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Abstract

This qualitative case study examines an organizational transformation through a naturalistic inquiry. In this paper, I argue that organizational members engage in temporal work to shape and change their organization discursively. I adopt an abductive approach aiming at theory elaboration. An empirical material consists of organizational members' change talk on the corporation's internal social media discussion board when the organization went through significant changes. The study explores how organizational members address organizational goals by constructing different future narratives. The findings illustrate how organizational members provide solutions to change an unsatisfactory present and create 'if-then' plans to achieve the organizational goals and aim to have a controllable future during organizational transformation. I argue that participation in online conversations reflects organizational members' proactivity in goal-striving. Therefore, they engage in future-making.