



ISM SEMINAR

Autumn Term 2016-17

Speaker: Dr Stella Pachidi, Cambridge Judge Business School

Title: Epistemologies in Clash: Encountering Analytics in Knowledge Work

Date: Tuesday 18 October 2016

Venue: 2.004, WBS

Time: 14:00

Abstract: In this paper we study what happens when practitioners with conflicting epistemologies need to combine their different knowing practices to collaborate on the same task. We approach epistemologies as contextualized views about what kind of knowledge matters embedded in people's practices. We studied the introduction of analytics in the sales department of a telecommunications organization. When analysts and account managers had to integrate their knowing practices, they reflected on their epistemological differences. Despite efforts from both groups to approach each other, they did not manage to reconcile their epistemologies. The organization took severe measures to force the epistemology of analytics upon the sales employees and the account managers' epistemology appeared to subside. However, as individuals had not changed their epistemological views, we observed that the seemingly diminished epistemology of account managers continued to exist, and their knowing practices re-emerged in new contexts. Our paper contributes to the ongoing discussion on collaboration across knowledge boundaries, by illustrating that sometimes both practitioners and researchers need to reflect on and understand the epistemological differences in order to explain the difficulties in collaboration when different knowing practices have to be integrated.

Biography: Dr Stella Pachidi is a Lecturer in Information Systems at Judge Business School, University of Cambridge. Her research interests lie in the intersection of technology, work and organizing. She performs qualitative research while being informed by the fields of practice theory, knowledge and knowing, collaboration and coordination, temporality, science and technology studies, and so forth. Her current research projects include the introduction of analytics and big data technologies in organizations, managing challenges in the workplace with digitization, and practices of knowledge collaboration across boundaries. She holds a PhD in Business Administration from VU University Amsterdam, a MSc in Business Informatics from Utrecht University, and a MSc in Electrical and Computer Engineering from National Technical University of Athens.

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