

# ADVANCES IN CULTURAL ENTREPRENEURSHIP

**Edited by** Christi Lockwood  
and Jean-François Soublière

Sponsored by the  
ASA section on Organizations,  
Occupations and Work

RESEARCH IN THE  
SOCIOLOGY OF ORGANIZATIONS

**VOLUME 80**

ADVANCES IN  
CULTURAL ENTREPRENEURSHIP

# RESEARCH IN THE SOCIOLOGY OF ORGANIZATIONS

- Volume 41: Religion and Organization Theory
- Volume 42: Organizational Transformation and Scientific Change: The Impact of Institutional Restructuring on Universities and Intellectual Innovation
- Volume 43: Elites on Trial
- Volume 44: Institutions and Ideals: Philip Selznick's Legacy for Organizational Studies
- Volume 45: Towards a Comparative Institutionalism: Forms, Dynamics and Logics Across the Organizational Fields of Health and Higher Education
- Volume 46: The University Under Pressure
- Volume 47: The Structuring of Work in Organizations
- Volume 48A: How Institutions Matter!
- Volume 48B: How Institutions Matter!
- Volume 49: Multinational Corporations and Organization Theory: Post Millennium Perspectives
- Volume 50: Emergence
- Volume 51: Categories, Categorization and Categorizing: Category Studies in Sociology, Organizations and Strategy at the Crossroads
- Volume 52: Justification, Evaluation and Critique in the Study of Organizations: Contributions from French Pragmatist Sociology
- Volume 53: Structure, Content and Meaning of Organizational Networks: Extending Network Thinking
- Volume 54A: Multimodality, Meaning, and Institutions
- Volume 54B: Multimodality, Meaning, and Institutions
- Volume 55: Social Movements, Stakeholders and Non-market Strategy
- Volume 56: Social Movements, Stakeholders and Non-market Strategy
- Volume 57: Toward Permeable Boundaries of Organizations?
- Volume 58: Agents, Actors, Actorhood: Institutional Perspectives on the Nature of Agency, Action, and Authority
- Volume 59: The Production of Managerial Knowledge and Organizational Theory: New Approaches to Writing, Producing and Consuming Theory
- Volume 60: Race, Organizations, and the Organizing Process
- Volume 61: Routine Dynamics in Action
- Volume 62: Thinking Infrastructures
- Volume 63: The Contested Moralities of Markets
- Volume 64: Managing Inter-organizational Collaborations: Process Views
- Volume 65A: Microfoundations of Institutions
- Volume 65B: Microfoundations of Institutions
- Volume 66: Theorizing the Sharing Economy: Variety and Trajectories of New Forms of Organizing
- Volume 67: Tensions and Paradoxes in Temporary Organizing

- Volume 68: Macrofoundations: Exploring the Institutionally Situated Nature of Activity
- Volume 69: Organizational Hybridity: Perspectives, Processes, Promises
- Volume 70: On Practice and Institution: Theorizing the Interface
- Volume 71: On Practice and Institution: New Empirical Directions
- Volume 72: Organizational Imaginaries: Tempering Capitalism and Tending to Communities Through Cooperatives and Collectivist Democracy
- Volume 73A: Interdisciplinary Dialogues on Organizational Paradox: Learning from Belief and Science
- Volume 73B: Interdisciplinary Dialogues on Organizational Paradox: Investigating Social Structures and Human Expression
- Volume 74: Worlds of Rankings
- Volume 75: Organizing Creativity in the Innovation Journey
- Volume 76: Carnegie Goes to California: Advancing and Celebrating the Work of James G. March
- Volume 77: The Generation, Recognition and Legitimation of Novelty
- Volume 78: The Corporation: Rethinking the Iconic Form of Business Organization
- Volume 79: Organizing for Societal Grand Challenges

# **RESEARCH IN THE SOCIOLOGY OF ORGANIZATIONS ADVISORY BOARD**

## **Series Editor**

Michael Lounsbury

Professor of Strategic Management & Organization  
Canada Research Chair in Entrepreneurship & Innovation  
University of Alberta School of Business

## **RSO Advisory Board**

Howard E. Aldrich, University of North Carolina, USA

Shaz Ansari, Cambridge University, UK

Silvia Dorado Banacloche, University of Massachusetts Boston, USA

Christine Beckman, University of Southern California, USA

Marya Besharov, Oxford University, UK

Eva Boxenbaum, Copenhagen Business School, Denmark

Ed Carberry, University of Massachusetts Boston, USA

Lisa Cohen, McGill University, Canada

Jeannette Colyvas, Northwestern University, USA

Erica Coslor, University of Melbourne, Australia

Gerald F. Davis, University of Michigan, USA

Rich Dejordy, California State University, USA

Rodolphe Durand, HEC Paris, France

Fabrizio Ferraro, IESE Business School, Spain

Peer Fiss, University of Southern California, USA

Mary Ann Glynn, Harvard University, USA

Nina Granqvist, Aalto University School of Business, Finland

Royston Greenwood, University of Alberta, Canada

Stine Grodal, Northeastern University, USA

Markus A. Hoellerer, University of New South Wales, Australia

Ruthanne Huising, Emlyon Business School, France

Candace Jones, University of Edinburgh, UK

Sarah Kaplan, University of Toronto, Canada

Brayden G. King, Northwestern University, USA

Matthew S. Kraatz, University of Illinois at Urbana-Champaign, USA

Tom Lawrence, Oxford University, UK

Xiaowei Rose Luo, Insead, France

Johanna Mair, Hertie School, Germany

Christopher Marquis, Cornell University, USA

Renate Meyer, Vienna University, Austria

William Ocasio, University of Illinois at Urbana-Champaign, USA

Nelson Phillips, Imperial College London, UK  
Prateek Raj, Indian Institute of Management Bangalore, India  
Marc Schneiberg, Reed College, USA  
Marc-David Seidel, University of British Columbia, Canada  
Paul Spee, University of Queensland, Australia  
Paul Tracey, Cambridge University, UK  
Kerstin Sahlin, Uppsala University, Sweden  
Sarah Soule, Stanford University, USA  
Eero Vaara, University of Oxford, UK  
Marc Ventresca, University of Oxford, UK  
Maxim Voronov, York University, Canada  
Filippo Carlo Wezel USI Lugano, Switzerland  
Melissa Wooten, Rutgers University, USA  
April Wright, University of Queensland, Australia  
Meng Zhao, Nanyang Business School & Renmin University, China  
Enying Zheng, Peking University, China  
Tammur B. Zilber, Hebrew University of Jerusalem, Israel

*This page intentionally left blank*

RESEARCH IN THE SOCIOLOGY OF  
ORGANIZATIONS VOLUME 80

# ADVANCES IN CULTURAL ENTREPRENEURSHIP

EDITED BY

**CHRISTI LOCKWOOD**

*University of Virginia, USA*

and

**JEAN-FRANÇOIS SOUBLIÈRE**

*HEC Montréal, Canada*



United Kingdom – North America – Japan  
India – Malaysia – China



Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Editorial matter and selection © 2022 Christi Lockwood and Jean-François Soublière.  
Individual chapters © 2022 the Authors.

Published under exclusive licence by Emerald Publishing Limited.

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-80262-208-9 (Print)

ISBN: 978-1-80262-207-2 (Online)

ISBN: 978-1-80262-209-6 (Epub)

ISSN: 0733-558X (Series)



ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.

Certificate Number 1985  
ISO 14001



INVESTOR IN PEOPLE

# CONTENTS

<i>List of Figures</i>	<i>xi</i>
<i>List of Tables</i>	<i>xiii</i>
<i>About the Editors</i>	<i>xv</i>
<i>About the Contributors</i>	<i>xvii</i>
<i>Foreword: Research in the Sociology of Organizations</i>	<i>xxi</i>

## INTRODUCTION

<b>Two Advances in Cultural Entrepreneurship Research</b> <i>Christi Lockwood and Jean-François Soublière</i>	<b>3</b>
--	----------

### A. PUTTING CULTURE IN CULTURAL ENTREPRENEURSHIP

<b>Change-maker and Culture-bearer: Entrepreneurs as Evangelists and Shepherds of Culture</b> <i>Felipe G. Massa</i>	<b>17</b>
<b>Giving Voice to Persuasion: Embodiment, the Voice and Cultural Entrepreneurship</b> <i>Jean Clarke and Mark P. Healey</i>	<b>37</b>
<b>Giving Sense to <i>De Novo</i> Market Categories: Analogies and Metaphors in the Early Emergence of Quantum Computing</b> <i>Oona Hilkamo and Nina Granqvist</i>	<b>57</b>
<b>Toward a More Cultural Understanding of Entrepreneurship</b> <i>Daniel Hjorth</i>	<b>81</b>
<b>Cultural Entrepreneurship: Theorizing the Dark Sides</b> <i>Joel Gehman and Tyler Wry</i>	<b>97</b>

**B. TAKING CULTURAL ENTREPRENEURSHIP  
BEYOND *ENTREPRENEURSHIP***

<b>The Perfume of Traditions: Cultural Entrepreneurship and the Resurrection of Extinct Societal Traditions</b> <i>Francesca Bacco and Elena Dalpiaz</i>	113
<b>From Surgeries to Startups: The Impact of Cultural Holes on Entrepreneurship in the Medical Profession</b> <i>W. Chad Carlos and Shon R. Hiatt</i>	137
<b>Too Much, Too Soon: A Framework for Understanding Unintended Consequences of Cultural Entrepreneurship on Market Emergence</b> <i>Jade Y. Lo and Eunice Y. Rhee</i>	157
<b>Shaping Cultural Meanings in Markets with Category Strategy and Optimal Distinctiveness: An Agency-based Perspective</b> <i>J. Cameron Verhaal and Elizabeth G. Pontikes</i>	179
<b>An Audience-based Theory of Firms' Purposefulness</b> <i>Rodolphe Durand and Paul Gouvard</i>	193
<b>Mapping the Multiverse: A Cultural Cartographic Approach to Realizing Entrepreneurial Possibilities</b> <i>Timothy R. Hannigan, Yunjung Pak and P. Devereaux Jennings</i>	217
<b>CONCLUSION</b>	
<b>Two Decades of the Theory of Cultural Entrepreneurship: Reflection, Elaboration, and Reflection</b> <i>Mary Ann Glynn and Michael Lounsbury</i>	241

# LIST OF FIGURES

## A. PUTTING *CULTURE* IN CULTURAL ENTREPRENEURSHIP

### **Change-maker and Culture-bearer: Entrepreneurs as Evangelists and Shepherds of Culture**

Fig. 1. A Process of Culture-bearer Development 20

Fig. 2. Strategic Approaches: Trade-offs between Evangelism and Shepherding 26

### **Giving Voice to Persuasion: Embodiment, the Voice and Cultural Entrepreneurship**

Fig. 1. Effects of Entrepreneurial Voice on Audience Judgements and Behaviors 41

### **Giving Sense to *De Novo* Market Categories: Analogies and Metaphors in the Early Emergence of Quantum Computing**

Fig. 1. A Scientist Working on a Quantum Processor 70

Fig. 2. Quantum Computing as the Future 71

Fig. 3. Explaining Spin to Those Who Do Not Understand It 72

Fig. 4. Illustration for the Article Beyond the Quantum Horizon 74

## B. TAKING CULTURAL ENTREPRENEURSHIP BEYOND *ENTREPRENEURSHIP*

### **The Perfume of Traditions: Cultural Entrepreneurship and the Resurrection of Extinct Societal Traditions**

Fig. 1. A Model of Cultural Entrepreneurship Through the Resurrection of Extinct Societal Traditions 129

### **From Surgeries to Startups: The Impact of Cultural Holes on Entrepreneurship in the Medical Profession**

Fig. 1. Number of ASCs in Operation in the United States from 1970 to 2008 140

Fig. 2. Geographic Distribution of ASCs in the United States as of 2008 140

### **Too Much, Too Soon: A Framework for Understanding Unintended Consequences of Cultural Entrepreneurship on Market Emergence**

Fig. 1. Conceptual Framework 171

**Shaping Cultural Meanings in Markets with Category Strategy and Optimal Distinctiveness: An Agency-based Perspective**

Fig. 1. Schematic Depicting the Difference Between (a) Differentiated Positioning Within One Historical Market, and (b) Positioning Coupled with Category Strategy to Attempt to Define a Separate Market with Different Criteria for Evaluation. 186

**An Audience-based Theory of Firms' Purposefulness**

Fig. 1. Illustration of Different Configurations of Firms' Legitimacy and Purposefulness to Selected Audiences 200

Fig. 2. Model of the Antecedents of a Firm's Purposefulness to a Focal Audience 204

Fig. 3. Consequences of Purposefulness 205

**Mapping the Multiverse: A Cultural Cartographic Approach to Realizing Entrepreneurial Possibilities**

Fig. 1. A Cultural Approach to Entrepreneurial Field Mapping 222

Fig. 2. A Multiverse Map of Possibilities in Four ICO Fields 227

# LIST OF TABLES

## A. PUTTING *CULTURE* IN CULTURAL ENTREPRENEURSHIP

### **Giving Sense to *De Novo* Market Categories: Analogies and Metaphors in the Early Emergence of Quantum Computing**

Table 1. Data and Materials	63
Table 2. Example of Textual Data Analysis	65
Table 3. Examples of Naturalizing Analogies	68
Table 4. Examples of Temporal Analogies and Metaphors	69
Table 5. Mystifying Analogies and Metaphors	71

### **Cultural Entrepreneurship: Theorizing the Dark Sides**

Table 1. Cultural Entrepreneurship: Examples of Positive Outcomes and Spillovers	99
Table 2. A Framework for Exploring the Dark Sides of Cultural Entrepreneurship	101

## B. TAKING CULTURAL ENTREPRENEURSHIP BEYOND *ENTREPRENEURSHIP*

### **The Perfume of Traditions: Cultural Entrepreneurship and the Resurrection of Extinct Societal Traditions**

Table 1. Key Differences between Established, Declining, and Extinct Traditions as Resources for Cultural Entrepreneurship	116
Table 2. Overview of the Data Used in the Study	121
Table 3. Timeline of Key Events During TMV's Development (2012–2020)	122

### **From Surgeries to Startups: The Impact of Cultural Holes on Entrepreneurship in the Medical Profession**

Table 1. Means, Standard Deviations, and Correlations for All Variables	150
Table 2. Negative Binomial Models of ASC Foundings (State Fixed-effects)	151

### **Too Much, Too Soon: A Framework for Understanding Unintended Consequences of Cultural Entrepreneurship on Market Emergence**

Table 1. Entrepreneurial Frames and Framing Strategies	164
--	-----

<b>Shaping Cultural Meanings in Markets with Category Strategy and Optimal Distinctiveness: An Agency-based Perspective</b>	
Table 1. Emphasis on Key Theoretical Dimensions Across Research Streams	182
<b>An Audience-based Theory of Firms' Purposefulness</b>	
Table 1. Distinction between Legitimacy and Purposefulness	200
Table 2. Measurement Strategies for Common Issue Prioritization, Common Understanding of Issues and Purposefulness Using NLP Techniques	209

## ABOUT THE EDITORS

**Christi Lockwood** is Assistant Professor of Management at the McIntire School of Commerce at the University of Virginia. She conducts research on the interplay of organizational and societal cultures and is particularly interested in understanding how organizations and other collective actors use culture to adapt to shifting environmental demands and elicit positive social evaluations from audiences. She received her Ph.D. from Boston College.

**Jean-François Soublière** is Assistant Professor of Management at HEC Montréal. He earned his Ph.D. in Strategic Management and Organization at the University of Alberta. His research explores the cultural and processual dynamics of entrepreneurship and strategic innovation.



*This page intentionally left blank*

# ABOUT THE CONTRIBUTORS

**Francesca Bacco** is a Postdoctoral Researcher at Bocconi University, Italy. She received her Ph.D. in Management from Ca' Foscari University of Venice. Her research focuses on strategy making and the role of organizational sponsors in supporting entrepreneurship and innovation in new and established firms. She is also interested in cultural entrepreneurship, entrepreneurial pitching, and the evaluation of novel ideas.

**W. Chad Carlos** is an Associate Professor of Entrepreneurship at Brigham Young University. His research focuses on issues related to entrepreneurship and non-market strategy in contexts such as health care, sustainability, and CSR. His work has been published in top management journals including *Administrative Science Quarterly*, *Strategic Management Journal*, and *Organization Science*. He received his Ph.D. from Cornell University.

**Jean Clarke** is a Professor of Entrepreneurship and Organization at Emlyon Business School, France. She received her Ph.D. from the University of Leeds, UK. Her research explores how language and bodily displays are used in entrepreneurial communication as a means to develop legitimacy and access resources.

**Elena Dalpiaz** is Associate Professor of Strategy at Imperial College Business School (London). Her research interest lies at the intersection of strategy and entrepreneurship, and focuses on how mature and new organizations draw upon cultural resources (e.g., narratives, categories, institutional logics, traditions, and other symbolic elements) to achieve various strategic, organizational, and entrepreneurial outcomes. Her research has been published in leading management journals, including *Administrative Science Quarterly*, *Academy of Management Journal*, *Strategic Management Journal*, and *Organization Science*.

**Rodolphe Durand** is the Joly Family Professor of Purposeful Leadership at HEC-Paris and the Founder and Academic Director of the Society and Organizations Institute which he launched in 2009. As a scholar, his primary research interests concern the normative and cognitive dimensions of firms' performance, and especially the consequences for firms of identifying and coping with the current major environmental and social challenges.

**Joel Gehman** is Professor of Strategic Management and Public Policy at the George Washington University. His research examines strategic, technological, and institutional responses to grand challenges related to sustainability and values concerns. He earned his Ph.D. from the Pennsylvania State University.

**Mary Ann Glynn** is an Associate in the Department of Sociology, Harvard University, and recently retired from Boston College as the Joseph F. Cotter Professor. She served as the President of the Academy of Management (2017–2018) and is an elected Fellow of the Academy of Management. Her Ph.D. is in the Management of Organizations from Columbia University.

**Paul Gouvard** is an Assistant Professor of Organizational Theory at USI Lugano. In his research, he uses advanced natural language processing techniques on organizational texts to study the cognitive and cultural antecedents of organizations' performance and of their (e)valuations by third parties. He is a Research Affiliate of the Society and Organizations Institute (HEC Paris) and an alumni of the Computational Culture Lab (Berkeley & Stanford).

**Nina Granqvist** is an Associate Professor of Management at the Aalto University School of Business. Her research focuses on how new markets and technologies emerge and develop in contexts such as solar energy, nanotechnology, material sciences, and quantum computing. Her work contributes to our understanding of institutions, symbolic management, categorization, temporality, and narratives.

**Timothy R. Hannigan** is an Assistant Professor of Organization Theory and Entrepreneurship at the University of Alberta and Co-Coordinator of the Interpretive Data Science group. His research is oriented around the early moments of markets, fields, ecosystems, blockchain entrepreneurship, and organizational wrongdoing. He holds a D.Phil. (Ph.D.) from the University of Oxford, Saïd Business School.

**Mark Healey** is Professor of Strategic Management at the University of Manchester, UK. He received his Ph.D. in Management Sciences from the University of Manchester Institute of Science and Technology. His research examines the role of cognition and emotion in the strategic management process and the cognitive foundations of entrepreneurship.

**Shon R. Hiatt** is an Associate Professor of Business Administration at the University of Southern California's Marshall School of Business. He researches entrepreneurship, ESG strategy, and sustainability innovation in domestic and international contexts, with an emphasis on food/agribusiness and energy industries. He received his Ph.D. from Cornell University.

**Oona Hilkamo** is a doctoral candidate at the School of Business at Aalto University, Finland. She has a M.Sc. in Technology from Aalto University School of Science. Her doctoral research focuses on the social-symbolic construction of emerging technologies and markets, focusing on narratives, storytelling and visual sensemaking practices.

**Daniel Hjorth** is Professor of Entrepreneurship and Organization at Copenhagen Business School, Denmark. He is also Professor at Nottingham Business

School, Nottingham Trent University, the UK, and Adjunct Professor at Kyoto University, Graduate School of Management, Japan. He is the most recent former Editor-in-Chief of *Organization Studies*, and publishes on organizational creativity, management philosophy, entrepreneurship, art and management, incubation/acceleration, and humanities and business knowledge.

**P. Devereaux Jennings** is the T.A. Graham Professor of Business at the University of Alberta, a Co-Coordinator of the Interpretive Data Science group, and a Co-Theme Lead of Land and Water Resilience group in the UofA's Future Energy Systems research initiative. He has been active in organizations, environmental, and entrepreneurship research and teaching for many years, and served in various editorial roles for journals in those fields. He received his Master's and Ph.D. degrees from Stanford.

**Jade Y. Lo** is Associate Professor of Management at the LeBow College of Business at Drexel University. She received her Ph.D. in Management and Organization from the University of Southern California. Her research aims to understand dynamics of market categories and institutions, the emergence of new industries or organizational fields, and cultural or institutional mechanisms underlying entrepreneurial and innovation endeavors.

**Michael Lounsbury** is a Professor and Academic Director of eHUB at the University of Alberta School of Business. He is the Series Editor of Research in the Sociology of Organizations and has previously served as Chair of the Organization and Management Theory Division of the Academy of Management. His Ph.D. is in Sociology and Organization Behavior from Northwestern University.

**Felipe G. Massa** is an Associate Professor of Management and Entrepreneurship at the College of Business at Loyola University New Orleans. He received his Ph.D. from the Carroll School of Management at Boston College. His research is focused on the efforts of entrepreneurs that violate institutional boundaries and span social worlds to introduce new practices and ideas.

**Yunjung Pak** is a doctoral student at the Alberta School of Business, University of Alberta. His research investigates how institutional complexity conditions entrepreneurial activities, organizational strategies, and the emergence of markets, including the empirical context of blockchains. He uses an interpretive data science approach combining qualitative and computational methods.

**Elizabeth G. Pontikes** is Associate Professor of Management at the University of California, Davis Graduate School of Management. She received her Ph.D. from the Stanford Graduate School of Business. Her research focuses on market dynamics, including market categorization, category strategy, stigma in markets, and innovation.

**Eunice Y. Rhee** is Associate Professor of Management at the Albers School of Business and Economics at Seattle University. She received her Ph.D. in Management and Organization from the University of Southern California. She is interested in understanding how organizations influence audience evaluations by strategically managing the building blocks of meaning systems such as categories, frames, and evaluation criteria.

**J. Cameron Verhaal** is an Assistant Professor of Management and Organizations at the Freeman School of Business, Tulane University. His research focuses on growth and competitive dynamics of small, entrepreneurial firms. Specifically, he is interested in how organizations in craft-based industries (i.e., organic foods, craft beer, and handmade products) manage growth, particularly when it undermines their identity or reputation as authentic, small scale, and traditional producers. He also conducts research on optimal distinctiveness and organizational stigma.

**Tyler Wry** is an Associate Professor of Management at the Wharton School at the University of Pennsylvania. He received his Ph.D. from the University of Alberta. His research examines the formation and functioning of hybrid ventures, with a particular focus on understanding the conditions under which these organizations emerge, attract resources, and affect society.

# FOREWORD: RESEARCH IN THE SOCIOLOGY OF ORGANIZATIONS

*Research in the Sociology of Organizations (RSO)* publishes cutting edge empirical research and theoretical papers that seek to enhance our understanding of organizations and organizing as pervasive and fundamental aspects of society and economy. We seek provocative papers that push the frontiers of current conversations, that help to revive old ones, or that incubate and develop new perspectives. Given its successes in this regard, *RSO* has become an impactful and indispensable fount of knowledge for scholars interested in organizational phenomena and theories. *RSO* is indexed and ranks highly in Scopus/SCImago as well as in the Academic Journal Guide published by the Chartered Association of Business schools.

As one of the most vibrant areas in the social sciences, the sociology of organizations engages a plurality of empirical and theoretical approaches to enhance our understanding of the varied imperatives and challenges that these organizations and their organizers face. Of course, there is a diversity of formal and informal organizations – from for-profit entities to non-profits, state and public agencies, social enterprises, communal forms of organizing, non-governmental associations, trade associations, publicly traded, family owned and managed, private firms – the list goes on! Organizations, moreover, can vary dramatically in size from small entrepreneurial ventures to large multi-national conglomerates to international governing bodies such as the United Nations.

Empirical topics addressed by *RSO* include: the formation, survival, and growth of organizations; collaboration and competition between organizations; the accumulation and management of resources and legitimacy; and how organizations or organizing efforts cope with a multitude of internal and external challenges and pressures. Particular interest is growing in the complexities of contemporary organizations as they cope with changing social expectations and as they seek to address societal problems related to corporate social responsibility, inequality, corruption and wrongdoing, and the challenge of new technologies. As a result, levels of analysis reach from the individual, to the organization, industry, community and field, and even the nation-state or world society. Much research is multi-level and embraces both qualitative and quantitative forms of data.

Diverse theory is employed or constructed to enhance our understanding of these topics. While anchored in the discipline of sociology and the field of management, *RSO* also welcomes theoretical engagement that draws on other disciplinary conversations – such as those in political science or economics, as well as work from diverse philosophical traditions. *RSO* scholarship has helped

push forward a plethora theoretical conversations on institutions and institutional change, networks, practice, culture, power, inequality, social movements, categories, routines, organization design and change, configurational dynamics, and many other topics.

Each volume of *RSO* tends to be thematically focused on a particular empirical phenomenon (e.g., creative industries, multinational corporations, and entrepreneurship) or theoretical conversation (e.g., institutional logics, actors and agency, and microfoundations). The series publishes papers by junior as well as leading international scholars, and embraces diversity on all dimensions. If you are scholar interested in organizations or organizing, I hope you find *RSO* to be an invaluable resource as you develop your work.

Professor Michael Lounsbury  
Series Editor, *Research in the Sociology of Organizations*  
Canada Research Chair in Entrepreneurship & Innovation  
University of Alberta