How culture shapes organizing and new market emergence, and how ventures use this to their advantage

Title of the dissertation
Signaling and shaping legitimacy: Weaving webs of meaning in time and new markets

Contents of the dissertation
The first two essays explore how managers endeavour to shape outside audience evaluations and gain support for their venture in new market settings. Such contexts are highly novel, and largely devoid of the shared rules, norms and beliefs that are institutionalized in more established settings. Consequently, managers need to create new beliefs, and import cultural material, such as resonant storylines, from other contexts to make their communications to outsiders compelling.

These two essays are qualitative inductive studies that analyze the words and texts of managers in new markets related to electric vehicle technologies. The first study reveals how managers tell stories about their venture and new market to frame themselves as more legitimate than their competitors, while the second study reveals how firms seek to influence regulatory agencies to shape the emerging rules of market competition in their favour.

The third essay is a conceptual paper that illuminates how time is a socially constructed phenomenon. Through a synthesis of existing research on time from several domains, the paper theorizes how institutionalized "temporal structures" shape the ways that companies and individuals organize and strategize.

Together, the dissertation reveals new ways in which how organizations can deploy and shape culture for strategic reasons, as well as to address social challenges.

Field of the dissertation
Industrial Engineering and Management, Strategy and Venturing

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