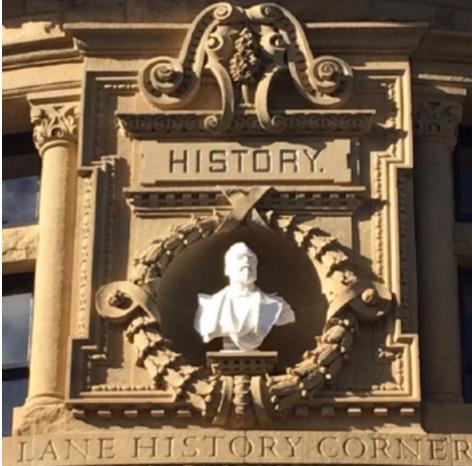




organizational field

## legitimacy matters more than any other factor

isomorphism



## NEO-INSTITUTIONALISM

- The term organizational field refers to "an[y] environment made up of organizations that interact around a given issue and affect one another via institutional processes."
- DiMaggio and Powell determined that organizations within the same fields tend to look and act the same because legitimacy matters more than any other factor, e.g., competition.
- Institutions shaped by and shaping the same field thus tend to embrace similar habits and norms to retain legitimacy, called isomorphism.

