Academic scientists are increasingly required to acquire industry funding, which affects the scope and purpose of their research. In Denmark, Mode 2 inflected ideas have turned universities’ research toward industrial application where the fabrication of ‘robust knowledge’ is tied to commercial innovation. The lecture analyzes theoretical physicists’ representative modeling that aided the implementation of new control solutions, and investigates how Mode 2 challenged traditional disciplinary boundaries between engineering and physics. The lecture presents a case of non-engineers’ move toward ‘engineering’ from outside the disciplinary boundary of engineering.

Joakim Juhl is an assistant professor at Aalborg University in Copenhagen, Denmark and a Research Associate with the Program on Science, Technology and Society. His research focuses on the normative foundations of technological innovation and its relation to social expectations of science. Joakim contributes to the National Science Foundation funded project, “Traveling Imaginaries of Innovation: The Practice Turn and Its Transnational Implementation”. From 2013 to 2015, Joakim held a joint postdoctoral position at the Harvard STS Program and Harvard School of Engineering and Applied Sciences. Joakim holds a PhD in STS from Aalborg University’s Doctoral School of Engineering and Science. He has a Master of Science degree in Innovation Management from the Technical University of Denmark. His dissertation “Models in Action – Realizing Abstractions” was based on an ethnographic study of modeling practices in a Danish collaboration between industrial and scientific parties.