





Institutionalism









# Neo-Institutionalism

- Institutional theorists assert that the institutional environment can strongly influence the development of formal structures in an organization, often more profoundly than market pressures.
- Emphasizes the pervasive influence of institutions on human behavior through rules, norms and conceptual frameworks.
- Innovative structures that improve technical efficiency in early-adopting organizations are legitimized in the environment.
- ***Loose coupling***: Formal structures decouple from technical activities and outcomes. Same appearance belies content variation.



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