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# Institutional Isomorphism

- **Isomorphism** is a "constraining process that forces one unit in a population to resemble other units that face the same set of environmental conditions".
- Process of **Isomorphism**
  - **Competitive Isomorphism** - Organizations compete for resources and suboptimal forms don't survive.
  - **Institutional Isomorphism** - Organizations compete for political power and institutional legitimacy.



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