

Ph.d. Seminar / Research Seminar in Communication

FRIDAY NOVEMBER 12 and SATURDAY NOVEMBER 13
UNIVERSITY OF SOUTHERN DENMARK, ODENSE
Department of Marketing & Management

The Ph.d. seminar : 2 ECTS provided the students go through evaluation.
Inscriptions: dom@sam.sdu.dk

Title:

TRANSPARENCY

Keywords:

Trust, Transparency, Accountability, Credibility, Legitimacy,
Representation, Change, Cultural differences, ..

Faculty:

Special Guest: Professor **Romain Laufer**, HEC, Paris



Romain Laufer is Professor of Marketing at HEC-Paris. BA in economics Paris University , M.A. and PhD Cornell University). He teaches services marketing, institutional communication, the management of major risks as well as the philosophical and social foundations of management. His research has be devoted to the development of a multidisciplinary approach of management based on the notions of “system of legitimacy” and of “history of systems of legitimacy”. Its purpose was to articulate in a rigorous manner marketing, management, social sciences and philosophy. This approach has been developed trough time in many publications articles and books such as : Management Public : Gestion et Légitimité

(Dalloz 1980) ,Marketing Democracy Public Opinion and Media formation in Democratic societies (transaction Books 1990),L'Entreprise face aux Risques Majeurs : à propos de l'incertitude des normes sociales (L'Harmattan 1993), Les Nouvelles Fondations de la Gestion :Eléments d'épistémologie de la recherche en management (Vuibert 2001), Le Libéralisme l'Innovation et la Question des Limites (L'Harmattan 2003). He is co editor of Politiques et Management Public (PMP), Member of the Review Board of Recherche et Application en Marketing (RAM) and Consumer market and Culture (CMC). He is a member of the scientific council of the College international de Philosophie (CIPh).

Professor **Lars Thøger Christensen**, SDU (Southern Denmark University), Odense, Denmark. <http://www.sdu.dk/ansat/ltc>

Professor **Dominique Bouchet**, SDU, Odense, Denmark. <http://bouchet.dk/blog/>

Ph.d. Seminar on TRANSPARENCY at the University of Southern Denmark

Program:

Friday, November 12, 2010

10h: intro

10:05-11:05: Professor Dominique Bouchet, Southern Denmark University

The Origins of Mistrust. Debunking the Logic of Economic Interest,
Introducing the Significance of Sociological Trust.

10 min. break

11:15-12:15: Professor Romain Laufer, HEC Paris

Transparency, Trust and Representation. About the Iconography of Bank Notes.
Considering Historical and Cultural Differences. (France, England, USA).

12:15-13:00: Lunch

13:00-14:00 : Professor Lars Thøger Christensen, Southern Denmark University

The Limits of the Ideology of Transparency.

10 min break

14:00-16:00: Panel discussion and discussion with participants

Saturday November 13, 2010

Provided there are enough Ph.d. students interested:

9:00-12:00: **Student presentations**

Each one of them commented by the faculty

12:00-13:00: Lunch

13:00-14:00: **Round table:**

Romain Laufer, Lars Thøger Christensen and Dominique Bouchet discuss the issue of
Transparency

The seminar will take place in Room U 132 which is located Between Entrance S and Entrance G
that is to say close to the Main Entrance between the University Bookstore and the Dept. of
Marketing and Management.

This link shows a map where you can see where it is: <http://vejviser.sdu.dk/opslag?lid=2958>

Again:

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Ph.d. Seminar on TRANSPARENCY at the University of Southern Denmark October 12-13, 2010:

Literature:

- Dominique Bouchet (in press): "**Fra tro til respekt. Tillid i et idéhistorisk perspektiv.** *Tillid fra vikingerne til den virtuelle verden: Teorier og case studier.* Paul Hegedahl & Gunnar Lind Haase Svendsen (Red.) Syddansk Universitetsforlag.
- Christensen, L. T., Morsing, M., & Thyssen, O. (in press). The polyphony of corporate social responsibility. Deconstructing accountability and transparency in the context of identity and hypocrisy. In G. Cheney, S. May, & D. Munshi (Eds.) *Handbook of communication ethics* Mawah, NJ: Lawrence Erlbaum.
- Christensen, L. T., & Cheney, G. (2009). Transparency as societal accountability: A critical analysis of transparency as a corporate account technology. Paper presented at The 25th EGOS Colloquium, Barcelona, July 2-4, 2009.
- Laufer, Romain (2007) 'Crisis management and legitimacy: Facing symbolic disorders' in *International handbook of organizational crisis management* . C. M. Pearson, C. Roux-Dufort, and J. A. Clair (eds.), 25-84. Thousand Oaks, CA: Sage.
- Laufer, Romain. (2000). "Confiance, esthétique et légitimité : le cas de l'iconographie des billets de la Banque de France." Pp. 155-209 in *La confiance en question*, edited by Romain Laufer and M. Orillard. Paris: L'Harmattan.

Background literature:

- Douglas, Mary (2001) "Dealing with uncertainty" in *Ethical Perspectives* Volume 8 Issue 3 (October 2001) pp. 145-155.
<http://www.ethical-perspectives.be/viewpic.php?LAN=E&TABLE=EP&ID=118>
- Florini, A. (2007). *The right to know: Transparency for an open world* (ed.). New York: Columbia University Press.
- Fung, A , Graham, M. & Weil, D. (2007). *Full Disclosure: The Perils and Promise of Transparency.* Cambridge: Cambridge University Press.
- Hood, C. and Heald, D. (Eds.), *Transparency. The Key to Better Governance?* Oxford: Oxford University Press.
- Power, M.K. (1997). *The Audit Society: Rituals of Verification.* Oxford: Oxford University Press.
- Simmel, Georg (1997). *Simmel on culture. Selected writings (Edited by David Frisby and Mike Featherstone).* London: Sage.
- Vattimo, G. (1992). *The Transparent Society.* Cambridge: Polity Press.