

## Syllabus for Scancor Workshop in Mannheim 2019

**August 26, 2019**

**Monday -- Prof. Walter W. Powell, Stanford University**

**Foundations of Institutional Analysis**

*Background Readings:* (If you are not familiar with these in advance of the workshop, please peruse them. These are classic readings in institutional theory and everyone should have good understanding of them in advance.)

- Berger, Peter, and Thomas Luckmann. 1968 (2004). "The Social Construction of Reality: A Treatise on the Sociology of Knowledge." A short excerpt from their book. 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.

*Afternoon session 1: Theorizing Institutional Change* – Many of the early statements in institutional analysis focused on the travel of organizational practices and structures, championed by the mass media and proselytized by consultants. These pressures for convergence were amplified by educational institutions, carried by salaried professionals across organizations, and reinforced by the power of states. More recent work has analyzed competing or rival influences, focusing on disputes among alternative visions of what is appropriate. The question of timing – when are social structures receptive to change or novelty - is crucial.

- Rao, Haygareeva, Philippe Monin and Rodolphe Durand. 2003. "Institutional Change in Toque Ville: Nouvelle Cuisine as an Identity Movement in French Gastronomy." *American Journal of Sociology* 108(4): 795-843.
- Victoria Johnson and Walter W. Powell. 2017. "Organizational Poisedness and the Transformation of Civic Order in 19th-Century New York City." Pp. 179 – 230 in *Organizations, Civil Society, and the Roots of Development*, Naomi Lamoreaux and John Wallis, editors, University of Chicago Press.

*Afternoon session 2: Where do novel ideas or practices come from?* How do we analyze the formation of new identities and organizational models? This session looks at a variety of research strategies for tackling these important questions.

- *Read:* Padgett, John and Walter W. Powell. 2012. "The Problem of Emergence." Pp. 1-29 in *The Emergence of Organizations and Markets*, Princeton University Press.
- *Skim:* Powell, Walter W. and Kurt W. Sandholtz. 2012. "Amphibious Entrepreneurs and the Emergence of Organizational Forms." *Strategic Entrepreneurship Journal* 6(2): 94–115.
- *Skim:* Mora, Cristina. 2014. "Cross-Field Effects and Ethnic Classification: The Institutionalization of Hispanic Panethnicity, 1965 to 1990." *American Sociological Review* 79(2):183-210.

**August 27, 2019**

**Tuesday -- Prof. Sarah A. Soule, Stanford University**  
**Organizations and Movements**

Over the past 15 or so years, organizational and social movement scholars have borrowed heavily from one another to build a robust and exciting literature. Social movement scholars interested in the social movement organizations and fields have benefited from organizational theory and analyses. And, organizational scholars interested in understanding organizational change, power, and conflict have benefited from insights from social movement scholars. These 2 sessions will provide an overview of research at the nexus of social movement and organizational studies, with a goal of identifying novel areas for research at this nexus.

*Please read all of the following articles for our sessions.*

**Afternoon Session 1: Introduction and Overview**

- King, Brayden G. and Nicholas Pearce. 2010. "The contentiousness of markets: Politics, social movements and institutional change in markets." *Annual Review of Sociology* 36:249-67.

**Afternoon Session 2: Some Recent Empirical Examples**

- Wang, Dan and Sarah A. Soule. 2016. "Tactical Innovation in Social Movements: The Effects of Peripheral and Multi-Issue Protest." *American Sociological Review*, 81(3): 517-548.
- Carlos, Chad and Ben Lewis. 2018. "Strategic Silence: Withholding Certification Status as a Hypocrisy Avoidance Tactic" *Administrative Science Quarterly* 63 (1), 130-169
- Ferguson, JP, Tom Dudley, and Sarah A. Soule. 2018. "Osmotic Mobilization and Union Support during the Long Protest Wave, 1960–1995." *Administrative Science Quarterly*, 63(2): 441-447.

**August 28, 2019**

**Wednesday – Prof. Stine Grodal, Boston University**

### **Field Evolution and Category Dynamics**

Over the last two decades research on organizational fields and category dynamics has blossomed. Although the literatures on categories and fields have many things in common, they are seldom theorized together. In this section we are going to examine these two literatures and discuss their conceptual overlap.

#### **Afternoon session 1: How do fields and categories evolve?**

- Hsu G., and Grodal S. 2015. "Taken-for-grantedness as a strategic opportunity: The case of light cigarettes, 1964-1993." *American Sociological Review*, 80(1): 28-62.
- Grodal, S. 2018. "Field Expansion and Contraction: How Communities Shape Social and Symbolic Boundaries." *Administrative Science Quarterly*, 13(4): 783–818.

*Skim the following two papers:*

- Kennedy MT. 2008. "Getting counted: Markets, media and reality." *American Sociological Review*, 73(2): 270–295.
- Ozcan, Pinar, and Kerem Gurses. "Playing Cat and Mouse: Contests over Regulatory Categorization of Dietary Supplements in the United States." *Academy of Management Journal* 61.5 (2018): 1789-1820.

#### **Afternoon session 2: Using mixed methods and discourse analysis to study the evolution of fields and categories**

Studying the evolution of categories and fields over time is hard. In particular, the definition of the object of study often changes over time making it pertinent to pay close attention potential temporal biases in data collection and analyses.

- Kahl, S. and Grodal, S. 2016. "Multi-level discourse analysis: IBM's and Remington Rand's discursive market strategies when introducing the computer 1947-1955," *Strategic Management Journal*, 37(1): 149-166
- Edmondson, Amy C., and Stacy E. McManus. "Methodological fit in management field research." *Academy of Management Review* 32.4 (2007): 1246-1264.
- *Skim:* Grodal, S. and Kahl, S. 2017. "The discursive perspective of market categorization: Interaction, power, and context." In *Research in the Sociology of Organizations*, issue on "From categories to categorization: Studies in sociology, organizations and strategy at the crossroads", edited by Durand, R., Granqvist, N. and Tyllström, A. 51: 151-184.

**August 29, 2019**

**Thursday – Prof. Bruce G. Carruthers, Northwestern University**  
**The institutions of a market economy in comparative and historical perspective**

*Afternoon Session 1:* Many commentators and policymakers argue that modern market economies require predictability and transparency. So we consider two institutions that uphold these two features: contract law (which allows for predictable binding agreements) and accounting information (which allows for measurement of economic performance), and explore their sociological complexity.

- 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.

*Afternoon Session 2:* Commentators and policymakers have particularly focused on the formal institutions that undergird market economies. But informal institutions matter as well. This session considers the challenge of studying formal and informal institutions empirically, particularly when they intermingle or are transitioning from one to the other (e.g. via the process of formalization).

- Carruthers, Bruce G. 2013. "From Uncertainty Toward Risk: The Case of Credit Ratings," *Socio-Economic Review*, 11(3): 525-551.
- Fauchart, Emmanuelle and Eric von Hippel. 2008. "Norms-Based Intellectual Property Systems: The Case of French Chefs," *Organization Science*, 19(2): 187-201.
- *Skim:* MacKenzie, Donald. 2011. "The Credit Crisis as a Problem in the Sociology of Knowledge," *American Journal of Sociology*, 116(6): 1778-1841.

**August 30, 2019**

**Friday – Prof. Gregoire Croidieu, EMLYON Business School**  
**Historical Methods in Institutional Analysis**

*Background Readings:* (If you are not familiar with these in advance of the workshop, please look at them. They review key ideas to understand the role of historical methods in institutional analysis).

- *Skim:* Aldrich H., M. Ruef & S. Lippmann. (forthcoming). Organizations and social change. In *Organizations Evolving*. Third Edition. Cheltenham, UK: Edward Elgar.
- *Skim:* Kieser, A. 1994. "Why organization theory needs historical analyses—and how this should be performed." *Organization Science*, 5(4), 608-620.

- *For the truly obsessed*: Schneiberg, M., & Clemens, E. S. 2006. The typical tools for the job: Research strategies in institutional analysis. *Sociological Theory*, 24(3), 195-227.

#### *Afternoon Session 1:*

We will study a set of papers that highlights different theoretical explanations of the historical sources of institutional change. As these papers rely on a variety of methods to analyze multiple kinds of archival materials, we will discuss different ways theoretical arguments build on historical cases to inform institutional analysis.

- *Read*: Erikson, E., & Bearman, P. (2006). Malfeasance and the foundations for global trade: The structure of English trade in the East Indies, 1601–1833. *American Journal of Sociology*, 112(1), 195-230.
- *Skim*: Greve, H. R., & Rao, H. (2012). Echoes of the past: Organizational foundings as sources of an institutional legacy of mutualism. *American Journal of Sociology*, 118(3), 635-675.
- *Read*: Sewell, W. H. (1996). Historical events as transformations of structures: Inventing revolution at the Bastille. *Theory and Society*, 25(6), 841-881.

#### *Afternoon Session 2:*

This second session focuses on the theoretical and methodological implications of periodization to understand institutional change and historical discontinuity. We will compare the research design of three papers that highlight different conditions that produce a sense of persistence, disruption or emergence and discuss the methodological and theoretical implications for institutional analysis.

- *Skim*: Delmestri, G., & Greenwood, R. 2016. "How Cinderella became a queen: Theorizing radical status change." *Administrative Science Quarterly*, 61(4), 507-550.
- *Read*: Kroezen, J. J., & Heugens, P. P. forthcoming. "What Is Dead May Never Die: Institutional Regeneration through Logic Reemergence in Dutch Beer Brewing." *Administrative Science Quarterly*.
- *Read*: Armstrong, E. A., & Cragg, S. M. 2006. "Movements and memory: The making of the Stonewall myth." *American Sociological Review*, 71(5), 724-751.