

11TH WORKSHOP ON NEW INSTITUTIONALISM IN ORGANIZATION THEORY

WU Vienna University of Economics and Business

March 26-27, 2015



GETTING THERE ...

The WU Campus is easy to reach from Vienna International Airport. The fastest and most convenient option is to take a taxi from the airport (ca. € 40.00). Alternatively, take the city train S7 (direction *Floridsdorf*) and get off at *Praterstern* (this will take up to 33 minutes). After you arrive at *Praterstern*, take the subway U2 (direction *Seestadt* or *Aspernstraße*) and get off at the first stop (U2 station *Messe Prater*) for Motel One and Austria Trend Hotel, or at the second stop (U2 station *Krieau*) for the Courtyard by Marriott. The WU Campus – our venue – is situated right between these two subway stations and is just a short walk from the recommended hotels (see map below for details).

From the airport to the city center, the City Airport Train (CAT) to *Wien Mitte / Landstraße* (max. 17 minutes) is a great option.

Important: For those of you who have visited WU Vienna in the past, please note that the address of the new campus is different from the old one (now: Welthandelsplatz 1, A-1020 Vienna).

REGISTRATION AND VENUE

The workshop will start on Thursday, March 26th, 2015 at 09:00 in the morning. For a detailed workshop program please see below. All workshop sessions will be held in the Learning Center (LC) building, located at the very heart of the WU Campus. You will also find the registration and information desk in the main entrance hall of the building (LC Forum, level 0). For orientation on campus see below.

The registration desk will open at 08:00. Given the large number of participants, please come early enough so that we can start on time. Thank you for your cooperation!

Our catering services will do their best to consider your dietary requirements (as indicated during registration). However, please kindly understand if choices are not available.

PAPERS AND PRESENTATIONS

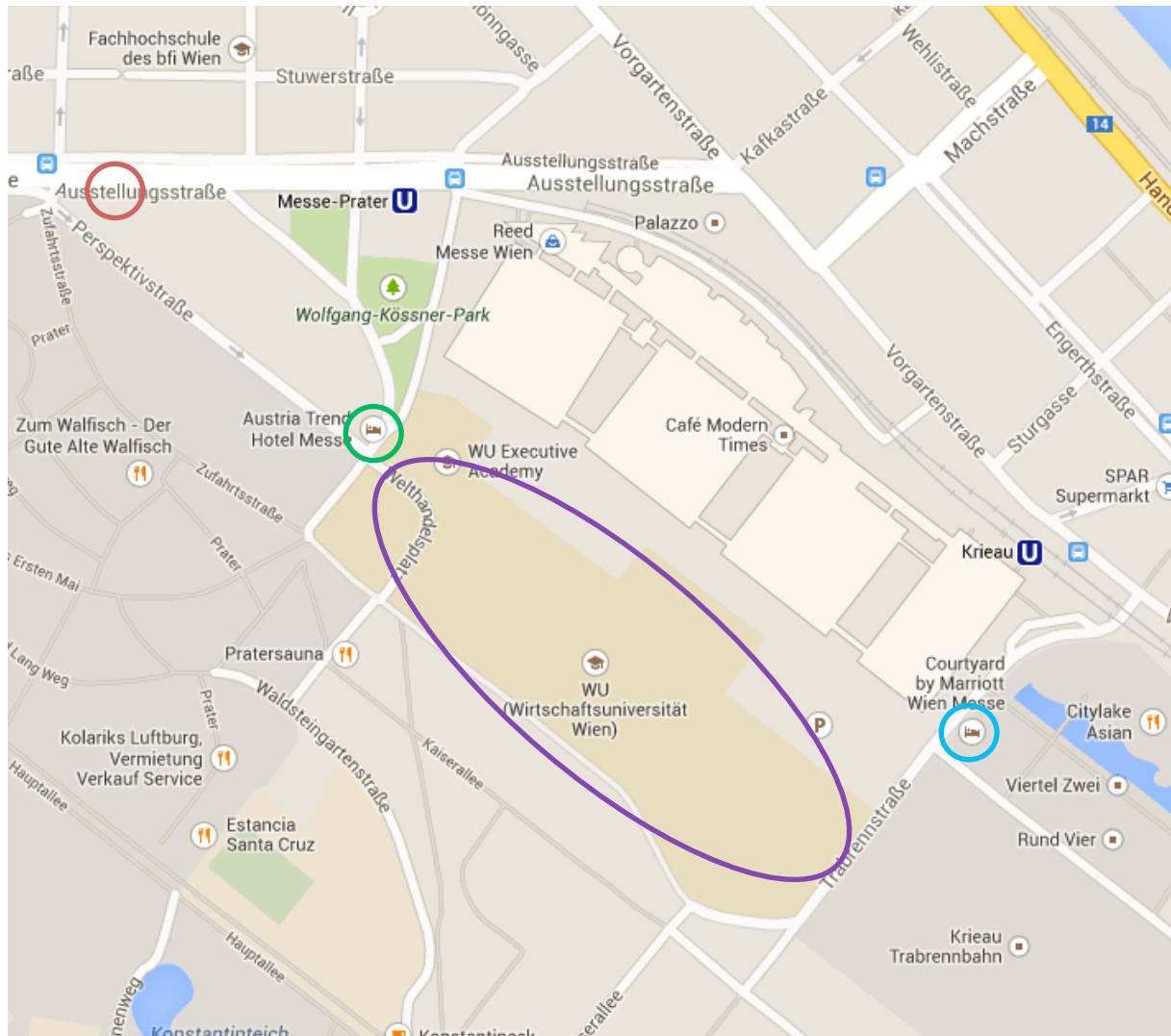
Papers are available for download – unless authors opted out – at www.newinstitutionalism.org (login required). The standard time per paper will be 30 minutes. In order to have sufficient time for feedback and discussion, we strongly suggest to spend max. 50% of this time on presenting the paper. Please check the program carefully as some of you will also serve as session chairs.

ADDITIONAL INFORMATION

For all questions related to administrative and/or academic aspects of the workshop please contact us at NIT2015@wu.ac.at.

ACCOMMODATION NEARBY

Some of you might have decided to stay in one of the three hotels we recommended around and nearby the WU Campus. The exact location of each hotel is displayed on the map below, as is the WU Campus itself.

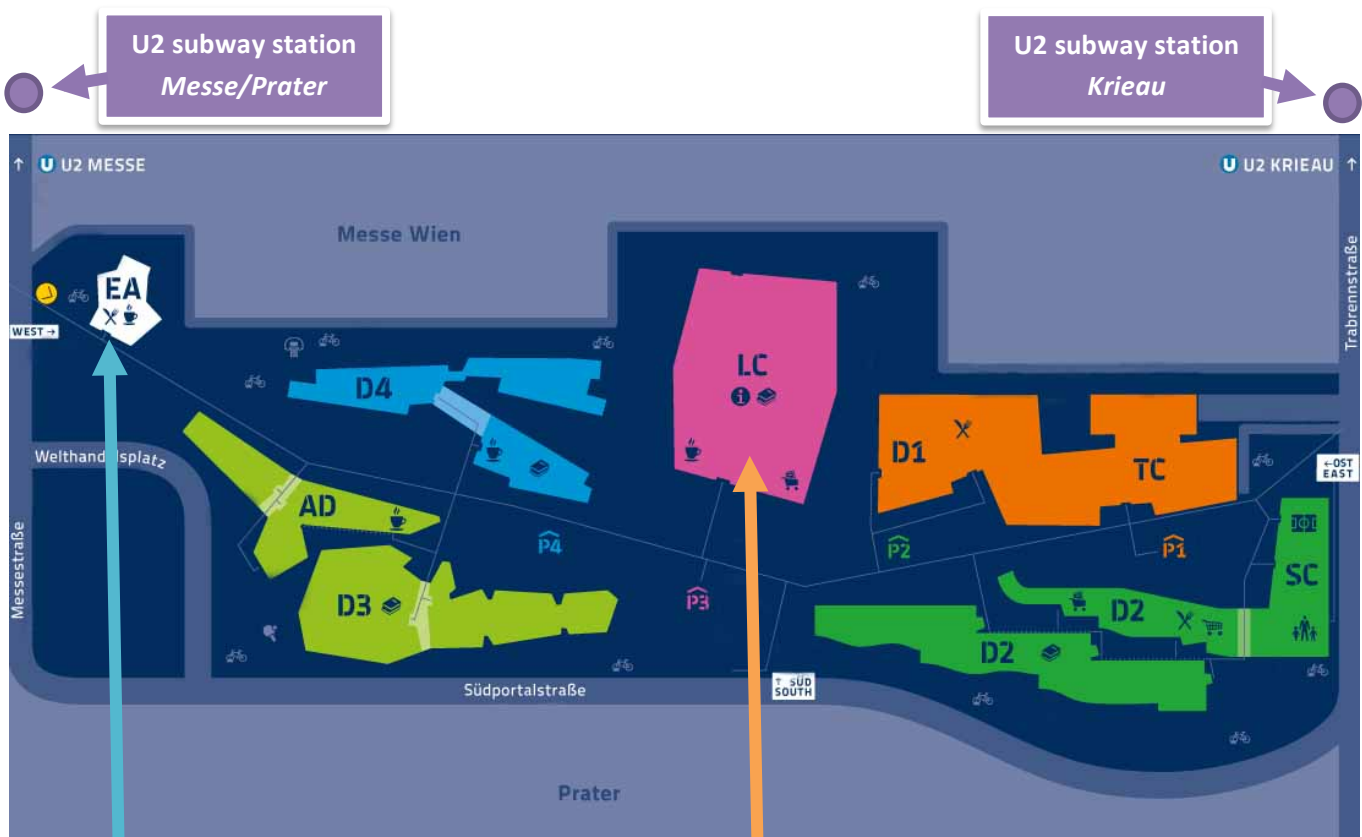


- Motel One, Ausstellungsstraße 40, A- 1020 Vienna
- Austria Trend Hotel Messe Wien, Messestraße 2, A-1020 Vienna
- Courtyard by Marriott Wien Messe, Trabrennstraße 4, A-1020 Vienna
- WU Campus, Welthandelsplatz 1, A-1020 Vienna

ORIENTATION ON CAMPUS

An interactive campus map can be found at <http://campus.wu.ac.at>.

Here the most important locations:



U2 subway station
 Messe/Prater

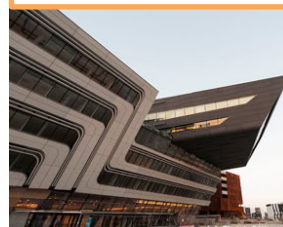
U2 subway station
 Krieau

Dinner venue



For those of you who have opted in for the workshop dinner (dinner ticket required): The workshop dinner will take place in the restaurant *Comida y Luz* on the top floor (level 6) of the WU Executive Academy building.

Workshop venue



All workshop sessions will be held in the Learning Center (LC) building, located at the very heart of the WU Campus. You will also find the registration and information desk in the main entrance hall of the building (LC Forum, level 0).

THURSDAY, MARCH 26, 2015

08:00-09:00	Registration & Morning Coffee <i>LC Forum</i>			
09:00-09:30	Welcome to the 11th Workshop on New Institutionalism in Organization Theory <i>LC.0.110 Ceremonial Hall 1</i>			
	Welcome address by Markus A. Höllerer (Local Organizer) and Michael Meyer (Vice-Rector, WU Vienna University of Economics and Business)			
09:30-11:00	<p>Paper Session I Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>New Forms: Hybrids and Interstices I Chair: Amalya Oliver</p> <p>Leadership Styles in Hybrid Organizations: The Case of Swiss Higher Education <i>Kubra Canhilal, Benedetto Lepori</i></p> <p>Institutional Clustering: The Case for Testosterone and Financialization <i>Philipp Golka</i></p> <p>Social Innovation, Complexity and Institutional Strategy <i>Mélissa Boudes</i></p>	<p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Institutional Complexity and Responses I Chair: Danielle M. Logue</p> <p>What's the Problem With Complexity? <i>Cristina Besio, Frank Meier, Uli Meyer</i></p> <p>Benefiting from Institutional Complexity: How Organizations Use Boundary Spaces to Engage With Minority Logics <i>Markus Perkmann, Maureen McKelvey, Nelson Phillips</i></p> <p>Institutional Complexity and Organizational Bargaining: Actors, Logics, and Conflicts <i>Markus Hertwig</i></p>	<p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Institutional Logics I Chair: Carmelo Mazza</p> <p>Crossing Boundaries, Changing Logics: The Case of Public Auditors in Zambia <i>James Hathaway</i></p> <p>Confronting Inequality and Overcoming Institutional Barriers in Rural Orissa: Scaffolding as a Mechanism of Social Transformation <i>Johanna Mair, Miriam Wolf, Christian Seelos</i></p> <p>Conflict Reduction vs Conflict Resistance: Differences in Conflicting Institutional Logics Management Strategies and Their Impact on Intra-Organizational Institutional Conflict <i>Pietro Versari</i></p>	<p>Stream D <i>LC.0.004 Galerie</i></p> <p>Discourse and Institutions Chair: Jeannette Colyvas</p> <p>Vocabulary Clustering and the Evolution of Management Knowledge <i>Renate E. Meyer, Vitaliano Barberio, Dennis Jancsary, Markus A. Höllerer</i></p> <p>Discourse, Practice and Law: Institutionalization of the Discourse on How to Privatize Italian Steel Industry <i>Edoardo Mollona, Luca Pareschi</i></p> <p>Institutionalizing the European Frame of Integration Policies in Central-Eastern Europe: Prague and Warsaw Case Studies <i>Patrycja Matusz, Mikołaj Pawlak</i></p>

11:00-11:30	<p>Coffee Break <i>LC Forum</i></p>			
11:30-13:00	<p>Paper Session II Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>New Forms: Hybrids and Interstices II Chair: Anne Krueger</p> <p>'Keeping It Weird': How Anchoring Sustains Hybrid Organising From the Ground <i>Laura Claus</i></p> <p>Forms of Hybrid Organizations in Different Institutional Arenas: The Case of Biotech Firms in Austria and the United States <i>Georg Reischauer</i></p> <p>Organizational Responses to Institutional Complexity: The Role of Managerial Framing and Action in Hybrid Organizing <i>Jaakko Siltaloppi, Risto Rajala</i></p>	<p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Institutional Complexity and Responses II Chair: Giuseppe Delmestri</p> <p>It Depends on Who You Are: The Role of Organizational Status in Understanding Institutional Complexity <i>Maima Aulia Syakhroza</i></p> <p>Maintaining Survival: How Resistance to Institutional Pressures Persists? <i>Shipeng Yan</i></p> <p>Small Firm Strategies in Mature Technological Fields With Largely Taken-For-Granted Standards <i>Sara L. McGaughey</i></p>	<p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Institutional Logics II Chair: Markus Perkmann</p> <p>Evaluative Practices - Constructing Experts and Expertise <i>Frans Bévort, Jesper Strandgaard</i></p> <p>The Materiality of Institutional Logics: Dualities in the French Medical Profession Since 1975 <i>Hélène Lambrix</i></p> <p>The Object of Institutional Logics <i>Diane-Laure Arjaliès, Roger Friedland</i></p>	<p>Stream D <i>LC.0.004 Galerie</i></p> <p>Institutional Change Chair: Johanna Mair</p> <p>Reframing Managers' Blind Spots Into Opportunities - A Theoretical Contribution to the Emergence of Institutional Voids in Emerging and Developing Economies <i>Tim Weiss</i></p> <p>On Two Sides of the Smoke Screen: How SMOs and Corporations Use Protests and Lobbying to Influence Institutional Change <i>Ana M. Aranda, Tal Simons</i></p> <p>Being All Things to All Stakeholders: Toward a Dynamic Perspective of Legitimation <i>Verena Girschik</i></p>
13:00-14:00	<p>Lunch Break <i>LC Forum</i></p>			

<p>14:00-15:30</p>	<p>Paper Session III Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>New Forms: Hybrids and Interstices III Chair: Elke Schüßler</p> <p>Interstitial Organizations and Innovation Dynamics in Institutional Orders <i>Jozef Bátora</i></p> <p>Interstitial Organizations as Conversational Bridges <i>Valeska P. Korff, Achim Oberg, Walter W. Powell</i></p>	<p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Institutional Complexity and Responses III Chair: Bernard Forgues</p> <p>Understanding Smart Cities Systems: Organizations' Responses to Institutional Complexity <i>Stefano Consiglio, Luigi Moschera, Alessia Berni</i></p> <p>Losing the Activist Spirit: Institutional Complexity, Mission Drift, and Institutional Logics Vulnerability <i>Maria Paola Ometto, Thomas Gegenhuber, Johanna Winter</i></p> <p>Shareholder Activism for Sustainability: Organizational Responses to Investors' Demands <i>Sebastian Nagel</i></p>	<p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Institutional Logics III Chair: Stefanie Hiss</p> <p>Informality – The Persistent Institutional Logic in the Transitional Context of South East Europe: The Case of HRM in SMEs <i>Marianne Afanassieva, Alexandros Psychogios</i></p> <p>Values Old and New: Building an Entrepreneurial Logic to Navigate Institutional Complexity <i>Grace H. Fan</i></p> <p>Poison or Tonic? An Interdependence View of Institutional Logics <i>Robert M. Bauer, Daved Barry</i></p>	<p>Stream D <i>LC.0.004 Galerie</i></p> <p>The Visual and Material Turn I Chair: Elke Weik</p> <p>The Company You Keep and the Pictures a Company Keeps – A Historical Analysis of Values in Job Advertisement Visuals <i>Bernadette Bullinger, Lena Süß</i></p> <p>The Materialization of Humorous Mimicry as a Form of Institutional Work: The Case of University Memes <i>Daniel Semper, Benjamin E. Luft</i></p> <p>Indexicalized! Institutional Work in the Lived World <i>Wenyao Zhao</i></p>
<p>15:30-16:00</p>	<p>Coffee Break <i>LC Forum / LC.0.110 Ceremonial Hall 1</i></p>			

<p>16:00-17:30</p>	<p>Paper Session IV Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>Actors and Institutions Chair: Georg Krücken</p> <p>The Proliferation, Profusion and Taken-For-Grantedness of Actors in Institutional Theory <i>Hokyu Hwang, Jeannette Colyvas</i></p> <p>Recursion and Actorhood: Putting Institutional Theory on Its Feet <i>Kai Kaufmann</i></p> <p>Is There a Micro Turn Within New Institutionalism in Sociology? <i>Andrea Maurer</i></p> <p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Institutional Complexity and Responses IV Chair: Simon Oertel</p> <p>Men of Honor! Institutionally Embedded Power (Meta)Games in Post Acquisition Integration <i>Mara Brumana, Giuseppe Delmestri</i></p> <p>Consistency and Variation in Institutional Logics Across Countries: The Role of National Polities <i>Ali Danişman, Bob Hinings</i></p> <p>Multinational Corporations and Institutional Complexity: Actors' Competence to Incorporate Global Strategic Organizational Practices Into Local Coordination Situations <i>Katharina Pernkopf, Mila Lazarova, Wolfgang Mayrhofer</i></p> <p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Institutional Logics IV Chair: Peter Walgenbach</p> <p>The Logics of Rationalized Temporality: How Time Impedes Organizational Agency in Social Responsibility Activities <i>Christina Berg Johansen</i></p> <p>Strategy Formation as Legitimacy Creation: The Case of Sustainability <i>Monika Lesner, Markus Reihlen, Jan-Florian Schlapfner</i></p> <p>Conflicting Logics in Public Private Innovation: A Battle Between Firms' Commercialization and a Not Invented Here Logic in Healthcare <i>Helle Aarøe Nissen</i></p> <p>Stream D <i>LC.0.004 Galerie</i></p> <p>The Visual and Material Turn II Chair: Dennis Jancsary</p> <p>The Material Side of Institutions: How Artifacts Impact Power Relationships in an Institutional Field <i>Pablo Fernández, Bernard Forgues</i></p> <p>Dependent Artifacts – Independent Professions? Changing Relationships Between Stakeholders, Artifacts, and Professions in Digitized Architectural Planning Processes <i>Moritz Bischof, Achim Oberg, Stefan Berwing, Michael Woywode</i></p> <p>Viral Visibility: Shaping Importance on Social Media as Norm-Shaping Institutions <i>Helena Chmielewska-Szlajfer</i></p>
<p>17:30-18:30</p>	<p>WU Campus Tour <i>Meeting point: Outside the main entrance of the LC building</i></p> <p>Tour of the newly-opened WU Campus, with student guides (and free of charge)</p>
<p>20:00-23:00</p>	<p>Workshop Dinner <i>Restaurant Comida y Luz, top floor (level 6) of the WU Executive Academy building</i></p> <p>Please note: Due to maximum seating capacity, a dinner ticket has to be obtained when registering (first-come first-served). For those without a dinner ticket, we recommend the restaurant/bar/pub <i>Das Campus</i> (located in the D2 building, just opposite the TC building).</p>

FRIDAY, MARCH 27, 2015

08:30-09:00	Morning Coffee <i>LC Forum</i>
09:00-10:30	Keynote <i>LC.0.110 Ceremonial Hall 1</i> Be Careful What You Regulate: Sarbanes-Oxley and Banks' Growing Appetite for Risky Derivatives Keynote Speaker: Frank Dobbin (Harvard University) Introduction by Renate E. Meyer
10:30-11:00	Coffee Break <i>LC Forum</i>

<p>11:00-12:30</p>	<p>Paper Session V Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>Creating Markets Chair: Michael Woywode</p> <p>Market Creation as a Contested Professional Project: The Urban Water Sector in Australia <i>Lea Fuenfschilling, Raimund Hasse</i></p> <p>Organizing New Markets: The Role of Dominant Actors and Third Parties <i>Raimund Hasse, Eva Passarge, Nadine Arnold</i></p> <p>The Complexity of Market Emergence: An Institutional Analysis of Impact Investing <i>Danielle M. Logue</i></p>	<p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Institutional Change in Higher Education I Chair: Frank Meier</p> <p>Institutional Change in a Pluralistic Field: Where and Why Does It Occur? An Exploration of the UK Higher Education Field <i>Marco Seeber, Jeroen Huisman</i></p> <p>Institutional Logics and Networks: Academic Staffing in Management Departments of Newly Founded Universities in Turkey, 2008-2013 <i>Deniz Öztürk, Şükrü Özen</i></p> <p>EFA Goals and Challenges of Higher Education in Turkey <i>Ahmet Aypay, Ebru Karataş Acer</i></p>	<p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Global Diffusion of CSR Chair: Eva Boxenbaum</p> <p>Explaining the Growth of CSR Within OECD Countries: The Role of Institutional Legitimacy in Resolving the Institutional Mirror vs. Substitute Debate <i>Daniel Kinderman, Mark Lutter</i></p> <p>Social Sustainability: How Diffusion of Institutional Practices Changes a Negotiated Concept <i>Stefanie Hiss, Sebastian Nagel, Bernd Teufel, Daniela Woschnack</i></p> <p>The Role of Social Positions in Reconciling Logic Complexity: Managing Corporate Profitability and Social Performance Expectations <i>Louna Ansari</i></p>
<p>12:30-13:30</p>	<p>Lunch Break <i>LC Forum</i></p>		

<p>13:30-15:00</p>	<p>Paper Session VI</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 25%; vertical-align: top;"> <p>Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>Rationalization and Economization Chair: Raimund Hasse</p> <p>The Principle of Performance: Metamorphoses of a Crucial Rationalized Myth <i>Katja Hericks</i></p> <p>Putting Transparency to Practice? A Modern Institution and Its Pitfalls <i>Leopold Ringel</i></p> <p>Decoupled, Disciplined or Both? The Effects of the System of Management by Objectives in Norwegian Theatres <i>Sigrid Røyseng, Donatella DePaoli, Grete Wennes</i></p> </td> <td style="width: 25%; vertical-align: top;"> <p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Institutional Change in Higher Education II Chair: Hokyu Hwang</p> <p>[no title] <i>Sebastian Engelmann, Ralf Koerrenz</i></p> <p>Beyond Homogenization: Isomorphism Among European Universities <i>Georg Krücken, Otto Hüther</i></p> <p>Universities Between Traditional Forces and Modern Demands: The Role of Imprinting on the Missions of German Universities <i>Simon Oertel, Matthias Söll</i></p> </td> <td style="width: 25%; vertical-align: top;"> <p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Events Chair: Robert Bauer</p> <p>(Re)Inventing a Festival: Actors, Actions, Logics and the Critical Role of Space <i>Carmelo Mazza, Jesper Strandgaard Pedersen</i></p> <p>Configuration and Communitas in Institutional Change: Emotion as Ritual at the United Nations Climate Change Summits <i>Gazi Islam, Charles-Clemens Rüling, Elke Schüßler</i></p> </td> <td style="width: 25%; vertical-align: top;"> <p>Stream D <i>LC.0.004 Galerie</i></p> <p>Extending Boundaries ... Chair: Gili Drori</p> <p>What Is an Institution? A Network Embeddedness Perspective <i>Matthieu Mandard</i></p> <p>Learning From Each Other: A Comparative Perspective on Institutional Theory and Discourse Analysis <i>Laura Dobusch, Katharina Kreissl, Angelika Striedinger</i></p> <p>The Cognitive Grounding of Institutions and Words in New Institutionalism <i>Jan Goldenstein, Sebastian G. M. Händschke, Peter Walgenbach</i></p> </td> </tr> </table>				<p>Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>Rationalization and Economization Chair: Raimund Hasse</p> <p>The Principle of Performance: Metamorphoses of a Crucial Rationalized Myth <i>Katja Hericks</i></p> <p>Putting Transparency to Practice? A Modern Institution and Its Pitfalls <i>Leopold Ringel</i></p> <p>Decoupled, Disciplined or Both? The Effects of the System of Management by Objectives in Norwegian Theatres <i>Sigrid Røyseng, Donatella DePaoli, Grete Wennes</i></p>	<p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Institutional Change in Higher Education II Chair: Hokyu Hwang</p> <p>[no title] <i>Sebastian Engelmann, Ralf Koerrenz</i></p> <p>Beyond Homogenization: Isomorphism Among European Universities <i>Georg Krücken, Otto Hüther</i></p> <p>Universities Between Traditional Forces and Modern Demands: The Role of Imprinting on the Missions of German Universities <i>Simon Oertel, Matthias Söll</i></p>	<p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Events Chair: Robert Bauer</p> <p>(Re)Inventing a Festival: Actors, Actions, Logics and the Critical Role of Space <i>Carmelo Mazza, Jesper Strandgaard Pedersen</i></p> <p>Configuration and Communitas in Institutional Change: Emotion as Ritual at the United Nations Climate Change Summits <i>Gazi Islam, Charles-Clemens Rüling, Elke Schüßler</i></p>	<p>Stream D <i>LC.0.004 Galerie</i></p> <p>Extending Boundaries ... Chair: Gili Drori</p> <p>What Is an Institution? A Network Embeddedness Perspective <i>Matthieu Mandard</i></p> <p>Learning From Each Other: A Comparative Perspective on Institutional Theory and Discourse Analysis <i>Laura Dobusch, Katharina Kreissl, Angelika Striedinger</i></p> <p>The Cognitive Grounding of Institutions and Words in New Institutionalism <i>Jan Goldenstein, Sebastian G. M. Händschke, Peter Walgenbach</i></p>
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<p>15:00-15:30</p>	<p>Coffee Break <i>LC Forum / LC.0.110 Ceremonial Hall 1</i></p>							

<p>15:30-17:00</p>	<p>Paper Session VII Stream A <i>LC.0.110 Ceremonial Hall 1</i></p> <p>Institutional Work Chair: <i>Mikołaj Pawlak</i></p> <p>Identity Work as a Form of Institutional Work: A Social Identities Perspective <i>Meta Gorup</i></p> <p>“The More Things Change the More They Stay the Same”: Institutional Defense Work of Apartheid Era Institutions in the “New” South Africa <i>Tapiwa Seremani</i></p> <p>“Wax On, Wax Off”: The Importance of Rituals and Institutional Roles in the Persistence of a Military Order From Medieval Time Till Today <i>Marco Bottura, Ludovico Bullini Orlandi</i></p> <p>Stream B <i>LC.0.132 Ceremonial Hall 2</i></p> <p>Organizational Fields Chair: Jesper Strandgaard</p> <p>Carving the Field? The Fluid Agency of the Academic Profession <i>Jelena Brankovic</i></p> <p>From Mapping to Scaling Fields: A Narrative About a Theory and Methodology Development Process <i>Claude Haas, Thomas Marthaler</i></p> <p>Towards a Theoretical Understanding of the Role of Social Agents in Long-Term Institutional Development: A Historically Situated Study of the Genesis and Growth of the Sub-Field of English Wine <i>Ron Kerr, Sarah Robinson, Elke Weik</i></p> <p>Stream C <i>LC.2.400 Club Lounge</i></p> <p>Illegitimacy and Deinstitutionalization Chair: Thomas Klatetzki</p> <p>Excusing Illegitimate Behavior: The Match Fixing Scandal in the Turkish Football <i>Umut Koç, Erkan Erdemir</i></p> <p>The Process of Deinstitutionalization: The Case of the Swiss Banking Secrecy <i>Emmanuelle Reuter, Florian Ueberbacher</i></p> <p>Supreme Audit Institutions’ Role in Fighting Corruption: A Comparative Study Between SAIs With Different Institutional and Public Administrative Structures and Cultures <i>Kristin Reichborn-Kjennerud, Thomas Carrington, Belén Gonzales, Kim Klarskov Jeppesen</i></p>
<p>17:00-17:45</p>	<p>Closing Panel, Goodbye NIT2015 & Outlook NIT2016 <i>LC.0.110 Ceremonial Hall 1</i></p> <p>Past, Present, and Future – Reflections on 10 Years New Institutionalism Network</p> <p>Chairs: Georg Krücken, Peter Walgenbach</p>