

Maria-Laura Toraldo

Università della Svizzera italiana
Faculty of Communication Science
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EDUCATION

Doctor of Philosophy 2010 – 2013
University Federico II of Naples, Italy – Department of Economics and Management

MA in Innovation and Organization of Culture and the Arts (108/110) 2006 – 2009
University of Bologna ‘Alma Mater Studiorum’, Italy – School of Economics, Management, and Statistics

- The MA was taught in English (<http://corsi.unibo.it/gioca/Pages/default.aspx>)

BA in Culture and Administration of Cultural Heritage (Cum laude – with honours) 2003 – 2006
University Federico II of Naples, Italy – Department of Humanities

Visiting Positions

Visiting Researcher 04/2017 - present
WU University, Vienna University of Economics and Business, Austria

Visiting Doctoral Researcher, Organisation & HRM group 10/2011 – 3/2013
Warwick Business School, University of Warwick, UK.

Visiting Researcher, Management, Marketing and Organisation group 07/2010 – 09/2010
Essex Business School, University of Essex, UK

ACADEMIC POSITIONS

Post-doctoral Research Assistant 04/2016 – present
Università della Svizzera italiana, Switzerland, Faculty of Communication Science
Institute of Marketing and Communication Management (IMCA)
Researcher on the project ‘The role of spatiotemporality in identity translation work: a processual account.

Research Fellow 11/2015 – 03/2016
Sant'Anna School of Advanced Studies, Pisa, Italy

Institute of Management

DBA Program Director

09/2015 – 10/2015

Grenoble Ecole de Management, France – Doctoral School

Interim Program Director for the Doctorate of Business Administration (DBA) Program USA

Post-Doctoral Researcher

09/2014 – 10/2015

Grenoble Ecole de Management, France – Department of People, Organization and Society

Unit member of the FP7-SSH-2013 STYLE project on ‘Policy innovation and learning processes for youth labour market in Europe’

Research Fellow

6/2013 – 6/2014

University Federico II, Naples, Italy - Department of Economics and Management

Researcher for the POR Campania. FSE 2007-2013 "Sviluppo di reti di eccellenza tra Università – Centri di Ricerca – Imprese”.

Visiting Scholar

01/2014 – 6/2014

Grenoble Ecole de Management, France - Department of People, Organization and Society

Adjunct Lecturer

2013 – 2014

University of Pisa, Italy

COURSES AND SEMINARS TAUGHT

Università della Svizzera italiana (language: Italian)

2017- present

Undergraduate: Communication and Management

2016 EGOS Colloquium, University Federico II of Naples

July 2016

EGOS Pre-Colloquium PhD Workshop: “Having a Successful Career: Getting a Job & Getting Started”

University of Pisa, Italy (language: English)

2013 – 2014

MBA: Organizational Behaviour and Human Capital

Warwick Business School, University of Warwick, UK (language: English)

2011 – 2013

Seminar Leader

Undergraduate: Changing Organizations, Understanding Organizational Behaviour; Management, Organizations and Society

University Federico II of Naples, Italy (language: Italian)

2011

Undergraduate: Organizational Behaviour

Thesis supervision

Grenoble Ecole de Management (language: English)

2016 – present

Doctorate of Business Administration (DBA): ‘Exploring ritual practices at US tailgating events.

University Federico II of Naples (language: Italian and English)

2011 – 2013

Undergraduate: 'Voluntary work in the cultural production sector in Italy: evidences from MITO festival'.
Master: 'The socio-economic impact of performing arts festivals: a case study on the Napoli Teatro Festival'.

PUBLICATIONS

Peer Reviewed Journals

Toraldo M. L., Islam G., de Medeiros Oliveira F. 2017. 'Multimodal Imaginaries and the "Big Worm": Materialities, Artefacts and Analogies in São Paulo's Urban Renovation'. *Research in the Sociology of Organizations*, 54(A), 27-62.

Toraldo M. L., Islam G. 2017. X and Organization Studies: Festivals and Organization Studies, *Organization Studies*

Toraldo M.L., Islam, G., Mangia, G. 2016 Modes of Knowing: video research, multimodality and the problem of elusive knowledges. *Organizational Research Methods*

Toraldo, M.L. Contu, A., Mangia, G. 2016. The inherently hybrid nature of volunteering: Exploring competing logics within pop music festivals. *Nonprofit and Voluntary Sector Quarterly*.

Toraldo, M. L., Johansson, M. 2015. From mosh pit to posh pit: Festival imagery in the context of the boutique festival. *Culture and Organization*. DOI:10.1080/14759551.2015.1032287

Toraldo, M.L. 2013. Mobilizing the cultural consumer through the senses: festivals as sensory experiences. *International Journal of Work, Organisation and Emotion*, 5 (4) pp. 384 – 400. DOI: 10.1504/IJWOE.2013.057403

Books

Bell, E., Mangia, G., Taylor, S., Toraldo, M.L. 2019. *The Organization of Craft work: Identities, Meanings and Materiality*. Routledge Studies in Management Organizations and Society. London: Routledge

Book Chapters

Toraldo, M.L., Mangia, G., Consiglio, S. forthcoming. 'Deploying social memory for international recognition: the role of place and tradition in an Italian silk tie maker'. In Bell, E., Mangia, G., Taylor, S., Toraldo, M.L. (Eds.) "The Organization of Craft work: Identities, Meanings and Materiality". Routledge Studies in Management Organizations and Society. London: Routledge

Toraldo, M.L., Mangia G. 2017. The political, cultural and institutional context for CMS in Italy. In Taskin, L., Perret, V., Huault, I., Grey, C. (eds) *The Routledge Handbook of CMS: Global Voices, Local Accents*. London, Routledge

Toraldo M.L. Islam, G. 2017. Renewal and tradition in the fashion industry: Exploring the creative design process of high-end silk designer. In Mercurio R. (ed) *Innosystem*. Editoriale Scientifica

Toraldo M.L., Mangia G., Consiglio S., Vardisio R., Farro L. 2016. Learning and Playing in Web 3.0: Evidence from Serious Games in Higher Education. In Wankel, C., Stackowich - Stanusch, A. (eds.) *Emerging Web 3.0/Semantic Web Applications in Higher Education. Growing Personalization and Wider Interconnections in Learning*. IAP - Information Age Publishing

Toraldo, M.L., Mangia, G., Consiglio, S., Mercurio, R. 2013 Play & fun politics to increase the pervasiveness of social community: the experience of Angels 4 Travelers, In Teigland, R. and Power, D. (eds) *The Immersive Internet: Reflections on the Entangling of the Virtual with Society, Politics and the Economy*. Palgrave – Macmillan.

Toraldo, M.L., Mangia, G., Canonico, P., Mercurio, R. 2013 Impact Analysis Assessment: The Experience of the Napoli Teatro Festival, In: Adinolfi, P., Cafferata, R., Tommasetti, A. (eds) *Management senza confini - Gli studi di management. Tradizione e paradigmi emergenti*. Collana AIDEA, Bologna: il Mulino.

Toraldo M.L., Mangia G. 2012. Come rivitalizzare il Concetto di Cultura organizzativa? una prospettiva sensoriale allo studio della Cultura nelle organizzazioni. In: *Critical Management Studies: temi di ricerca nel dibattito internazionale*. Napoli: Editoriale Scientifica

Reviews and Technical Reports

Smith, M., Toraldo, M. L. and V. Pasquier (2015). Barriers to and triggers of policy innovation and knowledge transfer in France, STYLE Working Papers, University of Brighton, Brighton <http://www.style-research.eu/publications/working-papers/>

Report funded from the European Union's Seventh Framework Programme

Toraldo, M. L. Mangia, G. 2015. The Monstrous Organization. Thanem, T. Edward Elgar Pub (2011) *Ephemera*, 15(3): 671-676

Toraldo, M. L., Pezzillo Iacono, M. 2011. The Oxford Handbook of Critical Management Studies. Alvesson M., Bridgman T., Willmott, H. (eds.) Oxford University Press, Oxford, New York (2009) *Performance and Management*, 2.

Toraldo, M. L. 2010. The Economic and Social Impact Analysis of the Napoli Teatro Festival (2008-2010), Commissioned Report from the Campania Region. (Scientific Coordinator, Prof. R. Mercurio)

Published Proceedings

Toraldo, M.L. Contu, A., Mangia, G. 2014. On the notion of exchange within the voluntary work circuit: insights from pop music festivals, Presented and published at *74th Annual Meeting of the Academy of Management (AOM)*, Philadelphia, U.S.

Toraldo, M.L, Mangia, G., Cicellin, M., Consiglio, S. 2014. Play & fun politics: useful tools for engaging social community users? Presented and published at the *14th European Academy of Management (EURAM)*, Valencia, Spain

Toraldo, M. L., Mangia, G., Canonico, P., Mercurio, R. 2012. Impact analysis assessment: The Experience of the Napoli Teatro Festival. Presented and published at the *XXV AIDEA Annual Meeting*, University of Salerno, Italy

Toraldo, M. L., Mangia, G., Canonico, P., Mercurio, R. 2012. Socio-economic impact of creative organisations and lifestyle enhancement: an insight from the Napoli Teatro Festival. Presented and published at the *XXIV Convegno annuale di Sinergie - Il territorio come giacimento di vitalità per l'impresa*, Università del Salento, Italy

Toraldo, M.L., Mangia, G., Canonico, P., Mercurio, R. 2011. A Holistic Model of festivals' evaluation. Presented and published at the *11th European Academy of Management (EURAM)*, Tallinn, Estonia

Toraldo, M. L., Johansson, M. 2011. Mobilizing the cultural consumer through the senses: festivals as sensory experiences. Presented and published at the *7th International Conference in Critical Management Studies*, Naples.

Peer-reviewed articles under review

Toraldo, M.L., Islam, G., Mangia, G. Meaningful Performances: Communitas and the Uses of Liminality in Music Festival Work. *Journal of Management Studies* (Revise and Resubmit)

Peer-reviewed articles, books and book chapters in progress

Toraldo, M. L., Höllerer, M., Mangia, G., Meyer, R. The way we work’: changing frames of workplace interaction, the googlization of co-working space, and scripted intrapreneurship ethos (for submission to ‘*Human Relations*’)

Höllerer, M., Toraldo, M. L., Meyer, R. Mangia, G. Unleashing the potential of multimodality in organization and management research. (for submission to ‘*Organizational Research Methods*’)

Toraldo, M.L. Smith, M., Islam, G. 2015. Internal Tensions: Emerging forms of work and Identity Negotiations in Internships. (for submission to ‘*Organization Studies*’)

Toraldo, M.L. Mengis, J. ‘The Chair’. In Holt, R., Pias, C., Beyes, T. (Eds). *Oxford Handbook of Media, Technology and Organization Studies*. Oxford University Press

Toraldo, M.L., Mengis, J. Creating a sense of endurance in the film industry business: Relational work of arthouse film industry professionals facing constant ambiguity (for submission to ‘*Organization Science*’)

Conferences with Double Blind Peer Review Process

Toraldo, M.L., Mengis, J., accepted for presentation. Invisible relations in practice: Foregrounding infrastructural work at Film festivals. *33rd European Group of Organizational Studies Conference (EGOS)* – Copenhagen Business School, Denmark, 6-8 July, 2017.

Mielly, M., Islam, G., Toraldo, M.L. 2016. Alliance Française in India: a history of romance, nostalgia, and post-colonial loss. *32nd European Group of Organizational Studies Conference (EGOS)* – University of Naples Federico II, Naples, Italy, 7-9 July, 2016.

Bell, E., Toraldo, M.L., Mangia, G. 2016. Authenticity in Contemporary Craft Work. *30th British Academy of Management Conference (BAM)* – Newcastle University, 6-8 September 2016.

Toraldo, M.L. Smith, M., Islam, G. 2015. Internal Tensions: Emerging forms of work and Identity Negotiations in Internships. *9th International Conference in Critical Management Studies*, University of Leicester, UK.

Toraldo, M. L., Smith, M., Islam, G. 2015. Navigating pragmatic ambiguity: Career Identity in an Emerging Work Category. *31st European Group of Organizational Studies Conference (EGOS)* – Alba Graduate Business School Athens, Greece, 2-4 July.

Toraldo, M. L., Islam, G., Mangia, G. 2015. Ambivalent performances: Community, critique and the deployment of emotional energy at music festivals. *31st European Group of Organizational Studies Conference (EGOS)* – Alba Graduate Business School, Athens, Greece, 2-4 July.

Toraldo, M. L., Islam, G., Mangia, G. 2015. At the intersection between organizational stability and change: a study on music festivals. XVI Workshop di Organizzazione Aziendale (WOA). University of Padova, Italy

Toraldo, M.L. Islam, G., Mangia, G. 2014. Revels or Rebels? The Ritual Construction of Music Festivals and the Uses of Affect as Subversion and Submission, *30th European Group of Organizational Studies Conference (EGOS)* - Rotterdam School of Management, Erasmus University, The Netherlands, 3- 5 July

Toraldo, M.L. Contu, A., Mangia, G. 2014. Between gift and work: the value of volunteering in circuits of commerce, *5th LAEMOS Colloquium* – La Havana, Cuba, 2-4 April.

Toraldo, M. L. 2013. Freedom, fun and immaterial labour in virtual communities: Angels 4 Travellers and the rhetoric of participation, *8th International Conference in Critical Management Studies*. University of Manchester, UK.

Toraldo, M. L. Contu, A., Mangia, G. 2012. What value for goodness? A reflection on voluntary labour at pop music festivals, *28th European Group of Organizational Studies Conference (EGOS)*, Aalto University & Hanken School of Economics, Helsinki, Finland, 5-7 July.

Toraldo, M. L. Mangia, G. 2012. Technologies of control on the ‘Human sensorium’: evidences from the festival sector, *12th European Academy of Management (EURAM)*, Rotterdam School of Management, Erasmus University. The Netherlands, 6- 8 June

Toraldo, M. L., Mangia, G., Canonico, P., Mercurio, R 2010. Assessing the socio-economic impact of performing arts festivals: a new theoretical model, *70th Annual Meeting of the Academy of Management Conference*, Montréal, Canada, 6- 10 August

Toraldo, M. L., Mangia, G., Canonico, P., Mercurio, R 2010. Beyond Bottom-line approaches: an extended theoretical framework for assessing the impact of Performing Arts Festivals, *10th European Academy of Management (EURAM)*, Rome, Italy

Toraldo, M. L. 2010. Luci ed Ombre dei Festivals culturali. Una prospettiva Critical sugli Impatti negativi, *XI Workshop di Organizzazione Aziendale (WOA)*, Bologna, Italy

Media Coverage and public writing

March 2015 – Critical Management Studies division, Academy of Management Quarterly Newsletter. Promotional text: 2015 Italian Academy of Economia Aziendale (AIDEA) Capri Summer School

November 7, 2013 – Science Spot Headline: ‘Hold your nose at the boutique festival’
<http://sciencespot.co.uk/hold-your-nose-at-the-boutique-festival.html>

INVITED SEMINARS AND WORKSHOPS

University of Lugano November 2016
‘On and Beyond representation practices: A critical methodological reflection on video-based research’

Keele School of Management, University of Keele, UK June 2016
‘Modes of Knowing: video research, multimodality and the problem of elusive knowledges’

Marriott School of Management, Brigham Young University, United States May 2015
Organised by the Journal *Organizational Research Methods*

'Modes of Knowing: video research, multimodality and the problem of elusive knowledges'

Université Paris Dauphine

November 2014

Organised by the Editors of the book *The Routledge Handbook of CMS: Global Voices, Local Accents*.
'Italian voices from the Outside: the context for CMS in Italy'

Grenoble Ecole de Management, France

2014

'Voluntary work exchange: evidences from music festivals in the UK' (Invited by Prof G.Islam)

Societing Summer School, Cava dè Tirreni, Italy.

2012

'The role of voluntary labour in contemporary workplaces' (Invited by Prof A. Arvidsson)

PROFESSIONAL AFFILIATION

Professional Societies:

Member *Academy of Management (AOM)*

Member *European Group for Organisational Studies (EGOS)*.

Member *European Academy of Management (EURAM)*

Member *The International Network of Visual Studies in Organization (INVISIO)*

REVIEWER

Ad-hoc reviewer: Organization Studies; Journal of Business Ethics, Management Learning, European Management Review

ORGANISATION OF SCIENTIFIC MEETINGS

European Group for Organizational Studies Colloquium (EGOS)

2014- 2016

Member of the Organising Committee. University Federico II of Naples, Italy. June 2016

General Assembly Project Consortium STYLE – EU 7th Framework Programme

2015

Responsible for the organising operations. Grenoble Ecole de Management, France

Summer School on Research Methods in Management Studies

2013 – 2015

Member of the Steering Committee for the I and II Edition of the Summer School. University Federico II of Naples (Italy). 30 Participants. <http://www.caprisummerschool>.

7th Critical Management Studies (CMS) Conference

2011

Member of the local Organising Committee. Academic Conference. University Federico II of Naples (Italy). 600 Participants

LANGUAGES

Italian: Native

English: Advanced

French: Advanced