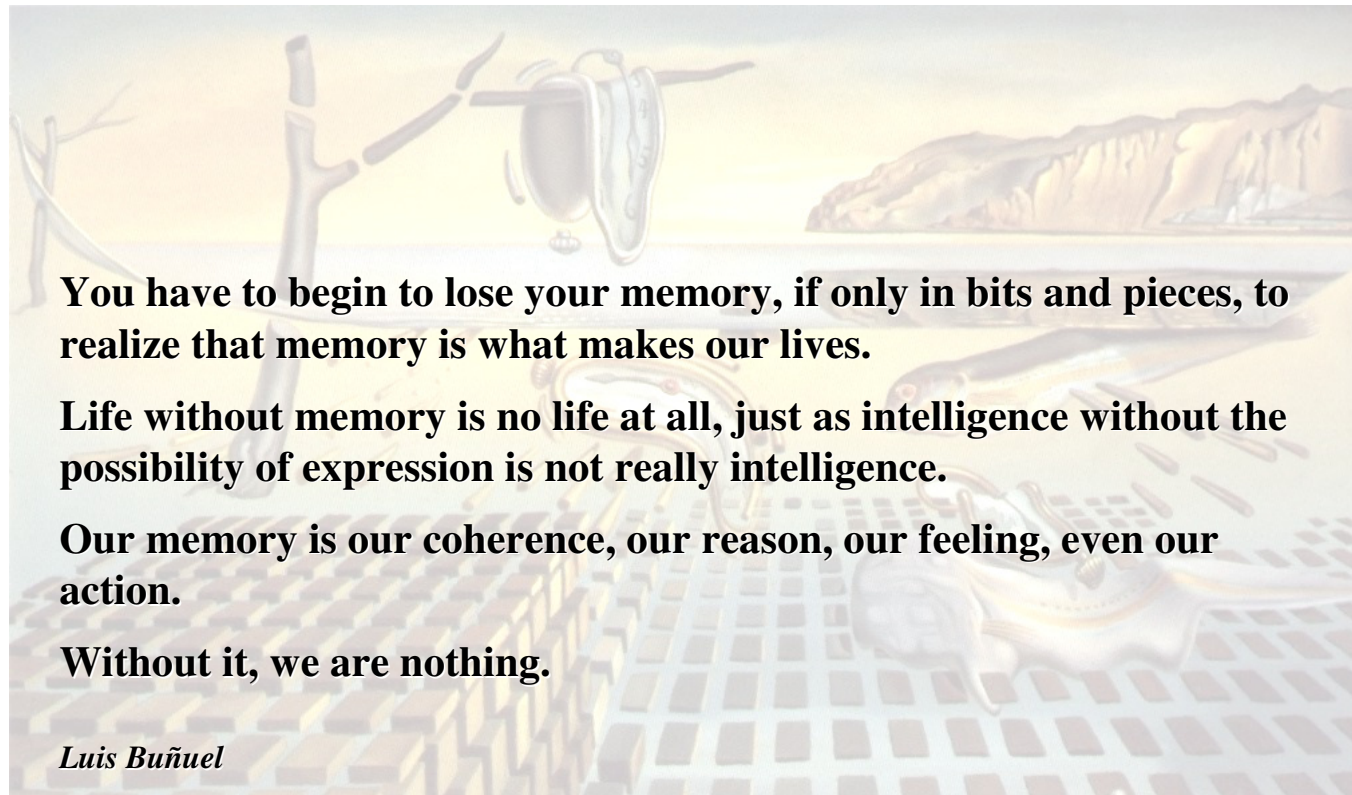


Towards a memory of the firm

André Reichel
University of Stuttgart



You have to begin to lose your memory, if only in bits and pieces, to realize that memory is what makes our lives.

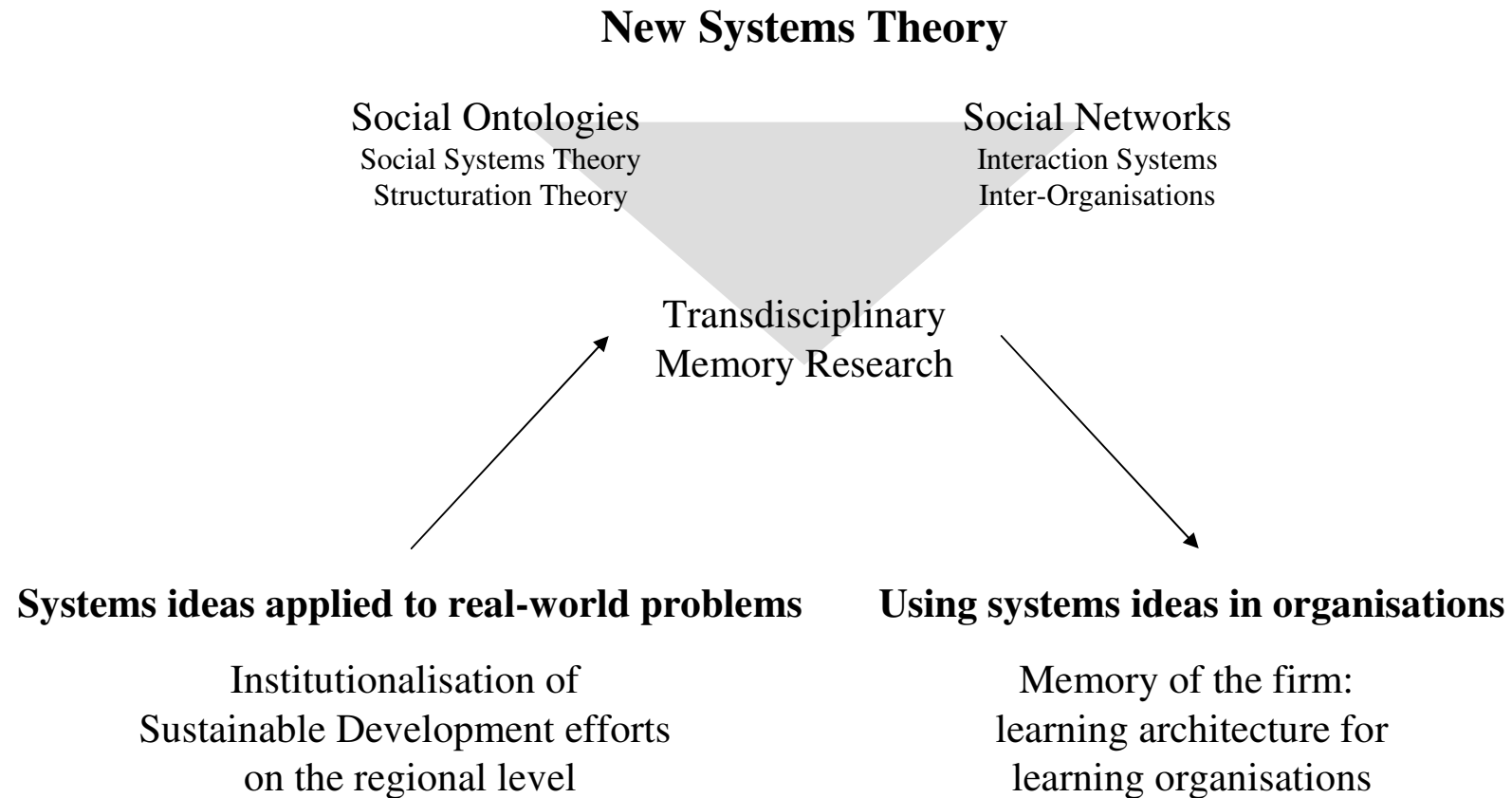
Life without memory is no life at all, just as intelligence without the possibility of expression is not really intelligence.

Our memory is our coherence, our reason, our feeling, even our action.

Without it, we are nothing.

Luis Buñuel

Contribution for a New Systems Theory



Research Framework

**Structuration
Theory**

Anthony Giddens

**Theory of
Social Systems**

Niklas Luhmann

The Concept of “Memory”
Transdisciplinary Synthesis

**Sociology of
Knowledge**

Berger/Luckmann

**Cognitive
Neurosciences**

Wolf Singer

Manfred Spitzer

H.-J. Markowitsch

Cultural Memory

Jan Assmann

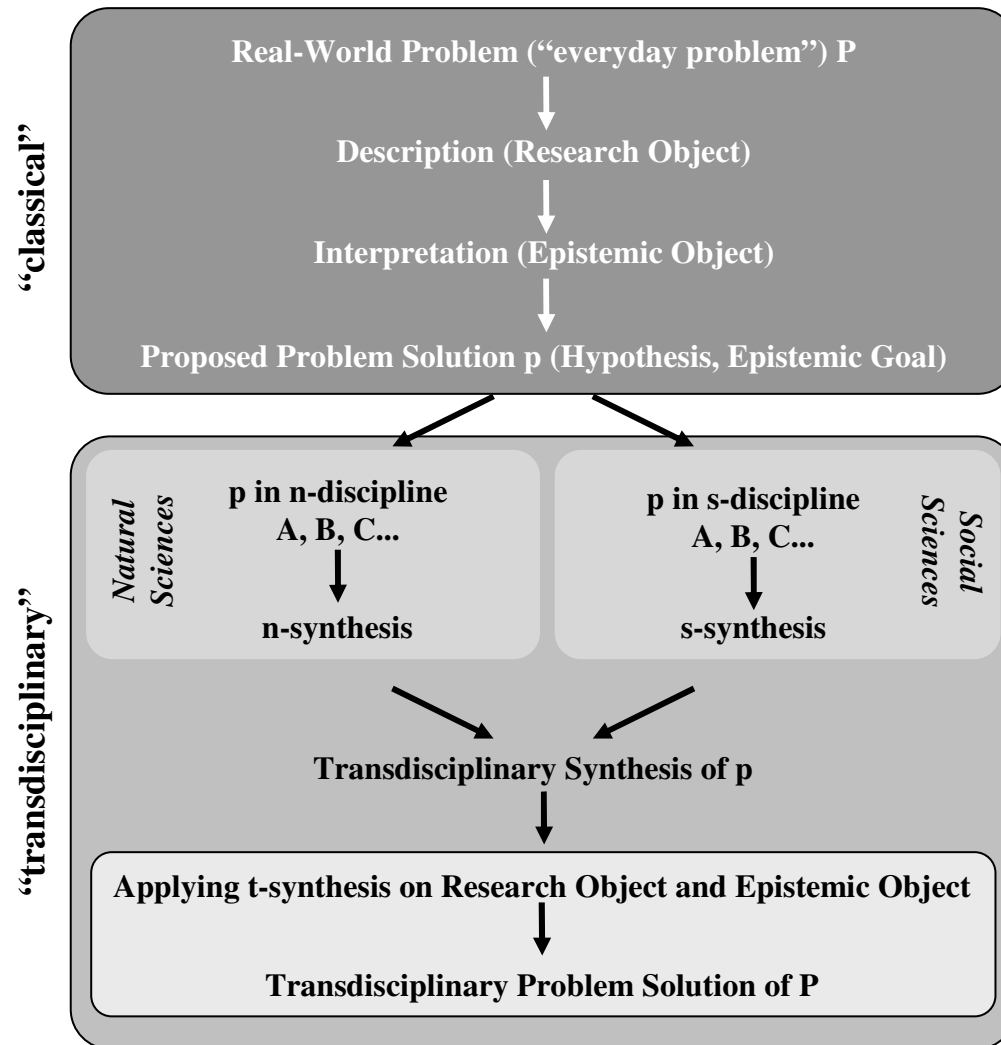
**Communicative
Memory**

Harald Welzer

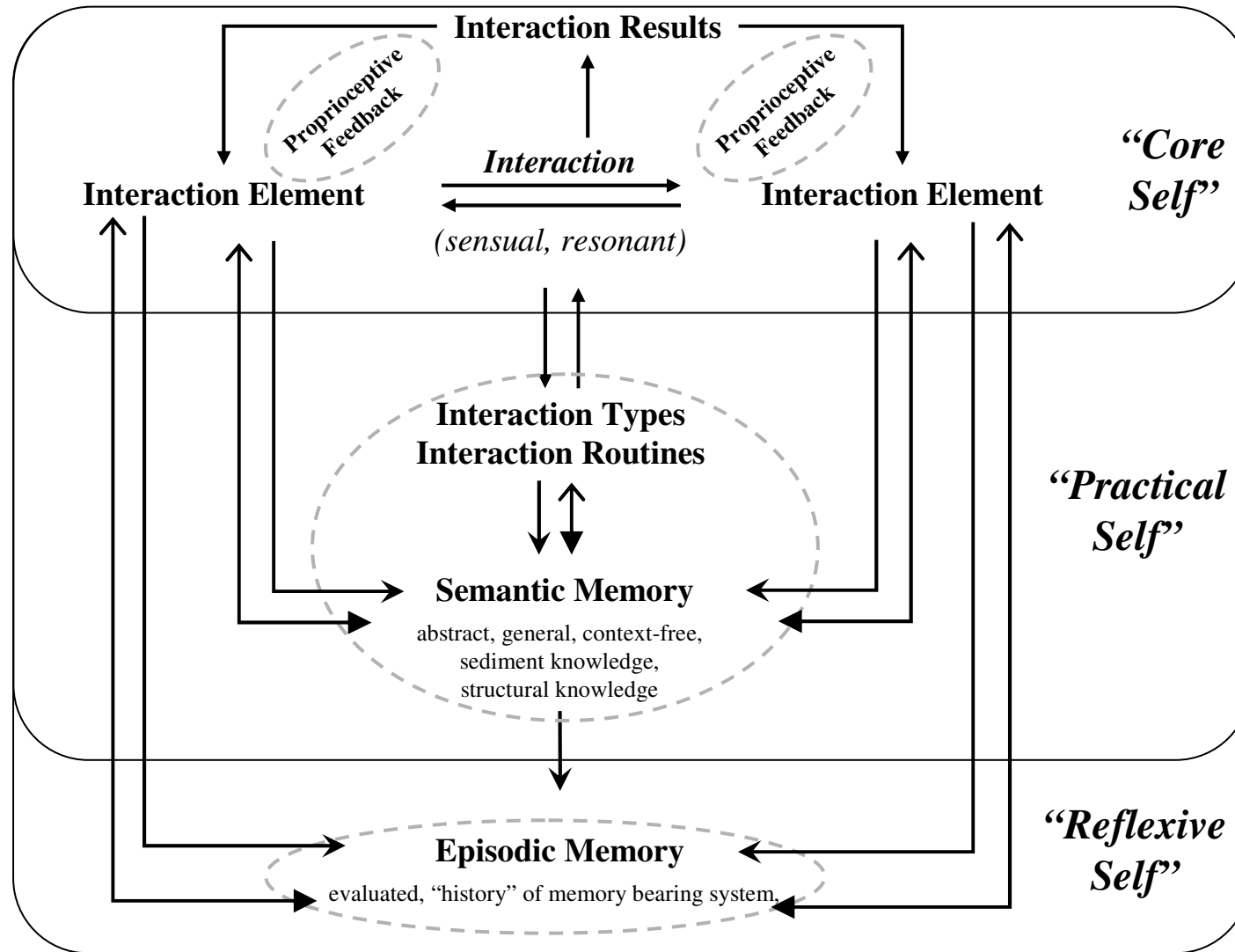
**Constructivist
Learning Theories**

Jean Piaget et al.

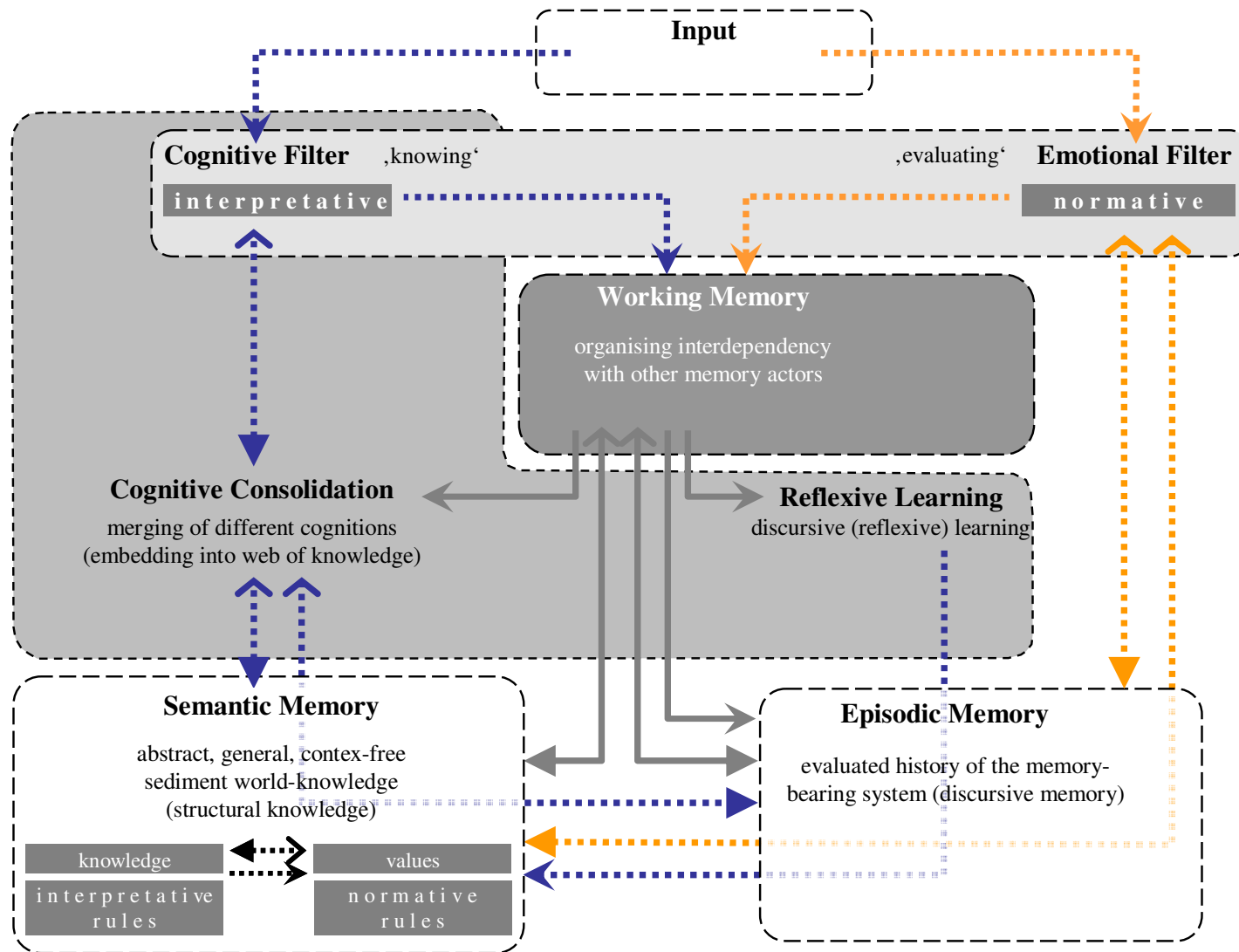
Transdisciplinary Synthesis



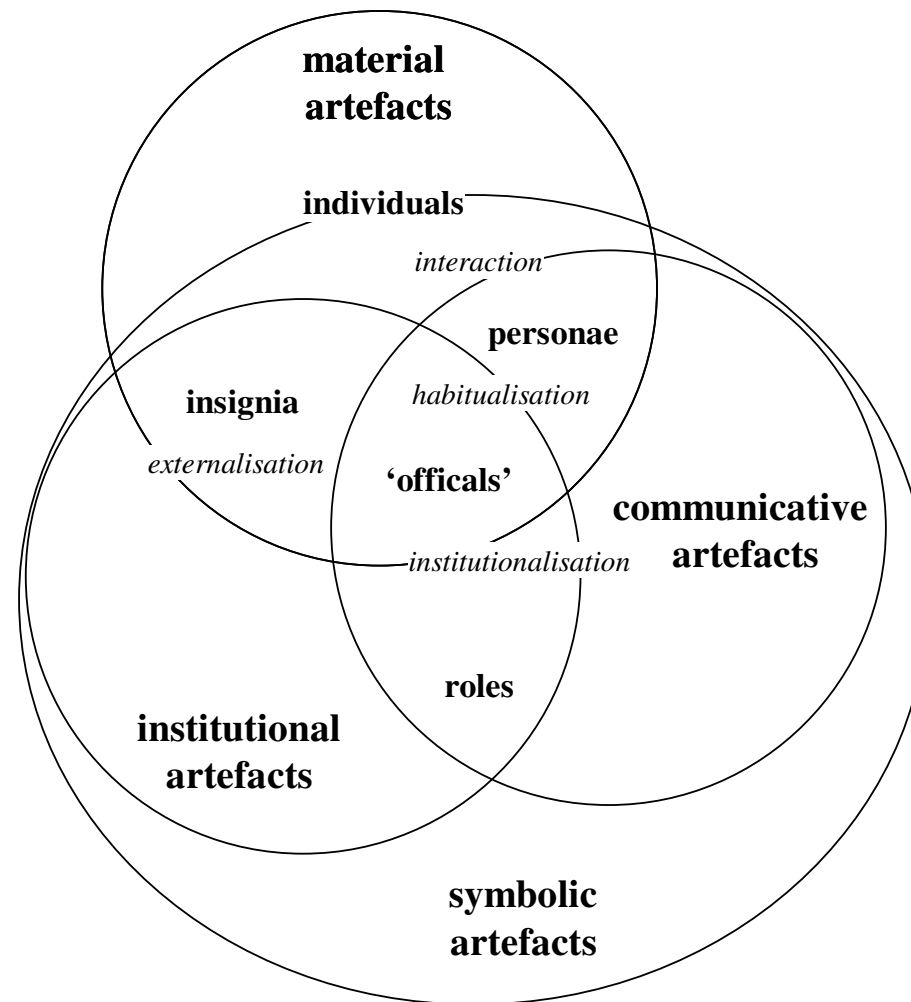
Archetypical Steps to Memory Creation



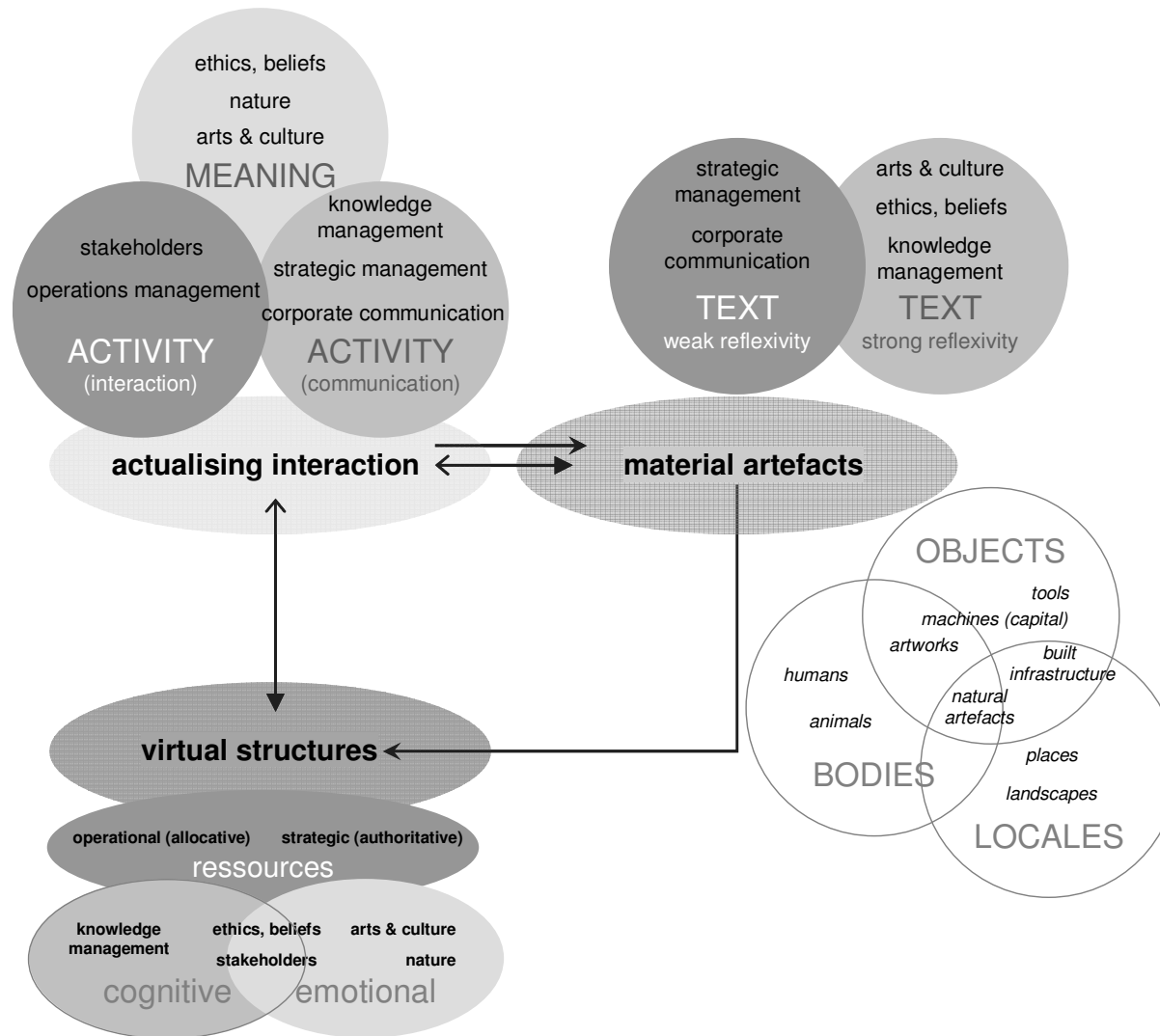
Isomorphic Framework of Memory



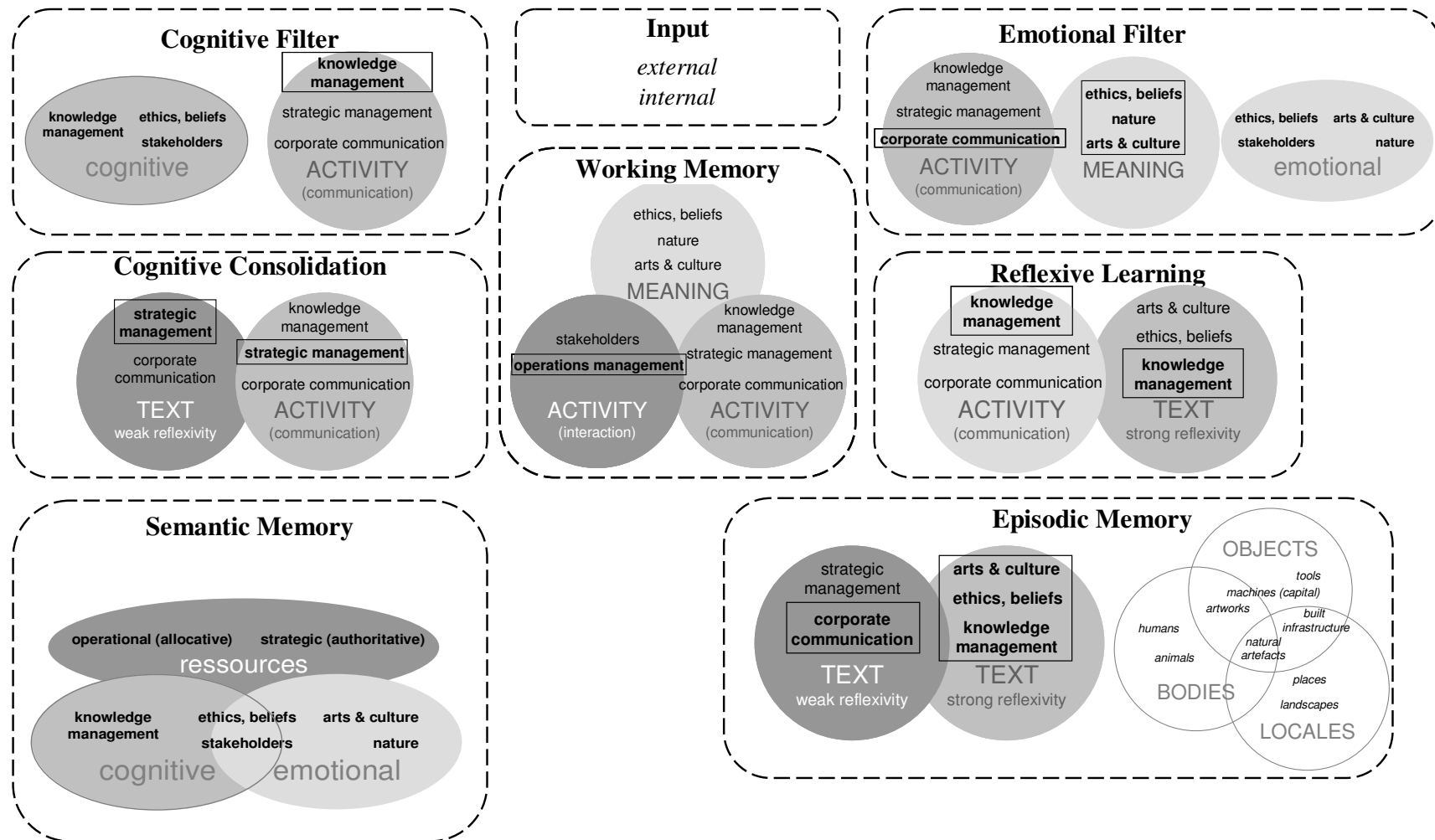
Classification and Interdependence of Artefacts



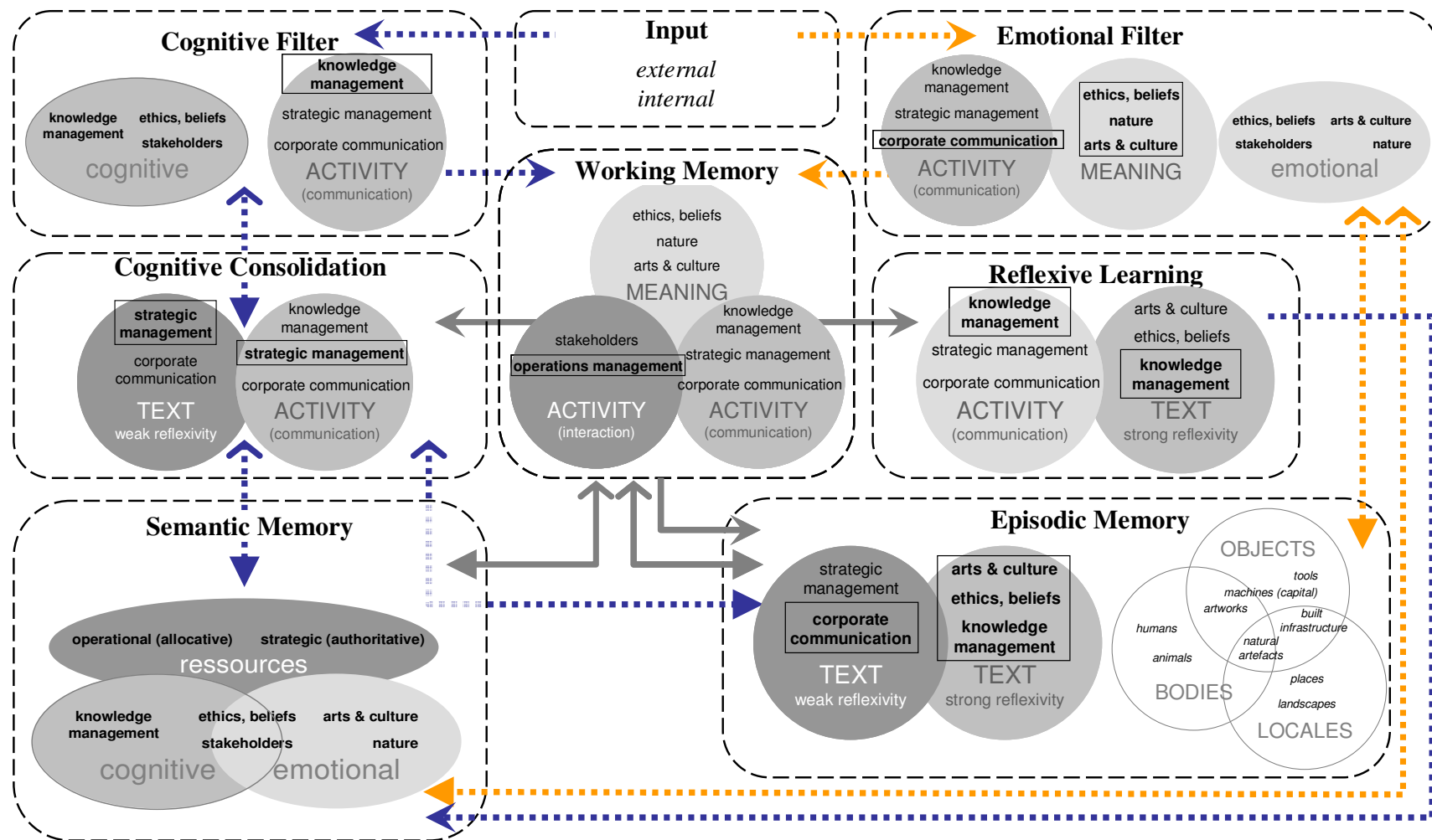
Memory in (Inter-)Action



Organizational Learning Architecture



Organizational Learning Architecture



Towards a memory of the firm

Thank you for your time and patience!



André Reichel

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