

## **Images and Knowledge – Documenting Organizations?**

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I see organizations as spaces, performed through situated and localized practices where the material, the social and the imagined are inseparable. In particular I have been interested in organizational practices that related to the use of photographs on webpages. The close analysis of organizational imagery is important as images can be powerful tools for conveying meanings and “truths”. From such a standpoint we assume a connection between the producer of images and the meanings conveyed in the image. By questioning images as representations (or any other text for that matter) images can be understood to be even more important. Images themselves construct and maintain difference. I have in my work described this as performative imagery, drawing in part on the work of Judith Butler (1990, 1993) concerning gender and the subject (see also Gherardi 2003), but also on the work of Bruno Latour (1993, 1999) and Knorr Cetina (Knorr Cetina 1999, Knorr Cetina & Brueggers 2002a & 2002b) on postsocial relations where the relationship between object and subject is questioned and renegotiated.

In this paper I will explore organizational imagery and discuss the knowledge of images, particularly photographs and the practices of researchers and documentary film makers through which attempts are made to document organizations.