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## TAMARA board room history

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The TAMARA MANIFESTO defines how various knowledge areas intermingle in the dialogs of Tamara; in my editorial I explain how Tamara is the Mansion of Science with many rooms. Here I provide one founding story.

**Censorship** - In August, 2000 I made the choice to start up TAMARA journal. Steve Best and I decided to do something about the corporate hegemony in the meat industry, Monsanto, etc. I also was getting shut down by MCB publishers of Journal of Organization Change Management (JOCM) when I tried to do some more radical projects at JOCM. Finally, the price of JOCM had risen from \$75 to \$3,600 a year, and the writing on this wall, I could no longer ignore. If I wanted to pursue the corporate hegemony theme, I needed to get a new journal up and running.

To continue my quest to get an academic review of the apparel industry I recruited Victoria Carty from Sociology, Angana Chatterji from Anthropology and the Asia Forest Network, Ngaire Bissett from feminist studies, Peter Hancock who has done excellent ethnographic field work in Indonesia, and Darin Arsenaault who has been studying the relationship between ad images and the apparel industry. Tony and I agreed in August, 2000 to do a joint call for papers that would look at critical accounting, monitoring, and other issues in the apparel industry. Since JOCM was no longer an option, I decided to assemble a board who could review the critical and postmodern work that would be coming out of our activism.

**Science Wars** - I was also struggling with Organization Science over a question: is science and postmodernism incommensurate? I saw differences, but no need to exclude science from postmodern work. Science Wars had become popular in my field after Pushi Prasad (on our board) debated Jeffrey Pfeffer, over his insistence that postmodern was a distraction from building sound organization science. To resist the Science War hegemony, I asked Steve Best, Douglas Kellner, Steve Fuller, and Keith Hoskins to join the Tamara Board. If the journal was to succeed a solid footing in philosophy was required. I recruited more philosophers such as Ole Kirkeby, after reviewing his book that tried to bridge premodern ethical approaches and what I read as a call for postmodern voice. And Jacques-Henri Coste who combines semeiotics and postmodern philosophy joined. In this issue the Science Wars debate is initiated with Steve Fuller's essay on knowledge management in universities.

**Emerging Board** - By September, 2000 I began posting info about the new Tamara journal on list serves and built a web site. I invited people to volunteer and solicited others. Jim Scheurich, Susanne Fest, and Peter Trim volunteered; Jim had just written a book on postmodern methodology, Susanne had lots of fresh ideas. Monika Kostera said her work was just too provocative to be ignored.

**Theatrics and Tamara** -Cliff Oswick, Steven Taylor, Heather Hopfl, and many others on Tamara's Board share my interest in organizational theatrics. We view organizations not as science but

as play, as theaters of the absurd. The title "Tamara" is a celebration of both critical and postmodern theatrics of organizations and science, the way we wander and chase stories from one discipline to the next.

Recruiting Critical Pedagogy - I recruited people from Critical Pedagogy (in education and elsewhere) such as Marta Baltodan, Herman Garcia, Henry Giroux, Marc Pruyn and others on our board. And postcolonialism became a late but important addition (see Tamara Manifesto).

Roots of Critical-Postmodern Tamara in IABD's Track - For the past decade Board members who frequent the critical postmodern track of International Academy of Business Disciplines (IABD) each year have been having stimulating conversations about the nexus of critical and postmodern theory. Regulars include Steve Best, Adrian Carr, David Colins, the Colinsons, Dale Fitzgibbons, Robert Gephart, John Hassard, Heather Hopfl, Arzu Iseri, David Knights, Hugo Letiche, Steve Linstead, Slawek Magala, Richard Marens, Alfonso Montuori, Cliff Oswick, and Lisa Zanetti. Familiar IABD - critical postmodern, faces such as Adrian Carr and Slawek Magala, each did critical theory special issues at JOCM, and David Collins and Heather Hopfl are doing more for Tamara.

Recruiting Critical Postmodern Theory - Staying on the critical theory theme, there is also Lisa Zanetti who has done important critical theory work in public administration. Steve Best, Douglas Kellner, Tony Tinker, Albert Mills, Richard Marens, Steve Linstead, Hugo Letiche, David Knights, Heather Hopfl, John Jermier, John Hassard, Robert Gephart, Dale Fitzgibbons, the Collinsons, James Barker, and Mats Alvesson, among others on our board, who have done work that cuts across the divide between critical theory and postmodern. As the "critical postmodern" portion of the journal, sub-title suggests, I view this as an important development, an evolution that is different than many other variants of postmodern work.

Dialog - I believe we can articulate a critical post-- modern discourse that will rival other variants of post-- modern and critical theory; That dialog is our challenge. I invited people to the board who have been vocal critics, such as Martin Parker, who raises serious questions about my earlier postmodern organization work, and Carroll Stephens, Nhaira Bissett, and many other members who raise new challenges. Out of the dialog comes new ground.

House Keeping - By November (2000) we had the beginnings of a cross-disciplinary, international board and on the 28th of November Congress granted our petition for an ISSN account. We are official now, ISSN 1532-5555. Abbas Alkhafaji and the Board of Governors at IABD agreed to sponsor the Tamara Journal. I also contracted with Omni Press to do a professional printing job, recruited Candace Brown to be editorial assistant, and my department head, Peter Dorfman, came through with a line of credit. The English and Education departments at New Mexico State (Carl Herndl, Herman Garcia & Marc Pruyn) broadened our local university base of support.

There are vegetarians on this board. I will not cite them all, but mention Steve Best, Rynn Berry, and myself who write in this field. We see a need to do some academic theory and research that will get at one corporate form of hegemony that seems to be silent in the organization science literature. We want to take on the meat and dairy industry, and we begin the challenge with Steve Best's contribution on Mad Cow disease and capitalism in this issue. I received a voice mail death threat this week on my university campus from a mad student who was annoyed at me being a cofounder of a Vegetarian Society on an Agricultural Science campus. The threat speaks to the need to raise vegetarian organization science to the status and prominence of meat science on my university campus. It also speaks to the struggle of vegetarians in a meat-eater world and the absence of these issues in organization science journals and classrooms.

The Critical University - For the journal to succeed we need to tend to pedagogy and reveal ways to incorporate critical postmodern practice in the classroom and in the university. In this issue

Steve Fuller calls for a different kind of critical university. And Julie Wolfram Cox and two associates ( Helen De Cieri & Marilyn S. Fenwick) look at the role of critical pedagogy in the university. Herman Garcia and Marc Pruyn, from my university, give a response to their essay.

Our struggle to define "critical postmodern organization science" had just begun. Ngaire Bissett and I decided to try a dialog to debate the merits of relating porno and science. Ngaire argues porno is about aesthetics and something is lost when you link porno and science together. I go back to the Science Wars and my struggle with Organization Science. I want to bring in the ethical and accountability porno issues to science. I think there are already scientists who are postmodern.

We want to be path-breaking and avant-garde. In Tamara Manifesto, I call for nothing less than total revolution. Since we a journal independent of corporate, university, and mega-publishing house interests, with an independent web site and ISSN, we can take on topics that would be censored in mainstream journals. We can begin to speak about practices that are not being written about. George Cairns and Nic Beech stepped forward to edit our Tamara Review section, where we want to look at more aesthetic critiques.

Ecology -There are several board members from English, including Carl Herndl, who has written about green rhetoric. Others on our board such as Robert Gephart and John Jermier have long standing commitment to ecology and organization.

So I decided to combine the TAMARA of (inter) disciplines with the idea of a CRITICAL POSTMODERN ORGANIZATION SCIENCE. Would it be possible to unmask corporate predation and reconstruct something more convivial?

What do we do after we unmask villains? This question was posed by Francesca Bargiela, to Tamara Web Site (September 2, 2000). Several Tamara Board members assembled here last Saturday (February 4) to toast our first issue and answer the question, can we reconstruct human and species-friendly business? First, we need solid critique. Then, we need dialog and joint action. We came up with some ideas not in the call for papers at the end of this issue.

How about a Junk Science issue? - There are people hired to produce bogus science data for pharmaceutical, medical, agricultural (tobacco and other), and apparel firms. Someone changed the food pyramid we grew up on, and made half of it fat calories, then changed it again and pushed dairy to the top of the food heap. Weight Watchers prescribes four ounces of meat a day (may or may not be a science there). Doctors are paid to prescribe certain drugs to their patients. Monsanto pays its cadres to counter any hard science with their own Monsanto-science data. The is a web site PrWATCH.ORG by the Center for Media and Democracy that covers many of the PR uses of what we call junk science.

How about a Greenwash issue - There are product ads that construct eco-friendly corporate images for some pretty eco-unfriendly folks.

If you have an idea on any of these topics, drop us a line at Tamara@nmsu.edu I want to thank each and every Tamara Editorial Board member for joining this adventure. It is press time, so the founding story will have to remain unfinished business.

Sincerely, David M. Boje - February 6, 2001

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