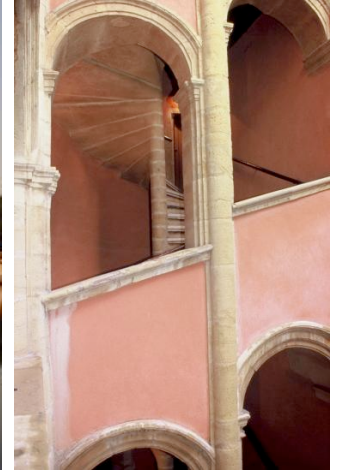




EMLYON Business School

7th New Institutionalism Workshop

17th–18th March 2011, Lyon



Welcome (back) to Lyon!

We'd first like to congratulate you all on the great papers you have sent for the 7th workshop on new institutionalism in organization theory. The number of submissions (up 72% over last year!) was frankly a bit overwhelming, and we had to be extremely selective. The bright side is that we have a fantastic set of papers.

We're very happy to welcome you (back) to Lyon. For those of you who were here last year, it feels like reuniting with old friends. For newcomers, make sure you have time to enjoy our vibrant and history-rich city. A self-proclaimed world capital for food, Lyon is also a World Heritage site.

Turning to our workshop, we will have 38 papers which we have again tried to group into more-or-less meaningful pairs. Topics covered address a wide variety of issues, reflecting the unabated dynamism existing within the field.

We are delighted to inform you that Michael Lounsbury has accepted to serve as our keynote speaker this year. His talk, entitled "An Institutional Logics Approach to Practice", will be given just before the gala dinner.

Going back to food (sorry, we want to make sure you know you're in France), don't miss our gala dinner on the 17th.

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 17 March

09:00-10:00	Welcome! Coffee & Introduction (amphi Calori)	
10:00-11:15	events (chair: TBA, room 1075) Alessia Berni, Mariavittoria Cicellin, Stefano Consiglio, & Luigi Moschera: Strong and Weak Events: How to Measure Them? Grégoire Croidieu, & N. Anand: Field Emergence and Commemorative Processes: The Case of the Judgment of Paris	communication (chair: TBA, room 1076) Giuseppe Delmestri, Gili S. Drori, & Achim Oberg: Branding the University: Cross-National Analysis of Visual Displays of Organizational Identity Swaran Sandhu, & Dennis Schoeneborn: Persistence of Organizational Non-Routines: The Discursive Legitimation of Organizational Exits in Farewell Emails
11:15-12:30	logics (chair: TBA, room 1075) Stephan Bohn, Raluca Kerekes, & Peter Walgenbach: Antagonistic Logics: On the Justifying Accounts for the Adoption of CSR by German DAX Corporations Federica Secci: Field-Level Institutional Change: Evolving Institutional Logics in Healthcare Restructuring	practices (chair: TBA, room 1076) Haldor Byrkjeflot, Jesper Strandgaard Pedersen, & Silviya Svejenova: From Label to Practice: Creating New Nordic Cuisine Claudia Gabbionetta, Royston Greenwood, Pietro Mazzola & Mario Minoja: Institutional Prescriptions and Practices and Corporate Illegality
12:30-14:00	Lunch	
14:00-15:15	entrepreneurship (chair: TBA, room 1075) Silvia Dorado, & Marc J. Ventresca: Crescive Entrepreneurship: From Hirschman on Economic Development Farah Kodeih, & Hamid Bouchikhi: Institutional Entrepreneurship Between a Rock and a Hard Place: How Organizational Identity and a Dominant Norm Failed an Institutional Innovation	more logics (chair: TBA, room 1076) Frank Meier: The New Institutionalism and Differentiation Theory Anne-Claire Pache, & Filipe Santos: Inside the Hybrid Organization: An Organizational Level View of Responses to Conflicting Institutional Demands
15:15-16:30	materiality (chair: TBA, room 1075) Bernard Forgues, & Isabelle Royer: The Great Leveler: Technological Affordance and Institutional Change Yipeng Liu: Institutional Entrepreneurship in Building Technology Entrepreneurs-Friendly Environment in the Peripheral Region of China: A Process-Driven Perspective Based on Path Dependence	power (chair: TBA, room 1076) Carine Chemin: Explaining Institutional Politics and Resistance through Knowledge, Power and Desire Interplays Anthony Ferner, Tony Edwards, & Anne Tempel: Power, Institutions and the Cross-National Transfer of Employment Practices within Multinationals
16:30-17:00	Break	
17:00-18:15	work (chair: TBA, room 1075) Ignasi Martí & Pablo Fernandez: Enhancing or Institutionalization Work? Strengthening and Broadening the Scope of Existing Institutions Markus Perkmann, & Nelson Phillips: Leveraging Institutional Distance: Institutional Arbitrage in University-Industry Relations	change (chair: TBA, room 1076) Stéphane Guérard, Robin Gustafsson, & Christoph Bode: Framing Contests and Institutional Change: The Case of the Automotive Field and the Environmental Movement in Germany Raimund Hasse, & Eva Passarge: Embeddedness and Imprinting of Financial Markets: The Case of Venture Capital for Biotechnology in Switzerland
18:15-19:30	Keynote (chair: Bernard Forgues, amphi Calori) Michael Lounsbury: An Institutional Logics Approach to Practice	
19:30	Bus to Center City	
20:00	Gala Dinner La Table de Suzanne	

Program: Friday 18 March

09:30-10:45	on boltanski (chair: TBA, room 1075) Lisa Knoll: Legitimation and Justification: How the French Convention School of Economics Interacts with the New Institutionalism Ann Westenholz: Modes of Coordinating Tensional Practices within Compositions of Several Worlds	even more logics (chair: TBA, room 1076) Albrecht Blümel, & Nina Katrin Hansen: Shifting Institutional Logics of Recruitment and Election Regimes for Institutional Leaders in (Public) Professional Organisations Imran Chowdhury: Innovation Transfer in Social Entrepreneurship: Competing Institutional Logics and Inter-Organizational Partnership
10:45-12:00	legitimacy (chair: TBA, room 1075) Julia Brandl, Edward J. Carberry, & Sabine Bacouel-Jentjens: Legitimate and Illegitimate Strengths: Responses to Performance Appraisals in Germany and France Mikołaj Pawlak: Lack of Alternatives as a Source of Legitimacy: "Integration" and the Organizational Field of Services and Assistance for Immigrants in Poland	social entrepreneurship (chair: TBA, room 1076) Elisabeth Ferri, & David Urbano: Institutions and Social Entrepreneurial Activity Bernard Leca, & Philippe Naccache: Supporting New Ventures Creation in Disadvantaged Communities to Favor Institutional Change: The Institutional Work of the ITCP in Rio de Janeiro
12:00-13:30	Lunch	
13:30-14:45	micro-foundations (chair: TBA, room 1075) Thomas Klatetzki: Emotions as Cognitions: A Proposal for the Microfoundation of Neo-Institutional Theory Jost Sieweke: The Human Body in the Process of Institutionalization: A Bourdieuan Perspective	wine (chair: TBA, room 1076) Giuseppe Delmestri & Royston Greenwood: Reconstructing Markets: The Cinderella Status Race Elke Weik: Institutional Construction Processes in the German Wine Market
14:45-15:15	Break	
15:15-16:30	narratives (chair: TBA, room 1075) Karim Ben Slimane, Bernard Forgues, & Ignasi Martí: Institutional Change Between Hope and Hype: How Justice and Emancipation Discourse Is Blended with Efficiency Discourse to Include and to Exclude Anne K. Krueger: The Global Diffusion of Truth Commissions	business (chair: TBA, room 1076) Jean-Louis Magakian: Reflexivity in Strategic Thinking: Linking Activity Theory and New Institutionalism Simone Schiller-Merkens: Do Movements Matter to the Business Sphere? The Role of Social Movements in Market Formation
16:30-17:30	Panel Discussion (chair: Peter Walgenbach, 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

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 (which works with Macs too).

Hotels

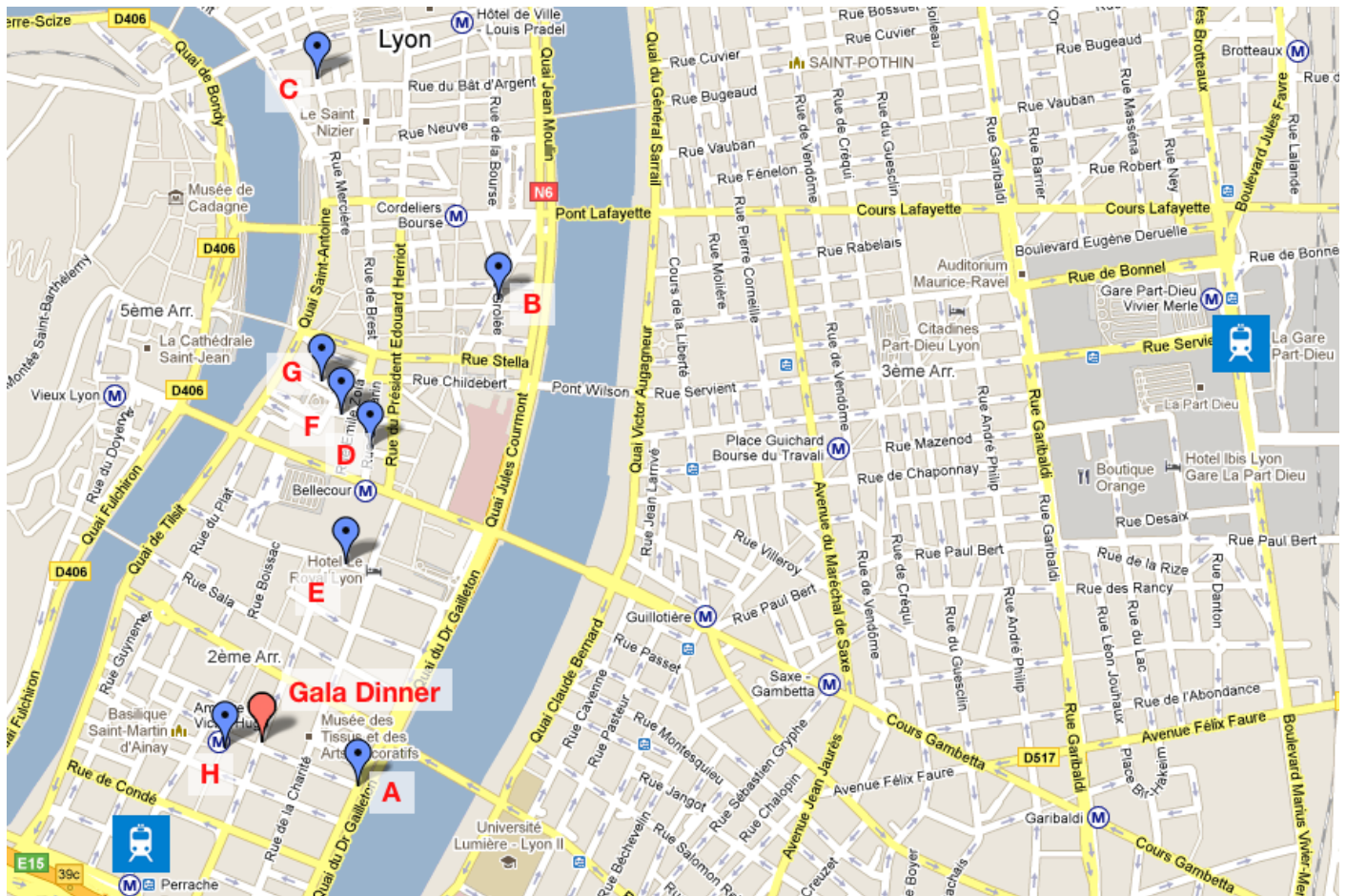
We recommend that you stay in center city, preferably on what is known as Presqu'île (1st or Northern part of 2nd arrondissement; see map below). This neighborhood, a UNESCO World Heritage site, is very nice and lively. This is also where we will have the gala dinner: [La Table de Suzanne](#), 37 rue Auguste Comte.

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 are listed below. All are within walking distance of the gala dinner restaurant (the furthest one is a pleasant 20-minute walk, or a 5-minute subway ride between Hôtel de Ville and Ampère-Victor-Hugo).

- | | |
|--|---|
| <p>A. **** SOFITEL LYON
20, quai Gailleton, +33 (0)4 72 41 20 20
€ 235.00-380.00</p> <p>B. *** BOSCOLO GRAND HOTEL
11, rue Grôlée, +33 (0)4 72 40 45 45
€ 103.00-240.00</p> <p>C. *** GRAND HOTEL DES TERREAUX
16, Rue de la Lanterne, +33 (0)4 78 27 04 10
€ 90.00-147.00</p> <p>D. *** GLOBE & CECIL
21, rue Gasparin, +33 (0)4 78 42 58 95
€ 99.00-175.00</p> | <p>E. ** HOTEL BAYARD-BELLECOUR
23, place Bellecour, +33 (0)4 78 37 39 64
€ 129.00-149.00</p> <p>F. ** HOTEL DES CELESTINS
4, rue des Archers, +33 (0)4 72 56 08 98
€ 89.00-109.00</p> <p>G. ** HOTEL DU THEATRE
10, rue de Savoie, +33 (0)4 78 42 33 32
€ 66.00-72.00</p> <p>H. * HOTEL ALEXANDRA
49, rue Victor Hugo, +33 (0)4 78 37 75 79
€ 49.00-109.00</p> |
|--|---|



Coming to Lyon

By plane

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

An express tram called "Rhônexpress" leaves the airport every 15 minutes heading to center city for € 13. Details and timetables are available on their [website](#). It takes 30 minutes to go to La Part-Dieu where you can take the subway. For information on subway and buses, see the [TCL 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 for 1 hour and costs € 2. 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

GPS: 45°47'11.71" N
04°45'53.63" E

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Registration

Three ways to register

1. Credit Card (easiest way!)
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

 RELEVÉ D'IDENTITÉ BANCAIRE				
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.).				
IDENTIFICATION NATIONALE				
CODE BANQUE	CODE GUICHET	NUMERO DE COMPTE	CLE RIB	DOMICILIATION
30002	01958	0000060718P	61	DERAA CAE A-B-I- GRAND LYON (01958)
IDENTIFICATION INTERNATIONALE				
IBAN		BIC / Adresse Swift		
FR17 3000 2019 5800 0006 0718 P61		CRLYFRPP		
TITULAIRE DU COMPTE ASS ENSEIGNEMENT SUPERIEUR COMMERCIAL				

Fees

Please note that due to gala dinner constraints, the deadline for registration is Friday 25 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 25 February.

You're welcome to invite a guest to the gala dinner *provided you register before February 25*. 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: _____

Vegetarian meal request: ☐

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: niw2011@em-lyon.com.