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BUSINESS FOR A BETTER CANADA



# Crafting Your Career: Agency, Serendipity, and Researcher Identity

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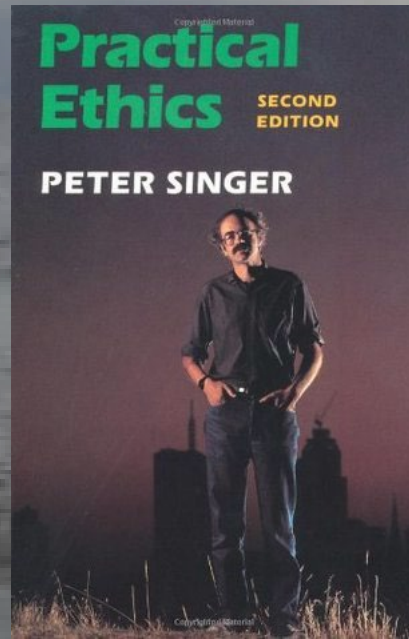
Telfer School of Management

# Who am I?

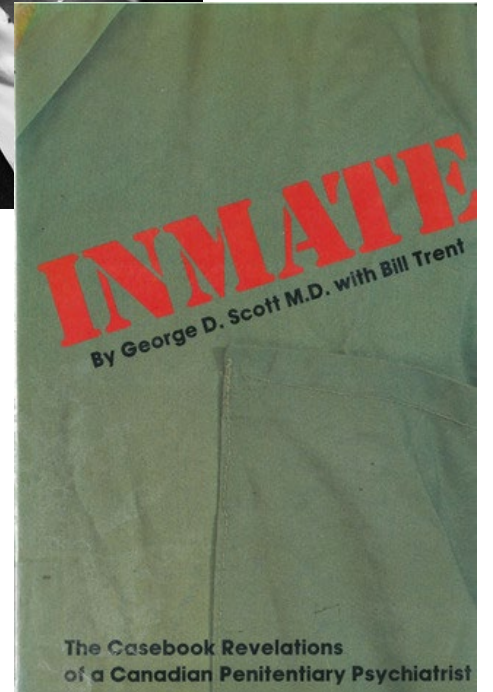
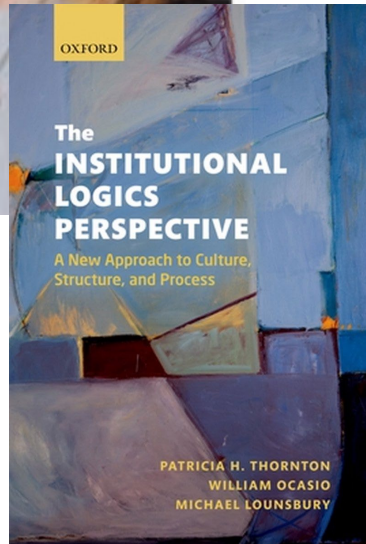
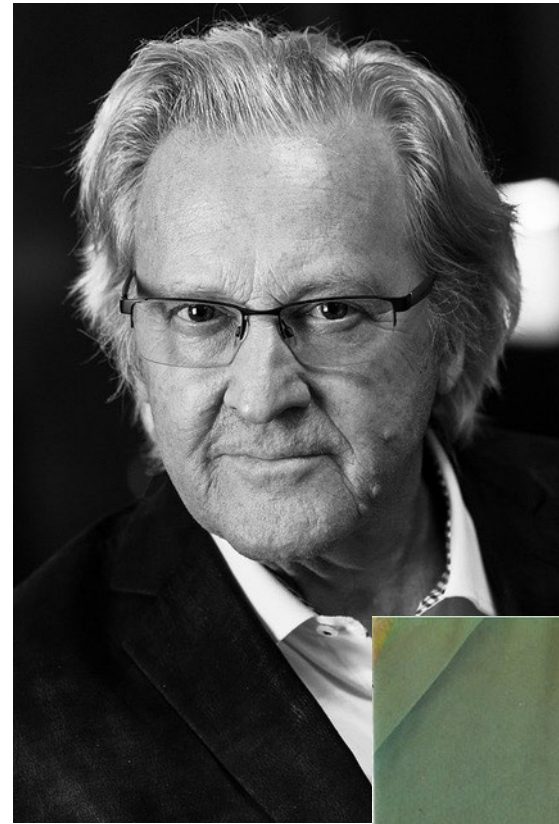
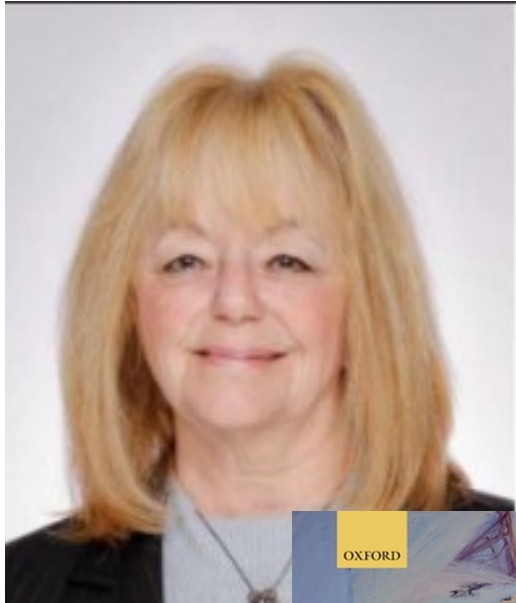
*How do we come to be defined as academics?*



# Starting points



# Influences



# The unexpected



# What ties my work together?

- It is both something I can craft
- And, something that others see...

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<https://doi.org/10.5465/amj.2018.1166>

## CONSTRAINTS AND OPPORTUNITIES OF STIGMA: ENTREPRENEURIAL EMANCIPATION IN THE SEX INDUSTRY

TRISH RUEBOTTOM  
McMaster University

MADLINE TOUBIANA  
University of Alberta

Entrepreneurs work not only in socially accepted and valued domains but also in highly contested, stigmatized industries. Despite the extreme constraints of working in stigma-

## ONCE IN ORANGE ALWAYS IN ORANGE? IDENTITY PARALYSIS AND THE ENDURING INFLUENCE OF INSTITUTIONAL LOGICS ON IDENTITY

MADLINE TOUBIANA  
University of Alberta

We know that individuals' identities can become intertwined processes of identification. But what happens when individuals tangle their identities from institutions after identification has examined previously incarcerated men's efforts to de-identify v associated with prison as they transition back into society. We characterize de-identification efforts as ultimately successful, I remain stuck in their identifications and experience identity p nuance to our understanding of de-identification by revealing th to its breakdown and failure. I highlight specifically the importa the content of institutional logics in influencing de-identification the existing focus on the cognitive accessibility of logics. Impu lences to de-identification result not merely from the individual but rather from their becoming stuck and resigning themselves t simultaneously feel they lack identity material to realize new i social evaluations. Indeed my findings point to the powerful e institutions shape our identities even when we desire to chang

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<https://doi.org/10.5465/amr.2019.0210>

## COMMERCIALIZING THE PRACTICE OF VOYEURISM: HOW ORGANIZATIONS LEVERAGE AUTHENTICITY AND TRANSGRESSION TO CREATE VALUE

TRISH RUEBOTTOM  
McMaster University

SEAN BUCHANAN  
University of Manitoba

MAXIM VORONOV  
York University

MADLINE TOUBIANA

## Selling voyeurism: How companies create value from the taboo

Published: April 28, 2022 3:10pm EDT

A growing number of businesses across a wide range of industries are successfully selling voyeurism to their audiences. (Shutterstock)

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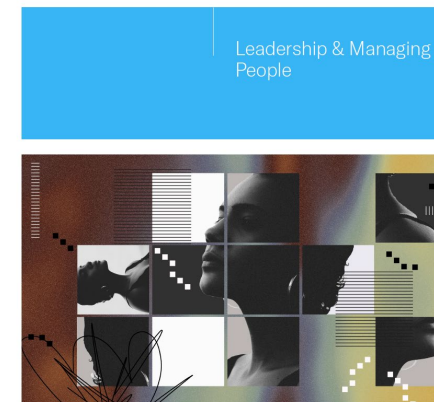
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ADARIS Great journalism deserves to be heard

What do reality television, slum tourism, erotic webcam and mixed-mart have in common? They all rely on voyeurism to entertain their audiences. Voyeurism provides a glimpse into the private life of another person to get audiences a revealing and entertaining experience.

Harvard Business Review



Digital Article



## When a Major Life Change Upends Your Sense of Self

by Madeline Toubiana, Trish Ruebottom, and Luciana Turchick Hakak

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<https://doi.org/10.5465/amj.2014.0208>

Life lessons from innovators changing the sex industry  
Madeline Toubiana | TEDxUAlberta • August 2021



## Stigma Hierarchies: The Internal Dynamics of Stigmatization in the Sex Work Occupation

Madeline Toubiana<sup>1,2</sup> and Trish Ruebottom<sup>3</sup>



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### Abstract

Scholars studying stigmatized, or "dirty work," occupations have tended to characterize people outside of the occupation as the stigmatizers and not within the occupation as social supports who buffer each other from stigma. We argue that this characterization discounts the unique ways stigmatization can take place within heterogeneous occupations and the challenges it poses for finding support from other occupational members. Based on a six-year ethnographic study of the sex work occupation in Canada, we explore the internal dynamics of stigmatization in the occupation. Our analysis reveals that sex workers are not just the stigmatized but also the stigmatizers, as they negotiate, borrow, and adapt perceptions of stigma to rank and place each other in a stigma hierarchy. To avoid the risks of being stigmatized based on this hierarchy, sex workers engage in stealth organizing to find safe others within

## THE MESSAGE IS ON THE WALL? EMOTIONS, SOCIAL MEDIA AND THE DYNAMICS OF INSTITUTIONAL COMPLEXITY

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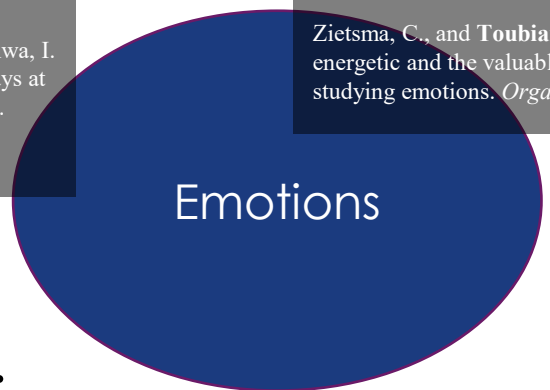
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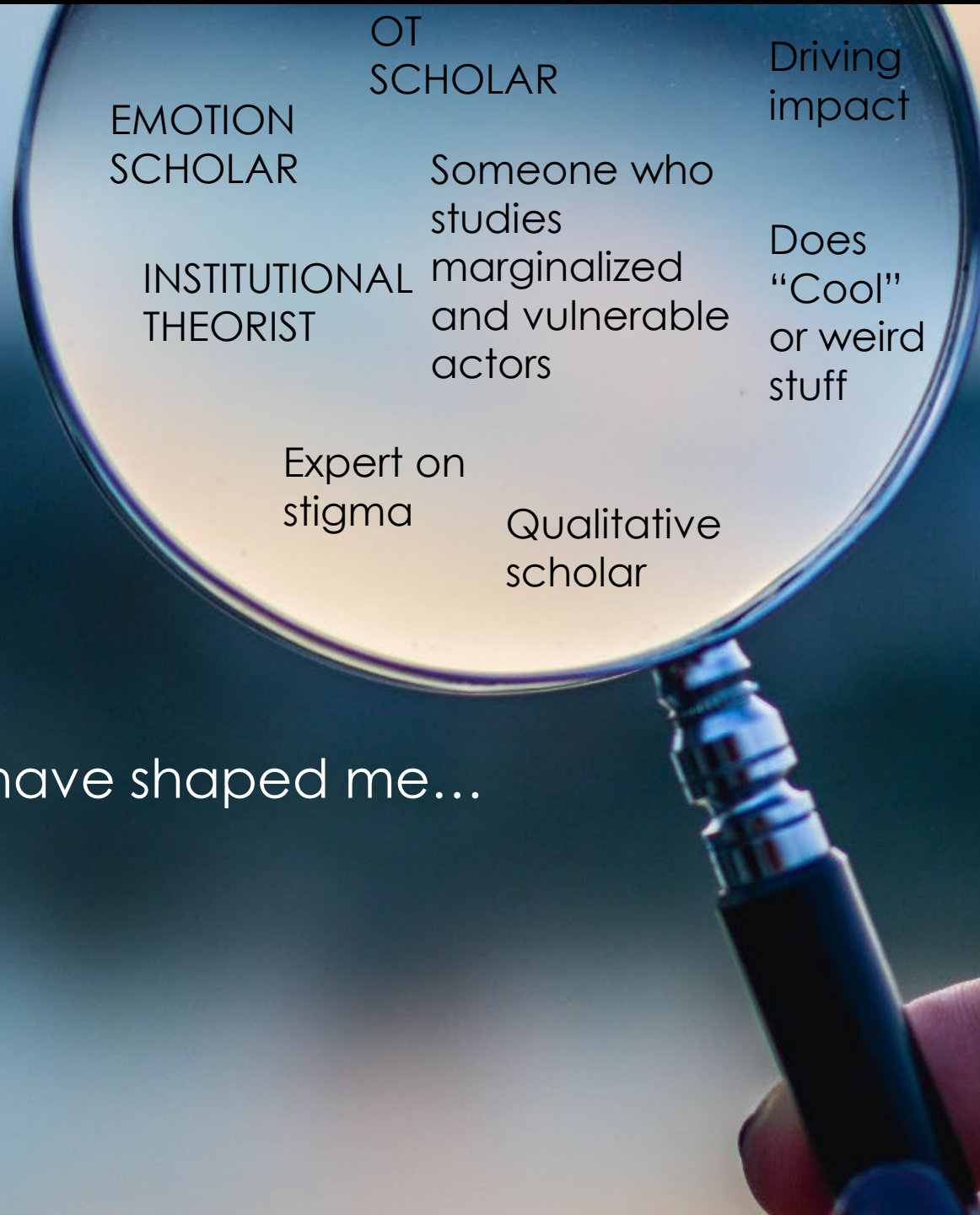
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# What do others see?

The labels that have shaped me...



EMOTION  
SCHOLAR

OT  
SCHOLAR

Driving  
impact

INSTITUTIONAL  
THEORIST

Someone who  
studies  
marginalized  
and vulnerable  
actors

Does  
"Cool"  
or weird  
stuff

Expert on  
stigma

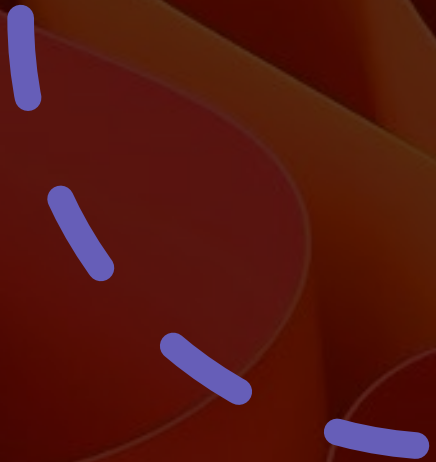
Qualitative  
scholar

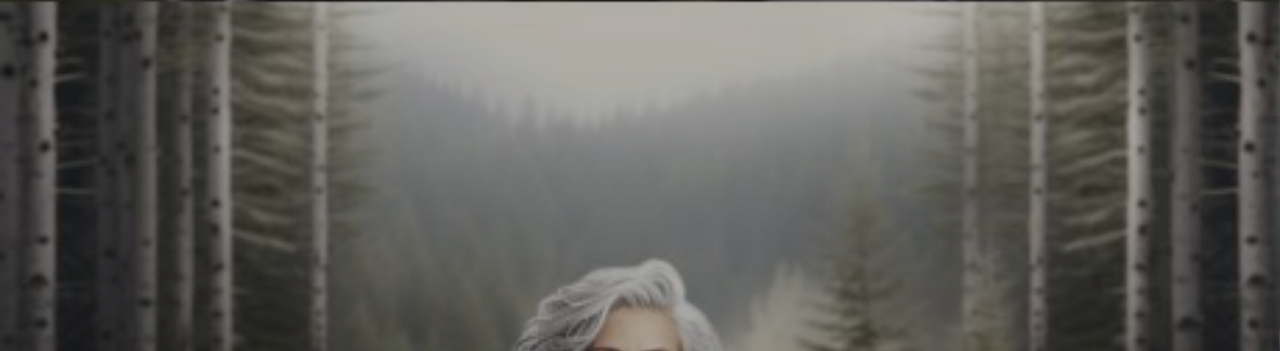






Take-aways...





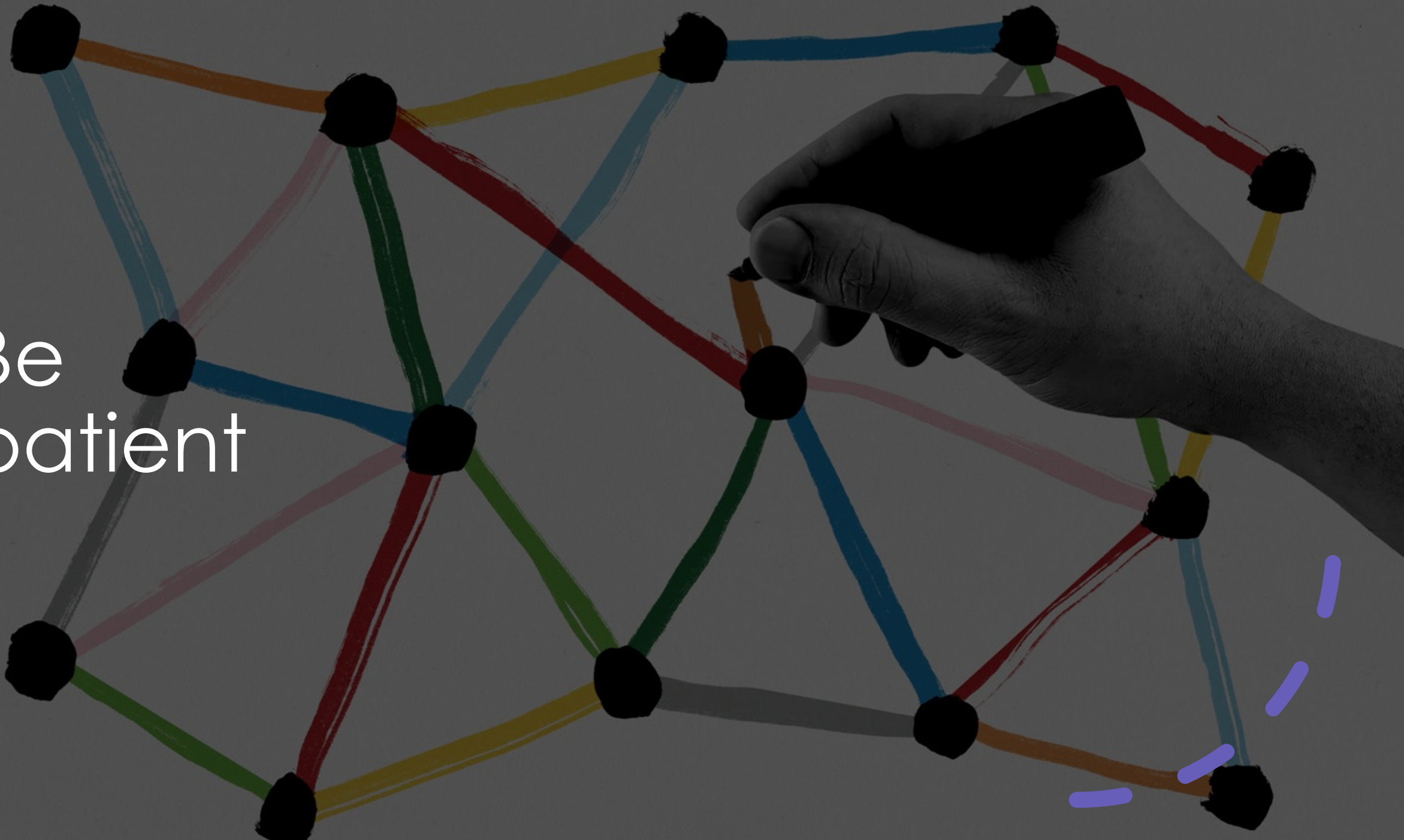
Remain  
open



A person wearing a black dress is seen from the back, holding a large fan of white papers. The person is standing in front of a brick wall. The papers are fanned out, and the person's hand is visible holding them. The brick wall is made of grey and brown bricks. The text "Show up" is overlaid on the right side of the image.

Show up

Be  
patient



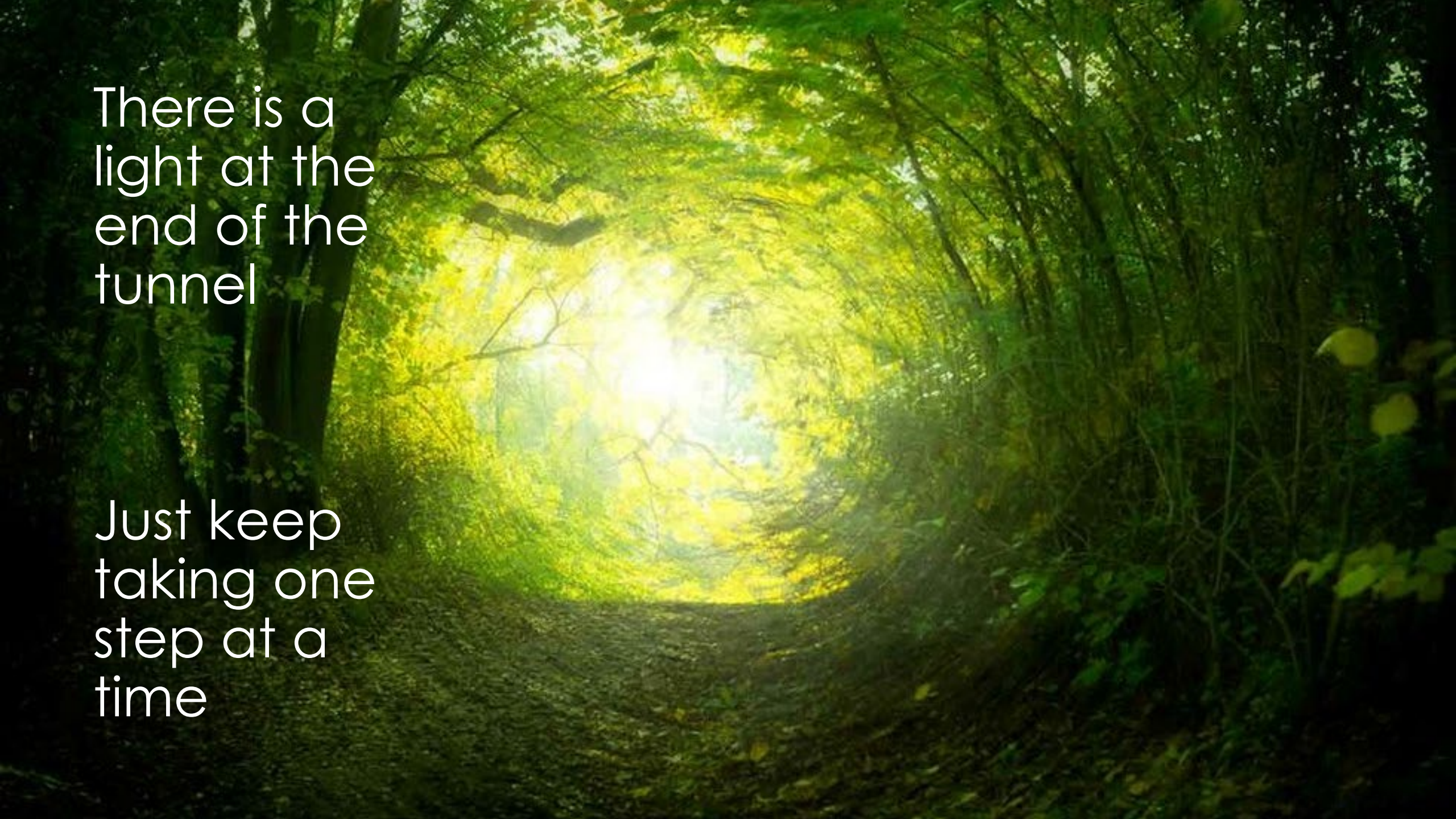
You do  
not have  
to be  
one thing



# You can only control

how you work  
when you work  
what you work on  
and how you live



A photograph of a forest path leading to a bright light at the end of a tunnel. The path is covered in fallen leaves and is flanked by dense green foliage. The light at the end of the path is bright and glowing, creating a strong contrast with the dark forest. The overall mood is hopeful and inspiring.

There is a  
light at the  
end of the  
tunnel

Just keep  
taking one  
step at a  
time





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**Questions?**