



ISM SEMINAR

Autumn Term 2014-15

Speaker: Professor Jochen Runde, Judge Business School, Cambridge University

Title: Developing an ontology of technology

Date: Wednesday 12 November 2014

Venue: M2, WBS Teaching Centre

Time: 11.00

Abstract: The purpose of this talk is to provide an overview of my recent and ongoing work on the ontology of technology, and specifically on questions regarding the nature, identity and mode of being of both material and non-material technological objects. I will begin by saying a little about ontology as a sub-discipline of philosophy, before introducing an abstract theory of social reality and showing how this can be extended to include technological objects. I will then attempt to show how the theory outlined throws light on issues such as innovation, the identity of human artifacts (crucial to marketing, for example), and various economic and business-related implications of the particular mode of being of non-material objects. If there is time, I will close with some thoughts on competing perspectives such as sociomateriality and actor-network theory.

Biography: Jochen Runde is Professor of Economics & Organisation at Cambridge Judge Business School, Cambridge University, and Professorial Fellow of Girton College, Cambridge. He is co-editor of the *Cambridge Journal of Economics*, a member of the Cambridge Social Ontology Group, a former fellow of the Cambridge MIT-Institute, and has formerly served as Director of the MBA and Director of Programmes at Cambridge Judge Business School. His current research is focused primarily on social ontology, the ontology of technology and decision-making under extreme uncertainty, and he has also worked on explanation in the social sciences, institutional economics and the economics of the Austrian School. He has published on all of these topics in a variety of disciplines including philosophy (*The British Journal for the Philosophy of Science*, *History and Philosophy of Science* and *The Monist*), management (AMR, MISQ, *Organisation Studies*, OBHDP and SMJ) and economics (*Cambridge Journal of Economics*, *Oxford Economic Papers*, *Journal of Economic Behaviour and Organization*).

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This seminar has been organised by the iSM Group.