



## 14<sup>TH</sup> WORKSHOP ON NEW INSTITUTIONALISM IN ORGANIZATION THEORY

Bocconi University – Milan

March 16-17, 2018



**Università  
Bocconi**

DEPARTMENT  
OF POLICY ANALYSIS  
AND PUBLIC MANAGEMENT

Dear Colleagues

We are thrilled to welcome you to the 2018 New Institutionalism Workshop in Milan!

This 14th annual gathering has received first class submissions, which promise to foster two days of inspiring discussions on current developments in new institutionalist organization theory, both from a conceptual and from an empirical point of view.

The conference's three tracks – general developments in new institutionalism, institutional research on public issues, and institution and organization – feature 75 papers and more than 100 scholars from 4 continents. Our keynote speaker, Barbara Gray, will contribute to the debate with a talk titled "Multistakeholder partnerships as vehicles for confronting institutional complexity in emerging issue fields". The Saturday's plenary session will offer the opportunity to systematize the two-day discussions and to envision future scholarly directions.

We also hope you will be able to appreciate and enjoy the venue of the 2018 workshop and we look forward to sharing with you a Milanese experience.

With the Thursday's Welcome Aperitivo at Palazzo Clerici, you will breathe the unique 18th-century atmosphere of the city. A short walk to the nearby Piazza Duomo, to Galleria Vittorio Emanuele and to the internationally celebrated La Scala Theatre will just prolong the magic. The Friday's social dinner at Enoteca Regionale Lombarda, will allow you to taste the finest cuisine of our Lombardy region in an informal and truly Milanese style. On Friday, after the conference, we have organized a short tour of the campus' cutting-edge architectural developments and of selected works from Bocconi's renowned art collection.

We would like to acknowledge the support of the Department of Policy Analysis & Public Management and of Bocconi University.

In the following pages, you will find detailed information about the academic and the social program. If you have any questions or concerns, write us at [niw2018@unibocconi.it](mailto:niw2018@unibocconi.it)

We look forward to welcoming all of you in Milan!

Giulia, Amelia and Valentina

**Bocconi Local Organizing Team**

Giulia Cappellaro, Bocconi University

Amelia Compagni, Bocconi University

Valentina Mele, Bocconi University

**New Institutionalism Network Initiators**

Georg Krücken, University of Kassel

Renate Meyer, WU Wien & Copenhagen Business School

Peter Walgenbach, Friedrich Schiller University of Jena

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## REGISTRATION AND VENUE

The workshop will start on Friday, **March 16th, 2018 at 09:00 am**. For a detailed workshop program, please see below. All workshop sessions will be held in the ground floor of the **Velodromo building**, located at the very heart of the **Bocconi University Campus, Piazza Sraffa 13**.

The registration and information desk will be located in the main entrance hall of the Velodromo building. For orientation on campus see below.

The **registration desk will open at 08:00**. Please come early enough so that we can start on time. Thank you for your cooperation!

## HOW TO REACH BOCCONI CAMPUS

### From Linate Airport

By taxi, it takes about 20 minutes and it costs approximately € 15.

Public transport: take the bus 73 (direction San Babila), get off at Cinque Giornate, take tram 9 (Direction Porta Genova) and get off at Via Bocconi. The bus ticket is € 1.50, it may be bought at tobacco shops and newspaper stands inside the airport, via the ATM MILANO APP or by sending an SMS with the message ATM to 48444.

### From Malpensa Airport

By taxi, it takes about 50 minutes and it costs € 90 (fixed rate).

Malpensa Express train to Cadorna Railway Station (€ 11), then take subway green line 2 (direction Abbiategrasso Chiesa Rossa or Assago Milanofiori forum), get off at Porta Genova and take tram 9 (direction Centrale FS) to Via Bocconi.

Malpensa Shuttle is a convenient bus taking less than one hour to reach Stazione Centrale (Central Railway Station), from Malpensa airport. It runs every 20 minutes and the price of the ticket is € 7.50.

### From Stazione Centrale FS (Central Railway Station)

By taxi, it takes about 20 minutes and it costs approximately € 17.

Public transport: take subway yellow line 3 (Direction San Donato), get off at Missori (C.so Italia exit) and take tram 15 (Direction Rozzano) and get off at Porta Lodovica.

### Taxi

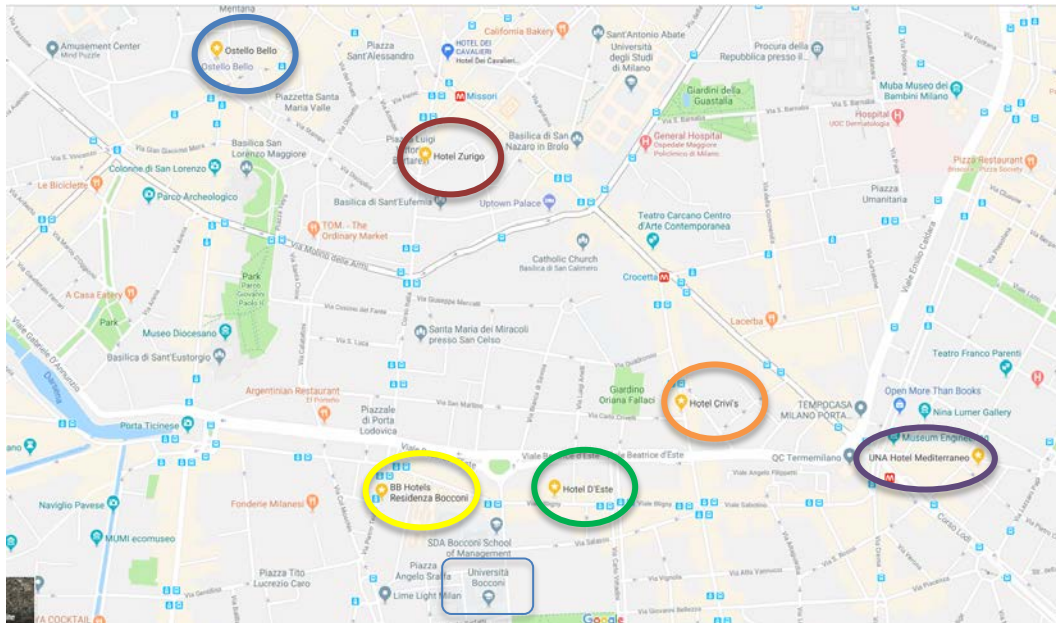
Taxi service is always available day and night at taxi ranks just outside the exits of the airport. It is possible to ask at the Bocconi reception to call a taxi or call directly at: +39-024040 or +39-028585.

### Public buses, trams, and subway (Metro)

The urban ticket costs € 1.50 and is valid on the whole Milan urban network for 90 minutes from validation. It allows only one journey on the metropolitan railway. It can be bought in any subway stations (machine or ticket office), in several tobacco shops and newspaper stands throughout the city, via the ATM MILANO APP or by sending an SMS with the message ATM to 48444.

## ACCOMMODATION NEARBY

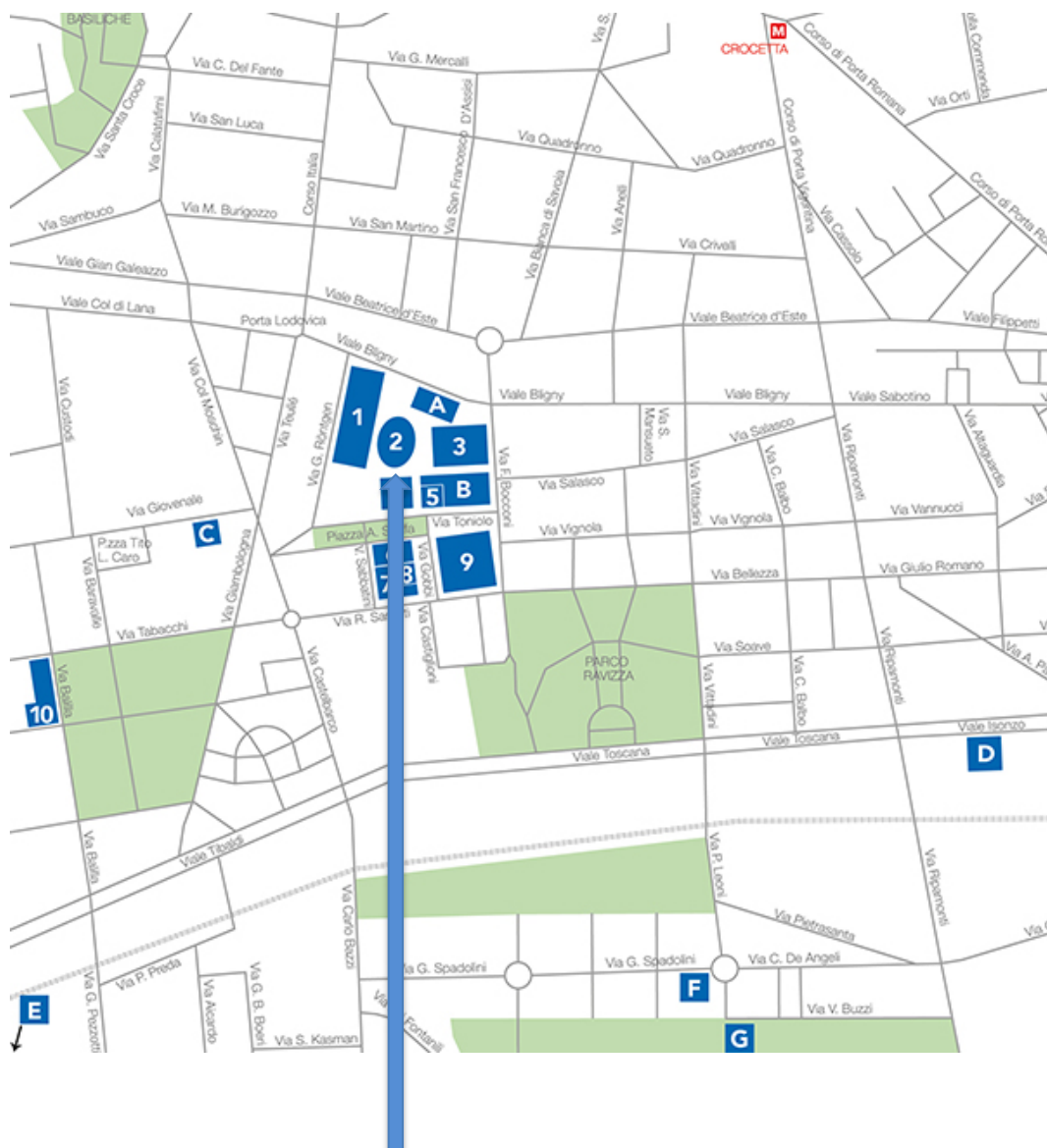
Some of you might have decided to stay in one of the hotels and hostels we recommended around and nearby the Bocconi Campus. The location of each hotel, as well as that of the Bocconi campus, is displayed on the map below.



-  Ostello Bello
-  Hotel Zurigo
-  UNA Hotel Mediterraneo
-  Hotel Crivi's
-  Hotel D'Este
-  Residence Bocconi

## ORIENTATION ON BOCCONI CAMPUS

For map: <https://www.google.it/maps/place/Universit%C3%A0+Bocconi+-+Edificio+Velodromo/>



Workshop venue



All workshop sessions will be held in the **Velodromo building**, located at the very heart of the Bocconi University Campus. You will also find the registration and information desk in the main entrance hall of the building. Velodromo Building is located in Piazza Sraffa 13, Milan



## WELCOME APERITIVO

THURSDAY 15<sup>TH</sup> MARCH, 7-9 PM

The 2018 NIW *Welcome Aperitivo* will be held at **Palazzo Clerici**, Via Clerici 5, from **7 pm to 9 pm** on **Thursday 15<sup>th</sup>**. During the *Aperitivo* light food and drinks will be served.

Palazzo Clerici is 5 minutes away from Milan's main square (Piazza Duomo).

For a map: <https://www.google.it/maps/place/Palazzo+Clerici/>



## SOCIAL DINNER

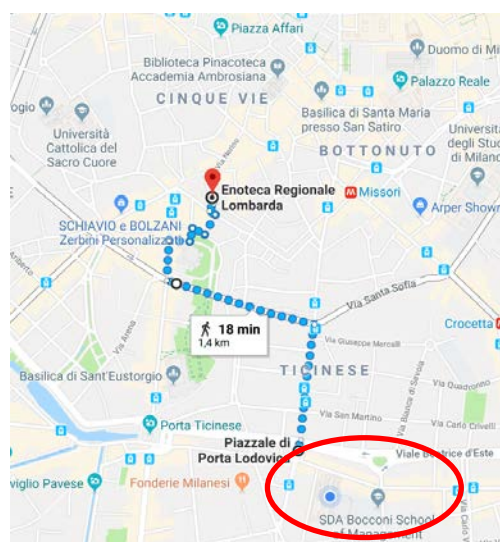
FRIDAY 16<sup>TH</sup> MARCH, 8 PM

The Social Dinner will be held on Friday 16<sup>th</sup> at **8 pm** at the **Enoteca Regionale Lombarda**, Via Stampa 8. Enoteca Regionale Lombarda is a typical restaurant specialized in food from Milano and from the Lombardy region at large, with an extensive wine cellar. We will get to the restaurant by walking (approx. 20 minutes) through a charming and characteristic part of the city.

For a map: <https://www.google.it/maps/place/Enoteca+Regionale+Lombarda/>



*Colonne di San Lorenzo*





## PAPERS AND PRESENTATIONS

Papers are available for download – unless authors opted out – at [www.newinstitutionalism.org](http://www.newinstitutionalism.org) (login required). You can directly access the short papers via the following link:

<http://www.newinstitutionalism.org/kos/WNetz?art=Compilation.show&id=159&daoref=16538>

The standard time per paper will be 30 minutes, with three presentations per session. The three sessions that accommodate four papers will last 10 extra minutes. In line with the spirit and tradition of the workshop, we strongly suggest spending no more than 50% of this time on presenting the paper. Please check the program carefully as some of you will also serve as session chairs.

This year we have organized submissions according to three tracks:

- Track A: Developments in new institutionalism
- Track B: Institutional research on public issues
- Track C: Institution and organization (convened by Elke Schüßler, Elke Weik, Uli Meyer)

## ADDITIONAL INFORMATION

For additional questions related to administrative and/or academic aspects of the workshop please contact us at [niw2018@unibocconi.it](mailto:niw2018@unibocconi.it).

## PROGRAM

FRIDAY, MARCH 16 <sup>th</sup> , 2018				
08:00-09:00	<b>Registration &amp; Morning Coffee</b> <i>Foyer Velodromo Building (Piazza Sraffa 13)</i>			
09:00-09:30	<b>Welcome to the 14<sup>th</sup> Workshop on New Institutionalism in Organization Theory</b> Welcome address by Giulia Cappellaro, Amelia Compagni and Valentina Mele (Local Organizers) & Francesco Billari (Dean of the Faculty, Bocconi University) <i>Velodromo Building, Room N01</i>			
09:30-11:00	<p><b>Paper Session I</b></p> <p><i>A: Developments in New Institutionalism</i> Room N02</p> <p><b>Fields and interstices</b> Chair: Tammar Zilber</p> <p>A phyrtric victory? Categorization and framing in a complex issue field <i>Claudio Biscaro, Giuseppe Delmestri</i></p> <p>From interstice to coalescence. Constructing meaning and identity in emerging fields <i>Andrea Carlo Lo Verso</i></p> <p>A contingency theory of institutional entrepreneurship <i>Francesca Capo, Federica Brunetta</i></p>	<p><i>A: Developments in New Institutionalism</i> Room N03</p> <p><b>Networks and institutions</b> Chair: Markus Höllerer</p> <p>How can semantic networks capture organizational forms? An exemplary analysis of sharing economy organizations <i>Dominika Wruk, Tino Schöllhorn, Achim Oberg</i></p> <p>Social networks and corporate interlocks - methodological challenges and limitations in a diagnosis of informal institutions <i>Joanna Szalacha-Jarmużek</i></p> <p>Change of interorganizational institutional arrangements: Concepts, forms of legitimacy and empathetic concept translation <i>Paul van Fenema</i></p>	<p><i>B: Institutional Research on Public Issues</i> Room N06</p> <p><b>Institutional dynamics and values</b> Chair: Douglas Creed</p> <p>F-1000 and their fight against the Impact Factor: A case of reclaiming the institutional foundations of science and academia <i>Michal Frenkel, Gili S. Drori</i></p> <p>Disrupting institutions: How bioenergy villages break fossil dominance in rural Germany <i>Bjoern C. Mitzinneck</i></p> <p>The waltz of the flowers: How material devices buttress the formation of value-based fields <i>Nadine Arnold, Birthe Soppe</i></p>	<p><i>C: Institution and Organization</i> Room N07</p> <p><b>Institutions as environment of organizations</b> Chair: Elke Weik</p> <p>Multi-dimensional embeddedness in transitions from corporate employment to entrepreneurship <i>Heli Helanummi-Cole</i></p> <p>The evolving process of responding strategically to multiple institutional pressures <i>Jane K. Lê, Paula A. Jarzabkowski, Ali Danışman</i></p> <p>Organizational identification in hybrid organizations <i>Markus Perkmann, Cleo Silvestri, Paola Criscuolo</i></p>

11:00-11:30	<b>Coffee Break</b> <i>Foyer, Velodromo Building</i>			
11.30-13.00	<p><b>Paper Session II</b></p> <p><i>A: Developments in New Institutionalism</i> Room N02</p> <p><b>Contestation and markets</b> Chair: Tina Dacin</p> <p>How contestation buttresses legitimacy: The case of the 1855 Bordeaux wine classification <i>Grégoire Croidieu, Birthe Soppe, Walter W. Powell</i></p> <p>Contesting commercialization: Political influence, responsive authoritarianism, and cultural resistance <i>Lori Qingyuan Yue, Jue Wang, Botao Yang</i></p> <p>The direction of institutional change: role of state polity and market type <i>Pinar Yozgatli</i></p>	<p><i>B: Institutional Research on Public Issues</i> Room N03</p> <p><b>Institutional work in complex settings I</b> Chair: Eva Boxenbaum</p> <p>The heterogeneity of intentionality –NGO workers' roles in institutional work for peace in Myanmar/Burma <i>Jan Hermes</i></p> <p>Between economic and social goals: Short-track dual training in Denmark, Germany, and Switzerland <i>Gina Di Maio, Lukas Graf, Anna Wilson</i></p> <p>Institutional change and the paradox of embeddedness: An analysis in the Turkish education field <i>Ali Danişman, Miraç Savaş Turhan, Jane K. Le</i></p>	<p><i>B: Institutional Research on Public Issues</i> Room N06</p> <p><b>Models and meaning across countries</b> Chair: Gili S. Drori</p> <p>Manifesto, model, or movement? (Tem)plating Nordic food for broader impact <i>Silviya Svejenova, Jesper Strandgaard Pedersen, Byrkjeflot Haldor</i></p> <p>Institutions and innovation: A comparison of the emergence of e-cigarettes in the US and the UK <i>Thinley Tharchen, Raghu Garud</i></p> <p>Talking about EU regional policy, a multinational structural linguistic analysis of the press and social media <i>Vitaliano Barberio, Edoardo Mollona, Luca Pareschi</i></p> <p>Looking at others in national policymaking: The cases of Portugal and Spain in the recent economic crisis <i>Laia Pi Ferrer</i></p>	<p><i>C: Institution and Organization</i> Room N07</p> <p><b>Institutions as products of organizations</b> Chair: Uli Meyer</p> <p>How agents change institutions: Institutional entrepreneurs and the reform of commercial training in Switzerland <i>Lina Seitzl, Patrick Emmenegger</i></p> <p>From outcast to game changer: The reinvention and de-stigmatization of Australian wine <i>Daniel Semper, Giuseppe Delmestri</i></p> <p>Institutional creation fueled by self-reinforcing mechanisms? How pediatric cancer care was organized in contemporary Russia <i>Florian Stache</i></p>
13.00-14.00	<b>Lunch Break</b> <i>Foyer, Velodromo Building</i>			

14:00-15:30	<b>Paper Session III</b>			
	<p><i>A: Developments in New Institutionalism</i> Room N02</p> <p><b>Narratives, image, and legitimacy</b> Chair: Georg Krücken</p> <p>Narratives and visuals of startups: does origin matter? <i>Mara Brumana</i></p> <p>The making of heroes? How institutional expectations enable and constrain the emergence of new occupations: The case of the early American astronauts (1950-1970) <i>Evelyn Micelotta, Giulia Cappellaro, Claudia Gabbioneta</i></p> <p>Websites and organizations: Avenues for institutional analysis in a digital era <i>Valeska Korff, Achim Oberg</i></p>	<p><i>B: Institutional Research on Public Issues</i> Room N03</p> <p><b>Institutional work in complex settings II</b> Chair: Amelia Compagni</p> <p>Organized to cooperate: Institutional logics, jurisdictional struggles and professional collaborations in two Italian medical homes <i>Marco Bottura</i></p> <p>Identity work under institutional complexity: Case studies of global health partnerships <i>Ozgu Karakulak</i></p> <p>Emerging streams of institutional theory in accounting research: current status and future directions <i>Evgenii Aleksandrov, Daniela Argento, Anatoli Bourmistrov, Giuseppe Grossi</i></p>	<p><i>B: Institutional Research on Public Issues</i> Room N06</p> <p><b>Norms, standards and governance</b> Chair: Valentina Mele</p> <p>Jumping on the bandwagon? Transnational governance and diffusion of corporate social responsibility <i>Tanusree Jain, Mia Raynard</i></p> <p>Conformity to international norms to acquire legitimacy among hospitals and universities in Korea <i>Sou Hwan Kang</i></p> <p>Governance and institutions in new public environmental management: An international and intertemporal comparison of voluntary standards' impacts <i>Marcus Wagner</i></p>	<p><i>C: Institution and Organization</i> Room N07</p> <p><b>Institutions versus organizations</b> Chair: Katja Hericks</p> <p>Networks of narrative practices, networks of analytic practices <i>Thomas Klatetzki</i></p> <p>The organization of institutions <i>Lisa Knoll</i></p> <p>The interplay of organizations and institutions: The case of the order of the Knights Templar <i>Elke Weik</i></p>
15.30-16.00	<p><b>Coffee Break</b> <i>Foyer, Velodromo Building</i></p>			

16:00-17:30	<p><b>Paper Session IV</b></p> <p><i>A: Developments in New Institutionalism</i> Room N02</p> <p><b>Power and resistance</b> Chair: Giuseppe Delmestri</p> <p>Rage, Power, and Institutions: Violent Disruption and Institutional Reaction <i>Bryant Hudson, Lee Jarvis, Elisabeth Goodrick</i></p> <p>Preserving interests while facing institutional change: Land ownership in the transition from apartheid to democracy in South Africa <i>Tapiwa Seremani, Bernard Forgues, Ignasi Marti</i></p> <p>Inequality and mobilizing for robust action: an analysis of city resilience strategies <i>Douglas Creed, Dennis Jancsary, Renate Meyer, Markus Höllerer</i></p>	<p><i>A: Developments in New Institutionalism</i> Room N03</p> <p><b>Interfaces for institutional research</b> Chair: Giulia Cappellaro</p> <p>Literature review of institutionalist research on corporate social responsibility: a current and future research agenda <i>David Risi, Laurence Vigneau, Stephan Bohn</i></p> <p>Academic communities in the scientific research: An investigation on the literature of the emergence of new organizational forms <i>Erkan Erdemir, Umut Koç</i></p> <p>The restricting effects of the relieving tensions between input and output legitimacy through institutional design <i>Kadi Maria Vooglaid</i></p> <p>Cybersecurity: an institutional theory perspective <i>Jorge Martins</i></p>	<p><i>B: Institutional Research on Public Issues</i> Room N06</p> <p><b>Hybrids and hybridization for the public interest</b> Chair: Kerstin Sahlin</p> <p>Becoming a hybrid: Unpacking the micro-processes of organizational hybridization <i>Santi Furnari</i></p> <p>Unpacking hybridity: Organizational and institutional antecedents of social enterprise governance <i>Johanna Mair, Nikolas Rathert</i></p> <p>Multiple logics and hybrid organizations: evidence from Italian cultural heritage <i>Alessia Berni, Stefano Consiglio, Luigi Moschera</i></p>	<p><i>C: Institution and Organization</i> Room N07</p> <p><b>Institutions as resources of organizations</b> Chair: Valeska Korff</p> <p>Visual imagery: Integrating emotions into institutional inquiry <i>Eva Boxenbaum</i></p> <p>Revitalizing the script as a concept to understand structure and agency in institutional theory <i>Judith Igelsböck, Elke Schüßler</i></p> <p>Out of the wood: Legitimizing the electric guitar <i>Tristan May</i></p>
17.45- 18.45	<p><b>Bocconi Campus Tour</b> Meeting point: Outside the main entrance of Velodromo Building</p>			
20.00-23.00	<p><b>Social Dinner at "Enoteca Regionale Lombarda"</b> via Stampa 8 , Milan</p>			



SATURDAY, MARCH 17 th, 2018				
08:30-09:00	<b>Morning Coffee</b> <i>Foyer, Velodromo Building</i>			
09:00-10:30	<b>Keynote speech: Barbara Gray, Penn State University</b> Multistakeholder partnerships as vehicles for confronting institutional complexity in emerging issue fields Introduction by Renate Meyer <i>Velodromo Building, Room N01</i>			
10:30-11:00	<b>Coffee Break</b> <i>Foyer, Velodromo Building</i>			
11.00-12.30	<p><b>Paper Session V</b> <i>A: Developments in New Institutionalism</i> Room N02</p> <p><b>History and traditions</b> Chair: Davide Ravasi</p> <p>Custodians of tradition: Reviving handlining for cod off Fogo Island <i>Tina Dacin, Peter Dacin</i></p> <p>"Days of Future Passed": Temporal anchoring devices and the dynamics of organizational identity <i>Stephanie Koornneef, Tal Simons</i></p> <p>How should history remember me? The role of executives' autobiographies in the legitimation of investor capitalism and its subsequent wealth gap <i>Mickie Eisenman, Hamid Foroughi</i></p>	<p><i>A: Developments in New Institutionalism</i> Room N03</p> <p><b>Microfoundations of institutional dynamics</b> Chair: Peter Walgenbach</p> <p>Studying Institutions from the Bottom Up: Realizing the Potential <i>Tammar Zilber</i></p> <p>The microfoundations of deinstitutionalization: Individual-level determinants of organizational deviance from the "normal" law firm <i>Claudia Gabbioneta, Daniel Muzio, Lionel Paoletta, Thomas Roulet, Peter Sherer</i></p> <p>Performative institutionalization: on the role of feedback loops in theorization processes <i>Melodie Cartel, Emilio Marti, Jean-Pascal Gond</i></p>	<p><i>B: Institutional Research on Public Issues</i> Room N06</p> <p><b>Institutional responses to economic transformations</b> Chair: Guido Palazzo</p> <p>Urban governance responses to the sharing economy <i>Sebastina Vith, Achim Oberg, Markus Höllerer, Renate Meyer</i></p> <p>Corporate governance and intra-institutional complexity in a developing country: a cultural political economic analysis <i>Sedat Ilgaz Günay</i></p> <p>Theorizing the adaptation of corporate political connections to political changes and its outcomes for corporate performance in a state-dependent business system: The Turkish case <i>Şükrü Özen, Çetin Önder, Deniz Öztürk, Nazlı Berberoğlu Yılmaz</i></p>	<p><i>C: Institution and Organization</i> Room N07</p> <p><b>Institutional demands on organizations</b> Chair: Elke Schüßler</p> <p>A comparison of obscure nonprofit-organizations <i>Roman Gibel, Raimund Hasse</i></p> <p>Unintended institutionalization processes in organizations –The case of the United Nations Children's Fund <i>Julia Hagn</i></p> <p>Fear and loathing at the workplace: Nature and effects of loophole decoupling <i>Judith Muster, Michael Grothe-Hammer, Oliver Berthod</i></p>

12.30-13.30	<b>Lunch Break</b> <i>Foyer, Velodromo Building</i>			
13:30-15:00	<p><b>Paper Session VI</b>  <i>A: Developments in New Institutionalism</i>  Room N02</p> <p><b>Values and the affective side of institutions</b>  Chair: Bryant Hudson</p> <p>The role of emotions and rhetorical devices in the creation of institutionally complex products  <i>Raissa Pershina, Birthe Soppe</i></p> <p>Value elaboration as mechanism of new practice development: the case of Magnum Photos  <i>Anastasia Sergeeva</i></p> <p>Values, affects and experience: High time for a return to values in the theory of institutions  <i>Elke Weik</i></p>	<p><i>A: Developments in New Institutionalism</i>  Room N03</p> <p><b>Practices and conventions</b>  Chair: Daniel Muzio</p> <p>Contextualizing consultancies. How consultants struggle for legitimacy in public administrations and universities  <i>Julia Galwa, Georg Krücken, Tim Seidenschnur, Rick Vogel</i></p> <p>"In cases of uncertainty, decide in favor of what is right": an empirically grounded concept of decoupling and the logic of confidence  <i>Katja Hericks</i></p> <p>How complex domination enables selection: Academic hiring conventions in a Pakistani university  <i>Ali Qamar, Julia Brandl</i></p>	<p><i>B: Institutional Research on Public Issues</i>  Room N06</p> <p><b>Engaged institutional scholarship</b>  Chair: Silviya Svejenova</p> <p>The challenge of grand challenges: Toward engaged and ethically informed institutional scholarship  <i>Florian Überbacher, Giuseppe Delmestri, Elisabeth Goodrick</i></p> <p>Unpacking the contradictory nature of institutional change: The evolution of open access in UK academic publishing  <i>Sara Lara Marquez-Gallardo, Davide Ravasi, Santi Furnari</i></p> <p>Maintaining the collective good of vocational education and training through institutional work: The case of small occupational groups in Switzerland  <i>Alexandra Strebel</i></p>	<p><i>B: Institutional Research on Public Issues</i>  Room N07</p> <p><b>Controversies and ambiguity</b>  Chair: Bernard Forgues</p> <p>Made in Italy by China: How institutional interfaces support illegality  <i>Guido Palazzo, Michelle Greenwood</i></p> <p>A general theory of corporate scandals  <i>Marco Clemente, Claudia Gabbioneta</i></p> <p>When less ignorance does not necessarily mean more knowledge The field of asylum protection in Poland  <i>Mikolaj Pawlak, Adriana Mica, Anna Horolets, Pawel Kubicki</i></p> <p>Justifying a contested practice - the eradication of Down's syndrome  <i>Stål Herman</i></p>
15.00-15.30	<b>Coffee Break</b> <i>Foyer, Velodromo Building</i>			
15:30-17:00	<p><b>Plenary Discussion and Closing Panel</b>  Room N01  Chairs: Georg Krücken, Renate Meyer, Peter Walgenbach</p>			

## PARTICIPANTS

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