MULTIMODALITY, MEANING, AND INSTITUTIONS

Edited by Markus A. Höllerer, Thibault Daudigeos and Dennis Jancsary

Sponsored by the ASA section on Organizations, Occupations and Work

RESEARCH IN THE SOCIOLOGY OF ORGANIZATIONS

VOLUME 54A

MULTIMODALITY, MEANING, AND INSTITUTIONS

RESEARCH IN THE SOCIOLOGY OF ORGANIZATIONS

Series Editor: Michael Lounsbury

Volume 36:	The Garbage Can Model of Organizational Choice -
	Looking Forward at Forty
Volume 37:	Managing 'Human Resources' by Exploiting and Exploring People's Potentials
Volume 38:	*
volume 36.	Configurational Theory and Methods in Organizational Research
Volume 39a:	Institutional Logics in Action, Part A
Volume 39b:	Institutional Logics in Action, Part B
Volume 40:	Contemporary Perspectives on Organizational Social
	Networks
Volume 41:	Religion and Organization Theory
Volume 42:	Organizational Transformation and Scientific Change:
	The Impact of Institutional Restructuring on Universities
	and Intellectual Innovation
Volume 43:	Elites on Trial
Volume 44:	Institutions and Ideals: Philip Selznick's Legacy for
	Organizational Studies
Volume 45:	Towards a Comparative Institutionalism: Forms, Dynamics and Logics Across the Organizational Fields of Health and
	Higher Education
Volume 46:	The University Under Pressure
Volume 47:	The Structuring of Work in Organizations
Volume 48A:	How Institutions Matter!
Volume 48B:	How Institutions Matter!
Volume 49:	Multinational Corporations and Organization Theory: Post
	Millennium Perspectives
Volume 50:	Emergence
Volume 51:	Categories, Categorization and Categorizing: Category Studie
	in Sociology, Organizations and Strategy at the Crossroads
Volume 52:	Justification, Evaluation and Critique in the Study of
	Organizations: Contributions from French Pragmatist
	Sociology

Structure, Content and Meaning of Organizational

Networks: Extending Network Thinking

Volume 53:

RESEARCH IN THE SOCIOLOGY OF ORGANIZATIONS VOLUME 54A

MULTIMODALITY, MEANING, AND INSTITUTIONS

EDITED BY

MARKUS A. HÖLLERER

WU Vienna, Austria & UNSW Sydney, Australia

THIBAULT DAUDIGEOS

Grenoble Ecole de Management, France

DENNIS JANCSARY

WU Vienna, Austria



United Kingdom – North America – Japan India – Malaysia – China Emerald Publishing Limited Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2018

Copyright © 2018 Emerald Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-78743-330-4 (Print) ISBN: 978-1-78743-329-8 (Online) ISBN: 978-1-78743-450-9 (Epub)

ISSN: 0733-558X (Series)



ISOQAR certified Management System, awarded to Emerald for adherence to Environmental standard ISO 14001:2004.

Certificate Number 1985 ISO 14001



CONTENTS

NOTES ON THE EDITORS	vii
LIST OF CONTRIBUTORS	ix
MULTIMODALITY, MEANING, AND INSTITUTIONS: EDITORIAL Markus A. Höllerer, Thibault Daudigeos and Dennis Jancsary	1
SECTION 1 PUSHING FORWARD THE MULTIMODAL AGENDA IN ORGANIZATION STUDIES	
MULTIMODAL IMAGINARIES AND THE "BIG WORM": MATERIALITIES, ARTEFACTS AND ANALOGIES IN SÃO PAULO'S URBAN RENOVATION Felippe de Medeiros Oliveira, Gazi Islam and Maria Laura Toraldo	27
A CALL FOR "STRONG" MULTIMODAL RESEARCH IN INSTITUTIONAL THEORY <i>Tammar B. Zilber</i>	63
SECTION 2 METHODOLOGICAL ADVANCES IN MULTIMODAL RESEARCH	
INSTITUTIONS AS MULTIMODAL ACCOMPLISHMENTS: TOWARDS THE ANALYSIS OF VISUAL REGISTERS Dennis Jancsary, Renate E. Meyer, Markus A. Höllerer and Eva Boxenbaum	87

vi CONTENTS

PROTEST IN STYLE: EXPLORING MULTIMODAL

CONCISION IN RHETORICAL ARTIFACTS

INDEX

Wenyao (Will) Zhao	119
SECTION 3 MULTIMODALITY AND THE INSTITUTIONALIZATION OF INNOVATIONS	N
TOWARDS A MULTIMODAL MODEL OF THEORIZATION PROCESSES	1
Melodie Cartel, Sylvain Colombero and Eva Boxenbaum	153
A MULTIMODAL INVESTIGATION OF THE INSTITUTIONALIZATION OF AESTHETIC DESIGN AS A DIMENSION OF COMPETITION IN THE PC INDUSTRY Micki Eisenman	183
LET THE GAMES BEGIN: INSTITUTIONAL COMPLEXITY	Y
AND THE DESIGN OF NEW PRODUCTS Raissa Pershina and Birthe Soppe	219

255

NOTES ON THE EDITORS

Markus A. Höllerer is a Professor of Public Management and Governance at WU Vienna University of Economics and Business, Austria, and holds a position as Senior Scholar in Organization Theory at UNSW Sydney Business School. His scholarly work is focused on the study of institutions, meaning, and novel forms of organization and governance. Research interests include, among others, issues of collaborative governance at the interface of private sector, public administration, and civil society, the global dissemination and local adaptation of bundles of management ideas, and various forms of institutional pluralism and complexity. Recent studies engage with institutional arrangements as multimodal accomplishments and related methodology.

Thibault Daudigeos is a Professor of Organization Studies at Grenoble Ecole de Management and the head of the Alternative Forms of Markets and Organizations (AFMO) research team. His research focuses on the role of business in society and on the related institutional dynamics in and around organizations. He is especially interested in institutional and organizational arrangements that foster social innovations. He has recently launched a new research program on the sharing economy.

Dennis Jancsary is an Assistant Professor at the Institute for Organization Studies at WU Vienna University of Economics and Business. His research mainly draws on institutional approaches in organization theory. Current studies focus on the communicative dimension of institutions and organizations, specifically the role of verbal, visual, and multimodal forms of rhetoric, narrative, and symbolism. Empirically, he explores such conceptual issues in the context of the institutionalization of management knowledge. He is interested in novel methodology that captures meaning structures from a variety of communicative traces.



LIST OF CONTRIBUTORS

Eva Boxenbaum PSL Research University – MINES ParisTech, Paris,

France; Copenhagen Business School, Denmark

Mélodie Cartel Grenoble Ecole de Management, France

Sylvain Colombero Grenoble Ecole de Management, France

Thibault Daudigeos Grenoble Ecole de Management, France

Micki Eisenman The Hebrew University of Jerusalem, Israel

Markus A. Höllerer WU Vienna University of Economics and Business,

Austria; UNSW Sydney Business School, Australia

Gazi Islam Grenoble Ecole de Management, France; Insper

Institute of Education and Research, Sao Paulo,

Brazil

Dennis Jancsary WU Vienna University of Economics and Business,

Austria

Felippe M. Insper Institute of Education and Research, Sao

De Medeiros Oliveira Paulo, Brazil

Renate E. Meyer WU Vienna University of Economics and Business,

Austria; Copenhagen Business School, Denmark

Raissa Pershina University of Oslo, Norway

Birthe Soppe University of Oslo, Norway

Maria Laura Toraldo Università della Svizzera italiana (USI), Lugano,

Switzerland

Wenyao (Will) Zhao Lakehead University, Ontario, Canada

Tammar B. Zilber The Hebrew University of Jerusalem, Israel