



האוניברסיטה
העברית
בירושלים
THE HEBREW
UNIVERSITY
OF JERUSALEM

NIW 2017

New Institutionalism Workshop

19-20 March 2017

Welcome Packet



האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM
الجامعة العبرية في اورشليم القدس

Hosted by The Jerusalem School of Business Administration
The Department of Sociology and Anthropology
The Shaine Center for Social Science Research

Welcome to New Institutionalism Workshop 2017, hosted at The Hebrew University of Jerusalem.

This 13th annual gathering, like the New Institutionalism Network in general, serves as a platform for scholars interested in new institutionalism. Our aim is to develop a common “knowledge bank” on new institutionalist organization theory. To this aim we gather for these two days of discussions of current developments, both in terms of theory and empirical research, and work to promote the exchange of ideas and research cooperation.

In preparation for this forum we offer here information about this forthcoming gathering. If you have any question or concerns, write us at NIW2017@mail.huji.ac.il

HUJI Organizing Team

Prof. Gili S. Drori
Ms. Moran Elgrassi
Ms. Nofar Gueta
Mr. Ran Bartov

HUJI Advisory Committee

Prof. Amalya Oliver
Prof. Tammar Zilber

New Institutionalism Network Initiators

Prof. Georg Krücken, University of Kassel
Prof. Renate Meyer, WU Wien & Copenhagen Business School
Prof. Peter Walgenbach, Friedrich Schiller University of Jena

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General Schedule

SUNDAY, 19 MARCH 2017

Location: The Federmann School of Public Policy and Government

8:00 – 9:00	Registration and morning coffee Location: Mexico Hall			
9:00 – 10:30	Session I Stream I-A Title: Multimodality I Location: Room 1741	Stream I-B Title: Global institutions Location: Room 1747	Stream I-C Title: Fields I Location: Room 1721	Stream I-D Title: Actorhood Location: Room 1750
10:30 – 11:00	Coffee break			
11:00 – 12:30	Keynote address By Prof. John Mohr Logics, Fields and Machine Learning: Renewing Institutionalism in the Age of Big Data Location: Lecture Hall 283 in the School of Education			
12:30 – 14:00	Lunch break			
14:00 – 15:30	Session 2 Stream 2-A Title: Organizational identity Location: Room 1741	Stream 2-B Title: Complexity I Location: Room 1747	Stream 2-C Title: Translation Location: Room 1721	Stream 2-D Title: Institutional change I Location: Room 1750
15:30 – 16:00	Coffee break			
16:00 – 17:30	Session 3 Stream 3-A Title: Fields II Location: Room 1741	Stream 3-B Title: Transnationalizing concepts Location: Room 1747	Stream 3-C Title: Complexity II Location: Room 1721	Stream 3-D Title: Time and space Location: Room 1750
19:00 – 21:00	Workshop dinner Location: The Khan Theater, 2 David Remez Street, Jerusalem			

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The Hebrew University of Jerusalem

Mount Scopus, Jerusalem 91905 Israel

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MONDAY, 20 MARCH 2017

Location: The Maiersdorf Faculty Club

8:00 – 9:00	Morning coffee			
9:00 – 10:30	Session 4			
	Stream 4-A Title: Institutional change II Location: Room 501	Stream 4-B Title: Sensemaking Location: Room 505	Stream 4-C Title: Networks and systems Location: Room 504	Stream 4-D Title: Science and institutions Location: Room 404
10:30 – 11:00	Coffee break			
11:00 – 12:30	Session 5			
	Stream 5-A Title: Fields III Location: Room 501	Stream 5-B Title: Turbulence Location: Room 505	Stream 5-C Title: Actors' identity Location: Room 504	Stream 5-D Title: Institutional work Location: Room 404
12:30 – 14:00	Lunch break			
14:00 – 15:30	Session 6			
	Stream 6-A Title: Cross-national perspective Location: Room 501	Stream 6-B Title: Legitimacy Location: Room 505	Stream 6-C Title: Competition and conflict Location: Room 504	Stream 6-D Title: Institutional dynamics of academia Location: Room 404
15:30 – 16:00	Coffee break			
16:00 – 17:30	Closing panel: Commentary on proceedings Location: Room 405			
18:00 – 20:00	PhD Forum Location: Room 3524 in the Department of Sociology and Anthropology			

Academic Plan

Session Program

In Italics = non-participating author

Sunday, 19 March 2017		
Location: The Federmann School of Public Policy and Government		
8:00-9:00	Registration and morning coffee Location: Mexico Hall	
9:00 – 10:30	Parallel Sessions I	
Session I-a: Multimodality I		Location: Room 1741
Chair:		Bernard Forgues
Multimodal innovation: Creating new meanings in the context of molecular gastronomy		Micki Eisenman, <i>Pilar Opazo</i> , Michal Frenkel, and Varda Wasserman
How to draw an institution? Towards a structural analysis of visual and multimodal registers		Renate Meyer, Dennis Jancsary, Markus Höllerer and Eva Boxenbaum
How the Hearing Aid Became a Medical Product: Institutional Change and the Mobilization of Technological Artifacts		Andres Dahl Krabbe
Session I-b: Global institutions		Location: Room 1747
Chair:		Hokyu Hwang
The Influence of International Relations on Democratization, 1972 – 2005		Mathias De Roeck
Transparency: From a global discourse of redemption to a local stimulus for organizing		Oana Albu and Leopold Ringel
Globalization of systemic risk regulation: Neo-institutional explanation of the emergence of global regulation of financial systemic risk		Olivier Wolf
Session I-c: Fields I		Location: Room 1721
Chair:		Stefan Arora-Jonsson
Believe it – or not: Drawing inspiration from Bourdieu's concept of habitus for institutional theory		Daniel Houben
Is the sharing economy a field? How a disruptive field nurtures sharing economy organizations		<i>Tino Schöllhorn</i> , Dominika Wruk, and Achim Oberg
Stressed and shattered: Field-level change and consequences of high degree complexity in the German energy market		Stephan Bohn, <i>Martin Kunze</i> and <i>Maik Günther</i>

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Session 1-d: Actorhood		Location: Room I750
Chair:		Raimund Hasse
The construction of actors in interaction systems?		Insa Pruiken
Comparing science and religion in Germany and the US		
Organizational Actorhood revisited: Constructivist and realist perspectives		Frank Meier
School principals as agents: Autonomy, embeddedness and script		Ravit Mizrahi-Shtelman
10:30 – 11:00	Coffee Break	
11:00 – 12:30	Keynote address Location: Lecture Hall 283 in the School of Education	
Chair:		Peter Walgenbach
Welcome		Georg Krücken Gili S. Drori
Logics, Fields and Machine Learning: Renewing Institutionalism in the Age of Big Data		John Mohr
12:30 – 14:00	Lunch Break	
14:00 – 15:30	Parallel Sessions 2	
Session 2-a: Organizational identity		Location: Room I741
Chair:		Markus A. Höllerer
Corporations have identities? – At least they're emotional: Testing organizational emotionality with computer linguistics		Sebastian G.M. Händschke, Sven Buechel, Jan Goldenstein, Philipp Poschmann, and Peter Walgenbach
History, identity and the institutional environment: The use of 'SINCE' as a symbolic activation of identity		Tal Simons
It's not Mafia! The communicative construction of organizational identity and membership in clandestine organizations		Giulia Cappellaro, Amelia Compagni and Eero Vaara
Session 2-b: Complexity I		Location: Room I747
Chair:		Amalya Oliver
Beyond managerial dilemmas: The study of institutional paradoxes in organization theory		Paul Tracey and Douglas Creed
Organizing fashion: Responses to institutional complexity		Klaudia Izert and Maciej Lawrynowicz
Police paradoxes: Conflicting public values in strategic analysis		Susanne Boch Waldorff

Session 2-c: Translation		Location: Room 1721
Chair:		Tammar B. Zilber
Professionalizing human resource in Indonesia: Actors, mechanisms, ideas and their sources involved		Neil Samuel Rupidara
The translation of management ideas: From transformation to imitation		Arild Wæraas and Jeppe Agger Nielsen
Ecologies of translation in a development context Editing, mobilization and exclusion		Johanna Rein, Kerstin Sahlin, and Linda Wedlin
Session 2-d: Institutional change I		Location: Room 1750
Chair:		Mikołaj Pawlak
Experimentation and institutional change: A systemic literature review		Lea Fuenfschilling
Indirect coercion and institutional change: A case study on the erosion of Swiss banking secrecy		Florian Ueberbacher
Phenomenography of the zombie form: How people conceptualize deinstitutionalized organizational form?		Ozan Ağlargoç
15:30 – 16:00	Coffee Break	
16:00 – 17:30	Parallel Sessions 3	
Session 3-a: Fields II		Location: Room 1741
Chair:		Davide Ravasi
Partitioning as a field evolution dynamic: The emergence of the elite commercial legal sub-field in Italy		Daniel Muzio and James Faulconbridge
Institutional fields as negotiation: The case study of social enterprises in Israel		Aya Navon
Macro-cultural meaning and organizational fields: The structuration of the issue-field of digitization in Germany, 2005-2015		Philipp Poschmann
Session 3-b: Transnationalizing concepts		Location: Room 1747
Chair:		Eva Boxenbaum
Syntagmatic reflexivity and hybridized modernities: Re-embedding agency in institutional systems		Mehmet Ercek
Responsible corporate actorhood between local embeddedness and global orientation		Jan Goldenstein, Philipp Poschmann, Sebastian G.M. Händschke, and Peter Walgenbach
Imported Practice Diffusion within a Late-industrializing Context: Spread of Total Quality Management across Turkish Business Organizations		Şükrü Özen and Çetin Önder

Session 3-c: Complexity II		Location: Room 1721
Chair:		Mark Ebers
The role of emotional display in strategising under high uncertainty and complexity		Eva Schlindwein
The role of emotions and relational spaces in institutional complexity: Inside a Jewish-Palestinian organization		Linda Jakob-Sadeh and Tammar B. Zilber
Navigating precariousness		<i>Ignasi Marti</i> and Pablo Fernández
Session 3-d: Time and space		Location: Room 1750
Chair:		Amelia Compagni
Spatialized logics along Jerusalem's Western Wall		Briana Preminger and Gili S. Drori
Habitus and experiences: Unpacking temporality in institutional biography		Sophie Michel and <i>Wenyao Will Zhao</i>
The song remains the same: Time and artifacts in institutions		Tristan May, Bernard Forgues, and Peter Walgenbach
19:00 – 21:00	Workshop Dinner Location: The Khan Theater, 2 David Remez Street, Jerusalem	

Monday, 20 March 2017	
Location: The Maiersdorf Faculty Club	
8:00-9:00	Registration and morning coffee
9:00 – 10:30	Parallel Sessions 4
Session 4-a: Institutional change II	Location: Room 501
Chair:	Şükrü Özen
Making institutional compromises work: A conventionalist perspective on the implementation of the European work time directive in Austrian public hospitals	Katharina Pernkopf, Barbara Glinsner, and <i>Wolfgang Mayrhofer</i>
The process of institutional change: The case of business sector involvement in Swedish development cooperation over time	Maria Hoff Rudhult and Stefan Arora-Jonsson
New routes or cul-de-sacs? Environmental transitions and institutional path dependencies	Julian Dobson
Session 4-b: Sensemaking	Location: Room 505
Chair:	Doug Creed
The cognitive institutionalization of meaningful work	H. Peter Warmbier
What is a myth? Using Roland Barthes 'mythologies' for understanding the construction of rationalized myths	Katja Hericks
Sensemaking and institutionalization	Uli Meyer
Session 4-c: Networks and systems	Location: Room 504
Chair:	Bob Hinings
The making of strong ties: How ceremonies in third sector organizations strengthen regional networks	Raimund Hasse, Roman Gibel, and <i>Eva Passarge</i>
Institutions and social systems: Theoretical provocations	Thorsten Peetz
Network development processes of start-ups in innovation-specific fields	Katharina Scheidgen

Session 4-d: Science as an institution		Location: Room 404
Chair:		Anna Kosmützky
Fissuring the Ivory Tower: Organizational-level commercialization logic, leader Behavior, and researchers' entrepreneurial intentions		Caren Klingbeil, Thorsten Semrau, and Mark Ebers
Rankings in the field of science: Between affirmation and critique		Jelena Brankovic and Leopold Ringel
10:30 – 11:00	Coffee Break	
11:00 – 12:30	Parallel Sessions 5	
Session 5-a: Fields III		Location: Room 501
Chair:		Kerstin Sahlin
Pathways of field change: A typology of fields		Danielle Louge and Bob Hinings
Fields in flux: Institutional struggles over a disruptive technology in the trade publishing industry		Sara Lara Marquez-Gallardo, Davide Ravasi, and Santi Furnari
Industrial rejuvenation in old industrial regions: the contributions of organizational and regional network capital		Jorge Tiago Martins
Session 5-b: Turbulence		Location: Room 505
Chair:		Daniel Muzio
Living beyond the state		Oksana Grebinevych, Pablo Fernández, and Tapiwa Seremani
Performance effects of management idea homogeneity and management idea orientations (in turbulent economic times)		Sebastian G.M. Händschke
Preoccupation with failure or fracasomania? The case of the European refugee crisis management in Poland		Adriana Mica, Mikołaj Pawlak, and Marta Olcoń-Kubicka
Session 5-c: Actor's identity		Location: Room 504
Chair:		Dennis Jancsary
How do institutions take root at the individual level?		Osnat Hazan and Tammar B. Zilber
Making one's way through institutional complexity: how sales workers realize identity projects in customer interaction		Anna Schneider and Julia Brandl
Getting away with persistent institutional hererodoxy through identity work		Amelia Compagni

Session 5-d: Institutional Work		Location: Room 404
Chair:		Tal Simons
Institutional entrepreneurship in vague fields: The case of religious affairs in Turkey		Hasibe Aysan
Mythologizing the story of a scientific invention: The institutional work of myth-making		Adi Sapir
Multimodality and cultural entrepreneurship: The case of the wine château tradition in Bordeaux		Grégoire Croidieu, Birthe Soppe, and Woody Powell
12:30 – 14:00	Lunch Break	
14:00 – 15:30	Parallel Sessions 6	
Session 6-a: Cross-national perspective		Location: Room 501
Chair:		Ravit Mizrahi-Shtelman
Reforming as creating “institutional chimeras”: the case of Polish health care system after the transition from Communism		Ireneusz Sadowski
Institutional and political sources in the mission statement adoptions and changes among Korean local governments, 2001-2014		Hokyu Hwang, Myung Eun Jeong and Yong Suk Jang
Reasserting authority: Changing role of the state in Turkish business system, 2002-2016		Çetin Önder, Şükrü Özen, and Meltem Ö. Özcanlı
Session 6-b: Legitimacy		Location: Room 505
Chair:		Osnat Hazan
‘Producing productivity’ on the silver screen: The use of multimodal rhetoric in legitimizing the Marshall Plan across Europe		Bernadette Bullinger, Markus A. Höllerer, and Dennis Jancsary
Too much of a good thing, or: The problem of overlegitimacy		Anna Scheer
Means-ends decoupling during emergency rationalization: New pathways to legitimacy		Herman I. Stal and Hervé Corvellec
Session 6-c: Competition and conflict		Location: Room 504
Chair:		Linda Jakob-Sadeh
Only authentic beer please! Communities, quest for authenticity, and limits to diversification strategies in the Franconian beer industry		Margarita Cruz and Nikolaus Beck
Social Fields as Spaces for Conflict or Co-operation? Social Evaluations Approach		Mikołaj Pawlak
Competition, institutions and variation: How can institutional theory contribute to our understanding of competition?		Raimund Hasse and Stefan Arora-Jonsson

Session 6-d: Institutional Dynamics in Academia		Location: Room 404
Chair:		Aya Navon
Research puppies (un)chained: How the socialization of doctoral students contributes to the institutional stability of output-related performance indicators in academia		Isabel Bögner
Organizational image and identity construction of universities: Replacing reputation with brand values?		Anna Kosmützky
The constitution of external consultants and active clients as legitimate actors: An empirical analysis of consulting processes at universities		Tim Seidenschnur, Georg Krücken, Rick Vogel, and Julia Galwa
15:30 – 16:00	Coffee break	
16:00 – 17:30	Closing panel: Commentary on proceedings Location: Room 405	
Chair:		Renate Meyer
18:00 – 20:00	PhD Forum	Location: Room 3254 in the Department of Sociology and Anthropology

Social Activities

Workshop dinner

will be held at the Khan Theater on Sunday, 19 March 2017 at 19:00.

Address: 2 David Remez Street, Jerusalem.

For map: <https://www.google.co.il/maps/place/קהל+תאטרון>



Guided walking tour of Jerusalem's Old City

will be held on Saturday, 18 January 2017, 14:00-18:00.

Meeting point: Public square outside the Jaffa Gate.

For map: <https://www.google.co.il/maps/place/Jaffa+Gate>

Registration required; for fee.



Guided tour of Masada and the Dead Sea area

will be held on Tuesday, 21 January 2017, 8:00-15:00.

Meeting point for the bus: Main gate of Mount Scopus campus (or, Social Science Gate), on Buber Street corner of Churchill Avenue, on Mount Scopus. The junction is named Avigdor HaMeiri Square.

For map: <https://www.google.co.il/maps/@31.7951635,35.2413744,17z>

Registration required; for fee.

Bring bathing suit and towel!



How to...?

From the airport...

There are 2 options to travel in public transportation between the airport and Jerusalem. (1) Bus # 485, operated by a bus company called Afikim, will run 24 hours a day, hourly on the hour (except Shabbat), starting in mid-February. The fare will be 16 NIS. The pick-up station at the airport is outside the arrivals terminal; the Jerusalem departure will be at the Israel Museum, with a few stops near the government offices, the central bus station, and then at airport terminals 1 and 3. (2) Transportation service called NESHER, which runs a door-to-door minibus service between the airport and your destination in Jerusalem. Service runs also on Shabbat, for a fixed price of 64 NIS. See, <http://www.neshertours.co.il/about-us>

In Jerusalem...

* **Shabbath in Jerusalem.** For the sake of observing the Jewish Shabbath, from Friday early afternoon until Saturday evening most of the shops, restaurants, supermarkets and many other businesses are closed and there is no public transportation. Therefore, if you are arriving on Friday or Saturday, you are better off exchanging money into local currency in advance, while at the airport (at ATM or at the counter, which located in the Landside Building, on the 3rd floor). To find open restaurants and shops you would need to walk to East Jerusalem neighborhoods or visit the few West Jerusalem restaurants that remain open. For more information on what's going on in Jerusalem and what places are open on the Jewish Shabbat, see <https://www.itraveljerusalem.com/>

* **The Jerusalem marathon.** On Friday, 17 March 2017, Jerusalem hosts its annual marathon. The event brings excitement and festive spirit to the city and yet creates much disruption. If you are not participating in the event, come with patience...

For more information, <https://jerusalem-marathon.com/default.aspx>

* **Public Transportation.** The easiest way to find information about public transportation is through the Internet. We suggest using the Desktop Version or a Mobile version of bus.co.il to find which line goes in your preferred direction.

Note! Tickets are bought from the driver and are valid, for any other city routes (in a bus or light rail), for 90 minutes following purchase (and make sure to keep the ticket with you until arrival at your destination, in case of inspection).

We also recommend the use of the (Israeli) app Waze. With this map tool in your Smartphone you can easily navigate your way through town. Just make sure to define yourself as a pedestrian.

At HUJI's Mount Scopus campus...

* **Getting to campus.** Mount Scopus campus is easily accessible with public transportation: From Jerusalem's Central Bus Station with Egged bus lines 68 and from Jerusalem's city center with Egged bus lines 17, 19, and 34. Upon arrival to campus, get off at the Mount Scopus bus terminus, which is inside a tunnel underneath the central buildings. Note: this is the final station of all bus lines. From this location we will provide signage and direction to Workshop rooms.

* **Entry into campus.** At each entry gate, expect a security and access checkpoint. Please be sure to have with you a photo ID, which will help identify you as participant in the workshop.

* **Orientation.** Mount Scopus campus of HUJI is a well-recognized labyrinth: The Israeli novelist Meir Shalev wrote a much beloved satirical story about getting lost in the corridors of Mount Scopus campus. Therefore, we will guide you to the Workshop rooms with signage, starting from the campus bus stop and from the main campus gate. Also consult the on-line searchable maps of campus, at <http://new.huji.ac.il/en/node/451>

* **Internet access.** In addition to *eduroam*, there are several open-access wi-fi platforms. *HUJI-staff-stud* and *HUJI-guest* require no password.

* **What to expect in the rooms?** Workshop sessions will be held in classrooms, seminar rooms and lecture halls. Each such room is equipped with a projection system and all basic connectors and cables. While we intend to provide a laptop in each room, we still recommend that you bring your own laptop to connect to the projection system.

In general...

* **Daily Expenses.** Israel, and particularly its main cities of Jerusalem and Tel Aviv, are relatively expensive for travelers. However, you can easily find (and enjoy!) Falafel, the famous vegetarian dish, for around 15 NIS (about 3 Euros or 4.5 USD). Price for other of "life's basics" are about 6.60 NIS for local bus ride, 10 NIS for cup of coffee, and 35 NIS for cafeteria lunch on campus.

In case of...

If for any reason you need urgent assistance, please call us at:

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