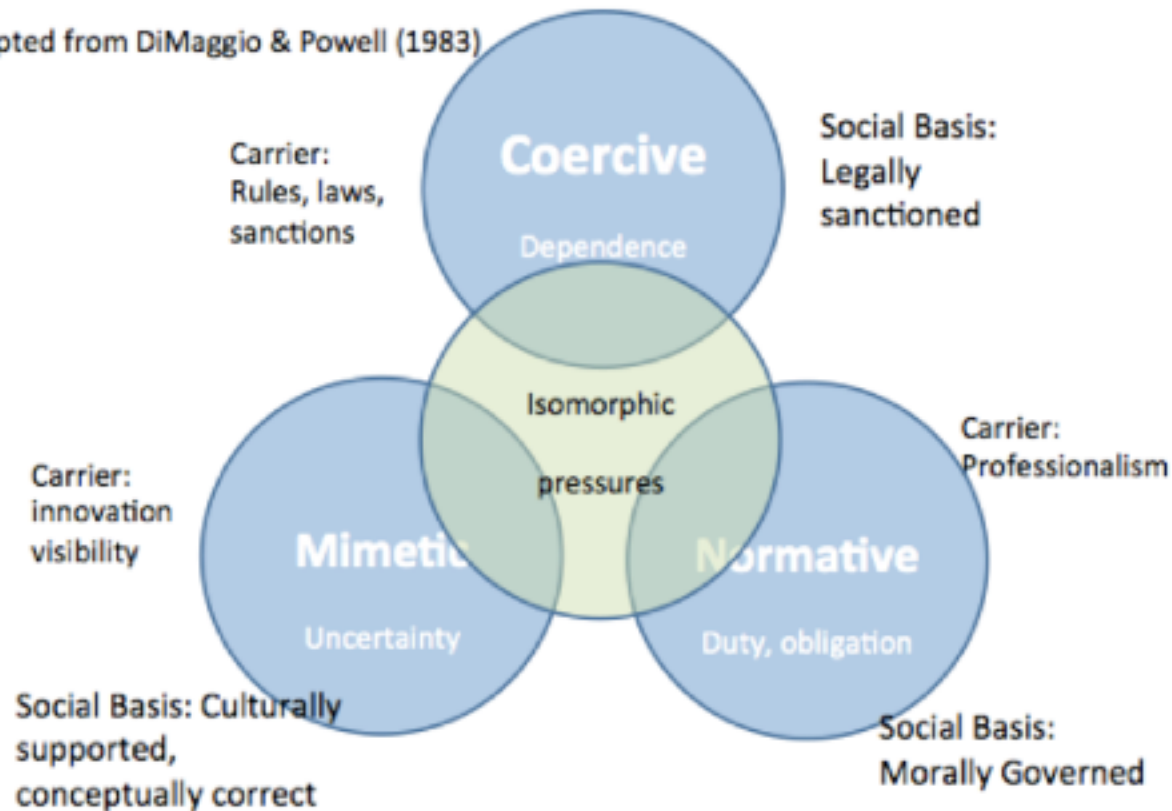
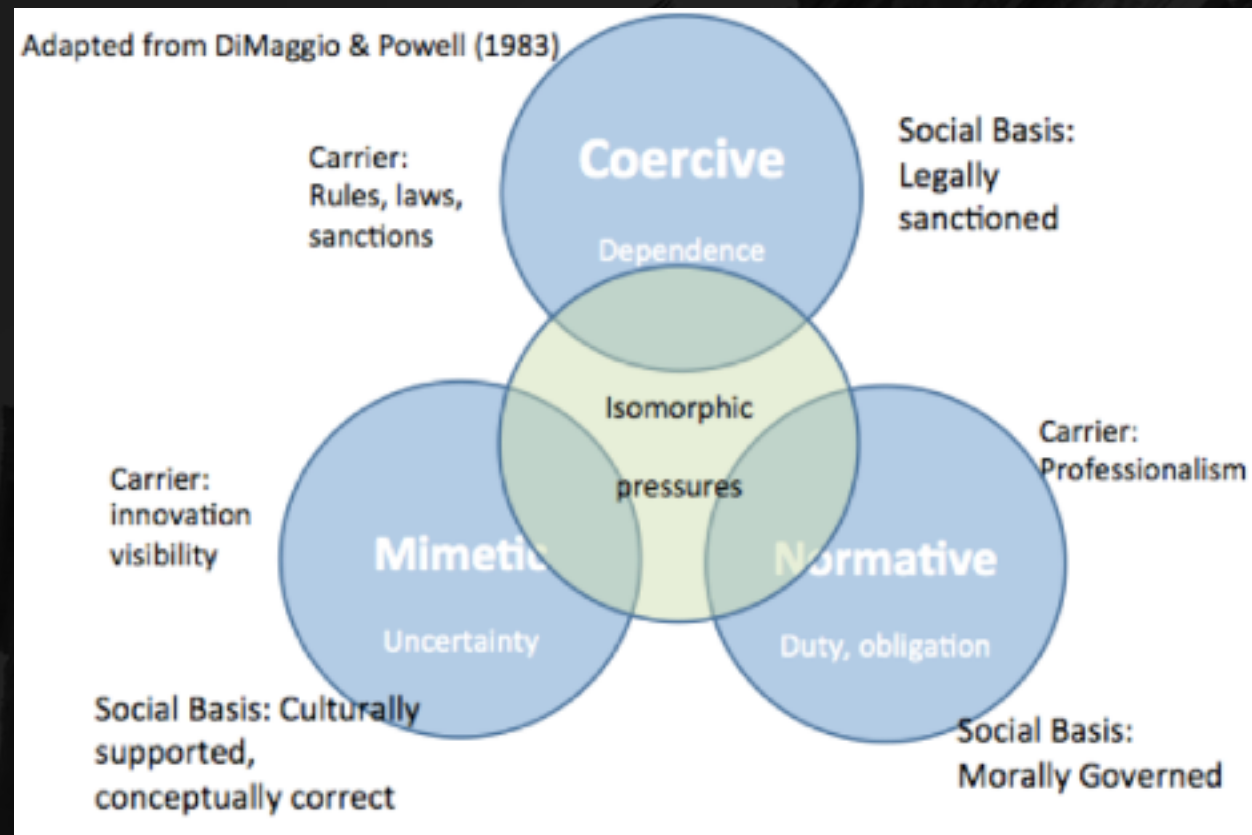




Adapted from DiMaggio & Powell (1983)



Institutional Isomorphism



1. **Coercive:** Results from pressures exerted by other organizations upon which the focal organization is dependent and by societal expectations within which the organization functions.
2. **Mimetic:** When ambiguity arises, organizations model themselves on other legitimate / successful organizations.
3. **Normative:** Associated with professionalism, and professional norms (credentials).

AFTER TODAY, YOU SHOULD BE ABLE
TO:

