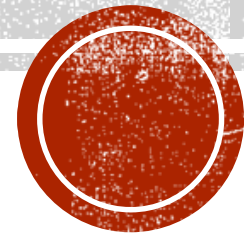


GOING AGAINST THE TIDE, INSTITUTIONAL LOGICS IN SERVICE INNOVATION

SARA MARTINS GONÇALVES

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AGENDA

- Research problem
- Research objective
- Theoretical background
- Methodology
- Expected results

RESEARCH PROBLEM

- Service researchers are currently exploring different approaches to innovation to better explain how new forms of value emerge.
- Much emphasis is being given to the importance of ecosystems' institutions on innovation.

However, central aspects such as the individual's cognitive processes through which institutions shape action have received scant attention, especially in business-to-business contexts.

- Classic institutional literature premise: Individual action is highly determined by the ecosystem's dominant institutions.

RESEARCH OBJECTIVE

To understand how ecosystem's institutions affect the innovation of service practices.

Particularly, we aim to identify:

Which configurations of **conflicting institutions logics** and **governance structure** lead to the **innovation** of service practices.

THEORETICAL BACKGROUND

The research is supported on:

- Service literature, particularly Service-dominant Logic
- Institutional literature, particularly Neo-institutional Theory

THEORETICAL BACKGROUND

Central concepts from SdL literature:

Innovation as “the collaborative recombination or combinatorial **evolution of practices** that provide **novel solutions** for new or existing problems”

(Vargo et al., 2015, p. 64)

Service ecosystem as the context where interaction and exchange occur. It comprises 3 levels (i.e. micro, meso and macro levels). Above the three levels, there is a meta layer.

(Chandler and Vargo, 2011)

THEORETICAL BACKGROUND

Central concepts from Neo-institutional literature:

Institutions are social structures composed by:

- **Institutional logics** (i.e. “belief systems that furnish guidelines for practical action”)

(Friedland and Alford, 1991)

- State logic
- Family logic
- Community logic
- Religion logic

- Market logic
- Profession logic
- Corporation logic

(interinstitutional system by Thornton et al., 2012)

- **Governance structures** (i.e. “the arrangements by which field-level power and authority are exercised”)

(Rao, Monin, and Durand, 2003, pp. 795–796)

METHODOLOGY

- **Empirical scope:** a specific national society (e.g. Portuguese society). Institutionalists use national societies as empirical scope to study institutional logics from a cultural-cognitive perspective.
- **Sampling:**
 - Theoretical sample: Ecosystems comprised by Portuguese firms with Portuguese decision-makers in exchanging processes with service providers, in B2B contexts (i.e. the individual is the micro level, the firm is the macro level and the industry and its stakeholders is the macro level of the ecosystem).
 - Literal and theoretical replication: at least 2 cases per institutional logic.
 - 13 case studies from different B2B activities.

METHODOLOGY

- Data collection:

	Interviews	Observation	Documental analysis
Macro-level of analysis	x	x	X
Meso-level of analysis	x	x	X
Micro-level of analysis	X	x	x

METHODOLOGY

Data analysis (1/2):

- Using a multiple/comparative case study strategy
 - Step 1: Cases were coded according to the institutional logics framework
 - Step 2: The presence or absence of “novel solutions for new or existing problems” was assessed
- **Finding: Novel solutions appear when the individual’s institutional logics are in conflict with meso and/or macro level institutional logics (he went against the tide!)**

METHODOLOGY

Data analysis (2/2):

- Step 3: Conflicting institutional logics in ecosystems were identified
- Step 4: The institutional logics' power and authority were identified
- Using a configurational logic, such as, fsQCA
 - Different combinations of “conflicting institutions logics” and “governance structure” for the “innovation practices” will be explored

EXPECTED RESULTS

- We aim to propose the configurations of “**conflicting institutions logics**” and “**governance structures**” which lead to “**innovative practices**”.



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Sara Martins Gonçalves

agoncalves@iseg.ulisboa.pt

asaragoncalves@gmail.com

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