

## OHRM Seminar

Term:	Spring 2014
Speaker:	Klaus Weber, Associate Professor of Management & Organizations, Kellogg School at Northwestern University
Title:	Shooting for the Stars: Framing Repertoires and Audience Evaluations in the Context of Investment Advice (co-authored with Simona Giorgi)
Date:	Friday 17th January 2014
Venue:	D2.04, Social Studies Lounge, Warwick Business School
Time:	13.30 – 14.45 hours followed by Q&A for PhD students in E2.02 (Social Studies Boardroom) from 3pm-4pm
Abstract	Extensive research shows that the use of one frame in a one-off interaction can influence audience evaluations. We extend this research by exploring the influence of multiple frames accumulated over repeated interactions (repertoires of frames) and by taking into account the specific social situation in which frames are deployed; in this case, periodic presentations of one's work to an audience (transactional framing). Empirically, we focus on how securities analysts frame their work in reports periodically distributed to an audience of professional investors. We examine whether and how analysts' framing repertoires influence investors' evaluations of analysts' quality and competence. We find that framing repertoires that resonate with the needs of the investors, focus on fulfilling only a subset of these needs, and offer moderate novelty lead to positive audience evaluations. We also show that individual and organizational status moderate the effects of skillful framing, making framing more significant for lower-status actors. We conclude with implications for the growing literature on framing and other symbolic strategies of influence.
Bio	Klaus Weber is an Associate Professor of Management & Organizations at the Kellogg School at Northwestern University. His research uses cultural and institutional analysis to understand globalization, the environmental movement and corporate social responsibility. Klaus' research has been published in journals such as Administrative Science Quarterly, American Sociological Review, Organization Science, Organization Studies, Academy of Management Journal, Strategic Management Journal and Harvard Business Review.
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