The Building Blocks of Modern Societies

Explanations for the Dissemination of Global Ideas in Business Organizations and Academia from the Perspective of Organizational Institutionalism
INTRODUCTION.................................................................................................................. 8

REFLECTIONS ON THE SOCIETAL CONDITIONS FOR THE PERVERSIVENESS OF ENTREPRENEURIAL BEHAVIOR IN WESTERN SOCIETIES
by Julia Brandl and Bernadette Bullinger

INTRODUCTION............................................................................................................. 15
CONSTITUTIVE ELEMENTS OF ENTREPRENEURSHIP AS AN INSTITUTION IN MODERN WESTERN SOCIETIES ...................................................... 18
   Ideals .......................................................................................................................... 18
   Discourse ................................................................................................................. 22
   Techniques of Control .............................................................................................. 25
TRANSMISSION AND PERSISTENCE OF ENTREPRENEURSHIP ............................... 27
   Mechanisms that Support Familiarization with Entrepreneurship .......................... 28
   Rationales for the Persistence of Entrepreneurship .................................................. 30
SUMMARY AND CONCLUSION .................................................................................. 33
REFERENCES ............................................................................................................... 37

THE IDEA OF PRODUCTIVITY ON ITS JOURNEY TO EUROPE: US TECHNICAL ASSISTANCE AND PRODUCTIVITY PROGRAMS AS PART OF MARSHALL AID IN AUSTRIA AND GERMANY
by Bernadette Bullinger and Ole Dammann

INTRODUCTION............................................................................................................. 44
TRAVELING OF IDEAS BETWEEN AND TRANSLATION OF IDEAS WITHIN INSTITUTIONAL CONTEXTS ................................................................. 46
US TECHNICAL ASSISTANCE AND PRODUCTIVITY (USTA&P) PROGRAMS AND THE AMERICAN IDEA OF PRODUCTIVITY ................................................. 51
METHODS ................................................................................................................... 55
   Data Sources ......................................................................................................... 55
   Data Analysis ....................................................................................................... 57
THE CASE STUDY: PRODUCTIVITY ON ITS JOURNEY TO EUROPE.... 58
Austrian and German efforts to dissociate from American productivity .......... 58
Theorizing the idea of productivity for the German and Austrian institutional context: Productivity as a means or an end?................................. 63
DISCUSSION ........................................................................................................ 68
CONCLUSION .................................................................................................... 74
REFERENCES .................................................................................................... 77

BETWEEN BASIC RESEARCH AND RESEARCH FOR THE PROFESSION: CO-EXISTING INSTITUTIONAL LOGICS IN THE FIELD OF MANAGEMENT SCIENCE
by Bernadette Bullinger, Alfred Kieser, and Simone Schiller-Merkens

INTRODUCTION .................................................................................................. 87
INSTITUTIONAL LOGICS AND AGENCY .......................................................... 90
RESEARCH SETTING ......................................................................................... 92
The Field of Management Science and the Logic of Basic Research .......... 92
The Institutional Logic of Basic Research and the Rigour-Relevance Gap.... 92
The Logic of Research for the Profession – an Alternative?...................... 93
METHODOLOGY ............................................................................................... 94
Research Problem .......................................................................................... 94
Data Sources .................................................................................................. 95
Data Analysis .................................................................................................. 95
FINDINGS ......................................................................................................... 97
Increasing Frequency of Publications Dealing with the Rigour-Relevance Gap................................................................. 97
Few Articles Assume that the Dominant Logic Causes the Rigour-Relevance Gap and Suggest Modifications................................. 98
Only a Small Fraction of Articles on the Rigour-Relevance Gap Apply the Proposed Epistemologies for Reducing this Gap ..................... 100
There is a Tendency Observable that Relevance for Practitioners Is Increasingly Made an Issue of Academic Articles ......................... 101
In Their Practitioner-oriented Articles, Management Scholars Rarely Build on their Academic Articles, They Basically Tell Practitioners Different Stories ................................................................. 101
Management Scholars Tend to Publish Practitioner-oriented Articles in a Later Phase of Their Career

DISCUSSION
Decoupling and the Co-existence of Institutional Logics
Reflections on the Dominance of the Institutional Logic of Basic Research in the Field of Management Science

CONCLUSION
REFERENCES

CSR – CHALLENGING SCIENTIFIC RESEARCH? ACADEMICS’ AND PRACTITIONERS’ LANGUAGE GAMES
by Bernadette Bullinger

INTRODUCTION
MANAGEMENT PRACTICE AND SCIENCE AS DIFFERENT LANGUAGE GAMES
Social constructionism and language games
Disinterested observer vs. having a “sense for the game”
Globalization of science vs. local embeddedness of practices
Communication across language game borders?
CSR IN MANAGEMENT SCIENCE AND PRACTICE
METHODS
Data Collection
Data Analysis
RESULTS
CSR in practitioners’ and academics’ language games
Talking to each other: Contacts between CSR practitioners and academics
DISCUSSION
CONCLUSION
REFERENCES