sociology, Lancaster University, UK**

The knowledge-based economy is a popular subject to academics, politicians and policy-makers. It seems plausible to apply it to almost every context these days – from knowledge-intensive individuals (when working, consuming, or acting as a citizen) to knowledge-intensive collectives (homes, organizations, market-places, countries, and the western world). However, the starting point for this paper is that knowledge through this expansion has been devaluated – both in terms of its content (know-how, know-what, know-when, know-why) and its place in the means-ends chain. The paradox is; the more we are surrounded by knowledge (the intensity by which we use the term knowledge in language and narratives, symbolic representations of knowledge through artefacts); the more we feel that knowledge seem to be of concern for daily matters and decisions, the less knowable we think and act! The underlying reason for this paradox is that knowledge, that once was as central to life as life itself, i.e. an end, has been reduced to a means in the era that I here recall as 'the era of economisation'. Knowledge has become a commodity (Lyotard, 1979) and as such knowledge has become an endangered capability through which individuals can shape a life they have reason to appreciate. In this paper I will show how economization brings with it 11 principles (which I have divided into four dimensions) that individually and together constitute a threat to knowledge.

## **LABOUR AND WORK**

### **Knowing Cities and Consumers: Knowledge Practices of the Advertising Industry**

**Anne Cronin, Sociology Department, Lancaster University**

This paper is based on ethnographic data generated from a project on UK city spaces and outdoor advertising. The project explores how outdoor advertising companies generate and circulate understandings of urban spaces and people in those spaces through market research and advertising 'folk knowledges'. This paper examines the significance of how these knowledges are practised, circulated, assessed and deployed. As one of the key 'creative industries' of contemporary cities, the advertising industry creates or performs certain market relationships through these knowledge practices as well as marking the visual landscape of cities in striking ways.

### **Branding the Information Society?**

**Chloe Peacock University of Brighton.**

The project is looking at the branding and consumption of ICTs through a case study of Apple Computers Inc. It will explore how popular understandings, and discourses of The Information Society are drawn upon and used in the branding of consumer ICTs, and how those popular understandings are used by consumers in constructing and negotiating their identity. The project will examine, and establish a relationship between three bodies of literature, which are - Branding, Consumer Society and The Information Society. It will then go on to critically analyze Apple product branding from the 1970's to present day through a visual and discourse analysis. It will also use interviews of a selection of Apple consumers about their consumption activity and analyze them through a discourse analysis. The analysis will be used to explore the consumers' relationships with their technology and the Apple brand.

A theme within The Information Society rhetoric, which will be addressed by this project, is the notion of key-workers. Examples are: entrepreneurs, freelance new-media creatives, management consultants or project managers. As well as making use of flexible working patterns, they can also be characterized as having a high level of technical competence and interaction with a variety of ICTs. It will look at notions of symbolic analysts and informational labor, referencing Bell, Castells, and other early commentators. Through the visual and discourse analysis of branding material the project will see how far this strategy was employed by Apple, and through interviewing consumers if it is expressed in the production of identities.

### **Making Knowledge Work: An Analysis of Interacting Tensions in the Management of Inter-Organizational and Employment Relations in a Knowledge Based Corporation.**

**Steve Vincent, Leeds University Business School.**

Seemingly, networks of hierarchically organized contractual exchanges will be the major mode of operation for knowledge based economies (Adler, 2001). One major problem such relationships present is choosing the right partner for the generation of useful knowledge. Whilst actors will want to maximise the benefits of knowledge creation they will also want to minimise the loss of proprietary know-how to competitors (Matusik and Hill, 1998), suggesting tensions that will often be difficult to manage. In this regard, large knowledge based corporations often have access to a wide range of expertise and proprietary knowledge that can make them attractive, particularly where they provide knowledge based services that do not compete in the client's market. Yet, even in these circumstances significant problems are likely due to the conflicting interests amongst the actors involved. This paper would explore tensions arising from the management of employment through corporate inter-organisational relationships using the case of an IT outsourcing arrangement. In this study a public sector client purchased software maintenance, enhancement and development services from a large multinational firm. The central finding was that networks of actors between, inside and beyond the organisations involved were variously used by actors as they attempted to extend their often conflicting sectional interests. The analysis suggests a context within which management choices presented 'routes to partial failure' (see Hyman, 1987: 30), as in using networks to extend the interests of the various actor groups simultaneously compromises were inevitably made in the qualities of the IT systems developed.

**Sustainable School Food Chains: The 'Dinner Lady' as a Knowledge Worker**  
**Professor Kevin Morgan, School of City & Regional Planning, Cardiff University**

Following 25 years of political neglect the school food service suddenly finds itself at the top of the political agenda in the UK for a whole series of reasons, principally because of the moral panic about childhood obesity and the burgeoning costs, human and financial, of diet-related diseases. A new school food programme was announced last year by the Blair government and, despite its limitations, this was the most radical reform of the service since the founding of the welfare state in the 1940s. But a sustainable school food chain is a more challenging organizational innovation than is commonly realised because it requires new skill sets throughout the chain from farm to fork, particularly among so-called 'dinner ladies', the workers who are most intimately involved in the design and delivery of the school food service. This presentation seeks to understand the 'dinner ladies' as a community of practice as the school food service makes the transition from the neo-liberal era into the ecological era. This presentation conforms to a number of your specified themes - particularly learning organizations, consumers, new forms of consumption, professions in the knowledge economy and the governance of the knowledge economy as the case study deals with the re-assertion of state power/public sphere vis-a-vis the market sphere in setting more robust standards for food in schools. I look forward to hearing whether the above proposal fits your programme.

**CREATIVE INDUSTRIES IN POLICY AND PRACTICE**

**STRUGGLING TO IMAGINE**

**Simon Kensdale, Wigan Creative Industries**

I am an English graduate and I qualified as an English/Drama teacher. I worked for the Inner London Education Authority for five or six years before moving into youth arts development work on Merseyside. Since 1998, I have been employed by the Economic Regeneration Office in Wigan. I was initially employed as the Council's Creative Industries Officer; for the past two years I have been engaged on a project to deliver a Cultural Quarter in a conservation area of the town. Using my teaching experience, I will be taking a quick, practical look at what creating might mean in the real world. In the context of writing, the session will demonstrate that nearly everyone has some imaginative capacity and probe the question of why this might be and why, for most of us, the capacity fades with time. The session will move on to consider whether we can accurately identify the friends and foes of the creative impulse in modern society. Here, using my more recent background as a development worker in local government, I propose several categories of individual and organisational system. Just as there are 'artists', there are artistic organisations; just as there are fans, supporters and enthusiasts there are supportive groups and systems; just as there are rivals, opponents and critics, there is organisational resistance and structural opposition. Finally, just as there are dangerously destructive people, there are major threats to continuous cultural activity. We must not assume that everyone values art in the same way that we do. The ideas gathered and presented in this session are more anecdotal and subjective than academic but they are intended to both encourage debate and focus attention in an accessible format. Whilst such wisdom I may possess is very much of the homespun variety, I believe I can be of assistance. There will be an absolute minimum of audience participation...

**Art in Higher Education and the Creative Industries**

**Emma Rose, Senior Lecturer, The Lancaster Institute for the Contemporary Arts**

The contribution of the creative industries to the knowledge-based economy has been widely discussed, although rarely on the basis of much in the way of hard evidence. This paper considers the role of the arts education provided by universities and colleges in responding to student needs as these are likely to be in the years following graduation as graduates seek to establish themselves in a career. The increasing volume and dynamism of cross-disciplinary creative practice have become very visible in recent years. Many argue that this leads to more innovative, flexible, creative initiatives. Arts graduates often find their courses valuable and appropriate to their initial interests in their practice, and frequently go on to forge careers in smaller, creative businesses that combine these interests with an acceptable way of making a living, thereby adding to the regenerative effect of creative industries in inner-city districts observed, for example, in Hoxton and Peckham. However, more could be done, particularly at post-graduate level to equip recently graduated creative practitioners more thoroughly in appropriate professional skills.

This session will also include talks from:

**Iain Bennett – Head of Creative Industries, NWDA**

**Alex Butler – Singer**

**James Fairhurst – Artist from OK Collective**

**John Angus – Director of Storey's Gallery, Lancaster**

**Rebecca Sitar**

**PROFESSIONS IN THE KNOWLEDGE BASED ECONOMY**

**ORGANISER AND CHAIR**

*David Sugarman, Law School, Lancaster University.*

**Redirections in the Study of Expert Labour: Doctors, Lawyers and Management Consultants**

*Steve Ackroyd and Daniel Muzio, Management School, Lancaster University.*

This presentation is based on our forthcoming edited book (Muzio, Ackroyd and Chanlat, 2007) which explores recent theoretical and empirical developments with regard to the organisation of professional and knowledge-based occupations, focusing in particular on the relationship and interaction between established and emerging forms of professional work, such as management and systems consultancy. Through the consideration of law, medicine and consultancy, this collection analyses the development of professionalism in the context of wide ranging economic, political and technological change. The book concludes that despite some serious challenges professionalism retains its viability as a work organisation method and continues to exercise a strong influence on the organisation and delivery of expertise in late modernity.

**Are small-town lawyers positivist about the law?**

*Jim Marshall, Law School, Lancaster University.*

Lawyers are perceived as being endowed with technical and specialised knowledge. When additionally accredited with an 'idealised' concept of law, they are associated with positivist styles of legal practice by which they find then apply law to the facts of a case. Within this perspective law is seen as independent or autonomous and may be applied to the facts of a case with certainty and predictability. In this paper the empirical framework devised to investigate the assumption that practising lawyers are positivist about the law suggests that whilst there appears to be a dearth of positivist lawyering with some personal plight areas, there may be two areas of association, first between positivist corporate lawyering and business mentality and secondly between procedural practices and lawyers who may be deemed 'outsiders'. In an

attempt to encapsulate what lawyers do as legal interpreters, my empirical analysis distinguished between two aspects of the lawyering interpretative process, namely the frequency with which lawyers consult and interpret legal texts and the importance they attach to the deployment of these texts. By operationalising these aspects I attempt to illuminate the interaction between the norms of the legal process and the socialisation of lawyers, and may have uncovered interactive interpretative processes at work in terms of lawyers' socialisation and the deployment of procedural practices by lawyers as outsiders. In particular the different practices that appear to be employed by lawyers originating from elsewhere who, being less likely to have social networks at their disposal, are more disposed to rely on rules and to present themselves as legal technicians. Combining quantitative with qualitative analytical techniques appears to have provided a sharper more enhanced picture of positivist lawyering. Whilst personal interview revealed sporadic deployment of positivist practices, logistic regression analysis revealed a dearth of such practices in some personal plight areas. My analysis of the various permutations of positivist practices suggests that when some personal plight lawyers achieve desired outcomes for their clients, it is not by virtue of a comprehensive interpretation of a series of texts. For family lawyers it appears that underlying psychological factors are more important than the deployment of procedural rules to determine client's outcomes. In contrast corporate lawyers are legal positivists. This is especially so in term of substantive law, where corporate lawyers extrapolate legal principles from one legal area to another. Corporate lawyers are also more likely than other lawyers to attend law courses to update the legal knowledge. My survey suggests that the extent of positivist practices deployed by these lawyers may be associated with the intensity of competition for corporate clientele.

#### **Insolvency Practice and Exceptional Trust**

Alan Katz and Michael Mumford - LUMS,

#### **Labour market intermediation: professionalization and the contemporary European executive search industry.**

Jonathan V Beaverstock\*, James Faulconbridge\*\*, Sarah J E Hall\* and Andrew Hewitson\*+

\* Department of Geography, Loughborough University, Loughborough, UK

\*\* Department of Geography, Lancaster University, Lancaster, UK

+Speaker

The elite/executive labour market, in many sectors and scales of the economy, is increasingly being finessed by the intervention of executive search firms, headhunters who search, select and place expert labour with clients using practices viewed in seemingly contradicting terms as both 'scientific' and mysterious, dagger and cloak. These partially professional systems draw heavily from the Anglo-American business models and allow headhunters to become archetypal market-makers in the economy. Headhunters have to continually legitimise their entire existence to clients because they act as the third party agents in the marketplace. They also have to intermediate with potential placements, who they have to find, select, encourage and ultimately place for their assigned brief. Accordingly, being professional and purveying an aura of professionalism is key to the headhunters survival in the market for executive search. To do this headhunters often turn to contemporary management practices, founded upon professionalism, trust, expertise and respect in order to survive in a cut-throat marketplace. In this paper we introduce this professionalisation of the headhunting industry. Using research findings from empirical work directed at transnational headhunting firms in Europe, we will tease out the important of being a 'professional' in this industry, and note the professionalisation strategies of firms to intermediate and ultimately create a market for themselves which legitimises their existence in contemporary human resource management and labour market segmentation. We acknowledge the support of the Economic and Social Research Council (award no: RES-000-22-1498)

#### **SESSION 1 CHAIRED BY JOHN URRY, DEPT OF SOCIOLOGY, LANCASTER UNIVERSITY**

Allan M Williams, Professor, University of Westminster

#### **Abstract: Enfolded mobilities: international migration and mobility in the knowledge economy**

Most of the focus on migration and mobility in knowledge-based economies has been on highly skilled individuals, such as scientists and managers. But such highly skilled mobility and migration is interwoven in complex ways with other, often contrasting, flows of people and knowledge. This paper identifies some of these key associated mobilities and how these involve different types of (largely tacit) knowledge flows. Research on corporeal mobility and migration has had a number of distinctive foci, including intra-company managerial and professional mobility in transnational companies, the movements of highly skilled scientists and researchers and their key roles in high technology clusters such as Silicon Valley, and health workers. These are also some of the groups of workers who are most favoured in national immigration policies, and they are emblematic of the transfer of skills and different forms of tacit knowledge across increasingly porous but still significant international borders. Highly skilled individual mobility and migration is, however, associated with a number of related types of corporeal mobility, five of which are reviewed in this paper: *Discovery mobility*, as typified by tourists, students, au pairs, those on the BigOE and other younger migrants. At one level, these types of mobilities can be interpreted in terms of rites of passage, self-discovery, or Beck's notion of individualization. But they are also exercise in knowledge accumulation, and social network construction, which may inform subsequent mobilities *Accompanying mobility* most obviously involves partners, but also children, and connected care and domestic service workers. They may enter labour markets under very different visa and other regulatory conditions, compared to the principal labour migrant. But they do engage with the knowledge economy in a number of ways. Care and domestic service workers may leave their initial employer, and children may acquire knowledge that shapes their later mobility. *Servicing mobility* is the parallel migration of workers to take up 'unskilled' posts which have partly been created by the demand emanating from 'skilled migrants'. They are the other half of the dual migration that Sassen argues is a distinguishing feature of world cities, although they also occupy other spaces in destination economies. *Tourism-related mobility* most notably involves short term visits from friends and relatives. These can be exercises in knowledge gathering which, subsequently, inform other types of mobility, such as labour migration. *Post-employment mobility* involves migration and mobility, notably in relation to retirement. Individuals' search spaces may have been informed by earlier labour migration experiences, which also provided them with the self-confidence and knowledge required for successful migration in later life. Such individuals, in common with all those who are mobile, are also potential knowledge bearers, as exemplified by British retired migrants living in the Mediterranean region. A review of these different types of mobility highlights a number of themes that are elaborated in the remainder of the paper: knowledge as mobility enabling; mobility as knowledge facilitating; the substitutability of different forms of mobility; and the importance of temporality and life history perspectives

Michael Hulme, Hon Professor and Associate Fellow of the Institute for Advanced Studies, Lancaster University, Chairman of interscience, and Director of the Centre for the Study of Media Technology and Culture

#### **Human Scale and Proximity**

The paper draws on three years ethnographic, qualitative and quantitative research examining the increasing tendency to use devices classically defined as mobile to create fixed 'micro-climates' of control gathered round and upon the person. It demonstrates that far from being 'mobile', devices (and contents) are often static and by increasingly 'mirroring' physical personal movement extend virtual presence (the body

increasingly becoming the locus of real/virtual world interface). The 'mobility' of such devices lies in their ability to mobilise the self and extend reach. This in turn leads to contentions and stress in local space proximal to the body, particularly for older adults who might be defined as practicing some form of 'adaptive' change in comparison to younger age groups.

**Kai Chong Gui**, doctoral student at the Department of Sociology, Lancaster University and a Teaching Assistant in Sociology at the National University of Singapore.

#### **Deconstructing mobile cultural typologies**

The globalizing knowledge-based economy is characterized by the rise of various forms of business knowledge, which are increasingly gaining prominence internationally as they are spread by circuits of soft capitalism such as business schools, management consulting firms, foreign expatriates, lecturers of management science, popular business magazines, business textbooks, and so on. This paper challenges a particular genre of business knowledge which has attained an unusually high level of institutional vitality and academic prominence because of its paradigmatic status within the fields of international business, comparative management, organizational behaviour, and cross-cultural social psychology. This genre of business knowledge is often encapsulated in the form of 'cultural typologies', which could be thought of as mobile discourses circulating internationally. With the globalization of business education and the increasingly international character of the social sciences, cultural typologies prescribing how international managers 'should manage' regional subsidiaries in a 'culturally sensitive' manner seem to acquire hegemonic status. But this paper argues that such cultural typologies should be treated with caution, for there could be a mismatch between their implicit cultural prescriptions and locals' ideals about 'managerial cultures' and organizational practices, and their prescriptions assumes a problematic view that organizational cultures will definitely reflect national cultures. Users of cultural typologies need to adopt a more critical and sociological view of 'culture', while acknowledging that nations are rapidly being shaped by globalizing forces to the extent that a view of societies as bounded and stable entities (neatly captured in static cultural models) is no longer tenable.

---

**Donald Hislop & Carolyn Axtell**: Sheffield University Management School/Institute of Work Psychology, University of Sheffield  
**Contrasting Cases of Home-Work Interface Dynamics: The Heterogeneity of Mobile Teleworking**

Much has been written, since the mid-1980's onwards, on how technological developments have had the potential to free workers from the physical confines of their offices/workplaces through making it possible to work from home. Recent developments in both computer and communication technologies (since the start of the twenty first century approximately) have arguably created the potential for another step beyond this, allowing workers not only to work from home, but to 'liberate' them from any fixed location, allowing them to work and communicate from a range of locations, while spatially mobile (Felstead et al 2005). While in conceptual terms, teleworking is so broadly defined that it allows the possibility for telework to involve spatial mobility (see for example Daniels et al 2001), empirical studies of teleworking have concentrated almost exclusively on either pure home teleworkers, or home/office hybrid teleworkers. Thus, for a category of work/er which appears to be growing in importance, it is never the less a significantly under-researched domain of (tele)work. This paper attempts to begin addressing this neglect through reporting on a small scale empirical study which examined two quite distinctive groups of workers (management consultants and domestic appliance repair engineers), both of whom had to work between a range of locations for a large part of their time, and who thus can be defined as mobile teleworkers. The heterogeneity of the groups examined reflects the findings of other studies of mobile teleworkers, which shows how such work patterns are not the exclusive domain of professional and managerial workers (Churchill & Munro 2001). The specific focus of this paper is on the dynamics of the home-work interface of these workers, which will be shown to be quite distinctive. This focus builds on existing studies and analysis which suggests that one of the particular characteristics of mobile technologies, such as mobile phones, is that they can blur the boundaries between ostensibly discrete domains or activities, such as public-private divides, and of relevance here, the home-work boundary (Cooper 2001, Lowry & Moskos 2005). For example, taking a work related mobile phone call in the evening or at weekends when involved in home related activities represents one way in which this blurring can occur. To some extent the differences in home-work boundary dynamics that were found were related to the specific patterns of spatial mobility the two groups of workers required to undertake. Thus, while the engineers worked within a relatively small geographic area (usually within a specific city or town), and could visit between one and five separate clients in a day, the consultants covered a much larger geographic area (typically within England, but sometimes overseas), visiting clients for between 1-3 days, and often requiring to stay away from home overnight. Another aspect of the work of these two groups which affected the dynamics of their home-work interface was the extent to which home based working was possible. While the engineers had no opportunity to work from home, home based work was something that most of the consultants interviewed were able to do on a regular basis. Despite this, and somewhat paradoxically in light of it, it was the consultants rather than the engineers who experienced problems of isolation from home, as well as a more general contradiction between the competing demands of home and work. Overall, the home-work dynamics of both groups examined were affected by a wide range of factors, not just their patterns of spatial mobility or their ability to work from home. For example, other relevant factors included both the type of employment contract used, and the number of hours they typically worked. Thus while a suite of new technologies (including mobile phones, laptop computers, personal digital assistants (PDA's) and blackberry mobile email devices) make new patterns of work possible, their impact on people's experiences of work is not unitary, and simply determined by the communication and information sharing potential of the technologies being used. Instead, the two (contrasting) experiences of mobile teleworking, and more specifically, the different home-work dynamics that the paper reveals were shaped by the complex interaction between a range of different variables. More generally, and returning to the subtitle of the paper, the two cases examined show that, while, analytically, it is possible to talk about mobile teleworkers as a distinctive category of work, this umbrella term covers an enormously heterogeneous range of different occupations encompassing a wide diversity of mobility patterns and work conditions. This therefore limits the extent to which it is possible to make generalizing statements about the nature of mobile telework, and the key issues likely to affect people involved in it.

#### **'Sharing ideas versus owning ideas'**

##### **Creativity and collaboration in the KBE**

Speakers – Matt Fenton (chair), Goat Island, Anna Furse, Alice Booth, Lawrence Bradby and Carl Lavery

Taking a range of case studies in which creative/artistic practices have met those from other fields, as well as other art-forms, this session will open up discourses around collaborative practice in the Creative Industries – its vocabularies, politics and potentialities. The session will provide some examples of how the meeting place between methodologies, ideologies and (mis)understanding (and indeed the fluidity of the roles of artist, researcher, practitioner and academic) has become fertile territory for innovative artistic creation, and how this might be of relevance to a broader Knowledge Based Economy of inter-relational networks. Input from artists, academics and creative industry professionals will be the starting point for discussion that will be relevant to many fields of study relating to the KBE. The session will be opened by members of Chicago-based performance group Goat Island, who are in residence at Lancaster University's Nuffield Theatre during the summer of 2006. The conference coincides with the culmination of a research and development period for the creation of a new work (which will tour internationally in 2007) and an artists' summer school led by the company. The school is based on their model of a collaborative practice which accommodates professionals and amateurs, performers and non-performers, artists and researchers.

### **Matt Fenton (Chair) – On Misunderstanding**

Matt Fenton is Director of the Nuffield Theatre at Lancaster University, where he also teaches Performance Writing, Video in Performance and Theatre Administration. Alongside his curatorial role at the Nuffield, his artistic practice centres on the collaboration between live performance, film and composition. Current show *All Just Fields*, made with composer Nick Gill, is an exploration of the memories contained by five derelict buildings, and will tour nationally in 2007. Matt curated the panel of speakers for this session and will introduce the afternoon with some reflections on collaborative practice in contemporary experimental theatre and performance.

### **Goat Island – 900 words for Lancaster: a collaborative text**

Goat Island is a Chicago-based collaborative performance group founded in 1987. Members contribute to the conception, research, writing, choreography, documentation and educational demands of the work. Characteristically the group attempts to establish a spatial relationship with audiences within which they perform a personal vocabulary of movement, both dance-like and pedestrian, that often makes extreme physical demands on the performers, and attention demands on the audience. The group regularly present collaborative lectures for public events, often subsequently published in both artists' books and professional journals.

Eight completed works include *Soldier, Child, Tortured Man* (1987); *We Got A Date* (1989); *Can't Take Johnny to the Funeral* (1991); *It's Shifting, Hank* (1993); *How Dear to Me the Hour When Daylight Dies* (1996); *The Sea & Poison* (1998); *It's an Earthquake in My Heart* (2001); and *When will the September roses bloom? Last night was only a comedy* (2004). The company has toured the US, UK, Belgium, Switzerland, Croatia, Germany, and Canada and is currently developing their ninth, and final, performance work.

### **Anna Furse – Reflecting on Becoming Transparent**

Anna Furse is an award winning writer and director of theatre productions which have toured worldwide. Currently Artistic Director of company Athletes of the Heart, Anna has also directed shows for The Traverse, The Phoenix Leicester, The Theatre workshop, Dance Umbrella and co-produced with repertory theatres in the UK including Plymouth Theatre Royal and Salisbury Playhouse. She has directed women-centered projects for companies as diverse as Graeae, Scarlet Theatre, Women's Theatre Group (Sphinx), New Midlands Dance, Women's Playhouse Trust, Magdalena and The Royal Shakespeare Company, for whom she was movement director on the Women's Project in 1987. From 1990 she was Artistic Director of the prominent new writing company Paines Plough, with whom over five years she created innovative projects and collaborations. Her teaching foregrounds the body in live performance. Over 25 years she has developed her own physical training methodology, which synthesizes a range of theatre, dance and martial arts techniques. Anna is a full-time lecturer at Goldsmiths College, University of London, where in addition to undergraduate teaching she runs the distinctive MA in Performance Making and curates the Performance Research Forum. She is also Guest Professor in the Program in Theater and Dance at Princeton University, USA. This paper will contextualise recent production GLASS BODY, the third in a triptych of performance pieces created after experiencing IVF and subsequently publishing a book for Assisted Reproduction Users (*Your Essential Infertility Companion*, 1996/2000). Focusing on this installation production - created for the Chelsea and Westminster Hospital with funding from the Wellcome Trust and Arts Council England - she will introduce ways in which the project attempted to overlap bio-medical science and issues of the medicalised woman's body (such as the impact of imaging technologies on our proprioception) in non-didactic, metaphoric theatre. She will also speak about the collaborations with health professionals such projects entailed, and the desire to create new audiences in new contexts for live performance work.

### **Dr Alice Booth – Transformations: a meeting of equals**

Alice Booth is Projects and Artists Support Officer at the Nuffield Theatre, Lancaster. She is a founder member of experimental theatre company imitating the dog and has recently completed a practice-as-research PhD at Lancaster University. She also teaches performance at Lancaster and other universities across the country. She was Lead Researcher on the Arts Council England-funded Transformations Project. Transformations brought together three organisations – Ludus Dance Agency, the Nuffield Theatre and Beaumont College – to generate an innovative creative environment in which disabled graduates of Beaumont College were teamed with professional dance artists from the North West. Wheelchairs, hoists and lifts, normally the signifiers of disability, were refigured as creative, playful, even aesthetic objects. Through targeted training, which the group undertook together, and by bringing together young people with extreme physical and learning needs with highly trained dancers, the project aimed to reverse some of the normal modes of participatory practice, disrupting boundaries between choreographer/mover, artist/participant, observer/maker.

### **Carl Lavery and Lawrence Bradby – Walking: Performance and Representation**

Lawrence Bradby and Carl Lavery are obsessed with space and place, in particular the empty and forlorn spaces of cities. In this paper, they will talk about their collaborative practice, reflecting on past work, new work, and the problems associated with collaborating across distance. The focus will be on the problematics of representing walking in cities and other forms of landscape. Bradby and Lavery have collaborated on 'Moving Through Place' (forthcoming, 2006) and have presented a series of performative lectures. They are currently working on a book that attempts to combine poetic performative writing with academic theoretical writing. Carl Lavery is Lecturer in Theatre at Lancaster University. He writes about theatre, space and landscape. Lawrence Bradby is part of Townley and Bradby who work as a collaborative duo making interventions and site-specific installations in public places. After studying the routines of a chosen site, they devise work which exploits or alters those routines by suggesting playful variations. Some examples include *Shelf Life* (2004): a trail of altered books on the shelves of a library; *Sweep and Veer* (2005): a network of lines across a city square; and *Short cuts and intimate routes around Norwich* (2005): a guide book making use of alleys, shops, car parks and wasteground.

## **POLITICAL ECONOMY OF THE KBE II**

### **Global Political Economy in the Information Age: Power and Inequality**

**Gillian Youngs, Department of Media and Communication, University of Leicester, UK.**

This paper presents the main themes of my forthcoming research monograph with Routledge (now in press and due for publication in 2007). It maps shifts in established theoretical approaches to international relations and global political economy that are necessary to address information age developments. Its central focus is the importance of sociospatial (technologically mediated) settings and interactions, as well as the more familiar geospatial ones, and interconnections across them. It considers long-term trends of inequality and ways in which digital transformations are impacting on them, aligning with them as well as disrupting them in some ways and contexts. It focuses on the states and markets model and how it is evolving in theory and practice, and the new complexities of considering borders in a world of expanding ICT use and application. Much about the digital economy is not new in the sense that it is yet another stage in capitalism's configurations of time/space relations, but the ways in which ICTs operate and affect material processes, as well as symbolic frameworks, requires fresh perspectives. There are many concerns about power and inequality that are continuous across the industrial/post-industrial contexts, especially in relation to technology. Information age developments place even more stress on this too neglected area of analysis, so often overlooked or assumed in technocratic or instrumental mode.

### **Building Alternative Knowledge Banks for New Knowledge-Based Economies**

**Glyn Everett, Graduate School of Education, University of Bristol**

This paper reviews the application of KBE discursive practices to the field of development, through an analysis of the World Bank's reinvention as a Knowledge Bank. The paper firstly outlines the Knowledge Bank's focus upon networks as the optimal mode of organisation for pursuing 'knowledge for development' (K4D) in an ICT-age, and the lack of independence of such Bank-sponsored development networks is then criticised. The Bank is argued to produce and manage 'networks' in which it occupies a centre-ground, positioning itself as an 'obligatory passage point' (Callon 1986) whilst relying for rhetorical support upon a romanticised understanding of networks as spaces of unmediated flows, wherein ideas and resources are freely exchanged. However, it is argued that the Bank's discursive shift, together with the emergence of networked modes of ICT-based organisation amongst Bank partners and critics, could also potentially facilitate a productive critical engagement that might affect the Knowledge Bank's form and practices. Approaches are outlined that would seek to diffuse the K4D programme territorially and organisationally, opening it up to other voices both within and outwith and thereby pluralizing the Knowledge Bank endeavour. The blue-skied hope would be that this in turn might work to defuse the Bank's domination of the development landscape, lessening the ease of reproduction of the narrow economic mindset that dominates its practices, and so opening up the possibility for countries to pursue other KBE agendas in search of new and different knowledge economies.

### **Knowledge capital or knowledge capitalism – contemporary social democracy and the knowledge economy**

**Jenny Andersson, Department of Economic History, Uppsala University**

The paper discusses how two social democratic parties, British New Labour and Swedish social democracy, interpret the knowledge economy as a stage of capitalism. It argues that while New Labour has a theory of knowledge capital – hence a theory of the production of value in the knowledge economy, which leads to its wellnoted economic determinism, Swedish social democracy has a theory of knowledge capitalism, hence of patterns of exploitation, class, and ownership in the knowledge economy. These differences can be brought back to a tension in the history of social democracy; a movement torn between its critique of capitalism and its notions of capitalist improvement, between socialising, and capitalising. The paper argues that third way ideology is informed by a discursive logic of capitalisation – whereby new social relations or goods are defined as forms of knowledge capital. In this process, social democracy again rearticulates the tension deep within its project, this time in relationship to the (perceived or real) specificities of knowledge capital and knowledge capitalism – the intangibility and often proclaimed sociability of knowledge as an economic resource, and the demise of the labour capital conflict in postindustrial production. The paper applies a critical perspective that in essence, through the analysis of the two cases, tries to come to a conclusion about what should be required of a contemporary social democratic theory of knowledge capitalism. It deals specifically with notions of public good, industrial relations, the commodification of culture, and notions of emancipation/exploitation in the knowledge economy.

### **Working for themselves?: capital market intermediaries and present day capitalism**

**Julie Froud, (Manchester Business School, University of Manchester) Peter Folkman, Sukhdev Johal and Karel Williams (ESRC Centre for Research on Socio Cultural Change)**

This article is concerned with understanding the role and possible effects of a group of actors, the fee-earning capital market intermediaries, who have taken a much more prominent role in capitalism since the 1980s. The group includes corporate lawyers, hedge fund managers, private equity fund partners and investment bankers whose relations with corporations are both as responsive service providers and as proactive initiators of activity. Of course, concerns about new groups of actors, their objectives and outcomes are not new. In this paper we return to the debates about the managerial revolution to try to make sense of the nature and significance of changes now taking place. Although the practice of general history is to use changing present day problem definitions to reinterpret the past, in our contemporary history we use past problematisations like 1920s and 1930s critique of the rentier or 1960s theories of managerial capitalism to interrogate the present. The debates about managerial capitalism are relevant in two ways: first, they are trying to make sense of a new group of actors (salaried senior managers) whose own role is now in question with the apparent rise of a group of capital market intermediaries, a group that has no visibility in conventional discussions about ownership and control; and second, the nature of the debates around managerial capitalism are helpful in framing questions, identifying appropriate forms of analysis and avoiding overly-simplistic assumptions about the nature and effects of change.

## **DISCOURSES & NARRATIVES OF THE KBE**

### **Semiotic moment of EU strategy for the KBE: critical discourse analysis of the 'Bologna process'**

**Norman Fairclough, Emeritus Fellow IAS, Lancaster University**

The EU macro-strategic goal ('the most competitive and dynamic KBE in the world') is pursued through a complex of strategies oriented to economic change + social, political and cultural conditions for it, including the Bologna strategy for HE. Social/political/cultural embedding of economic change indicates the value of a 'cultural political economy' approach, combining (after Jessop & Sum) a 'regulation approach' to economies, state theory, and CDA. Economism can be averted by developing 'theoretically commensurable sets of concepts' with 'the same depth and breadth' such that each can provide a point of entry to complex-concrete analyses (Jessop&Sum 2006). CDA of the semiotic moment of EU strategy is my point of entry, focusing on key Bologna policy documents and their significance in the development of the strategy and the nexus of strategies around the KBE, with respect to the following (contingent) processes: textual emergence, variation-selection-retention, dissemination and 'recontextualization', and 'operationalization' (enactment, inculcation, materialization) of (complexes of) discourses, and their causal/constructive effects. More concretely, I refer to 'interdiscursive hybridity' of texts, dialectical relations between discourses and 'genres', and 'strategies of legitimation'. I show some of CDA's concepts, some of their 'depth and breadth', and their commensurability with regulation and state theory concepts; how using CDA as a point of entry can lead to complex-concrete analysis; and that semiotic analysis is necessary in analysis of strategic and structural changes associated with the KBE.

### **Connecting Saskatchewan: A Critical Examination of Competing Discourses of the Knowledge-Based Economy/Society in Northern Saskatchewan**

**Frank Winter, PhD Candidate, University of Toronto Faculty of Information Studies**

This paper reports on research in progress on the competing discourses of the Knowledge-Based Economy/Society (KBE/S) as these discourses have been enacted in federal and provincial programs aimed at reducing the Digital Divide in Canada. That community-based intermediary organizations are key to the delivery of many KBE/S-based programmes and services in support of disadvantaged populations is by now well established. So too are the stresses on these organizations imposed by neoliberal government policies and practices. The paper focuses on the strategies and actions of a particular community-based organization, the Keewatin Career Development Corporation (KCDC) of La Ronge Saskatchewan, as it participated in the introduction of broadband internet connectivity into Northern Saskatchewan through both federal (BRAND) and provincial (CommunityNet) programs during the period 2002 - 2005. The hypothesis of the research is that there were at least four distinct discourses – the dominant neoliberal discourse of the KBE/S, the discourse of Aboriginal self-determination in the arena of communications, the discourse of the North with respect to land, jobs and health and the provincial discourse of equality of access to

telecommunications services - shaping and being shaped by each other as KCDC participated in the development and implementation of these programs. The objective of the research is to determine whether and, if so, how KCDC was able to modify or subvert the dominant discourse to the benefit of the rural and remote communities which it serves. Alternate explanations of how these discourses might have been manifested in KCDC's practices also explored as are the implications of this research for public policy.

**The European Union's "Information Society" discourse and Turkey**  
*Haluk Geray, Professor, Communications Faculty, Ankara University*  
*Funda Başaran, Dr, Communications Faculty, Ankara University*

Literature on accumulation regimes and restructuring of capitalism has defined the new era as "neo-liberal" accumulation period. Although creation of new commodity forms has been acknowledged in the accumulation regimes approach, few research has been done on this process in specific areas, in particular as hegemonic discourses. In this study, the Internet, an important component of the hegemonic so-called knowledge based socio-political order according to European Community's Lisbon Agenda, will be analyzed in the context of a candidate country, Turkey, which was also under pressure to adapt the global information and communication order from international institutions like the IMF and the World Bank. Research will focus on how the discourse of information society was constructed by the EU vis a vis third party countries at the periphery. The analysis will also aim at revealing similarities and differences between the European Union and the World Bank ideology and their respective interaction with local actors in the shaping of the hegemonic discourse.

**Universal Service as a Discourse of Communication Policy Formation**  
*Funda Başaran, Dr, Communications Faculty, Ankara University*  
*Haluk Geray, Professor, Communications Faculty, Ankara University*

Deployment of services to citizens has historically been implemented under different models of deployment with hegemonic discourses. With the restructuring of capitalism, different models of deployment in telecommunications and hegemonic discourses legitimizing those models have appeared as well. The study will trace the transformation of the concept of universal service as a discourse in communication policy formation both in the United States and in Europe. In the United States the concept was defined very early in 1917s while it became popular in the EU in 1990s. In the United States the concept was shaped with the discourse of "reliable, affordable telecommunications to all regions" of the country. A similar discourse became hegemonic in Europe as "public service provision." In the United States the Federal Communications Commission (FCC) was assigned to oversee the implementation of universal service provision. In Europe central ministries were to plan and deploy telecommunications services. With the dominance of United States in the international arena following the disintegration of the Soviet Bloc, the concept entered into the jargon of GATT agreements in telecommunications. This period also characterizes transition from Atlantic Fordism to neoliberal accumulation regime in which the ideology of deregulation became dominant. The very same ideology also formed a base for information highway-information society discourses which is a vital element of the knowledge based socio-economic order. The study will analyze how the discourse of universal service was shaped with the interaction of the U.S. and the European as actors.

**UNESCO and the discourse on the knowledge-based economy**  
*Veva Leye, Fund for Scientific Research-Flanders & Ghent University, Belgium*

My doctoral research is concerned with UNESCO's policies on (international) communication since the mid 1970s until 2005. In attempting to make sense of the often opaque and lofty language of UNESCO and to overcome the often purely descriptive 'analyses' of the organization's policies, it became clear that a discourse analytical approach would be most appropriate. Borrowing from different discourse traditions, a theoretical and methodological framework is being developed. After a while, it also became clear that in order to come to grip with it, UNESCO's discourse on communication, media and information had to be related to the organization's development vision and also to its economic vision. It is this latter aspect which connects my research with that on the discourses and narratives of the knowledge-based economy. Because, although UNESCO warns for the risks which reducing knowledge societies to a knowledge economy would entail (UNESCO, 2005: 26), the organization clearly participates in the construction of the discourse on the global knowledge-based economy. Key concepts of this discourse connect with the information society discourse and are situated mainly in the area of ICT and education. But there are other elements in the UNESCO discursive universe which can be related to the knowledge-based economy discourse, e.g. the organization's designation of itself as a 'networker' or 'honest broker' (Matsuura, 2005: 3-4). In my working paper, then, I would like to explore these interrelated strands of knowledge-based economy discourse in UNESCO's discursive universe.

**Spiritual entrepreneurship as an emerging profession in contemporary Japan**  
*Ian Reader, Religious Studies, Lancaster University*

Religious and spiritual entrepreneurship has a long and colourful history in Japan, one in which the media techniques of the time have been used in innovative ways to proselytise and to create new spiritual markets. These have been a central feature in the activities of spiritual practitioners as they have built clienteles, from the travelling mendicant preachers of the medieval period who used Buddhist scrolls and mandala paintings as a visual textual focus of their homilies, to the leaders of the emergent new religions in the period of Japan's rapid late 19th century modernisation, who used printing presses, pamphlets and magazines as a way of spreading their teachings and developing clienteles among the newly literate urban classes. In very recent times a new wave of spiritual entrepreneurs has emerged, one that used modern media techniques and facilities- such as television, mass media magazines, popular books (often published by companies established by such entrepreneurs), videos, DVDs and the Internet- to develop clienteles. In particular, popular diviners and astrologers who provide divination, fortune telling and spiritual advice, and who maintain high-level media and internet presences, have become a prominent part of the spiritual landscape and represent a new generation of spiritual entrepreneurs, whose roots can be traced back to earlier times but whose contemporary modes of operation are shaped by new technologies as well as the changing social, legal and religious parameters of contemporary Japan. This presentation will discuss the above themes and cite examples of some of these new spiritual entrepreneurs and the contexts in which they operate.

**Journalists, Bloggers, and Evidentiality**

*Greg Myers, Linguistics and English Language, Lancaster University*

Through the 20th century, journalism developed into a profession with its own training programmes, institutions, values, and culture. The culture changed with the development of broadcast journalism, and later 24-hour satellite news, but it was still based on the skills of a few people in centralised and capital-intensive institutions. Blogs offer a sharply contrasting model, in which the tasks of selecting and commenting on news are distributed, personalised, and speeded up. As recently as two years ago, these blogs were discussed mainly for their influence on mainstream media outlets. Now they are popular and influential enough to offer a possible challenge to the values and culture of journalism. On the one hand, bloggers tie most of their stories to on-line sites of traditional news media such as CNN, the BBC, the New York Times, and the Guardian. On the other hand, the stories are evaluated differently, in terms of attention rather than authority, and often transformed in their re-use. Journalists have responded with hype, alarm, enthusiasm, and tentative experiments in adapting their practices to the blogs. It is not

yet clear what kind of institution that emerges from these experiments, but we can already see that it is not an on-line version of a newspaper. This study focuses on one aspect of these changes, the textual marking of the status of facts, and the way this marking relates to audiences for news.

**The Mobility of Professional Skills in the Audio Visual Industries. The Exchangeable Currency of CGI in Film and Advertising.**  
*Leon Gurevitch, Institute for Cultural Research, Lancaster University*

## CORPORATIONS IN THE KBE

### **Learning Organisations - Now with Quality Assurance**

The paper aims to show that quality can be part of the discussion around learning and knowledge in organisations. The main block on perception of this connection is seen as being the strong role of 'critique' in the study of management learning, for example 'Making Quality Critical'. It is suggested that through linking with quality ideas there could be renewed consideration of the values associated with the 'learning company'. Deming is an opponent of 'management by objectives'. Looking at what he actually wrote could be a basis for a view on quality that people in education would support. Soft Systems Methodology is one route to interpret 'conformance' documentation as a basis for learning. ISO 9000 was revised in 2000 to include a learning cycle. A recent survey shows a drop in UK certification but continued global growth, notably in China. There may be examples where learning can be identified. 'Trust' has been suggested as a factor in the knowledge economy. Structures such as co-operatives could be studied. There may be time for discussion on Asian values and a possible connection with approaches to quality. Contributions would be welcomed on how research on Networked Management Learning can be related to practice.

### **High Policing within World Systems: Examining Regimes of Accumulation and the Changing Role of the State** **Jason Ferdinand, The Management School, The University of Liverpool**

In recent years there has been increasing interest in the role of the nation-state in relation to the forces of globalisation and the emergence of a trans-national capitalist class. Harris describes this emergence of a trans-national capitalist class 'as the dialectic of our time' (2005: 330) by arguing for the existence of contradictory accumulation regimes, and yet does not fully explain the nature of this trans-national world order. This paper attempts to explain the apparent contradiction in regimes of accumulation from a world systems approach (Wallerstein, 1974, 2000) by suggesting 'high policing' (Brodeur, 1983) as a predominantly legislative partial resolution to the contradiction of accumulation. Consequently high policing is presented as the transnational world order that Harris (2005) suggests.

### **Breaking Technological Meta-Paradigms: Selling the Unspeakable** **Craig Littler, School of Management, University of St Andrews**

This is a unique, path-breaking paper seeking to open up an area for analysis. It focuses on the technology of perception and introduces a number of new concepts as part of a theory-building effort. It is argued that perceptual space has been shaped by a sensory order. The notion of vision and auditory as 'higher senses' and the other channels as 'lower senses' derives from Aristotle. Western art became predominantly visual or auditory and this influenced the technologization and commodification of these perceptual channels. However, the technologization of the other perceptual channels (the 'proxo-senses') is emergent. This paper seeks to theorize what will be a fundamental technological shift of the 21<sup>st</sup> century.

### **Corporate Social responsibility and knowledge based Economy** **Anis Ben Brik, School for Advanced Studies in Venice Foundation, Venice International University, Italy**

The most dramatic evolution in business over the past decade is the dawn of the knowledge based economy. The organization's success depends on the speed at which it can generate, capture, and disseminate knowledge and then use this knowledge to develop capabilities that cannot easily be copied by rivals. However corporations not only create economic value but also have social and ecological value. These concepts correspond to the concept of corporate sustainability or corporate social responsibility (CSR). A little attention has been paid to the relationships between corporate social responsibility and knowledge based economy in order to achieve a sustained competitive advantage. Therefore, this paper contributes to the question of whether corporate social responsibility mediates the corporate engagement in the knowledge based economy in order to achieve sustainable competitive advantage.

## EDUCATION & THE KBE II

### **Professional Networks, Education Reform and the Politics of the KBE in Russia"**

**Mark S. Johnson, Associate Professor of History, Director of Russian and Eurasian Studies. Colorado College, USA**

The struggles over higher education reform and economic policy have become entwined in new ways in Russia recently, precisely around the urgency of building an "information society" and a "knowledge economy." This has manifested itself in Russian government support for a network of technical universities and "technoparks," tax breaks and other federal subsidies for information technology companies, and the emergence of a dynamic group of higher education leaders and policymakers that has emerged out of the technical universities and ITC research institutes. There are several dimensions of these processes that are potentially significant for comparative and theoretical reasons, and the Russian experience could also provide a guide, and even a potential model, for future development throughout Eastern Europe and especially post-Soviet Eurasia. In the Soviet period, the relationships between the economy, the educational system and the professions was ostensibly "fixed" by the power of the party-state and the rigidities of the command economy, by the ways in which vocational and professional training was narrowly focused and often involuntary, and perhaps especially by the restrictions upon autonomous or independent professional self-organization. Of course, these "static" structures often masked complex and informal personal, social and professional networks or "circles" (*kruzhki*), and were also shaped in more visible ways by "schools" and powerful patron-client networks, especially in the sciences, applied research, and university education. The shocks of the "transition" in the 1990s then disrupted all of these networks, both formal and informal, and subjected higher education institutions, those research institutes that had previously controlled "knowledge management" in the Soviet system, the professions, and the labor market to the withering effects of rapid "marketization," chaotic "decentralization," and often criminalized "privatization." Thus my proposed presentation to the KBE seminar will focus first on that history, and then more directly on recent shifts in both Russian state policy and informal practices around these issues, in light of the recent emphasis on fostering the institutions, networks and economic capacity to lead Russia into an "information society" and a "knowledge economy." The "politics" of these processes are being shaped by a distinctive new Russian form of corporatism, led by the Presidential administration, powerful industrial and energy interests, and, if secondarily, the Ministry of Education and Science (MOES), as well as by favored corporate interests and corporate philanthropies, together with major multilateral partners such as the World Bank, the OECD, and the EU. Most interestingly, these new policy initiatives are being led and shaped by a cluster of new public-private institutions, such as the Institute for the Development of the Information Society (<http://www.iss.ru/en>); the Partnership for the Development of an Information Society in Russia (or PRIOR, <http://russia-gateway.ru>); and the

Russian e-Development Foundation (or RDF, <http://frio.russia-gateway.ru>), which pool public and private funding, although at this point it seems with little clear oversight or transparency about grantmaking or investment. These developments lead into many sharp and significant questions: what reforms are being pursued to try and "align" the Russian general and tertiary education systems with these goals? How realistic are those reform efforts (such as the World Bank-funded "e-learning" initiative) and what obstacles (educational, pedagogical, technical, professional) stand in their way? How are the professional networks shaped in Soviet times and then reshaped in the chaotic 1990s adapting -- or not -- to these attempted changes? How free, transparent and truly competitive are the business and investment practices that are emerging under the auspices of these new initiatives, or are these new steps being corrupted by "old" structures and established patron-client networks? As many agonize over the loss of the "quality" of "classical" or Soviet-era educational practices, and lament the rise of shallow "technocratic" new elites, how valid are those critiques? How valid are the critiques of the aggressive "entrepreneurialism" of the new technical universities and their corporate sponsors? Will the historic role -- as social critic and cultural conscience -- of the Russian and even Soviet-era intelligentsias be lost in this shift to an increasingly globalized and "Westernized" ICT elite, and at what true social and cultural cost?

#### **Some practical productivity measures for Finnish university sector**

##### ***Tarmo Rätty, Government institute for economic research (VATT), Finland***

The Finnish university system is a public service, where tuition and basic research is mainly covered by the central government. The total of 21 universities have 175 000 students, of whom 20 000 are freshmen. The universities granted 14 000 degrees in 2004. The number of teaching and research personnel is about 15 000. The KOTA data base maintained by Ministry of Education covers the whole sector. The main classification is 21 study fields and 7 result areas, i.e. products. The data are collected from universities' study registers, universities' book keeping and employment registers. This project aims to develop widely agreeable and practical set of measures of performance for the universities. Generally, it means that measures should be transparent from both principal's and agent's point of view, flexible enough to adjust on different criteria in different study fields, and to be suitable for different size and number of units and indicators used. Two previous studies in Finland have suggested the use of profitability ratios, i.e. the ratio of the share of output on the share of inputs as a productivity measure. One strategy is to calculate profitability ratios within study fields for each product and aggregate them for each unit using average cost shares of the whole study field as weights. We show that this equals to calculating the value of unit's outputs using study field's average unit prices and dividing it by unit's actual cost. Considering that average prices don't give a fair ground for valuing each unit's outputs, we develop two new measures, optimal unit index and optimal field index. Optimal field index uses assurance regions to adjust the value of outputs according to the unit's special features. Optimal field index uses the idea of the Law of One Price (Kuosmanen et al. 2006) to calculate productivity maximising values for outputs from the whole study field's point of view. Both indices value outputs such that study field's aggregate budget constraint is not violated. We have also developed a throughput index to measure the length of studies. First we divide the annual share of incoming students of each unit in a study field by the share of graduates  $t$  years afterwards. A unit's throughput index is a weighted average of these measures. A commensurate performance measure for each university is easily achieved by weighting the individual units' index by their share of university's budget. Finally we suggest five different measures to be further developed for the operational use. The aggregate productivity should use either optimal unit or optimal field formula using study points for undergraduate, degrees for graduate studies and quality adjusted publications as output indicators. Quality adjustments in publications should be created by study field specific boards. Also the use of study points necessitates changes in KOTA data base. To create a more profound quality adjusted aggregate productivity measure we have to model in more detail the relation between entry and degree levels of the students. Creation of the data base is more demanding and the index should be developed as an individual research project. After some calibration, the throughput index is already operational. All these three indices are intended for annual follow up of the university sector. The next two measures are targeted to give a broader perspective on performance. First we suggest the use of value efficiency (Halme et al. 1999, Korhonen et al. 2001) to give universities a clear yardstick of principals' view. Second, the existence of productivity gains through economies of scale and scope should be studied using parametric efficiency models.

#### **Following the Physician's Recommendations Faithfully and Accurately: Compliance, Health Literacy, and the Knowledge-based Economy**

##### ***Sondra Cuban, Educational Research, Lancaster University***

The author will explore the functional health literacy (FHL) concept through a critical analysis of the definition --examining its conceptual limitations and applications within the context of the U.S. "knowledge-based economy." The functional approach, derived from a medical model, serves as an information commodity within a human capital approach to literacy and healthcare that depends on the transmission of particular information, and compliance with the existing system, "following the physician's recommendations faithfully and accurately in treatment and lifestyle." (Weiss in Giorgianni, 1998, p. 6). In a downsized U.S. health care system that relies on self-care, prevention, and with large social distances between providers and patients, in what has been referred to as "not just a gap, but a chasm" (Institute of Medicine, 2003, p. 1), functional literacy skills become significant for gaining access. Once inside, providers and patients are configured within a "partnership model" of service (Kerka, 2003), that would assume a care ethic and time to develop human relationships, but which instead focuses on providers pushing reading directives onto patients. This model invokes a discourse of choice and self-sufficiency for patients while protecting providers with clauses and recorded transactions, from possible lawsuits (see, Perkins et al., 1998). Self-management and perfunctory communication about health is promoted. This entrepreneurial model shifts accountability away from the health industry and its financial interests, towards people's individual skills, ignoring the more salient conditions for poor health and literacy, like social class disparities and racial discrimination. This individualistic focus unwittingly undermines the greater need for better welfare and public services in society for "vulnerable populations."

#### **Laura Forlano, Ph.D. Candidate, Communications, Columbia University**

##### ***Flexible Work and the Role of Mobile and Wireless Technologies***

This paper aims to understand the intersection of three interrelated phenomenon -- the growth of the freelance, self-employment, independent contracting and entrepreneurial economic sector and the transformation of organizations; the widespread use of mobile and wireless technologies; and, the changing role of liminal, in-between, 'third spaces' such as cafes, parks, airport lounges and other public spaces. This paper uses a socio-technical perspective to evaluate the interactions between people and technology in mobile work places, and argues that these spaces are rich sites for future work place studies. Mobile work places, and the norms, interactions and practices that occur within them, both mirror traditional work places and, at the same time, contradict them in many ways. Thus, a deeper analysis of mobile work places has the potential to yield new theoretical insights about the relationship between people, the technologies they use and the places in which they work. This paper is based on a one-month ethnographic study of an Internet café on the Lower East Side in New York. In addition to ethnographic observation, this paper uses technical data to further substantiate observations about the use of the wireless network. The study documents the ways in which mobile work places are sites where traditional dichotomies such as work and play, online and offline, public and private, presence and co-presence, individual and community, and local and global are blurred.

John Urry, Prof of Sociology, Lancaster University

***Moving methods and the experiences of travel***

An analysis of the experiences of travel. It will be shown that seeing some travel time as variably 'useful' or 'productive' disrupts the notion that it is necessarily empty, dead and wasted. Particular attention is directed to the problematic methods needed for researching such experiences on the move. Reference is made to those 'mobile methods' deployed to investigate travel time use in an ongoing EPSRC project. Rethinking travel time is relevant to the assessment of modal choice, to the appraisal of transport infrastructure investments, to the nature of 'work' in a knowledge economy, and to the evolving character of a 'life on the move' in 'liquid modernity'.

---

Jon Beaverstock\*, Dept of Geography, Loughborough University, and James Faulconbridge\*\*, Geography Dept, Lancaster University

**Conceptualising business travel in the professional service economy**

Business travel is now a fundamental production process in the contemporary knowledge society, none more so than in the professional service economy where clients expect the delivery of expertise, advice, and one-off solutions face to face and in co-location yet, on many occasions, based on the insights of experts distributed around a firm's global network. Consequently, cross-border business travel has become a significant global flow. For example, since 1998, the number of overseas residents visiting the UK on business travel has grown by an average of 5.6% per annum and approximated 7.15 million visits in 2002 (ONS, 2003). Airports and airlines have built an entire economy to serve the daily requirements of the business traveller. But, moreover, this is just one representative of a global economic infrastructure, in both physical and virtual form, which meets the entire requirements of the international business traveller, from hotel accommodation and restaurants to business traveller intelligence and advice on security. In this paper, we perform three tasks. First, present a conceptual framework which locates business travellers in the global mobility discourse, drawn from (1) an analysis of ONS business travel data for the UK; and (2) examples of hyper-mobility within, and between, professional service transnational corporations. Second, comment on the growing global economic infrastructure developed to service business travellers. Third, argue that business travel will continue to debunk the end of geography thesis by forcing us to recognise the role of business travel as a (re)creator of relational organizational and business geographies.

\* Department of Geography, Loughborough University, Loughborough, LE11 3TU [j.v.beaverstock@lboro.ac.uk](mailto:j.v.beaverstock@lboro.ac.uk)

\*\* Department of Geography, Lancaster University, Lancaster, LA1 4YW [j.faulconbridge@lancaster.ac.uk](mailto:j.faulconbridge@lancaster.ac.uk)

---

Dr Martin Wood, Senior Lecturer in Social Theory and Organisation, Department of Management Studies, University of York

***NOMAD AESTHETICS AND THE GLOBAL KNOWLEDGE ECONOMY***

Digital technology and software networks enable large numbers of knowledge workers to incorporate themselves wherever and whenever they wish and to choose between a sedentary or nomadic lifestyle. One way of configuring these new circumstances is as the extensive power of people, products and markets to speedily overcome obstacles and span distances. However, we increasingly see non-representative corporations accelerating human pace and swallowing open spaces within the rational administrative control of a new supranational "Empire". Intensive movement, on the other hand, reconfigures the human condition in ways that politically and ethically engage with universalizing global processes. Like the traditional nomads of the steppe or the desert, for example, the movement in question is a complex, dynamic relation characterized by its immediacy and continuous variation of alliance and resistance, that remains difficult to locate, difficult to control, and even more difficult to defeat. The paper argues that nomadism can be a starting point for an opposing strategy to the global knowledge economy.