**15th June – Dr Luciana D’Adderio (University of Edinburgh)**

**Title:** Performing Modularity: Competing Rules, Materiality And The Diffusion Of Organisational Theories

**Abstract:** Luciana examines the diffusion of organisational theories by analysing the mechanisms that make Modularity work in a contemporary high-technology organization. Whereas the extant literature has focused on how modularity rules either succeed or fail to produce modular organizations, Luciana analyses how Modularity is performed. Drawing from Performativity Theory, and adopting a practice-oriented view of Modularity and the related organisational change, she captures the micro-level, sociomaterial dynamics by which Modularity diffuses in organizations. Results show how the (modular) organization emerges over time as the outcome of performative struggles among competing and complementary theories, and how these struggles “design” organisations.

**Bio:** Luciana D’Adderiois a Lecturer in Technology Management at the University of Edinburgh and an Innovation Fellow with the Advanced Institute of Management (AIM) Research. Her recently completed AIM project, titled “Making Innovation Dependable” ([www.dependableinnovation.org](http://www.dependableinnovation.org/)) examined the challenges to innovation in the context of global high-technology production. Luciana holds and an MSc and a DPhil in Technology and Innovation Management from SPRU (Sussex University) where she also worked as a Research Fellow on the ESRC Innovation Programme. Among her recent projects are the EPSRC Interdisciplinary Research Centre on “Dependable Computing” and the ESRC “Software Biographies” projects both at Edinburgh. Luciana’s research focuses on the micro dynamics of organisational routines, with an emphasis on the role of artefacts and technologies on routines emergence, evolution and maintenance, codification, transfer and replication. She has also conducted work on organisational aspects of ICTs design, development and use including standardisation, “generification” and “extended situation”. Luciana has published in leading Organisational, Innovation and Information Systems journals. Her publications include a monograph with Edward Elgar (2004). She can be reached at [L.D-Adderio@ed.ac.uk](mailto:L.D-Adderio@ed.ac.uk).