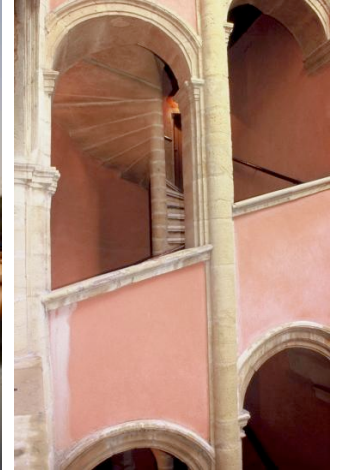




**EMLYON** Business School

# 6th New Institutionalism Workshop

25th–26th March 2010, Lyon



## Welcome to Lyon!

We'd first like to congratulate you all on the fantastic research pieces you have sent for the 6th workshop on new institutionalism in organization theory. This promises to be a very exciting and energizing event!

We must also say we're very happy and honored to welcome you to Lyon, a vibrant and history-rich city with plenty to offer. As the official city site boastfully says, "In the kingdom of good taste, Lyon's cuisine reigns above all others." All this for snails and frogs: who said French people were arrogant? Should you happen to have spare time beyond lunches and dinners (not to mention conference sessions), the city also prides itself for being a World Heritage site.

And, by the way, there's also a workshop on institutional theory! The topics covered address a wide variety of issues, reflecting the unabated dynamism experienced within the field. We will have 34 papers which we have grouped by more-or-less meaningful pairs.

We are delighted to inform you that Marie-Laure Djelic has accepted to serve as our keynote speaker this year. Her talk is entitled "Institutional Theory Today: Rewards and Fragilities of Maturity".

Going back to food (sorry, we want to make sure you know you're in France), don't miss our gala dinner on the 25th.

And in the meantime, feel free to contact us: we'll do our best to make sure you enjoy visiting us!

Bernard, Ignasi, and Philippe

### Organizing Committee

- Bernard Forgues  
*EMLYON Business School*
- Ignasi Martí  
*EMLYON Business School*
- Philippe Monin  
*EMLYON Business School*

### New Institutionalism Network

- Georg Krücken  
*German University of  
Administrative Sciences Speyer*
- Renate Meyer  
*Wirtschaftsuniversität Wien*
- Peter Walgenbach  
*Friedrich-Schiller-Universität Jena*

### Venue

- EMLYON Business School  
23 avenue Guy de Collongue  
69134 Ecully, France
- Nearest airport  
Lyon Saint Exupéry
- Nearest train station  
Lyon Perrache (or Lyon Part-Dieu)

**Program: Thursday 25 March**

09:00-10:00	Welcome (amphi Calori)	
10:00-11:15	<p>cultural institutions (chair: tba, room 1075)</p> <p><b>Victoria Preston:</b> The Emergence of New Institutionalism in Cultural Organisations: From Institutional Critique to an Institution of Critique</p> <p><b>Hélène Delacour &amp; Bernard Leca:</b> The Collective Crafting of Decline: Distributed Agency During a Deinstitutionalization Process in the Late 19th Century French Contemporary Art Field</p>	<p>confronting the world (chair: tba, room 1076)</p> <p><b>Ahmad Arslan &amp; Jorma Larimo:</b> Foreign Direct Investment Choices of Multinational Enterprises, Isomorphic Pressures and the Level of Institutional Development in the Host Country</p> <p><b>Anja P. Jakobi:</b> New Institutionalism and National Security: World Cultural Values and Rationalized Organization in the Military</p>
11:15-12:30	<p>resistance (chair: tba, room 1075)</p> <p><b>Claudia Gabbioneta, Pietro Mazzola, &amp; Lorenzo Pozza:</b> When "Great Minds" Do not Think Alike: Contestation, Resistance, and Marginalization in the Introduction of New Accounting Practices</p> <p><b>Ignasi Martí &amp; David Courpasson:</b> Institutional Work and Emancipation: How Actors Work to Resist Oppression</p>	<p>innovation (chair: tba, room 1076)</p> <p><b>Francesco Miele:</b> The Institutionalization of New Organizational Forms: The Case of the Italian University Spin-offs</p> <p><b>Doris Blutner:</b> Collective Action of Large Groups: It is possible! Mancur Olson revisited</p>
12:30-14:00	Lunch	
14:00-15:15	<p>power (chair: tba, room 1075)</p> <p><b>Isabelle Huault &amp; Bernard Leca:</b> Power: An Institutional View</p> <p><b>Philippe Naccache:</b> The Circulation of Power: The Role of Time Representation in Power Struggle within Organization Field</p>	<p>europe (chair: tba, room 1076)</p> <p><b>Maja Kluger Rasmussen:</b> Lobbying in the European Parliament: Institutional Constraints and Opportunities</p> <p><b>Markus Hertwig:</b> Supranational and Intra-Company Institutions: The Case of the European Works Council</p>
15:15-16:30	<p>external expectations (chair: tba, room 1075)</p> <p><b>Dominika Wruk, Florian Scheiber, Achim Oberg, &amp; Michael Woywode:</b> Diversity of Management Labels on Organizational Self-Representations on the Internet: A Reflection of Multiple Expectations?</p> <p><b>Markus A. Höllerer &amp; Renate E. Meyer:</b> Corporate Social Responsibility: Accountable To and Responsible For Whom? On Social Categorization of Stakeholders Among Austrian Corporations</p>	<p>french roots (chair: tba, room 1076)</p> <p><b>Thierry Viale &amp; Roy Suddaby:</b> Elements of Reflection about an Operationalization of Bourdieusian Habitus</p> <p><b>Thibault Daudigeos &amp; Bertrand Valiorgue:</b> "Convention Theory": Is There a French School of Organizational Institutionalism?</p>
16:30-17:00	Break	
17:00-18:15	<p>institutional logics (chair: tba, room 1075)</p> <p><b>Achim Oberg &amp; Peter Walgenbach:</b> The Effects of Different Kinds of Imprinting on Communication Behavior in a Post-Bureaucratic Organization</p> <p><b>Alessia Berni, Mariavittoria Cicellin, Stefano Consiglio, &amp; Luigi Moschera:</b> Institutional Logics and the Rise of a New Organisational Field</p>	<p>academic identity (chair: tba, room 1076)</p> <p><b>Eva Passarge &amp; Swaran Sandhu:</b> When Isomorphism Fails: The Adoption and Translation of Institutional Models in the Swiss University System</p> <p><b>Farah Kodeih:</b> The Process of Hybridization of Organizational Identity: The Case of French <i>Grandes Ecoles</i></p>
18:15-19:00	<p>Keynote (amphi Calori)</p> <p><b>Marie-Laure Djelic:</b> Institutional Theory Today: Rewards and Fragilities of Maturity</p>	
19:00	Bus to Center City	
20:00	<p>Gala Dinner</p> <p><b>Grand Café des Négociants</b></p>	

## Program: Friday 26 March

09:30-10:45	<p>non-profit (chair: tba, room 1075)</p> <p><b>Mikolaj Pawlak:</b> The Processes of Institutional Change in the Organizational Field of Refugee Assistance in Poland</p> <p><b>Patricia Bromley, Hokyu Hwang, &amp; Walter W. Powell:</b> "It didn't happen the way we thought it would": Determinants and consequences of strategic planning in the nonprofit sector</p>	<p>heterogeneity (chair: tba, room 1076)</p> <p><b>Anders R. Villadsen:</b> Can Organizational Isomorphism and Deviance Co-exist? The Relation between Structural and Strategic Isomorphism in Organizations</p> <p><b>Diane-Laure Arjalies-de la Lande:</b> Explaining Organizational Diversity when Faced with Institutional Change: The Example of Socially Responsible Investment</p>
10:45-12:00	<p>institutional work (chair: tba, room 1075)</p> <p><b>Evelyn Micelotta &amp; Marvin Washington:</b> Defending your Institution? The Case of Italian Lawyers</p> <p><b>Karim Ben Slimane, Bernard Forgues, &amp; Steve Maguire:</b> Institutional Maintenance, Defense and Counter-Entrepreneurship by Incumbents in Technological Fields: The Interplay of Materiality and Discourse</p>	<p>rhetorics (chair: tba, room 1076)</p> <p><b>Dennis Jancsary:</b> Documents in Search of a Purpose? A Study on the Rhetorical Construction of Hierarchy and Power Relations in Organizations' Written Principles of Leadership</p> <p><b>Patrick Haack:</b> Arguing Away the Legitimacy Deficit in Global Governance? The Communicative Legitimation of Transnational Proto-Institutions</p>
12:00-13:30	Lunch	
13:30-14:45	<p>micro-level (chair: tba, room 1075)</p> <p><b>Frank Meier:</b> Myth, Raw Actor, Institutional Entrepreneur: The Actors of the New Institutionalism</p> <p><b>Heiko Breitsohl:</b> Measuring (Dimensions of) Organizational Legitimacy: A Micro-level Approach</p>	<p>universities under pressure (chair: tba, room 1076)</p> <p><b>Raimund Hasse &amp; Georg Krücken:</b> Competition and Actorhood: A Neo-institutional Perspective</p> <p><b>Sascha Koch:</b> Educational Organizations and their Resistance to Change: Institutionalized Meanings as Legitimizing Myths for Organisational Maintenance. An Empirical Analysis of "Schools of Second Chance Education" in Germany</p>
14:45-15:15	Break	
15:15-16:30	<p>practice (chair: tba, amphi Calori)</p> <p><b>Anna Canato, Davide Ravasi, &amp; Nelson Phillips:</b> Adaptation of Practices in Case of Low Cultural Fit: The Adoption of Six Sigma at 4Post</p> <p><b>Michael Smets, Tim Morris, &amp; Royston Greenwood:</b> When Worlds Collide: Coping With Institutional Complexity in Practice</p>	
16:30-17:30	General Discussion (chair: Renate Meyer, amphi Calori)	

## Papers

Conference papers will *not* be available on-site. Please go to the [newinstitutionalism website](http://www.newinstitutionalism.org) (log-in required), download papers and bring them with you. A more environment-friendly solution is to read them online; nevertheless, download them in advance in case your computer cannot connect to our wifi network.

## Conference rooms equipment

All conference rooms are equipped with a Windows desktop computer connected to the internet and hooked-up to an overhead projector. You can use a USB device with the desktop computer. Alternatively, you can hook-up your own laptop to the overhead projector.



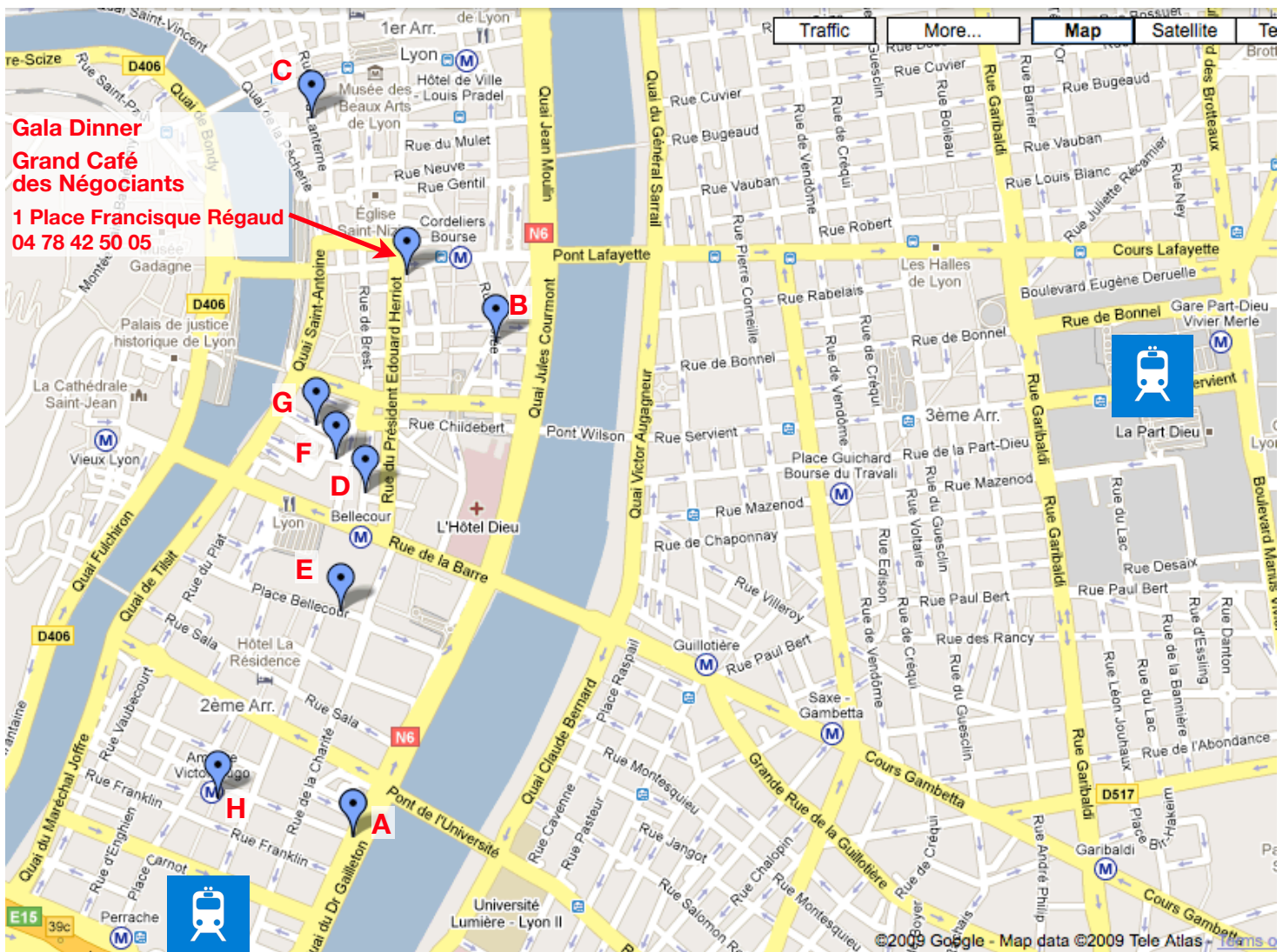
# Hotels

We recommend that you stay in center city, preferably on what is known as Presqu'île (1st or Northern part of 2nd arrondissement; see map below). This neighborhood, a UNESCO World Heritage site, is very nice and lively. This is also where we will have the gala dinner: [Grand Café des Négociants](#), 1 place Francisque Régaud. Should you prefer to stay near the school, there's a [Campanile hotel](#) right across the road. However, we must say that at € 93.00, it's severely overpriced and it would be a pity not to see Lyon.

To know more about Lyon, go to the Tourist Office website at <http://www.en.lyon-france.com/>

Possible hotels in center city include:

- |   |   |
|---|---|
| <p>A. **** <a href="#">SOFITEL LYON</a><br/>20, quai Gailleton, +33 (0)4 72 41 20 20<br/>€ 188.00-465.00</p> <p>B. *** <a href="#">BOSCOLO GRAND HOTEL</a><br/>11, rue Grôlée, +33 (0)4 72 40 45 45<br/>€ 91.00-240.00</p> <p>C. *** <a href="#">GRAND HOTEL DES TERREAUX</a><br/>16, Rue de la Lanterne, +33 (0)4 78 27 04 10<br/>€ 90.00-147.00</p> <p>D. *** <a href="#">GLOBE &amp; CECIL</a><br/>21, rue Gasparin, +33 (0)4 78 42 58 95<br/>€ 99.00-170.00</p> | <p>E. ** <a href="#">HOTEL BAYARD-BELLECOUR</a><br/>23, place Bellecour, +33 (0)4 78 37 39 64<br/>€ 109.00</p> <p>F. ** <a href="#">HOTEL DES CELESTINS</a><br/>4, rue des Archers, +33 (0)4 72 56 08 98<br/>€ 71.00-136.00</p> <p>G. ** <a href="#">HOTEL DU THEATRE</a><br/>10, rue de Savoie, +33 (0)4 78 42 33 32<br/>€ 59.00-64.00</p> <p>H. * <a href="#">HOTEL ALEXANDRA</a><br/>49, rue Victor Hugo, +33 (0)4 78 37 75 79<br/>€ 59.00</p> |
|---|---|



# Coming to Lyon

## By plane

The airport, "[Lyon Saint Exupéry](#)", is about 30 km East of Lyon.

Buses leave the airport every 20 minutes and take you to Lyon for € 8.90. It takes 20 minutes to go to Grange Blanche where you can take the subway (line D straight to Bellecour if you're going to center city; or straight to Gorge de Loup if you're going to the school—more on that later). More information on buses (including timetables) is available from their [website](#).

Taxis for center city would be between € 40 and € 60, depending on time. Taxis for the school would be about € 50 to € 70, according to the airport website.

## By train

Lyon's biggest train station is Lyon-La Part-Dieu, so chances are your train will go there. However, check if it also calls at Lyon-Perrache, which would be more convenient, whether you go to center city or to the school.

Once in a station, you can travel by subway, bus, or taxi. A map of public transportation is available from the [TCL website](#).

## By car

Well, I'm sure you'll manage: [Google Maps](#) is your friend. Parking in Lyon is fairly easy because there are many underground parking lots.

# Coming to EMLYON Business School

## By subway & bus

From Lyon, take subway line D heading towards Gare de Vaise and stop at Gorge de Loup. Take the stairs up and go to bus stop No. 3 going to Dardilly. Leave the bus at "Ecully Grandes Ecoles". You can use a single ticket for both subway and bus: it is valid 1 hour and costs € 1.60. It takes about 30 minutes to go from Place Bellecour to the school (a bit more in rush hours).

More information, timetables, routes etc. are available from the [TCL website](#).

## By taxi

It takes about 20 minutes and costs € 20 to go from center city to the school. Note that there is great variance depending on traffic, which can be heavy. Also, there are not that many taxis roaming the streets, so it's always advisable to book one from your hotel front-desk.



## By car

The school is located in Ecully, about 10 km North of Lyon on the highway to Paris.

Whether you come from Lyon (South) or Paris (North), you'll be on highway "A6 / E15".

Leave it at exit No. 35 "Ecully". Make sure you print a map before going, it's quite complicated.

The address is:

**EMLYON Business School**

**23 avenue Guy de Collongue**

**69130 Ecully**

+33 (0)4 78 33 78 00

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# Registration

## Three ways to register

1. Credit Card  
Mail or fax your completed registration form with credit card details to:  
Ms. Catherine Perrier—NIW2010, EMLYON Business School, 23 avenue Guy de Collongue, 69134 Ecully cedex, France. Fax: +33 (0)4 78 33 79 27
2. Check  
Mail your completed registration form with a check to the order of AESCRA to:  
Ms. Catherine Perrier—NIW2010, EMLYON Business School, 23 avenue Guy de Collongue, 69134 Ecully cedex, France.
3. Bank Transfer  
Mail or fax your completed registration form with a copy of the bank transfer (see bank details below) to:  
Ms. Catherine Perrier—NIW2010, EMLYON Business School, 23 avenue Guy de Collongue, 69134 Ecully cedex, France. Fax: +33 (0)4 78 33 79 27

 <b>RELEVÉ D'IDENTITÉ BANCAIRE</b>				
Ce relevé est destiné à être remis, sur leur demande, à vos créanciers ou débiteurs appelés à faire inscrire des opérations à votre compte (virements, prélèvements, etc.). This statement is intended to be delivered to those of your creditors or debtors who have transactions posted to your account (credit transfers, invoice payments, etc.).				
<b>IDENTIFICATION NATIONALE</b>				
CODE BANQUE	CODE GUICHET	NUMERO DE COMPTE	CLE RIB	DOMICILIATION
30002	01958	0000060718P	61	<b>DERAA CAE A-B-I- GRAND LYON (01958)</b>
<b>IDENTIFICATION INTERNATIONALE</b>				
IBAN		BIC / Adresse Swift		
FR17 3000 2019 5800 0006 0718 P61		CRLYFRPP		
TITULAIRE DU COMPTE <b>ASS ENSEIGNEMENT SUPERIEUR COMMERCIAL</b>				

## Fees

**Please note that due to gala dinner constraints, the deadline for registration is Friday 12 February.**

Conference registration, coffee breaks, lunches, gala dinner: € 100.00

It is possible to opt out of the gala dinner and pay a reduced fee of € 50.00

Onsite registration fees: € 120.00

Written cancellations, requests for refunds, and/or changes are subject to a € 30.00 handling fee. Refunds will be processed after March 31, 2010.

Gala dinner requires preregistration. Although we'll do our best, we cannot guarantee a seat to the gala dinner for reservations made after Friday 12 February.

You're welcome to invite a guest to the gala dinner *provided you register before February 12*. The additional fee is € 50.00.



# Attendee Information

This information will be used for conference mailings and to prepare your badge. Please print clearly.

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Organization name: \_\_\_\_\_

Organization address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

e-mail address: \_\_\_\_\_

Daytime phone number: \_\_\_\_\_

Special meal requests: \_\_\_\_\_

Additional guest to the gala dinner

I'd like to bring a guest to the gala dinner (additional fee: € 50.00): ☐

Name of guest: \_\_\_\_\_

Signature: \_\_\_\_\_

## Registration fees

Full registration (€ 100.00): \_\_\_\_\_

Registration without gala dinner (€ 50.00): \_\_\_\_\_

Additional guest to gala dinner (€ 50.00): \_\_\_\_\_

**Grand Total:** \_\_\_\_\_

Payment method:

☐ Credit card

Type:

Name on card:

Number:

Exp. date:

Security code:

☐ Check to the order of AESCRA

☐ Bank transfer

Problems or questions regarding registration?

Call Catherine Perrier at +33 (0)4 78 33 77 82 or e-mail queries to: [niw2010@em-lyon.com](mailto:niw2010@em-lyon.com).