Table of Contents

List of Figures	
List of Tables	xiv
1. Introduction to the Institutional Logics Perspective Introduction	1 1
Institutional Logics as an Analytical Framework	2
Aims of the Book	4
Analytical Style of the Book	5
Institutional Analysis as Interdisciplinary	5
Pointing the Way to a New Approach	6
Social Structure and Action	6
Institutions as Material and Symbolic	10
Institutions as Historically Contingent	12
Institutions at Multiple Levels of Analysis	13
Contents of the Book	15
Precursors	15
Macro—Societal Level	16
Micro and Meso—Individual and Organization Levels	16
Micro and Macro—Individual and Societal Levels	16
Meso and Macro—Organization and Institutional Field Levels	17
Meso and Macro—Institutional Field and Societal Levels	17
Synthesis	17
Conclusion	18
2. Precursors to the Institutional Logics Perspective	20
Introduction	20
Theories of Isomorphism	21
Variant: Micro Level	23
Elaboration: From Societal Culture to Field Structure	24
Elaboration: Origin, Reproduction, Disappearance	28
Variant: Logic of Instrumentalism, of Appropriateness	29
Variant: From Structural to Cognitive and Cultural	30
Variants: Logics of Action	33
Integration: Three Pillars and Carriers of Institutions	35

	Institutional Pillars	36
	Institutional Carriers	39
	Proliferation: Institutional Logics	40
	Variant: A Focus on Normative Dimensions	46
	Discussion and Conclusion	47
	Appendix: Comparison of Propositions:	48
	J. W. Meyer and Rowan (1977)	48
	DiMaggio and Powell (1983)	48
3.	Defining the Interinstitutional System	50
	Introduction	50
	Definitional Differences	51
	The Interinstitutional System as Ideal Type	52
	Institutional Orders: The X-Axis	53
	Institutional Orders: The Y-Axis	54
	Partial Autonomy: Cognitive and Organizational Loose Coupling	57
	Partial Autonomy: Near-Decomposability of Institutional Orders	59
	Definition of Institutional Fields	61
	Cultural Content: Cells of the X, Y Axes	62
	Cultural Space in Society	62
	Cultural Effects on Power and Agency	64
	Proliferation: Rearranging the Institutional Orders	66
	Variant: Community as an Institutional Order	68 72
	Discussion and Conclusion	72 74
	Appendix	
4.	Microfoundations of Institutional Logics	76
	A Model of Human Behavior: Situated, Embedded, Boundedly	
	Intentional Behavior	78
	Modeling the Microfoundations	80
	Dynamic Constructivism	83
	An Integrative Model of the Microfoundations of Institutional Logics	84
	Social Identities, Goals, and Schemas	85
	Social Identities	85
	Goals	86
	Schemas Focus of Attention	88
		89
	Top-Down Effects of Institutional Logics and Organizational Practices	91
		91 91
	Bottom-Up Environmental Stimuli Availability, Accessibility, and Activation	91 92
	Automatic and Controlled Attentional Processes	92 93
	From Activation to Social Interaction	93 93
		20

	From Social Interactions to Organizational Identities and Practices Decision Making Sensemaking Mobilization Implications of the Model of Microfoundations Conclusion	95 95 96 97 98 102
5.	Stability and Change in the Interinstitutional System Introduction Evolutionary-Systems Level Historical Interdependence of Institutional Orders Individual–Societal-Level Effects on Institutional Change Cultural Entrepreneurship Case Narrative: Penney Segregates Family, Blends Religion and Corporation Case Narrative: Sperling Segregates the Professions and Blends the Market and Corporation Case Narrative: Ettinger Blends Family, State, Market, and Corporation Cross-Narrative Discussion Discussion Conclusion	103 103 104 105 106 107 111 112 112 114 117 119 125
6.	Dynamics of Organizational Practices and Identities Introduction From Social Interaction to Practices and Organizational Identities The Dynamics of Practices and Identities in Organizations The Dynamics of Practices and Identities Across Organizations Conclusion	128 128 131 133 141 147
7.	The Emergence and Evolution of Field-Level Logics Introduction A Model of Cultural Emergence Societal and External Logics Symbolic Representations: Theories, Frames, and Narratives Resource Environments and their Effects on Institutional Logics Vocabularies of Practice and the Emergence of Field-Level Logics Evolution and Change in Field-Level Logics Conclusion	148 148 150 150 152 157 158 161 168
8.	Implications of the Institutional Logics Perspective Implications for Other Disciplines and Substantive Research Domains Historical and Comparative Analysis of Institutions	170 172 173
	mistorical and Comparative Analysis of mistrations	1/0

Institutional Complexity	175
Social Movements	175
Cultural and Institutional Entrepreneurship	176
Institutional Work	179
Organizational Identity	180
Organizational Design	181
Strategy	182
Microprocesses	183
Methods of Analysis	184
Conclusion	185
References	187
Index	221