

The Ethnography Circle

Traditional and non-traditional ways of doing ethnography

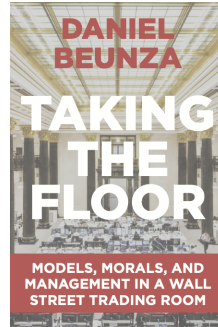
Sixth Meeting 1st April 2021, 1500 – 1630 GMT



Organised with the support of IKON, PPI & Warwick ESRC Doctoral Training Centre



To Hell and Back: Challenges and Possibilities of the Ethnographic Revisit with Daniel Beunza, City University



Building on Burawoy's concept of the "ethnographic revisit," **my talk explores the trials and tribulations (as well as academic potential) of returning to one's own research site.** Taking the Floor was published in 2019 by Princeton University Press and received the 2020 EGOS Best Book Award and the 2020 Terry Award by the Academy of Management. This recognition capped a long winded sixteen-year journey in which, starting in 2013, I returned to the ethnographic research I conducted between 1999 and 2003. Through my revisit, I ended up questioning the basic tenets of my published research, shedding my naive optimism about Wall Street, and confronting my moral inconsistencies as both (detached) researcher and (outraged) citizen during 2008. **My fieldwork confessional hopes to sketch a how-to manual for ethnographers to transform finished research into opportunities for intellectual and personal growth.**

Daniel Beunza is Associate Professor of Management at The Business School of City, University of London (formerly Cass Business School). Beunza's research explores the ways in which social relations and technology shape financial value. His award-winning study of a derivatives trading room on a Wall Street bank traced the roots of extraordinary returns to the use of space and internal organization. Beunza obtained his PhD from New York University, and has previously taught at Columbia University, the London School of Economics and Copenhagen Business School. His research has been published in Organization Science, Organization Studies and Economy and Society. Beunza is a leading contributor to the social studies of finance, and has served as Chair of the Academic Network of the Principles of Responsible Investment 2014-2017, and consulted with the UK Banking Standards Board since 2016 to enhance professional standards in the UK's financial sector. His research has been featured in The Wall Street Journal, the Financial Times, and the BBC among others.

Admission is free and open to students from other institutions

[Link to online session and readings will be provided to registered participants](#)

For information and to register please contact: ethnography@wbs.ac.uk