Copyright © Academy of Management 2021. All rights reserved. This is the accepted manuscript of Villeseche, F., Meliou, E. and Jha, H.K (2021) 'Dis/Organising Women's Freedom: Feminist Dialectical Tensions in Women's Business Networks Blogs', Academy of Management Proceedings, 2021 (1), pp. 14797-14797. doi: 10.5465/ambpp.2021.14797abstract. made available under a Creative Commons (CC-BY-NC-ND) Attribution user license (https://creativecommons.org/licenses/by-nc-nd/4.0/). Authors retain the right to reuse their articles for a wide range of purposes. Contents may not be copied, emailed, posted to a listserv, or otherwise transmitted without the copyright holder's express written permission. Users may print, download, or email articles for individual use only (see: https://aom.org/ docs/default-source/publishing-with-aom/oa\_new-vs-old\_policy.pdf).

## Dis/Organising Women's Freedom: Feminist Dialectical Tensions in Women's Business Networks Blogs

Florence Villeseche<sup>1</sup>; Elina Meliou<sup>2</sup>; Harsh Kumar Jha<sup>3</sup>

<sup>1</sup> Copenhagen Business School; <sup>2</sup> Aston Business School; <sup>3</sup> Newcastle U. Business School

The growing popularity of women's business networks (WBNs) is paralleled by a critique of their postfeminist character: by promoting individualist ideals in line with neoliberalism, WBNs are considered to disorganise rather than contribute to women's freedom. To unpack this tension between the empirical phenomena and the feminist critique, we employ an inductive approach combining topic modeling, thematic coding and dialectical analysis to examine over 1,500 blog posts from four WBNs. We show how multiple discourses are circulated in the blogs and exist in tension with each other, and interpret the interstices for change and action that these tensions open. We thus contribute to understanding the ways to women's freedom at the intersection of neoliberalism and postfeminism and extend the comprehension of how WBNs can contribute to this agenda. Furthermore, we make ancillary methodological contributions by using topic modeling in conjunction with other qualitative analysis tools and a large corpus of blog posts.