



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference

Bringing Research Together

24-26 August 2022

Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 5.3 – Emotions Within and Between Organizations

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Description:

Positive and negative emotions in general, and humor in particular, has been studied at various (inter)organizational levels and in different contexts, e.g. business communication, advertising, branding, sales, innovation, and customer relationships. Nevertheless, the importance and functions of emotions within and between organizations and their stakeholders are not thoroughly understood. Employees' emotions and their wellbeing influence also customers and other stakeholders. Emotion work and emotion management are applied to diminish non-beneficial influences. Does the digitized environment make a difference? How can e.g. smart technologies increase employees' and stakeholders' happiness? This track encourages researchers to investigate the different aspects of positive and negative emotions, humor, and playfulness within organizations and in inter-organizational and customer relationships.

The influence of positive and negative emotions on people is a topic of multidisciplinary interest. Researchers study emotions in general, and humor in particular, at various (inter)organizational levels and in different contexts; e.g. management (Jussila et al. 2020), sales and business communication (Jokiniemi 2014), advertising (Oikarinen 2018), branding (Suomi et al. 2020), innovation (Hurmelinna-Laukkanen et al. 2016), and customer relationships (Tähtinen & Blois 2011). Nevertheless, the importance and functions of positive and negative emotions within and between organizations and their stakeholders are not thoroughly understood. Employees' emotions and their wellbeing influence also customers and other stakeholders. Emotion work and emotion management are applied to diminish non-beneficial influences. Does the digitized environment make a difference? How can e.g. smart technologies increase employees' and stakeholders' happiness? This track encourages researchers to investigate the different aspects of positive and negative emotions, humor, and playfulness in business, within organizations and in inter-organizational relationships.

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We encourage studies that discuss but are not limited to the following topics:

- The potential and different roles of emotions, playfulness, humor and company stories in creating and developing business opportunities, activities, models and offerings.
- The significance of emotional capabilities and experiences in digitalized service environment (e.g. in digital services, virtual service encounters, service robot-customer interactions)
- The role of emotions in personal selling and sales management, and in sales-related work role transitions.
- The methodological and measurement issues of emotional capabilities, experiences, and behavior in business interactions.
- The relationships between playfulness, work engagement & wellbeing at work and innovative behavior & performance inside organizations.
- Societal issues, risks and potential of playfulness, humor, and company stories in advertising, and branding.
- Roles and functions of emotions in (inter)organizational relationships.
- Roles of emotions, humor, playfulness, fun, and company stories as well as their connections to wellbeing in small business and entrepreneurship.
- The influence of negative emotions in business and emotion management.

Keywords:

Positive and Negative Emotions, Humor, Well-being at Work, Playfulness, Emotion Management

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Author guidelines:

Go to www.oru.se/NFF2022 for more information about how to submit a paper. The deadline for abstract submission is 31 January 2022. Full paper due: 20 June 2022.

We very much look forward to welcoming you in Örebro!

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