

CRAFT, MAGIC AND THE RE-ENCHANTMENT WITH THE WORLD

ROY SUDDABY, UNIVERSITY OF VICTORIA



Abstract: This essay challenges the prevailing view of progressive rationality and disenchantment as set out in Max Weber's social theory and reproduced in organizational neo-institutionalism. We observe that rationality and disenchantment cannot exist in the absence of magic, mystery and enchantment. We argue that the contemporary celebration of rationality and disenchantment is a modernist discourse that has marginalized equally compelling instances of re-enchantment. Drawing from the popular press and management research we identify five themes of re-enchantment in the world; the rise of populism, the return of tribalism, the resurgence of religion, the re-enchantment of science and the return to craft. We use these phenomena to elaborate four alternative constructs which are authenticity, reflexivity, mimesis and incantation - that counterbalance the over rationalized and paralyzing concepts in neo-institutionalism legitimacy, embeddedness, isomorphism and diffusion.

Bio: Roy Suddaby is the Winspear Chair of Management at the Peter B. Gustavson School of Business, University of Victoria, Canada and a Research Advisory Professor at Newcastle University Business School, UK. He is an honorary professor at Copenhagen Business School. Roy is a past editor of the *Academy of Management Review* and is or has been an editorial board member of the *Academy of Management Journal*, *Administrative Science Quarterly*, *Organization Studies*, *Journal of Business Venturing*, *Journal of Management Studies*, and the *Scandinavian Management Review*. He has won best-paper awards from the *Academy of Management Journal*, *Administrative Science Quarterly*, and the *Administrative Sciences Association of Canada* as well as the Greif Research Impact Award from the Academy of Management. Roy was given the Distinguished Scholar Award by the Administrative Sciences Association of Canada and Ascendant Scholar and JMI Scholar by the Western Academy of Management. Thompson Reuters recognized Dr. Suddaby as one of the world's most highly cited researchers in business and economics in 2014 and 2015.