Staging a Drama of Institutional Identity: Practising Affect through evoking the Golem myth

Abstract
Inspired by the myth of the golem, this article explores the phenomenon of 'affect' as practice. In the ethnographic case of a German commercial enterprise presented affect opens up imagination. Affect is considered to mediate different experiential frames and lenses the researcher brings to the field. Affect refers to a way of seeing beyond factual accounts of fieldwork. It is the researcher's identity and the literature found enjoyable that may forge compassion for informants perceived states of being. Through bringing to bear the researcher's subjective knowledge affect helps to see the cultural themes of the organization.

This article uses two kinds of literature, fiction and the competence-based view, a market theory, to show how affect highlights cultural themes of an organization. These two different kind of stories intervened with a dispassionate completion of the study and let affect enter the representation of organizing: Firstly, a number of organisational change incidents ruptured the cultural fabric of the organization. These well-intentioned interventions aroused irritations. Secondly, the intentions of these interventions matched the bias of the chosen school of thought theory that favours entrepreneurialism as the cure to organizational inertia and low learning capacity. This situation of considerable complexity is reminiscent of the story about the 'Golem'. The article is distinctive because so far, few accounts have used myths to analyse empirical material.