

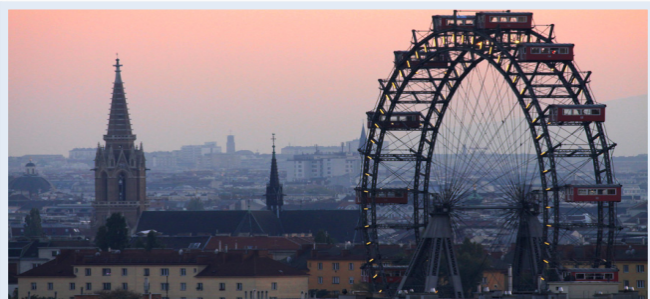


Workshop on Institutional Analysis 2012

Scancor PhD Workshop in Vienna

**WU (Vienna University of
Economics and Business)**

August 27-31, 2012



Workshop on Institutional Analysis 2012
SCANCOR PhD Workshop
WU (Vienna University of Economics and Business)
August 27 – 31, 2012

This is the tenth Scancor workshop for Nordic and European doctoral students. The audience for this workshop is PhD students with an interest in recent research in institutional theory and organizational studies more generally. Previous workshops have been held at Stanford University, Copenhagen Business School, Helsinki School of Economics, IESE Barcelona and the University of Mannheim.

The goal of the workshop is to enable PhD students to pursue their research more effectively, using novel research methods to examine theoretically important questions. In recent decades, institutional theory has expanded outside its origins in the United States to many settings around the world. This perspective has been valuable in explaining, among other things, the adoption of organizational structures, the incorporation of social movement ideas and goals inside organizations, and the global spread of management practice. The course provides students with a thorough grounding in the canonical works of institutional theory, an overview of recent lines of research, and an introduction to the diverse methodological tools used by scholars pursuing these ideas.

Institutional theory has been a dominant school of thought in organization theory for the past three decades. Nonetheless, this approach faces several key theoretical and methodological challenges. This workshop brings together scholars who are developing novel solutions to these challenges, most notably to issues of change and agency, as well as measurement of institutional influences and effects. The faculty will present current research, review recent papers, and discuss new methodological tools that deepen the research agenda. We pay special attention to issues of institutional emergence, persistence, and transformation. We also emphasize methods of comparative, archival, and network analysis. Finally, we tackle fundamental issues involving globalization, competing institutional logics, and contestation.

The workshop is organized around three related features: (1) a research seminar where faculty from the U.S. and Europe present current research; (2) sessions for doctoral students devoted to discussing both classic and contemporary theoretical developments within institutional theory; and (3) sessions focusing on the research methods that advance institutional research. Students will take away new insights and tools, and a deeper understanding of how to match conceptual questions with research methods. The workshop will prepare PhD students to carry out their own individual research using the methods of institutional analysis.

WORKSHOP INFORMATION

The Faculty

- **Bruce Carruthers**, Professor of Sociology, Northwestern University
- **Gili Drori**, Associate Professor of Sociology, Hebrew University of Jerusalem
- **Victoria Johnson**, Associate Professor of Organizational Studies (and) Sociology and Management, University of Michigan
- **Jason Owen-Smith**, Associate Professor of Sociology and Organization Studies, University of Michigan
- **Walter W. Powell**, Professor of Education (and) Sociology, Organizational Behavior, Management Science and Engineering, Public Policy, and Communication, Stanford University. From 1999-2010, Prof. Powell was director of Scancor at Stanford.

The Participant's Role

The PhD student should be working on a research project involving institutional theories. The goal of the course is to enable students to use the most up-to-date methods to explore their research projects. Students are required to attend all five days of the workshop and are expected to come to the course prepared by having completed the readings and ready with questions on them.

Course Credit

5 ECTS points

Cost

There is a fee of 200 euros for applicants from SCANCOR-affiliated institutions, 500 euros for others.

Language

English

Maximum Number of Students

24

Eligibility

The course is open to students from the Nordic countries that are the core supporting members of the Scandinavian Consortium for Organizational Research, and the universities in Europe that are partners with SCANCOR. PhD students from other countries and universities may apply as well, and will be admitted based on available space, but they will have to register at a higher fee. Students should submit an application describing the reasons for their interest, and include their resume, a recent course paper written in English, and a letter of recommendation from their advisor.

Applications should be submitted no later than May 1st to both:

Annette Eldredge, SCANCOR, eldredge@stanford.edu

and

Elisabeth Bauer, WU (Vienna University of Economics and Business),
elisabeth.bauer@wu.ac.at

PROGRAM/SYLLABUS

- **Monday, August 27th**

- *Morning Lectures:*

- Prof. Walter W. Powell, Stanford University:

- "Mission and Measurement: The Discourse of Evaluation in the Social Sector"

- Prof. Renate E. Meyer, WU Vienna and Copenhagen Business School:

- "Web of Power: Reciprocal Identity Construction in the Public Sector"

- *Afternoon Classes* with Prof. Walter W. Powell

- **Tuesday, August 28th**

- *Morning Lectures:*

- Prof. Victoria Johnson, University of Michigan

- "The Failure of Institutional Entrepreneurship"

- Prof. Johanna Mair, Hertie School of Governance and Stanford University:

- "Building inclusive markets in rural Bangladesh: A case of institutional entrepreneurship"

- *Afternoon Classes* with Prof. Victoria Johnson

- **Wednesday, August 29th**

- *Morning Lectures:*

- Prof. Jason Owen-Smith, University of Michigan

- "Networks and Institutions in High Technology Industries"

- Prof. Peter Walgenbach, Friedrich Schiller University of Jena:

- "For what do firms take responsibility?"

- *Afternoon Classes* with Prof. Jason Owen-Smith

- **Thursday, August 30th**

- *Morning Lectures:*
Prof. Bruce Carruthers, Northwestern University
"Diverging Derivatives: Law, Politics and Financial Markets"
Prof. Giuseppe Delmestri, Johannes Kepler University Linz:
"Radical Recategorization: From Cinderella to Princess"
- *Afternoon Classes* with Prof. Bruce Carruthers

- **Friday, August 31th**

- *Morning Lectures:*
Prof. Gili Drori, Hebrew University of Jerusalem
"Brand New University: Transformations in the Era of Global Knowledge Economy"
Prof. Kathia Serrano-Velarde, Heidelberg University
"The way we ask for money...: A qualitative analysis of academic grant writing practices"
- *Afternoon Classes* with Prof. Gili Drori

MONDAY, 27th

Walter W. Powell, Stanford University

PUBLIC LECTURE:

Walter W. Powell: *Mission and Measurement: The Discourse of Evaluation in the Social Sector*

Abstract

Nonprofit organizations have traditionally been understood as purpose-driven entities, pursuing social missions that are distinct from the activities of the market or the state. This normative emphasis is today complemented or supplanted by the introduction of more business practices and tools of evaluation and assessment. This heightened attention includes a focus on performance measures and tactics for realizing these new outcomes. Using a novel methodology, we analyze the discourse of evaluation and assessment as presented on the websites of more than four hundred entities that are centrally involved in this field. Our aim is to understand the emergence of a new creole language that spans the market, state, international organizations, and nonprofits.

Renate Meyer: *Web of Power: Reciprocal Identity Construction in the Public Sector*

AFTERNOON SESSION 1

Foundations of Institutional Analysis

Background Readings (*if you are not familiar with these in advance of the workshop, please read them*)

- Berger, Peter, and Thomas Luckmann. 1968 (2004). "The Social Construction of Reality: A Treatise on the Sociology of Knowledge." Pp. 296-317 in *The New Economic Sociology: A Reader*, edited by Frank Dobbin. Princeton, NJ: Princeton University Press.
- Meyer, John W. and Brian Rowan. 1977. "Institutionalized Organizations: Formal Structure as Myth and Ceremony." *American Journal of Sociology* 83: 340-63.
- DiMaggio, Paul J. and Walter W. Powell. 1983. "The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields." *American Sociological Review* 48: 147-60.
- Bourdieu, Pierre and L. Wacquant. 1992. "The Logic of Fields," pp. 95-115 in *An Invitation to Reflexive Sociology*, University of Chicago Press.

MONDAY, 27th

Walter W. Powell, Stanford University

Required Readings

- Rao, Haygareeva, P. Monin and R. Durand. 2003. "Institutional Change in Toque Ville: Nouvelle Cuisine as an Identity Movement in French Gastronomy." *American Journal of Sociology* 108(4): 795-843.
- Dobbin, F., and E. Kelly, 2007. "How to Stop Harassment: The Professional Construction of Legal Compliance in Organizations." *American Journal of Sociology* 112(4): 1203-43.
- Powell, W.W. and Colyvas, J.A., 2008. "Microfoundations of Institutional Theory." Pp.276-298 in *The Sage Handbook of Organizational Institutionalism*.

AFTERNOON SESSION 2

Explaining Emergence and Contestation

Required Readings

- John Padgett and W.W. Powell. 2012. "The Problem of Emergence." Chapter 1 in *The Emergence of Organizations and Markets*, Princeton University Press.
- Lounsbury, Michael. 2007. "A Tale of Two Cities: Competing Logics and Practice Variation in the Professionalization of Mutual Funds." *Academy of Management Journal* 5: 289-307.
- Kellogg, Kate. 2009. "Operating Room: Relational Spaces and Microinstitutional Change in Surgery." *American Journal of Sociology* 115(3): 657-711.

TUESDAY, 28th

Victoria Johnson, University of Michigan

PUBLIC LECTURE:

Victoria Johnson: *The Failure of Institutional Entrepreneurship*

Johanna Mair: *Building inclusive markets in rural Bangladesh: A case of institutional entrepreneurship*

AFTERNOON SESSION 1

Small-N Organizational Research

Readings

- Kathleen M. Eisenhardt. 1989. "Building Theories from Case Study Research." *Academy of Management Review* 14(4): 532-550.
- Glynn, Mary Ann. 2000. "When Cymbals Become Symbols: Conflict over Organizational Identity within a Symphony Orchestra." *Organization Science* 11(3), 285-298.
- Victoria Johnson. 2007. "What is Organizational Imprinting? Cultural Entrepreneurship in the Founding of the Paris Opera." *American Journal of Sociology* 113(1): 97-127.

AFTERNOON SESSION 2

Comparing Institutional Entrepreneurship in Nascent and Mature Fields

Readings

- Steve Maguire, Cynthia Hardy and Thomas B. Lawrence. 2004. "Institutional Entrepreneurship in Emerging Fields: HIV/AIDS Treatment Advocacy in Canada." *Academy of Management Journal* 47(5): 657-679.
- Royston Greenwood and Roy Suddaby. 2006. "Institutional Entrepreneurship in Mature Fields: The Big Five Accounting Firms." *Academy of Management Journal* 49(1): 27-48.
- Howard E. Aldrich. 2010. "Beam Me Up, Scott(ie): Institutional Theorists' Struggles with the Emergent Nature of Entrepreneurship." Pp. 329-364 in Wesley D. Sine & Robert J. David, eds, *Institutions and Entrepreneurship, Volume 21, Research in the Sociology of Work*. Emerald Group Publishing Ltd., Bingley, UK.

WEDNESDAY, 29th

Jason Owen-Smith, University of Michigan

PUBLIC LECTURE:

Jason Owen-Smith: *Networks and Institutions in High Technology Industries*

Peter Walgenbach: *For what do firms take responsibility?*

AFTERNOON SESSION 1

Network Theory and Methods: Core Ideas

Readings

- Owen-Smith, Jason and Walter W. Powell. 2008. "Networks and Institutions." Pp. 594-621 in R. Greenwood et al. (eds) *Handbook of Organizational Institutionalism*. New York: Sage.
- Podolny, Joel. 2005. *Status Signals: A Sociological Study of Market Competition*. Princeton: Princeton University Press. Pp. 10-22.
- Small, Mario Luis. 2009. *Unanticipated Gains: The Origins of Network Inequality in Everyday Life*. Chicago: University of Chicago Press. Pp. 3-22.

AFTERNOON SESSION 2

Networks and Institutions

Readings

- Kennedy, Mark T. 2008. "Getting Counted: Markets, Media, and Reality." *American Sociological Review*. 73(2): 270-295.
- Owen-Smith, Jason and Walter W. Powell. 2004. "Knowledge Networks as Channels and Conduits: The Effects of Spillovers in the Boston Biotechnology Community." *Organization Science*. 15(1):5-21.
- Baldassarri, Delia and Mario Diani. 2007. "The Integrative Power of Social Networks." *American Journal of Sociology* 113(3) (Nov): 735-80.

THURSDAY, 30th

Bruce G. Carruthers, Northwestern University

PUBLIC LECTURE:

Bruce G. Carruthers: *Diverging Derivatives: Law, Politics and Financial Markets*

Financial derivatives played a central role in the crisis of 2008. These contracts are traded in two distinct institutional venues: on organized exchanges (like the CME), and over-the-counter (OTC). Curiously, exchange-based derivatives markets posed no great problems in 2008 for systemic financial stability whereas OTC derivatives were highly problematic (witness AIG and credit default swaps). I explain this dramatic difference by looking at the political and institutional foundations of the two markets, as they developed during the late 1980s and 1990s.

Giuseppe Delmestri: *Radical Recategorization: From Cinderella to Princess*

AFTERNOON SESSION 1

Institutions of a market economy in a comparative and historical perspective

Many commentators and policymakers argue that modern market economies require predictability and transparency. So we consider two institutions that centrally uphold these two features: contract law (which allows for predictable binding agreements) and accounting information (which allows for accurate measurement of economic performance and value), and explore their sociological complexity.

Readings

- Carruthers, Bruce G. and Wendy Nelson Espeland. 1991. "Accounting for Rationality: Double-Entry Bookkeeping and the Rhetoric of Economic Rationality," *American Journal of Sociology*, 97(1): 31-69.
- Macaulay, Stuart. 1963. "Non-Contractual Relations in Business: A Preliminary Study," *American Sociological Review* 28: 55-67.
- Plantin, Guillaume, Haresh Sapra and Hyun Song Shin. 2008. "Fair value accounting and financial stability," *Financial Stability Review* 12: 85-94.
- Richman, Barak D. 2006. "Ethnic Networks, Extralegal Certainty, and Globalisation: Peering Into the Diamond Industry," in *Contractual Certainty in International Trade*, Volkmar Gessner ed. Oxford: Hart Publishing.

THURSDAY, 30th

Bruce G. Carruthers, Northwestern University

AFTERNOON SESSION 2

Institutions of a market economy in a comparative and historical perspective

Commentators and policymakers have focused on the formal institutions that undergird market economies. But informal institutions matter as well. This session considers the methodological challenge of studying formal and informal institutions empirically, both when studying a single case and when doing cross-case comparisons.

Readings

- Fauchart, Emmanuelle and Eric von Hippel. 2008. "Norms-Based Intellectual Property Systems: The Case of French Chefs," *Organization Science* 19(2): 187-201.
- Halliday, Terence C. and Bruce G. Carruthers. 2007. "The Recursivity of Law: Global Norm-Making and National Law-Making in the Globalization of Corporate Insolvency Regimes," *American Journal of Sociology* 112(4): 1135-1202.
- MacKenzie, Donald and Yuval Millo. 2003. "Constructing a market, performing theory: the historical sociology of a financial derivatives exchange," *American Journal of Sociology* 109:107-45.

FRIDAY, 31th

Gili Drori, Hebrew University of Jerusalem

PUBLIC LECTURE:

**Gili Drori: *Brand New University:
Organizational Transformations in the Era of the Global Knowledge
Economy***

The consolidation of a global knowledge economy changed the nature of economic arrangements and redefined knowledge. In that, it also exerts pressure on universities, which have served as hubs of knowledge creation for a millennium, to become productive centers. Universities worldwide are, therefore, aligning their missions with expectations for commercialization of knowledge, social impact, and proper governance. Such marketization and managerialization processes come in contradiction with the logic of the guild-like, professional autonomy, which has governed the Ivory Tower; these processes also transform the university from being a part of the (welfare) state to becoming autonomous an organizational actor. To describe this transformation of the university into "an organization" we analyze symbolic cues: seeing that institutional change is simultaneously material and symbolic, we take note of organizational change as it is manifested in rebranding of the official insignia of universities. Based on an extensive cross-national and longitudinal survey of university brand images (seals, logos, webpage layouts), we describe the worldwide transition towards a branded conception of the university and we point to the institutional forces that drive this transition. We argue that by defining its organizational identity in a branded way, thus conveying marketized ideas of competition and governance through icons, the social institution of the university joined the now global "brand society."

Kathia Serrano-Velarde: *The way we ask for money...: A qualitative analysis of academic grant writing practices*

AFTERNOON SESSION 1

Macro Processes of Institutionalization and Diffusion

Describing world society theory, in this session we shall apply institutionalist concepts to analyze cross-national and global dynamics. With that, we will interpret globalization with institutionalist discussions of diffusion, rationalization, translation of logics (or glocalization), and the role of (professional and organizational) carriers.

FRIDAY, 31th

Gili Drori, Hebrew University of Jerusalem

Readings

- Meyer, John W., John Boli, George M. Thomas and Francisco O. Ramirez. 1997. "World Society and the Nation-State." *American Journal of Sociology* 103(1): 144-81.
- Drori, Gili S. 2008 "Institutionalism and Globalization Studies." In Royston Greenwood, Christine Oliver, Kerstin Sahlin, and Roy Suddaby (eds.) *Handbook of Organizational Institutionalism*, Sage, pp. 798-842.
- Drori, Gili S., John W. Meyer and Hokyu Hwang. 2009. "Global Organization: Rationalization and Actorhood as Dominant Scripts." In Renate Meyer, Kerstin Sahlin, Marc Ventresca, and Peter Walgenbach (eds.) *Ideology and Institutions*, pp. 17-43, Emerald.

AFTERNOON SESSION 2

Research Strategies for Macro Comparative Studies

Reviewing institutional comparative research, we shall outline quantitative and qualitative approaches to data and analyses. We shall describe the empirical tools to gauge the institutional concepts and processes reviewed in earlier session.

Readings

- Drori, Gili S., Yong Suk Jang, and John W. Meyer. 2006. "Sources of Rationalized Governance: Cross-National Longitudinal Analyses, 1985-2002." *Administrative Science Quarterly* 51(2): 205-229.
- Inoue, Keiko and Gili S. Drori. 2006. "The Global Institutionalization of Health as a Social Concern: Organizational and Discursive Trends." *International Sociology* 21(2): 199-219.
- Schofer, Evan and Elizabeth H. McEneaney. 2003. "Methodological Strategies and Tools for the Study of Globalization." In Drori, Gili S., John W. Meyer, Francisco O. Ramirez, and Evan Schofer. 2003. *Science in the Modern World Polity: Institutionalization and Globalization*, Stanford University Press, pp. 43-74.