

**How Institutional Logics Influence Venture Growth:
A Field Experiment with Tunisian Women Entrepreneurs**

by

Kylie Heales

A thesis submitted in partial fulfillment of the requirements for the degree of

Doctor of Philosophy

in

Strategic Management and Organization

Faculty of Business

University of Alberta

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ABSTRACT

Entrepreneurial training programs promoting women's entrepreneurship in low- and middle-income countries command significant global attention and concomitant resources. Despite this broad investment, many ventures in these contexts fail to grow. Prior research suggests that institutionalized patterns of behaviours, guided by institutional logics, may cause this lack of growth. In the context of Tunisian female entrepreneurship, my research explores the effects of community and market logics on entrepreneurial growth outcomes. Using a field experiment, I demonstrate that institutional logics affect the growth aspirations of entrepreneurs through individual empowerment subject to emotions. This research has theoretical implications for institutional logics and entrepreneurial growth literatures. First, institutional logics affect entrepreneurial growth outcomes. Second, logics are processed by individuals' cognition (empowerment) which is shaped by social interactions (emotions), contributing to research on the microfoundations of institutional logics. Furthermore, these microfoundations demonstrate mechanisms through which the constraining and enabling forces of institutions and agency manifest. Finally, cultural differences explain why logics do not have the expected effects we think they may in the promotion of Western neoliberal entrepreneurial training programs.

(n=175)

Keywords: institutional logics, entrepreneurship, microfoundations, experiment (field), poverty, emotions, empowerment, growth

PREFACE

This dissertation is an original research project conducted by Kylie Heales. The research project, of which this thesis is a part, received ethics approval from the University of Alberta Research Ethics Board, Project Name “Diffusing social innovation”, ID Pro00109859, May 17, 2021.

Some of the research conducted for this thesis forms part of an international research collaboration under the Scaling Entrepreneurship for Economic Development (SEED) network, led by Dr Luciano Barin-Cruz, with Dr Angelique Slade Shantz being both the lead collaborator at the University of Alberta and my supervisor. In completing this dissertation, I received ongoing feedback and assistance from Drs Angelique Slade Shantz and Luciano Barin-Cruz, along with input from additional collaborators Drs Charlene Zietsma and Desirée Pacheco. The research question and experimental design were directed by me. The project administration was supported by Research Assistant Katherine Picone. The literature review, analysis of data, theorisation of results, and contributions are my original work.

Part of the findings in this dissertation were accepted at the 83rd Annual Meeting of the Academy of Management (AOM) for presentation as Heales, K., Slade Shantz, A., Pacheco, D., Barin Cruz, L., & Zietsma, C. 2023. *How institutional logics influence growth: A field experiment with Tunisian women entrepreneurs*. Paper to be presented at the annual meeting of the Academy of Management, Boston.

An abridged version of this conference paper was selected as a Best Paper in the Organization and Management Theory (OMT) division of the AOM and will be published in the conference proceedings. Co-authors contributed to manuscript composition in the form of reviews and comments. Other findings have not been published as a book or in any journal.

A DEDICATION (or its absence)

The purpose of a dedication is to “inscribe or address by way of compliment” (Merriam-Webster, 2023). To dedicate a thesis to a person(s) is therefore intended as a great compliment, and I understand why – the successful submission of a thesis requires dedication, sacrifice and investment by a bevy of individuals beyond the candidate. Consequently, to dedicate the final product by way of acknowledgement is sensible, and I have taken great joy in reading many thesis dedications. For my gratitude to the talented people instrumental in the submission of this work and who invested in my development as a scholar, please see the Acknowledgements that follow.

However, since a doctoral candidate’s dissertation is the presentation of “a thesis embodying the results of their research and the topic must be approved by the student’s supervisor or supervisory committee” (University of Alberta, 2023), ultimately a thesis is a work product. It is an artefact hopefully reflecting, and doing justice to, the culmination of training, development and guided independent thought. For me, it has delivered great intellectual pleasures and trials making my professional development sweetly rewarding. And still, it remains simply a work product.

In contrast, my life’s richness during this five-year PhD journey has occurred in the everyday dedication of mutual exchanges of presence and affections with my people. So, to the following people, I am not dedicating this thesis to you, because you are more valuable and cherished than any work product would ever allow. Instead, I dedicate all of the rich life experiences we have shared along the way.

Scott Sibbald-Heales, I dedicate the life we have curated – full of baseball, cuddles with Sherlock, camping adventures, and awe-inspiring hikes around the world. These moments of joy, exhilaration, and deep breaths of the freshest mountain air give me life and ground me in the magnificence of God’s creation. You are a remarkable man whose informed and witty insights on

life are interesting, whose way of being with regards to gender equality is an example for the greater world, and whose humble courage to press onwards into the unknown is cherished.

Dr Emma Gagen, Ashley Pinder, Leah Howard and Dr Amanda Francis, I dedicate our stimulating, vulnerable and encouraging conversations and prayers. We are one another's cheerleaders, unashamedly flawed, and still in relentless pursuit of our Heavenly Father's glory. I dedicate every prayer, voice note, message, and conversation we shared in relationship and sisterly love.

Dr Jade Heales, and Skye Heales, I dedicate our "Heales Sister Chats". Fighting inconveniences across time zones, we served as one another's loyal champions, reminding each other (sometimes with cupcakes) of "FFTs" and when each of us is a "goddamn cheetah".

Soon-to-be Drs Bandita Deka Kalita and Maggie Cascadden and Dr Rodrigo Valadao. I dedicate our Saturday afternoon BBQs on Bandita's patio, covering for one another in classes when we did not complete the class readings, endless coffees around Edmonton, and more. Together we shared in everyday comradery, laughter, misery, disappointments, struggles and triumphs.

To my people, I dedicate this life to you, with all its fullness, worthy of dedication.

The intellectual thrill of independent research, culminating in this dissertation work product, was not wasted on me. The pursuit was frustrating and rewarding, and I would not select an alternative professional pursuit to commit my efforts. I strive forward with hope, humility and imperfections in service of the glory of God for that moment of beauty in struggle when intellectually, at least, "*...I have slipped the surly bonds of Earth And danced the skies on laughter-silvered wings; Put out my hand, and touched the face of God.*" - John Gillespie Magee Jr (1941).

ACKNOWLEDGEMENTS

This dissertation was possible through the generosity of Drs Angelique Slade Shantz, Luciano Barin-Cruz, Charlene Zietsma and Desirée Pacheco who welcomed my participation in research through the Scaling Entrepreneurship for Economic Development (SEED) network. I am deeply grateful to each of these scholars who provided critical feedback and assistance on this study. Kate Picone, now Project Manager at SEED, also provided invaluable project coordination support.

Of particular regard is the supervisory support generously offered by Dr Angelique Slade Shantz. Angelique ensured that I developed the technical, theoretical, and methodological skills required for impactful research. She created opportunities for collaborative research with talented and supportive faculty at universities around the world. She helped me when the demands of the PhD program became overwhelming, and she supported me when I told her I wanted to pursue things outside of a standard business PhD program. To my benefit, Angelique both respected the PhD requirements, while creating space for me to develop and exercise my independence as a researcher.

Nurturing a researcher from student, through candidacy to doctor, involves many smart, humble, and generous people. I am grateful to the contributions of Drs Royston Greenwood, Vern Glaser, Jennifer Jennings, Dev Jennings, Emily Block, Mike Lounsbury, Karen Hughes, Madeline Toubiana, Joel Gehman, Tim Hannigan, Trish Reay, Geoff Kistruck, Pursey Heugens, and Giuseppe Criaco. You helped form and shape my scholarly abilities – thank you.

This research is part of an ongoing program of work supporting entrepreneurial development in emerging economies. This research is funded by the Social Sciences and Humanities Research Council and Développement international Desjardins. During this research, I also received stipend support from the Pierre Elliott Trudeau Foundation.

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INTRODUCTION

There is perpetual global interest in advancing economic development of low- and middle-income countries through women's entrepreneurship (World Economic Forum, 2022). Globally, women entrepreneurs contribute to raising household incomes, reducing poverty and increasing employment opportunities (The World Bank Group, 2022a). Correspondingly, there is significant financial, human and political capital invested in policies and programs that promote women's entrepreneurship in these contexts. At the close of 2022, the World Bank (2022b) had committed more than USD1.6B to active women's entrepreneurship initiatives across 16 different countries. Despite these significant investments, many ventures in these contexts fail to grow (The World Bank Group, 2022a). If the premise of these investments is that entrepreneurship will move people out of poverty through growth, then we are failing. With so much invested, why are these businesses still struggling to grow?

Entrepreneurial growth is affected by more than resource provision. Growth decisions and behaviours are also affected by institutional factors. Cultural and normative expectations related to industry, family and entrepreneurship itself, affect an entrepreneur's opportunity identification (Slade Shantz, Kistruck, & Zietsma, 2018) and actualization (Ruebottom & Toubiana, 2021), and ability to acquire resources, manage investor expectations (Logue & Grimes, 2022) and generate commitment (Barberá-Tomás, Castelló, de Bakker, & Zietsma, 2019). While entrepreneurship literature frames these theoretically as informal institutions, instantiations of the normative expectations of entrepreneurship are fundamentally organized by institutional logics. The institutional logics literature has contributed significant insights regarding the effects of institutions on growth-related entrepreneurial outcomes (Lounsbury, Steele, Wang, & Toubiana, 2021),

particularly in relation to investment (Pahnke, Katila, & Eisenhardt 2015) and funding (Cobb, Wry, & Zhao, 2016; Zhao & Wry, 2016) decisions.

However, the empirical relationship between *specific* institutional logics and growth outcomes remains equivocal, and our understanding of these effects is incomplete. Two contrasting ideal logic types are market (supply-demand transactions focussed on growth and efficiency in a faceless environment) and community (group membership focussed on relational and emotional connections within a common boundary) (Thornton, Ocasio, & Lounsbury, 2012). Ultimately, we do not truly understand the constraining and enabling effects of logics on entrepreneurial outcomes. Some studies demonstrate that logics operate as expected. For example, the market logic, most typically associated with entrepreneurship, has been linked with outcomes related to business model efficiency (Vaskelainen & Münzel, 2018) and firm growth strategies (Miller, Le Breton-Miller, & Lester, 2011). Confoundingly, the community logic has also been associated with typically market logic outcomes including venture foundings (Almandoz, 2012) and market participation (Venkataraman, Vermeulen, Raaijmakers, & Mair, 2016). To reconcile these conflicting findings, we need to focus on how a logic is individually and socially processed. Recent promising work on the microfoundations of institutional logics sheds light on the role of cognition (Ioannou & Serafeim, 2015) and emotions (Jakob-Sadeh & Zilber, 2019) in the processing and negotiation of logics.

The purpose of this dissertation is to explain why institutional logics have different effects on entrepreneurial outcomes. Specifically, I focus on entrepreneurial growth aspirations as an integral precursor of venture growth (Stam, Hartog, Van Stel, & Thurik, 2011). To do this, I theorize and test two potential microfoundational elements of institutional logics – cognition and emotions. Specifically, building on existing institutional and psychology literatures, I employ theory from individual empowerment (Spreitzer, 1995) and emotional energy (Zietsma & Toubiana, 2018) to

explain the inconsistent results of institutional logics on entrepreneurial outcomes. In doing so, I respond to two research questions, *what are the effects of institutional logics on growth aspirations?* and *how do these effects take place?* In order to meaningfully reconcile existing empirical findings, I partnered with an international microfinancing organization (MFO) involved in providing entrepreneurship training and financing for women's entrepreneurship to conduct a mixed methods study amongst women entrepreneurs in Tunisia. Specifically, I conducted a randomized field experiment complemented by both pre- and post-experiment qualitative data collection. Tunisia is well suited for a study examining the effects of institutional logics because of the salient, conspicuous and contrasting nature of both the community and market logics.

The findings of this dissertation contribute to both the entrepreneurship and institutional logics literatures in four ways. First, I show that institutional logics affect the growth aspirations of entrepreneurs. Focussed on growth aspirations, I find that the market logic causes a decline in growth aspirations amongst Tunisian women entrepreneurs, while the community logic increases growth aspirations. This opposes expected outcomes of the ideal logic types (Thornton et al., 2012) in which the market logic organizes actors towards business growth. Second, I show that logics are processed by individuals via cognition (through individual empowerment as an assessment of self-competency to achieve growth) and with social interactions (through emotions as a social exchange). I demonstrate that the market logic leads to higher self-competency assessments amongst women entrepreneurs, but that these effects are transformed by emotional exchanges. Consequently, my research not only identifies two specific logic microfoundations (empowerment and emotional energy), but also contributes to our knowledge of the integrated macro- to micro-psychological and social processes of institutional logics. This further contributes to discussions regarding the paradox of embedded agency in which individuals are subject to, yet agentic within and against, institutional forces. Third, using qualitative and secondary data, I show the embedded

cultural differences of logics by describing the historical formation of the Tunisian market and community logics through to their contemporary understanding. Finally, I demonstrate why logics do not have the expected effects we think they may in the promotion of Western neoliberal entrepreneurial training programs, and I contribute to the literature on economic development by explicating some limitations of exporting these entrepreneurial training programs into non-western settings.

As a monograph, this dissertation is organized as an extended academic paper. Following this “Introduction”, I launch into the section on “Theoretical Framing”, by drawing on conversations in entrepreneurship and poverty alleviation, with a particular focus on institutions generally before turning to theoretical conversations on logics and their microfoundations. The next section is on “Institutional Logics of Tunisian Women Entrepreneurs”. Because logics are historical, embedded and contextually contingent, their processing must be grounded in the local context. This section describes the novelty and importance of Tunisia as an empirical setting, including laying out the hunches I developed from preliminary qualitative data *in situ*. These hunches were derived inductively and theoretically, and they motivated both the initial research questions and the formal hypotheses. Consequently, I complete the section on the empirical context for Tunisian women entrepreneurs by articulating the hypotheses and laying out the argumentation for seven unique hypotheses linking the community and market logics to entrepreneurial growth outcomes through cognition and with social emotional interactions. I then provide a section on the “Field Experiment” in which I detail my methods and process of abductive experimentation (Kistruck & Slade Shantz, 2022) with both qualitative (interview) and quantitative (field experiment). The “Results” section follows with deep exploration of the data to test the hypotheses and interpret the results. Finally, I outline the dissertation implications, contributions, limitations and concluding remarks in the “Discussion”.

THEORETICAL FRAMING

Entrepreneurship in Poverty Contexts

For the first time in 25 years global poverty rates are once again on the rise (United Nations, 2022a). Today, between 650 and 680 million people (approximately eight to nine per cent of the global population) are estimated to live in poverty (United Nations, 2022a). Poverty is experienced by an individual with income below USD2.15 per day¹ (United Nations, 2022b). It disproportionately affects women by approximately 22% (United Nations, 2022a), and is associated with a lack of basic human rights including restricted access to food (hunger, malnutrition and starvation), education, sanitation, social equality, and participatory decision-making. In low- and lower-middle-income economies², such as Tunisia, where poverty is extreme (Ortiz-Ospina & Roser, 2013), entrepreneurship is often the only source of potential income for individuals (Bruton, Ketchen Jr, & Ireland, 2013; Dencker, Bacq, Gruber, & Haas, 2021). Consequently, cultivating prosperous entrepreneurial activity has emerged as a pressing moral focus of international aid organizations, philanthropists, and governments (Alvarez & Barney, 2014), where “No Poverty” is the first of the United Nations’ seventeen Sustainable Development Goals for 2030.

Since 2000, total annual funds committed by the World Bank to enterprise promoting programs is estimated at almost USD1 trillion. (The World Bank Group, 2022b). For every USD1 billion spent on entrepreneurship from 2000 to 2018³, there was a decline in global poverty by two

¹ Based on 2017 international prices.

² Countries with gross national income (GNI) per capita of less than USD3,895, per World Bank classifications (WCPH, 2020). Other commonly used terms to refer to these contexts include “low income” or “lower-middle income” countries, “less developed countries” or “developing economies”.

³ 2018 was the last full Gregorian calendar year before the declaration of the global COVID-19 pandemic.

hundredths of a percent. (The World Bank Group, 2023a). While perhaps a little crude, the contrast is illuminating. Despite decades-long and significant investments in entrepreneurial activities, poverty remains a problem because many ventures in these contexts fail to grow (Alvarez & Barney, 2014; The World Bank Group, 2022a). In the absence of alternative employment-based work opportunities, families pushed into necessity entrepreneurship (Brünjse & Diez, 2013; Dencker et al., 2021) continue to have unmet basic human needs (Ortiz-Ospina & Roser, 2013) and long for intergenerational escape from poverty through entrepreneurship (Shepherd, Parida, & Wincent, 2021).

Recently, our global interest in advancing the economic well-being of low(er) income countries through entrepreneurship has focussed specifically on women entrepreneurs (World Economic Forum, 2022). This interest is grounded in research showing that women generally experience greater improvements in their poverty conditions as a result of business ownership than their male counterparts (Korosteleva & Stepień-Baig, 2021). This is despite women in emerging economy settings typically having smaller businesses (Rugina, 2019) with lower productivity per worker output subject to gendered norms of industry (Rijkers & Costa, 2012). Furthermore, women entrepreneurs direct business earnings to their household's benefit and to the employment of other people, thus also alleviating poverty for others (The World Bank Group, 2022a). Women also find entrepreneurship to be socially empowering (Datta & Gailey, 2012) and emancipatory (Scott, Dolan, Johnstone-Louis, Sugden, & Wu, 2012; Rindova, Barry, & Ketchen Jr, 2009). However, the domains in which emancipation is experienced is often limited by patriarchal norms and may not extend as far being able to influence child-bearing decisions (Karimli, Lecoutere, Wells, & Ismayilova, 2021). Despite these constraints, women entrepreneurs demonstrate significant fortitude or resilience in overcoming institutional norms (Padilla-Meléndez, Ciruela-Lorenzo, Del-Aguila-Obra, & Plaza-Angulo, 2022). Given the gains in poverty alleviation that take place

amongst women entrepreneurs' businesses despite their size, it behooves us to determine why their businesses are not growing in these settings.

In summary, while poverty alleviation through entrepreneurship is possible (Lin, Winkler, Wang, & Chen, 2021; McMullen, 2011; Singer, 2006; Si, Ahlstrom, Wei, & Cullen, 2020), this relationship is not *fait accompli* (Matos & Hall, 2021; van Wijk, van Wijk, Drost, & Stam, 2020), and in some instances, entrepreneurship may even exacerbate or cause poverty (Bruton, Sutter, & Lenz, 2021; Vial & Hanoteau, 2015). One reason for our failure to fully understand this puzzle could be that early literature focussed predominantly on economic (Bruton et al., 2013) barriers to growth, thus discounting the sociological determinants of poverty⁴. The absence of organizational and institutional scholars in the conversation, and the associated incomplete understanding of poverty, was acknowledged in the early 2000s (Bruton, 2010; Pearce, 2005; Naudé, 2010). In the two decades since, organizational scholars have entered the discussion and it is now well accepted that entrepreneurship generally, and women's entrepreneurship particularly, are affected by institutional (Mair, Marti, & Ventresca, 2012; Khavul, Chavez, & Bruton, 2013; Slade Shantz et al., 2018) and cultural (Kent & Dacin, 2013; Zhao & Wry, 2016) factors.

Institutional Lens on Entrepreneurship in Poverty Contexts

Entrepreneurship is a phenomenon theoretically steeped in assumptions of agency (McMullen, Brownell, & Adams, 2021). The extent of this taken-for-grantedness of the "authorized agent" (Meyer & Jepperson, 2000) permeates much research on entrepreneurship. However, research from

⁴ Appendix A provides summaries of the entrepreneurship and poverty papers that were reviewed in the preparation of this manuscript. The summaries present key findings and contributions, methodology, empirical setting, and keywords. Not all reviewed papers are referenced in the main manuscript text, "[n]or do I claim to be exhaustive in either my textual discussions or bibliographic references. You can be assured that, for each idea, quite a number of substantial, and often independent, discussions and implementations could be cited: Ideas that have any importance, any impact, do, after all, come in company, not as isolates" (Emirbayer, 1997:282).

organizational theory has demonstrated the constrained nature of agency, specifically in the way that one's social relations (i.e., embeddedness; Granovetter, 1985) shape economic behaviours, choices and actions. In fact, embeddedness via social relations is critical to the success of entrepreneurial activities as it provides contextually appropriate (Swidler, 1986), symbolic (Zott & Huy, 2007), linguistic (Martens, Jennings, & Jennings, 2007) and categorical (Navis & Glynn, 2010) resources for entrepreneurs to legitimate their novel ventures (Garud, Gehman, & Giuliani, 2014). Entrepreneurs rely on embeddedness to transform their resource stocks into ventures of wealth creation (Lounsbury & Glynn, 2019) within interpersonal relationships and interactions (Burt, 2004; Granovetter, 1973, 1985; Jack & Anderson, 2002). Furthermore, community embeddedness in entrepreneurial pursuits is important for venture survival (Morse, Fowler, & Lawrence, 2007), performance (Stam, Arzlanian, & Elfring, 2014; Maurer & Ebers, 2006) and exit (Ozmel, Robinson, & Stuart, 2013). Contrary to the prolific research on the advantages of embeddedness for entrepreneurs (Hoang & Antoncic, 2003), embeddedness may also constrain entrepreneurial activity (Sequeira, Mueller, & McGee, 2007), including through the very resources it provides (Misangyi, Weaver, & Elms 2008; Sewell, 1992). Institutionally focused entrepreneurship research regarding the enabling and constraining effects of embeddedness on entrepreneurial activity has focussed on two types of institutions – formal and informal (Khoury & Prasad, 2016). This literature is therefore naturally understood by way of a two-by-two typology I developed⁵.

In this typology, entrepreneurial activity is characterized by (i) constrained – where entrepreneurial activity is reduced or stymied, and (ii) enabled – where entrepreneurial activity is

⁵ A similar, but distinct categorization of the literature is presented in Webb, Khoury, & Hitt, 2020 with a typology based on degree of severity of institutional void and type of entrepreneurial activity.

increased or facilitated. Meanwhile, institutional type is characterized by (i) formal and (ii) informal institutions. Formal institutions are the explicated laws, regulations and practices codified by some official means which lends them a regulatory legitimacy (Scott, 1995). Examples in entrepreneurship include business registration or formalization, business taxation, and import or export tariffs. Where formal institutions fail, entrepreneurs may rely on informal institutions to engage in market activities. Informal institutions are the unwritten norms, customs and traditions that influence social behaviour and decision-making (Webb, Khoury, & Hitt, 2020). They are related to the normative pillar of institutional theory (Scott, 1995) and have effects which may be in opposition to those purposed through formal institutions (Meyer & Rowan, 1977). Informal institutions are particularly critical in emerging economies where formal institutions are weak, underdeveloped or absent (Mair et al., 2012) and informal networks fill the void (Webb, Kistruck, Ireland, & Ketchen Jr, 2010).

Formal institutions constraining entrepreneurial activity. The failure of formal institutions to facilitate standard market operations – understood as “institutional voids” (Mair et al., 2012) – is central to the entrepreneurship as poverty alleviation literature. Institutional voids preclude specific types of entrepreneurs. Even seemingly advantageous family policies (e.g., public expenditure on childcare) prohibit women from participating in market transactions (Gimenez-Jimenez, Calabrò, & Urbano, 2020). Weak formal institutions related to property rights and contract enforcement, rule of law and property registration also affect financial and growth performance of microfinance organisations (Ahlin, Lin & Maio, 2011) which are often relied upon to fund entrepreneurs in poverty contexts. Adherence to formal institutional requirements through business registration may even increase exposure of businesses to threats and events of extortion and theft (Kistruck, Webb, Sutter, & Bailey, 2015), and decrease their likelihood of engaging in exporting activities (Larsen & Witte, 2022). In fact, the phenomena of entrepreneurs remaining

legally informal (i.e., not registering) in order to prosper their businesses has been the catalyst of significant scholarly conversation (Webb, Bruton, Tihanyi, & Ireland, 2013; Webb, Ireland, & Ketchen Jr, 2014).

Formal institutions enabling entrepreneurial activity. Formal institutions that support and facilitate entrepreneurial activity include regulatory freedoms and investment in education and knowledge (e.g., Valliere & Peterson, 2009; Brünjes & Diez, 2013). Sound formal institutions related to transport, healthcare, food, safety, and access to information foster purchasing behaviours amongst bottom-of-the-pyramid consumers (London, Esper, Grogan-Kaylor, & Kistruck, 2014), while protection of creditor rights (e.g., Qian & Strahan, 2007) and formal business registration (Kistruck et al., 2015) facilitate entrepreneurs access to financial services and markets. Strong formal institutions may also inadvertently facilitate engagement in entrepreneurial acts of organizational defiance under conditions of high embeddedness (Uzo & Mair, 2014).

Informal institutions constraining entrepreneurial activity. Informal institutions constrain entrepreneurial activity by influencing for what purposes social capital may be used (Light & Dana, 2013); how opportunities may be pursued (Slade Shantz et al., 2018); with whom businesses can be established and how one may grow a business (Khavul, Bruton, & Wood, 2009); how formal hierarchies may operate (Slade Shantz, Kistruck, Pacheco, & Webb, 2020); and how poverty and subjective well-being are experienced by entrepreneurs (Su, Zahra, Li, & Fan, 2021; Zhang, Zhou, & Lei, 2017). Contrary to the prolific research on the advantages of embeddedness for entrepreneurs (Hoang & Antoncic, 2003), embeddedness in localized networks may also stifle entrepreneurial activity (Sequeira, Mueller, & McGee, 2007). Embedded in these settings, entrepreneurs are expected to act as financial intermediaries, benevolent suppliers, and teachers (Slade Shantz et al., 2018). This can restrict the performance, financial health, and longevity of their ventures. Embeddedness in informal networks can also inhibit norm-breaking activities

central to entrepreneurial activities. In a study of social entrepreneurs in China, Qureshi, Kistruck, & Bhatt (2016) found that homophilic individuals in the same context as the entrepreneur were more likely to give norm-conforming advice when asked about a venture. Meanwhile, heterophilic individuals outside of this context were more likely to offer change supporting advice. Informal institutions require additional labour by entrepreneurs in the form of “workaround” practices (Sydow, Cannatelli, Giudici, & Molteni, 2022), especially in response to illegitimate semi-formal institutions (Sutter, Webb, Kistruck, & Bailey, 2013). And women entrepreneurs in poverty settings face additional informal institutional constraints on their enterprise growth as a consequence of their roles as woman, wife, sister and mother (Ukanwa, Xiong, Wasim, & Galloway, 2022; Xiong, Ukanwa, & Anderson, 2020).

Informal institutions enabling entrepreneurial activity. Entrepreneurs in poverty settings also depend on their informal networks to support the development of their ventures (Webb, Tihanyi, Ireland, & Sirmon, 2009; Webb et al., 2013). Their dense networks offer protection against criminal pressures through strong ties (Sutter et al., 2013), offer high relational capital through closed networks (Ansari, Munir, & Gregg, 2012), and can positively impact venture performance through the presence of network structural holes (Batjargal, Hitt, Tsui, Arregle, Webb, & Miller, 2013). Familial embeddedness in terms of household diversity and shared business experience may, in some instances, also enhance both venture performance (Gras & Nason, 2015) and entrepreneurial well-being (Chatterjee, Shepherd, & Wincent, 2022). Meanwhile, the absence of formal institutions may provide entrepreneurial opportunities for institutional entrepreneurs engaged in bricolage within the void (e.g., using networks, social mobilization, and political ties) (Mair & Marti, 2009).

Formal and informal institutions have been theoretically foregrounded in entrepreneurship literature to understand the institutional forces constraining and enabling entrepreneurial growth in

poverty contexts, with a particular emphasis on the formal (Webb, 2021). Yet one of the challenges in studying entrepreneurship in this manner is the complexity of the relationships between and within institutional pillars across levels: institutions shape, and are shaped by, society (Bruton, Ahlstrom, & Li, 2010). In this way, individuals are not only subject to institutions, they also create, form and change these institutions (Glynn & Lounsbury, 2005). This is the paradox of embedded agency (Seo & Creed, 2002) where constraint and enablement – isomorphic and agentic forces – coexist. Calls to resolve this complexity demand studies with “a more cogent conceptualization of anticipated interactions among culture, institutional context, and behaviours than has been presented to date” (Bruton et al., 2010:433).

Institutional Logics

The institutional logics perspective is a theoretical lens through which to explore agentic action within institutions (Gehman, Lounsbury, & Greenwood, 2016) because it foregrounds variation and heterogeneity (Lounsbury & Beckman, 2015). Utilizing the institutional logics perspective responds to calls for institutional research (Glynn & D’Aunno, 2023) which simultaneously honours the macrofoundations of institutional theory (Glynn, 2020), specifically culture and social structure (Lounsbury & Ventresca, 2003), while shedding light on individual action. The institutional logics perspective is also theoretically rich for advancing knowledge of grand challenges including poverty (Gümüşay, Claus, & Amis, 2020)⁶. Institutional logics shape how individuals navigate their material life (Friedland & Alford, 1991). They are the “socially constructed, historical patterns of material practices, assumptions, values, beliefs, and rules by which individuals produce and reproduce their material subsistence, organize time and space, and

⁶ Appendix B provides summaries of institutional logics papers reviewed in the preparation of this manuscript. The summaries present key findings and contributions, methodology, empirical setting, and keywords. Not all reviewed papers are referenced in the main manuscript text.

provide meaning to their social reality” (Thornton and Ocasio, 1999: 804). Isolating the components of this definition, institutional logics (i) encompass normative, cultural-cognitive and regulative isomorphic forces (Scott, 1995); (ii) are historically embedded (Kroezen & Heugens, 2019); (iii) affect individuals (e.g., Almandoz, 2014); (iv) are dynamic requiring ongoing (re)production (e.g., Bjerregaard & Jonasson, 2014); (v) are subject to time and space (e.g. Haveman & Rao, 1997); and (vi) are inherently social (Friedland & Alford, 1991).

Logic multiplicity and institutional complexity. In any given context, logics are multiplicitous (Besharov & Smith, 2014) and co-occurring (Reay & Hinings, 2009). The resulting institutional complexity (Greenwood, Raynard, Kodeih, Micelotta, & Lounsbury, 2011) means that actors (e.g., organizations or individuals) face more than one prescription (Pache & Santos, 2010) related to meaning, organizing and reproducing their everyday lives and experiences (Thornton & Ocasio, 2008; Thornton et al., 2012). This variation is where frictions between agency and structure are observed. While logics may complement one another (Daudigeos, Boutinot, & Jaumier, 2013), institutional complexity is conflict prone (Pache & Santos, 2010), can spur episodes of resistance (Marquis & Lounsbury, 2007) and is characterized by periods of (im)balance (Dunn & Jones, 2010). Organizations with the greatest exposure to the complexity are more likely to engage in responding to it (Herremans, Herschovis, & Bertels, 2009). Consequently, actors blend (Binder, 2007), filter (Lounsbury, 2007), hybridize (Battilana & Lee, 2014), link (Smets, Morris, & Greenwood, 2012), synthesize (Smith & Besharov, 2019), prioritize (Mair, Mayer, & Lutz, 2015) and reframe (Kodeih & Greenwood, 2014) logics. These activities affect organizations, fields, and logics themselves. For example, logic multiplicity affects organizational forms (Battilana & Dorado, 2010; Jancsary, Meyer, Höllerer, & Barberio, 2017) and identities (Christiansen & Lounsbury, 2013). organizational adoption of CSR (Glynn & Raffaelli, 2013), and practices (Lounsbury, 2007). It may benefit organizations through the development of institutional

ambidexterity (Jarzabkowski, Smets, Bednarek, Burke, & Spee, 2013) such as in the form of organizational elasticity (Gümüşay, Smets, & Morris, 2020). The guiding effects of logics are observed even amongst firms distantly connected to the logic (e.g., non-family firms influenced by the national family logic in Italy, see Fairclough & Micelotta, 2013). Organizational activities within institutional complexity also shape field level change (Greenwood & Suddaby, 2006; Lounsbury, 2002), even by minority logics (Durand & Jourdan, 2012). For example, in the field emergence of a new minority climate change logic (Ansari, Wijen, & Gray, 2013) and a client focussed logic (Smets et al., 2012).

Institutional logics in non-western settings. Research of institutional logics in non-western settings is significantly underrepresented in the management literature. Based on the literature summarized in Appendix B⁷, of the 106 logics-specific empirical articles reviewed, only 11 had empirical settings outside of the culturally Western region⁸. Of these 11 articles, seven engaged with logics in Asian settings including Taiwan (Chung & Luo, 2008), South Korea (Bjerregaard & Jonasson, 2104), Pakistan (Masood & Nisar, 2020), India (Venkataraman et al., 2016), Cambodia (Smith & Besharov, 2019), China (Raynard, Lounsbury, & Greenwood, 2013) and Israel (Jakob-Sadeh & Zilber, 2019); three in African settings including Ghana (Owusu & Washington, 2021), Sub-Saharan Africa (Newenham-Kahindi & Stevens, 2018) and Morocco (Petit, Kuper, & Ameer, 2018); and one contextualized in Islam (Gümüşay, Smets, & Morris, 2020). These articles have made significant contributions to the theoretical conversation of the institutional logics perspective. Bjerregaard & Jonasson (2014) demonstrate that these contradictions require ongoing efforts to

⁷ Appendix B is not a systematic review and should not be considered representative or exhaustive. Such a review could be interesting future research.

⁸ The culturally “Western” region encompasses countries with a language embedded in the Latin alphabet, historically influenced by the Catholic or Protestant (western) churches, with some shared cultural and ethical core values (Meyer, & Jepperson, 2000).

maintain, surface or disrupt them, while Masood & Nisar (2020) contribute to our understanding of the cross-level (macro, meso, and micro) mutually reinforcing patterns of logic institutionalization. In each of these studies, the researchers contextualized the important cultural embeddedness of the logics *in situ*, bringing the logic to life beyond the ideal logic types articulated by Friedland & Alford (1991) and Thornton et al. (2012). Bjerregaard & Jonasson (2014: 1515) describe the taken-for-grantedness of the Confucian logic in Korean organizations including the focus on “the key concepts of family, harmony, and hierarchy”, and Masood & Nisar (2020) describe a maternity leave policy logic in Pakistan and its consequences at the intersection with both familial and state institutions.

The study of culturally distinct institutional logics can also shed light on the consequences and processes of importing contrasting logics from other contexts. For example, Chung & Luo (2008) show that developed country national stakeholder versus shareholder logics influence firm foreign investment decisions into an emerging economy. A related study by Newenham-Kahindi & Stevens (2018) amongst multinational enterprises in East Africa showed how the contrast between host and home country logics of entering firms can exacerbate liabilities of foreignness. And a study of socially responsible investing firms demonstrated variance in firm founding rates contingent upon cross-cultural distinctions in the depth of a financial logic. “[E]ven though it has a global and deepening reach, the financial logic has seeped into each country’s institutional fabric to a different depth” (Yan, Ferraro, & Almandoz, 2019: 469-470).

But the bounding of logics to a specific geopolitical country setting is not the only way to contextualize a logic. For example, Gümüşay et al. (2020) empirically and theoretically foreground the various means-end relationships and taken-for-granted beliefs, practices, and meanings of an Islamic religious logic in the context of commercial Islamic banking and Islamic finance. In doing this, the researchers show that hybrid organizations accommodate multiple logics through elastic

hybridity in which the organization and its employees engage in recursive practices of language, materials, time, and place, which have multiple meanings. Ansari et al., (2013) take a transnational field bounding of a climate change logic to contribute to our understanding of how logics emerge over time in contexts of logic conflict. Similarly, geographically decoupled studies contextualize logics in settings including the global microfinance movement (Kent & Dacin, 2013) and social enterprises (Mair, Mayer, & Lutz, 2015) more generally. However, the implicit western neoliberal dimensions of each of these last three studies should not go unmentioned.

The overrepresentation of western contexts in management theories generally, and logics specifically, is troubling since “[t]he central institutions of the contemporary capitalist West – capitalist market, bureaucratic state, democracy, nuclear family, and Christian religion – shape individual preferences and organizational interests as well as the repertoire of behaviours by which they may attain them” (Friedland & Alford, 1991:232). In which case, the patterns of organizing in many of our management theories may be irrelevant in non-western contexts, work to detrimentally alter established practices in other contexts, and perpetuate global neo-colonialism (Muzio, 2022).

Institutional Logics and Entrepreneurial Outcomes

Research investigating the effects of institutional logics on entrepreneurial growth outcomes has focussed on how logics affect resource acquisition – a cornerstone in entrepreneurial growth (Clough, Fang, Vissa, & Wu, 2019). For example, banking organizations direct money to microfinancing organizations subject to the guiding logic (commercial or public funders) of the financier (Cobb et al., 2016), and the guiding logic (market or religious) of the receiving country (Zhao & Lounsbury, 2016). Meanwhile, further along the MFO supply chain, beneficiaries (loanees) are funded at different rates subject to a nation’s intensity of the patriarchal logic (Zhao & Wry, 2016). While the presence and type of institutional logic in each context cannot be

controlled, entrepreneurs can influence the outcome of funding efforts by strategically deploying different institutional logics (e.g., Pershina & Soppe, 2020) through, for example, linguistic means (Moss, Renko, Block, & Meyskens, 2018). Furthermore, the effects of logics on growth outcomes are not limited to the raising of financial capital. Financiers' guiding logics also affect firm innovation (Pahnke et al., 2015) and firm growth strategies (Miller et al., 2011).

What remains largely underexplored in this research are the effects of logics on entrepreneurs navigating daily the constraining and enabling forces of institutional logics. In an ethnographic study of micro and small enterprises in the United Kingdom, Greenman (2013) explored “everyday entrepreneurial action”. The study reveals an adapted process of the microfoundations of institutional logics reflecting the macro-meso-micro flow (Coleman, 1986; Thornton et al., 2012), and demonstrates how institutional logics may processually shape both entrepreneurial actions and subsequent organizational decisions. Further work theorizes that institutional logics may redefine what is an entrepreneurial opportunity (Gümüşay, 2018), with logics directly affecting the realization of entrepreneurial opportunities (Owusu & Washington, 2021). But the definition and realization of entrepreneurial opportunities requires entrepreneurial teams to engage in processes of segmentation and absorption of logic multiplicity across different stakeholders within emerging categories (Grinevich, Huber, Karatas-Özkan, & Yavuz, 2019). These processes of stakeholder engagement are influenced by the identity coupling of venture founders with specific logics, which ultimately lead to the formation of different entrepreneurial outcomes (York, O’Neil, & Sarasvathy, 2016). Despite the complexity of working across multiple logics (Besharov & Smith, 2014), logic multiplicity may have positive effects on entrepreneurial opportunity creation by facilitating new processes of organizational agency (Dalpiaz, Rindova, & Ravasi, 2016).

Microfoundations of Institutional Logics

So far, I have mainly addressed the macro- and meso-level dynamics of institutional logics, thus largely concealing the individual. This is because, as discussed above in respect to day-to-day entrepreneurial activity, most contemporary work reflects research at other levels (Powell & Colyvas, 2008), and institutional scholars have only recently started theorizing the processes and mechanisms through which logics are (re)produced and transformed amongst individuals (Furnari, 2019). This deeper theorization and empirical work on the multi-level relationship between structure and agency is revealing important insights on the paradox of embedded agency (Battilana & D'Aunno, 2009). Research on the microfoundations of institutional logics digs deeply into this structure-agency duality at the individual level and unifies differing intellectual traditions in institutional theory by simultaneously working with both societal (Friedland & Alford, 1991) and individual dynamics (Zucker, 1987). This literature advocates for examining the role of the individual in the iterative production of, and changes to, institutions.

Agency. Agency is “the temporally constructed engagement by actors of different structural environments – the temporal-relational contexts of action – which, through the interplay of habit, imagination, and judgment, both reproduces and transforms those structures in interactive response to the problems posed by changing historical situation” (Emirbayer & Mische, 1998:970). Once again breaking down this definition, agency is (i) temporal, (ii) active in engagement, (iii) formed within a changing historically situated environment and social relation, and (iv) shapes structures, (v) through practices, cognition, and decision-making. In the literature on institutional logics, agency is observed in deviance from a dominant logic (e.g., Durand & Jourdan, 2012; Aguilera, Judge, & Terjesen, 2018), creativity in organizational responses to complexity (Binder, 2007), market manipulation of initial public offerings (Feng, 2013), and divestment decisions (Chung & Luo, 2008). While individuals carry logics (Almandoz, 2014) and reveal preferences to a “home”

logic, they can stray from this to “hijack” other logics (McPherson & Sauder, 2013), demonstrating autonomy in the strategic selection and deployment of institutional logics (Durand, Szostak, Jourdan & Thornton, 2013).

Embeddedness. Recall from the literature on entrepreneurship in poverty contexts that embeddedness is the constraining of an individual’s choices, actions and behaviours based on their social relations (Granovetter, 1985). Subsequent research in this field focussed primarily on social structure as the constraining force in embeddedness. However, the institutional logics perspective adopts a broader account of embeddedness in which an individual is culturally, politically, and structurally embedded, with a particular focus on the cultural (Thornton et al., 2012). Through shared understandings, logics shape an individual’s attention (Ocasio, 1997), identity and behaviours (Lok, 2010), decisions (Shipilov, Greve, & Rowley, 2010), attitudes and preferences (Luo, 2007), practices (Mohr & Duquenne, 1997), and feelings or emotions, and behaviours (Eikhof & Haunschild, 2007). In this way, logics are both cultural and cognitive (Goldenstein & Walgenbach, 2019) and are worked out in the social interactions between individuals (Berger & Luckmann, 1966). Actors are constrained to access and deploy only those logics to which they have exposure (McPherson & Sauder, 2013) and understanding (Lee & Lounsbury, 2015). Individuals must have the learned acumen to access and adequately deploy the logics, and motivate others to the same end (Fligstein, 1997). Navigation manifests in the scripts (Voronov, De Clercq, & Hinings, 2013), practices (Sauermann & Stephan, 2013) and emotions (Friedland, 2018) embodied and enacted by individuals in contexts of institutional complexity. But their efficacy is still subject to constraining forces such as organizational activities to deflect, transmit or refract field logics to individuals (Martin, Currie, Weaver, Finn, & McDonald, 2017), and power and politics (Currie & Spyridonidis, 2016).

Modelling embedded agency as microfoundations. One framework integrating embeddedness and agency was laid out by Thornton et al. (2012: 85) in their “cross-level model of institutional logics”. This model theorizes that macrolevel institutional logics affect individual level practices through cultural embeddedness. In turn, the enactment of these practices through social interactions affect culture, providing scope for change or reinforcement of the original macrolevel logic. Despite the comprehensive model, little progress has been made in testing and advancing the microlevel propositions of this theory (Zilber, 2016). Part of the reticence to engage in research on microfoundations of logics could be due to the misattributed criticism levelled at the original model as having an overly prescriptive bent towards cognition (Cornelissen, Durand, Fiss, Lammers, & Vaara, 2015). The conceptualization of the model as overly cognitive is unnecessarily limiting. Instead, microfoundations of logics should be broadly considered as originally intended as “based on an understanding of actors as situated, embedded, and boundedly intentional actors” (Thornton et al., 2012:102). From this assumption, scholars have sought to understand not only how individual cognition (Glaser, Fast, Harmon, & Green, 2016; Ioannou & Serafeim, 2015) but also social emotions (Jakob-Sadeh & Zilber, 2019) affect the reproduction and adaptation of institutional logics.

Availability, accessibility, and activation of institutional logics. There are two critical components in studying the microfoundations of institutional logics which transpose a logic from macro to micro: (i) availability and accessibility, and (ii) activation.⁹ (For a detailed discussion and cross-level model, see Thornton et al., 2012, Chapter 4). First, availability and accessibility refer to both the presence of an institutional logic in a given context and the cultural potential for a

⁹ This section explains the theory of logic availability, accessibility, and activation. The specific methods I used to ultimately activate logics in the Tunisian context for the field experiment are detailed in the methods section titled, “Field Experiment”.

particular individual to make use of, or engage with, it. This is the core of the embedded nature of an individual as discussed in the subsection “Embeddedness” above, but theoretically ceases at the point of actual engagement of the logic. Individuals may be more or less familiar with a logic ranging from logic novices to logic identifiers, suggesting various degrees of availability and accessibility (Pache & Santos, 2013). However, there must be some presence of the logic for further processing to take place. “[L]ogics are not everywhere and for everyone all the time. They do not fully constrain action, and yet neither can they be used by anyone at any time” (Malhotra, Zietsma, Morris, & Smets, 2021:510). Therefore, while availability and accessibility are necessary conditions for a logic to be engaged by an individual, together these remain insufficient for use. Instead, once available and accessible in a specific situation, a logic must be activated.

Activation is the second critical component of the microfoundations of institutional logics. It is the conversion of a logic from something available and accessible in the boundedly embedded situation of an individual, into something animated. An everyday and understandable analogy of the relationships between availability, accessibility and activation is the use of a smartphone. The presence of a physical smartphone makes it available for use, the knowledge of a unique code, thumbprint or facial recognition makes it accessible, but it is the use of these accessibility features which animates the device, bringing it into an activated state. By directing *attention* towards the use of the smartphone, an individual embedded in its use, can change the device from being merely present, to something in action. This is the same for institutional logics. Logics shape individual actions through attention-based stimuli (Thornton et al., 2012).

Logics can be activated via nonroutine events (Nigam & Ocasio, 2010), and through materiality (Jones, Boxenbaum, & Anthony, 2013) including practices and symbols (Friedland & Alford, 1991), and physical objects (Friedland, 2013). When “activated”, a logic will make salient to the individual a mental map of associations (Wyer, 2003) formed over a lifetime of being,

guiding the social and individual actions that follow. This process of activation is grounded in an individual's social identity (Thornton et al., 2012). Activation also informs the individual of the appropriate and legitimate (or not) responses based on the situation (Swidler, 1986). For example, in an experiment with public and private sector managers, different institutional logics were found to affect manager's judgements (Ngoye, Sierra, & Ysa, 2019). Activating three institutional logics (i.e., public, market-managerial, and professional) that were broadly available and accessible in the health sector, the study identified differences in executive recommendations across the conditions. Differences were also observed amongst public sector workers in the City of Vienna whose vocabularies in responding to open-ended questions inductively reflected their activated embedded logic (either legalistic-bureaucratic, or management), and were statistically significantly correlated with their differences in dimensions of public service motivation (Meyer, Egger-Peitler, Höllerer, & Hammerschmid, 2014).

Cognition. Institutional logics activate automatic and deliberate cognitive processes (DiMaggio, 1997) subject to a logic's availability and accessibility (Thornton et al., 2012). How automatic this process is, and what cognitions are activated, depends upon the embeddedness and situatedness of the individual within the logic (Furnari, 2019), and how their attention (Ocasio, 2011) is directed. Cognition is most often associated with schemas, referring to the "knowledge structures that allow individuals and organizations to store mental representations of their social context" (Vedula, York, & Corbett, 2019:1422). Schemas provide individuals with top-down understandings of how the world works based on analogous experiences to then direct current and future decisions and behaviours. In terms of logics, schemas therefore provide a process of resolving conflicts inherent in multiplicity. For example, analysts' investment recommendations evolved over time subject to the strengthening of a prosocial stakeholder logic thus directing their attention towards firm corporate social responsibility activities (Ioannou & Serafeim, 2015).

Similarly, individuals report more self-interested justification of past and future actions when primed with the market logic (Glaser et al., 2016), and give advice that is more publicly or commercially oriented when their attention is directed respectively to either a public administration or market logic (Ngoye et al., 2018). Even “agentic” entrepreneurial decisions are not immune from the influence of institutional logics. Firm entry rates in the cleantech sector are higher in regions where attention is characterized by a stronger regional proenvironmental logic and knowledge expertise (Vedula et al., 2019). Thus, entrepreneurs in these contexts are more attentive and guided to proenvironmental and cleantech opportunities and constraints.

Emotions. Institutional logics are inherently social due to their construction and emergence through time via interactions between individuals and organizations across society. Through these interactions, a person’s cognitive experience of a logic encounters social auditing and adaptation prior to committed expression through mobilization (Thornton et al., 2012). This regulation of cognition in the form of social interactions is precisely the tension between enabling and constraining elements of institutional logics. It is expressed through communication and negotiation in the form of language (e.g., Hills, Voronov, & Hinings, 2013) and visual images (e.g., Höllerer, Jancsary, Meyer, & Vettori, 2013), but also, perhaps more powerfully, through emotions (Friedland, 2018). Emotions animate institutions providing both intra- and interpersonal regulation (Voronov & Weber, 2016) through individual (Bericat, 2016) and relational (Emirbayer, 1997) experiences. Emotions are “a parallel way [in relation to cognition] of making sense of institutional mandates that also lubricates and cements social bonds” (Jarvis, 2017:308).

The expression of emotions is embedded within the normative and cultural practices of the context but can also be episodes of agency as individuals can display both tightly coupled and coherent or feigned emotions (Jarvis, 2017). Consequently, emotions are “intersubjective, collective and relational – conditioned by one’s place in the social world and one’s relationship

with others, especially the groups to which one belongs” (Zietsma, Toubiana, Voronov, & Roberts, 2019:4). The interpersonal energy these relationships generate is the critical (Collins, 2004) and often unexplored (Lok, Creed, DeJordy, & Voronov, 2017) dimension of institutionalism. This approach to emotions as relational and embedded is ontologically sociological. In contrast, psychologists and social psychologists understand emotions to be reactions by an individual to their environment as an intraindividual experience connected to the external through the presence of sensory stimuli (Frijda, 2000).

Emotions are a relatively new consideration within logics with limited empirical evidence despite more recent theorization (Jarvis, 2017). This lack of empirical evidence is curious since the contest-laden navigation of different logics is inherently emotional (e.g., Glynn, 2000). Institutional logics are associated with emotional registers which “refers to the logic’s norms regarding the use and expression of emotions” (Toubiana & Zietsma, 2017:923). Emotional registers may successfully contest, reproduce or change institutional logics even when expressed inauthentically (Jarvis, 2017). This change occurs through emotional regulation via shaming (Creed, Hudson, Okhuysen, Smith-Crowe, 2014; Toubiana & Zietsma, 2017) and emotional control (Jakob-Sadeh & Zilber, 2019). Malhotra et al. (2021), in a study investigating organization-initiated augmentation of an existing logic, discovered that emotional detachment from a logic facilitates its use by an individual without that individual being coopted by the logic. Looking to literature on institutional change more generally, there is further support for considering the role of emotions in the processing of institutional logics. Emotional connections between change agents and agnostic change targets affected the likelihood of change adoption (Battilana and Casciaro, 2013). Emotions may also influence an individual in their distancing or embracing of social identities (Salmela & von Scheve, 2018) which has a direct effect on the activation stage in the microfoundations of institutional logics.

In summary, the institutional logics perspective provides a theoretical lens through which to study the constraining and enabling effects of agency and embeddedness on entrepreneurial activity. This is a theoretical move outside the dominant dichotomy in entrepreneurship literature to privilege the analysis of formal and informal institutions shaping entrepreneurship, to instead consider cultural and sociological supraorganizational (Friedland & Alford, 1991) forces. Specifically, microfoundations of institutional logics is a domain ripe with potential theoretical advancements (Thornton & Ocasio, 2008) in understanding the effects of logics on entrepreneurial activity, and the cognitive and social micro mechanisms processing and shaping these effects.

INSTITUTIONAL LOGICS OF TUNISIAN WOMEN ENTREPRENEURS

The Maghreb and the Tunisian context specifically are foreign to mainstream management literature. In my experience presenting this research in scholarly talks, I have encountered the many and varied assumptions about the region which affect a reader's comprehension of this study. Often these assumptions, embedded in western dominant thinking, were similar to my own before I came to better understand the Tunisian context. I therefore began this study with preliminary fieldwork¹⁰ that involved a series of exploratory interviews with entrepreneurs, and representatives of local microfinancing and international development agencies.¹¹ Exploratory interviews are designed to familiarize the researcher with the context and develop hunches about potential causes of the phenomenon of interest (Kistruck & Slade Shantz, 2022). I completed this preliminary fieldwork in October and November 2020. Additionally, I read secondary reports and materials about Tunisia throughout the course of this study. Through this process of familiarization, I was alerted early on to the embeddedness of Tunisian women entrepreneurs in two distinct institutional logics – community and market – which quickly became the focus of my study. The following subsections use interview and secondary data to explain the Tunisian context, and the variance in the community and market logics within the country. I follow this with a presentation of the theoretically derived and empirically informed hypotheses for testing in this study.

Empirical Context

Tunisia is a fragile democratic republic in northern Africa with a rich national heritage of Mediterranean significance, high levels of civic engagement, and nationalistic pride (Stepan,

¹⁰ In this section, I present precursory information related to the fieldwork to provide context to the reader on the empirical information that follows. For a detailed explanation of the exploratory interviews and related methods, see the “Field Experiment” section.

¹¹ See Table 2 in the “Field Experiment” section for interviewee details.

2012). Contemporary global awareness of Tunisia's deep-rooted civic engagement was brought into sharp relief during the 2010-2011 Jasmine Revolution, which incited national democratic revolutions across the Middle East now known as the Arab Spring (Brownlee, Masoud, Masoud, & Reynolds, 2015). This contemporary uprising revealed Tunisia's undercurrent of deep union engagement and social organizing to generate change (Lotan, Graeff, Ananny, Gaffney, Pearce, & Boyd, 2011), which had been publicly silenced yet had privately endured under the 24 year authoritarian reign of Zine El Abidine Ben Ali (H. Dekkak, personal communication, November 17, 2021). Post revolution, Tunisia suffered significant economic decline. Pre-pandemic¹² GDP growth declined between 2011 and 2019 to just 1.7 % (on average), and unemployment rates amongst university graduates (29%)¹³, women (22.2%) and youth (35.3%) persisted (The World Bank Group, 2023b). This chronic economic struggle has left many Tunisians feeling disenfranchised and disenchanted with the neoliberal economic promises associated with a transition to democratic principles (C. Ferdous, personal communication, November 7, 2021). This was also described by an interviewee,

I think that in the coming years, in maximum a years, the system is going to break and we're going to fall apart. I think that Tunisia is going to be either will have the possibility to have more loans, so that's going to make it even more difficult and even more depth. But if not that, we won't be able to feed our children and we will have a situation of huge inflation because the central bank will need to print money, which will increase the monetary mass in the country, leading to a high inflation. Yes, you know,

¹² Pre-pandemic refers to the period immediately preceding the World Health Organization announcement of March 20, 2020, regarding the COVID-19 global pandemic (World Health Organization, 2020).

¹³ Statistics last reported in 2017.

when you're on a boat. If you are in a boat in the middle of the ocean with people and your boat is breaking, you're going to do everything possible to try to fix it, even though you're in the middle of the ocean and you think that you're going to sink. If you are a bit optimistic, you're going to battle till the end. We know that it's a matter of patience. We are battling for tomorrow where we are looking at 20 years forward... And to be honest, I don't know what's going to happen. I don't know if our efforts are going to pay, but I know that I'm a warrior that will battle until the end. And that's my point of view. I mean, I don't know, maybe I should have left the country, but right now I'm on this boat and I have to make sure that we make it.

-- INT117, Key Informant (Tunisia start-up ecosystem)

In early 2023, these concerns manifested in largescale and currently ongoing protests in the capital, Tunis, as the political and economic situation in Tunisia worsened (Ben Bouazza, 2023). The protests are multifaceted. Tunisians object to President Kais Saied's rollback of democratic freedoms established in post-2011 Tunisia, including the imprisonment of opposition members which has accelerated since February 11, 2023 (Middle East Monitor, 2023); his racist comments vilifying African immigrants which spurred racially motivated attacks against, and discrimination of, these people (Speakman Cordall, 2023a); and high national inflation coupled with the International Monetary Fund's demands for economic reform, which would remove food subsidies and decrease national spending on healthcare, education and welfare spending, despite evidence that these approaches typically increase poverty and inequality (Guesmi, 2023). For the first time since the 2011 uprising, President Saied barred independent news outlets from observing the opening of parliament (Speakman Cordall, 2023b). In April 2023, reminiscent of the 2010 self-immolation of street vendor Mohamed Bouazizi, which sparked the Arab Spring, a young man,

Nizar Issaoui, tragically replicated this sacrifice in response to the ongoing “police injustice” (BBC News, 2023).

Community logic. Communities are “collections of actors whose membership in the collective provides social and cultural resources that shape their action” (Marquis, Lounsbury, & Greenwood, 2011:xvi). The community logic is, therefore, an interdependent (Greenwood, Díaz, Li, & Lorente, 2010) and relationally symbolic system (Glynn, 2008) providing meaning and shaping behaviour (Marquis et al., 2011). This powerful logic can stimulate resistance (Marquis & Lounsbury, 2007) and social action (Marquis et al., 2011), and shape identities and practices (Lounsbury, 2007).

This Tunisian community logic developed during decades¹⁴ of public engagement and expression of critical thought indispensable to modern reform in Tunisia (H. Ben Abdallah, personal communications, November 14, 2021). Notable historic moments included the founding of Tunisia’s first private Arabic weekly newspaper *al-Hadira* in 1888; political activities beginning in 1907 with the establishment of the *Jeunes Tunisiens*; and a strong labor union movement beginning in the 1920s and culminating in 1946 with the founding of the *Union Générale tunisienne du travail* (UGTT) – a conglomeration of several labor unions which served as a voice for all Tunisians in pivotal moments in the fight for decolonization from France (1930s through to independence in 1957), post-revolution democratization (Masri, 2017) and today amidst the active protests. In 2015, a consortium of four prominent national organizations, known as the *Quartet du dialogue national* (i.e., Tunisian National Dialogue Quartet)¹⁵, was awarded the 2015 Nobel Peace

¹⁴ Tunisia’s democratic roots of public discourse and engagement can be traced back to fifth century BCE when Aristotle is said to have credited the local constitution as, “one of the best balanced in the Mediterranean world” (Masri, 2017:96).

¹⁵ The Tunisian National Dialogue Quartet include four organizations: (i) Tunisian General Labor Union (UGTT, Union Générale Tunisienne du Travail); (ii) Tunisian Confederation of Industry, Trade and Handicrafts (UTICA, Union Tunisienne de l’Industrie, du Commerce et de l’Artisanat); (iii) Tunisian Human Rights League (LTDH, La Ligue Tunisienne pour la Défense

Prize for their work in shepherding Tunisia from authoritarianism to democracy (Nobel Prize Outreach, 2023). These moments are reflective of the widespread nature of civil engagement emblematic of the Tunisian people and demonstrated most acutely in the mobilization of all socio-economic classes, genders and political persuasions in the Jasmine Revolution (Breuer, Landman, & Farquahr, 2015). In a recent study comparing countries through the Maghreb, Middle East and Gulf, Tunisians identify with, and more strongly reflect, cultural values and practices of cooperation and conviviality (Bouderbala, Eljammi, & Gherib, 2020)¹⁶.

Market logic. The modern-day¹⁷ Tunisian market logic is characterized by competition, self-interest and a zero-sum game. It is shaped by three recent eras of (i) failed socialist agendas; (ii) corrupt economic liberalization and reform; and (iii) post-revolution disenchantment. During the 1960s (immediately following independence), Tunisia eschewed a market logic, instead pursuing socialist policies anchored around agricultural land cooperatives (Masri, 2017). The country experienced corresponding economic contraction, withdrawal of foreign direct investment and currency devaluation. In national response to the failed socialist plan, the Habib Bourguiba government of the 1970s implemented policies of economic development. Tunisia opened to foreign trade, and policies focussed on increasing both the quality of human capital through education and the quantity of human capital through women's rights legislation (The World Bank Group, 2014). But microeconomic responses to the plans languished. With a highly educated workforce and no access to jobs, Bourguiba increased public employment inflating the size of

des Droits de l'Homme); and (iv) Tunisian Order of Lawyers (Ordre National des Avocats de Tunisie).

¹⁶ This study compared cultural assessments of Hofstede's cultural dimensions between ten countries in these regions: Morocco, Libya, Egypt, Jordan, Lebanon, Syria, Iraq, United Arab Emirates, Saudi Arabia, and Kuwait.

¹⁷ The roots of Tunisia's market logic may be found in the nation's identity as an ancient trading empire centered around what would become known as Carthage.

government beyond its means. With poor economic performance as his backdrop, Zine El Abidine Ben Ali succeeded Bourguiba as President via a *coup d'état* in 1987. While the macroeconomy reportedly flourished, the effects of Ben Ali's economic liberalization failed the people – rising inequality and poverty, “crony capitalism” (Masri, 2017:33), and embezzlement characterized the economic culture in Tunisia (The World Bank Group, 2014). Those in the private sector faced “an uphill battle with ingrained cultural issues including nepotism, bribery, graft, extortion, and other forms of corruption” (Perkins, 2014:218-219). Under Ben Ali's economic policies, 21% of private sector profits accrued to companies owned by Ben Ali. This spurred a “disgust of culture of rampant consumerism, greed, dishonesty, and selfishness that flourished seemingly everywhere” (Perkins, 2014:259). Still, and in contrast with popular Western assumptions, the national culture remains more individualistic than communal and is one of the most individualistic countries in the region (Bouderbala et al., 2020). Tensions between civic and market logics for today's population are immediate, daily struggles, with a lot of history and dichotomy.

Logics in the Lives of Tunisian Women Entrepreneurs

In their civic lives, Tunisian women entrepreneurs exhibited strong practices of community unity, group membership, emotional support and resource sharing. What is more, when discussing their civic worlds, women appeared happy, confident and exuberant, smiling more and responding quickly to questions.

She is a member of Tunisia women's affairs committee. They meet once or twice per week to do some activities in their regions to help other women. To give them information they need etcetera. They don't talk about work at all. They help poor women with a lot of kids, women in need in generally. They help with donations, or

morally, or connect them with people who can help with government association etcetera.

-- Entrepreneur 04 (beauty salon)

There are some networking events in the day...but some for women only, for example for social and family assistance activities.

-- Microfinancing Company 01 (beauty salon)

Conversely, evident in the interviews was the absence of such community ethos in their business realms. Instead, women entrepreneurs reported a system and a mentality in which not only did they not share resources amongst one another, or report a common identity as women entrepreneurs, they also exhibited strong ethos of self-interest, isolation and competition. What is more as they shared their business experiences, women were often observed in the interviews as becoming more defensive, hesitant when answering questions, looking away from the screen more often, and in some cases becoming fidgety or laughing sarcastically rather than joyfully.

Only two women have created gyms, all the rest are men. It is hard to get the contacts to buy the equipment etc. Of course, all her competitors are men, so they don't want to give the contacts. So, she had to search for herself to find quality and cheap. We just don't share the ideas generally.

-- Entrepreneur 03 (gym)

Networking is much more difficult for women; more time constraints, needing to be present in terms of family and domestic responsibilities.

-- Intermediary 01 (International Finance Corporation)

Men usually have a lot more connections than women... [There are three constraints for women entrepreneurs:] One, social norms limit support because of domestic obligations for women. Two, risks surrounding harassment. Three, mixed networks – women entrepreneurs want this, but they don't have time for this often and there are missing many opportunities for this as well.

-- Intermediary 02 (World Bank)

Tunisian women have a strong networked community of other women in their domestic and civic lives, and this network is acceptable within the boundaries of gendered role expectations of family members. But it is socially difficult, and in some cases unacceptable, for women to have this same embeddedness in their businesses. Informants even reported it was hard for women to even identify other female entrepreneurs due to low visibility and fear of exposure.

[Regarding role models] *There is no, very little, visibility of this for women in Tunisia.*

-- Intermediary 01 (International Finance Corporation)

[There are] *Many powerful and successful women in Tunisia, however there is no visibility (they are not very well connected).*

-- Intermediary 02 (World Bank)

Women are present in entrepreneurship. Some are very ambitious. Some women entrepreneurs are successful and proud but don't want to be exposed.

-- In-country partner 03 (CFE Tunisie)

In learning about the community and market logics in Tunisia, I was guided by the categorical elements of the ideal types of institutional logics put forward by Thornton et al., (2012: 73). However, when summarizing and describing the logics, I focussed on just five of the nine categorical elements because they most tightly reflected the observed understanding of the logics amongst Tunisian women who participated in the exploratory interviews, deep reading of the context, and in conversation with CFE Tunisie. These elements were specifically the root metaphor, and sources of legitimacy, norms, attention, and strategy for both the market and community logics. The remaining four categorical elements, including sources of authority and identity, informal control mechanisms and economic systems were more abstract from the immediate data, or had not explicitly appeared for one, or both, of the logics. Consequently, attempting to characterize these elements would have required interpolation in the next step of coupling the respective logics means-ends relationships.

I combined the selected categorical elements with the theorization that institutional logics manifest in a means-ends relationship (Friedland, 2002; Friedland & Alford 1991; Pache & Santos, 2010; Yan et al., 2019), such that the practices and behaviours (means), as well as outcomes (ends) are both important logic dimensions. This process of attributing means-ends relationships to each of the multidimensional categorical elements resulted in summaries of the Tunisian market and community logics in contrast to the generalized ideal type logics (see Table 1). For example, one of the categorical elements of a logic is the root metaphor. The root metaphor for a market logic ideal type is the transaction based on market supply and demand. However, in Tunisia I found that the nuanced taken-for-grantedness of the root metaphor for the market logic is in fact innovation based. The corresponding means-ends relationship for this logic is therefore the supply of new products and serving of new markets (means) in order to be innovative in the marketplace, to stand out, to be different and set apart from others, ultimately in pursuit of personal gain (ends). While

this is still transaction based, entrepreneurs did not discuss supply and demand or the process of selling, rather they discussed their product and customers (markets). In contrast, the root metaphor for the community logic ideal type is a common boundary based on an understanding of oneself within a shared space. In the context of Tunisian women entrepreneurs, this included a common boundary of a group of women engaged in widespread and taken-for-granted civic organizations with the purpose of supporting and helping one another.

The next categorical element of the institutional logic is the source of legitimacy. For the market logic ideal type this is the share price or value of the company, while in Tunisia the source of legitimacy is actually company longevity directed by the entrepreneur. Therefore, having a legitimate business in Tunisia requires an entrepreneur to deliver consistent revenue and profits (means) in order to increase business longevity (ends). In contrast, the source of legitimacy for the community logic is consistent with the ideal type related to unity and belief in reciprocity. Amongst Tunisian women entrepreneurs, this manifests as sharing resources (means) within their civic organizations in order to build-up those who are struggling and to improve society overall (ends). This process of coupling means and ends based on the qualitative data was replicated for each of the identified five categorical elements.

TABLE 1

Summary of the Market and Community Logics in Tunisia

Categorical elements	Treatment logics					
	Market			Community		
	<i>Ideal type</i>	<i>Means</i>	<i>Ends</i>	<i>Ideal type</i>	<i>Means</i>	<i>Ends</i>
<i>Root metaphor</i>	<i>Transaction</i>	Offer new products, serve new markets.	Be innovative.	<i>Common boundary</i>	Groups of women in civic organizations.	Help one another.
<i>Sources of legitimacy</i>	<i>Share price</i>	Deliver consistent revenue and profits.	Increase your business longevity.	<i>Unity, belief in reciprocity</i>	Share resources we have.	Improve society.
<i>Basis of norms</i>	<i>Self-interest</i>	You, your business, success, reputation. Work alone on your own business.	Increase your personal wealth.	<i>Group membership</i>	We, us and our communities. We are Tunisian. We are women.	Community resilience. Group pride.
<i>Basis of attention</i>	<i>Status in market</i>	Offer product diversity. Be unique. Be different.	Have an edge over your competition.	<i>Personal investment in group</i>	Civic responsibility.	Feel connected with others.
<i>Basis of strategy</i>	<i>Increase efficiency profits</i>	Make your competitor lose. Be more efficient and reduce costs.	Have more customers.	<i>Increase status and honour of members</i>	Share knowledge and opportunities.	Status and honour of women in need.

Hypotheses Development

The observations and subsequent qualitative insights from the Tunisian context suggest that activating¹⁸ (Malhotra et al., 2021) the community logic – already a familiar element of non-business life – in their business domain may have material effects for Tunisian women entrepreneurs’ growth aspirations, and that these effects would be different than if the market logic were activated. I investigated this hunch by supplementing these qualitative insights with extant theory to develop the following hypotheses. A full conceptual model and summary of hypotheses is provided at the end of this subsection (see Figure 1).

Main effect. Recall from the theory of Institutional Logics and Entrepreneurial Outcomes that research on the differing effects of logics on everyday entrepreneurial outcomes is limited. However, evidence suggests relationships exist between institutional logics and entrepreneurial outcomes. For example, extant research indicates a relationship between prosocial logics and firm founding rates. Specifically, regional instantiations of prosocial logics influence both venture founding (Meek, Pacheco, & York, 2010) and firm survival rates (Vedula, York, Conger, & Embry, 2022) of environmentally motivated ventures. Turning to other forms of prosocial logics, there is evidence that the community logic may have a more positive effect on venture foundings (Almandoz, 2012) and the stimulation of cooperative over competitive behaviours (Kay & Ross, 2003; Liberman, Samuels, & Ross, 2004). Meanwhile, the market logic may have a more positive effect on firm growth strategies (Miller et al., 2011) and business model efficiency (Vaskelainen & Münzel, 2018). Finally, the blending of market and community logics strategically addressed issues of market participation faced by women in India (Venkataraman, Vermeulen, Raaijmakers, & Mair, 2016). The only thing clear about this body of work is its ambiguity.

¹⁸ Logic activation is addressed in the “Field Experiment” section.

Given this ambiguity regarding the consequences of the market and community logic on entrepreneurial growth outcomes, to appropriately theorize this relationship in the Tunisian context we must rely on key aspects of the preliminary qualitative data, development of the Tunisian community and market logics *in situ*, and the importance of community embeddedness in entrepreneurship. Since I have addressed each of these in detail in the preceding subsections I will simply distil and foreground some key points here, and relate them to the (i) resource, (ii) moral and (iii) community advantages of the community logic for entrepreneurial growth aspirations.

First, the preliminary qualitative data suggested that Tunisian women entrepreneurs were deeply embedded in their non-business communities reflecting a strong communal logic of social unity, emotional connection, and group membership within a common boundary (Thornton et al., 2012). This resulted in the sharing of resources, information, and emotional support. In contrast, in their business domain, women entrepreneurs saw their business environment as highly competitive, and experienced (or feared) predatory and blocking activities by other entrepreneurs. This resulted in women operating their businesses largely in isolation and reflecting a pure market logic lens, including acting in self-interest within a perceived zero-sum game, and hoarding resources and contacts. Theoretically we know that the ability to transform different types of capital and resources for venture growth is critical to venture success (Clough et al., 2019). Due to the taken-for-grantedness of the local logics, Tunisian women entrepreneurs in the community logic already have diverse resources which they transform within their bounded communal networks. But this same practice is not taken-for-granted in the market logic. If women become cognisant of the advantage of the community logic for resource transformation within their business setting, then they may be more compelled to grow their businesses when their community logic is activated than in their individually isolated experience of the market logic. Therefore, growth aspirations would be comparatively higher under the community than the market logic.

Second, the Tunisian community logic developed in a process of pride, nationalism and honour and was the strength in fighting against the corrupt practices of the autocratic government which manifested through private enterprise and the market logic. In some sense then, the community logic is associated with higher positive moral values than the market logic, which is tainted by self-serving behaviours that hurt the broader Tunisian economy and people. This is further validated by the orientation of Tunisian culture as more stereotypically feminine – focussed on values of care and quality of life for everyone, rather than self-advancement through autonomy (Bouderbala et al., 2020). Therefore, when business growth is associated with the broadly accepted and morally superior values of conviviality, distributed advantages, well-being, and quality of life, (i.e., taken-for-granted in the local community logic) then, once again, the aspiration to grow one's business will be higher within the community rather than the market condition.

Finally, we know from existing theory that community embeddedness in entrepreneurial pursuits is important for venture survival (Morse, Fowler, & Lawrence, 2007), performance (Stam et al., 2014; Maurer & Ebers, 2006), and exit (Ozmel, Robinson, & Stuart, 2013). Therefore, the isolation described by entrepreneurs in their interviews may be causing negative effects for venture growth beyond resource constraint. What is more, the focus on isolated and individual self-advancement in the market logic emphasises the concerns shared by women entrepreneurs that the pursuit of entrepreneurship may leave them feeling exposed. If an entrepreneur is one within the crowd, they are less exposed than if they are one on their own. This is consistent with research on informal institutions demonstrating that indicators of business growth in developing economies leave entrepreneurs exposed to various forms of persecution (Kistruck et al., 2015). Therefore, activating the taken-for-granted embeddedness of common group boundaries within the community logic will reduce fear of exposure amongst Tunisian women entrepreneurs thereby

enhancing their growth aspirations relative to the market logic in which they pursue growth on their own.

Due to the resource, moral and collective membership advantages of the community logic, I predict that the market logic will have a less positive effect on entrepreneurial growth aspirations.¹⁹

Hypothesis 1 (H1): Relative to the community logic, the market logic will have a less positive effect on entrepreneurial growth aspirations.

Individual empowerment. Individual empowerment is the psychological construct of feeling motivated towards engaging in a specific task (Thomas & Velthouse, 1990). It is a multi-faceted cognitive construct based on an individuals' sense of meaning, competence, self-determination, and impact (Spreitzer, 1995). These four dimensions ultimately provide an individual with an assessment of if they believe they can do a specific task. Empowerment therefore is bounded by time, task, and context. Early theorization of individual empowerment considered the situatedness of psychological empowerment. That is, how an individual interprets and experiences life more generally (i.e., a generalized assessment), may shape the way they experience a specific task (Thomas & Velthouse, 1990). While subsequent research tended towards operationalizing "generalized assessments" with the use of psychological constructs (e.g., locus of control), foundations of institutional logics suggest that one's general assessments are subject to the guiding logics. In fact, the very definition of logics covers their role in organizing, and providing meaning to, daily activities.

A popular stimulant for increasing empowerment amongst women in lower-middle income countries is entrepreneurship. Entrepreneurship helps women to escape gendered oppression and subjugation (Berglund and Johansson, 2007), in the form of labor market dynamics (Scott, Dolan,

¹⁹ The hypotheses are framed in the context of the market logic to align with the western neoliberal assumption that the market logic is associated with growth outcomes.

Johnston-Louis, Sugden, & Wu, 2012) and patriarchal expectations (Alkhaled & Berglund, 2018; Marlow, 1997). To achieve increased individual empowerment, these organizations engage in entrepreneurial development interventions implicitly steeped in the market logic. In development programs, entrepreneurs are guided to deploy their individual abilities and skills to engage in transactions based on individual assessment of market equilibrium flaws to start a primarily self-interested and competitive business. These programs assume that, as an individual works through the required activities and practices of the self-interested, profit-driven, and transactional market logic, their individual empowerment will increase.

Since the community logic amongst Tunisian women entrepreneurs is about collective group membership, I suggest that amongst women activating the community logic, the ability to feel competent and determined is subject to distributed membership outside of the self. Stated more simply, group membership is a necessary condition of the community logic for the individual to feel empowered. In which case, the responsibility for feeling empowered is not entirely controlled by the individual. It can change based on who is in the membership group and the entrepreneur's association to and within it. Meanwhile, women activating the market logic focussed on individual resources, individual decision-making, self-advancement, the need to protect oneself and consider their abilities in isolation. Therefore, their feelings of competence and determination are restricted to the self and what one can individually influence and control. Since individual empowerment is a construct focussed on the individual's ability to feel empowered subject to their *own* sense of meaning, competence, self-determination, and impact (Spreitzer, 1995), I theorize that Tunisian women entrepreneurs activating the market logic will have a heightened sense of individual empowerment compared with women who have a distributed sense of empowerment that is activated by the community logic. Therefore, I predict that individual empowerment will be higher when guided by the market logic than the community logic.

Hypothesis 2a (H2a): The market logic leads to higher individual empowerment than the community logic.

While institutional logics as antecedents to individual empowerment are unexplored, we know much more about how an individual's sense of empowerment may compel them to engage in other tasks. Development economics has proven the relationships between individual empowerment and a variety of desired psychological and behavioural outcomes including an increased sense of financial security (Bhuiyan & Ivlevs, 2019), household well-being and decision-making (Annan, Donald, Goldstein, Martinez, & Koolwal, 2021), and market inclusion (Datta & Gailey, 2012). So convincing is this research that prominent international development agencies along with influential private intermediaries consider increasing individual empowerment of women entrepreneurs to be integral to economic development (e.g., see Hendriks, 2019). Therefore, I predict that individual empowerment leads to higher growth aspirations. Combining hypotheses 2a and 2b, I ultimately predict that individual empowerment mediates the relationship between the market logic and growth aspirations.

Hypothesis 2b (H2b): Individual empowerment increases growth aspirations.

Hypothesis 2c (H2c): Individual empowerment mediates the relationship between the market logic and growth aspirations.

A theoretical quandary. The culmination of these hypotheses 1 through 2c creates a theoretical and empirical quandary. Using extant research coupled with contextual and historical qualitative data, I have theorized that the market logic has a *lesser* overall positive effect on growth aspirations (H1). In other words, the community logic improves growth aspirations more.

I have simultaneously theorized using existing theory and empirical studies, that the market logic has a greater positive effect on individual empowerment, which in turn has a *greater* overall

positive effect on growth aspirations (H2a, H2b, and H2c). In other words, the market logic improves growth aspirations through individual empowerment.

To be internally consistent, H1 would have to be falsified and the market logic shown to have a *greater* overall positive effect on growth aspirations. Or the set of H2 hypotheses would need to show a *lesser* overall positive effect on growth aspirations. But I cannot theorize this because the published and collected evidence suggests that the community logic has a greater positive effect on growth aspirations, and the market logic has a greater positive effect via individual empowerment. If the forthcoming empirical results support either of these hypothesis sets, how then can the alternate therefore be true?

I suggest in this manuscript that the quandary emerges because the current model is incomplete. Specifically, Hypotheses 2a through 2c address cognition which is only one of the microfoundations of institutional logics. The other important microfoundation of institutional logics is the collective social dynamic. Recall from the section on “Theoretical Framing” that microfoundations are comprised of both individual cognitive and collective social dynamics. In its current form (i.e., Hypotheses 1 through 2c), my proposed model ignores the complex social interactions of sensemaking and negotiation which are important in the instantiating of the effects of logics prior to decision making (Thornton et al., 2012). To address this limitation, I turn my focus to the social and consider the relational dynamics of institutional logics in the form of emotional energy (Emirbayer, 1997).

Emotional energy. In this research I take an energizing approach to emotions in which acute experiences of in-the-moment emotions are “carried over as a long-term mood of emotional energy, of varying duration and degree of intensity” (Collins, 2004:124), thus foregrounding the transfer of forces from one entity to another (Zietsma & Toubiana, 2018). For example, Ruebottom & Auster (2018) identify an emotionally energized collective experience of youth at We Day social

action events in which youth dis-embed themselves from their prevailing privileged communities and re-embed themselves in the new We Day community. The energizing force of emotions can incite other strong behavioural responses or “motivated action” (Goss, 2008) including conversion and proselytizing (Massa, Helms, Voronov, & Want, 2017), the creation of new institutions (Farny, Kibler & Down, 2019), and social action (Barberá-Tomás et al., 2019). These studies are consistent with Collins’ (2004) theorization of the interaction ritual chain in which energy is shared between people in social settings.

There are two dimensions of emotional energy to be considered in its study, (i) the target, and (ii) the people. First, emotional energy “refers to emotions...and gushing of energy felt toward a target” (Fan & Ziestma, 2017: 2327). Emotional energy cannot be untethered but must be directed toward something such as an event (e.g., Farny et al., 2019, Ruebottom & Auster, 2018), or a symbol (e.g., Barberá-Tomas et al., 2019; Collins, 2004). Second, emotional energy must exist in a place of relationship. Since this energy is “a heightened level of psychological resourcefulness generated from interpersonal interactions” (Owens, Baker, Sumpter, & Cameron, 2016: 37), its manifestation relies on social interactions with other people. In this study of the effects of institutional logics on growth aspirations of women entrepreneurs, the targets for the energy are the women’s businesses, and the interpersonal interactions are with those other women participating in the study.

Qualitative and secondary data suggest that in Tunisia, there are distinct consequences of emotional energy for women entrepreneurs because of the taken-for-grantedness of the community and market logics. Recall that the Tunisian community logic emerged from strong nationalistic roots and positive outcomes including worker representation, establishment of the free press, and international acclaim (Masri, 2017). In these instances, the emotional energy target (e.g., worker’s rights) and relationships (e.g., fellow Tunisians against centralized business control) generated

exchanged energy in a productive way. Today, women entrepreneurs engage in similar meaningful relationships with others through their community life. Within the contemporary community logic, the two dimensions of emotional energy – community well-being (the target) and relationships with community members (the people) – are congruent with an emotional energy which enhances outcomes; it becomes a positive force. This is consistent with extant literature which generally emphasises the productive energizing effects of emotional energy exchanged between people (Collins, 2004). Therefore, in states of high emotional energy, women entrepreneurs in the community condition experience increased growth aspirations because it is congruent with the positive experiences of exchanged emotional energy taken for granted within the community logic. But in states of low emotional energy, women entrepreneurs in the community condition are predicted to exhibit lower growth aspirations because the low energy is *incongruent* with the taken-for-grantedness of the community logic.

Turning to the Tunisian market logic, locally this logic has sentiments affiliated with cronyism, embezzlement, and free market disappointments (Perkins, 2014) emerging over time under the autocratic government and post-Arab Spring events of 2011. Today, women report working alone on their businesses since interactions with other people incite anti-competitive behaviours, jealousy, and difficulties. Consistent with this is that during the exploratory interviews, Tunisian women entrepreneurs expressed discomfort, hesitancy, and defensiveness when discussing their business life. Therefore, within the market logic the two dimensions of emotional energy – working on their business (the target) and avoiding other people (the people) – is *incongruent* with emotional energy which requires relational interactions with others. This is consistent with less well-known literature that not all relationships with others in a business setting or organization are productive and can in fact be deenergizing (Parker, Gerbasi & Porath, 2013).

Therefore, in states of high emotional energy, women entrepreneurs in the market condition experience decreased growth aspirations because it is *incongruent* with the experience of energizing social interactions taken for granted within the market logic. However, in states of low emotional energy, women entrepreneurs in the market condition are predicted to have higher growth aspirations because the low emotional energy is congruent with the taken-for-grantedness of the market logic. Consequently, I theorize that emotional energy will negatively moderate the main effect relationship between the market logic and growth aspirations H3a.

Hypothesis 3a (H3a): Emotional energy negatively moderates the relationship between the market logic and growth aspirations.

The microfoundations of the institutional logics perspective theorizes that the social dimension of logic negotiation takes place after cognitive activation (Thornton et al., 2012: 85). Specifically, the full process is initiated in the availability and accessibility of an individual culturally embedded in specific institutional logics. By focusing the attention of an individual to a particular logic, that logic is activated resulting in cognitive processing – in this context through individual empowerment (theorized via hypotheses 2a through 2c). Finally, these logics are negotiated through a social process, one of which is emotional energy exchange through interactions (Collins, 2004). The theorized order of the processing of institutionalized logics is first cognition followed by social interactions. However, while the proposed model suggests a causal path (i.e., cognition leads to social interactions), I suggest that emotional energy, despite being a social process, is in fact not *caused* by cognition, although it *follows* cognition. Consistent with the theorizing for H3a, emotional energy is a social phenomenon shaping cognitive function; it takes place alongside, but not within, cognition. Therefore, since emotional energy is a social interaction which follows cognitive processing but is not caused by it, I theorize that emotional energy negatively (per H3a) moderates the relationship between individual empowerment and growth aspirations (H3b). In

other words, cognitive self-assessments of competency become less effective in improving growth aspirations as an entrepreneur becomes increasingly energized by social emotions.

Hypothesis 3b (H3b): Emotional energy negatively moderates the relationship between individual empowerment and growth aspirations.

Unifying these two hypotheses, I ultimately suggest that individual empowerment and emotional energy are a mediating cognitive and a moderating social microfoundation respectively by which institutional logics are processed and interpreted by entrepreneurs. By addressing both cognitive and social constructs, this negative moderated mediation also reconciles the theorized quandary presented in hypotheses 1 and 2.

Hypothesis 3c (H3c): Emotional energy negatively moderates the extent to which individual empowerment mediates the relations between the market logic and growth aspirations.

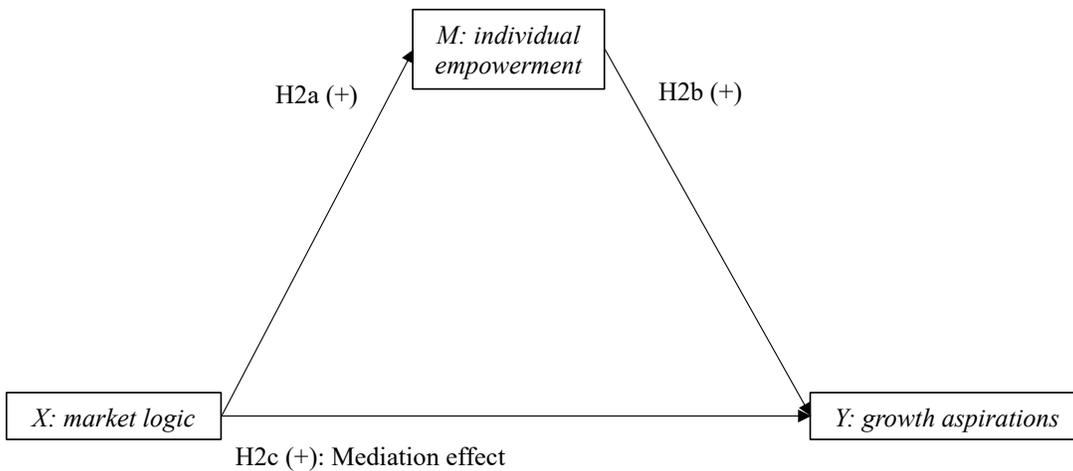
FIGURE 1

Conceptual Model and Summary of Hypotheses

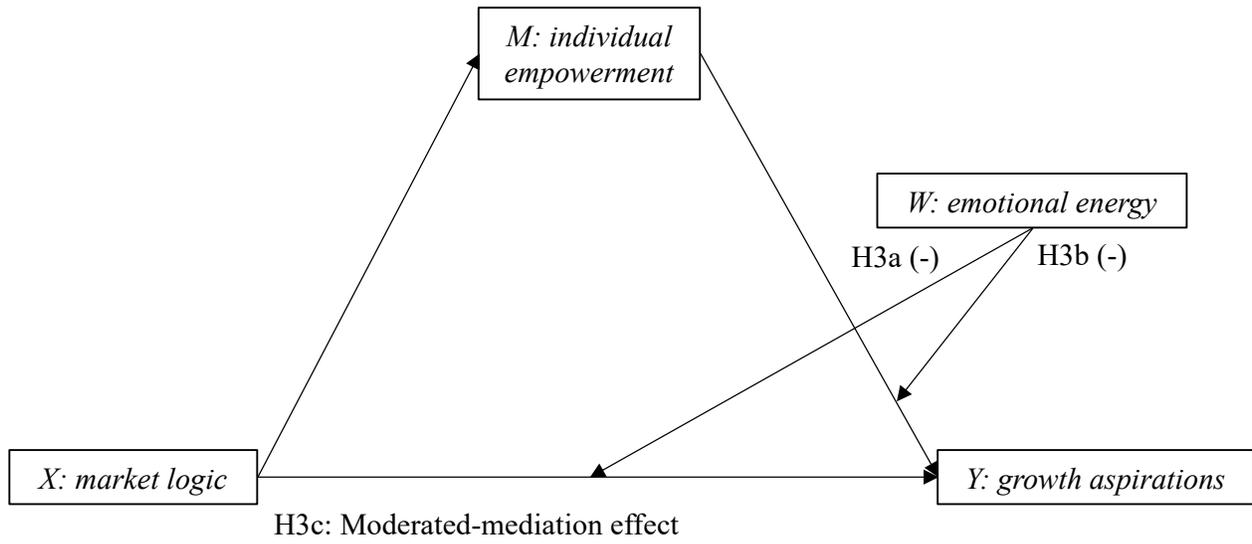
PANEL A



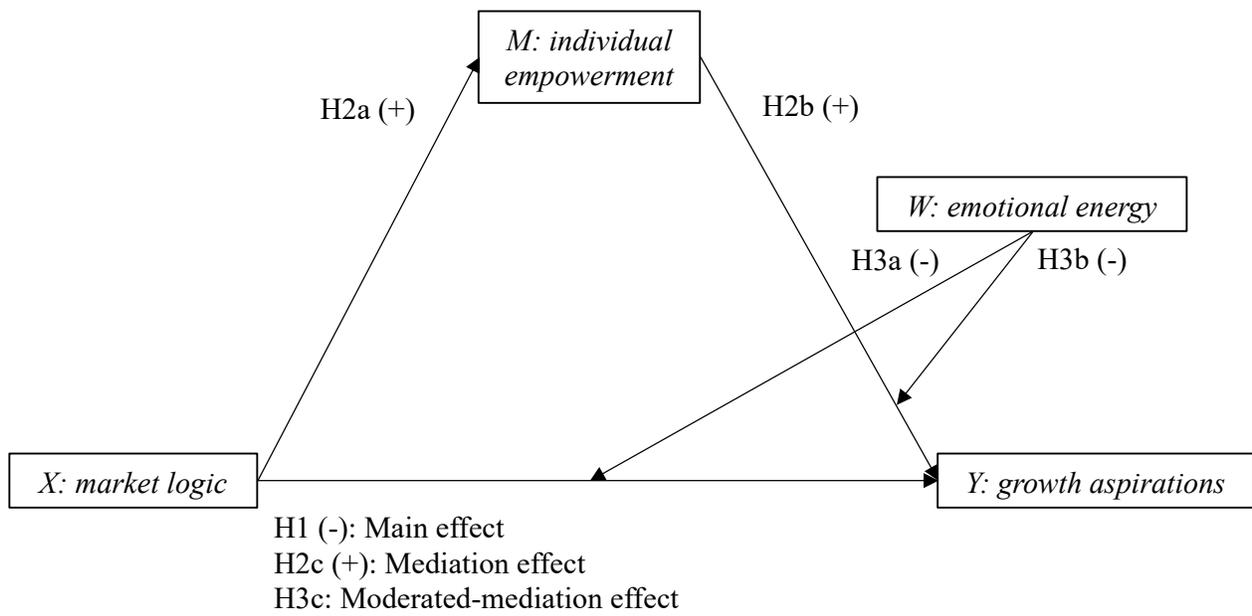
PANEL B



PANEL C



PANEL D



FIELD EXPERIMENT

Experimental manipulation is one method through which the effects and processing of logics can be studied in isolation (Bitektine, Lucas, & Schilke, 2018). Manipulation of logics through priming in experiments is an emergent method (Durand & Thornton, 2018). To the best of my knowledge, it has been published only once within our literature in a study exploring the effects of familial versus market logics (Glaser et al., 2016). However, complementary studies in economics have successfully used the same cultural-symbolic dimensions of logics, such as language (Lieberman et al., 2003) and situational construal (Kay & Ross, 2003), to prime both market and community logics. Still, these studies are limited since they are conducted in out-of-context laboratories violating the cultural and social embeddedness of institutional logics.

Limitations of laboratory-based studies can be overcome with randomized field experimentation. This approach facilitates the study of isolated variables of interest in their natural setting through random assignment and experimental manipulation. As such, data is collected on real-world behaviours in native settings (Baldassarri & Abascal, 2017). Randomized control experiments or “trials” are the gold standard of scientific enquiry allowing for the study of isolated causal inferences of an intervention (Schilke, 2018). Specifically, deploying a randomized controlled field experiment provides a platform for controlled manipulation of institutional logics *in situ*. This is particularly important for answering my research question for two reasons. First, by definition, institutional logics are socially and culturally embedded and created (Friedland & Alford, 1991). They are an institutional order which acts as a “cultural knowledge corridor that distinctly shapes attention and the interpretation of meaning” (Durand & Thornton, 2018: 3). By manipulating logics in their native setting, we record real-world responses to, and effects of, the manipulation. That is, everyday situations are simulated, and institutional logics are operational.

This overcomes a key critique of experiments generally – the lack of generalizability (King, Hebl, Morgan, & Ahmad, 2013). It also responds to recent calls for the use of experiments to understand foundations of institutional theory (Bitektine et al., 2018; Haack, McKinley, Schilke, & Zucker, 2016; Schilke, 2018). Second, random assignment of participants to field experiment conditions removes extraneous features since participant characteristics become normally distributed across the conditions; the sample population in each condition is characteristically the same. This reduces the effect of confounds on the causal relationships of interest and subsequent causal claims are more robust (Baldassarri & Abascal, 2017).

Experimental Design

Organizational partnership. In a context so different from my own, I worked closely with a local microfinancing organization, Centre Financier aux Entrepreneurs (CFE) Tunisie, with the supportive francophone assistance of the SEED²⁰ Director and project manager, and with the founding parent organization of CFE, Développement international Desjardins (DID). CFE Tunisie supports mainly youth and women entrepreneurs to move from informal to formal businesses by providing business support services and financing. I engaged with the CFE Tunisie team based in the capital, Tunis, working with program directors to understand why many women-owned businesses in their network were struggling to grow. At the time, CFE Tunisie was running business readiness and planning programs and providing financing pathways across the country with a specific focus in the coastal urban areas of Tunis, Sousse and Sfax.

²⁰ The Scaling Entrepreneurship for Economic Development (SEED) is a collaboration between international researchers and international and local promoters involved in scaling businesses. SEED participants deliver locally relevant and contextualized entrepreneurial training and field experiment methods to generate and share knowledge to address scaling issues facing micro-enterprises.

Exploratory interviews. Exploratory, or “scoping” interviews are designed to familiarize the researcher with the context and develop hunches about potential causes of the phenomenon of interest (Kistruck & Slade Shantz, 2022). In stage one of this research, semi-structured interviews (Myers, 2013) and focus groups (Yin, 2015) were conducted with 18 informants in the Tunisian entrepreneurial ecosystem. This included four intermediary representatives, five in-country partner organization representatives, five entrepreneurs and four certified trainers (see Table 2 for interviewee details). Due to essential travel, health and safety restrictions that arose from the global COVID-19 pandemic (World Health Organization, 2020), each session was conducted virtually through either Zoom or Facebook Messenger groups. Only sessions conducted via Zoom were recorded due to platform limitations. Where required, interviews were attended by a translator who spoke Tunisian Arabic, French, and English. During this exploratory phase, sessions were attended by multiple members of a broader research team and their field notes, team debriefing summaries, and meeting minutes were shared amongst team members. Sessions followed a semi-structured format (see Appendix C for the interview guide) with research team members free to probe deeper into data provided by the informants during the interview. These interviews, coupled with secondary data, oriented me to the local context, revealed important challenges faced by entrepreneurs and women entrepreneurs, and deepened my understanding of everyday life as an entrepreneur. Insights from these interviews also shaped my initial understanding of the market and community logics, as described above with data in the section on “Institutional Logics of Tunisian Women Entrepreneurs.”

TABLE 2

Exploratory Research Interviews

Role	Interview Code	Organization	Schedule
<i>Intermediaries</i>			
Senior Private Finance Officer	INT01	International Finance Corporation	October 20, 2020
Gender Banking champion	INT02	World Bank	October 20, 2020
Chief of Finance Office/Bureau	FG01	Finance Bureau, Nabeul	October 22, 2020
Chief of Finance Office/Bureau	FG01	Finance Bureau, Sfax	October 22, 2020
<i>In-country partner</i>			
Director of Development	FG02	CFE Tunisie	October 22, 2020
Director of Credit Risk	FG02	CFE Tunisie	October 22, 2020
CEO	MC01	CFE Tunisie	October 27, 2020
Program Manager	MC02	CFE Tunisie	October 27, 2020
Senior Gender Equality Advisor	MC03	CFE Tunisie	October 27, 2020
<i>Entrepreneurs</i>			
Entrepreneur 01	ENT01	Exporting	October 26, 2020
Entrepreneur 02	ENT02	School	November 16, 2020
Entrepreneur 03	ENT03	Gym	November 17, 2020
Entrepreneur 04	ENT04	Beauty salon	November 17, 2020
Entrepreneur 05	ENT05	Hotel	February 02, 2021
<i>Trainers</i>			
Trainer 01	TRA01	Private contractor	April 12, 20, & 29, 2021 (Interviews)
Trainer 02	TRA02	Private contractor	May 24 to May 28, 2021 (Focus Groups)
Trainer 03	TRA03	Private contractor	May 24 to May 28, 2021 (Focus Groups)
Trainer 04	TRA04	Private contractor	May 24 to May 28, 2021 (Focus Groups)

Qualitative data analysis and coding. The qualitative data collected as part of this field experiment primarily served the purpose of sensemaking the quantitative results and findings. In this way, the research is not a full mixed-method study. Rather, the field experiment hypotheses, design, and causal claims are formed and explained using insights emerging from the qualitative

data. Consequently, I do not conduct a full qualitative analysis as expected in a qualitative dissertation. Nonetheless, to make sound use of the interview data, I engaged in systematic analysis and coding to make sense of the themes, design the field experiment, and interpret the quantitative results. Specifically, to analyse the data collected in both the exploratory interviews and post-experiment interviews (see the sub-section “Subsequent qualitative data” below), I conducted iterative bottom-up and top-down qualitative analysis and coded using ATLAS.ti software (Myers, 2013).

First, to develop the hypotheses, I analysed the exploratory interview data and secondary reports using a bottom-up approach. The bottom-up approach was an appropriate starting place as my first interviews and secondary report reading were exploratory in nature (Myers, 2013). Key themes emerged as I repeatedly read the interview transcripts, interview notes, and secondary reports, and discussed the emerging themes with scholars familiar with the context and research. The emerging insights were triangulated in discussion with collaborators at CFE Tunisie and DID, which established three general research themes related to institutional logics, individual empowerment, and emotions. I then used extant literature coupled with the key themes from the qualitative data to develop the hypotheses and to design the field experiment.

Second, after the field experiment, I collected further interview data (again, see the sub-section “Subsequent qualitative data” below) and conducted a top-down approach to data analysis. A top-down approach was now suitable since the purpose of the field experiment was to test theory (Myers, 2013). This top-down approach involved reviewing the literatures on (i) institutional logics with a specific focus on their categorical elements, means-ends relationships, and consequences; (ii) individual empowerment focused on antecedents, consequences, sources, and dimensions; (iii) emotions focused on type, target, and intensity; and (iv) venture growth. From this literature review I developed a short-list of theoretically derived codes to guide my analysis of field notes,

transcriptions, and reports. I began the analysis by reading each interview and coding it based on all three literatures at once. However, I found this to be challenging in terms of theoretical frame switching multiple times while reading a single interview. Therefore, I changed my approach to code based on literature, and reviewed and analysed all interview data from one theoretical perspective at a time, beginning with logics, followed by venture growth, then individual empowerment and emotions. The purpose of this first-round of coding was to broadly identify and categorise possible theoretically motivated explanations for the quantitative results within each interview.

Next, I reviewed the interview data in batches, grouping like codes together and reviewing data by condition. For example, I gathered all the interview data coded within the theme of individual empowerment then split this into two batches – one batch for entrepreneurs interviewed and assigned in the field experiment to the market condition, and one batch for entrepreneurs interviewed and assigned in the field experiment to the community condition. I then repeatedly read each batch and engaged in another round of detailed bottom-up coding guided also by the quantitative results which showed between-group differences across the logic conditions. The top-down analysis followed by batching by experiment condition and subsequent bottom-up analysis allowed me to focus on similarities and differences between entrepreneurs assigned to the market and the community condition with a specific purpose of interpreting, sensemaking and explaining the quantitative results (see “Qualitative Results” section below).

Experiment vehicle. Building from the insights of the exploratory interviews, I partnered with CFE Tunisie and co-designed a field experiment to test if the local institutional logics were affecting growth outcomes amongst Tunisian women entrepreneurs. The field experiment used a three-module training program as the delivery vehicle for stimulating the institutional logics treatment. Experimental vehicles can take a variety of forms (e.g., the use of vignettes, see Glaser

et al., 2016), and training programs are a well-accepted approach for this in both entrepreneurship and management (e.g., see Slade Shantz et al. 2019, Kistruck, Sutter, Lount Jr, & Smith, 2013, and Grant, 2008). In my context, a training program on how to grow your business also addressed concerns that the entrepreneurs lack of growth was due simply to limited knowledge on how to grow. Consequently, the final training program for this study focussed on training women entrepreneurs for business growth through innovation, experimentation, and leadership (see the following subsection on “Training Curriculum” for further details).

To develop this customized training program, I worked closely with CFE Tunisie and the francophone research team at HEC Montreal to initiate, develop, review, and pilot test the materials. The training was based on CFE Tunisie’s existing programs, local understandings of the logics based on interview data, similar entrepreneurial training programs in emerging market contexts²¹, and current practice in, and understanding of, entrepreneurship education. The resulting customized training content was identical in both the market and community logic conditions. Therefore, all participants received the same development opportunities with regards to skills, knowledge and capability building. Controlling for the content by making the trainings identical also allowed me to isolate for analysis the only difference between the two groups which was that one group was placed in a community logic condition and the other group was placed in a market logic condition.

The training program was sequenced with one module delivered each week for three consecutive weeks with each in-person training session lasting between three to four hours. Trainers were assigned in pairs to deliver the training with one trainer delivering the material, and the second trainer observing and taking notes for distribution to the research team (see Table 3 for

²¹ The training program was developed in consultation with, and materials from, Drs Angelique Slade Shantz, Luciano Barin-Cruz, Charlene Zietsma, and Desirée Pacheco.

Trainer Assignment). Between each week, participants received both a SMS message from a third-party service provider and a phone call from the trainer who had led the session the week before. Participants were also given homework to complete based on the lesson content covered in the completed modules.

TABLE 3
Trainer Assignment

	Modules		
	1: Why, & where to grow (Week 1)	2: How to grow (Week 2)	3: Empowered growth (Week 3)
Participant Group	Module 1	Module 2	Module 3
Tunis-Community-01	Primary: Trainer 3 Secondary: Trainer 2	Primary: Trainer 2 Secondary: Trainer 3	Primary: Trainer 3 Secondary: Trainer 2
Tunis-Community-02			
Tunis-Market-01			
Tunis-Community-03	Primary: Trainer 1 Secondary: Trainer 4	Primary: Trainer 4 Secondary: Trainer 1	Primary: Trainer 1 Secondary: Trainer 4
Tunis-Market-02			
Tunis-Market-03			
Sfax-Community-04	Primary: Trainer 2 Secondary: Trainer 3	Primary: Trainer 3 Secondary: Trainer 2	Primary: Trainer 2 Secondary: Trainer 3
Sfax-Market-04			
Sousse-Community-05	Primary: Trainer 4 Secondary: Trainer 1	Primary: Trainer 1 Secondary: Trainer 4	Primary: Trainer 4 Secondary: Trainer 1
Sousse-Market-05			

Training curriculum. The training curriculum was comprised of three modules focussed on (i) why to grow and where within a business one could grow, (ii) how to grow, and (iii) empowered growth (see Table 4 for a summary description of each module). I will discuss each in turn.

TABLE 4
Summary of the Training Program Modules

	Module 1	Module 2	Module 3
Topic	Why, & where to grow	How to grow	Empowered growth
Week	1	2	3
Content	<ul style="list-style-type: none"> • Strategies for growth through innovation • What is innovation? • Business Model Canvas (BMC) innovations 	<ul style="list-style-type: none"> • Ask • Experiment • Learn 	<ul style="list-style-type: none"> • Women Leaders • Unconscious bias • Powerful solutions
Homework	<ul style="list-style-type: none"> • Develop as many BMC innovations for your business as possible. 	<ul style="list-style-type: none"> • Try your Ask-Experiment-Learn (AEL) Innovation Action Plan in your business. 	

Module 1 launched with content related to the motivations for growth and business innovation and were customized to each logic condition (see the following subsection “Treatment” for further details and methodology regarding this customization). For example, the market logic foregrounded how growth is associated with increased revenue and profits, status and prestige as a successful entrepreneur, increased personal wealth, business efficiency, and being special and unique with an edge over one’s competition. Simultaneously, the training within the community condition foregrounded the provision of new products and services to communities, the hiring of other women and community members, status and prestige for communities and the customers served, neighbourhood revitalizations, deeper community connections and the ability to provide better opportunities for employees. This material was followed by a deep dive into the Business Model Canvas (BMC) framework focussing on the production of value through business

innovation. The logic conditions were distinguished by for whom the value was created and where in the business model this creation took place. For example, the market logic condition focussed on establishing consistent revenue and personal profits by working alone and focussing on business model efficiencies. Meanwhile, the community condition focussed on establishing consistent revenue and profits by working with others and focussing on effective deployment of business model efficiencies framed as community resources. Module 1 ended with participants working on an Innovation Action Plan for their business in which they identified ways in innovate in their businesses using the BMC. Participants were assigned with homework in which they were to generate as many BMC innovation ideas as possible and write these in their homework booklet.

While Module 1 focussed on why and where within a business model an entrepreneur could focus on growing, Module 2 built on this to focus on optimizing the process of growth through an innovation process inspired by the lean start-up (Ries, 2011). The simplified process is comprised of three steps: Ask, Experiment & Learn (AEL). Step one, “Ask”, involves identifying underused resources and market opportunities in the environment and was conditioned by the logic conditions. For example, the market logic focussed on asking oneself about which resources they have which are currently under- or over-utilized (including physical and social) while the community logic focussed on asking others for feedback about which resources the entrepreneur has which others believe are under- or over-utilized. Step two, “Experiment” has two components in which the entrepreneur selects one change identified in the BMC (Module 1) and uses their available resources to prototype a small version of that change which they then test. The market logic condition for experiment foregrounded how experimentation facilitated risk and cost minimization in order to make greater personal gains in the future. Meanwhile, the community logic condition for experiment foregrounded how experimentation facilitated risk minimization by avoiding offering unwanted products and services to communities. Step 3 of the AEL module, “Learn”,

involved the entrepreneur reflecting on the data collected during the experiment and deciding whether to stop, proceed with caution, or go. Once again, participants ended the module by beginning to work on their Innovation Action Plan in which they began planning the AEL processes they would practice in their own businesses in the week ahead, and before the final module.

While Module 1 and Module 2 provided practical skills, tools, and training for growing their businesses, Module 3 focussed on empowered growth through women's leadership and unconscious bias training. Specifically, the module provided content related to the growth mindset including five steps to personal behavioural change (i.e., awareness, meaning, vision, mind shift, and growth) and additional actions entrepreneurs can take to grow. Once more these were customized to the market logic condition but offered the same direction. For example, additional actions for entrepreneurs in the market logic condition included finding a mentor, networking, and hosting virtual or business events in order to innovate their businesses, grow profitability, and enhance their own status. These same actions were stylized to the community condition by foregrounding the availability and reciprocity of community mentors, networking and hosting in order to innovate for their businesses and their communities, grow their community resilience and wealth, and revitalize their communities.

Treatment. Institutional logics are multidimensional as the “socially constructed, historical patterns of material practices, assumptions, values, beliefs and rules, by which individuals produce and reproduce their material subsistence, organize time and space, and provide meaning to their social reality” (Thornton & Ocasio, 1999:804). Consequently, I designed multidimensional logics treatments (see Table 5 for description and treatment examples)²² to activate participants' *existing*

²² The “treatment” is the method for activating the market and community logics. For ease of understanding, I refer to the “treatment” in this section, and use the term “condition” in the remainder of the manuscript.

patterns of the community and market logics. While the market logic means and ends were simply derived from the local logic, I needed to contextualize the community logic to business in order to make the training relevant and consistent. For example, the root metaphor of the community logic is comprised of groups of women in civic organizations (means) helping one another (ends). This community logic comes alive in a business context when the entrepreneur meets local community needs by offering new products and services (means) to revitalize the local communities and neighbourhoods (ends). In this example, the market and community logics utilize similar means – the production of new products and services – but the ends are modified to reflect the market and community logic *in situ*. This was done intentionally to ensure the same training, developmental skills, and knowledge building for experiment participants while activating the relevant logic condition.

The means did vary between conditions for other categorical elements of the logic. For example, the source of legitimacy for the market logic is the share price or value of the company which, in Tunisia, is related to company longevity directed by the entrepreneur. Therefore, having a legitimate business in Tunisia requires an entrepreneur to deliver consistent revenue and profits (means) in order to increase business longevity (ends). In contrast, the source of legitimacy for the community logic is unity and belief in reciprocity. Amongst Tunisian women entrepreneurs this manifests as having an accountability partner (means) in order to help one another act in their business (ends), as expressed in their civic organizations. The training content that was held consistent through these differences were, for example, the financial components of the Business Model Canvas included in Module 1 of the training.

Extant literature provides theoretical and empirical evidence of the role of visual (e.g., Höllerer et al., 2013), rhetorical (e.g., Lee & Paruchuri, 2008), framing (e.g., Purdy, Ansari, & Gray, 2019) and linguistic (e.g., Jones & Livne-Tarandach, 2008) means to communicate (e.g., Lammers, 2011;

Ocasio, Loewenstein, & Nigam, 2015) institutions and logics. Therefore, the various customized means-ends coupling to the logic condition were delivered during the training program via six channels: slogans, SMS text messages, visualizations, posters, case examples, video examples, and language (see Table 5 for descriptions of each of these). Treatments were applied at the same time for each condition during the entrepreneurship training program (see Figure 2 for an illustration of the simplified sequencing for when the training, treatments, and data collection moments were administered). For example, SMS text messages reminding participants to complete their homework were used in between each of the three in-person training modules. These text messages also delivered the assigned treatment. Specifically, after Module 1, participants in the market condition received the text message which included the market logic slogan, “Sow today and tomorrow reap success. This week, write down BMC innovation ideas for your business.” Concurrently, participants in the community condition received the text message which included the community logic slogan, “Together we move forward and we help each other. This week, write down BMC innovation ideas for your business.” These slogans coupled logic means with logic ends (i.e., “tomorrow reap success” or “together we move forward”) resulting in the means-end pair for the market logic (sow today-reap success) and community logic (help each other-together we move forward). Slogans were also visually and audibly presented through repetition at the start of each training session and were included within training artefacts such as the supporting slide deck, posters, tote bags, and workbooks.

TABLE 5

Summary of the Institutional Logics Means-Ends Treatments with Example Materials

Categorical elements	Treatment logics					
	Condition 0: Market			Condition 1: Community		
	<i>Ideal type</i>	<i>Means</i>	<i>Ends</i>	<i>Ideal type</i>	<i>Means</i>	<i>Ends</i>
<i>Root metaphor</i>	<i>Transaction</i>	Offer new products, serve new markets.	Be innovative.	<i>Common boundary</i>	Offer new products and serve new markets.	Revitalize our communities and neighbourhoods.
<i>Sources of legitimacy</i>	<i>Share price</i>	Deliver consistent revenue and profits.	Increase your business longevity.	<i>Unity, belief in reciprocity</i>	Have an accountability partner.	Help one another take action.
<i>Basis of norms</i>	<i>Self-interest</i>	You, your business, success, reputation. Work alone on your own business.	Increase your personal wealth.	<i>Group membership</i>	We, us and our business success, communities.	Community growth. Community resilience. Local employment.
<i>Basis of attention</i>	<i>Status in market</i>	Offer product diversity. Be unique. Be different.	Have an edge over your competition.	<i>Personal investment in group</i>	Work together. Share personal challenges.	Work together for a solution. Increase social capital.
<i>Basis of strategy</i>	<i>Increase efficiency profits</i>	Make your competitor lose. Be more efficient and reduce costs.	Have more customers.	<i>Increase status and honour of members</i>	Business growth through hiring women and community member.	Status and prestige for our communities and customers we serve.

<p>Examples</p> <p><i>Slogans</i> Sow today and tomorrow reap success.</p> <p><i>SMS Treatment</i> Module 1: Sow today and tomorrow reap success. This week, write down BMC innovation ideas for your business Module 2: Sow today and tomorrow reap success. This week, try your A-E-L plan in your business!</p> <p><i>Activity examples</i> Working alone, think about the following questions:</p> <ul style="list-style-type: none"> • Who are your customers? • What value or benefits do you bring them? • How do these advantages make you more competitive? <p>Working alone, reflect on ways you can be innovative in your business using the BMC.</p> <p>Working alone, reflect on your Innovation Action Plan from Module 1. Select one idea you will commit to trying this week.</p> <p>Write a plan for following the AEL process with this idea.</p>	<p>Together we move forward and we help each other.</p> <p>Module 1: Together we move forward and we help each other. This week, write down BMC innovation ideas for your business Module 2: Together we move forward and we help each other. This week, try your A-E-L plan in your business!</p> <p>With your group, discuss the following questions (5 minutes):</p> <ul style="list-style-type: none"> • Who are our customers, employees, and members of our community? • What value or benefits do we bring to each of them? <p>Working with your group, start discussing ways we can be innovative in our businesses using the BMC.</p> <p>Working with your group, discuss ways you can be innovative in your business this week. While discussing, each group member should select one idea to commit to trying this week. Together, write a plan for following the AEL process for each of these ideas.</p>
<p><i>Case example</i> Dora believed that she could be a successful, wealthy and influential businessperson by establishing a business-to-student mentoring program across Tunisia. Her vision for the program was to have 1:1 learning connections between students and local business owners to learn about running profitable and efficient businesses that were unique from other businesses. Dora planned to have students pay a small fee for this service, part of which would be given to the business owner for their time, part of which Dora would keep</p>	<p>Dora believed that her university community could be more successful, sustainable and deeply connected to the local neighborhood by having a student-business mentoring community. Her vision for the community was to have 1:1 learning connections between students and local business owners, to learn about running a sustainable business, and the role of business in supporting local community. Dora believed this was possible because she, herself, had benefited from such communities during her schooling: Dora's father</p>

herself. Dora believed this was possible because she had seen this business model in action: Dora's father was a business broker, charging a fee for connecting businesses to manufacturers. Dora also believed it was possible to run her own business, because her mother managed a small beauty business from home, and Dora had taken courses in networking and supply chains during her schooling.

was a local electronics technician, and her mother managed a small beauty business from home. From an early age, Dora had conversations with local businesspeople and learned the importance, and value, of local business. Dora also believed this mentoring community was possible because local businesspeople were passionate about making money to help their local neighborhood, such as building a small playground for young children in an old parking lot.

Posters and marketing materials including slogans and symbols.



Visualization exercise

Picture yourself successfully running your business. What does this look like? How do you feel? **How will you benefit from your business?**

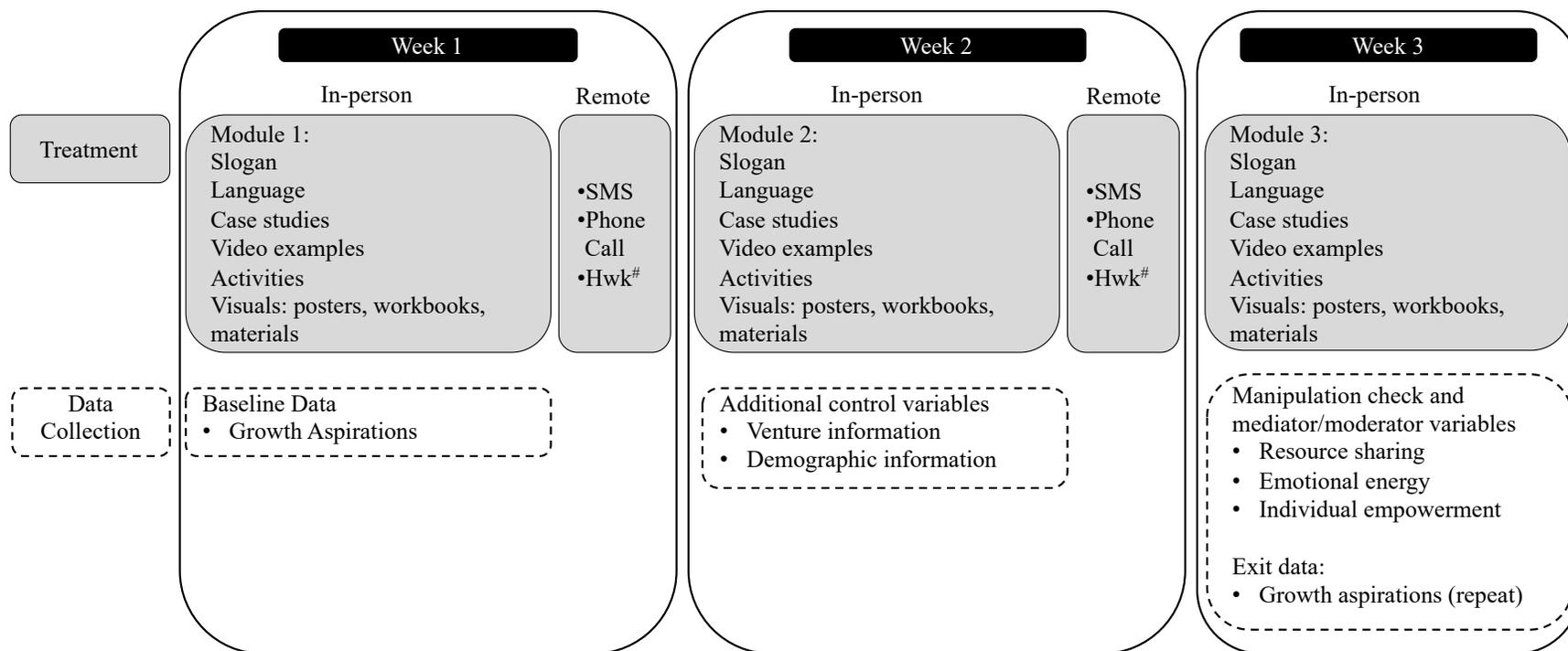
Now describe **how your community will benefit** from your business. **What contribution do you make to your community? What benefit do you see for your community?**

Doodly instructional videos

These videos remain the intellectual property of the funding partners and are not available for public consumption.

FIGURE 2

Sequencing of the Training Program Modules, Logics Treatment Channels and Data Collection



#Shorthand for referring to the homework materials comprised of a booklet provided to participants with activity sheets customized to their condition.

Train the trainers and pilot testing. Four female Tunisian trainers were recruited by CFE Tunisie to deliver the training. Two trainers were invited to participate during the development of training materials to provide early input regarding local appropriateness of teaching materials, and to assist with culturally appropriate development of the logics conditions. Two additional trainers were invited to the train-the-trainers session conducted virtually via Zoom. Train-the-trainer sessions consisted of two days of training on the materials, each followed by a practice day during which the training was piloted. A final fifth day was used for debriefing, feedback, and adaptation of materials. These sessions also each served as focus groups with trainers to discuss the materials, cultural contextualization, and local expertise working with Tunisian women entrepreneurs.

Sample. Participants enrolled in the training program could volunteer to participate in the study, and their participation in the training program was not affected by their participation (or not) in the research study. No participants opted out, or later withdrew, from participation in the study. So as not to bias results, participants were informed that the research study focussed on deepening our understanding of how entrepreneurial training is conducted in the local Tunisian context. Participants were offered the equivalent of approximately CAD20 to cover expenses of participating in the program (e.g., transportation), and if they completed all three modules, were entered into a lottery to win one of 10 CAD100 prizes. Participants were recruited nationally through media platforms including radio, television segments and Facebook, and via existing CFE Tunisie contact lists. Each training (comprised of all three modules) was scheduled to be delivered in three locations – Tunis, Sousse and Sfax – with six days in between the delivery of each module in each location. Due to COVID19 restrictions, real time regional adaptation of the training delivery was required. Specifically, in Sousse, Module 2 and Module 3 of the training program were delivered in consecutive days. In Sfax, Module 3 was delivered online using Facebook Messenger Rooms and WhatsApp groups and delivered two weeks after Module 2. Given this disruption, and

potential noise in the data, I have restricted the analysis to one geographic location – Tunis. However, I provide in Appendix E the three city results which demonstrated the same data trends.

In total, 807 enrolment submissions were received via the online registration form. Ineligible and duplicate entries were removed from consideration, resulting in 675 women entrepreneurs being randomly assigned through block design to one of two conditions either the (i) market (Condition 0) ($n = 337$), or (ii) community (Condition 1) ($n = 338$) logic condition (regional breakdown – Tunis: 409 (60.59%); Sfax: 121 (17.93%); and Sousse: 145 (21.48%)). Of these, 189 (28%) women began the training²³, 131 (69.31%) completed the training with useable data and the final sample size in Tunis was $n = 78$ (market = 39, community = 39). Women entrepreneurs participating in the Tunis training were between 18 and 55 years old with most (82.05%) between 25 and 44 years old (see Figure 3). Of these entrepreneurs, 51 (65.38%) had businesses less than two years old. These businesses were founded in a variety of industries, including wholesale (e.g., consumer packaged goods), artisan craft (e.g., apiculture), education (e.g., school founders), and other (e.g., sports academy). Only 29 (42%) of those with an identifiable industry were participating in a stereotypically and traditionally “feminine” industry in which business owners are historically and typically female. Most businesses (61.54%) had between 1 and 4 employees while 24.36% had no employees and were solo-self-employed entrepreneurs. Tests of randomization confirmed no statistical differences across the logic conditions (see Table 6 for descriptive statistics and Table 7 for test of between-subjects effects²⁴).

²³ This attrition is culturally common in Tunisia and CFE Tunisie confirmed that for every individual participant who attends they require approximately four people to register.

²⁴ A between-subjects effects analysis was used, rather than an independent samples t-test analysis, since I have both dichotomous and continuous control variables.

FIGURE 3

Sample Demography and Venture Statistics

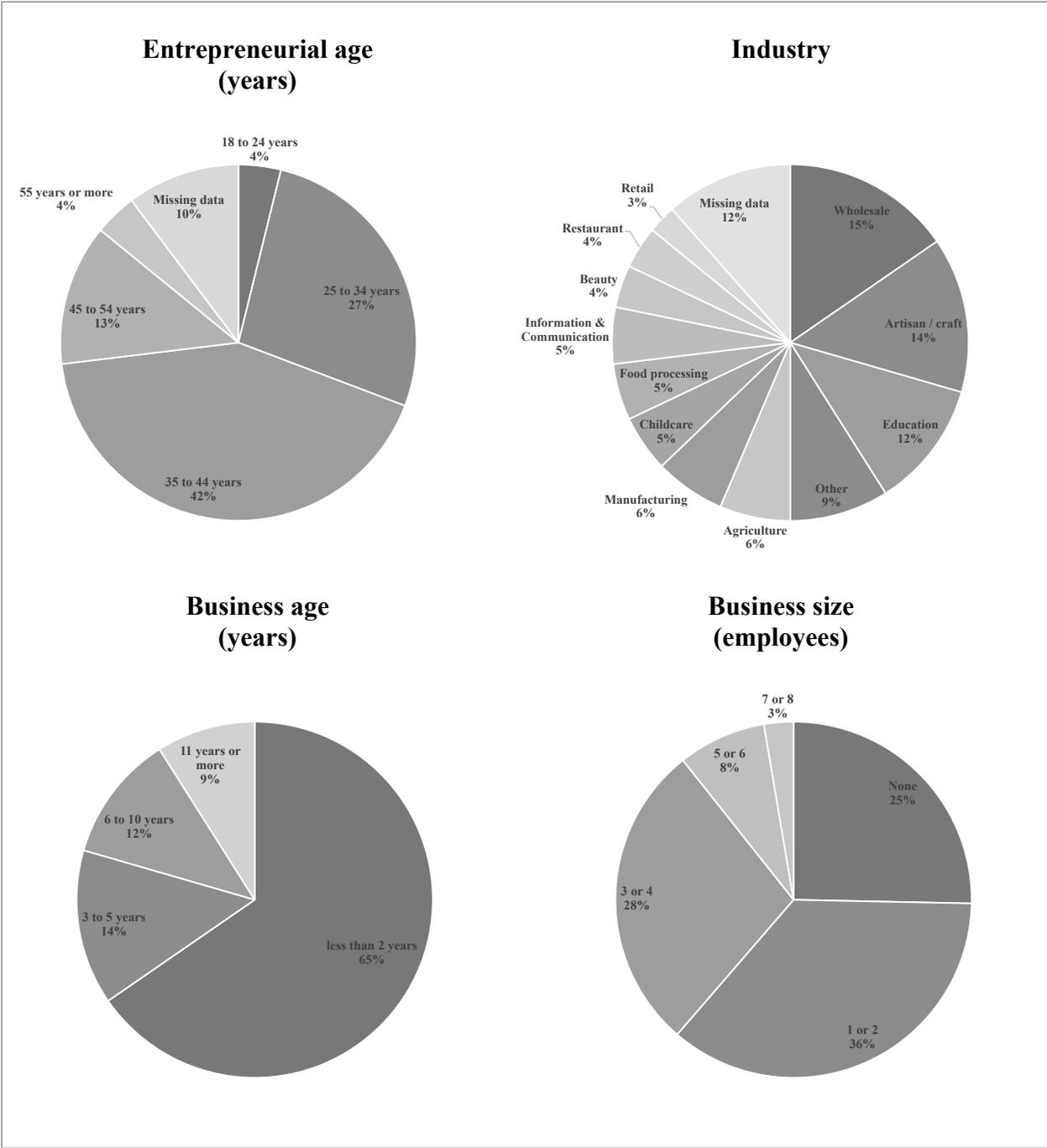


TABLE 6
Descriptive Statistics

Variable	M	S.D.	1	2	3	4	5	6	7	8	9	10	11
1. Condition (market logic)	.5	.50											
2. Entrepreneur age (<i>entage</i>)	3.76	.99	-.07										
3. Baseline market logic affinity (<i>mktbase</i>)	6.09	1.10	-.08	-.06									
4. Baseline community logic affinity (<i>combase</i>)	6.14	.94	-.01	.09	.51**								
5. Venture size (<i>size</i>)	1.64	1.98	.13	.13	-.07	-.08							
6. Venture age (<i>venage</i>)	3.36	5.56	-.19	.35**	-.07	-.13	.25*						
7. Commercialization activity (<i>comm</i>)	.84	.37	.07	-.06	.13	.03	.36**	.26*					
8. Social enterprise (<i>socent</i>)	.45	.50	.08	.06	.00	.00	.11	-.08	-.25*				
9. Female dominated industry (<i>indfem</i>)	.37	.49	-.13	.05	-.11	-.03	-.12	.15	-.05	.21			
10. Individual empowerment	6.70	.40	.35**	.02	.05	.12	.07	.15	.16	-.06	-.09		
11. Emotional energy	6.23	.69	.11	-.01	.31**	.20	-.15	-.06	.23*	-.22	-.14	.54**	
12. Change in growth aspirations	.13	1.58	-.32**	.21	.02	.06	-.30**	-.04	.01	-.24*	-.04	.10	.38**

* Significant at p<.05. ** Significant at p<.01

TABLE 7**Between-Subjects Effects of Demographic and Venture Covariates**

Variable	MS	F (df₁, df₂)	Sig (two-tailed)	Partial η^2
Entrepreneur age (<i>entage</i>)	7.78	3.66 (1, 58)	.06	.06
Baseline market logic affinity (<i>mktbase</i>)	1.30	.61 (1, 58)	.44	.01
Baseline community logic affinity (<i>combase</i>)	2.19	1.03 (1, 58)	.32	.02
Venture size (<i>size</i>)	1.95	.92 (1, 58)	.34	.02
Venture age (<i>venage</i>)	1.52	.71 (1, 58)	.40	.01
Commercialization activity (<i>comm</i>)	.53	.25 (1, 58)	.62	.00
Social enterprise (<i>socent</i>)	1.47	.69 (1, 58)	.41	.01
Female dominated industry (<i>indfem</i>)	.78	.36 (1, 58)	.55	.00

Data Collection and Measures

Data were collected through participant self-report surveys. Where available, survey questions leveraged established and validated Likert scales adapted to the local context (see Table 8 for details). Scale reliability and internal validity demonstrated the suitability of each scale. Survey forms were written in English, independently translated to Arabic, and back translated to confirm accuracy of translation. Three inconsistencies arose in the backtranslation which were rectified in discussion with a PhD candidate fluent in English, Arabic and Tunisian Arabic. Materials were then distributed to CFE Tunisie for validation and comprehension checks. Surveys were administered via paper at each of the training sessions and collected by representatives of CFE Tunisie²⁵. Surveys were then scanned and uploaded to a secure cloud server for transmission.

²⁵ Due to changes in COVID health measures, the final module in Sfax was delivered virtually and data collected via Qualtrics. Sfax data is included in the country-level analysis (see Appendix E).

TABLE 8

Measures and Scales

Category / mechanism	Scale type	Item	Source (adapted from)
<i>Dependent variable</i> <i>Growth aspirations</i>	Seven-point scale, ranging from 1 = I want my business to stay about the same, 4 = I want my business to grow moderately, to 7 = I want my business to grow a lot.	Stem: <i>Thinking about your business, indicate how much each statement describes you.</i> Where do you fit in terms of growth aspirations?	Hmieleski & Corbett (2006)
<i>Mediators, & moderators</i> <i>Individual empowerment</i>	Seven-point scale, ranging from 1 = strongly disagree, to 7 = strongly agree.	Stem: <i>Indicate your level of agreement with the following statements.</i> <ol style="list-style-type: none"> 1. My business is very important to me. 2. I am confident about my ability to conduct my business. 3. I have considerable independence and freedom in how I conduct my business. 	
<i>Emotional energy</i>	Seven-point scale, ranging from 1 = very untrue of me, to 7 = very true of me.	Stem: <i>Thinking about your experience during this training, indicate how each statement reflects you .After interacting with people in this training:</i> <ol style="list-style-type: none"> 1. I feel more energy to grow my business. 2. I would contact people in this training when I needed encouragement about growing my business. 3. I feel increased vitality to grow my business when I interact with my group. 	Owens, Baker, Sumpter, & Cameron (2016)

Category / mechanism	Scale type	Item	Source (adapted from)
<i>Manipulation check</i> <i>Social support</i>	Seven-point scale, ranging from 1 = never, to 7 = all the time.	<p>Stem: <i>Thinking about your experiences with the training, indicate the frequency with which you <u>GAVE</u> different types of support from people in this training.</i></p> <p>a) Resource Support. For example, provided you with an introduction to someone, provided you with some transportation, loaned you an asset or equipment.</p> <p>b) Feedback Support. For example, gave you feedback; expressed esteem or respect for a personal quality of yours; helped you understand why you did not do something well; let you know you did something well.</p>	Tardy (1985)
Demographic and venture variables <i>Entrepreneur's age</i>	Ordinal variable in years of age: less than 18; 18 to 24; 25 to 34; 35 to 44; 45 to 54; 55 years or older.	What is your age group?	-
<i>Logics affinity</i>	Seven-point scale, ranging from 1 = not at all important, to 7 = extremely important.	<p>Stem: <i>Think back to when you started your business and use the scale to indicate how important each of these factors were to you.</i></p> <p>Market</p> <p>1. Demonstrate my ability to succeed in a competitive environment.</p> <p>Community</p> <p>Demonstrate my ability to contribute to my community.</p>	Glaser et al., (2016)

Category / mechanism	Scale type	Item	Source (adapted from)
<i>Venture size</i>	Ordinal variable based on number of employees: 0; 1 or 2; 3 or 4; 5 or 6; 7 or 8; 9 or 10; 11 or more.	How many employees does your business have?	-
<i>Venture age</i>	Continuous variable based on current year (2021) minus year of founding.	What year did you start your business?	-
<i>Commercialization activity</i>	Dichotomous variable: 1 = Yes, or 0 = No.	Have you begun commercialization activities in your business?	-
<i>Social Enterprise</i>	Dichotomous variable: Yes or No.	Are you a social enterprise?	-
<i>Gendered Industry</i>	Dichotomous variable: Yes or No. Responses were coded as being stereotypically gendered as feminine (1 = Yes) or not (0 = No) by a Tunisian entrepreneurial doctoral student familiar with the setting.	What industry or sector do you operate your business?	-

(R): Reverse-coded.

Manipulation checks. The efficacy of the manipulation was checked through locally appropriate quantitative and qualitative measures. Since resource sharing was a practice specific to the community but not the market logic, a one-way Welch ANOVA was conducted to determine if the giving of resources was different between the logics. There was a pronounced *in situ* behavioural distinction between the two logics ($p < .10$) Two self-report behavioural measures adapted from existing literature (Tardy, 1985) (see Table 8 for measures) were used and participants were asked, “Thinking about your experiences with the training, indicate the frequency with which you **gave** different types of support to people in this training.” Specifically, participants were asked about support they gave in the sense of resources (e.g., provided an introduction, some transportation, loaned them an asset or equipment) and feedback (e.g., gave feedback, expressed esteem or respect for a personal quality of theirs, helped them understand why they did not do something well, let them know they did something well). Resource support between the market ($M=2.483$, $SD=1.502$) and community ($M=3.228$, $SD=1.971$) conditions was statistically significantly different Welch's $F(1, 62.671) = 3.016$, $p=0.087$. Feedback support between the market ($M=4.451$, $SD=1.059$) and community ($M=5.000$, $SD=1.490$) was statistically significantly different Welch's $F(1, 64.403) = 3.124$, $p=0.082$.

Since p-values for the manipulation check were indicative of significant but not less than .05, I further qualitatively validated the efficacy of the treatment in interviews with the trainers and staff of CFE Tunisie. Regarding the treatment efficacy,

*And that made me laugh, that made me laugh because it's something that I noticed, that **each, each group, each component retained the slogan that was written on the roll up. And they repeated it and they said it.** It came from the second workshop, well more the third one. But the slogan that was written on the, that repeated so, and incessantly*

*I laughed and it's great, they retained the message and yes, yes, **I think the slogan was retained and, and the phrases were even repeated.***

- Entrepreneurship trainer (INT116)

*During the training that **collaboration** [community condition] worked better because it gave more fruits outside of just what was giving the training so there was leadership, there was the sharing, there was the networking, you **had the impression that they were going to call each other and be more in touch with each other. After the training, like the next day, so this is her personal impression of how the training went.***

- Entrepreneurship trainer (INT114)

Growth aspirations. Change in growth aspirations was measured as a single item, with the stem, “Thinking about your business, indicate how much each statement describes you”. Participants were asked to respond to a seven-point scale ranging from 1 = I want my business to stay about the same, to 7 = I want my business to grow a lot in response to the single item statement, “Where do you fit in terms of growth aspirations?” Since participants had enrolled to participate in a training program about growing their business, for the purposes of this study growth aspirations were defined as being targeted toward high-growth businesses and deemed it appropriate to centre the scale around at least some dimension of growth (i.e., greater than no growth; Hmieleski & Corbett, 2006). Data was collected both before the training began (Baseline) and after it ended (Exit) resulting in within-subject change variable (Exit minus Baseline) (see Figure 2).

Individual empowerment. Individual empowerment was measured at the conclusion of the training using an established four-item scale (Spreitzer, 1995). One item was selected from each of the four theoretical components of individual empowerment: meaning, self-competence, self-determination, and impact. Participants were asked to, “Indicate your level of agreement with the following statements” using a seven-point scale ranging from 1 = strongly disagree, to 7 = strongly

agree. The four statements were (i) My business is very important to me, (ii) I am confident about my ability to conduct my business, (iii) I have considerable independence and freedom in how I conduct my business and (iv) I, myself, have a significant influence on the success of my business. A principal components analysis (PCA) indicated suitability for factorizability with Kaiser-Meyer-Olkin (KMO) of 0.674, Bartlett's test of sphericity ($p < .01$), and correlation coefficients greater than 0.3 with at least one other item. The PCA revealed 91% of variance was explained through three-items (i.e., statements *i*, *ii* and *iii* described above), each with a percentage variance greater than 15%. A subsequent Cronbach's alpha ($\alpha = .705$) indicated suitability of the three-item scale (Peterson, 1994).

Emotional energy. Emotional energy was measured in-person at the start of Module 3, before the training began that day. Using an established four-item scale (Owens et al., 2016), participants responded to the stem, "Thinking about your experience during this training, indicate how each statement reflects you." Items were measured using a seven-point Likert scale ranging from 1 = very untrue of me, to 7 = very true of me. The four statement items were (i) After interacting with other participants in this training, I get enthusiastic about growing my business, (ii) After interacting with other participants in this training, I feel more energy to grow my business, (iii) I would contact other participants in this training when I needed encouragement about growing my business, (iv) After interacting with other participants in this training, I feel increased vitality to growth my business when I interact with my group. PCA suitability was verified with KMO of 0.724, Bartlett's test of sphericity ($p < .01$), and inter-item correlations greater than 0.3. Eigenvalues indicate 93% of variance was explained through three-items (i.e., statements *ii*, *iii* and *iv* described above), each explaining more than 10% of the variance, and the Cronbach's alpha was appropriate ($\alpha = .739$).

Subsequent qualitative data. Three months after the experiment, I completed a two-week field trip to Tunisia during which 48 (in one instance, two interviewees were interviewed simultaneously) interviews were completed with experiment participants and key informants (see Table 9 for a list of interviewees and see Appendix D for the initial set of interview questions for entrepreneurs). The purpose of the interviews was to collect first-hand accounts of women's experiences during and since the entrepreneurial training. Due to requests from my partner organization, I completed the field trip before completing the quantitative analysis. Consequently, data collected during the interviews was informed by general, rather than robust quantitative insights. Interviews were conducted with 31 women entrepreneurs in Tunis, Sousse and Sfax – the three urban coastal cities where the entrepreneurial training program and experiment took place. Interviewees were selected from each of the logics conditions, across all three locations. Interviews were also completed with eight key informants, six microfinance credit officers and the four program trainers, and I participated in a program celebration attended by the funding partners, dignitaries and women entrepreneurs. Key informants were selected based on the organizational chart of CFE Tunisie, meetings with employees during the visit, and their proximal work with women entrepreneurs within training programs and loan applications. Interviews were held in English, Arabic and/or French, with consecutive translations by a third party contracted translator. Interviews lasted between 30 and 60 minutes on average, although some extended to more 90 minutes. Interviews were audio recorded, transcribed, and translated into English. Transcription was conducted with an artificial intelligence service and quality control validation and revisions were conducted by fluent language speakers of each language. Transcriptions were analysed and coded using both top-down and bottom-up approaches (see sub-section “Qualitative data analysis and coding” above).

TABLE 9

Post Experiment Interviews

Role	Interview Code	Organization / description
<i>Key informants</i>		
Public figure and entrepreneur	INT101	Politics and hospitality
Public figures	INT104	Two public figures involved in unions and education
Manager	INT105	Incubator
Director	INT117	Incubator / accelerator
Union leader	INT118	Union Nationale de la Femme Tunisienne (UNFT)
<i>In-country partner</i>		
Manager	INT106	CFE Tunisie
Coordinator	INT107	CFE Tunisie
Credit officer	INT108	CFE Tunisie
Credit officer	INT109	CFE Tunisie
Credit officer	INT110	CFE Tunisie
Credit officer	INT111	CFE Tunisie
Credit officer	INT112	CFE Tunisie
Credit officer	INT113	CFE Tunisie
<i>Entrepreneurs (C – Community; M – Market)</i>		
Entrepreneur 01 (C)	INT001	Patisserie
Entrepreneur 02 (C)	INT002	Education
Entrepreneur 03 (M)	INT003	Apiculture
Entrepreneur 04 (M)	INT005	Real estate
Entrepreneur 05 (C)	INT006	Butchery
Entrepreneur 06 (C)	INT009	Sewing and design
Entrepreneur 07 (M)	INT010	Consulting and education
Entrepreneur 08 (C)	INT011	Beauty
Entrepreneur 09 (C)	INT012	Sewing and design
Entrepreneur 10 (C)	INT013	Media and communications
Entrepreneur 11 (M)	INT014	Sewing and design
Entrepreneur 12 (C)	INT015	Sewing and design
Entrepreneur 13 (M)	INT016	Water treatment
Entrepreneur 14 (M)	INT017	Catering
Entrepreneur 15 (C)	INT018	Patisserie and education
Entrepreneur 16 (C)	INT020	Catering
Entrepreneur 17 (M)	INT021	Agriculture, patisserie, import-export, and cleaning
Entrepreneur 18 (M)	INT022	Sewing and design & Education
Entrepreneur 19 (M)	INT023	Natural health and beauty products

Entrepreneur 20 (C)	INT024	Beauty
Entrepreneur 21 (C)	INT025	Education
Entrepreneur 22 (C)	INT027	Sports academy
Entrepreneur 23 (C)	INT028	Catering
Entrepreneur 24 (C)	INT029	IT Consulting
Entrepreneur 25 (C)	INT030	Import-export
Entrepreneur 26 (M)	INT031	Beauty
Entrepreneur 27 (C)	INT032	Import-export
Entrepreneur 28 (M)	INT035	Interior design
Entrepreneur 29 (M)	INT039	Solar panels
Entrepreneur 30 (C)	INT041	Essential oils
Entrepreneur 31 (M)	INT042	Tunisian local products
<i>Trainers</i>		
Trainer 01	INT116	Private contractor
Trainer 02 & 03	INT115	Private contractor
Trainer 04	INT114	Private contractor

Ethics

This research program received ethics approval from the Alberta Research Information Service at the University of Alberta (Pro00109859). Informed consent was obtained at multiple moments, including participant recruitment, on day one of the entrepreneurial training program, and before the audio recording of interviews. Consent was confirmed with the submission of a signed consent form, implied by overt action including continued completion of the research surveys (separate from training materials), and with the absence of withdrawal from the experiment and the interviews within the maximum allotted time for withdrawal. Participants were provided with information regarding the consent in multiple formats including written and audio and were provided with opportunities to ask questions regarding the research part of the study. Anonymity of participation was not guaranteed, since participants attended group training. Anonymity of survey responses was guaranteed since survey forms tracked participants with their registered phone number, and were kept away from organizational partner use, with the exception of an appointed administrator who scanned and uploaded the completed survey forms.

RESULTS

Quantitative analysis

The quantitative analysis is comprised of four subsections: the main effect (H1) (see Figure 1, Panel A), mediating effects (H2a, H2b, and H2c) (see Figure 1, Panel B), moderating effects (H3a), and moderated mediation (H3b, and H3c) (see Figure 1, Panel C). Each subsection builds from the previous results culminating in the full moderated-mediation model (see Figure 1, Panel D). For ease of reading, each subsection begins with a one sentence summary of each hypothesis, followed by the analysis. I conclude each subsection with summary sentences to explain what was found. Finally, I conclude the quantitative analysis with a brief summary of the results in both technical and simple explanations.

Main effect. Hypothesis 1 states that relative to the community logic, the market logic (X) has a less positive effect on growth aspirations (Y). I conducted a one-way ANOVA to determine this main effect. There were no outliers in the data, as assessed by box-plot inspection and the absence of cases greater than ± 3 standard deviations. There was homogeneity of variances, as assessed by Levene's test for equality of variances, ($p > 0.05$) with 5000 bootstrapping samples and 95% confidence intervals. Standardized residuals for the interventions, as assessed by Shapiro-Wilk's test, were not normally distributed ($p < .01$). However, visual inspections of the Normal Q-Q Plots, along with the equally balanced sample sizes ($n_{\text{community}} = 37$, $n_{\text{market}} = 38$) and general robustness (Maxwell, Delaney, & Kelley, 2017) of the ANOVA test confirmed it was suitable to proceed. Consistent with H1, there is a statistically significant difference in market versus community logic interventions, $F(1, 73) = 8.319$, $p < .01$ (see Table 10 and Figure 4), and relative to the community logic, the market logic effect on growth aspiration was less positive. In fact, and unexpectedly, between the start and conclusion of the training program, growth aspirations actually decreased

amongst entrepreneurs in the market logic ($M_m = -.368$, $SD_m = 1.349$) and increased amongst entrepreneurs in the community logic ($M_c = .635$, $SD_c = 1.652$).

TABLE 10

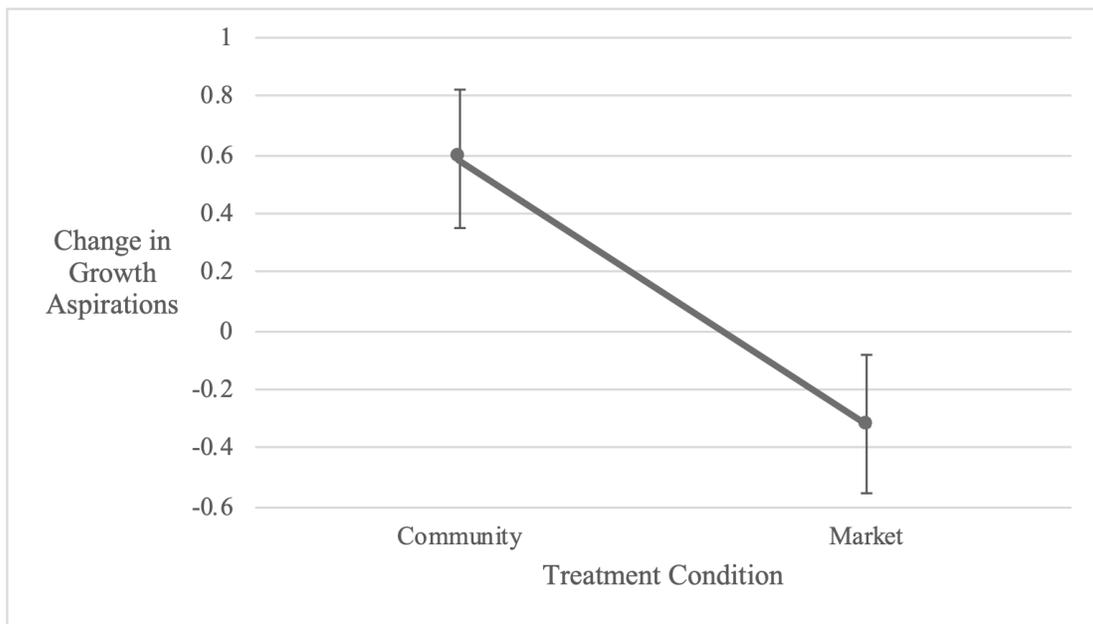
Results of ANOVA of Main Effect

Variable	Community		Market		F (df ₁ , df ₂)	η^2
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Growth aspirations (H1)	.63	1.65	-.36	1.34	8.31*** (1,73)	.102

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

FIGURE 4

Change in Growth Aspirations of Entrepreneurs in Market and Community Conditions



In summary, H1 proposed that the market logic will have a less positive effect on entrepreneurial growth aspirations. This is supported and the market logic leads to lower growth

aspirations than the community logic. In fact, the market logic leads to negative growth aspirations in contrast to the community logic which leads to positive growth aspirations.

Mediating effects. Hypotheses 2a through 2c state that individual empowerment (M) mediates the relationship between the institutional logic (X) and growth aspirations (Y) (see Figure 5 for the annotated statistical diagram)²⁶. The annotated statistical diagram represents three equations of interest in analysing the effects of logics on growth aspirations when mediated by individual empowerment. The first is pathway a which models the effect of X on M .

$$M = i_M + aX + e_M \quad (1)$$

where M is the mediator (individual empowerment), i_M is the regression constant, a is the coefficient for the effect of X on M , and e_M , is the error term in the estimation of M .

The second equation of interest represents pathways a , b and c' .

$$Y = i_Y + c'X + bM + e_Y \quad (2)$$

where Y is the dependent variable (change in growth aspirations), i_Y is the regression constant, c' is the coefficient for the effect of X on Y when M is constant, b is the coefficient for the effect of M on Y when X is constant, and e_Y is the error term in the estimation of Y . Ultimately, substituting equation (1) into equation (2), yields a function for the total model expressed only in terms of X (rather than M). This reflects the total effect (C) as the summation of the direct (c') and indirect effect (ab).

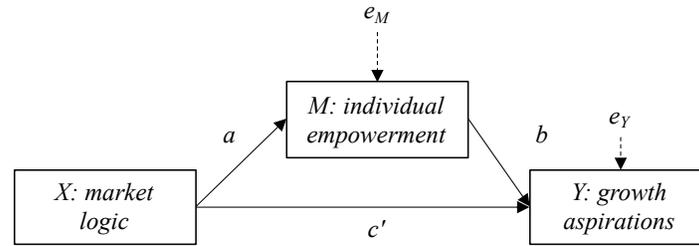
$$Y = i_Y + c'X + b(i_M + aX + e_M) + e_Y \quad (3)$$

While this equation can be reduced for common factors, I retain this form for ease in explaining the results in terms of coefficients for c' , a , and b .

²⁶ All statistical models and equations are taken from Hayes (2018).

FIGURE 5

Simple Mediation Annotated Statistical Diagram



Having established a main effect in hypothesis 1, I next conducted one-way ANOVAs to determine the stepwise progression of mediation through hypotheses 2a and 2b. While an ANOVA is unnecessary given the methodology of PROCESS (Hayes, 2018), it is an approach more familiar to most scholars through the enduring work of Baron & Kenny (1986) and is reported here. The assumption of homogeneity of variances for individual empowerment was violated ($p < .01$), and a Welch ANOVA was conducted to determine the effects of the market logic on individual empowerment (H2a). Visual plot and case inspection revealed no outliers, but the data were not normally distributed per Shapiro-Wilk's ($p < .01$). I find a statistically significant difference in individual empowerment between the market and community logics, Welch's $F(1, 49.420) = 10.619, p < .01$. Individual empowerment is higher under the market than the community condition, and hypothesis 2a is supported (see Table 11 and Figure 6). Hypothesis 2b was also supported as individual empowerment has a positive effect on growth aspirations, $F(5, 66) = 2.353, p = .05$. This means that the market logic leads to higher individual empowerment than the community logic and that higher individual empowerment leads to higher growth aspirations. In other words, an entrepreneur feels relatively more self-competent, self-able, and self-confident that they *can* grow their business when their market logic is activated, than when their community logic is

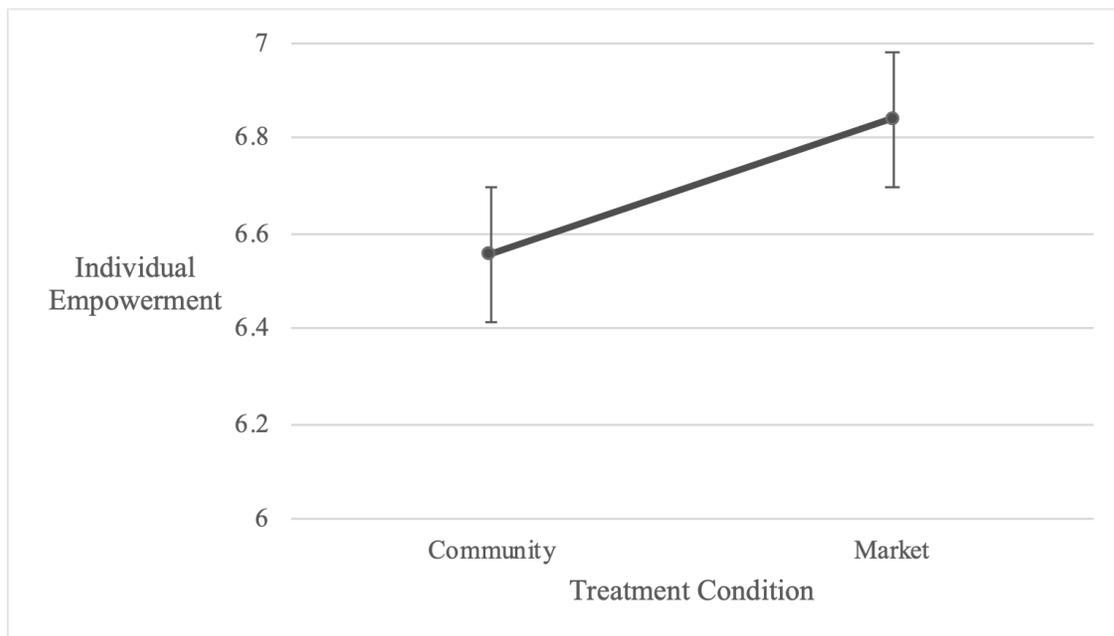
activated (H2a). Feeling more self-competent, self-able, and self-confident is also associated with an increased desire to *want* to grow their business (H2b).

TABLE 11
Results of ANOVA for Individual Empowerment

Variable	Community		Market		F (df ₁ , df ₂)	η^2
	M	SD	M	SD		
Individual empowerment (H2a)	6.55	.48	6.84	.21	10.61*** (1,49.42)	.129

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

FIGURE 6
Change in Individual Empowerment of Entrepreneurs in Market and Community Conditions



I tested H2c, the mediation model, with a simple mediation (model 4) bootstrapped test using version 4.1 of PROCESS in SPSS (Hayes, 2018). PROCESS tests used 10,000 bootstrap samples,

90% confidence intervals (CI), and a randomly selected four-digit seed of 4510 (see Table 12 for full model results). This analysis confirmed the results of the ANOVA described above – H2a and H2b are supported. Specifically, an entrepreneur in the market condition is estimated to differ by .30 in individual empowerment than an entrepreneur in the community condition ($a = .30$, 90% CI = [.16, .45]) (H2a). And an entrepreneur in the market condition, with a one-unit higher level of individual empowerment, is estimated to differ by 1.00 in growth aspirations ($b = 1.00$, 90% CI = [.22, 1.79]). Consequently, the indirect effect (ab) of the market logic on change in growth aspirations through individual empowerment (ab) was positive and significant ($ab = .30$, 90% CI = [.0040, .6615]). This means that the market logic, through individual empowerment, increases growth aspirations. Specifically, entrepreneurs in the market condition are estimated to differ in their growth aspirations by .30 as a result of the effect of the market logic on individual empowerment which in turn affects growth aspirations. As expected, this *positive* effect is at odds with the main effect (H1) which shows that the market logic has a statistically significant *negative* effect on growth aspirations and requires further analysis.

To probe the inconsistency, I examined the direct (c') and total effects (C) of the mediation analysis. The direct effect of the market logic on growth aspirations is negative and statistically significant ($c' = -1.27$, $p = .001$, CI[-1.90, -.64]). This means that entrepreneurs who differ in the logic condition but are equal in individual empowerment are estimated to differ by -1.270 in growth aspirations. The consequences of the inconsistencies between the indirect (ab) and direct (c') effects is evident in the analysis of total effects (C) – the market logic has a statistically significant negative total effect on growth aspirations ($C = -.964$, $p = .008$, CI [-1.557, -.370]). While the market logic increases entrepreneurs' growth aspirations by increasing individual empowerment, entrepreneurs assigned to the market condition are still overall lower in growth aspirations than entrepreneurs in the community condition. In other words, despite the market logic increasing an entrepreneur's

feelings that they *can* grow their business, these same entrepreneurs do not want to. This phenomenon is known as inconsistent mediation (Mackinnon, Fairchild, & Fritz, 2007) and consequently H2c implicitly hypothesizing *full* mediation is only partially supported, though directionally consistent. This inconsistency lends further credence to my theorizing that expanded explanations, beyond cognition, are required to fully account for the way in which logics are processed and interpreted by individuals.

TABLE 12
Results of PROCESS Analysis for Simple Mediation

	Path	Coeff.	SE	LLCI	ULCI
<i>market logic</i> (H2a)	<i>a</i>	.30***	.08	.16	.45
<i>individual empowerment</i> (H2b)	<i>b</i>	1.00**	.47	.22	1.79
<i>market logic*individual empowerment</i>	<i>ab</i>	.30#	.20	.00	.66
Direct effect	<i>c'</i>	-1.27***	.38	-1.90	-.64
Total effect (<i>H2c</i>)	<i>C</i>	-.96***	.36	-1.56	-.37

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

A conservative *Sobel* test confirmed that individual empowerment significantly mediates the relationship between logics and growth aspirations ($Z = 1.76, p < .1$) (Abu-Bader & Jones, 2021).

In summary, H2a through H2c proposed that the relationship between the market logic and growth aspirations is mediated by individual empowerment. This is generally supported. An entrepreneur in the market condition will experience relatively higher individual empowerment than an entrepreneur in the community condition, and this higher individual empowerment leads to an increasing effect on growth aspirations. However, this positive uptick is insufficient to overcome the strong direct effects of the market logic on growth aspirations which were established in Hypothesis 1.

Moderating effects. In Hypothesis 3a, I theorize that emotions (W) change the relationship between logics (X) and entrepreneurial growth aspirations (Y) (see Figure 7 for the annotated statistical diagram). Specifically, that emotional energy has a negative moderating effect. The annotated statistical diagram represents one equation of interest in analysing the effects of logics on growth aspirations when moderated by emotional energy, and represents the consideration of all three pathways b_1 , b_2 and b_3 .

$$Y = i_Y + b_1X + b_2W + b_3XW + e_Y \quad (4)$$

where Y is the dependent variable (change in growth aspirations), i_Y is the regression constant, b_1 is the coefficient for the effect of logics (X) on Y , b_2 is the coefficient for the effect of emotions (W) on Y , b_3 is the coefficient for the effect of the interacting logics and emotions (XW) on Y , and e_Y is the error term in the estimation of Y . More simply, for the purpose of subsequent explanation, a one-unit change in X (i.e., between the market logic ($X = 1$) and community logic ($X = 0$)) on \hat{Y} is:

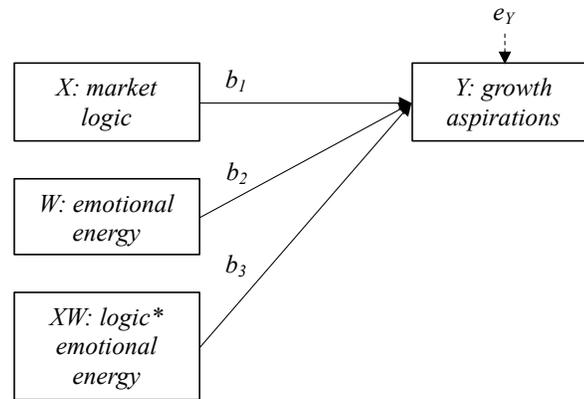
$$\hat{Y} = \theta_{X \rightarrow Y} = b_1 + b_3W \quad (5)$$

where $\theta_{X \rightarrow Y}$ is the conditional effect of X on Y because it allows for changes in a third variable, W , to modify (and make conditional) the effect. I focus on the interpretations of b_2 and b_3 in these results since an interpretation of b_1 is nonsensical given my measure²⁷.

²⁷ An interpretation of b_1 requires that the moderator (W) be equal to zero. Since my scale for emotional energy is bounded from 1 to 7 (7-point scale) it is not possible to interpret the coefficient within the range of data collected.

FIGURE 7

Simple Moderation Annotated Statistical Diagram



To test H3a I used a simple moderation, (model 1), analysis in version 4.1 of PROCESS in SPSS (see Table 13 for results). First, I find that emotional energy has a statistically significant and positive conditioned ($X = 0$) effect on growth aspirations ($b_2 = 1.11, p = .001, 95\% \text{ CI } [.44, 1.79]$). This means that between two entrepreneurs in the community condition ($X = 0$) one with a one-unit higher measure of emotional energy will have higher growth aspirations by 1.11 units. Next, and consistent with H3a, I find that emotional energy diminishes the relationship between the market logic and entrepreneurs' growth aspirations ($b_3 = -1.33, p = .003, \text{ CI}[-2.22, -.44]$) (see Table 13). Specifically, between two entrepreneurs in the market condition one with a one-unit higher measure of emotional energy, will have lower growth aspirations by 0.22. As emotional energy increases by one unit, the difference in growth aspirations between those in the market condition and those in the community condition increases by -1.33. Consequently, entrepreneurs reporting high emotional energy experience declines in growth aspirations under the market condition but increases in their growth aspirations under the community condition (see Figure 8).

TABLE 13

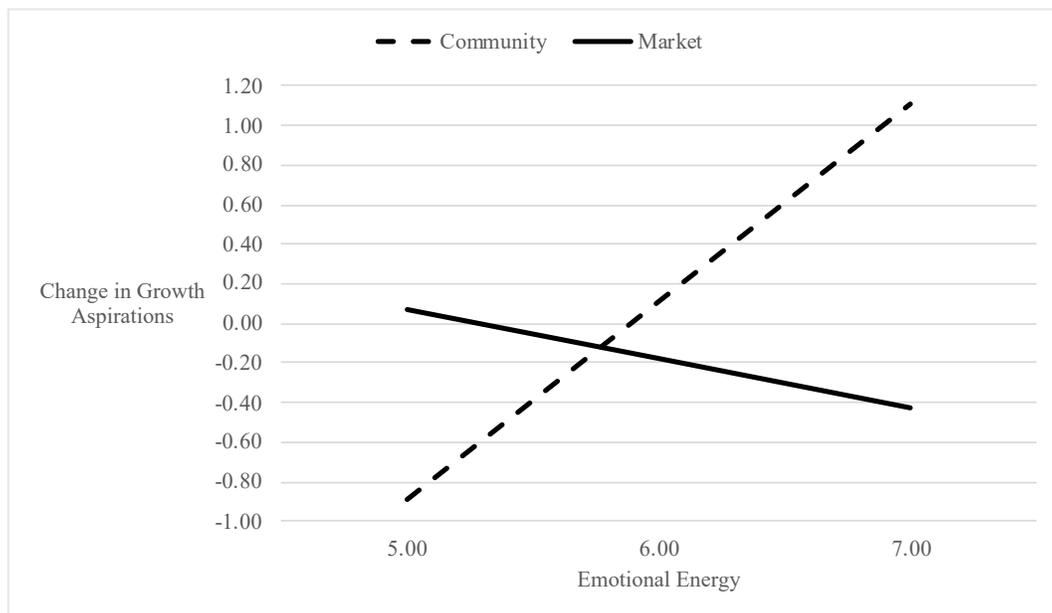
Results of PROCESS Analysis for Simple Moderation

Antecedent	Path	Coeff.	SE	LLCI	ULCI
<i>market logic</i>	b_1	7.63***	2.85	1.94	13.31
<i>emotional energy</i>	b_2	1.11***	.34	.44	1.79
<i>market logic * emotional energy (H3a)</i>	b_3	-1.33***	.45	-2.22	-.44

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

FIGURE 8

Change in Growth Aspirations of Entrepreneurs in Market and Community under Conditions of Emotional Energy

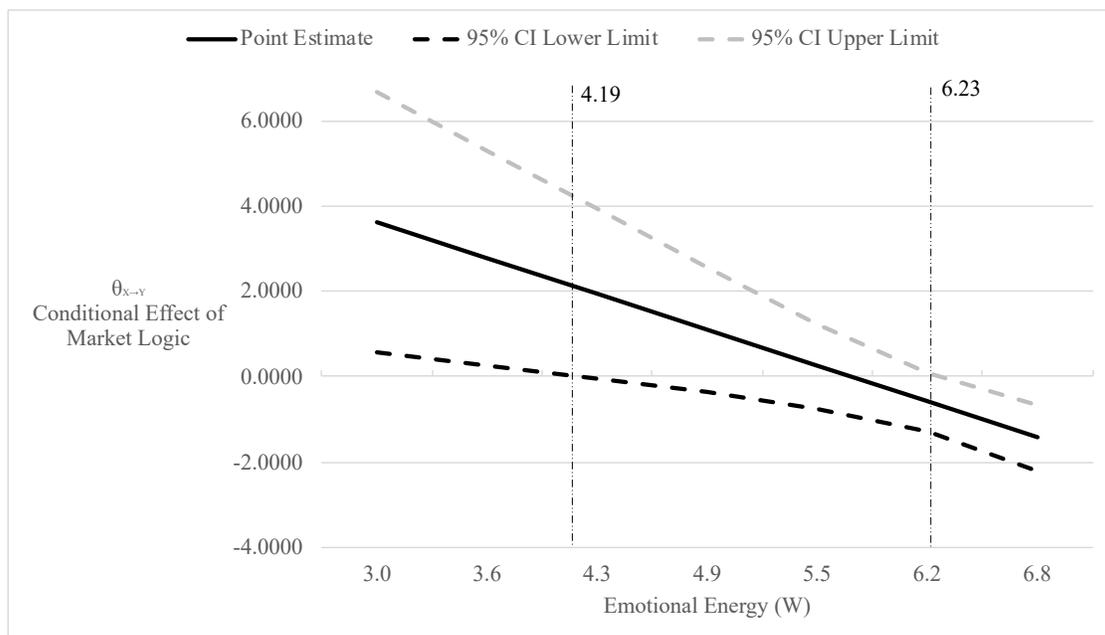


Probing the effects of the market logic on growth aspirations under various conditions (16th percentile – relatively low emotional energy; 50th – moderate emotional energy; and 84th – relatively high emotional energy), I find that the market logic has a statistically significant negative effect on growth aspirations for entrepreneurs who are relatively highly ($\theta_{X \rightarrow Y|W=7.00} = -1.71, p = .0002, CI[-2.59, -.83]$) and moderately emotionally energized ($\theta_{|W=6.667} = -1.26, p = .0008, CI[-$

1.98, -.55]) in their emotions but not statistically different from zero for relatively lowly emotionally energized ($\theta_{X \rightarrow Y|W=5.667} = .07, p = .88, CI[-.83, .97]$) entrepreneurs. Further probing of the effects by floodlighting (Spiller, Fitzsimons, Lynch, & McClelland, 2013) the regions of significance for the conditional effect of the market logic on growth aspirations is revealing (see Figure 9). Specifically, the conditional effect of the market logic on change in growth aspirations is statistically significant only when emotional energy (W) is less than 4.19, or greater than 6.23. This analysis indicates the moderating effects of relatively low and relatively high, but not moderate, emotional energy.

FIGURE 9

Conditional Effect of the Market Logic on Change in Growth Aspirations as a Function of Emotional Energy

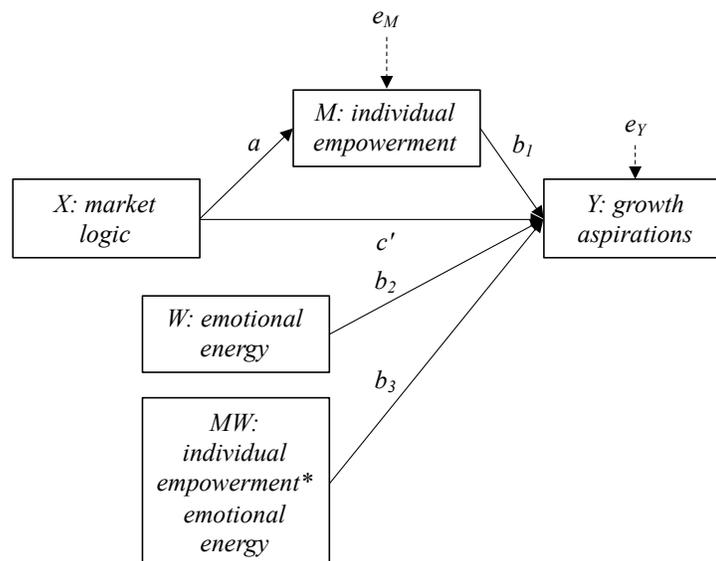


In summary, H3a suggested that emotional energy transformed the relationship between the market logic and growth aspirations. This is supported at low and high levels of emotional energy.

Moderated mediation. Hypotheses 3b and 3c theorized that emotional energy shapes the relationship between the market logic (X) and growth aspirations (Y) by diminishing the effects of individual empowerment. This is a conditional process known more commonly as moderated mediation which “happens if the mediating process that is responsible for producing the effects of the treatment on the outcome depends on the value of a moderator...if the moderator is an individual difference variable, then it would mean that the mediating process that intervenes between the treatment and the outcome is different for people who differ on that individual difference” (Muller, Judd, & Yzerbyt, 2005: 854). In the context of this study, I theorize that individual empowerment (M), which intervenes in the relationship between logics and growth aspiration, is different for entrepreneurs who differ in emotional energy. More recently, the approach to modelling and understanding these complex relationships has been undertaken through conditional process analysis (Hayes, 2015; Hayes, 2018) (see Figure 10 for the annotated statistical model of the moderated-mediation analysis and see Figure 1 for the full conceptual model).

FIGURE 10

Moderated Mediation Annotated Statistical Diagram



The annotated statistical diagram represents three equations of interest in analysing the conditional effects of logics on growth aspirations, and represents the consideration of all pathways a , b_1 , b_2 , b_3 , and c' (see Equation 1 for representation of the mediation effects).

$$Y = i_Y + c'X + (b_1 + b_3W)M + b_2W + e_Y \quad (6)$$

where Y is the dependent variable (change in growth aspirations), i_Y is the regression constant, c' is the regression coefficient for the direct effect of logics (X) on Y , b_1 is the coefficient for the effect of individual empowerment (M) on Y , b_2 is the coefficient for the effect of emotional energy (W), b_3 is the coefficient for the effect of the interacting individual empowerment (M) and emotions (W) (i.e., MW) on Y , and e_Y is the error term in the estimation of Y . Unlike equation (5), which represented moderation without a mediator, equation (6) demonstrates that the mediation effect (M) is conditional upon the moderator (W) and,

$$\hat{Y} = \theta_{M \rightarrow Y} = b_1 + b_3W \quad (7)$$

However, this equation does not account for the indirect effect of X on Y (ab_1), which is not only subject to the mediation pathways represented in equation (5), but is also subject to the moderated effects ($(b_1 + b_3)W$), giving the *conditional indirect effects* of logics on growth aspirations through individual empowerment,

$$a\theta_{M \rightarrow Y} = a(b_1 + b_3W) = ab_1 + ab_3W \quad (8)$$

where a is the regression coefficient for the effect of logics (X) on individual empowerment (M) and $(b_1 + b_3)W$ is the effect of individual empowerment (M) on growth aspirations (Y) conditional on the emotional energy (W).

I used model 14 (second stage moderated mediation) in PROCESS (Hayes, 2018) to test these relationships using bootstrapping of 10,000 samples, 95% confidence intervals), and the four-digit seed of 4510. Consistent with Hypothesis 2a I find that entrepreneurs in the market condition

experienced higher individual empowerment than entrepreneurs in the community condition ($a = .32, p = .001, CI[.13, .50]$). Furthermore, the effects of individual empowerment (M) on growth aspirations (Y) depends on emotional energy ($b_3 = -1.61, p = .004, CI[-2.70, -.51]$)²⁸, showing support for H3b (see Table 14). Emotional energy diminishes the relationship between individual empowerment and growth aspirations. As emotional energy intensifies, the effect of individual empowerment on an entrepreneur's growth aspirations declines.

TABLE 14
Results of PROCESS Analysis for Moderated Mediation

Antecedent	Individual Empowerment (M)			Change in Growth Aspirations (Y)		
	Path	Coeff. (SE)	95% CI [LL, UL]	Path	Coeff. (SE)	95% CI [LL, UL]
<i>market logic (X)</i>	$a \rightarrow$.32*** (.09)	.13, .50	$c' \rightarrow$	-1.11*** (.37)	-1.84, -.38
<i>individual empowerment (M)</i>	-	-	-	$b_1 \rightarrow$	10.64*** (3.39)	3.86, 17.42
<i>emotional energy (W)</i>	-	-	-	$b_2 \rightarrow$	11.13*** (3.71)	3.71, 18.54
<i>individual empowerment * emotional energy (MW)</i>	-	-	-	$b_3 \rightarrow$	-1.61*** (.55)	-2.70, -.51
<i>constant</i>	$i_M \rightarrow$	6.51*** (.06)	6.39, 6.65	$i_Y \rightarrow$	-72.80*** (22.92)	-118.60, -27.00

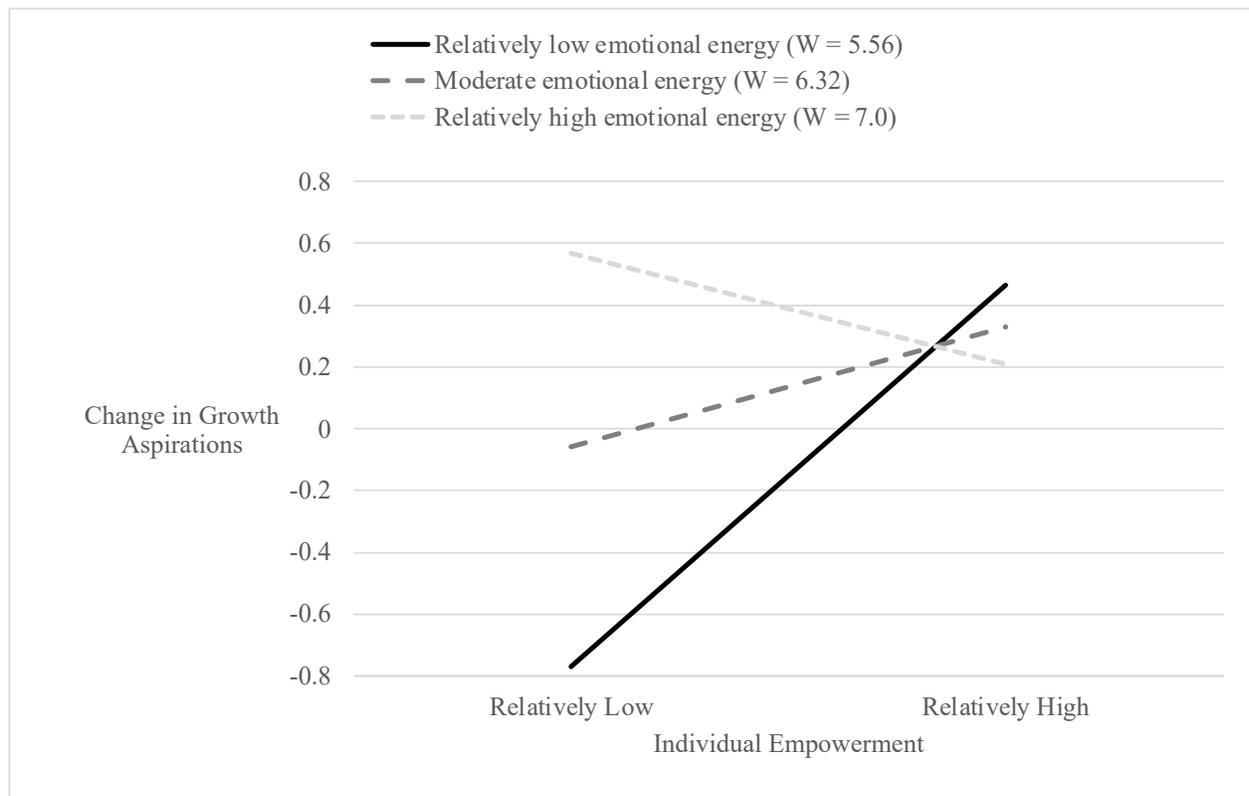
Further investigation of the conditional effects (at the 16th, 50th and 84th percentiles of intensity of emotional energy), indicated that the conditional effects are statistically significant at lower, not

²⁸ This result reports the effects of individual empowerment on growth aspirations moderated by emotional energy. It does not consider the interactions with the treatment condition.

higher, values of emotional energy. Specifically, the indirect effect of individual empowerment on growth aspirations through emotional energy is positive and statistically significant at relatively lower emotional energy ($\theta_{M \rightarrow Y | W = 5.667} = 1.53, p = .005, CI[.48, 2.58]$), but not different from zero for moderate ($\theta_{M \rightarrow Y | W = 6.333} = .46, p = .33, CI[-.48, 1.39]$) and relatively high ($\theta_{M \rightarrow Y | W = 7.00} = -.62, p = .35, CI[-1.93, .70]$) emotional energy (see Figure 11).

FIGURE 11

Change in Growth Aspirations of Entrepreneurs Subject to Individual Empowerment under Conditions of Emotional Energy



While there is a statistically significant relationship between individual empowerment interacting with emotional energy to affect growth aspirations (equation 7), this does not determine the connection, if any, with my condition of interest, institutional logics. To determine these *conditional indirect effects* (H3c), I turned next to quantify equation 8. Here, the conditional

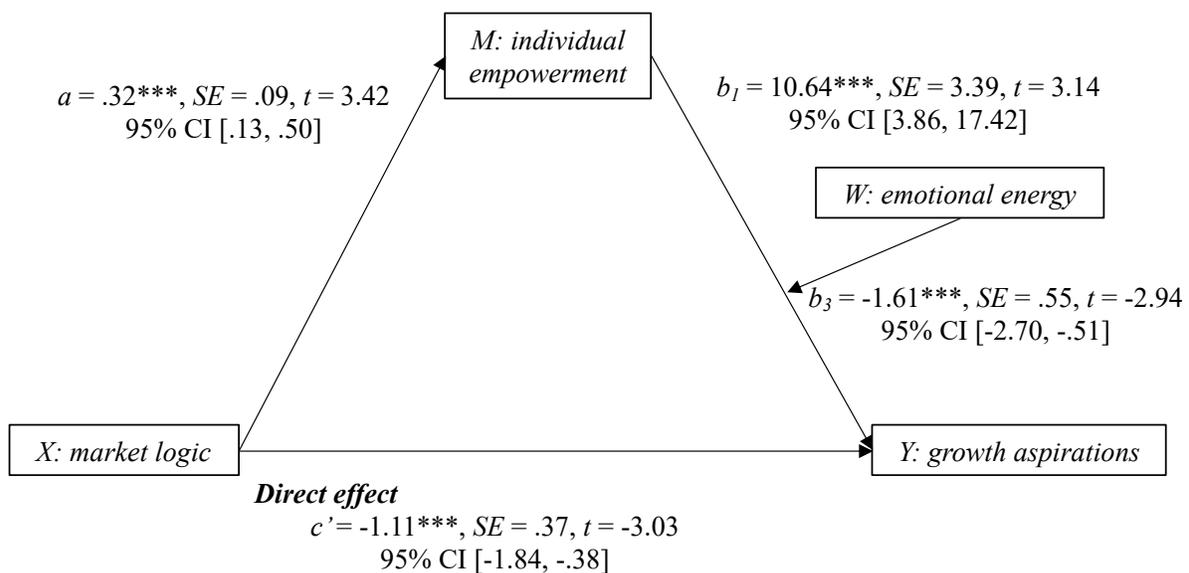
indirect effects express the relationship between the market logic, via individual empowerment subject to emotional energy, and an entrepreneur’s growth aspirations. Based on the output (see Table 14), this is estimated as,

$$a\theta_{M \rightarrow Y} = ab_1 + ab_3W = 3.40 - 0.52W \quad (9)$$

To test the significance of this relationship, I considered the index of moderated mediation which is increasingly negative and statistically different from zero ($a\theta_{M \rightarrow Y} = -.50$, CI[-.113, -0.06]). Since the confidence interval does not include zero, I have established that the mediated relationship between logics and growth aspirations through individual empowerment is moderated by emotional energy; the mediation is moderated and the results support H3c. Specifically, as emotional energy increases, the indirect effect of market logics through individual empowerment declines. The direct effects of the moderated-mediation model remain consistent with H1 such that the market logic has a negative and statistically significant effect on growth aspirations ($c' = -1.11$, $p = .003$, CI[-1.84, -.38] (see Figure 12 and Figure 13).

FIGURE 12

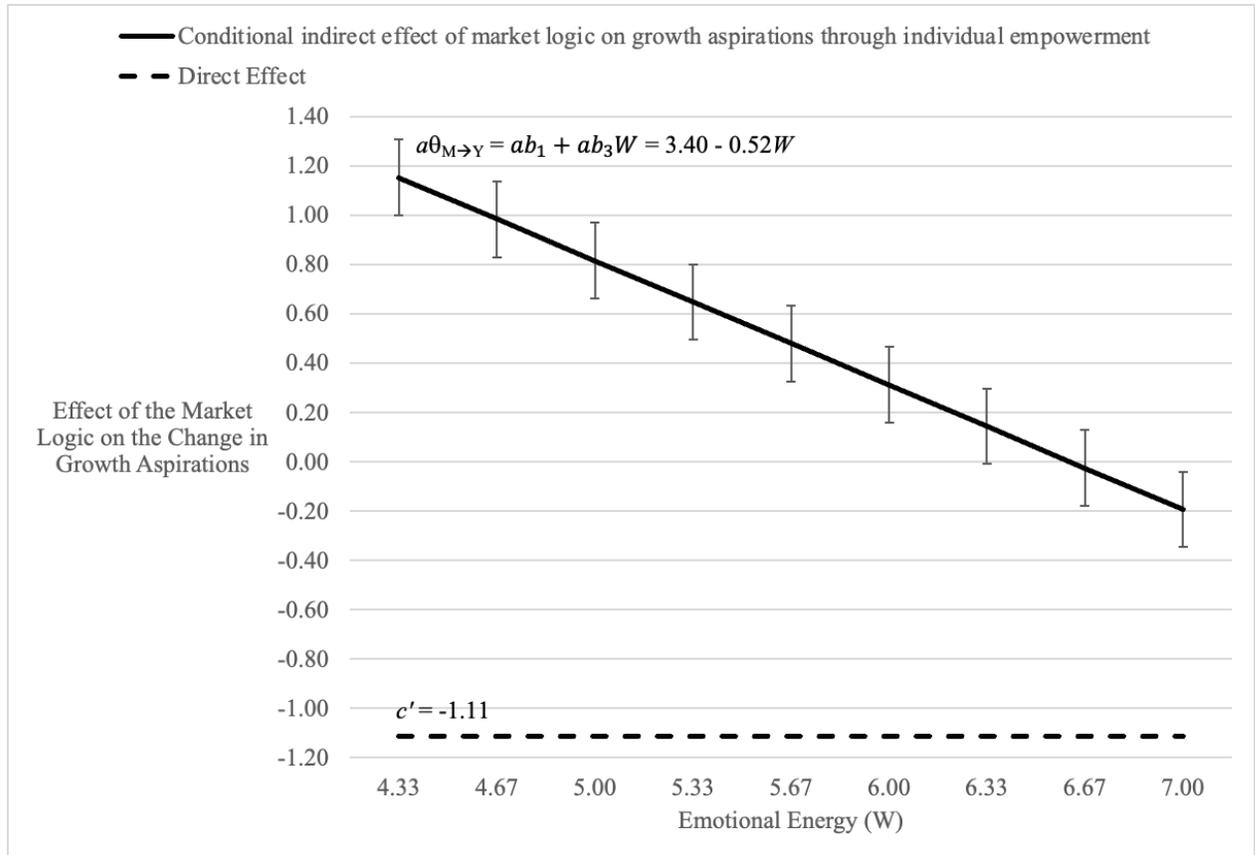
Conceptual Presentation of Results of PROCESS Analysis for Moderated Mediation



* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

FIGURE 13

The Conditional Indirect and Direct Effects of Logics on Change in Growth Aspirations through Individual Empowerment Conditional on Emotional Energy



Supplementary *post hoc* analyses exploring a *second stage and direct effect moderation model* (Edwards & Lambert, 2007), and confounding effects based on the entrepreneur’s demographics and venture are summarized in the following subsection, “*Post Hoc Analysis*”.

Summary. Through each subsection of the quantitative analysis, I have generally confirmed the significance of the theorized hypotheses and established the theorized moderated-mediation model (see Figure 12). I will summarize in a simple fashion these results. First, institutional logics have a direct effect on an entrepreneur’s growth aspirations. When an entrepreneur has the market logic activated, they report a decrease in their desire to grow. But when an entrepreneur has the

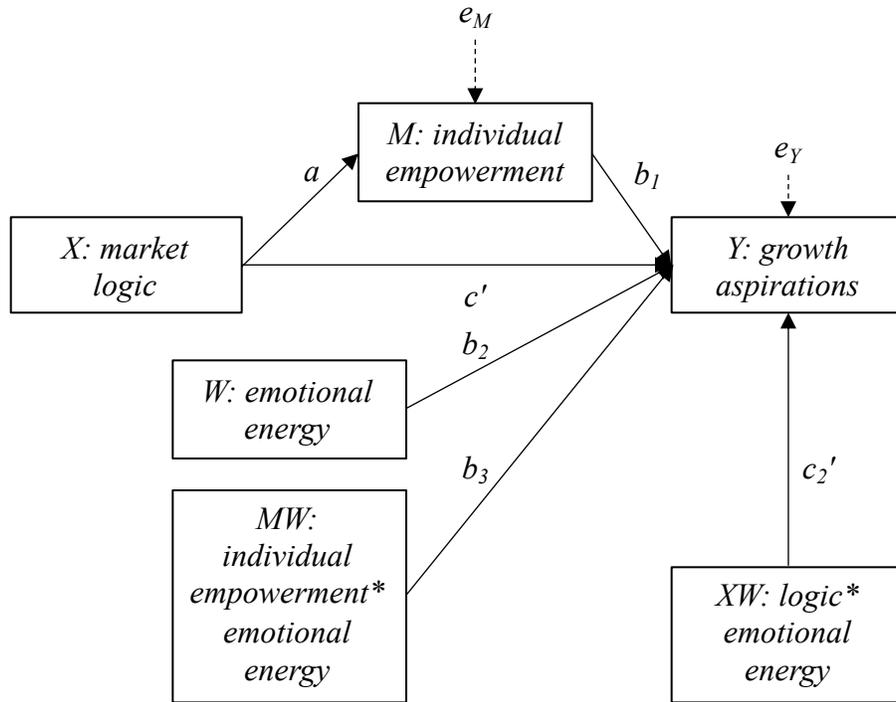
community logic activated, they report an increased desire to grow. Second, this ultimately does not change even when an entrepreneur feels more personally empowered to grow their business under the market logic. In these cases, the direct effect of the logic on growth is so strong that the heightened empowerment is ultimately inconsequential. Third, this inconsistency is partly explained by emotional energy which, as it gets higher, has an increasingly negative effect on the relationship between individual empowerment and growth aspirations. Altogether, the market logic leads to higher individual empowerment amongst women entrepreneurs. However, this higher individual empowerment leads to increases in growth aspirations only amongst those entrepreneurs with low emotional energy. Still, even amongst women entrepreneurs with low emotional energy, the increase in individual empowerment is insufficient to offset the intense direct effects of the market logic on growth aspirations.

Post Hoc Analysis

Second stage and direct effect moderation. In supplementary *post hoc* analyses, I first explored the effects of the theorized moderated-mediation model (see Figure 10) when *combined* with a moderation of the main effect (i.e., Hypothesis 3a, see Figure 7). This is referred to as a *second stage and direct effect moderation model* (Edwards & Lambert, 2007). In this model, individual empowerment (M), moderated in the second stage by emotional energy (W), mediates the relationship between the institutional logic (X) and growth aspirations (Y), this *direct effect* of which is also moderated by emotional energy (W) (see Figure 14 for the statistical model).

FIGURE 14

Second Stage and Direct Effect Moderation Annotated Statistical Diagram



This model is notably different from the analyses presented in the main manuscript. The main manuscript addresses H3a as separate from H3b and H3c. In this analysis, I combine these into one full model represented by the following equations,

$$M = i_M + aX + e_M \quad (10)$$

$$Y = i_Y + c'X + b_1M + b_2W + b_3MW + c_2'XW + e_Y \quad (11)$$

where Y is the dependent variable (change in growth aspirations), i_Y is the regression constant, c' is the regression coefficient for the direct effect of logics (X) on Y , b_1 is the coefficient for the effect of individual empowerment (M) on Y , b_2 is the coefficient for the effect of emotional energy (W), b_3 is the coefficient for the effect of the interacting individual empowerment (M) and emotions (W) (i.e., MW) on Y , c_2' is the coefficient for the effect of the interacting logics (X) and emotions (W) and e_Y is the error term in the estimation of Y .

I tested the second stage and direct effect moderation model (model 15) using version 4.1 of PROCESS in SPSS (Hayes, 2018). PROCESS tests used 10,000 bootstrap samples, 95% CI and the four-digit seed of 4510. From these results (see Table 15) I can make a few observations each of which confirm the poor fit and irrelevance of this model. First, the coefficient for the effect of the market logic on change in growth aspirations is now positive but grossly insignificant ($c' = 2.84$ $p = .46$, CI[-4.74, 10.42]). Given the consistency of the statistically significant negative effects observed in the theorized model through both one-way ANOVA and PROCESS analyses, along with the statistical insignificance, I question the veracity of this change in direction. Second, the interaction effects which were significant in the theorized model presented in the manuscript are no longer significant ($c_2' = -.62$, $p = .30$, CI[-1.79, .56]), at $p \leq .1$ ($b_3 = -1.14$ $p = .11$, CI[-2.55, 0.26]). Finally, to test the overall significance of this model, I considered the index of moderated mediation which is negative and again not statistically different from zero ($a\theta_{M \rightarrow Y} = -.36$, CI[-1.05, 0.07]). The insignificance of these results provides further evidence that the theorized model presented in the manuscript, in particular the relationship of the second stage moderated mediation (without a direct effect moderation) are robust. With this lack of findings, no further analysis was completed.

TABLE 15

Results of PROCESS Analysis for Second Stage and Direct Effect Moderated Mediation

Antecedent	Individual Empowerment (M)			Change in Growth Aspirations (Y)		
	Path	Coeff. (SE)	95% CI [LL, UL]	Path	Coeff. (SE)	95% CI [LL, UL]
<i>market logic (X)</i>	<i>a</i> →	.31*** (.09)	.13, .50	<i>c'</i> →	2.84 (3.79)	-4.74, -10.42
<i>individual empowerment (M)</i>	-	-	-	<i>b₁</i> →	7.66* (4.42)	-1.17, 16.50
<i>emotional energy (W)</i>	-	-	-	<i>b₂</i> →	8.37* (4.55)	-.73, 17.46
<i>individual empowerment * emotional energy (MW)</i>	-	-	-	<i>b₃</i> →	-1.14 (.70)	-2.55, .26
<i>institutional logics * emotional energy (XW)</i>	-	-	-	<i>c'₂</i> →	-.62 (.59)	-1.79, .56
<i>constant</i>	<i>i_M</i> →	6.52*** (.06)	6.39, 6.65	<i>i_Y</i> →	-55.11** (28.46)	-111.99, 1.78

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

Control variables. In the *post hoc* analysis, I next explored the effects of entrepreneurial and venture characteristics on growth aspirations and individual empowerment. I chose to exclude these from the main model due to the smaller sample size ($n = 78$), and concerns regarding computational power. I selected control variables for the entrepreneur's age (*entage*), their existing affinity with the market (*mktbase*) and community (*combase*) logics, current size of the business (*size*), current age of the business (*venage*), degree to which the entrepreneur had engaged in commercialization activities (*comm*), social enterprise (*socent*), and female industry (*indfem*) (see Table 8 for how these were measured and coded). *Age* was selected as a proxy for life stage as an entrepreneur's

stage of life (e.g., having just finished their schooling, raised children, retired) may affect their desire to grow. *Size* was selected since entrepreneur's can exhibit a desire to no longer grow their businesses once certain size milestones are reached. *Socent* was selected because ventures that identify as being socially oriented may respond differently to the market or community prime than ventures that are only profit driven. *Indfem* was chosen to account for any gendered industry effects which may influence an entrepreneur's growth aspirations.

Analyses of each covariate and its effect on both the mediator (individual empowerment, M) and dependent variable (change in growth aspirations, Y) were conducted using version 4.1 of PROCESS in SPSS (Hayes, 2018). PROCESS tests used 10,000 bootstrap samples, 95% CI and the four-digit seed of 4510. Model 1 replicates the baseline results of the moderated-mediation model presented in the manuscript. The results (see Table 16) indicate that current age (measured in years) (Model 6) of an entrepreneur's venture have statistically significant effect on growth aspirations. Simply put, as their venture ages, an entrepreneur's growth aspirations may decline ($b_4 = -.06, p = .09, CI[-.13, .01]$); but the effects are not different from zero. Meanwhile, entrepreneurs with older businesses also have enhanced feelings of empowerment ($a_2 = .02, p = .001, CI[.00, .04]$). Still, the moderated mediation results presented in the main manuscript, and consequently my findings, remain statistically significant across all models.

TABLE 16

Results of PROCESS Analysis for Confounders on Growth Aspirations

Covariate	Path	Model			
		1	2	3	4
<i>market logic (X)</i>	$a_1 \rightarrow M$.32*** (.09)	.26** (.10)	.33*** (.09)	.32*** (.09)
	$c' \rightarrow Y$	-1.11*** (.37)	-.92** (.36)	-1.11*** (.38)	-1.11*** (.37)
<i>individual empowerment (M)</i>	$b_1 \rightarrow Y$	10.64*** (3.39)	13.16*** (3.61)	10.63*** (3.42)	10.63*** (3.43)
<i>emotional energy (W)</i>	$b_2 \rightarrow Y$	11.13*** (3.71)	13.77*** (3.96)	11.12*** (3.74)	11.12*** (3.75)
<i>individual empowerment * emotional energy (MW)</i>	$b_3 \rightarrow Y$	-1.61*** (.55)	-1.98*** (.58)	-1.61*** (.55)	-1.61*** (.55)
<i>entage</i>	$a_2 \rightarrow M$		-.06 (.06)		
	$b_4 \rightarrow Y$.26 (.22)		
<i>mktbase</i>	$a_2 \rightarrow M$.06 (.05)	
	$b_4 \rightarrow Y$.01 (.18)	
<i>combase</i>	$a_2 \rightarrow M$.05 (.05)
	$b_4 \rightarrow Y$				-.00 (.19)
<i>constant</i>	$i_M \rightarrow M$	6.51*** (.06)	6.81*** (.25)	6.13*** (.31)	6.24*** (.30)
	$i_Y \rightarrow Y$	-72.80*** (22.92)	-91.72*** (24.50)	-72.82*** (23.10)	-72.77*** (23.26)

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

TABLE 16 (continued)

	Model				
	5	6	7	8	9
<i>market logic (X)</i>	.32*** (.09)	.36*** (.09)	.30*** (.09)	.32*** (.09)	.31*** (.09)
	-1.05*** (.37)	-1.32*** (.38)	-1.10*** (.37)	-1.04*** (.37)	-1.11*** (.37)
<i>individual empowerment (M)</i>	10.28*** (3.37)	10.21*** (3.35)	11.11*** (3.49)	10.49*** (3.37)	10.74*** (3.49)
<i>emotional energy (W)</i>	10.63*** (3.70)	10.34*** (3.68)	11.79*** (3.86)	11.11*** (3.68)	11.23*** (3.81)
<i>individual empowerment * emotional energy (MW)</i>	-1.54*** (.54)	-1.50*** (.54)	-1.70*** (.57)	-1.60*** (.54)	-1.62*** (.56)
<i>size</i>	.04 (.04)				
<i>venage</i>		.02** (.01)			
<i>comm</i>			.17 (.12)		
			.36 (.50)		
<i>socent</i>				-.11 (.09)	
				-.47 (.34)	
<i>indfem</i>					-.06 (.10)
					.05 (.36)
<i>constant</i>	6.47*** (.08)	6.44*** (.07)	6.38*** (.12)	6.56*** (.07)	6.54*** (.08)
	-69.82*** (22.82)	-69.20*** (22.68)	-76.65*** (23.74)	-71.89*** (22.77)	-73.49*** (23.62)

Qualitative analysis

To contextualize and enrich the explanation of the above quantitative findings, I returned to the post-experiment qualitative interviews with two specific questions: *What does individual empowerment look like for women under the market versus the community logic? What is the emotional experience of entrepreneurship for these women, and why might this change the relationship between empowerment and growth aspirations?* Since I conducted interviews before my quantitative analysis was complete, I was not looking for affirmation or validation of the quantitative findings but rather explanations regarding how and why these could be the results. The following subsection presents results from the qualitative analysis with theoretical implications and discussions deferred to the subsequent “Discussion” section.

Individual empowerment. When asked about empowerment, women in Tunisia share accounts of great women – historic and contemporary – who have defined the Tunisian culture: Dido (Elissa) the founder and queen of Carthage (9th century BCE); women leaders in the Imaziighen (Amazigh / Berber) culture; Dr Tawhida Ben Sheikh, the first woman Doctor of Modern Medicine in Northern Africa; and Captain Alia Menchari, the first Arab pilot²⁹. More generally, Tunisian women retell accounts of how Tunisia was the first in the Arab world to defy polygamy (1956), provide the right to abortion (1973) and permit women to drive cars unaccompanied (n.d.). It is a point of cultural pride for women that they are empowered.

...[F]or the Tunisian woman. Historically, she is quite emancipated compared to women in the region. In our ancient history, there were women who governed, who were queens in action and in operations, even women army leaders. That, historically

²⁹ Note, this is inconsistent with secondary historical accounts, but it is reported here as consistent with the narratives told, and retold, by Tunisian women regarding their empowerment.

also in Tunisia, after, with the arrival of Islam, our Islam, it remained and it was grafted to this opening there and this emancipation of the woman. So, it's true that it had an influence and a cultural change. Of course, it's very old. I was not born yet, 1400 years ago, but it was grafted. There have been exceptions in our history. As I explained, there is the Kairouan marriage contract, which prohibited polygamy. And this is a Tunisian marriage contract. And that's from the early centuries of Islam 1400 back, so. And after independence, and even during the whole history of Tunisia, there are women who have marked history. And after independence, there was the Code of Personal Status which governs and gives rights to women. Moreover, Tunisian women had the right to vote before European women. Yes and so we had a lot of achievements and the woman also proved herself. If you go into the research, still in the region, if you compare with the same, the same culture, the countries of religious culture, you find the first woman doctor she is Tunisian, Arab Muslim, the first woman pilot. She is Tunisian. The first woman minister is Tunisian. We have always been pioneers in feminism and women's rights..."

-- INT106, Key informant

The woman wants to impose herself. The first woman in the Arab world that drives a bus. The first woman in the Arab world who was doctor. The first woman in the Arab world that pilots a plane. The first women in the Arab world who is a pilot, who... Who drives... Not the underground but the metro... So our women are the first in the Arab world."

-- INT024, Entrepreneur

Since the Carthaginian civilization in Tunisia, the woman has always had her place and I want to say her leadership. The Tunisian woman is a very open woman, as, as Tunisia is geographically positioned on the Mediterranean. There is a certain openness, a culture of openness. So, I think that since all times, the Tunisian woman has marked the history. Eventually, the queen Dido. Afterwards, there was, how she is called, Kahina [A Berber warrior-queen], a woman who, an Arab woman who was the first to refuse polygamy. So, and it was a Tunisian woman, so really Tunisia and the Tunisian woman has always had this openness and has allowed the woman to have, to have more, positioning and more freedom. I will also say that the status, social status of women, Tunisia is the first country that gave the right to vote, that had a Constitution. Tunisia is the first Arab Muslim country that does not allow polygamy. So, it's true that there are all these historical events that make that the Tunisian woman has always, is always out of the lot compared to the Arab-Muslim woman. Okay, so, that's really historical. After, it's true that since then, with the social status, after, after independence, it helped and there were many advantages. After the revolution, a lot of organization.

-- INT116, Entrepreneurial Trainer

When probed on the gender difference of empowerment between men and women, interviewees reported that there is no difference.

I am sorry to disappoint you, but again, my impression is that we often have this image of probably countries that are in the Arab region. I don't think that there is any difference [between men and women's empowerment]. I think that they just, they would be confronted to the same questioning that you and your country would have with your

family that asking you if you're making a living out of your activity. So, I think that technically it's always the same thing, which is what security is the family getting? How comfortable does the family feel because the family needs to make sure that the kids has enough means to survive. And it's not because it's a woman, because it's even a big issue when it's a man and that the man needs to have a family and has kids and all that stuff. So I don't think that in Tunisia, I mean Tunisia is a country where women are quite strong. It's a country where women are extremely educated. They have the possibility to vote before the French women. Just to give you an example.

-- INT117, Key Informant (Tunisia start-up ecosystem)

Well here in Tunisia, we are, we are already open. We are a bit open, we are not like the Gulf or the others in Arabic. We are a little, a little French speaking I think. We are open to that and then, the man wants the woman to work, it's good for him, to have money to improve the family situation, but also her family, her mother, we encourage her to do that. There is no problem, it is not like other countries, we are always open.

-- INT118, Key Informant (Union Leader)

While accounts of Tunisian women's empowerment are universally shared and understood, the interviews revealed different conceptualizations of empowerment amongst women entrepreneurs in the market versus the community logics. Entrepreneurs differed in their conceptualization of empowerment with regards to (i) *catalyst* and (ii) *realization*. The first dimension of empowerment which emerged from the qualitative data was *catalyst*. *Catalyst* refers to the place from which entrepreneurs reveal that their empowerment comes. Entrepreneurs expressed that their empowerment came from one of two domains – *self* or *others*. Entrepreneurs

in the market logic condition spoke of how empowerment came from their own actions (i.e., *self* catalyst) (see Table 17 for illustrative quotes and coding). For these entrepreneurs, their empowerment was their own responsibility to obtain and maintain, and consequently the catalyst for empowerment was situated internally within their personal degree of agency and power. They spoke of pursuing training and education to become empowered and becoming self-sufficient which resulted in subsequent empowerment.

Meanwhile, entrepreneurs in the community logic discussed empowerment in the context of relationship (i.e., *others* catalyst). These entrepreneurs provided examples and descriptions of their empowerment emerging from interactions in relation to others, and often expressing deference to the third party for providing the empowerment. For example, entrepreneurs spoke of how the trust of customers and repeated business makes them feel empowered. Another entrepreneur spoke of how the confidence of employees and managers reliance upon them made them feel empowered. For these women, empowerment comes from how others commend, or defer and respond to, them.

The distinction between *self* and *others* catalyst can be likened to the theoretical means-end relationship in institutional logics. Specifically, within these two dimensions of the *catalyst* of empowerment, we observe through the qualitative data the specific means (self versus others) through which the end (individual empowerment) emerges for entrepreneurs in the two different conditions. Ultimately, the respective catalysts are congruent with the means of the institutional logic. The ego-centric market logic compels a focus on oneself – relying on the entrepreneur’s own abilities, skills, resources, and competencies. Concurrently, the community market logic compels a dispersed focus on others – calling upon others in one’s network to provide the sense of empowerment. This suggests that in the processing of an institutional logic, there are multiple

means-ends relationships, and logics with cognition is only one of them. Entrepreneurs therefore make sense of their cognitive states based on the taken-for-granted beliefs of the activated logic.

The second dimension of empowerment which emerged through the qualitative data was *realization*. *Realization* refers to the degree to which the entrepreneur feels they have accomplished or brought into concrete existence their empowerment. The realization of empowerment has two categories, *in progress* and *accomplished*. Entrepreneurs who shared that the realization of their empowerment was still *in progress* (a state not yet attained), were also those women assigned to the market logic condition. These women expressed their empowerment as an ongoing and dynamic state of being (see Table 17 for example quotes and coding). They were working towards empowerment but had not yet accomplished it. What is more, they believed there was more empowerment to be obtained – there was still a runway of empowerment to traverse – with an undefined end point.

This is an unexpected observation arising within participants of the market logic condition given the quantitative results. Entrepreneurs in the market logic condition reported higher individual empowerment than their community logic condition counterparts (see results for H2a above). To use the analogies of “gross” and “net” values, quantitatively their gross empowerment is higher. However, when asked about empowerment, the qualitative data reveals that entrepreneurs net empowerment (considering the implied potential value of empowerment which they believe to be possible) is lower. We know that the market logic is about venture growth, advancement, and personal success. It may be that the market logic induces not only higher levels of gross empowerment but also higher levels of expected empowerment, which the entrepreneurs account for as unrealized empowerment in their state of *in progress realization*.

In contrast to entrepreneurs in the market condition, entrepreneurs in the community condition discussed empowerment as an accomplished state (i.e., *realization accomplished*).

While these entrepreneurs may reflect upon the historic development of their empowerment through business interactions, their current state of empowerment is static. What is more they did not express sentiments for future or further empowerment, rather ending their explanations homeostasis. The community logic focusses on ends which benefit individuals outside of the entrepreneur themselves (e.g., their community, neighbourhood, and families). It may be that the community logic induces an end state of static empowerment for entrepreneurs because of this focus.

TABLE 17

Quotes Illustrative of Two Dimensions of Women Entrepreneurs' Individual Empowerment Based on Institutional Logics of Market and Community

Interview Code	Illustrative quote
	<i>Market logic</i>
INT010	<i>Empowered woman, that's interesting. Yes, yes practically. Maybe yes, but not totally [realization in progress], because for me we [self catalyst] always need to learn [realization in progress]. Yes, I feel empowered, but not 100 percent [fullness], because for me, that is always the need of continuous learning [realization in progress]. So, for me, empowerment, it's not with the speed that I want it [realization in progress]. Since I don't have people who support me in the company, I work alone [self catalyst] the speed is very low for me, but it suits me for the moment compared to what I'm doing [self catalyst].</i>
INT023	<p>Interviewer: <i>So now you said that you certainly...you've developed more empowerment since before becoming an entrepreneur. Can you explain a little bit more about what empowerment means to you?"</i></p> <p>Entrepreneur: <i>I have followed training, I did training [self catalyst]. When I got out I did training. I'm not going to enter a project without doing training, without doing... you know? [realization in progress] I already did training before with people; I did trainings in oil extraction. I always do [self catalyst] to seminars [realization in progress], I do a lot [self catalyst] of personal development that means I attend many personal development courses. I keep trying [realization in progress] to do research. It's a bit like that.</i></p>
INT005	<i>Well, so it has two sides. The first one is just to for me to be satisfied that I would like one myself. I will not, depending on anyone, and I will not have, you know, some something given to me [self catalyst]. I want to be self-sufficient [self catalyst]. Yes, in a way...And she gave the example of herself again that she is</i>

starting from a very normal family. But she worked hard [self catalyst] and she improved her situation, and she's still want to improve the situation more and more [realization in progress].

Community logic

INT002 *When the business manager [other catalyst] comes to me and says, "Well, I see the change. The performance is much better." When I see that the connection between me and the staff [other catalyst], becomes stronger and stronger. They are more confident, and they listen to me. [other catalyst] In fact, when I tell them to stop doing that, and they listen to me They are in acceptance, they accept me, and accept the instruction that they don't even accept from the company manager I feel the trust installed between me and them [other catalyst], I feel that I am in the right place [realization accomplished].*

INT001 Interviewer: *What does it mean for you to be empowered in your business?*
Entrepreneur: *I satisfy my clients [other catalyst]. As long as you work, your clients must love you and trust you [realization accomplished].*

INT006 *I struggled with empowerment at the beginning. To be empowered in terms of your work, your personality, is not easy that's why I focussed on that. It was hard but now, thank god, I feel empowered [realization accomplished]. At first, when I started working, I didn't know how to deal with a client...I was a purchasing manager at [redacted] I worked in an office with the sales department. At the sales department we used to just give the products to the transporters, we don't try to sell or convince them to take the product. But now, I have my own clients and you have to be empowered enough to convince a client to buy from you [other catalyst]. It wasn't easy at first, I struggled a lot, but now I'm doing much better [realization accomplished], when a client comes, I figure out immediately what he wants [other catalyst], and I know how to convince him with my products.*

Given the distinctions related to *realization* and *catalyst*, I infer that there is higher individual empowerment under the market logic because it primes in the entrepreneur the ability to recognize their empowerment as bounded to themselves and therefore within their own agency to change (*self*), but still with further upside to be created (*in progress*). In contrast, the community logic primes a homeostasis of empowerment (*accomplished*) which is conferred by an entrepreneur's place in relation to others (*others*). Consequently, individual empowerment, with its construct dimensions of self-meaning, self-competence and self-determination and the ability to have future

impact, is relatively higher under the self-determinable and growth orientation of market, while it is relatively lower in the others oriented and unity orientation of the community logic.

Emotional energy. The interviews revealed that entrepreneurship is an emotional experience for Tunisian women. From the collected data, I can make two observations regarding emotional energy related to emotional *type* and *channel*. I describe these insights below with some illustrative quotes (see Table 18 for quotes).

First, when discussing their experience, entrepreneurs express an array of identifiable emotional *types*, including passion, pride, jealousy, sadness and fear (see Table 18 for example quotes). For example, one entrepreneur expressed that they feel pride when learning about their products (INT003), while another expressed shame in the early stages of their businesses because of its size (INT031). While I observed a variety of emotional types in the qualitative data, my quantitative measure of emotion was one of energy, with no data collected on emotional type. In this way the measure of emotional energy captures not affect, but rather the energy derived from emotions. In sharing their stories, entrepreneurs express these emotions in the context of an action or activity, including jealousy in the launching of a new venture (INT006) and pride in the experimental production of a product (INT015). Consequently, these emotions have an energizing effect in that they are related to action or activity. This qualitative data demonstrate that many types of emotions have energizing dimensions, irrespective of affect. Consequently, we understand that this energy may be reflected in various types of emotions.

The second observation emerging from the qualitative data is that an entrepreneur's emotional experience has three distinct channels: (i) products and the entrepreneurial process, (ii) oneself and their role in the family and society, and (iii) peers. Women discuss emotions in the context of all of these, indicating that while their role as entrepreneurs is important and significant to them, their experience of entrepreneurship has emotional cords that extend beyond the venture to their

experience in their communities and society. Recall from the theorizing on the role of emotions (see the subsection on “Hypotheses Development”) that there are two dimensions of emotional energy: (i) the target and (ii) the people. In this qualitative data we see elements of both confirming that emotional energy indeed has these two dimensions.

Also noteworthy is that consistent with the quantitative results, there is no identifiable pattern in the qualitative data between the emotion type or channel, and the logic condition. That is, a particular emotion is not causally descendent from a particular logic. Rather, emotions in this study appear to be epiphenomenal to, but significant in, the processing of logics. This lends support to the theorization of emotions as an institutional force shaping through moderation the processing of logics, but not themselves determined by it.

TABLE 18

Quotes Illustrative of Two Dimensions of Women Entrepreneurs’ Emotional Energy Based on Institutional Logics of Market and Community

Interview Code	Emotion		Illustrative quote
	Type	Channel	
<i>Market logic</i>			
INT003	Passion	Product (bee wax product)	<i>When you read a lot about the beekeeping and apiculture, when you do research about this field and about the lifecycle of the bee its wonderful there are a lot of information. There's another world in the hive. It's a community just like us humans.</i>
INT031	Shame	Product (hair salon, beauty)	<i>There was some shame, you know that my project is small, a small shop that opened in 2016, I don't have an air conditioner. They want something excellent, a good design. I had a small shop. I started step by step, I made a security door, I begun to improve myself, I made brushing, cosmetic, I improved the design without a credit.”</i>
<i>Community logic</i>			

INT015	Pride	Self	<i>I felt proud of myself because that tenacity began since I was young. When I see anything, I come home and I do, I manufacture it. I have begun even to make a hat for a bear, and even if I see anything, I make the model and I sew, I feel proud of myself.</i>
INT006	Jealous	Peers	<i>I used to work for [redacted] and when I had my own business... I made everything myself... Those who worked with me made up these stories, not normal people... So, people who work the same as me, they don't want me to work, these people don't want you to move forward, but I'm not afraid, I'm fearless.</i>
INT032	Distress Pride Sadness	Self Peers Family	<i>I was a bit distressed sincerely. I was sad. I, I could see myself, I could see all the efforts I made for 11 years slipping away. I was sincerely sad, I didn't know what I was participating in. Afterwards, for example, yesterday, I had a person I had met at the first leadership training. Who is, who is sitting next to me [Arabic word] she said to me: [name redacted] but what a change when I saw you the first time and when I see you now, I find us I was always [inaudible] when I was a kid, with my sisters and brothers. I was dynamic, full of ideas. That of, afterwards, the rate of disasters that I received, I couldn't, I couldn't accept them even, [inaudible] overcome because I overcame anyway. I did not give up.</i>

DISCUSSION

Using theories from the microfoundations of institutional logics, psychology and social emotions, I argued that institutional logics affect entrepreneurial growth aspirations, and this relationship is mediated by entrepreneurs' cognition and moderated by entrepreneurs' emotional energy. The field experiment revealed that not only is the market logic detrimental to growth aspirations in this context but its positive effects on individual empowerment are insufficient to overcome negative direct effects. I also showed that emotional energy has an increasingly negative moderating effect between individual empowerment and growth aspirations. In presenting these results, I respond to the two research questions posed in the beginning of this manuscript: *what are the effects of institutional logics on growth aspirations?* and *how do these effects take place?* My theorized model substantiated with an empirical study provides evidence that institutional logics can be primed. While taking as a starting point that both the market and community logic are both available and accessible, this research also suggests that priming can be used to activate each. Moreover, that doing so can have an effect on entrepreneurial growth aspirations, and that these changes are processed through individual cognition and shaped by emotional processes. My study has implications for knowledge creation in institutional logics and entrepreneurial growth.

Contributions to Institutional Logics

I make several theoretical contributions to the institutional logics literature related to ideal-types, cognitive and social microfoundations, embedded agency, institutional change, and gender. I address each of these in turn and complete this subsection on the contributions to institutional logics by discussing the methodological contributions of the contextualized field experiment, as well as the study's limitations.

Ideal types. My first contribution relates to the complex effects of institutional logics both in terms of contextualizing ideal types and the microfoundations of logics. Theory has posited ideal

types of institutional logics (e.g., Thornton et al., 2012) in which the described means-ends logic (Friedland & Alford, 1991) relationships have been adopted by later scholars, in error, as *fait accompli* (Ocasio, Thornton, & Lounsbury, 2017). I demonstrate, per the theoretical assumption of logics as fundamentally embedded and situated (Thornton et al., 2012), that “ideal” logic types do not manifest in the same means-ends relationships in all contexts. Rather, the specific means-ends relationships of logics are subject to the situated collective and shared understanding of how society and the economy are organized. Stated another way, the means-ends relationship in one social setting will not be the same in another since the collective organization of society is itself distinct. This is the intent of early scholars who suggested the ideal types not as gospel but rather logic typologies requiring contextualization (Friedland & Alford, 1991; Lounsbury & Wang, 2020; Lounsbury, 2007; Ocasio et al., 2015; Quattrone, 2015).

That contextualization is critical to the study of logics is exemplified in the results of study. The categorical elements of the *ideal* type of the market logic are oriented towards profit maximising ends whereas the *ideal* type of the community logic organizes towards group cohesion. Simply importing ideal types into Tunisia requires an ex-ante prediction that, for growth aspirations, the market logic means will lead to market logic ends of increasing growth aspirations. Meanwhile, the community logic means will have either no effect on growth aspirations or cause a decrease in growth aspirations, because growth aspirations in the strictest sense are unrelated to community organizing means and ends. However, as demonstrated in this study, the local manifestation of the market and community logics amongst Tunisian women entrepreneurs had very different outcomes. The local market logic led to a decrease in growth aspirations, while the local community logic led to an increase in growth aspirations. Recall from the measure of growth aspirations that this was a change variable, demonstrating that these differences between randomly assigned conditions happened over time, with other control variables accounted for in post-hoc

analysis. Consequently, relative to the community logic, the market logic constrains growth aspirations, in opposite prediction to the *ideal* logic type.

This relationship manifests because the combination of relative emotions and cognition is either congruent or incongruent with the taken-for-grantedness of the institutional logic. To explain, I initially theorized that emotional energy would have a negative moderating effect on the relationship between the market logic and growth aspirations because a higher social energy exchanged between people is incongruent with the taken-for-grantedness of the market logic in which one works alone and expects negative consequences when interacting with other people. Therefore, we see that women entrepreneurs in the market logic condition with relatively higher individual empowerment (market congruent) and relatively lower emotional energy (market congruent) have higher growth aspirations than women entrepreneurs with either low individual empowerment and low emotional energy (market incongruent), or low individual empowerment and high emotional energy (market incongruent). The same yet reversed relationship is apparent for women in the community condition. Women entrepreneurs in the community condition exhibiting relatively lower empowerment and relatively higher emotional energy (community congruent) tended to exhibit higher growth aspirations than women in the same condition with relatively higher empowerment and lower emotional energy (community incongruent), or higher empowerment and higher emotional energy (community incongruent). Theoretically through this research, I establish that the (in)congruence of an institutional logic's cognitive and emotional states is linked to effects on the associated logic ends. Future research could theorize both congruent and incongruent functions of different combinations of cognitive and emotional states to determine other relationships between logics and outcomes.

Cognitive microfoundation. In addition to demonstrating that there is a direct link between logics and growth aspirations, this study sheds light on how this effect occurs. Prior work has

foregrounded the macro- and meso-level dynamics of institutional logics, contributing important insights to our understanding of variation within and between institutions at these levels. This study extends the conversation by foregrounding the microlevel constructs of individual logics processing, which is a promising field of ongoing enquiry for the institutional logics perspective (Ocasio et al., 2017). My focus on microfoundations in this study can help bridge the gap between macrolevel institutional forces, and observable microlevel outcomes. My contributions to this are two-fold: (i) providing evidence of one cognitive function which is activated within a logic, and (ii) the variation of cognitive function between logics.

First, seminal models of the microfoundations of institutional logics theorize that logics have a direct causal effect on cognitive states (Thornton et al., 2012). Relevant to the context of women's entrepreneurship for economic development, I elected to focus on individual empowerment as a relevant goal-oriented cognitive state. Recall that literature from entrepreneurship and international development has demonstrated the importance of empowerment for women and economic development through entrepreneurship (e.g., Datta & Gailey, 2012). This study shows that the market logic has a positive effect on individual empowerment, thus providing empirical evidence of the links between logics and cognitive states. Therefore, my research advances general theorization of how logics shape cognition by demonstrating that one specific cognitive state – individual empowerment – is causally activated by institutional logics. Furthermore, since individual empowerment is a goal-oriented state, I provide specific evidence on the effects of institutional logics on goals. An important implication of this study is the need to consider which other cognitive goal-oriented states, like efficacy, are activated by institutional logics, and to what extent. For example, cognitive states affecting entrepreneurial activity include risk propensity, and failure and success motivation (Carsrud & Brännback, 2014) and self-efficacy (e.g., McGee, Peterson, Mueller, & Sequeira, 2009). While some literature considers these to be personal traits

(Carsrud & Brännback, 2014), this study provides evidence that these cognitive states are in fact determined by sociological factors, specifically institutional logics. Thus, future research could theorize and test which other cognitive goal-oriented states, already well-accepted in the entrepreneurial literatures as determinants of entrepreneurial activity, are in fact shaped by institutional logics.

Goal-oriented cognitive states are only one of three microfoundations of institutional logic that are theorized to be activated by attention. The other two are social identities and schema (Thornton et al., 2012). While I do not address either of these in this study, the evidence of logics affecting goals suggests there is promising future work in the study of how identity and schemas, respectively, are affected by institutional logics. For example, both attachment (e.g., Kibler, Fink, Lang, & Muñoz, 2015) and resilience (e.g., Chadwick & Raver, 2020) are emerging constructs of interest in entrepreneurial research. Before too much work is published which foregrounds trait-based explanations for how these affect entrepreneurial activity, perhaps we should consider their sociological formation through institutional logics. While considering each of these in isolation is important, I wonder how do these three categories of microfoundations (i.e., goals, identity and schema) work harmoniously, or not, in the processing of institutional logics?

While the preceding conversation has focussed on cognitive states *within* a logic, the second contribution I make is the variation of cognitive states *between* logics. In this study, I compare two logics – market and community – which presented themselves as particularly salient, mature and consequential in the context. By making this comparison through a field experiment, I demonstrate that logics have particular causal effects. It is relative to the community logic that the market logic has a greater effect on individual empowerment. This raises interesting questions relating to how other logics affect cognition when contrasted with one another. For example, how do institutional logics of the state affect cognitive microfoundations of individual empowerment? Although I do

not consider the state logic in Tunisia, when I consider the theorized categories of the ideal logic types (i.e., root metaphor, basis of norms, attention and strategy, sources of legitimacy, authority and identity, informal control mechanisms and economic systems), I wonder about the effect of the possibly evolving Tunisian state logic and the effects on individual empowerment. Compared with the community and market logics, would the emerging democratic state logic be associated with still higher individual empowerment stemming from the collective efforts and outcomes of the Arab Spring? Posing this question emphasises the embedded nature of logics addressed both theoretically above, and in a forthcoming subsection, “Methodology”.

Social microfoundation. As prior research suggests, microfoundations of institutions can be either cognitive or social (Powell & Rerup, 2017). Consequently, cognition is not the only microfoundation of interest in this study and I show that isolating a single cognitive function is in fact insufficient in explaining the full effects of institutional logics. Rather, consistent with the prior research of the social microfoundations of institutions, scholars should consider the social processing of logics through institutions like emotions (Lok et al., 2017). To this end, my study adds to the growing literature in institutional theory on the energizing effect (Fan & Zietsma, 2017) of emotions by demonstrating that variation in emotional energy plays a role in the processing of logics. Recall from the moderated mediation results that emotional energy can amplify or diminish the motivating effects of an individual’s cognition. Notably, lower levels of emotional energy amplify the positive cognitive effects of individual empowerment, but increasingly higher levels of emotional energy begin to diminish these cognitive effects. In other words, a relatively lower emotionally energized entrepreneur with relatively lower individual empowerment experiences lower aspirations to grow their business. A relatively higher emotionally energized entrepreneur with relatively lower individual empowerment experiences higher aspirations to grow their business. However, an entrepreneur experiencing both relatively high emotional energy and high

empowerment has *lower* growth aspirations. This is because of the logic (in)congruence explained in the discussion on ideal types.

The specific effects of emotions shaping how institutional logics are processed should be considered in emotionally charged and unsettled situations, for example, in “risky, emergency and disrupted contexts” (Hällgren, Rouleau, & De Rond, 2018:10) where emotions can be intense and emotional energy may have a powerful decreasing effect on individual cognitions. Yet in other situations where emotional energy is relatively lower, for example in the repeated day-to-day activity of one’s life, individual cognitions may be elevated through emotional energizing. Perhaps, therefore there is an *optimal* level of emotional arousal which can enhance individual psychological states and inform entrepreneurial growth outcomes. I believe a fruitful line of future research in institutional theory of emotions could be to explore optimal states of collective emotional intensity in motivating action.

An important finding in this study is that logics do not beget emotional energy, rather emotional energy shapes the processing of logics. Herein lies the distinction. Emotional energy operates as a moderator (shaping) of, not a mediator (responding to), the effects of logics on growth aspirations via individual empowerment. Methodologically, for logics to beget an emotion, there must be a direct causal link between the logic and emotions, which is not established in this context via this study. This is counter to recent suggestions that emotions are a mediator of logics (Lounsbury et al., 2021) and an important distinction from existing work in institutional logics which considers the relationship between different logics and types of emotional affect (e.g., Toubiana & Zietsma, 2017). Future work could disentangle these further and consider the more complex moderating effects at the intersection of emotional energy (low-high) and affect (positive-negative). For example, what are the effects of positive versus negative emotions which are low versus high energy in transforming the cognitive processing of institutional logics?

This study also introduces to institutional logics, and organizational theory more generally, a potential measure for quantifiably capturing emotional energy. While a full scale validation was not completed in this study, I did use validated scales from relational psychology (i.e., Owens et al., 2015) to measure the dynamic of emotional energy. Prior to further use, future studies should complete the full validation of this measure for institutional purposes (for an example validating scales measuring other institutional constructs such as reputation, status, and legitimacy, see Bitektine, Hill, Song, & Vandenberghe, 2020). For now, and in its current form, this measure is not only agnostic to affect, and therefore useful in both positively- and negatively-charged emotional settings, it also addresses the two dimensions of emotional energy important in institutional studies: the target towards which the energy is directed, and the people with whom emotional energy is experienced. In addressing these two dimensions, the measure satisfies the socially embedded nature of institutional studies while also addressing directionality of the emotion. I also believe this contribution informs work on the material-symbolic nature of institutional logics. Future research could consider the intensity of emotional energy directed towards different material-symbolic artifacts which reproduce or transform institutions.

Embedded agency. By providing empirical evidence of one cognitive and one social microfoundation of institutional logics, I also contribute to the enduring theoretical conversation of agency and institutions. Specifically, while the institutional logics perspective inherently assumes embedded agency, the evidence of this and the explicit mechanisms by which this takes place have largely eluded organizational theory scholars (Thornton & Ocasio, 2008). Recall that embedded agency is the paradox or contradiction (Seo & Creed, 2002) in institutional theory that individuals are simultaneously able to “shape the circumstances in which they live” (Emirbayer & Mische, 1998), while being ultimately shaped by and subject to the social situation they are in (Granovetter, 1985). In this study, I leverage the theoretical strength of logics in assuming both

agency and structure to highlight the simultaneous enabling empowerment and constraining emotions in the processing of logics. What is more, the fact that an entrepreneur's culturally contingent belief that they can grow but do not desire to in the face of social constraints provides an empirically validated example of the Emirbayer & Mische (1998) theorization of agency as a temporally embedded process that does not require action. First, with regards to temporality, in my study, the theorized past, present, and future dimensions of agency are operationalized through historically contingent logics (past), immediate assessment of personal ability (present), and desire to grow (future). This was not an intended objective of the study, but in returning to this literature to theorize the findings became immediately evident. Second, an intriguing proposition in this seminal article is that an actor does not need to act in order to be engaged in agency. As I demonstrate, the difference between having the ability to grow (empowerment) and not desiring to do so (growth aspirations) is an empirical demonstration of agency without observable action. The subsequent action to actually pursue and engage in growth or not is beyond the remit observation of this study. However, entrepreneurial research demonstrates that growth aspirations are precursors to growth behaviours.

Institutional change. Research in institutional logics looks at both the “pulled down” forces of logics shaping microlevel interactions, and the reversed “built-up” forces of microlevel interactions shaping logics (Powell & Colyvas, 2008). This study clearly addresses the former of these. However, the results make me wonder about the longevity of the market logic, in its current form, in Tunisia. Given this is a dissertation discussion, I ask that you indulge me as I briefly interpolate based on the findings. Growth aspirations are a precursor to growth itself. If the market logic, or organizing for growth, has a negative effect on growth aspirations then the logic is ultimately self-extincting. This generates institutional contradictions (Seo & Creed, 2002) which are theorized to ultimately lead to institutional change. In the increasingly dissatisfied climate of

post-revolution Tunisia, perhaps the results of this study are early indications (prior to further institutional change) of the transformation of the market logic. Or, less dramatic, perhaps it is an indicator of institutional drift (Voronov, Glynn, & Weber, 2022). Future research could explore this further to ultimately consider what other microlevel indicators may provide leading, rather than lagging indicators of institutional change.

Gender. I have wrestled with addressing any gender dynamic in this manuscript due to a variety of factors across method, theory, and data. First, my study utilizes a fully female sample of entrepreneurs and tests hypotheses which have been posited to be stereotypically masculine (market logic) and stereotypically feminine (community logic). It is important to note that that non-dominant groups sometimes perceive these logics as not applying to them for a reason. That is, the people in their social environments also do not apply these logics of the dominant group to them, and they often punish non-dominants for acting in accordance with these logics (Brescoll, 2011; Ridgeway, 2001). While my study subjects, women entrepreneurs, may be seen as less “appropriate” participants in the market logic due to patriarchal norms, it is important to once again reflect on the qualitative data which reveals that the degree of patriarchal oppression of Tunisian women in relation to having a business or a profession may be analogous to the same oppression of women in western settings. Are women in western settings deemed less “appropriate” participants in the market logic? In some situations, yes. While the realities of gendered business norms in western settings are real, we must not overstate their role in different contexts. The Tunisian national culture is relatively both more individualistic and “feminine”, even in studies that oversample men (Bouderbala et al., 2020)³⁰. What is more, the women entrepreneurs did not

³⁰ If you are interested in challenging your assumptions regarding national cultures, I recommend playing with the country comparison tool provided by Hofstede Insights at www.hofstede-insights.com/fi/product/compare-countries/. This is not an endorsement. The data on this site was not used in this study.

themselves express or report feeling patriarchally oppressed, in which case it is even more inappropriate in a culturally embedded study of institutional logics, to read into the context our own expectations. Instead, we must be critically reflective of how much credence the patriarchal argument has in different settings and set aside cultural prejudices of our own making. Future work on the microfoundations of institutional logics can also address the gendered nature of logics. Engaging study samples of various gender-identifying individuals will spotlight variation in gendered processing and application of institutional logics and engage an important conversation regarding the role of gender identification and presentation in entrepreneurial activities.

Methodology. Finally, I demonstrate that institutional logics can be activated in individuals through experimental manipulation. In making this claim, I wish to point out some specific theoretical and methodological boundary conditions under which this was possible, lest errant logic priming is pursued. First, the two logics of the study – community and market – were locally salient and available to the population of interest. The women entrepreneurs participating in this study already had both of these logics available and accessible to them and my methodological priming simply activated one or the other to bring the corresponding logic to the foreground. Based on extant theoretical understanding of the cultural embeddedness of institutional logics, studies designed to explore the causal effects of established logics should only take place in settings where the logic is native. As a thought experiment, I briefly consider the possibilities of priming non-native logics in the concluding paragraph of this subsection – see below.

A second methodological boundary condition of the success of the priming is that the prime took place *in situ* where institutional logics are embedded. Rather than abstracting the women into the foreign environment of a research laboratory, I utilized a common experimental vehicle of an entrepreneurial training program delivered and administered by local Tunisian women. By keeping this vehicle germane and consistent across the conditions, I maximized the potential for logic

activation. Finally, I put into action knowledge of the role of visuals, language, rhetoric and symbols in the activation and communication of logics. Consequently, the experimental primes for the market and community logic conditions were multidimensional, using language, symbols, and narratives, thus utilizing accepted theory of the material symbolic nature of institutional logics.

As discussed above, when the purpose is to isolate for study those mechanisms associated with existing logics, only native logics should be primed. However, it is interesting to consider, within theoretical conversations of institutional change for example, how one could introduce a new logic and capture subsequent cognitive and emotional reactions. Significant qualitative work already exists regarding institutional change in contexts of logic translation or introduction. Perhaps there are possible advances to be made in the measuring of microfoundational responses to the introduction of foreign institutional logics. Such studies may also shed light on the contrast between microfoundational processes of native versus foreign logics.

Limitations. My contributions to the institutional logics literature are limited by the design of this experiment, specifically my use of individual measures for empowerment and emotions. There is opportunity for future research to consider the use of collective measures (e.g., collective empowerment) to enrich our knowledge on individuals' perceptions of both their personal cognitive states and their location within collective cognitive states. This future work would be particularly fruitful in addressing theoretical concerns that the cognitive microfoundation of logics is restricted to individual and not social domains.

Contributions to Entrepreneurial Growth

My research makes an important contribution to the conceptualization of entrepreneurs' growth aspirations. I demonstrate that the belief in one's ability to grow is separate to the desire to grow. Entrepreneurs in the market condition felt relatively more confident that they could build their businesses, they had the independence to do this, and their business was important to them.

Still, this enhanced empowerment failed to fully offset the overall negative effect of the market logic on their aspiration to actually grow. This finding runs counter to the ideal type theorized expectation that the market logic is associated with profit-maximising ends (Thornton et al., 2012) preceded by growth aspirations. While increased individual empowerment partially offset the reduction in growth aspirations of the market logic, this was only amongst entrepreneurs with low emotional energy. At high and moderate levels of emotional energy, individual empowerment was no longer effective in amplifying growth aspirations. At the heart of market capitalism is the belief that growth is good, growth should be pursued and if one can grow, then one should grow. In this study, the market logic is in fact self-defeating and decreases the growth aspirations it claims to organize towards. Ultimately, priming the market logic through development interventions was not only wasteful, but in fact counterproductive.

Limitations. My contributions to the literature on entrepreneurial growth is limited to the measurement of growth aspirations to a single point in time, immediately following the intervention. The enduring effects of the institutional logic prime are unknowable in this study but could be addressed in future work taking a longitudinal approach. However, I did identify an enduring qualitative effect of the market and community logics on individual empowerment. Conceptualizations of individual empowerment appear to be continually shaped by the logic prime three months after the experiment. In summary, Tunisia is a unique setting in which to study the market logic. However, it offers an important alternative narrative to our understanding of institutional logics and growth aspirations, and calls into question theoretical and practical assumptions that the market logic will always stimulate growth aspirations.

Practical and Policy Implications

The contributions emerging from this work have practical and policy implications for international development agencies³¹, entrepreneurs, and the capitalist system itself. In this section of the dissertation discussion, I ask that you indulge me as I express some critical perspectives on development through entrepreneurship.

International development agencies. For international development agencies working in economic development through entrepreneurship, my research brings into question the use of the dominant taken-for-granted market logic in the delivery of entrepreneurial training programs. Many programs led by international development agencies provide important skills and competency training for people engaged in improving their circumstances and alleviating poverty through entrepreneurship. The programs are designed to support entrepreneurs in the establishment, operation, and growth of their ventures, and often deploy a taken-for-granted western market logic in their delivery. This is understandable. The western market logic is related to business efficiency and profit maximization and we have international logic remnants (Raynard et al., 2013) of both colonization and neoliberal dominance which means this approach is rarely questioned, except by the countries being imposed upon (Bromely, Schofer & Longhover, 2020). There are multiple issues with this, and I will address the two issues most closely related to my research.

First, when a foreign (typically western) market logic is used in training programs as the pattern of beliefs to organize daily activities in pursuit of entrepreneurship, it has limited salience for participants. Individuals have available and accessible to them only those logics with which

³¹ While I directly address international development agencies in this discussion, development efforts through entrepreneurship take place in developed economies as well. I choose to focus on international development here since this is the context of my dissertation.

they are familiar. That is, you cannot activate a logic which is not available. In response, actors presented with a foreign logic go through processes and practices of sensemaking, negotiation, and conflict (e.g., Gümüşay et al., 2020). We do not yet fully understand the cognitive or emotional (microfoundational) burden that this demands. So, rather than focusing on developing their businesses, entrepreneurs are perhaps exerting efforts to understand, interpret, and make sense of the meanings imbued in the training. What is more, this approach perpetuates colonizing values that are often misaligned with local values. Therefore, entrepreneurial training programs should critically question, and potentially suspend or appropriately contextualize, the taken-for-granted western market logic in these entrepreneurial training programs.

Second, as my research shows, in some settings even the activation of the *localized* market logic may have the opposite intended effect, which is to inspire growth aspirations amongst entrepreneurs in emerging markets. Despite the positive effects of the market logic on cognition, and partly because of the emotional experiences of entrepreneurs, the localized market logic had an unintended detrimental effect on entrepreneurs' growth aspirations. To this end, since growth aspirations are a precursor to venture growth – and reflect the purpose of international development trainings – the activation of the market logic is illogical and counterproductive. In Tunisia, however, activating the localized community logic has a positive effect on growth aspirations. Program developers should therefore take stock of the prevailing institutional settings regarding the market logic and work with local partners to adapt entrepreneurial training and teaching programs accordingly. In some institutional settings, a more appropriate framing may be the community logic, as I show in this study.

Community and market are only two logics by which individuals organize and reproduce their lives. There are other logics – the family logic or even a religious logic – which influence ways of being in one's life. Each has different dimensions of availability and accessibility to various

populations. Recent fieldwork by international agencies has focussed on addressing related but distinct social dynamics including the inclusion of husbands in women's training programs (e.g., Huis, Lensink, Vu & Hansen, 2019) and the use of various group- or village-based microfinance lending (e.g., Halder & Stiglitz, 2016). These programs look to respectively address or leverage the locally constraining and enabling social forces of family and community in the fostering of entrepreneurial activity. International development agencies can improve the appropriateness and effectiveness of their work by engaging with the logics organizing these social forces that are relevant to the local context.

Another major focus of international development agencies is the design and delivery of interventions that seek to increase individual empowerment with the expectation it will lead to other desired psychological and behavioural outcomes in business, health, and well-being. The focus on empowerment is sometimes merely the thinly veiled perpetuation of the enduring colonial and neoliberal tenants of "the west knows best" and an effective fundraising mechanism for having donors feel good about their colonial "empowerment" efforts towards people they perceive as being lesser than themselves. There is, however, evidence to suggest that enhanced individual empowerment may indeed have positive effects.

For example, the International Labour Organization initiated training called "Gender and Entrepreneurship Together" (i.e., GET Ahead). This training was shown to increase women's empowerment amongst entrepreneurs and results suggest that this may arise through changed business practices and be related to business profits in the long-term (Huis et al., 2019). Regrettably, my study demonstrates that increased individual empowerment does not guarantee an overall increase in other desired outcomes or behaviours. Instead, I show that there are other sociological effects of such force that they override the positive increases in empowerment.

Organizations and individuals working in development with the mandate to increase individual empowerment should therefore not assume increasing individual empowerment to be the panacea to overcoming development challenges. Instead, they should understand the potentially overriding power of broader institutional settings. Doing so will also begin to address the strong colonial “empower them” rhetoric evident in development work. I hope this dissertation acts as one small declaration in these endeavours.

Entrepreneurs. This research has three practical implications for entrepreneurs related to (i) the use of nonmarket logics in entrepreneurship, (ii) growth alternatives, and (iii) emotional self-regulation.

First, although the market logic is the one most associated with business, there are potential advantages to considering non-market logics in the development of a venture. My research suggests that there may even be material advantages for an entrepreneur’s business through the activation of nonmarket logics. Specifically, an entrepreneur may find their desire to grow their own business enhanced by activating alternative non-market logics such as the community logic. Entrepreneurs could activate this logic through practices similar to those I used in the experimental priming. These practices would need to be associated with the desired nonmarket logic but could include mantras and slogans, pictures and images, and sharing stories of other entrepreneurs looking at their ventures in the same way. We are embedded in multiple logics and their material and symbolic artifacts at all times. While the theoretical construct of a “logic” and its multidimensional and multicategorical nature is a little unwieldy for an entrepreneur to make immediate use of, the principle of bringing in nonmarket oriented facets to one’s business in order to enhance the potential for growth is not.

Second, this research suggests that although entrepreneurs feel that they *can grow* (individual empowerment), it does not mean that they *have to want to grow*, despite activating their market

logic. In fact, the ability to deny the desire to grow, even when one can, could be seen as the ultimate expression of agency in which the individual, not the terms, ultimately chooses. Profit maximization, shareholder returns, lucrative exit strategies, and the “unicorn” are so engrained in the taken-for-granted western market logic that sometimes it can be difficult for entrepreneurs to consider that there are alternatives. My research serves as a helpful counternarrative for entrepreneurs to consider that the taken-for-grantedness of growth for ventures is not taken-for-granted elsewhere, and even allows the possibility for a more sustainable form of entrepreneurship in which nongrowth specific factors are also important (e.g., Margaryan, Fredman, & Stensland, 2020).

Third, this research shows that the emotional energy an entrepreneur experiences in relation to others can have significant effects on their growth aspirations. Practically, emotional self-regulation is potentially an important skillset for an entrepreneur to learn. There is often intense emotional energy associated with entrepreneurship and sometimes simultaneously in different relational directions (e.g., cofounders, investors, ecosystem actors such as accelerators, customers, and employees). While this energy may enhance the desire of entrepreneurs to grow their business, my research shows that as it continues to rise, the positive effects diminish and may eventually turn negative. Therefore, the ability to enhance, but regulate, emotional energy may be helpful for entrepreneurs wanting to increase their growth aspirations.

Liberal capitalist-democracy model. An undercurrent in this dissertation is the perceptible global challenge against “the liberal ideals underpinning world society [which] are under assault...undergirded by growing inequality and social problems” (Lounsbury & Wang, 2020:3). This undercurrent appears first in the description of the Tunisian context where Tunisians’ concerns for the future of their country were emerging during the qualitative fieldwork conducted in 2021 – 10 years after the Arab Spring began – and is pronounced today in mid-2023. The same challenge

appears in the results where the market logic is fundamentally anti-growth in its consequences, and in the discussion regarding gender and the practical implications for international development agencies and entrepreneurs. Ironically, this undercurrent fundamentally critiques the very framework of this research that entrepreneurship be used to achieve the United Nations first sustainable development goal of “no poverty” (United Nations, 2023).

What then is the future for the liberal capitalist-democratic model? The preceding discussion subsections on the practical implications for international development agencies and entrepreneurs speak to this question but do so from the perspective that the western world society order (Meyer & Jepperson, 2000) generally continues. Yet we know this order is in decline (Lounsbury & Wang, 2020) and my research lends some empirical evidence of this in the microfoundational consequences for individual actors who constitute the system. Practically then, for those of us who live in and embody the liberal capitalist-democracy model in the west, perhaps we should critically engage with the arguments and consider both the virtues and limitations of this model, and what we want this to look like for our futures and those of subsequent generations.

Conclusion

I have argued and demonstrated that institutional logics affect entrepreneurial growth aspirations, and that these effects are processed through cognitive, and shaped by social, microfoundations. These findings advance our theoretical understanding of the complex and multidimensional nature of logics, and their specific organizing ability in non-western settings. This research also provides a powerful way of building institutional logics theory through experimental methods. Research at the theory-methods-empirics trifecta of logic microfoundations-field experiments-non-western settings is perhaps a little *avant-garde*, I hope this dissertation triggers further research like this.

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APPENDICES

APPENDIX A Literature Review of Poverty and Entrepreneurship

Citation	Summary / Key contributions	Type	Setting	Keywords
Acs, Z. J., Boardman, M. C., & McNeely, C. L. 2013. The social value of productive entrepreneurship. <i>Small Business Economics</i> , 40: 785-796.	Social entrepreneurship is distinct from philanthropy and charity. Social entrepreneurship shares similarities, but is different from, commercially intended ventures.	Empirical, Qualitative	Case study of Grameen Bank, & Microsoft	social value creation, social entrepreneurship, philanthropy, charity
Ahlin, C., & Jiang, N. 2008. Can micro-credit bring development? <i>Journal of Development Economics</i> , 86(1): 1-21.	Economically models the effects of micro-credit in transforming an underdeveloped economy into a developed economy. While micro-credit may lower poverty and inequality in the short-term, micro-credit may have mixed effects on long-term economic productivity and may increase poverty in the long-term.	Theoretical	Economic modelling of development	micro-credit, occupational choice, long-run development, poverty, inequality
Ahlin, C., Lin, J., & Maio, M. 2011. Where does microfinance flourish? Microfinance institution performance in macroeconomic context.	Financial and growth performance (borrowers) of microfinance institutions (MFIs) are subject to macroeconomic and formal institutional factors (e.g., corruption, rule of law, ease of	Empirical, Quantitative	Cross-country analysis of MFIs	microfinance, micro-credit, financial sustainability, default, growth, private credit, context

<p><i>Journal of Development Economics</i>, 95(2): 105-120.</p>	<p>starting a business, property registration, contract enforcement), and may act as a substitute in contexts with weak formal institutions (i.e., institutional voids (Mair, Marti, Ventresca, 2012).</p>			
<p>Ahlstrom, D. 2010. Innovation and growth: how business contributes to society. <i>Academy of Management Perspectives</i>, (24): 10-23.</p>	<p>Economic growth is achieved through business innovations (disruptive) which satisfy unmet customer needs and provision of additional employment.</p>	<p>Theoretical</p>	<p>Economic growth</p>	<p>innovation, growth, business, society, disruption</p>
<p>Alvarez, S. A., & Barney, J. B. 2014. Entrepreneurial opportunities and poverty alleviation. <i>Entrepreneurship Theory and Practice</i>, 38(1): 159-184.</p>	<p>The successfulness of entrepreneurship activities to alleviate poverty (via sustainable growth) is contingent upon the type of entrepreneurial opportunity. Specifically, discovery and creation, but not replication, opportunities hold the most potential for alleviating poverty.</p>	<p>Theoretical</p>		<p>entrepreneurial opportunities, poverty alleviation, poverty contexts, replication, discovery, creation</p>
<p>Amin, M., & Islam, A. 2015. Are large informal firms more productive than the small informal firms? Evidence from firm-level surveys in Africa. <i>World Development</i>, 74: 374-385.</p>	<p>Extant conclusions that small and informal firms are less productive are incorrect. This study finds that small and informal ventures have higher productivity (labor) than large and informal firms do.</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of formal and informal firms in Africa</p>	<p>informal, productivity, employment, Africa, firm-size</p>

<p>Amorós, J. E., Ciravegna, L., Mandakovic, V., & Stenholm, P. 2019. Necessity or opportunity? The effects of state fragility and economic development on entrepreneurial efforts. <i>Entrepreneurship Theory and Practice</i>, 43(4): 725-750.</p>	<p>Country-level indicators (state fragility and economic development) affect engagement in necessity-based entrepreneurship. Economic development moderates the relationship between state fragility and necessity entrepreneurship, but not opportunity-based entrepreneurship, which is only directly affected by economic development.</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of entrepreneurs</p>	<p>institutional theory, government policy/regulation, necessity-based entrepreneurship</p>
<p>André, K., & Pache, A. C. 2016. From caring entrepreneur to caring enterprise: Addressing the ethical challenges of scaling up social enterprises. <i>Journal of Business Ethics</i>, 133: 659-675.</p>	<p>Theorizes the care ethics framework into the process of social entrepreneurship with a focus on challenges encountered in scaling.</p>	<p>Theoretical</p>	<p>Social entrepreneurship</p>	<p>ethics of care, social entrepreneurship, scaling up, organizational care</p>
<p>Ansari, S., Munir, K., & Gregg, T. 2012. Impact at the ‘bottom of the pyramid’: The role of social capital in capability development and community empowerment. <i>Journal of Management Studies</i>, 49(4): 813-842.</p>	<p>Theorizes a community-centred approach to BOP development prioritizing both enhancing and preserving existing community social capital in order to develop through capability diffusion, and transfer and retention of capabilities.</p>	<p>Theoretical</p>	<p>BOP entrepreneurship</p>	<p>bottom of the pyramid, capabilities, capitalism, community well-being, corporate social responsibility, income, networks, poverty alleviation, public-private collaboration, social capital, social entrepreneurship</p>

<p>Ault, J. K. 2016. An institutional perspective on the social outcome of entrepreneurship: Commercial microfinance and inclusive markets. <i>Journal of International Business Studies</i>, 47: 951-967.</p>	<p>MFI lending and building of inclusive markets is subject to both state fragility and status of the MFI as commercial or non-profit.</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of MFIs</p>	<p>international entrepreneurship, social entrepreneurship, inclusive markets, microfinance, state fragility</p>
<p>Ault, J. K., & Spicer, A. 2014. The institutional context of poverty: State fragility as a predictor of cross-national variation in commercial microfinance lending. <i>Strategic Management Journal</i>, 35(12): 1818-1838.</p>	<p>Growth performance (borrowers) of MFIs is subject to the severity of national poverty and the fragility of the state (e.g., political stability, regulatory quality, control of corruption).</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of MFIs</p>	<p>business and poverty, microfinance, institutional hazards, less-developed countries, state fragility</p>
<p>Ault, J. K., & Spicer, A. 2022. The formal institutional context of informal entrepreneurship: a cross-national, configurational-based perspective. <i>Research Policy</i>, 51(9): 104160.</p>	<p>Identifies configurations of national institutional capabilities, which are associated with three different segments of the economy: Informal (total) (4 pathways towards a large informal sector, & 2 towards a small informal sector); Informal Subsistence (3 towards a large, & 2 towards a small); and Informal Growth (5 towards a large, & 1 towards a small - distinguishable by market and regulatory constraints).</p>	<p>Empirical, Mixed methods</p>	<p>Cross-country analysis</p>	<p>informal economy, developing country entrepreneurship, fuzzy set qualitative comparative analysis (fs/QCA), state fragility</p>

<p>Azmat, F., & Samaratunge, R. 2009. Responsible entrepreneurship in developing countries: Understanding the realities and complexities. <i>Journal of Business Ethics</i>, 90: 437-452.</p>	<p>Theorizes the contextual reasons (i.e., business environment, socioeconomic, cultural and geopolitical) why small-scale individual entrepreneurs (SIE) may engage in irresponsible conduct and behaviours that undermines their long-term growth (e.g., overpricing, sale of substandard products).</p>	<p>Theoretical</p>	<p>SIE in developing countries</p>	<p>developing countries, responsible entrepreneurship, small-scale individual entrepreneurs, social responsibility</p>
<p>Banerjee, A. V., & Newman, A. F. 1993. Occupational choice and the process of development. <i>Journal of Political Economy</i>, 101(2): 274-298.</p>	<p>Economically models the dynamic relationship between occupational choice and economic development contingent upon the wage rate / savings / risk.</p>	<p>Theoretical</p>	<p>Economic modelling of development</p>	<p>economic development, occupational choice, modelling, wage rate, savings, risk</p>
<p>Batjargal, B., Hitt, M. A., Tsui, A. S., Arregle, J. L., Webb, J. W., & Miller, T. L. 2013. Institutional polycentrism, entrepreneurs' social networks, and new venture growth. <i>Academy of Management Journal</i>, 56(4): 1024-1049.</p>	<p>Weak and inefficient institutions lead to more network structural holes for entrepreneurs but lower revenue growth. But the structural holes enhance revenue growth. The two combined ultimately enhance revenue growth.</p>	<p>Empirical, Quantitative</p>	<p>Cross-country entrepreneurs</p>	<p>networks, weak institutions, firm revenue, structural holes, performance, growth</p>

Battilana, J., & Dorado, S. 2010. Building sustainable hybrid organizations: The case of commercial microfinance organizations. <i>Academy of Management Journal</i> , 53(6): 1419-1440.	To survive, hybrid organizations need to develop a single common organizational identity that balances the logics. This can be achieved early on through hiring practices and socialization processes, where there is an absence of scripts for managing the hybridity.	Empirical, Qualitative	Microfinance in emerging economies	hybrid organizations, institutional logics, microfinance, banking logic, development logic
Beaman, L., Magruder, J., & Robinson, J. 2014. Minding Small Change: Limited Attention among Small Firms in Kenya. <i>Journal of Development Economics</i> , 108: 69-86.	Entrepreneurs' inattention to informal business practices (hunting for cash change), has a significant effect on firm profitability and sales.	Empirical, Quantitative	Entrepreneurs in Kenya	entrepreneurs, informal practices, institutional norms, attention, firm performance, profitability, sales, venture
Benjamin, N. C., & Mbaye, A. 2012. The informal sector, productivity, and enforcement in West Africa: A firm-level analysis. <i>Review of Development Economics</i> , 16(4): 472-492.	There is a productivity difference between formal and informal firms - size of the informal firm is consequential, with larger informal firms being more productive than smaller informal firms are.	Empirical, Quantitative	Ventures in Benin, Burkina Faso and Senegal	informal economy, productivity, Africa
Berge, L. I. O., BJORVATN, K., & TUNGODDEN, B. 2015. Human and financial capital for microenterprise development: Evidence from a field and lab	Financial and human capital interventions with male microcredit entrepreneurs have positive performance (sales, profits, satisfaction) effects (short- and long-term) when combined. These effects are	Empirical, Quantitative	Entrepreneurs in Tanzania	microenterprise, human capital, financial capital, field experiment, lab experiment

experiment. <i>Management Science</i> , 61(4): 707-722.	lower when only one intervention is provided. There are no effects for women, although through training, the gender gap was closed with women reporting more confidence in their abilities, but the training did not affect their desire to enter into a competitive environment.			
Berrou, J. P., & Combarous, F. 2011. Testing Lin's social capital theory in an informal African urban economy. <i>Journal of Development Studies</i> , 47(8): 1216-1240.	Venture performance (earnings) is affected by an entrepreneur's connections with intermediate, but not high, social status individuals. Intermediate status individuals offer more flexibility and are more approachable when dealing with informal entrepreneurs and are socially influential.	Empirical, Quantitative	Entrepreneurs in Burkina Faso	social network, social capital, urban economy, status, approachability, entrepreneurs, Africa, Burkina Faso
Bhuiyan, M. F., & Ivlevs, A. 2019. Micro-entrepreneurship and subjective well-being: Evidence from rural Bangladesh. <i>Journal of Business Venturing</i> , 34(4): 625-645.	Microcredit has no direct effect on measures of life satisfaction but does increase worry and depression amongst borrowers (versus non-borrowers). There is a gender effect. Women borrowers report higher satisfaction (financial security and life achievement). There is also an economic wealth effect. Borrowers with higher personal	Empirical, Quantitative	Entrepreneurs in Bangladesh	microcredit, entrepreneurship, life satisfaction, happiness, depression, worry, female empowerment, Bangladesh

	wealth (assets) experience higher satisfaction (financial security).			
Blowfield, M. E., & Dolan, C. 2010. Fairtrade facts and fancies: What Kenyan Fairtrade tea tells us about business' role as development agent. <i>Journal of Business Ethics</i> , 93: 143-162.	Critical analysis of attempts by business (generally MNCs) to enter BOP markets to "care" about poverty instrumentally, rather than taking a development approach to the local community. Fairtrade limitations in Kenya are used as examples.	Empirical, Qualitative	Case study of Fairtrade in Kenya	Corporate social responsibility, fair-trade, international development, poverty alleviation
Brady, D. 2019. Theories of the Causes of Poverty. <i>Annual Review of Sociology</i> , 45: 155-175.	Theorizes a framework of poverty alleviation research into three intersecting theories of poverty: behavioural (B), structural (S) and political (P). The key questions between these theories are B-S: "How much are behaviours beyond individual control?" S-P: "How much can governments moderate demographic and labor market change?" P-B: "How much can governments moderate behaviour-poverty link?"	Theoretical	Poverty	poverty, poor, inequality, theory, power resources, social policy

<p>Branzei, O., & Abdelnour, S. 2010. Another day, another dollar: Enterprise resilience under terrorism in developing countries. <i>Journal of International Business Studies</i>, 41: 804-825.</p>	<p>Entrepreneurial resilience is affected by adverse settings such that reductions in terrorist activity is associated with increases in entrepreneurial resilience, with no gender effects. While entrepreneurial resilience is related to higher income, entrepreneurs who are informal or who have lower education are more affected by terrorist activities than formal and/or educated entrepreneurs are.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Bangladesh</p>	<p>entrepreneurship in emerging markets, economic development, market turmoil, low-income markets, bottom of the pyramid, peace-through-commerce, international development</p>
<p>Brünjes, J., & Diez, J. R. 2013. ‘Recession push’ and ‘prosperity pull’ entrepreneurship in a rural developing context. <i>Entrepreneurship & Regional Development</i>, 25(3-4): 251-271.</p>	<p>Access to alternative employment (non-farm wages) has a positive effect on opportunity entrepreneurship but has no effect on necessity entrepreneurship. Instead, ability to access alternative employment (education) has a negative effect on necessity entrepreneurship (i.e., more skilled, less likely you will pursue necessity entrepreneurship)</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Vietnam</p>	<p>recession-push, necessity entrepreneurship, self-employment, Vietnam, rural development</p>
<p>Bruton, G. D. 2010. Business and the world's poorest billion—The need for an expanded examination by management scholars.</p>	<p>Outlines in a Letter to the Editor the absence of published management research on poverty and BOP contexts, and</p>	<p>Review</p>	<p>Poverty</p>	<p>poverty, bottom of the pyramid, management, review</p>

<i>Academy of Management Perspectives</i> , 24(3): 6-10.	briefly outlines opportunities in this space.			
Bruton, G. D., Ahlstrom, D. & Li, H. L. 2010. Institutional theory and entrepreneurship: where are we now and where do we need to move in the future? <i>Entrepreneurship Theory and Practice</i> , 34(3): 421-440.	Reviews literature on entrepreneurship from an institutional theory lens.	Review		institutional theory, entrepreneurship, context, legitimacy, institutional entrepreneurship, culture
Bruton, G. D., Ireland, R. D., & Ketchen Jr, D. J. 2012. Toward a research agenda on the informal economy. <i>Academy of Management Perspectives</i> , 26(3): 1-11.	Identifies gaps in the literature on the informal economy in the domains of economics, sociology and organizational behaviour or human resource management, and suggests a future research agenda.	Review	Informal economy	review, informal economy, literature gaps, economics, sociology, organizational behaviour
Bruton, G. D., Ketchen Jr, D. J., & Ireland, R. D. 2013. Entrepreneurship as a solution to poverty. <i>Journal of Business Venturing</i> , 28(6): 683-689.	Introduction to a special issue focussed on entrepreneurship and poverty. Summarizes the limited literature from domains of entrepreneurship, management and economics.	Review	Poverty	poverty, emerging markets, entrepreneurship
Bruton, G. D. Khavul, S., & Chavez, H. 2011. Microlending in emerging economies: Building a new line of inquiry from the ground up. <i>Journal of</i>	Entrepreneurs are more able to create high-performing ventures due to higher future growth orientations, higher decision-making discretion, and higher relationship management skills.	Empirical, Qualitative	Entrepreneurs in Guatemala, & Dominican Republic	microlending, emerging markets/countries/economies, entrepreneurship

<i>International Business Studies</i> , 42: 718-739.	Entrepreneurs are more likely to pay-off their micro-loans when faced with economic rather than personal shocks, when there is collective group focus on the loans and when there is high-perceived lender power.	Review	Economic inequality	economic inequality, entrepreneurship, institutional theory, emerging economies, informal
Bruton, G., Sutter, C., & Lenz, A. K. 2021. Economic inequality—Is entrepreneurship the cause or the solution? A review and research agenda for emerging economies. <i>Journal of Business Venturing</i> , 36(3): 106095.	Entrepreneurship causes poverty when it is focussed within the formal sector, which builds exclusivity. Entrepreneurship alleviates poverty when focussed in the informal sector, which builds inclusivity. Areas of future research: informal sector (resources, human capital), inclusive institutions (government, policy, politics, social change), globalization and religion.	Review	Economic inequality	economic inequality, entrepreneurship, institutional theory, emerging economies, informal
Burki, A. A., & Terrell, D. 1998. Measuring production efficiency of small firms in Pakistan. <i>World Development</i> , 26(1): 155-169.	Venture efficiency is higher under conditions when the entrepreneur has at least primary education, the venture itself is a start-up, and there is no labor turnover or subcontractors.	Empirical, Quantitative	Entrepreneurs in Pakistan	efficiency, entrepreneur, data development analysis

Burt, R. S. 2004. Structural holes and good ideas. <i>American Journal of Sociology</i> , 110(2): 349-399.	Structural holes in social networks are significant in generating innovative ideas.	Empirical, Quantitative		networks, structural holes, innovation, entrepreneurship
Calás, M. Smircich, L., & Bourne, K. 2009. Extending the boundaries: Reframing “entrepreneurship as social change” through feminist perspectives. <i>Academy of Management Review</i> , 34(3): 552-569.	Applies a feminist perspective to conceptualizations of entrepreneurship, and develops theory to explain its consequences, including development of research opportunities.	Theoretical	Entrepreneurship as social change	entrepreneurship, social change, feminist perspective
Carney, M. 2007. Minority family business in emerging markets: Organization forms and competitive advantage. <i>Family Business Review</i> , 20(4): 289-300.	Theorizes how weak institutional settings (in emerging markets) shape family businesses to be both wealth creation and wealth protection vehicles supporting non-transparent governance of family firms, and the sustaining competitive advantage of their social capital.	Theoretical	Family businesses in emerging market	family business, entrepreneurship, institutional setting, wealth creation, wealth protection, social capital, governance, competitive advantage
Carter, S., & Wilton, W. 2006. 'Enterprise Culture': Necessary In Promoting Enterprise; Lessons From Enterprise Development In Zimbabwe. <i>Journal of Enterprising Culture</i> , 14(03): 177-198.	Cultural reasons affecting enterprise development include attitudes toward non-repayment of debt, absence of role models, disdain for success of others, dependency, “no guarantee” policies, stigma against entrepreneurship, requirement to employ family members, and	Empirical, Qualitative	Entrepreneurs in Zimbabwe	culture, attitudes, Zimbabwe, enterprise development, venture development

	materialistic expectations of the entrepreneurial lifestyle.			
Castellanza, L. 2022. Discipline, abjection, and poverty alleviation through entrepreneurship: a constitutive perspective. <i>Journal of Business Venturing</i> , 37(1): 106032.	Entrepreneurial escape from poverty is contingent upon social normative pressures of “discipline”. Strong discipline from cooperatives enabled passage from abject to moderate poverty, but also prohibited the move from moderate to negligible poverty. The absence of discipline in non-cooperative arrangements make abject to moderate poverty transitions more difficult but facilitates moderate to negligible poverty transitions.	Empirical, Qualitative	Entrepreneurs in Cameroon	constitutive ontology, poverty, opportunities, emancipation, grounded theory
Chakrabarty, S., & Bass, A. E. 2014. Institutionalizing ethics in institutional voids: Building positive ethical strength to serve women microfinance borrowers in negative contexts. <i>Journal of Business Ethics</i> , 119: 529-542.	Symbols of positive conduct are more likely to be adopted by MFIs in highly impoverished contexts where they serve higher proportions of women entrepreneurs and where women's empowerment is lacking.	Empirical, Quantitative	Cross-country analysis of MFIs	microfinance, positive organizational ethics, poverty, gender inequality, women, entrepreneurship, institutionalization, institutional theory, institutional voids, corporate social responsibility

<p>Chakrabarty, S., & Bass, A. E. 2015. Comparing virtue, consequentialist, and deontological ethics-based corporate social responsibility: Mitigating microfinance risk in institutional voids. <i>Journal of Business Ethics</i>, 126: 487-512.</p>	<p>MFI performance (risk mitigation) is subject to the type of ethical practices the firm engages in.</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of MFIs</p>	<p>ethics-based CSR theory, social entrepreneurship, stakeholder theory, institutional theory, sustainability, bottom of the pyramid</p>
<p>Chatterjee, I., Shepherd, D. A., & Wincent, J. 2022. Women's entrepreneurship and well-being at the base of the pyramid. <i>Journal of Business Venturing</i>, 37(4): 106222.</p>	<p>Entrepreneurial well-being is contingent upon the entrepreneur's family support and prior work experience. Flourishing entrepreneurs have both; languishing entrepreneurs have neither.</p>	<p>Empirical, Qualitative</p>	<p>Women entrepreneurs in India</p>	<p>training, venture creation, women, poverty, hope, expectations, psychological capital</p>
<p>Chliova, M., Brinckmann, J., & Rosenbusch, N. 2015. Is microcredit a blessing for the poor? A meta-analysis examining development outcomes and contextual considerations. <i>Journal of business Venturing</i>, 30(3): 467-487.</p>	<p>Microcredit is generally related to positive effects on venture performance (growth and profitability), entrepreneurial well-being (financial, and health and nutrition), and particularly for women (empowerment and education). However, context matters and economic, political, social and transparency moderators affect these relationships. For example, economic moderators have a positive effect on venture performance outcomes,</p>	<p>Empirical, Quantitative</p>	<p>Meta-analysis of MFIs</p>	<p>microcredit, microloans, human development, base of the pyramid, development entrepreneurship</p>

	but all other effects are negative or are not significant.			
Chliova, M., & Ringov, D. 2017. Scaling impact: Template development and replication at the base of the pyramid. <i>Academy of Management Perspectives</i> , 31(1): 44-62.	Identifies three distinctive conditions of the base of the pyramid (BOP); resource scarcity, institutional voids, and hybrid organizational motivations) which influence potential scalability of BOP business templates. Identifies 6 mechanisms affecting BOP template development: major cost / risk reductions, institutional voids, business model innovation, embeddedness, behavioural change and employees. Template replication is affected by success, infrastructure and founder syndrome.	Theoretical	BOP venture scaling	base of the pyramid, template replication, template development, scaling up, firm growth
Clough, D. R., Fang, T. P., Vissa, B., & Wu, A. 2019. Turning lead into gold: How do entrepreneurs mobilize resources to exploit opportunities? <i>Academy of Management Annals</i> , 13(1): 240-271.	Reviews literature on entrepreneurial resources and opportunity exploitation.	Review		resources, capital, opportunity exploitation, human capital, social capital, financial capital, other capital
Cobb, J. A., Wry, T., & Zhao, E. Y. 2016. Funding financial inclusion: Institutional logics	Funding of MFOs is influenced by the institutional logic of the upstream funder. For example,	Empirical, Quantitative	Cross-country analysis of MFIs	institutional logics, microfinance, poverty, social enterprise, uncertainty

<p>and the contextual contingency of funding for microfinance organizations. <i>Academy of Management Journal</i>, 59(6): 2103-2131.</p>	<p>commercial funders direct capital to larger and better performing firms and public funders direct capital to weaker performing firms. Political and financial uncertainty will moderate these relationships.</p>			
<p>Cull, R., Demirgüç-Kunt, A., & Morduch, J. 2007. Financial performance and outreach: A global analysis of leading microbanks. <i>The Economic Journal</i>, 117(517): F107-F133.</p>	<p>MFI performance (profitability as financial self-sufficiency) is contingent upon the lending model (village banks, group lenders, individual-based). There is no significant relationship between profitability and outreach to the poor. Evidence suggests that as lenders grow and mature, they pursue larger loan (less poor) clientele. MFIs are making trade-offs as they go.</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of MFIs</p>	<p>microfinance, financial performance, lending model, profitability, social mission, growth</p>
<p>D'haese, M., De Ruijter De Wildt, M., & Ruben, R. 2008. Business incomes in rural Nicaragua: the role of household resources, location, experience and trust. <i>Entrepreneurship & Regional Development</i>, 20(4): 345-366.</p>	<p>Business income is contingent upon entrepreneurial experience while other determining factors are industry contingent. For example, higher business income is associated with smaller business size, men, higher education and various forms of trust.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Nicaragua</p>	<p>business income, trust, entrepreneurial experience, economic development, Nicaragua</p>

<p>Datta, P. B., & Gailey, R. 2012. Empowering women through social entrepreneurship: Case study of a women's cooperative in India. <i>Entrepreneurship Theory and Practice</i>, 36(3): 569-587.</p>	<p>Women's engagement in a cooperative social enterprise is inherently empowering – economically and socially.</p>	<p>Empirical, Qualitative</p>	<p>Women cooperative social entrepreneurs in India</p>	<p>women, cooperative social enterprise, social entrepreneurship, empowerment, India</p>
<p>De Castro, J. H. O., Khavul, S., & Bruton, G. D. 2014. Shades of grey: how do informal firms navigate between macro and meso institutional environments? <i>Strategic Entrepreneurship Journal</i>, 8(1): 75-94.</p>	<p>Entrepreneurs formalize their businesses in a staged fashion across a multidimensional continuum subject to strength of formal macro institutions, the venture's success and public awareness of this success, and interactions with other formal organizations.</p>	<p>Empirical, Qualitative</p>	<p>Entrepreneurs in Dominican Republic</p>	<p>informality, entrepreneurship, emerging market, institutional environments</p>
<p>De Jong, G., Tu, P. A., & van Ees, H. 2012. Which entrepreneurs bribe and what do they get from it? Exploratory evidence from Vietnam. <i>Entrepreneurship Theory and Practice</i>, 36(2): 323-345.</p>	<p>Acts of bribery have a diminishing return on revenues subject to entrepreneurial (experience and education), venture (age, size, & ownership) and industry (sector, competitive intensity) factors.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Vietnam</p>	<p>entrepreneurial venture, revenues, firm performance, industry, experience, education, bribery</p>
<p>De Mel, S., McKenzie, D. J., & Woodruff, C. 2009. Measuring microenterprise profits: Must we ask how the sausage is made? <i>Journal of</i></p>	<p>The optimal method for acquiring profit data from small firms in emerging market contexts is to (1) ask directly (yielding data at least as accurate as asking for detailed information) but may result in</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Sri Lanka</p>	<p>microenterprises, underreporting, measurement, evaluation, survey methods, poverty</p>

<p><i>Development Economics</i>, 88(1): 19-31.</p>	<p>underreporting of ~30%, and (2) If requesting detailed data, be specific to the individual and incorporate questions on household consumption of business expenses.</p>			
<p>Demenet, A., Razafindrakoto, M., & Roubaud, F. 2015. Do informal businesses gain from registration and how? Panel data evidence from Vietnam. <i>World Development</i>, 84: 326-341.</p>	<p>Firms more likely to formalize are those in trade (versus manufacturing or services) and those that are led by male entrepreneurs with higher education and motivation to become independent. Firms that formalize perform better due to improvements in operational conditions, specifically access to utilities (e.g., internet and electricity), record keeping and premises. These effects are limited to informal household businesses that are large.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Vietnam</p>	<p>informal sector, formalization, causal impact, development, policy, Asia, Vietnam</p>
<p>Dencker, J. C., Bacq, S., Gruber, M., & Haas, M. 2021. Reconceptualizing necessity entrepreneurship: A contextualized framework of entrepreneurial processes under the condition of basic needs. <i>Academy of Management Review</i>, 46(1): 60-79.</p>	<p>Necessity entrepreneurs engage in different processes of entrepreneurship contingent upon their endowment of human capital (high-low), institutional levers (present-absent) and whether they are in a developed or developing environment.</p>	<p>Theoretical</p>		<p>necessity entrepreneurship, Maslow, human capital, environmental context, institutions</p>

Dey, P., & Steyaert, C. 2016. Rethinking the space of ethics in social entrepreneurship: Power, subjectivity, and practices of freedom. <i>Journal of Business Ethics</i> , 133: 627-641.	Theorizes a practice-based framework of ethics to explain social entrepreneurs' resistance to powers (governmental), and thus exercise their practices of freedom.	Theoretical	Social entrepreneurship	Ethics, Foucault, governmentality, neoliberalism, practice theory, social entrepreneurship
Doering, L., & Wry, T. 2022. The challenges of supporting necessity entrepreneurs: Understanding loan officer exit in microfinance. <i>Journal of Business Venturing</i> , 37(2): 106189.	MFI loan officers are more likely to quit as their proportion of poor clients increases. This is amplified by whether the MFI is commercial or a non-profit.	Empirical, Mixed methods	Cross-country analysis of MFIs	necessity entrepreneurship, microfinance, poverty, employee retention, entrepreneurship in developing countries
Dutta, S. 2017. Creating in the crucibles of nature's fury: Associational diversity and local social entrepreneurship after natural disasters in California, 1991–2010. <i>Administrative Science Quarterly</i> , 62(3): 443-483.	Founding rates are contingent upon the diversity of existing organizational forms, moderated by the probability and number of natural disaster events.	Empirical, Quantitative	Organizational founding rates in California	social capital, entrepreneurship, organizational forms, social movements, non-profits, natural disasters, social entrepreneurship, associational diversity, community resilience
Elston, J. A., Chen, S., & Weidinger, A. 2016. The role of informal capital on new venture formation and growth in China. <i>Small Business Economics</i> , 46: 79-91.	Entrepreneurs' start-up capital is fulfilled by (i) personal savings, and (ii) family funding, while growth capital is sourced from household income. This provides evidence of dominance of informal over	Empirical, Quantitative	Entrepreneurs in China	informal capital, new venture growth, emerging markets, China

	formal capital sources for micro-firm start-ups.			
Fajnzylber, P., Maloney, W. F., & Montes-Rojas, G. V. 2009. Releasing constraints to growth or pushing on a string? Policies and performance of Mexican micro-firms. <i>The Journal of Development Studies</i> , 45(7): 1027-1047.	Micro-firm performance (profit) is positively affected by access to credit, formality, and training; firm survival is positively affected by access to credit and formality; and firm growth is negatively affected by formality and training (consistent with steady/optimal state firms).	Empirical, Quantitative	Entrepreneurs in Mexico	firm performance, micro-entrepreneurs, microfirms, profits, growth, formalization, training, micro-firms, access to credit, financial capital
Franczak, J., Lanivich, S. E., & Adomako, S. 2023. Filling institutional voids: Combinative effects of institutional shortcomings and gender on the alertness–Opportunity recognition relationship. <i>Journal of Business Research</i> , 155: 113444.	In emerging economies, opportunity recognition is positively affected by entrepreneurial alertness, but this relationship is moderated by institutional voids and gender (i.e., when voids are high, the relationship is strengthened, for male but not female entrepreneurs). Neither low institutional voids nor being female had any significant effects.	Empirical, Quantitative	Entrepreneurs in Ghana	entrepreneurial alertness, gender, institutional voids, opportunity recognition, women in entrepreneurship
Galema, R., Lensink, R., & Mersland, R. 2012. Do powerful CEOs determine microfinance performance? <i>Journal of Management Studies</i> , 49(4): 718-742.	MFI performance (ROA) is subject to the power of the MFI's CEO and NGO status. There is more variability in performance as power	Empirical, Quantitative	Cross-country analysis of MFIs	CEO power, governance, managerial discretion, microfinance, risk

	increases, especially in NGO MFIs.			
Garud, R., Gehman, J., & Giuliani, A. P. 2014. Contextualizing entrepreneurial innovation: A narrative perspective. <i>Research Policy</i> , 43(7): 1177-1188.	Theorizes a narrative perspective on entrepreneurial innovation which is fundamentally performative and provides a summary of key alternative perspectives (micro-macro, multilevel, constitutive).	Review		entrepreneurship, discovery, creation, stories, processes, performativity
George, G., Kotha, R., Parikh, P., Alnuaimi, T., & Bahaj, A. S. 2016. Social structure, reasonable gain, and entrepreneurship in Africa. <i>Strategic Management Journal</i> , 37(6): 1118-1131.	Changes to an entrepreneur's social structure (e.g., death, divorce) affect entrepreneurial intentions when moderated by gender (being female had a negative affect). The main effect and other moderators (income loss and community membership) were significant only at $p < .1$.	Empirical, Quantitative	Entrepreneurs in Kenya	entrepreneurship, Africa, entry, reasonable gain, affordable loss
Gimenez-Jimenez, D., Calabrò, A., & Urbano, D. 2020. The neglected role of formal and informal institutions in women's entrepreneurship: a multi-level analysis. <i>Journal of International Entrepreneurship</i> , 18: 196-226.	Formal institutions (public childcare expenditure) and the macro-institutional environment (masculinity, individualism and indulgence) negatively affect the probability of a woman entering into entrepreneurship.	Empirical, Quantitative	Women entrepreneurs in 20 countries	women's entrepreneurship, female entrepreneurship, formal institutions, informal institutions, institutional theory, multi-level analysis

<p>Godfrey, P. C. 2011. Towards a theory of the informal economy. <i>Academy of Management Annals</i>, 5: 231-277.</p>	<p>Reviews literature on the informal economy through the disciplines of economics, sociology, and management. Proposes a 2x2 typology of the informal economy based on governance (bureaucratic-non-bureaucratic) and licitness of products/processes (licit-illicit) to produce formal, informal, and two semi-formal economies.</p>	<p>Review</p>	<p>Informal economy</p>	<p>bottom of the pyramid, informal economy, economics, sociology, management</p>
<p>Goel, S., & Karri, R. 2021. Entrepreneurial aspirations and poverty reduction: the role of institutional context. In S. Si, D. Ahlstrom, W. Jiang, & J. Cullen (Eds.) <i>Business, Entrepreneurship and Innovation Toward Poverty Reduction</i>: 91-111. London: Routledge.</p>	<p>Theorizes that entrepreneurial aspirations and action are subject to institutional rigidity (low, high) and institutional contradictions (low, high).</p>	<p>Theoretical</p>		<p>institutional theory, aspirations, entrepreneurial actions, poverty alleviation</p>
<p>Granados, M. L. Rosli, A., & Gotsi, M. 2022. Staying poor: Unpacking the process of barefoot institutional entrepreneurship failure. <i>Journal of Business Venturing</i>, 37(3): 106204.</p>	<p>Establishes a process model of failure in institutional entrepreneurship amongst deeply impoverished entrepreneurs. Demonstrates the role of power in suppressing change and the need for normative and cognitive</p>	<p>Empirical, Qualitative</p>	<p>Entrepreneurs in Colombia</p>	<p>barefoot institutional entrepreneurship, failure, power mechanisms, market inclusion, paradox of inclusion, process</p>

	support from powerful stakeholders.			
Granovetter, M. 1973. The strength of weak ties. <i>American Journal of Sociology</i> , 78(6): 1360-1380.	Counter intuitively (for its time) theorized that individuals' weak ties strengthen community integration, while their strong ties fragment it. This provides a method and theory for linking micro and more macro constructs.	Theoretical		social network, weak ties, individual, community, micro, meso, macro
Granovetter, M. 1985. Economic action and social structure: The problem of embeddedness. <i>American Journal of Sociology</i> , 91(3): 481-510.	Economic action should be analysed from the perspective of embeddedness because the interactions and transactions in it are inherently social.	Theoretical		embeddedness, economic activity, over-socialized, under-socialized, social relations
Gras, D., & Nason, R. S. 2015. Bric by bric: The role of the family household in sustaining a venture in impoverished Indian slums. <i>Journal of Business Venturing</i> , 30(4): 546-563.	Familial embeddedness (household diversity and familial-shared business experience) has a curvilinear (inverted-U) effect on firm performance (sales). The optimal level of familial embeddedness is moderate on both measures for maximum firm performance.	Empirical, Quantitative	Households in India	family business, family household, firm performance, bricolage, poverty
Grimm, M. Knorringa, P., & Lay, J. 2012. Constrained gazelles: High potentials in West Africa's informal	Identifies three categories of entrepreneurs: lower tier survivalists, lower tier constrained gazelles and upper tier top-performers. Gazelles	Empirical, Quantitative	Cross-country analysis of informal firms in West Africa	informality, entrepreneurship, capital, managerial ability, targeting, West-Africa

economy. <i>World Development</i> , 40(7): 1352-1368.	share top-performer characteristics including education, language, sector choice, management ability, and survivalists' characteristic of low capital (but high marginal return on the capital they do have).			
Haugh, H. 2021. Call the midwife! Business incubators as entrepreneurial enablers in developing economies. In S. Si, D. Ahlstrom, W. Jiang, & J. Cullen (Eds.) <i>Business, Entrepreneurship and Innovation Toward Poverty Reduction</i> : 156-175. London: Routledge.	Business incubator programs support entrepreneurs to create new ventures through financial viability, innovation and long-term orientation. They facilitate wealth creation through development of capital (human, social and cultural).	Empirical, Qualitative	Business incubator programs (philanthropic)	business incubators, enterprise development, poverty alleviation, philanthropy, entrepreneurship, enablement, wealth creation
Hoang, H., & Antoncic, B. 2003. Network-based research in entrepreneurship: A critical review. <i>Journal of Business Venturing</i> , 18(2): 165-187.	Reviews literature on network research in entrepreneurship observing the categorization of work done by network content, governance, and structure.	Review		social networks, entrepreneurship, literature review
Islam, K., & O’Gorman, M. 2019. Microcredit contract design: A macroeconomic evaluation. <i>World Development</i> , 124: 104634.	The effectiveness of microcredit policies is contingent upon local country conditions and, in some conditions, alternative credit-related options may do better at improving welfare. In general, microcredit does have a	Empirical, Quantitative	Cross-country analysis of MFIs	microcredit, poverty reduction, macroeconomics

	positive effect on entrepreneurial activity, facilitated by business training and its effect on reduced lending costs.			
Jack, S. L., & Anderson, A. R. 2002. The effects of embeddedness on the entrepreneurial process. <i>Journal of Business Venturing</i> , 17(5): 467-487.	Social embeddedness of entrepreneurs provides productive resources including information that compensate for the constraints of embeddedness. It is also related to opportunity creation otherwise unavailable to non-embedded entrepreneurs.	Empirical, Qualitative	Rural entrepreneurship	entrepreneurship, social embeddedness, social context
Jain, S., & Koch, J. 2021. Crafting markets and fostering entrepreneurship within underserved communities: social ventures and clean energy provision in Asia. In S. Si, D. Ahlstrom, W. Jiang, & J. Cullen (Eds.) <i>Business, Entrepreneurship and Innovation Toward Poverty Reduction</i> : 176-196. London: Routledge.	Social ventures can build markets in underserved communities through processes of (i) indigenizing, (ii) micro-provisioning, and (iii) co-developing. These require working within local institutional contexts.	Empirical, Qualitative	Entrepreneurs in India, Bangladesh, & Cambodia	market development, local institutions, sociology of markets, underserved communities, poverty, clean energy, Asia

Jha, S., Rao, V., & Woolcock, M. 2007. Governance in the gullies: democratic responsiveness and leadership in Delhi's slums. <i>World Development</i> , 35(2): 230-246.	In impoverished urban areas, informal leaders are depended upon. Leaders emerge based on their political connections, education and network entrepreneurship. Seniority does not matter. Formal leaders are accessed mainly by the wealthy and networked.	Empirical, Mixed methods	Entrepreneurs in India	slums, governance, India, collective action, urban poverty
Jones Christensen, L., Siemsen, E., & Balasubramanian, S. 2015. Consumer behavior change at the base of the pyramid: Bridging the gap between for-profit and social responsibility strategies. <i>Strategic Management Journal</i> , 36(2): 307-317.	BOP consumers adopt and consume new technologies priced at a deeply discounted for-profit level more than a philanthropic (free) or moderately discounted (higher for-profit) price (i.e., pricing compels initial purchase and repeated long-term use).	Empirical, Quantitative	BOP consumers in Malawi	pricing strategy, base of the pyramid, emerging economy, philanthropy, corporate social responsibility, CSR
Kabeer, N. 1999. Resources, agency, achievements: Reflections on the measurement of women's empowerment. <i>Development and Change</i> , 30(3): 435-464.	Conceptualizing, defining and measuring women's empowerment is rife with difficulties. However, at least, it should include resources (pre-condition), agency (process) and achievements (outcomes).	Theoretical	Women's empowerment	women's empowerment, choice, agency, resources, achievements,
Kairiza, T., Kiprono, P., & Magadzire, V. 2017. Gender differences in financial inclusion amongst entrepreneurs in Zimbabwe.	There is a weak gender difference in inclusion in formal financial markets, but education, age, initial capital, venture age and urban setting	Empirical, Quantitative	Entrepreneurs in Zimbabwe	gender, financial inclusion, entrepreneurship, MSMEs

<i>Small Business Economics</i> , 48: 259-272.	matter. There is no gender difference in inclusion in formal financial markets and firm performance. There is no gender difference in inclusion in informal financial markets, but being female is significant in the relationship between informal inclusion and firm performance.			
Karimli, L., Lecoutere, E., Wells, C. R., & Ismayilova, L. 2021. More assets, more decision-making power? Mediation model in a cluster-randomized controlled trial evaluating the effect of the graduation program on women's empowerment in Burkina Faso. <i>World Development</i> , 137: 105159.	Interventions involving economic empowerment with gender norms were generally more effective in long-term (2-year) increases in female participation in decision-making related to children (e.g., schooling, marriage) and their own health, but not childbearing, general household economy, or earnings. These appear consistent with broader gender norms in the patriarchal society. Economic resources had no effect of changing women's decision-making power in this setting.	Empirical, Quantitative	Women entrepreneurs in Burkina Faso	The Graduation Program, mediation model in a randomized control trial, women's empowerment, Burkina Faso, structural gender inequalities, integrated economic empowerment, intervention
Kent, D., & Dacin, M. T. 2013. Bankers at the gate: Microfinance and the high cost of borrowed logics. <i>Journal of</i>	Modern microfinance (dominated by commercial banks) emerged due to the permeability (ambiguity and	Empirical, Qualitative	Global microfinance movement	microfinance, institutional theory, poverty

<i>Business Venturing</i> , 28(6): 759-773.	loose coupling) of the development logic but impermeability of the banking logic.			
Kevane, M., & Wydick, B. 2001. Microenterprise lending to female entrepreneurs: sacrificing economic growth for poverty alleviation?. <i>World Development</i> , 29(7): 1225-1236.	Venture growth (employee hiring) is subject to gender and an entrepreneur's age (childbearing/raising years). There is no gender differential in venture growth (sales).	Empirical, Quantitative	Entrepreneurs in Guatemala	gender, microfinance, family, credit access
Khavul, S., Bruton, G. D., & Wood, E. 2009. Informal family business in Africa. <i>Entrepreneurship Theory and Practice</i> , 33(6): 1219-1238.	Familial expectations and economic informality incentivize entrepreneurs to establish businesses with community (not family) ties. Women are more affected than men are in the gender effect. Strong familial ties and economic informality are more constraining on women.	Empirical, Qualitative	Entrepreneurs in Kenya and Uganda	family business, entrepreneurship, social ties, gender, family ties, community ties, network
Khavul, S., Chavez, H., & Bruton, G. 2013. When institutional change outruns the change agent: the contested terrain of entrepreneurial microfinance for those in poverty. <i>Journal of Business Venturing</i> , 28 (1): 30-50	Theorizes a model of institutional change using the microfinance sector which conflicting logics (development, then market, then regulatory) shaped (re)definition struggles.	Empirical, Qualitative	Microfinance in emerging economies	entrepreneurial finance, microfinance, regulation, emerging economies, informal economy, institutional logics

Khoury, T. A., & Prasad, A. 2016. Entrepreneurship amid concurrent institutional constraints in less developed countries. <i>Business, & Society</i> , 55(7): 934-969.	Theorizes how institutional constraints affect entrepreneurship in developing countries.	Theoretical	Institutional voids in formal and informal economies	institutional constraints, institutional voids, development, Palestine, formal institutions, informal institutions, bricolage, cultural entrepreneurship
Kimhi, A. 2010. Entrepreneurship and income inequality in southern Ethiopia. <i>Small Business Economics</i> , 34: 81-91.	Inequality (household income) can be reduced through increases in entrepreneurial income.	Empirical, Quantitative	Entrepreneurs in Ethiopia	Africa, entrepreneurship, income inequality, redistribution
Kimmit, J., Muñoz, P., & Newbery, R. 2020. Poverty and the varieties of entrepreneurship in the pursuit of prosperity. <i>Journal of Business Venturing</i> , 35(4): 105939.	Entrepreneurs achieve eudaimonic prosperity through three types of entrepreneuring: family-frugal, individual-market and family-inwards.	Empirical, Mixed methods	Entrepreneurs in Kenya	Poverty alleviation, future prosperity expectations, conversion factors, fsQCA, human development, farming entrepreneurship, resource-constrained contexts, Kenya
Kistruck, G. M., & Beamish, P. W. 2010. The interplay of form, structure, and embeddedness in social intrapreneurship. <i>Entrepreneurship Theory and Practice</i> , 34(4): 735-761.	Embeddedness has stronger effects on non-profit than for-profit organizational forms in their pursuit of social intrapreneurship. Structural decoupling can assist firms in overcoming these constraints.	Empirical, Qualitative	Social enterprises in Africa and Latin America	social intrapreneurship, embeddedness, social entrepreneurship, decoupling
Kistruck, G. M., & Shulist, P. 2021. Linking management theory with poverty alleviation efforts through market	Theorizes how micro, meso and macro contextual differences of market orchestration in poverty settings can generate	Theoretical	Poverty	poverty alleviation, market orchestration, grand challenges

orchestration. <i>Journal of Business Ethics</i> , 173: 423-446.	publishable theory of interest to management scholars. Describes key mechanisms of market orchestration: (i) identification of new opportunities, (ii) organizing new groups, (iii) training in new practices, and (iv) facilitating new transactional linkages.			
Kistruck, G. M., Sutter, C. J., Lount Jr, R. B., & Smith, B. R. 2013. Mitigating principal-agent problems in base-of-the-pyramid markets: An identity spillover perspective. <i>Academy of Management Journal</i> , 56(3): 659-682.	Agency costs in the BOP can be mitigated by identity provision (ownership) which has spillover effects to related but unowned products.	Empirical, Mixed methods	Entrepreneurs in Guatemala	bottom of the pyramid, agency, poverty alleviation, transaction cost economics, field experiment, lab experiment
Kistruck, G. M., Webb, J. W., Sutter, C. J., & Bailey, A. V. 2015. The double-edged sword of legitimacy in base-of-the-pyramid markets. <i>Journal of Business Venturing</i> , 30(3): 436-451.	Venture formalization of BOP ventures increases both positive (e.g., access to financial and human capital) outcomes and negative (e.g., extortion and theft). Thus, firms may trade-off these benefits and costs and not formalize.	Empirical, Mixed methods	Entrepreneurs in Guatemala	base of the pyramid markets, legitimacy, informal economy, informal markets, informal entrepreneurship, institutional voids, weak institutions, institutional heterogeneity, crime, illegitimate orders

<p>Kistruck, G. M., Webb, J. W., Sutter, C. J., & Ireland, R. D. 2011. Microfranchising in base-of-the-pyramid markets: Institutional challenges and adaptations to the franchise model. <i>Entrepreneurship Theory and Practice</i>, 35(3): 503-531.</p>	<p>BOP markets present institutional challenges (opportunities) for microfranchising success (i.e., performance) including agency costs (social auditing), resource scarcity (microfinance), brand capitalization and operational standardization (local focus).</p>	<p>Empirical, Qualitative</p>	<p>Microfranchises and franchisees in Kenya, USA, India, Iran and Guatemala</p>	<p>microfranchise, bottom of the pyramid, poverty, institutional challenges, agency, resource scarcity, franchisee</p>
<p>Korosteleva, J., & Stępień-Baig, P. 2021. Climbing the poverty ladder: the role of entrepreneurship and gender in alleviating poverty in transition economies. In S. Si, D. Ahlstrom, W. Jiang, & J. Cullen (Eds.) <i>Business, Entrepreneurship and Innovation Toward Poverty Reduction</i>: 197-220. London: Routledge.</p>	<p>In transition economies, business ownership with employees is related to poverty reduction, but self-employment is not. Women are marginally more affected by poverty than men are. Women business owners are better off than male business owners are.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in 34 transition economies</p>	<p>income-poverty ladder, subjective, objective poverty, entrepreneurship, gender, infrastructure, transition economies</p>
<p>La Porta, R., & Shleifer, A. 2008. The unofficial economy and economic development. <i>Brookings Papers on Economic Activity</i>, 47(1): 123-135.</p>	<p>Firm productivity is associated with large formal firms and is least associated with small informal firms. Entrepreneurs of formal firms are more highly educated, with characteristically different firms (capital, customers, markets, external finance). Time does not account for any changes in formal status.</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of entrepreneurs</p>	<p>firm performance, productivity, informal economy, formal economy, education, size</p>

	Informal firms still account for 30-40% of economic activity.			
La Porta, R., & Shleifer, A. 2014. Informality and development. <i>Journal of Economic Perspectives</i> , 28(3): 109-126.	Describes the informal economy: size, productivity, relationship with formal economy, and effects of economic development. Reviews dual models (i.e., formal and informal together) of formality.	Review	Informal economy	informal economy, development, dual models,
Larsen, M. M., & Witte, C. T. 2022. Informal Legacy and Exporting Among Sub-Saharan African Firms. <i>Organization Science</i> . 0(0).	Entrepreneurial export activity is more likely amongst firms that delayed formal business registration. The informal institutional environment operates like a field of experimentation and exploration for informal firms.	Empirical, Quantitative	Cross-country analysis of formal and informal firms in Africa	exporting, informal economy, experimentation, legitimacy, sub-Saharan African firms
Lawson-Lartego, L., & Mathiassen, L. 2021. Microfranchising to alleviate poverty: An innovation network perspective. <i>Journal of Business Ethics</i> , 171(3): 545-563.	Microfranchising in the BOP (viewed from an innovation network perspective) relies on the microfranchisor engaging in (i) careful and strategic selection and enrolment of network members; (ii) awareness, and adaptation of, existing characteristics and operating practices through network imprinting; (iii) develop the network through formal and informal means, allowing for tight and loose	Empirical, Qualitative	Case study of agriculture in Bangladesh	social enterprise, microfranchising, innovation networking, bottom of the pyramid, agricultural input and services

	coupling; and (4) network performance.			
Lee, C. K., & Hung, S. C. 2014. Institutional Entrepreneurship in the Informal Economy: China's Shan-Zhai Mobile Phones. <i>Strategic Entrepreneurship Journal</i> , 8(1): 16-36.	Informal economy sectors can transition to formal sectors through three strategies (framing, aggregating and bridging) resulting in increased support, resources and ultimately legitimacy.	Empirical, Qualitative	Case study of Chinese phone sector	informal economy, institutional entrepreneurship, legitimacy-building strategies, Chinese mobile phones, case study
Lekhanya, L. M., & Mason, R. B. 2014. Selected key external factors influencing the success of rural small and medium enterprises in South Africa. <i>Journal of Enterprising Culture</i> , 22(03): 331-348.	Venture success (sales) is subject to access to finance, skills shortages, poor roads or transport, and access to electricity.	Empirical, Quantitative	Entrepreneurs in South Africa	finance, infrastructure, business environment, small business, rural, South Africa, SME, KZN
Lent, M. 2020. Everyday entrepreneurship among women in Northern Ghana: A practice perspective. <i>Journal of Small Business Management</i> , 58(4): 777-805.	Adopting an entrepreneurship-as-practice lens finds that entrepreneurship amongst women in Ghana consists of the following practices: imprecise record management (measurement, record keeping, local conceptualizations of time, and blending of physical spaces) and support (e.g., employment, financial) between business and family activities, and praying.	Empirical, Qualitative	Women entrepreneurs in Ghana	everyday women's entrepreneurship, emerging and developing economies, poverty alleviation, entrepreneurship-as-practice, social orders

<p>Lent, M. 2022. Entrepreneurship in necessity contexts: effecting change among widow entrepreneurs in Northern Ghana. <i>Entrepreneurship & Regional Development</i>, 34(7-8): 630-649.</p>	<p>Critical study on the effects of entrepreneurship amongst extreme case necessity entrepreneurs. Finds that women entrepreneurs' income generation increased with the interventions based on increasing entrepreneuring empowerment via (i) values-based action focus (dignity and sustainability), (ii) upskilling by bounded choice, and (iii) symbiotic relationships.</p>	<p>Empirical, Qualitative</p>	<p>Women entrepreneurs in Ghana</p>	<p>entrepreneuring, women necessity entrepreneurs, global south, poverty</p>
<p>Levy, D. L. 2008. Political contestation in global production networks. <i>Academy of Management Review</i>, 33(4): 943-963.</p>	<p>Theorizes a framework of global production networks (GPNs) with a focus on dimensions of power, hegemony, and dynamics of contestation and stability through strategies of economics, discourse and organization.</p>	<p>Theoretical</p>	<p>Global production networks</p>	<p>international business, management research, theory and practice, critical pedagogy, production, economic theory, globalization</p>
<p>Light, I., & Dana, L. P. 2013. Boundaries of social capital in entrepreneurship. <i>Entrepreneurship Theory and Practice</i>, 37(3): 603-624.</p>	<p>The effectiveness of social capital in fostering entrepreneurship is bounded by cultural capital.</p>	<p>Empirical, Qualitative</p>	<p>Entrepreneurs and economic activity in Old Harbor, Alaska</p>	<p>cultural capital, social capital, indigenous, boundaries</p>

<p>Lin, S., Winkler, C., Wang, S., & Chen, H. 2021. Regional determinants of poverty alleviation through entrepreneurship in China. In S. Si, D. Ahlstrom, W. Jiang, & J. Cullen (Eds.) <i>Business, Entrepreneurship and Innovation Toward Poverty Reduction</i>: 41-62. London: Routledge.</p>	<p>The effectiveness of entrepreneurship on poverty alleviation is possible but stronger in urban and developed areas than rural and underdeveloped areas. This relationship is also moderated by the level of financial development in an area.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in China</p>	<p>entrepreneurship, poverty alleviation, dual structure, regional financial development</p>
<p>London, T., Esper, H., Grogan-Kaylor, A., & Kistruck, G. M. 2014. Connecting poverty to purchase in informal markets. <i>Strategic Entrepreneurship Journal</i>, 8(1): 37-55.</p>	<p>Consumer purchasing decisions of BOP ventures' products are not directly influenced by individual- and network-level norms (except gender). Instead, it is the interaction amongst formal institutional factors, increased income, and increased social support and household size.</p>	<p>Empirical, Quantitative</p>	<p>BOP consumers in India</p>	<p>base of the pyramid, informal markets, poverty alleviation, institutional environment, informal economy, poverty</p>
<p>Lounsbury, M., & Glynn, M. A. 2019. <i>Cultural entrepreneurship: A new agenda for the study of entrepreneurial processes and possibilities</i>. Cambridge: Cambridge University Press.</p>	<p>Lays out cultural entrepreneurship as a distinct area of study by highlighting the unique institutional and cultural embeddedness of entrepreneurship and the multifaceted value creation associated with cultural entrepreneurship.</p>	<p>Book</p>	<p>cultural entrepreneurship, value creation, embeddedness, institutions</p>	

Maak, T., & Stoetter, N. 2012. Social entrepreneurs as responsible leaders: 'Fundación Paraguayan the case of Martin Burt. <i>Journal of Business Ethics</i> , 111: 413-430.	Identifies five forms of leadership (servant, steward, change agent, citizen, visionary) fulfilled by the protagonist in bringing about development in the context.	Empirical, Qualitative	Case study of Fundación Paraguaya	Social entrepreneurship, social innovation, responsible leadership, case study
Mair, J., & Marti, I. 2009. Entrepreneurship in and around institutional voids: a case study from Bangladesh. <i>Journal of Business Venturing</i> 24 (5): 419-435.	Institutional voids can be opportunities for institutional entrepreneurs in which entrepreneuring is a process of bricolage (e.g., using networks, social mobilization, reputation, experimentation, collaboration, political ties).	Empirical, Qualitative	Case study of BRAC in Bangladesh	institutional entrepreneurship, institutional voids, bricolage, development, social entrepreneurship
Mair, J., Marti, I., & Ventresca, M. J. 2012. Building inclusive markets in rural Bangladesh: how intermediaries work institutional voids. <i>Academy of Management Journal</i> , 55 (4): 819-850.	Entrepreneurs are excluded from markets due to institutional voids. Inclusive markets can be built through two means: (i) redefining market architecture and (ii) legitimating new actors. Institutional voids arise from tensions amongst political, community and religious spheres.	Empirical, Qualitative	Case study of BRAC in Bangladesh	intermediaries, institutional voids, inclusive markets, entrepreneurship, social
Mambula, C. 2002. Perceptions of SME growth constraints in Nigeria. <i>Journal of Small Business Management</i> , 40(1): 58-65.	Constraints to growth for SMEs include lack of finance, poor infrastructure, supply chain issues (raw and secondary supplies).	Empirical, Mixed methods	Entrepreneurs in Nigeria	growth, performance, development, SME,

<p>Martens, M. L., Jennings, J. E., & Jennings, P. D. 2007. Do the stories they tell get them the money they need? The role of entrepreneurial narratives in resource acquisition. <i>Academy of Management Journal</i>, 50(5): 1107-1132.</p>	<p>The types of stories told by entrepreneurs in raising funds affects resource acquisition but not narratives portraying an established or aspiring leader, nor narratives that are too complex.</p>	<p>Empirical, Mixed Methods</p>	<p>Initial public offerings</p>	<p>resource acquisition, narratives</p>
<p>Mathias, B. D., Lux, S., Crook, T. R., Autry, C., & Zaretzki, R. 2014. Competing against the unknown: The impact of enabling and constraining institutions on the informal economy. <i>Journal of Business Ethics</i>, 127(2): 251-264.</p>	<p>Informal activity (bribes/gifts) is perceived as less of an obstacle to entrepreneurial activity under institutional conditions of individual property rights regulation, collective actions (social and public welfare, equality), economic regulation (trade, business regulations) and financial regulation (macroeconomic management).</p>	<p>Empirical, Quantitative</p>	<p>Cross-country analysis of entrepreneurs</p>	<p>institutional theory, informal activity</p>
<p>Matos, S., & Hall, J. 2021. An exploratory study of entrepreneurs in impoverished communities: when institutional factors and individual characteristics result in non-productive entrepreneurship. In S. Si, D. Ahlstrom, W. Jiang, & J. Cullen (Eds.) <i>Business, Entrepreneurship and Innovation Toward Poverty</i></p>	<p>Proposes a 2x2 typology explaining entrepreneurial success as a factor of the institutional environment (weak, strong) and individual characteristics (myopic, alert). Resulting in 4 types of entrepreneurial activity: Non-productive, destructive, unproductive and productive.</p>	<p>Empirical, Mixed methods</p>	<p>Entrepreneurs in Brazil</p>	<p>entrepreneurship, emerging economies, non-productive entrepreneurship, poverty reduction</p>

Reduction: 134-155. London: Routledge.

Maurer, I., & Ebers, M. 2006. Dynamics of social capital and their performance implications: Lessons from biotechnology start-ups. <i>Administrative Science Quarterly</i> , 51(2): 262-292.	Social capital of a firm's management effects adaptive capacity and performance based on how the social capital is configured based on a firm's resource needs through start-up and business development phases.	Empirical, Mixed Methods	Biotech firms	social capital, configuration, firm performance, start-ups
McMullen, J. S. 2010. Delineating the domain of development entrepreneurship: a market-based approach to facilitating inclusive economic growth. <i>Entrepreneurship Theory and Practice</i> , 34: 185-215.	Theorizes Development Entrepreneurship, which sits at the intersection of social, business and institutional entrepreneurship. Debunks four reasons (inertia, ignorance, prejudice and financial capital) used to explain failure in serving the BOP. Instead, Development Entrepreneurship has motive, means and opportunity.	Theoretical	Development entrepreneurship	market-based approach, economic growth, entrepreneurship, social entrepreneurship, institutional entrepreneurship
McMullen, J.S., Brownell, K.M., & Adams, J. 2021. What makes an entrepreneurship study entrepreneurial? Toward a unified theory of entrepreneurial agency. <i>Entrepreneurship Theory and Practice</i> , 45(5): 1197-1238.	There are five elements of entrepreneurial agency (ability, motivation, opportunity, institution, and process) which determine entrepreneurial action as a noun (e.g., corporate, social, international, institutional) or an adjective (e.g., orientation, intention,	Theoretical		entrepreneurial action, novelty, agency, institutions, structure

	cognition, action). This has resulted in eight subcommunities of entrepreneurship research.			
Milanov, H. Justo, R., & Bradley, S. W. 2015. Making the most of group relationships: The role of gender and boundary effects in microcredit groups. <i>Journal of Business Venturing</i> , 30(6): 822-838.	Venture performance is affected by personal networks and is more positive for men than women. Previous industry experience, female loan officers and proportion of network members who are women amplifies the relationship for women entrepreneurs.	Empirical, Quantitative	Entrepreneurs in Kenya	gender, status, microfinance, networks, performance
Miles, M. P. Munilla, L. S., & Covin, J. G. 2002. The constant gardener revisited the effect of social blackmail on the marketing concept, innovation, and entrepreneurship. <i>Journal of Business Ethics</i> , 41: 287-295.	Forced social responsibility may have negative unintended long-term consequences to innovation and serving of the BOP.	Empirical, Qualitative	Case study of antiretroviral drug treatments	corporate entrepreneurship and social responsibility, innovation and ethics, innovation and public policy
Morris, M. H., Kuratko, D. F., Audretsch, D. B., & Santos, S. 2020. Overcoming the liability of poorness: disadvantage, fragility, and the poverty entrepreneur. <i>Small Business Economics</i> , 58: 41-55.	In addition to liabilities of newness and smallness, entrepreneurs in poverty contexts face a liability of poverty characterized by (i) literacy gaps, (ii) scarcity mindset, (iii) personal pressures, and (iv) no financial slack. These three liabilities	Theoretical	Poverty	disadvantage, entrepreneurship, fragility, liability of poorness, poverty, resilience

	together lead to (i) inability to achieve economies, (ii) operational inefficiencies, (iii) lack of resources/capital, and (iv) lack of established capabilities			
Morris, M. H., & Pitt, L. F. 1995. Informal sector activity as entrepreneurship: insights from a South African township. <i>Journal of Small Business Management</i> , 33(1): 78-86	Entrepreneurs' education was positively related to the sophistication of their firm operations, and higher sophistication was associated with performance (sales), employees (family members), growth and succession planning. Entrepreneurs' education was negatively associated with exit for alternative employment opportunities. Education was correlated with employees (non-family), turnover (sales) and economic outlook. Opportunity entrepreneurs were positively related to employees (non-family), sales and future positive outlook.	Empirical, Qualitative	Informal economy in South Africa	informal economy, development, growth, sales, employees
Morris, M. H., Soleimanof, S., & Tucker, R. 2022. Drivers of fragility in the ventures of poverty entrepreneurs. <i>Small Business Economics</i> :	Liability of poorness (scarcity and nonbusiness distractions) amongst poor entrepreneurs in a developed economy leads to more fragile ventures (i.e., inability to handle expenses,	Empirical, Quantitative	Poor entrepreneurs in the USA	liability of poorness, venture fragility, entrepreneurial alertness, poverty alleviation

<p>https://doi.org/10.1007/s11187-022-00687-6</p>	<p>generate profit or raise external funding). This is moderated by entrepreneurial alertness (EA). Higher EA can decrease the effects of liability of poorness on venture fragility.</p>			
<p>Morse, E. A., Fowler, S. W., & Lawrence, T. B. 2007. The impact of virtual embeddedness on new venture survival: Overcoming the liabilities of newness. <i>Entrepreneurship Theory and Practice</i>, 31(2): 139-159.</p>	<p>Theorizes that virtual embeddedness has positive effects for reducing new ventures' liabilities of newness and ultimately firm survival through enhanced access to human capital, enhanced network trust, social capital, economic capital.</p>	<p>Theoretical</p>	<p>Virtual embeddedness of entrepreneurs</p>	<p>embeddedness, virtual, liability of newness, resource acquisition, trust, social capital, economic capital, firm survival</p>
<p>Nakara, W. A., Messeghem, K., & Ramarosan, A. 2021. Innovation and entrepreneurship in a context of poverty: a multilevel approach. <i>Small Business Economics</i>, 56(4): 1601-1617.</p>	<p>Entrepreneurial innovation amongst poor entrepreneurs in a developed economy is contingent upon human capital (education, entrepreneurial experience), opportunity motivation (versus necessity), and financial resources (initial resources). This is moderated by lower competitive industries, public financial aid and relationships with suppliers. Necessity motivation and industry experience are related to lower innovation rates.</p>	<p>Empirical, Quantitative</p>	<p>Poor entrepreneurs in France</p>	<p>poor entrepreneurs, innovation, poverty, entrepreneurship, context, developed countries</p>

<p>Naudé, W. 2010. Entrepreneurship, developing countries, and development economics: new approaches and insights. <i>Small Business Economics</i>, 34: 1-12.</p>	<p>Argues for research at the intersection of economic development and entrepreneurship by introducing 12 special issue papers on: (i) macroeconomic development, (ii) individual benefits of entrepreneurship in alleviating poverty, and (iii) why entrepreneurship fails to advance economic development.</p>	<p>Review</p>	<p>Entrepreneurship and poverty alleviation</p>	<p>development economics, entrepreneurship, poverty, structural change</p>
<p>Navis, C., & Glynn, M. A. 2010. How new market categories emerge: Temporal dynamics of legitimacy, identity, and entrepreneurship in satellite radio, 1990–2005. <i>Administrative Science Quarterly</i>, 55(3): 439-471.</p>	<p>New market categories emerge and are legitimated through shifts in attention over time from being focussed on the market category to being focussed on individual firms within the category and how they are differentiated.</p>	<p>Empirical, Mixed Methods</p>	<p>USA satellite radio market</p>	<p>new market categories, entrepreneurship, legitimacy, attention, identity, linguistic</p>
<p>Newman, A., Schwarz, S., & Borgia, D. 2014. How does microfinance enhance entrepreneurial outcomes in emerging economies? The mediating mechanisms of psychological and social capital. <i>International Small Business Journal</i>, 32(2): 158-179.</p>	<p>Theorizes that growth of existing ventures and creation of new ventures can be changed through the provision of microfinance, but this relationship is mediated by capital (psychological and social). But the effects of microfinance on psychological capital are moderated by business support, while opportunities for social</p>	<p>Theoretical</p>	<p>Microfinance in emerging economies</p>	<p>emerging economies, entrepreneurial outcomes, microfinance, psychological capital, social capital, support mechanisms</p>

	interactions moderates the relationship between microfinance and social capital			
Nguyen, T., Verreynne, M. L., & Steen, J. 2014. Drivers of firm formalization in Vietnam: an attention theory explanation. <i>Entrepreneurship & Regional Development</i> , 26(7-8): 574-593.	Firm formalization follows episodes (in previous periods) of government financial support, and innovation. Informal firms are more likely to engage in bribery or corruption than formal firms are.	Empirical, Quantitative	Entrepreneurs in Vietnam	formalization, informal economy, government support, innovation, corruption, attention theory
Nichter, S., & Goldmark, L. 2009. Small firm growth in developing countries. <i>World Development</i> , 37(9): 1453-1464.	Small firm growth is associated (with mixed results) with the characteristic of the entrepreneur (education, work experience, gender, and household), firm (age, formality, access to finance), relational (social networks, value chains, firm cooperation), and context (macroeconomic, regulatory, institutional)	Review	Meta-analysis	microenterprise, small firm, entrepreneur, growth, value chains, business environment
Ozmel, U., Robinson, D. T., & Stuart, T. E. 2013. Strategic alliances, venture capital, and exit decisions in early stage high-tech firms. <i>Journal of Financial Economics</i> , 107(3): 655-670.	The specific source of private capital effects the likelihood of a firm going public or being acquired and this effect is enhanced by the network quality of the funding firm. This is also different based on project versus company level funding.	Empirical, Quantitative	Biotech private equity	strategic alliance, venture capital, initial public offering

Padilla-Meléndez, A., Ciruela-Lorenzo, A. M., Del-Aguila-Obra, A. R., & Plaza-Angulo, J. J. 2022. Understanding the entrepreneurial resilience of indigenous women entrepreneurs as a dynamic process. The case of Quechuas in Bolivia. <i>Entrepreneurship & Regional Development</i> , 34(9-10): 852-867.	Entrepreneurial resilience is a spiral, a dynamic process, of enhancements to both individual and community resilience to overcome personal, economic and societal circumstances.	Empirical, Qualitative	Women entrepreneurs in Bolivia	entrepreneurial resilience, individual traits, indigenous women entrepreneurs, Quechua, Bolivia
Pearce, J. L. 2005. Organizational scholarship and the eradication of global poverty. <i>Academy of Management Journal</i> , 48 (6): 970-972.	Brief call to action for applying organizational scholarship (especially governance, organizational decision making) to understanding and improving attempts to eradicate global poverty.	Theoretical	Poverty	organizational theory, poverty eradication, governance, social problems, global problems
Pless, N. M., & Appel, J. 2012. In pursuit of dignity and social justice: Changing lives through 100% inclusion—How Gram Vikas fosters sustainable rural development. <i>Journal of Business Ethics</i> , 111: 389-411.	Socioeconomic development can take place at local levels through the partnership of social enterprises with local beneficiary communities when linked to equal opportunity, participatory decision-making and shared responsibility.	Empirical, Qualitative	Social enterprise, Gram Vikas, in India	social entrepreneurship, UN millennium goals, water and sanitation, health, community development
Prado, A. M. Robinson, J. A., & Shapira, Z. 2022. Serving rural low-income markets through a social entrepreneurship approach:	Social entrepreneurs engage in three activities to create and grow their ventures in rural low-income settings: (i) individual level (revising goals	Empirical, Qualitative	Case study of three social ventures	innovative business model, rural low-income markets, social entrepreneurship

Venture creation and growth. <i>Strategic Entrepreneurship Journal</i> , 16(4): 826-852.	and acquiring capabilities), (ii) community level (connect and ground to the local community), and (iii) organizational level (innovate the business model).			
Puente, R., Cervilla, M. A., González, C. G., & Auletta, N. 2017. Determinants of the growth aspiration: a quantitative study of Venezuelan entrepreneurs. <i>Small Business Economics</i> , 48: 699-726.	Entrepreneurial growth aspirations are affected by entrepreneurial (gender, education, necessity motivation, years of study, belonging to the BOP) factors. Growth aspirations for BOP entrepreneurs face a threshold or value beyond which BOP entrepreneurs do not want to grow. Conversely, non-BOP entrepreneurs do want to grow.	Empirical, Quantitative	Entrepreneurs in Venezuela	Entrepreneurial initiative, aspiration to growth, GEM, base of the pyramid, developing countries, Venezuela
Pueyo, A., Carreras, M., & Ngoo, G. 2020. Exploring the linkages between energy, gender, and enterprise: evidence from Tanzania. <i>World Development</i> , 128: 104840.	Venture performance is associated with electricity use, which is moderated by gender. Male entrepreneurs use more electricity in their ventures than women due to social norms like acceptability of productive	Empirical, Mixed methods	Entrepreneurs in Tanzania	energy, gender, enterprise, Africa, Tanzania, electricity
Qian, J. U. N., & Strahan, P. E. 2007. How laws and institutions shape financial contracts: The case of bank loans. <i>Journal of Finance</i> , 62: 2803-2834.	Institutional maturity (protection of creditor rights) increases positive financial outcomes (concentration of loan ownership, foreign bank participation, lower interest rates and longer-term lending).	Empirical, Quantitative	Cross-country analysis	formal institutions, financial capital, lending, macroeconomy, legal, regulations, laws

	This leads to expanded capital supply in the economy. Financial institutional immaturity is associated with informal risk mitigation approaches (diffuse ownership and shorter-term lending).			
Qureshi, I., Kistruck, G. M., & Bhatt, B. 2016. The enabling and constraining effects of social ties in the process of institutional entrepreneurship. <i>Organization Studies</i> , 37(3): 425-447.	Social networks affect entrepreneurial behaviours and institutional change with homophilic (similar) ties encouraging more conformative behaviour and heterophilic (different) ties encouraging change behaviours based on frequency and if ordered before contact with homophilic ties.	Empirical, Qualitative	Chinese social entrepreneurs	China, entrepreneurship, homophily, institutional entrepreneurship, social entrepreneurship, social network theory
Rand, J., & Torm, N. 2012. The benefits of formalization: Evidence from Vietnamese manufacturing. <i>Small Business Economics</i> , 29: 1-13.	Moving to legal business formalization is associated with enhanced firm performance (profits, investments) and social good (formalizing contract workers).	Empirical, Quantitative	Entrepreneurs in Vietnam	formality, employment, Vietnam
Randøy, T. Strøm, R. Ø., & Mersland, R. 2015. The impact of entrepreneur-CEOs in microfinance institutions: A global survey. <i>Entrepreneurship Theory and Practice</i> , 39(4): 927-953.	Entrepreneur-CEO managed MFIs perform better (social, financial, costs) than non-Entrepreneur-CEO managed MFIs on some (portfolio growth, credit client growth, operational self-sufficiency, wages, administration costs,	Empirical, Quantitative	Cross-country analysis of MFIs	microfinance, CEO, founder, performance

	loan defaults), but not all (cost of funds, rural clients, ROA) proxies used.			
Rijkers, B., & Costa, R. 2012. Gender and rural non-farm entrepreneurship. <i>World Development</i> , 40(12): 2411-2426.	Gender differences in non-farm entrepreneurship in rural settings include: (i) women are less likely to be non-farm entrepreneurs; (ii) education, household composition, capital assets, human capital, local investment climate nor increasing returns to scale do not matter; (iii) women entrepreneurs' firms are smaller and have lower productive with output / worker explained based on industry and venture size.	Empirical, Quantitative	Cross-country analysis of entrepreneurs	gender, entrepreneurship, rural, Indonesia, Bangladesh, Sri Lanka, Ethiopia
Rindova, V., Barry, D., & Ketchen Jr, D.J. 2009. Entrepreneurship as emancipation. <i>Academy of Management Review</i> , 34(3): 477-491.	Introduces a special issue on "entrepreneurship" focussed on entrepreneurial activities which bring into being different institutional, economic, social, and cultural situations. This is positioned as emancipatory.	Theoretical		emancipation, entrepreneurship
Rugina, S. 2019. Female entrepreneurship in the Baltics: formal and informal context. <i>International Journal of Gender and Entrepreneurship</i> , 11(1): 58-74.	Women entrepreneurs in the Baltic states are underrepresented and typically have smaller businesses, operate in non-capital-intensive sectors, and are less growth oriented. Women in this	Review	Women entrepreneurs in Baltic countries	female entrepreneurship, institutional context, post-transition context, Latvia, Lithuania, Estonia, Baltic countries

	context have lower attributes of entrepreneurial self-efficacy. Education is not the barrier, but gendered sectoral experience may be. Gender roles may be a factor.			
Sahasranamam, S., Nandakumar, M. K., Pereira, V., & Temouri, Y. 2021. Knowledge capital in social and commercial entrepreneurship: Investigating the role of informal institutions. <i>Journal of International Management</i> , 27(1): 100833.	The probability of engaging in social over commercial entrepreneurship is affected by an individual's social capital. This is moderated by uncertainty avoidance culture (high avoidance cultures amplify the positive effects of social capital on social enterprise entry). The probability is also affected by specific human capital, which increases likelihood of commercial entry, moderated by cultural individualism.	Empirical, Quantitative	Cross-country analysis of entrepreneurs	social entrepreneurship, commercial entrepreneurship, knowledge capital, human capital, social capital, culture, informal institutions, Global Entrepreneurship Monitor
Salvi, E., Belz, F. M., & Bacq, S. 2022. Informal entrepreneurship: An integrative review and future research agenda. <i>Entrepreneurship Theory and Practice</i> , 47(2): 265-303.	Theorizes a typology of informal entrepreneurs based on level of informality (low, high), and socioeconomic status (low, high) resulting in four types of informal entrepreneurs: (i) informal poor (H-L), (ii) informal affluent (H-H), (iii) semi-formal poor (L-H), and (iv) semi-formal affluent (L-H).	Theoretical	Informal entrepreneurship	informal entrepreneurship, informal entrepreneur, formalizing, informalizing, integrative review

<p>Scott, L., Dolan, C., Johnstone–Louis, M., Sugden, K., & Wu, M. 2012. Enterprise and inequality: A study of Avon in South Africa. <i>Entrepreneurship Theory and Practice</i>, 36(3): 543-568.</p>	<p>Direct sales entrepreneurship can be emancipatory for women in patriarchal contexts under specific conditions of minimized credit risk, gender homogenous environments, products linked to day-to-day expenses, recognition and support, and multinational support.</p>	<p>Empirical, Mixed methods</p>	<p>Avon in South Africa</p>	<p>emancipation, entrepreneurship, gender, pyramid schemes, empowerment, women, Avon, South Africa</p>
<p>Sequeira, J., Mueller, S. L., & McGee, J. E. 2007. The influence of social ties and self-efficacy in forming entrepreneurial intentions and motivating nascent behavior. <i>Journal of Developmental Entrepreneurship</i>, 12(03): 275-293.</p>	<p>Entrepreneurial intentions increase when an entrepreneur has supportive strong ties and self-efficacy. Nascent entrepreneurial behaviour increases with the same variables and with helpful weak ties but decreases with helpful strong ties.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs</p>	<p>nascent entrepreneur, gestation period, intentionality, social networks, self-efficacy</p>
<p>Serumaga-Zake, P. A. E., Kotze, D., Arnab, R., Sihawu, J. N., Depha, Y., Gaba, M., & Bangani, T. 2005. Poverty alleviation: Intervention, and designing and developing a survey instrument for investigating the effect of entrepreneurial skills on the performance of a small business in South Africa. <i>Journal of Small Business, &</i></p>	<p>Small business performance is contingent upon education and working capital. However, work experience may be a substitute for formal education (up until grade 8 education is better).</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in South Africa</p>	<p>entrepreneurs, education, training, SME, human capital development, financial assistance, poverty</p>

Entrepreneurship, 18(2): 221-230.

Shahriar, A. Z. M., & Garg, M. 2017. Lender–entrepreneur relationships and credit risk: A global analysis of microfinance institutions. <i>International Small Business Journal</i> , 35(7): 829-854.	There is a convex relationship between relationship lending and credit risk which is stronger based on MFI size (small versus large) and MFI lending practice (individual versus group lending).	Empirical, Quantitative	Cross-country analysis of MFIs	credit risk, entrepreneurship, lending relationships, microfinance
Shakya, Y. B., & Rankin, K. N. 2008. The politics of subversion in development practice: an exploration of microfinance in Nepal and Vietnam. <i>The Journal of Development Studies</i> , 44(8): 1214-1235.	MFI borrowers transgress and resist protocols – not to break/breach their participation or standing – but which shed light on power in these types of programs through technologies of sustainability, and local political and cultural economies.	Empirical, Qualitative	Microfinance borrowers in Nepal and Vietnam	microfinance, power, borrows
Shepherd, D. A. Parida, V., & Wincent, J. 2021. Entrepreneurship and poverty alleviation: the importance of health and children’s education for slum entrepreneurs. <i>Entrepreneurship Theory and Practice</i> , 45(2): 350-385.	Necessity entrepreneurs are motivated to educate their children to achieve intergenerational poverty alleviation. Therefore, they pursue business success to enable this. They do not want their children to be entrepreneurs. Slum environments both facilitate (e.g., networks) and hinder	Empirical, Qualitative	Entrepreneurs in India	bottom of the pyramid, qualitative, decision making, economic development, informal

	(e.g., poor health) business success.			
Si, S., Ahlstrom, D., Wei, J., & Cullen, J. 2020. Business, Entrepreneurship and Innovation Toward Poverty Reduction, <i>Entrepreneurship & Regional Development</i> , 32(1-2): 1-20.	Introduction to a special issue focussed on poverty alleviation through business generally (business, entrepreneurship, and innovation) including antecedents to and consequences of poverty.	Review	Poverty	Poor, poverty alleviation, entrepreneurship, innovation, research perspectives, regional development, global contexts
Sine, W. D., & David, R. J. 2010. Institutions and entrepreneurship. In W. D. Sine, & R. J. David (Eds.), <i>Institutions and Entrepreneurship: Research in the Sociology of Work</i> : 1-26. Bingley, UK: Emerald.	Introduction to a Research in the Sociology of Work volume focussed on entrepreneurship and institutions - how they affect one another within the three pillars, and the opportunities for research (largely hinged in constructs of legitimacy).	Review	Institutions and entrepreneurship	regulatory, normative, cultural-cognitive, pillars, entrepreneurship, institutions
Singer, A. E. 2006. Business strategy and poverty alleviation. <i>Journal of Business Ethics</i> , 66: 225-231.	Entrepreneurial activity has both advantages and disadvantages in its attempts to alleviate poverty. Other institutions (governments, NGOs, trans-governmental networks, MNCs/TNCs) need to be involved.	Theoretical	Poverty	strategy, poverty, partnerships, internationalisation
Singh, S. P., Reynolds, R. G., & Muhammad, S. 2001. A gender-based performance analysis of micro and small enterprises in Java, Indonesia.	Performance (employee numbers, employee growth and profit) of female-owned ventures is subject to number of family workers and industry,	Empirical, Quantitative	Entrepreneurs in Indonesia	informal economy, development, MSEs, government, employment

<i>Journal of Small Business Management</i> , 39(2): 174-182.	entrepreneurs' age and venture age.			
Siqueira, A. C. O., Webb, J. W., & Bruton, G. D. 2016. Informal entrepreneurship and industry conditions. <i>Entrepreneurship Theory and Practice</i> , 40(1): 177-200.	The probability of formalizing a business is affected by industry conditions: industry dynamism increases the probability of informality, but munificence, and industry and geographical concentration decreases the probability.	Empirical, Quantitative	Entrepreneurs in Brazil	formal, informal, firm performance, decision making, entrepreneurs
Slade Shantz, A., Kistruck, G. M., Pacheco, D. F., & Webb, J. W. 2020. How formal and informal hierarchies shape conflict within cooperatives: A field experiment in Ghana. <i>Academy of Management Journal</i> , 63(2): 503-529.	Intragroup conflict is lowered by formal control structures leading to lower collective psychological ownership affecting the conflict. Informal hierarchy (age heterogeneity) moderates the relationship between collective psychological ownership and conflict.	Empirical, Mixed methods	Entrepreneurs in Ghana	cooperatives, informal versus formal controls, collective psychological ownership
Slade Shantz, A., Kistruck, G., & Zietsma, C. 2018. The opportunity not taken: The occupational identity of entrepreneurs in contexts of poverty. <i>Journal of Business Venturing</i> , 33(4): 416-437.	Innovative entrepreneurship amongst poor entrepreneurs is affected by their occupational identity, including their role as mentor, market link, community safety net (collectivism), with an acceptance of opportunities as pre-destined not chosen (fatalism).	Empirical, Qualitative	Entrepreneurs in Ghana	base of the pyramid entrepreneurship, poverty, informal institutions, occupations, occupational identity, island networks

Smith, B. R. Kistruck, G. M., & Cannatelli, B. 2016. The impact of moral intensity and desire for control on scaling decisions in social entrepreneurship. <i>Journal of Business Ethics</i> , 133: 677-689.	Theorizes how scaling of social enterprises (through branching, affiliation or dissemination) is shaped by both the entrepreneur's perceived moral intensity and desire for control.	Theoretical	Social entrepreneurship	social entrepreneurship, scaling, moral intensity, ethical decision making
Smith, B. R., & Stevens, C. E. 2010. Different types of social entrepreneurship: The role of geography and embeddedness on the measurement and scaling of social value. <i>Entrepreneurship & Regional Development</i> , 22(6): 575-598.	Describes three archetypical forms of social entrepreneurship and theorizes that social ventures' actions are shaped by degree of structural embeddedness (low-high) and geographic scale (local-universal).	Theoretical	Social enterprise typologies	social entrepreneurship, embeddedness, scaling, social performance, social networks
Stam, W., Arzlanian, S., & Elfring, T. 2014. Social capital of entrepreneurs and small firm performance: A meta-analysis of contextual and methodological moderators. <i>Journal of Business Venturing</i> , 29(1): 152-173.	Social capital has a significant positive effect on firm performance. This relationship is different for new and old firms, high- and low-tech industries, and emerging and established economies moderated in various combinations with strong ties, structural holes, and network diversity.	Empirical, Quantitative	Entrepreneurs (meta-analysis)	networks, social capital, small firm performance, meta-analysis
Su, Y., Zahra, S. A., & Fan, D. 2022. Stratification, entrepreneurial choice and income growth: The moderating role of subnational	Income stratification (upper, middle, lower) affects entrepreneurial choice (non-entrepreneur, self-employed, employer) and income growth	Empirical, Quantitative	Entrepreneurs in China	income stratification, class, entrepreneurship, income growth, subnational marketization, China

marketization in an emerging economy. <i>Entrepreneurship Theory and Practice</i> , 46(6): 1597-1625.	amongst entrepreneurs, but these relationships are moderated by regional institutions (market mechanisms).			
Su, Y., Zahra, S. A., Li, R., & Fan, D. 2021. Trust, poverty, and subjective wellbeing among Chinese entrepreneurs. . In S. Si, D. Ahlstrom, W. Jiang, & J. Cullen (Eds.) <i>Business, Entrepreneurship and Innovation Toward Poverty Reduction</i> : 221-245. London: Routledge.	Generalized trust is positively associated with entrepreneurial well-being, but this relationship is positively moderated by poverty (economic and social). Interaction effects of social (but not economic) poverty are amplified under conditions of higher levels of institutional voids.	Empirical, Quantitative	Entrepreneurs in China	entrepreneurs' subjective well-being, trust, economic poverty, social poverty, institutional voids
Sud, M., & VanSandt, C. V. 2011. Of fair markets and distributive justice. <i>Journal of Business Ethics</i> , 99: 131-142.	Wealth creation that is distributed justly requires a fair market. Fair markets are only possible through civil society, institutions and business when enabled by globalisation, technology and entrepreneurship.	Theoretical	Fair markets	civil society, distributive justice, fair markets, institutions, wealth distribution
Sud, M., VanSandt, C. V., & Baugous, A. M. 2009. Social entrepreneurship: The role of institutions. <i>Journal of Business Ethics</i> , 85: 201-216.	Critical analysis of social entrepreneurship's ability to solve large-scale social problems due to arguments related to organizational legitimacy, isomorphism, and moral, political and structural factors. Social entrepreneurship	Theoretical	Social entrepreneurship	social entrepreneurship, institutions, isomorphism, legitimacy

	may be able to achieve large-scale success in partnership with other institutions.			
Sutter, C., Bhatt, B., & Qureshi, I. 2022. What makes resource provision an effective means of poverty alleviation? A resourcing perspective. <i>Organization Science</i> , 34(1): 223-245	In resource-scarce settings, resource use is affected not only by the provision of resources but also by how individuals understand these resources through “access schemas”. Access schemas create conflict that is resolved through three mechanisms: precedence, complementarity, and scaffolding.	Empirical, Qualitative	Case study of agricultural not-for-profit in India.	resourcing, poverty alleviation, access schema, resource scarcity, social inequalities, precedence, complementarity, scaffolding
Sutter, C., Bruton, G. D., & Chen, J. 2019. Entrepreneurship as a solution to extreme poverty: A review and future research directions. <i>Journal of Business Venturing</i> , 34(1): 197-214.	Reviews literature on entrepreneurship and poverty between 1990 and 2017 and categorizes it based on three distinct assumptions with entrepreneurship as: (i) remediation (provision of scarce resources to unleash entrepreneurship), (ii) reform (social change through entrepreneurship creating inclusion), and (iii) revolution (alternative non-capitalist models are needed).	Review	Poverty	entrepreneurship, poverty alleviation, entrepreneurial process, developing countries, poverty
Sutter, C. J., Kistruck, G. M., & Morris, S. 2014. Adaptations to knowledge templates in base-of-the-pyramid markets: The	Venture performance (production volume) is affected by the replication of learned templates of behaviours and is	Empirical, Quantitative	Entrepreneurs in Nicaragua	base of the pyramid, knowledge transfer,

<p>role of social interaction. <i>Strategic Entrepreneurship Journal</i>, 8(4): 303-320.</p>	<p>moderated by social interactions with technical experts. In BOP settings, templates increase performance, and this is amplified with frequent expert technical support.</p>			<p>templates, adaptation, social interactions</p>
<p>Sutter, C. J., Webb, J. W., Kistruck, G. M., & Bailey, A. V. 2013. Entrepreneurs' responses to semi-formal illegitimate institutional arrangements. <i>Journal of Business Venturing</i>, 28(6): 743-758.</p>	<p>Entrepreneurs respond to semi-formal illegitimate institutions in three ways (defiance, avoidance, acquiesce) contingent upon their network (strength and proximity) and perceptions (threat and ability to be mobile).</p>	<p>Empirical, Qualitative</p>	<p>Entrepreneurs in Guatemala</p>	<p>Institutions, poverty, formality, entrepreneurship, crime</p>
<p>Sydow, A., Cannatelli, B. L., Giudici, A., & Molteni, M. 2022. Entrepreneurial workaround practices in severe institutional voids: Evidence from Kenya. <i>Entrepreneurship Theory and Practice</i>, 46(2): 331-367.</p>	<p>In contexts of both formal and informal institutional voids, entrepreneurs engage in three "workaround" practices to achieve venture and social goals: (i) hybridizing goals (pursue both commercial and social goals), (ii) orchestrating business relationships (employee control and selective relationship expansion), and (iii) cross-bracing institutional infrastructure (market support, access and participation).</p>	<p>Empirical, Qualitative</p>	<p>Entrepreneurs in Kenya</p>	<p>entrepreneurship, emerging markets, institutional voids, social entrepreneurship, developing economies, Africa, orchestration</p>

<p>Tobias, J. M., Mair, J., & Barbosa-Leiker, C. 2013. Toward a theory of transformative entrepreneuring: Poverty reduction and conflict resolution in Rwanda's entrepreneurial coffee sector. <i>Journal of Business Venturing</i>, 28(6): 728-742.</p>	<p>Engagement in entrepreneurial activity within conflict contexts increased personal economic well-being (wealth and life quality) but also increased social well-being (improved willingness to connect with outsiders and increased social trust).</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Rwanda</p>	<p>social entrepreneurship, entrepreneuring, poverty, conflict, Rwanda</p>
<p>Ukanwa, I., Xiong, L., Wasim, J., & Galloway, L. 2022. Microfinance and micropreneurship in rural South-East Nigeria: an exploration of the effects of institutions. <i>Entrepreneurship & Regional Development</i>, 34(7-8): 650-667.</p>	<p>Women micro-entrepreneurs face four forms of institutional constraint on their enterprise growth: poverty (e.g., no basic utilities), rurality (distance from services like education), formal (distance from government oversight), and informal (gender, wife).</p>	<p>Empirical, Qualitative</p>	<p>Women entrepreneurs in Nigeria</p>	<p>institutions, microfinance, poverty, microentrepreneurship, entrepreneuring, Africa</p>
<p>Uzo, U., & Mair, J. 2014. Source and Patterns of Organizational Defiance of Formal Institutions: Insights from Nollywood, the Nigerian Movie Industry. <i>Strategic Entrepreneurship Journal</i>, 8(1): 56-74.</p>	<p>Organizations engage in defiance (consistent and selective) under conditions of high formal institution ambiguity and high embeddedness (ethnicity, religion, family and friendship).</p>	<p>Empirical, Qualitative</p>	<p>Case study of Nigerian movie industry</p>	<p>institutional ambiguity, organizational defiance, informal economy, institutional complexity, informal institutions, embeddedness</p>
<p>Valdivia, M. 2015. Business training plus for female entrepreneurship? Short and medium-term experimental evidence from Peru. <i>Journal of</i></p>	<p>Venture performance (sales) is affected in the long-term by increases in managerial capital and while intensive tailored training programs offer short-</p>	<p>Empirical, Quantitative</p>	<p>Women entrepreneurs in Lima</p>	<p>Entrepreneurship, business training, gender equity</p>

<i>Development Economics</i> , 113: 33-51.	term advantages, over the long-term general training and tailored training show no statistical difference in improved sales.			
Valliere, D., & Peterson, R. 2009. Entrepreneurship and economic growth: Evidence from emerging and developed countries. <i>Entrepreneurship & Regional Development</i> , 21(5-6): 459-480.	Economic productivity (GDP growth rates) is a factor of entrepreneurial activity with significant differences across developed and emerging economies.	Empirical, Quantitative	Cross-country analysis of entrepreneurs	entrepreneurship, economic growth, knowledge creation, regulatory freedom, emerging nations
Van Eijkel, R., Hermes, N., & Lensink, R. 2011. Group lending and the role of the group leader. <i>Small Business Economics</i> , 36: 299-321.	Economically models strategic monitoring behaviour by members in a group-lending situation such that the entrepreneur with most incentive to keep the loan going voluntarily invests more in monitoring. Monitoring strategies are subject to free riding, particularly in the case of an introduced leader.	Empirical, Quantitative	Group lending in Eritrea	group lending, group leader, moral hazard, monitoring
van Wijk, J., van Wijk, J., Drost, S., & Stam, W. 2020. Challenges in Building Robust Interventions in Contexts of Poverty: Insights from an NGO-driven multi-stakeholder network in Ethiopia.	NGO interventions in resource scarce contexts (with institutional voids) fail due to lack of organizational reflexivity despite contextual bridging causing (i) design, (ii) orchestration, and (iii) maintenance failures.	Empirical, Qualitative	Case study of multi-stakeholder network on inclusive markets	contextual bridging, development NGOs, inclusive market development, institutional voids, multi-stakeholder networks, organizational reflexivity

Organization Studies , 41(10): 1391-1415.				
VanSandt, C. V., Sud, M., & Marmé, C. 2009. Enabling the original intent: Catalysts for social entrepreneurship. <i>Journal of Business Ethics</i> , 90: 419-428.	Scaling of social enterprises is contingent upon the application of an effectual logic, acquisition of legitimacy through metrics, and information technology.	Empirical, Qualitative	Case study of social enterprises	effectual logic, replication, scaling, social entrepreneurship
Venkataraman, H., Vermeulen, P., Raaijmakers, A., & Mair, J. 2016. Market meets community: Institutional logics as strategic resources for development work. <i>Organization Studies</i> , 37(5): 709-733.	New institutional arrangements (social structures) can be created, sustained and institutionalized through combining interventions from both the community (contextual bridging, creating social obligation and building social loyalty) and market logics (building market literacy, establishing governance and rule system, building a rural business ecosystem).	Empirical, Qualitative	Case study of intermediary in India	case study, institutional theory, qualitative research design
Verrest, H. 2013. Rethinking microentrepreneurship and business development programs: Vulnerability and ambition in low-income urban Caribbean households. <i>World Development</i> , 47: 58-70.	The relevance of business development programs is contingent upon an entrepreneur's household vulnerability (ability of other household members to work and income diversification) and	Empirical, Qualitative	Comparative case study in the Caribbean	urban livelihoods, entrepreneurship, Caribbean, Suriname, Trinidad and Tobago, microfinance

	entrepreneurial ambition (business versus livelihood).			
Vial, V., & Hanoteau, J. 2015. Returns to micro-entrepreneurship in an emerging economy: A quantile study of entrepreneurial Indonesian households' welfare. <i>World Development</i> , 74: 142-157.	Micro-entrepreneurship leads to increases in household income, consumption, total assets and household assets. However, the positive effects are most positive for the poorest and decline, becoming negative, for the richest 10%.	Empirical, Quantitative	Entrepreneurs in Indonesia	micro-entrepreneurship, self-employment, economic welfare, Indonesia, quantile regression
Webb, J. W. 2021. A system-level view of institutions: Considerations for entrepreneurship and poverty. <i>Journal of Developmental Entrepreneurship</i> , 26(02): 2150010.	Theorizes a system-level view of the effect of institutions on poverty by saying that the institutional system (i.e., institutional interfaces, trade-offs and externalities) influences both institutional elements (i.e., voids, inefficiencies, uncertainty, strengths and weaknesses) and entrepreneurial outcomes (productivity, types, growth) which together affect poverty outcomes.	Theoretical	Poverty	institutional system, entrepreneurship, poverty, base-of-the-pyramid (BOP), markets, entrepreneurial ecosystem
Webb, J. W., Bruton, G. D., Tihanyi, L., & Ireland, R. D. 2013. Research on entrepreneurship in the informal economy: Framing a research agenda. <i>Journal of</i>	Research on entrepreneurship in the informal economy can contribute theoretical insights regarding (i) opportunity recognition (motivation-related theories and institutional theory), (ii) opportunity	Review	Informal economy	informal economy, institutional theory, motivation, resource allocation

<i>Business Venturing</i> , 28(5): 598-614.	exploitation (institutional theory and resource allocation theory), and (iii) entrepreneurial outcomes (institutional theory, resource allocation theory and motivation-related theories).			
Webb, J. W., Ireland, R. D., & Ketchen Jr, D. J. 2014. Toward a greater understanding of entrepreneurship and strategy in the informal economy. <i>Strategic Entrepreneurship Journal</i> , 8(1): 1-15.	Introduction to a special issue focussed on entrepreneurship and strategy in the informal economy foregrounding institutional theory.	Review	Informal economy	informal economy, special issue, institutional theory, developed economy, developing economy
Webb, J. W., Khoury, T. A., & Hitt, M. A. 2020. The influence of formal and informal institutional voids on entrepreneurship. <i>Entrepreneurship Theory and Practice</i> , 44(3): 504-526.	Theorizes how formal (severity of the void versus robustness) and informal (severity) institutional voids affect forms (formal versus informal) and objectives (growth versus lifestyle) of entrepreneurial activity.	Theoretical	Institutional voids in formal and informal economies	institutional voids, development, formal institutions, informal institutions, institutional theory, unproductive entrepreneurship, informal economy, entrepreneurial objectives, entrepreneurial form
Webb, J. W., Kistruck, G. M., Ireland, R. D., & Ketchen Jr., D. J. 2010. The entrepreneurship process in base of the pyramid markets: the case of multinational enterprise/ nongovernment organization alliances.	Theorizes the effects of multinational entrepreneurial efforts in BOP as a function of institutional (intra- and inter-institutional distance, and voids) and network (NGO partner's knowledge depth,	Theoretical	BOP entrepreneurship	bottom of the pyramid, multinational corporations, nongovernment organizations, non-profit, alliances, entrepreneurship, entrepreneuring, process

<i>Entrepreneurship Theory and Practice</i> , 34: 555-581.	social embeddedness and network breadth) effects.			
Webb, J. W., Tihanyi, L., Ireland, R. D., & Sirmon, D. G. 2009. You say illegal, I say legitimate: Entrepreneurship in the informal economy. <i>Academy of Management Review</i> , 34(3): 492-510.	Theorizes how the relationship between opportunity alertness, recognition and exploitation in the informal economy is contingent upon institutional (incongruence, enforcement) and group (collective identity) factors. The illegal and illegitimate nature of means and ends changes the probability of venture formalization.	Theoretical	Informal entrepreneurship	informal economy, entrepreneurship, multilevel theory, institutions, collective identity, opportunity recognition, opportunity exploitation
Welter, F., Smallbone, D., & Pobol, A. 2015. Entrepreneurial activity in the informal economy: a missing piece of the entrepreneurship jigsaw puzzle. <i>Entrepreneurship & Regional Development</i> , 27(5-6): 292-306.	Outlines the importance, pervasiveness and permanency of informal entrepreneurship around the world, including motivations for research in the informal economy and opportunities for theoretical advancement.	Review	Informal economy	entrepreneurship, informal entrepreneurship, informal economy, context
Williams, C. C., Martinez–Perez, A., & Kedir, A. M. 2017. Informal entrepreneurship in developing economies: The impacts of starting up unregistered on firm performance.	Delayed formal registration of a business leads to higher annual sales, employment and productivity growth rates, with each additional year unregistered bringing additional growth value.	Empirical, Quantitative	Cross-country analysis of entrepreneurs	formal, informal, growth, entrepreneurs, poverty

Entrepreneurship Theory and Practice, 41(5): 773-799.

<p>Williams, C. C., & Shahid, M. 2016. Informal entrepreneurship and institutional theory: Explaining the varying degrees of (in)formalisation of entrepreneurs in Pakistan. <i>Entrepreneurship & Regional Development</i>, 28(1–2): 1-25.</p>	<p>Degree of business formalization increases related to an entrepreneur's age, the venture's income and age. Entrepreneurs who perceive higher levels of public corruption and with higher tax burdens are more likely to be informal, but higher perceived risk of detection is related to higher likelihood of formalization. Structural (sector, registration difficulties) factors are not significant.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Pakistan</p>	<p>entrepreneurship, enterprise culture, informal economy, institutional theory, Asia, Pakistan</p>
<p>Williams, C. C., Shahid, M. S., & Martinez, A. 2016. Determinants of the level of informality of informal micro-enterprises: Some evidence from the city of Lahore, Pakistan. <i>World Development</i>, 84: 312–325.</p>	<p>An entrepreneur's features (gender-female, age-older, education-higher, income-higher) and venture features (age-higher, employment-formal, sector-manufacturing) are associated with higher degrees of venture formality.</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in Pakistan</p>	<p>entrepreneurship, informal sector, micro-enterprise, Asia, Pakistan</p>
<p>Xie, X., Li, L., & Zhou, G. 2022. Economic inequality and entrepreneurship: Micro-evidence from China. <i>Strategic Entrepreneurship Journal</i>, 17(1): 160-185.</p>	<p>Engagement in entrepreneurial activities is dependent upon community level economic inequality and is amplified for those in middle (versus high or low) economic status (as inequality increases, it</p>	<p>Empirical, Quantitative</p>	<p>Entrepreneurs in China</p>	<p>entrepreneurship, inequality, institutions, social comparison</p>

	motivates more entrepreneurial activity amongst middle class households before declining).			
Xiong, L., Ukanwa, I., & Anderson, A. R. 2020. Institutional influence and the role of family in poor women's micropreneurship. <i>International Journal of Entrepreneurial Behavior, & Research</i> , 26(1): 122-140	Women entrepreneurs in Africa carry a dual burden as both entrepreneurs and as having domestic responsibilities in their families, conforming to cultural and societal expectations of the "good wife".	Empirical, Qualitative	Women entrepreneurs in Nigeria	family business, poverty, micro-entrepreneurship, institutions (culture and family)
Yang, J. S. 2017. The governance environment and innovative SMEs. <i>Small Business Economics</i> , 48: 525-541.	Firm performance (profits and sales) is affected by firm innovation status (yes or no) and quality of governance (corruption, beliefs on justice). Governance is positively correlated with performance, and innovative firms are more heavily impacted.	Empirical, Quantitative	Cross-country analysis of entrepreneurs	firm performance, innovation, SMEs, governance, business environment, Latin America and the Caribbean
Zhang, Y., Zhou, X., & Lei, W. 2017. Social capital and its contingent value in poverty reduction: Evidence from Western China. <i>World Development</i> , 93: 350-361.	The probability of being in poverty is negatively correlated with (i) political ties, (ii) business ties, and (iii) voluntary organization ties. Institutional trust moderates the relationship between political and volunteer ties, but not business ties (political and volunteer ties are more	Empirical, Quantitative	Households in China	poverty, social capital, appropriable social organization, institutional trust, Asia, China

	important in low-institutional trust environments).			
Zhao, E. Y., & Lounsbury, M. 2016. An institutional logics approach to social entrepreneurship: Market logic, religious diversity, and resource acquisition by microfinance organizations. <i>Journal of Business Venturing</i> , 31(6): 643-662.	Institutional logics (market and religion) affect MFIs acquisition of capital. Market logic improves commercial and public capital acquisition and public more so relatively. Religious diversity reduces commercial capital acquisition but has no effect on public capital. Religious diversity mitigates positive effects of market logic.	Empirical, Quantitative	Cross-country analysis of MFIs	institutional logics, market, religion, microfinance, capital, resources, entrepreneurship
Zott, C., & Huy, Q. 2007. Symbolic emphasizing: How entrepreneurs use symbolism to acquire resources. <i>Administrative Science Quarterly</i> , 52(1): 70-105.	The strategies with which entrepreneurs engage in symbolic management (credibility, organizing, achievement and relationships) has a direct effect on their successfulness in acquiring resources. This relationship is moderated by structural similarity, quality, and uncertainty.	Empirical, Qualitative	UK entrepreneurs	symbolic action, resource acquisition, legitimacy

APPENDIX B Literature Review of Institutional Logics

Citation	Summary / Key contributions	Type	Setting	Keywords (excluding logics)
Aguilera, R. V., Judge, W. Q., & Terjesen, S. A. 2018. Corporate governance deviance. <i>Academy of Management Review</i> , 43(1): 87-109.	Theorizes deviance from a dominant logic through practices that over- or under-conform to the prevailing legitimate practices and expectations.	Theoretical		deviance, dominant, legitimacy, norms, conformance.
Ahlström, H., & Monciardini, D. 2022. The regulatory dynamics of sustainable finance: Paradoxical success and limitations of EU reforms. <i>Journal of Business Ethics</i> , 177(1): 193-212.	The complementarity or competitiveness of institutional logics in a given context is contingent upon the emphasis with framing on the (i) means or the ends dimension of the logic and (ii) hybridity of the logic.	Empirical, Qualitative	Sustainable finance in Europe	sustainable finance, responsible investors, civil society, EU policy
Almandoz, J. 2012. Arriving at the starting line: The impact of community and financial logics on new banking ventures. <i>Academy of Management Journal</i> , 55(6): 1381-1406.	Institutional logics have a direct effect on entrepreneurial success (firm foundings) such that founding teams in the finance (community) logic are less (more) likely to be successful in establishing the firm. Economic turbulence moderates the relationship such that greater turbulence (stability) decreases (increases)	Empirical, Mixed methods	US Banks	entrepreneurial success, founding teams, competing logics, economy, embeddedness, hybrid

	success rates amongst teams highly embedded in both logics.			
Almandoz, J. 2014. Founding teams as carriers of competing logics: When institutional forces predict banks' risk exposure. <i>Administrative Science Quarterly</i> , 59(3): 442-473.	Institutional logics have a direct effect on organizational practices (i.e., risk) such that founding teams in the finance (community) logic engage in more (less) risky brokered deposits. Founding group size moderates the relationship such that amongst larger teams, the positive (negative) relationship of the finance (community) logic increases. The same relationship is not observed amongst small founding teams.	Empirical, Mixed methods	US Banks	hybrid organizations, group conformity, embedded agency, organizational risk, founding teams
Alvesson, M., Hallett, T., & Spicer, A. 2019. Uninhibited institutionalisms. <i>Journal of Management Inquiry</i> , 28(2): 119-127.	Reflects on the omniscience of "institutional theory" and provides a critique of its use in scholarly research, with a particular section focusing on institutional logics by asking, "What is not a logic?"	Review		institutional theory, critique, conceptualizations

<p>Ansari, S., Wijen, F., & Gray, B. 2013. Constructing a climate change logic: An institutional perspective on the “tragedy of the commons”. <i>Organization Science</i>, 24(4): 1014-1040.</p>	<p>A common shared hybrid institutional logic can emerge over time from a field with conflicting (i.e., state, community, market, profession) logics. This process is nonlinear. It occurs in stages of frame shifts, and requires recognition, acceptance, and commitment from key actors.</p>	<p>Empirical, Qualitative</p>	<p>Global climate change field</p>	<p>institutionalization, institutional theory, governance, transnational fields, transnational commons, global commons, mechanisms, hybrid logics, social construction, frames, climate change, climate policy, qualitative research</p>
<p>Battilana, J., & D’Aunno, T. 2009. Institutional work and the paradox of embedded agency. In T.B. Lawrence, R. Suddaby, & B. Leca (Eds.) <i>Institutional Work: Actors and Agency in Institutional Studies of Organizations</i>: 31-56. Cambridge: Cambridge University Press.</p>	<p>Theorizes a relational perspective of the structure-agency debate in order to suggest ways to resolve the paradox of embedded agency, including the consideration of agency as a multidimensional construct and the importance of doing multi-level analysis (field, organization, individual).</p>	<p>Theoretical</p>		<p>paradox of embedded agency, multidimensional agency, multi-level analysis, structure, agency, relational</p>
<p>Battilana, J., & Dorado, S. 2010. Building sustainable hybrid organizations: The case of commercial microfinance organizations. <i>Academy of Management Journal</i>, 53(6): 1419-1440.</p>	<p>Organizations can build and maintain their hybridity but to do so must develop a single common organizational identity, which balances the competing logics. This can be achieved early on through hiring practices and socialization processes, where</p>	<p>Empirical, Qualitative</p>	<p>Microfinance in emerging economies</p>	<p>hybrid organizations, institutional logics, microfinance, banking logic, development logic</p>

	there is an absence of scripts for managing the hybridity.		
Battilana, J., & Lee, M. 2014. Advancing research on hybrid organizing—Insights from the study of social enterprises. <i>Academy of Management Annals</i> , 8(1): 397-441.	Reviews the literature on organizational forms with a specific focus on unusual hybrid organizing in which organizations either integrate or differentiate themselves from existing social dimensions of organizing through dismissing, separating, cumulating, or creating.	Review	hybrid organizations, social enterprises, organizational theory
Berger, P. L., & Luckmann, T. 1966. <i>The social construction of reality: A treatise in the sociology of knowledge</i> . Garden City, NY: Anchor Books.	Lays out an analysis of how social reality is collectively created, maintained, and transformed through the ongoing interactions and meanings produced within society.	Book	social construction, social reality, knowledge as social, meanings, interactions
Besharov, M. L., & Smith, W. K. 2014. Multiple institutional logics in organizations: Explaining their varied nature and implications. <i>Academy of Management Review</i> , 39(3): 364-381.	Theorizes a typology of logic multiplicity based on logic centrality (high-low) to an organization's functioning, and logic compatibility (high-low) with required actions. This results in four types of logic multiplicity – contested (high-low), aligned (high-high), dominant (low-high) and	Theoretical	logic multiplicity, conflict, organizations, hybridity, structure, agency

	estranged (low-low) – which will exhibit varying degrees of conflict.			
Bhappu, A. D. 2000. The Japanese family: An institutional logic for Japanese corporate networks and Japanese management. <i>Academy of Management Review</i> , 25(2): 409-415.	Institutional logics have anthropological roots, which can explain observed organizational and network patterns. These are embedded in historical actions that were, and continue to be, relational which enables the persistence of logics.	Theoretical		family, management practices, anthropology, history, embeddedness, logic persistence
Binder, A. 2007. For love and money: Organizations' creative responses to multiple environmental logics. <i>Theory and Society</i> , 36(6): 547-571.	When faced with changes in external logics, organizations respond in varied ways subject to their members' individual interests and professional logics, and collective decision-making processes. This provides evidence of agency in theorizing of "inhabited institutions".	Empirical, Qualitative	Case study of housing non-profit in the USA.	inhabited institutions, agency, organizational dynamics.
Bjerregaard, T., & Jonasson, C. 2014. Managing unstable institutional contradictions: The work of becoming. <i>Organization Studies</i> , 35(10): 1507-1536.	Contradictions in institutional logics require ongoing institutional work (in the everyday practice) to maintain, surface/disrupt the contradictions, and institutionalize them. This work	Empirical, Qualitative	South Korean credit card company post 1997.	becoming, contradictions, institutional work, South Korea

	is never stable but rather dynamic and involves ongoing efforts.			
Brown, A. D., Ainsworth, S., & Grant, D. 2012. The rhetoric of institutional change. <i>Organization Studies</i> , 33(3): 297-321.	Three forms of rhetoric (appeals to logic, emotions, and morals) can be used for institutional change and as representations of institutional logics.	Empirical, Qualitative	Single text - Australian Senate Committee	discourse, identity, institutional logic, myth, power, rhetoric
Christiansen, L. H., & Lounsbury, M. 2013. Strange brew: Bridging logics via institutional bricolage and the reconstitution of organizational identity. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i> : 199-232. Emerald Group Publishing Limited: Bingley.	Intraorganizational logic multiplicity (i.e., institutional complexity) can be resolved through a process of institutional bricolage, across time and space, involving (i) problematization of identity, (ii) renegotiation of identity and (iii) reconstitution of collective identity.	Empirical, Qualitative	Carlsberg brewery	institutional complexity, practice, institution
Chung, C. N., & Luo, X. 2008. Institutional logics or agency costs: The influence of corporate governance models on business group restructuring in emerging economies. <i>Organization Science</i> , 19(5): 766-784.	Institutional logics affect corporate (di/in)vestment decisions. Organizations import their own institutional logics into foreign investment contexts. Specifically, firms guided by a family logic are less likely than non-family guided firms to make heterogeneous industry	Empirical, Quantitative	Large business groups in Taiwan (1986-1998)	institutional theory, agency theory, corporate governance models, corporate restructuring, business groups, emerging economies

	investments. Further, firms guided by a stakeholder logic are less likely to divest from local business groups than firms guided by a shareholder logic are.		
Cloutier, C., & Langley, A. 2013. The logic of institutional logics: Insights from French pragmatist sociology. <i>Journal of Management Inquiry</i> , 22(4): 360-380.	The theoretical limitations of institutional logics (i.e., microfoundations, legitimacy, morality, and materiality) can be addressed by augmenting with "Economies of Worth" framework.	Theoretical	orders of worth, French pragmatist theory, institutional theory
Coleman, J. S. 1986. Social theory, social research, and a theory of action. <i>American Journal of Sociology</i> , 91(6): 1309-1335.	Theorizes the link between sociological and individual relations in the context of a theory of action.	Theoretical	macro, micro, relations, Parsons
Cornelissen, J. P., Durand, R., Fiss, P. C., Lammers, J. C., & Vaara, E. 2015. Putting communication front and center in institutional theory and analysis. <i>Academy of Management Review</i> , 40(1): 10-27.	Introduces a special issue and theorizes "communicative institutionalism" in which the process of communication constructs institutions through the manipulation and interaction of symbols in an iterative way.	Theoretical	institutional theory, communication

Creed, W. D., DeJordy, R., & Lok, J. 2010. Being the change: Resolving institutional contradiction through identity work. <i>Academy of Management Journal</i> , 53(6): 1336-1364.	Actors through microprocesses can resolve institutional contradictions. This process involves identity work demonstrating the constraining and enabling features of institutions.	Empirical, Qualitative	Gay, lesbian, bisexual and transgender Protestant ministers	institutional contradictions, agency, institutional change, microprocesses, identity work
Currie, G., & Spyridonidis, D. 2016. Interpretation of multiple institutional logics on the ground: Actors' position, their agency, and situational constraints in professionalized contexts. <i>Organization Studies</i> , 37(1): 77-97.	Groups of actors subject to the power and politics of their profession and the presence of threat to powerful actors can interpret institutional logic multiplicity.	Empirical, Qualitative	Two English hospitals	healthcare, institutional complexity, institutional logics, profession, social position
Dalpiatz, E., Rindova, V., & Ravasi, D. 2016. Combining logics to transform organizational agency: Blending industry and art at Alessi. <i>Administrative Science Quarterly</i> , 61(3): 347-392.	Multiple institutional logics can be combined strategically to have positive entrepreneurial effects, specifically in the creation of opportunities. This process engages organizational agency resulting in reconstituted normative structures, experimentation, and recursive adaptation, ultimately arriving at new organizational habits.	Empirical, Qualitative	Household goods manufacturer, Alessi	institutional complexity, multiple institutional logics, hybrid organizations, opportunity creation, design innovation, cultural production
Daudigeos, T., Boutinot, A., & Jaumier, S. 2013. Taking stock of institutional complexity:	Logics emerge from the combination of multiple institutional orders. Thus,	Empirical, Qualitative	French construction	institutional complexity, pool of institutional logics, workplace safety,

<p>Anchoring a pool of institutional logics into the interinstitutional system with a descendent hierarchical analysis. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i>: 319-350. Emerald Group Publishing Limited: Bingley.</p>	<p>rather than conflicting with one another, logics complement one another. The shared orders within logics emerges through translation from one logic to another or the use of a logic to support another.</p>	<p>industry workplace safety</p>	<p>construction industry, descendent hierarchical classification model</p>	
<p>Delbridge, R., & Edwards, T. 2013. Inhabiting institutions: Critical realist refinements to understanding institutional complexity and change. <i>Organization Studies</i>, 34(7): 927-947.</p>	<p>Institutional complexity can be understood more deeply by disentangling agency and structure by leveraging the work of Archer (2003) and Emirbayer, & Mische (1998) and taking a critical realist approach.</p>	<p>Empirical, Qualitative</p>	<p>Superyacht construction</p>	<p>conditioned action, critical realism, embedded agency, new institutionalism, inhabited institutions, institutional logics</p>
<p>DiMaggio, P. J., & Powell, W. W. 1983. The iron cage revisited: Institutional isomorphism and collective rationality in organizational fields. <i>American Sociological Review</i>, 48(2): 147-160.</p>	<p>Theorizes that the process of homogenization observed across organizational forms (i.e., institutional isomorphism) is explainable through three mechanisms (coercive, mimetic, and normative). These mechanisms are subject to antecedents of resource dependency, uncertainty and ambiguity, hiring/recruiting, professionalization, interaction</p>	<p>Theoretical</p>	<p>isomorphism, coercive, mimetic, normative, organizational forms, iron cage, homogeneity</p>	

	with the state, awareness of alternatives, technology, and structuration.			
Dunn, M. B., & Jones, C. 2010. Institutional logics and institutional pluralism: The contestation of care and science logics in medical education, 1967–2005. <i>Administrative Science Quarterly</i> , 55(1): 114-149.	Institutional pluralism (logic multiplicity) goes through periods of (im)balance and is shaped by contestation arising between different groups, which is socially reflexive. Logic contestation does not result in replacement but can also result in logic coexistence.	Empirical, Mixed methods	Medical profession	institutional complexity, pluralism, multiplicity, coexistence, health, professions
Durand, R., & Jourdan, J. 2012. Jules or Jim: Alternative conformity to minority logics. <i>Academy of Management Journal</i> , 55(6): 1295-1315.	Minority (not dominant) institutional logics can have material effects on organizational choices resulting in field level changes. Institutional plurality, even in the presence of dominant and minority logics, can challenge and shape fields.	Empirical, Quantitative	French film industry investors	plurality, minority logics, resource dependency, institutional change
Durand, R., Szostak, B., Jourdan, J., & Thornton, P. H. 2013. Institutional logics as strategic resources. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part A</i> : 165-201.	Organizations can make strategic decisions regarding the logics they use. These decisions are subject to organizational breadth/depth of expertise, industry breadth, and organizational status, which affect the adoption of new	Empirical, Quantitative	French industrial design	strategic resources, institutional plurality, strategic choice, logic addition, logic focus

Emerald Group Publishing Limited: Bingley.	logics and the concentration of them within the organization.			
Durand, R., & Thornton, P. H. 2018. Categorizing institutional logics, institutionalizing categories: A review of two literatures. <i>Academy of Management Annals</i> , 12(2): 631-658.	Reviews the literature on institutional logics and categories, proposing their compatibility along complementary (audience, early formation and recombination, and identity based on bottom-up/top-down heavy emphases) and conflicting (levels of analysis, consideration of conflict, and methodological approaches) theoretical lines.	Theoretical		categories, institutional logics, review, compatibility, differences, mechanisms
Eikhof, D. R., & Haunschild, A. 2007. For art's sake! Artistic and economic logics in creative production. <i>Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior</i> , 28(5): 523-538.	Institutional logics affect individual feelings/emotions, behaviours, and practices. When there is a paradoxical tension between incompatible logics, organizations engage in less bureaucracy to manage them, deferring to knowledge-workers to continuously balance these themselves.	Empirical, Qualitative	German theatres	paradox of embedded agency, incompatible logics, organizational bureaucracy.
Emirbayer, M. 1997. Manifesto for a relational sociology. <i>American Journal of Sociology</i> , 103(2), 281-317.	Lays out a relational approach to sociology which considers the individual as inseparable from the meaning, significance	Essay		relational, sociology, levels of analysis, self-action, interaction, trans-action

	and identity which emerges from the being in transaction.			
Emirbayer, M. & Mische, A. 1998. What is agency? <i>American Journal of Sociology</i> , 103(4): 962-1023.	Theorizes agency in social theory including its components, and relationship with structure. Agency is temporal and it reproduces and can change structures via its iteration.	Theoretical		agency, structure, social theory, action
Fairelough, S., & Micelotta, E. R. 2013. Beyond the family firm: Reasserting the influence of the family institutional logic across organizations. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i> : 63-98. Emerald Group Publishing Limited: Bingley.	Society-level logics affect organizational forms and practices even when the organization has no direct link to the logic, despite the firm being embedded in alternative logics (e.g., societal family logic shaping non-family firms embedded in market and professional logics).	Empirical, Qualitative	Italian legal sector	Italy, logics of family, professional service firms
Feng, V. 2013. The internal complexity of market logics: Financial sophistication and price determination. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i> : 275-317. Emerald Group Publishing Limited: Bingley.	Skilled actors can use discursive representations of a logic to manipulate market pricing of IPOs.	Empirical, Qualitative	US initial public offerings (IPO) pricings	hybrid, market vocabulary, price theory, initial public offering, sociology of markets

<p>Fiske, A. P. 1992. The four elementary forms of sociality: framework for a unified theory of social relations. <i>Psychological Review</i>, 99(4): 689.</p>	<p>Social relations are ordered around four psychological models of communal sharing – authority ranking, equality matching and market pricing – which can coexist and are intractable from culture. However, the observable manifestation of these change based on circumstance and people over time in different places.</p>	<p>Review</p>	<p>social life, society, culture, schema, scripts, grammar, social psychology, social relations, psychology</p>
<p>Fligstein, N. 1997. Social skill and institutional theory. <i>American Behavioral Scientist</i>, 40(4): 397-405.</p>	<p>Theorizes institutional entrepreneurship suggesting that they are adeptly socially skilled actors who can produce change and ultimately stable organizational fields through power and actions.</p>	<p>Theoretical</p>	<p>institutional entrepreneurship, social skills, change, power</p>
<p>Friedland, R. 2013. God, love, and other good reasons for practice: Thinking through institutional logics. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part A</i>: 25-50. Emerald Group Publishing Limited: Bingley.</p>	<p>Discusses the connection between institutional logics and value spheres.</p>	<p>Essay</p>	<p>institutional complexity, practice, institution</p>

<p>Friedland, R. 2018. Moving institutional logics forward: Emotion and meaningful material practice. <i>Organization Studies</i>, 39(4): 515-542.</p>	<p>Emotions and feelings are integral to the ways that institutional logics are substantiated.</p>	<p>Theoretical</p>	<p>emotion, affect, institutional logic, institutional theory, material practice, substance, value</p>
<p>Friedland, R., & Alford, R. R. 1991. Bringing society back in: Symbols, practices, and institutional contradictions. In W.W. Powell, and P.J. DiMaggio, (Eds.). <i>The New Institutionalism in Organizational Analysis</i>: 232-263. University of Chicago Press: Chicago.</p>	<p>Theorizes how social science can account for both society, individuals, and organizations through institutions (logics) that are supraorganizational in meaning, activities, conduct, and materiality.</p>	<p>Theoretical</p>	<p>interinstitutional system, logics, means-ends, new institutionalism, politics</p>
<p>Furnari, S. 2019. Situating frames and institutional logics: The social situation as a key institutional microfoundation. In P. Haack, J. Sieweke, L., & L. Wessel (Eds.) <i>Microfoundations of Institutions</i>: 193-209. Emerald Group Publishing Limited: Bingley.</p>	<p>Microfoundations of institutional logics are informed by institutional theory of social situations, specifically experience (frames) and interactions that can transform these frames. Cognitive microfoundations of logics are subject to social interactions.</p>	<p>Essay</p>	<p>frames, inhabited institutions, practice-driven institutionalism, symbolic interactionism, Goffman, situation</p>

<p>Gawer, A., & Phillips, N. 2013. Institutional work as logics shift: The case of Intel's transformation to platform leader. <i>Organization Studies</i>, 34(8): 1035-1071.</p>	<p>Organizations engage in two types of external (practice and legitimacy) work and two types of internal (practice and identity) work in order to both shape changes in field level logics and simultaneously respond to the field level logics changes as they take place. These practices are co-occurring and mutually reinforcing.</p>	<p>Empirical, Qualitative</p>	<p>Intel Corporation</p>	<p>collective identity, institutional change, institutional work, organizational identity, practice, platforms</p>
<p>Gehman, J., Lounsbury, M., & Greenwood, R. 2016. How institutions matter: From the micro foundations of institutional impacts to the macro consequences of institutional arrangements. In J. Gehman, M. Lounsbury, & R. Greenwood (Eds) <i>How Institutions Matter!</i>: 1-34. Emerald Group Publishing Limited: Bingley.</p>	<p>Introduces papers in the RSO volumes on Microfoundations.</p>	<p>Review</p>		<p>institutional theory, institutional complexity, grand challenges, practices, framing</p>
<p>Glaser, V.L., Fast, N.J., Harmon, D.J. & Green, S.E. 2016. Institutional Frame Switching: How Institutional Logics Shape Individual Action. In <i>How Institutions Matter! (Research in the</i></p>	<p>Institutional logics are linked to individual action through a process of institutional frame switching which is when exposure to cues activates different embodied schema</p>	<p>Empirical, Quantitative</p>	<p>Family and market logics</p>	<p>schema, implicit theory, cognition</p>

<p><i>sociology of organizations, Vol. 48A</i>): 35-69. Bingley: Emerald Group Publishing Limited.</p>	<p>which subsequent offers a coherent logic implicit response.</p>		
<p>Glynn, M. A. 2020. Rediscovering the macrofoundations of institutions: Reflections on the language of institutional theory. In C. W. J. Steele, T. R. Hannigan, V. L. Glaser, M. Toubiana, & J. Gehman (Eds.) <i>Macrofoundations: Exploring the Institutionally Situated Nature of Activity. Research in the sociology of organizations</i>: 203-220. Emerald Publishing Limited, Bingley.</p>	<p>Reflecting on work to date, institutional theorists should engage more deeply with the processes and dynamics of institutionalization and make cohesive the linguistic macro-micro divide.</p>	<p>Essay</p>	<p>macrofoundations, institutions, institutionalization, language, macro, theorization</p>
<p>Glynn, M. A., & D'Aunno, T. 2023. An intellectual history of institutional theory: Looking back to move forward. <i>Academy of Management Annals</i>, 17(1): 301-330.</p>	<p>The evolution of institutional theory is characterized by distinct moments moving from values to social constructionism, to macrofoundations, to microfoundations, to neo-institutionalism to institutional entrepreneurship, work, and logics. Currently we have definitional issues with</p>	<p>Review</p>	<p>institutional theory, history, scholarship</p>

	“institutions”. There are many future research opportunities in and across the different theoretical dimensions.			
Glynn, M. A., & Lounsbury, M. 2005. From the critics’ corner: Logic blending, discursive change and authenticity in a cultural production system. <i>Journal of Management Studies</i> , 42(5): 1031-1055.	Critics are responsive to field level changes and will both reflect and resist them, thus acting as both subject to and influencers of institutional logics.	Empirical, Qualitative		critics, stories, natural experiment, field transformation, logic blending
Glynn, M. A., & Raffaelli, R. 2013. Logic pluralism, organizational design, and practice adoption: The structural embeddedness of CSR programs. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i> : 175-197. Emerald Group Publishing Limited: Bingley.	Institutional logics have a direct effect on organizational practices (i.e., structuring CSR practices) such that the market (community) logic leads to CSR structures within (outside) core business functions.	Empirical, Quantitative	Fortune 500 firms	practice adoption, organizational design, corporate social responsibility
Glynn, M.A. 2013. Thornton, Ocasio, & Lounsbury: The Institutional Logics Perspective: A New Approach to Culture, Structure, and Process, <i>Administrative Science Quarterly</i> , 58(1): 1-40.	The Thornton et al. (2012) book on institutional logics is a theoretical treatise advancing research in this subfield of institutional theory with specific contributions to logics	Review		book review

<p><i>Science Quarterly</i>, 58(3): 493-495.</p>	<p>and practice, organizational design, and identity.</p>		
<p>Goldenstein, J. and Walgenbach, P. 2019. Embodied and reflexive agency in institutional fields: An integrative neo-institutional perspective of institutional change. In P. Haack, J. Sieweke, L., & L. Wessel (Eds.) <i>Microfoundations of Institutions</i>: 135-152. Emerald Group Publishing Limited: Bingley.</p>	<p>Theorizes that institutional change is subject to two types of cognition (practical versus discursive consciousness) subject to the degree of coherence (low-high), and therefore stability, of the institutional field.</p>	<p>Theoretical</p>	<p>microfoundation, cognition, embodiment, reflexivity, institutional field, institutional change</p>
<p>Goodrick, E. 2002. Book Review: Institutional change and healthcare organizations: From professional dominance to managed care. <i>Administrative Science Quarterly</i>, 47(2):384-387.</p>	<p>The Scott et al. (2000) book on institutional change in healthcare organizations was characterized by three eras of dominant logics: professional, federal, and management and market, and is now shaped by all three at once. This process was not due to direct shocks, but rather indirectly through situations of confusion and economy.</p>	<p>Review</p>	<p>book review</p>

<p>Goodrick, E., & Reay, T. 2011. Constellations of institutional logics: Changes in the professional work of pharmacists. <i>Work and Occupations</i>, 38(3): 372-416.</p>	<p>Institutional logics coexist in constellations of logics (in recognizable patterns) that are competitive or cooperative. These constellations affect professionals' work through mechanisms of segmentation, facilitation, and addition.</p>	<p>Empirical, Qualitative</p>	<p>US pharmacists</p>	<p>professionals, professional work, institutional logics</p>
<p>Greenman, A. 2013. Everyday entrepreneurial action and cultural embeddedness: an institutional logics perspective. <i>Entrepreneurship & Regional Development</i>, 25(7-8): 631-653.</p>	<p>Institutional logics (i.e., market, corporation, profession, community) contextualize the everyday activity of entrepreneurship.</p>	<p>Empirical, Qualitative</p>	<p>micro and small enterprises (MSEs) in cultural industries</p>	<p>cultural embeddedness, ethnography, everyday entrepreneurial action</p>
<p>Greenwood, R., Díaz, A. M., Li, S. X., & Lorente, J. C. 2010. The multiplicity of institutional logics and the heterogeneity of organizational responses. <i>Organization Science</i>, 21(2): 521-539.</p>	<p>State and familial logics affect organizational strategies independent of one another and independent of a shared market logic. The history of a country affects how its present logics are formed and the shape they take.</p>	<p>Empirical, Quantitative</p>	<p>Spanish manufacturing firms</p>	<p>models of action, community</p>
<p>Greenwood, R., Raynard, M., Kodeih, F., Micelotta, E. R., & Lounsbury, M. 2011. Institutional complexity and organizational responses.</p>	<p>Organizations respond to institutional complexity (i.e., logic multiplicity) by the structure of the field and attributes of the organization itself.</p>	<p>Review</p>		<p>plurality, organizations, fields, institutional complexity</p>

*Academy of Management
Annals*, 5(1): 317-371.

Greenwood, R., & Suddaby, R. 2006. Institutional entrepreneurship in mature fields: The big five accounting firms. <i>Academy of Management Journal</i> , 49(1): 27-48.	Institutional entrepreneurship is contingent upon the network location of an organization within their field, their elite/central status and the organization's exposure to contradictions leaving them (or not) aware, open, and motivated to engage with alternative logics.	Empirical, Qualitative	Big 5 accounting firms	organizational change, paradox of embedded agency, network location theory, dialectical theory, institutional entrepreneurship
Grinevich, V., Huber, F., Karataş-Özkan, M., & Yavuz, Ç. 2019. Green entrepreneurship in the sharing economy: Utilising multiplicity of institutional logics. <i>Small Business Economics</i> , 52(4): 859-876.	Entrepreneurial teams in emerging fields (i.e., sharing economy) deal with institutional complexity (i.e., logic multiplicity) through agentic processes of segmentation and absorption (based on the stakeholder) in which singular specific, or multiple general, logics are presented.	Empirical, Qualitative	UK founders in the sharing economy	sharing economy, sustainability green entrepreneurship
Gümüşay, A. A. 2018. Unpacking entrepreneurial opportunities: an institutional logics perspective. <i>Innovation:</i>	Theorizes how institutional logics beyond the traditional market conceptualizations of entrepreneurial opportunities, can redefine an entrepreneurial	Theoretical		entrepreneurial opportunity, institutional theory, social entrepreneurship, religion

<i>Organization, & Management</i> , 20(3): 209-222.	opportunity based on microlevel constructs of financial versus other types of creation (e.g., social, or spiritual)			
Gümüşay, A. A., Claus, L., & Amis, J. 2020. Engaging with grand challenges: An institutional logics perspective. <i>Organization Theory</i> , 1(3): 2631787720960487.	Theorizes that an institutional logics perspective can be used in the advancement of solving grand challenges (e.g., climate change) with a specific focus on the theory's ability to link organizing to macrolevel orders, account for plurality and temporality, and consider the value-ladedness of logics.	Theoretical		climate change, grand challenges, institutional theory, organizational institutionalism
Gümüşay, A. A., Smets, M., & Morris, T. 2020. "God at work": Engaging central and incompatible institutional logics through elastic hybridity. <i>Academy of Management Journal</i> , 63(1): 124-154	Elastic hybridity through recursive polysemy (organization's use of language and materials to support multiple meanings) and polyphony (individuals' use of language time and place to enactment of multiple logics) enables hybrid organizations to bend institutionally without breaking.	Empirical, Qualitative	First Islamic bank in Germany	hybrid organizations, institutional complexity, institutional theory, paradox, purpose, resilience

<p>Haveman, H. A., & Gualtieri, G. 2017. Institutional logics. <i>Oxford Research Encyclopaedia of Business and Management</i>: 9780190224851.013.137</p>	<p>Institutional logics research in premier journals has focussed on (i) institutional work, (ii) competing logics, and (iii) plurality/hybrid logics. Research in this field would benefit from defining the construct as purely cognitive with a role for emotion.</p>	<p>Review</p>	<p>models, ideologies, frames, culture, power, agency, fields, institutional analysis, historical analysis</p>	
<p>Haveman, H. A., & Rao, H. 1997. Structuring a theory of moral sentiments: Institutional and organizational coevolution in the early thrift industry. <i>American Journal of Sociology</i>, 102(6): 1606-1651.</p>	<p>Institutional logics (i.e., theories of moral sentiments) coevolve over time through selection eventually replacing one another and adaptive recombining to create hybrids. Coevolution is contextually situated. In comparing the different logics, a key distinction between logics was the tension between embeddedness (pressure to act in community) and agency (role of individual effort).</p>	<p>Empirical</p>	<p>USA Thrifts (a savings/deposit based financial institution)</p>	<p>competing logics, logic evolution, historical analysis, sociology of organizations.</p>
<p>Herremans, I. M., Herschovis, M. S., & Bertels, S. 2009. Leaders and laggards: The influence of competing logics on corporate environmental action. <i>Journal of Business Ethics</i>, 89(3): 449-472.</p>	<p>Organizational responses to institutional complexity (i.e., logic multiplicity) are categorized into leaders and laggards. These categories represent different corresponding organizational</p>	<p>Empirical, Qualitative</p>	<p>Canadian petroleum industry</p>	<p>environmental performance, environmental reporting, legitimacy, corporate responsibility</p>

	attitudes to environmental performance, regulation, and shareholder/stakeholder emphasis. Organizations with greater exposure to the institutional complexity, based on their attitudes and characteristics, were generally leaders in adopting changing practices.			
Hills, S., Voronov, M., & Hinings, C. B. 2013. Putting new wine in old bottles: Utilizing rhetorical history to overcome stigma associated with a previously dominant logic. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i> : 99-137. Emerald Group Publishing Limited: Bingley.	Adhering to, and sustaining, a dominant logic requires energy and repeated communication (rhetorical) efforts on behalf of actors, thus demonstrating legitimacy with current logics and distance from antiquated unacceptable logics.	Empirical, Qualitative	Ontario wine industry	institutional complexity, practice, institution
Höllerer, M. A., Jancsary, D., Meyer, R. E., & Vettori, O. 2013. Imageries of corporate social responsibility: Visual recontextualization and field-level meaning. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i> : 139-174.	Visual artefacts reconcile inconsistencies between multiple logics by bridging abstract ideas with specific local symbols, tapping into emotions and spirituality, and allowing for multiple interpretations.	Empirical, Qualitative	Austrian CSR movement	visual artifacts, imageries-of-practice, visual rhetoric, field-level logics, translation, corporate social responsibility

Ioannou, I., & Serafeim, G. 2015. The impact of corporate social responsibility on investment recommendations: Analysts' perceptions and shifting institutional logics. <i>Strategic Management Journal</i> , 36(7): 1053-1081.	Changes over time in societal institutional logics (shareholder to stakeholder logic in US financials) change firm evaluations by gatekeepers (firm analysts).	Empirical, Quantitative	Financial analysts recommendations	CSR, agency, stakeholder, sell-side analysts
Jakob-Sadeh, L. J., & Zilber, T. B. 2019. Bringing “together”: Emotions and power in organizational responses to institutional complexity. <i>Academy of Management Journal</i> , 62(5): 1413-1443.	Organizations whose logics are at complete odds with societal logics can still be successful when they engage in emotional control or disruption to keep the desired logic constellation or not. The relative power of individuals mediates this logic-emotion relationship.	Empirical, Qualitative	Jewish-Palestinian organization	emotions, power, logic contradictions
Jancsary, D., Meyer, R. E., Höllerer, M. A., & Barberio, V. 2017. Toward a structural model of organizational-level institutional pluralism and logic interconnectedness.	Logics constellations are differently structured and connected, resulting in different pluralistic forms, extending to different organizational forms. Yet, the logics remain permeable and therefore	Empirical, Mixed methods	City of Vienna administration	institutional pluralism, constellation of logics, structure of logics, role identities, microfoundations, semantic network analysis, block modelling

<p><i>Organization Science</i>, 28(6): 1150-1167.</p>	<p>overlapping and interfacing with one another.</p>			<p>institutional complexity, practice, ambidexterity</p>
<p>Jarzabkowski, P., Smets, M., Bednarek, R., Burke, G., & Spee, P. 2013. Institutional ambidexterity: Leveraging institutional complexity in practice. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part B</i>: 37-61. Emerald Group Publishing Limited: Bingley.</p>	<p>Institutional ambidexterity removes assumptions that institutional complexity is problematic, focusing instead on advantages of multiple logics. Taking a practice perspective on complexity and ambidexterity will advance literature by enabling multi-level analysis to shed light on how routine and novel complexities shape the day-to-day interactions, strategy, actions, power and politics, and collective practices of complex contexts.</p>	<p>Theoretical</p>		<p>institutional complexity, practice, ambidexterity</p>
<p>Jay, J. 2013. Navigating paradox as a mechanism of change and innovation in hybrid organizations. <i>Academy of Management Journal</i>, 56(1): 137-159.</p>	<p>Organizational actors reconcile paradoxes arising from institutional complexity through outcome interpretation and reframing which may ultimately lead to synthesizing of two logics, and the emergence of innovative practices, especially the means-ends relationship of logics.</p>	<p>Empirical, Qualitative</p>	<p>Public-private hybrid climate change organization</p>	<p>institutional complexity, paradox, process, combining logics, competing logics</p>

<p>Jones, C., Boxenbaum, E., & Anthony, C. 2013. The immateriality of material practices in institutional logics. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part A</i>: 51-75. Emerald Group Publishing Limited: Bingley.</p>	<p>Theorizes that tangible materials (i.e., objects) are an integral part of logics by reviewing corresponding references in existing literature and proposing future research in this domain.</p>	<p>Review</p>	<p>institutional complexity, practice, materiality</p>	
<p>Jones, C., & Livne-Tarandach, R. 2008. Designing a frame: Rhetorical strategies of architects. <i>Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior</i>, 29(8): 1075-1099.</p>	<p>Institutional logics can be captured through clusters of keywords that distinguish them from one another. Organizations can pragmatically use these clusters to appeal to different audiences and can deploy multivalent words to create links (bridges) between logics through bridges.</p>	<p>Empirical, Qualitative</p>	<p>Architectural texts</p>	<p>language, rhetoric, deployment of logics, bridging logics,</p>
<p>Kent, D. and Dacin, M.T. 2013. Bankers at the gate: Microfinance and the high cost of borrowed logics. <i>Journal of Business Venturing</i>, 28(6): 759-773.</p>	<p>Modern microfinance (dominated by commercial banks) emerged due to the permeability (ambiguity and loose coupling) of the development logic but impermeability of the banking logic.</p>	<p>Empirical, Qualitative</p>	<p>Global microfinance movement</p>	<p>microfinance, institutional theory, poverty</p>

<p>Kodeih, F., & Greenwood, R. 2014. Responding to institutional complexity: The role of identity. <i>Organization Studies</i>, 35(1): 7-39.</p>	<p>Institutional identity signalling by organizations frames their experience of institutional complexity. This, along with status and identity aspirations, affects how the organization responds to the complexity.</p>	<p>Empirical, Qualitative</p>	<p>French business schools</p>	<p>institutional complexity, organizational identity, status</p>
<p>Kornberger, M., Leixnering, S., & Meyer, R. E. 2019. The logic of tact: How decisions happen in situations of crisis. <i>Organization Studies</i>, 40(2): 239-266.</p>	<p>The logic of tact is a decision-making logic used by organizations during times of crisis when they are bounded rationally and, due to the crisis, their institutional identities are transgressed.</p>	<p>Empirical, Qualitative</p>	<p>Intersectoral collective; European refugee crisis 2015</p>	<p>capacity to act, collective action, crisis, decision-making, logic of tact, sensemaking, logic of appropriateness, logic of consequence</p>
<p>Kroezen, J. J., & Heugens, P. P. 2019. What is dead may never die: Institutional regeneration through logic reemergence in Dutch beer brewing. <i>Administrative Science Quarterly</i>, 64(4): 976-1019.</p>	<p>Dormant field logics emerge if rediscovered, refurbished and reincarnated but rely on remnants of the logic to be present and blended with elements that are more contemporary.</p>	<p>Empirical, Qualitative</p>	<p>Dutch beer brewing</p>	<p>regenerative change, reemergence, craft, tradition, institutional remnants, Dutch craft beer brewing</p>
<p>Lammers, J. C. 2011. How institutions communicate: Institutional messages, institutional logics, and organizational communication. <i>Management Communication Quarterly</i>, 25(1): 154-182.</p>	<p>Institutional messages (“collations of thoughts that take on lives independent of senders and recipients” p. 155) carry logics in an enduring, wide reaching, intentional and action provoking way.</p>	<p>Essay</p>		<p>organizational theory, institutional theory, organizational communication</p>

Lee, M. D. P., & Lounsbury, M. 2015. Filtering institutional logics: Community logic variation and differential responses to the institutional complexity of toxic waste. <i>Organization Science</i> , 26(3): 847-866.	Community specific dynamics of political and environmental logics can enhance or diminish the effects of these field-level logics. Logics directly affect organizational decisions.	Empirical, Quantitative	Industrial toxic pollution	institutional theory, sustainability/corporate environmentalism, social responsibility, economic sociology
Lee, G. K., & Paruchuri, S. 2008. Entry into emergent and uncertain product-markets: The role of associative rhetoric. <i>Academy of Management Journal</i> , 51(6): 1171-1188.	Organizations assess compatibility of their existing logics with logics in new markets by using media generated rhetoric specifically volume, tenor, source, and focus. Organizations use this fit for market entry decisions.	Empirical, Quantitative	Firm market entry decisions	associative rhetoric, media, decision-making, market entry, logic fit
Leicht, K. T. 2001. Review of institutional change and healthcare organizations: From professional dominance to managed care, by W. R. Scott, M. Ruef, P. J. Mendel, & C. A. Caronna. <i>Social Forces</i> , 80(2): 733-734.	The Scott et al. (2000) book on institutional change describes the shifts in dominant logics in the healthcare industry from 1945 to 2000, with a focus on organizational and field-level shifts.	Review		book review
Lepoutre, J. M., & Valente, M. 2012. Fools breaking out: The role of symbolic and material immunity in explaining institutional nonconformity.	Organizational deviance from dominant logics emerges from an immunity to the material and symbolic carriers of logics. This immunity is a product of	Empirical, Qualitative	Belgian horticulture	emerging logic, norms, symbolic, material, carriers, deviating logic

<i>Academy of Management Journal</i> , 55(2), 285-313.	cognition, behaviour , experience, and locality.			
Lewis, B. W., & Carlos, W. C. 2022. Avoiding the appearance of virtue: Reactivity to corporate social responsibility ratings in an era of shareholder primacy. <i>Administrative Science Quarterly</i> , 67(4): 1093-1135.	Organizations decrease their charitable contributions subject to previous positive charitable ratings. This effect is amplified when the company is family owned but is attenuated when the firm operates in a socially contested industry or is headquartered in a normatively strong location.	Empirical, Quantitative	Social responsibility ratings	reactivity, ratings, reputation, impression management, corporate social responsibility, philanthropy
Loewenstein, J., Ocasio, W., & Jones, C. 2017. Vocabularies and vocabulary structure: A new approach linking categories, practices, and institutions. <i>Academy of Management Annals</i> , 6: 41-86.	Institutional logics are linked to vocabulary structure.	Review		vocabulary, organizing, language, rhetoric, culture, coordination, cognition, social collectives, situational collectives
Lok, J. 2010. Institutional logics as identity projects. <i>Academy of Management Journal</i> , 53(6): 1305-1335.	Targeted actors of institutional change efforts (change in dominant logics) engage in identity work that enables them to both publicly accept/adopt a new logic while resisting it. Unanimously pure adoption is not necessary for a new dominant logic to take hold.	Empirical, Qualitative	UK investors	identity work, embedded agency, institutional change, logic adoption, logic contestation

<p>Lounsbury, M. 2002. Institutional transformation and status mobility: The professionalization of the field of finance. <i>Academy of Management Journal</i>, 45(1): 255-266.</p>	<p>The uncertainty associated with institutional change (dominant logic transition) facilitates status claims and professionalization activities by actors. Professionalization activities also affect field structuration and institutional diffusion.</p>	<p>Empirical, Qualitative</p>	<p>USA finance field</p>	<p>status, professions, logic transition, institutional complexity, institutional change, uncertainty</p>
<p>Lounsbury, M. 2007. A tale of two cities: Competing logics and practice variation in the professionalizing of mutual funds. <i>Academy of Management Journal</i>, 50(2): 289-307.</p>	<p>Competing logics shape organizational practices, specifically trustee (performance) logic guided firms followed practices coherent with efficiency (wealth generation). Variation, not isomorphism, of practices is observable when one theoretically considers logics.</p>	<p>Empirical, Quantitative</p>	<p>Mutual funds in Boston, & New York</p>	<p>competing logics, change, organizational fields, diffusion</p>
<p>Lounsbury, M., & Beckman, C. M. 2015. Celebrating organization theory. <i>Journal of Management Studies</i>, 52(2): 288-308.</p>	<p>Research in organizational theory is vibrant and dynamic, aided by theory on institutional logics, which focuses on variation and heterogeneity, competition, conflict, and contradiction.</p>	<p>Essay</p>		<p>behavioural, categories, institution, networks, organization, organization theory, practice, strategy</p>
<p>Lounsbury, M., Steele, C. W., Wang, M. S., & Toubiana, M. 2021. New directions in the study of institutional logics:</p>	<p>Articulates key developments in the institutional logics literature with a focus on</p>	<p>Review</p>		<p>institutional theory, institution, practice, value, governance, culture</p>

From tools to phenomena. <i>Annual Review of Sociology</i> , 47, 261-280.	critiques and future research especially with regards to values, governance, and practice.		
Lounsbury, M., & Ventresca, M. 2003. The new structuralism in organizational theory. <i>Organization</i> , 10(3): 457-480.	Organizational theory has benefited from recent moves back to considering social structure with an emphasis on culture, meaning and materiality. This new structuralism facilitates theoretical novelty in considering performance and rationality, variation in time and space, occupations and organizations, and social activism.	Essay	Bourdieu, culture, institutional theory, new structuralism, social structure
Lounsbury, M., & Wang, M. S. 2020. Into the clearing: Back to the future of constitutive institutional analysis. <i>Organization Theory</i> , 1(1): 2631787719891173.	Theorizes that world society institutionalism and logics perspectives be bridged to advance research regarding our modern world in which the liberal capitalist democracy model is no longer on a trajectory to be the dominant world order, and which is rife with global challenges.	Theoretical	civil society, culture, domination, economic sociology, institutional theory, non-profit organizations, power, resistance

Luo, X. 2007. Continuous learning: The influence of national institutional logics on training attitudes. <i>Organization Science</i> , 18(2): 280-296.	Institutional logics affect individual level attitudes and preferences such that individuals guided by nonstatist and noncorporatist national logics have different preferences to those in statist and corporatist national logics.	Empirical, Quantitative	Cross-national study of employee training	institutional theory, macro-micro links, cross-national research, individual attributes, employee training
Mair, J., Mayer, J., & Lutz, E. 2015. Navigating institutional plurality: Organizational governance in hybrid organizations. <i>Organization Studies</i> , 36(6): 713-739.	Faced with institutional plurality, hybrid organizations engage in single logic prioritization (conforming hybrids) or defiance, selective coupling and innovation (dissenting hybrids). Some organizations may be symbolically versus substantively hybrid.	Empirical, Mixed methods	Social enterprises	governance, hybrid organizations, institutional plurality, mechanism, social enterprises
Malenfant, R. 2009. Risk, control and gender: Reconciling production and reproduction in the risk society. <i>Organization Studies</i> , 30(2-3): 205-226.	Understandings of risk differ subject to logics of science and society defined by individual's interests.	Empirical, Qualitative	Employer-employee relations	risk society, health risk logics, gender, pregnancy, work organization

Malhotra, N., Zietsma, C., Morris, T., & Smets, M. 2021. Handling resistance to change when societal and workplace logics conflict. <i>Administrative Science Quarterly</i> , 66(2): 475-520.	Organization initiated augmentation of a dominant logic with another logic manifests resistor-change agent practices in the form of concerns-responses. These pairings ultimately lead to internal logic settlement over time. Situational cues indicate to individuals which logic they should access, but social constraints (e.g., stigma, threats) still play a role.	Empirical, Qualitative	Elite law firms	intra-individual plurality, resistance to change, logic settlements, work-family and careers, professions
Marquis, C., & Lounsbury, M. 2007. Vive la résistance: Competing logics and the consolidation of US community banking. <i>Academy of Management Journal</i> , 50(4): 799-820.	Introduction of a competing (national) logic into a local community spurs community resistance activities consistent with the community logic.	Empirical, Quantitative	USA banking communities	resistance, competing logics, community, institutional change
Martin, G., Currie, G., Weaver, S., Finn, R., & McDonald, R. 2017. Institutional complexity and individual responses: delineating the boundaries of partial autonomy. <i>Organization Studies</i> , 38(1): 103-127.	The way logics constrain and enable individual agency is mediated by the role of the organization and their approach to either deflect, transmit or refract logics from the field.	Empirical, Qualitative	English National Health Service	healthcare, institutions, managerialism, markets, National Health Service, professionalism

<p>Masood, A., & Nisar, M. A. 2020. Crushed between two stones: Competing institutional logics in the implementation of maternity leave policies in Pakistan. <i>Gender, Work, & Organization</i>, 27(6): 1103-1126.</p>	<p>Institutional logics act in mutually cooperative and reinforcing ways through societal, organizational, and individual levels in the creation of supporting an overarching logic of patriarchy.</p>	<p>Empirical, Qualitative</p>	<p>Pakistani women doctors</p>	<p>administrative burden, gender and diversity in organizations, healthcare organizations, physician mothers, policy implementation, work-life balance</p>
<p>McPherson, C. M., & Sauder, M. 2013. Logics in action: Managing institutional complexity in a drug court. <i>Administrative Science Quarterly</i>, 58(2): 165-196.</p>	<p>Institutional logics affect every day organizational activity through actors' adoption and employment of logics to negotiate outcomes. This demonstrates a discretionary agency of actors in the use of logics through straying from "home" and "hijack" of others' logics, which is still constrained by organizational forces of procedure, definition, and disposition.</p>	<p>Empirical, Qualitative</p>	<p>Drug court</p>	<p>drug courts, ethnography, professions, institutional complexity</p>
<p>Meyer, J.W., & Jepperson, R. L. 2000. The "actors" of modern society: The cultural construction of social agency. <i>Sociological Theory</i>, 18(1), 100-120.</p>	<p>Theorizes how the modern "actor" is itself a cultural product, and a taken for granted premise for much sociological research and theory (even amongst culturalist).</p>	<p>Theoretical</p>		<p>actorhood, modern society, cultural construction of agency</p>

<p>Meyer, J.W., & Rowan, B. 1977. Institutionalized organizations: Formal structure as myth and ceremony. <i>American Journal of Sociology</i>, 83(2), 340-363.</p>	<p>Isomorphism of organizational form emerges from the institutionalization of myths and actions for what is legitimate. Yet appearance of legitimacy and practical activity of the organization are decoupled, a phenomena supported by logics and rituals of confidence and good faith.</p>	<p>Theoretical</p>	<p>myths, practice, decoupling, organizations, isomorphism</p>	
<p>Meyer, R. E., Egger-Peitler, I., Höllerer, M. A., & Hammerschmid, G. 2014. Of bureaucrats and passionate public managers: Institutional logics, executive identities, and public service motivation. <i>Public Administration</i>, 92(4): 861-885.</p>	<p>An individual's association with a particular logic is correlated with different cognitions and social feelings, like compassion and motivations.</p>	<p>Empirical, Quantitative</p>	<p>European executives</p>	<p>frames, social identities, vocabularies, identity work, public service motivation</p>
<p>Meyer, R. E., & Hammerschmid, G. 2006. Changing institutional logics and executive identities: A managerial challenge to public administration in Austria. <i>American Behavioral Scientist</i>, 49(7): 1000-1014.</p>	<p>Institutional logics are enacted and negotiated at a microlevel through identities. Individuals can pick parts of logics and use different vocabularies in the microlevel identity work to reveal localized translations of logics.</p>	<p>Empirical, Quantitative</p>	<p>Public administration</p>	<p>public administration, Austria, managerial logic, global logic, public management, social identity</p>

<p>Meyer, R. E., & Höllerer, M. A. 2010. Meaning structures in a contested issue field: A topographic map of shareholder value in Austria. <i>Academy of Management Journal</i>, 53(6): 1241-1262.</p>	<p>Public discourse affects the translation of organizational concepts across cultural boundaries. Actors deploy strategies that engage with (polarize) or avoid (neutralize) translation challenges, subject to power and degree of localization of translated principles.</p>	<p>Empirical, Mixed methods</p>	<p>Austrian public issue field</p>	<p>fields, institutional contestation, framing, meaning</p>
<p>Meyer, R. E., & Vaara, E. 2020. Institutions and actorhood as co-constitutive and co-constructed: The argument and areas for future research. <i>Journal of Management Studies</i>, 57(4): 898-910.</p>	<p>Institutions and actors are mutually co-constructing and co-constituting one another. This must be remembered when dealing with communication and discourse, which are the foundations of institutions.</p>	<p>Essay</p>	<p>actorhood, co-constitution, communication, discourse, institutional theory, legitimacy, multimodality</p>	
<p>Micelotta, E., Lounsbury, M., & Greenwood, R. 2017. Pathways of institutional change: An integrative review and research agenda. <i>Journal of Management</i>, 43(6): 1885-1910.</p>	<p>Institutional change can be categorized into four types based on a 2x2 typology of (i) scope of change (developmental or transformational), and (ii) pace of change (evolutionary and revolutionary). The four types of change are institutional (i) displacement, (ii) alignment, (iii) accommodation, and (iv) accretion. Taken an</p>	<p>Review</p>	<p>institutional theory (sociology); change pathways</p>	

	institutional logics perspective can enhance theorization of these types of change.			
Miller, D., Le Breton-Miller, I., & Lester, R. H. 2011. Family and lone founder ownership and strategic behaviour: Social context, identity, and institutional logics. <i>Journal of Management Studies</i> , 48(1): 1-25.	The institutional logics of major shareholders and CEOs influence which growth strategies a firm will pursue.	Empirical, Quantitative	Fortune 1000 firms	firm strategy, family logic, founder logic
Misangyi, V. F., Weaver, G. R., & Elms, H. 2008. Ending corruption: The interplay among institutional logics, resources, and institutional entrepreneurs. <i>Academy of Management Review</i> , 33(3): 750-770.	Institutional change takes place through social actors functioning as institutional entrepreneurs and requires them to both disable the existing logic's identities, schemas, and practices, and establishing the new logic. This is a resource (economic, cultural, social, and symbolic) intense endeavour.	Theoretical		institutional entrepreneurs, institutional change, corruption, resources, actors
Misutka, P. J., Coleman, C. K., Jennings, P. D., & Hoffman, A. J. 2013. Processes for retrenching logics: The Alberta oil sands case, 2008-2011. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action</i> ,	Institutional change stalls under conditions of logic multiplicity due to three retrenchment processes of (i) cultural positioning within existing logics, (ii) active behavioural resistance such as avoidance or fragmentation, co-opting and	Empirical, Qualitative	Alberta oil sands	institutional theory, plural logics, power, qualitative analysis, oil industry

<i>Part A</i> : 131-163. Emerald Group Publishing Limited: Bingley.	reframing, and (iii) feedback shaping through translation and hybridization.			
Mitchell, W., Wu, Z., Bruton, G.D. and Gautam, D.K. 2022. Microlevel analysis of institutional intermediation in a rudimentary market-based economy: Entrepreneurship in Kathmandu's Indrachok Market. <i>Organization Science</i> , 33(6): 2106-2134.	An entrepreneur's network of institutional intermediaries is quite diverse based on (i) locality (local or broad-based), and (ii) the business registration status and clustering with like businesses.	Empirical, Mixed methods	Entrepreneurs in Kathmandu, Nepal	abductive research, mixed methods, institutional intermediaries, microinstitutions, entrepreneur preference, registration status, informal business, microgeography, business clusters, rudimentary market-based economy
Mohr, J. W., & Duquenne, V. 1997. The duality of culture and practice: Poverty relief in New York City, 1888-1917. <i>Theory and Society</i> , 26(2/3): 305-356.	The institutional system can be known and understood through the broad patterns of practices and culture. Changes in these patterns can demonstrate broader institutional system change. Through this we can characterize and describe an institutional logic, and its variance, through time.	Empirical, Qualitative		logics, poverty, lattice, language, culture, practice, change
Moss, T. W., Renko, M., Block, E. and Meyskens, M. 2018. Funding the story of hybrid ventures: Crowdfunder lending preferences and linguistic hybridity. <i>Journal of</i>	Enterprises will be funded more quickly on socially oriented crowdfunding platforms when they engage with just the social logic, rather	Empirical, Quantitative	Crowdfunding platforms	hybrid organizations, prosocial organizing, categories, crowdfunding, social entrepreneurship

<i>Business Venturing</i> , 33(5): 643-659.	than trying to blend social and economic logics.			
Murray, F. 2010. The oncomouse that roared: Hybrid exchange strategies as a source of distinction at the boundary of overlapping institutions. <i>American Journal of Sociology</i> , 116(2): 341-388.	Hybridized logics do not have to appear through collapse of a former logic, blending of multiple logics, or simple coexistence. Rather, hybridized logics can come from conflict and contestation that is shaped by boundary work that maintains the difference between the logics while still engaging with resources from across logics.	Empirical, Qualitative	Oncomouse	hybrids, contestation, conflict, academia, science, patents, technology, preservation, boundary work
Mutch, A. 2021. Challenging Community: Logic or Context? <i>Organization Theory</i> , 2(2): 26317877211004602.	"Community" is not a logic because it lacks coherence of substance and practices. Instead, "community" should be conceptualized as a context for contestation and blending of true logics.	Theoretical		civil society, critical realism, culture, human relations and practices, institutional theory, non-profit organizations
Newenham-Kahindi, A., & Stevens, C. E. 2018. An institutional logics approach to liability of foreignness: The case of mining MNEs in Sub-Saharan Africa. <i>Journal of International Business Studies</i> , 49(7): 881-901.	The contrast/conflict between a multinational enterprise's home versus host country logics will exacerbate the liability of foreignness faced by the firm in conducting operations in the host country	Empirical, Qualitative	Multinational enterprises in East Africa	liability of foreignness, institutional entrepreneurship, intermediaries, employees

<p>Ngoye, B., Sierra, V., & Ysa, T. 2019. Different shades of gray: A priming experimental study on how institutional logics influence organizational actor judgment. <i>Public Administration Review</i>, 79(2): 256-266.</p>	<p>Institutional logics affect individuals' judgements.</p>	<p>Empirical, Quantitative</p>	<p>Public and private sector managers</p>	<p>experiment, activation, prime, decision making</p>
<p>Nigam, A., & Ocasio, W. 2010. Event attention, environmental sensemaking, and change in institutional logics: An inductive analysis of the effects of public attention to Clinton's health care reform initiative. <i>Organization Science</i>, 21(4): 823-841.</p>	<p>Institutional logics are formed and change through collective sensemaking based on attention to salient features arising from external events.</p>	<p>Empirical, Qualitative</p>	<p>Clinton health reform</p>	<p>events, attention, sensemaking, theorization, institutional change, organizational field, hospitals, health care reform</p>
<p>Ocasio, W. 1997. Towards an attention-based view of the firm. <i>Strategic Management Journal</i>, 18(S1): 187-206.</p>	<p>Decision makers in a firm will avert their attention as directed by the situation they are in according to the issues, controls, communications, activities of the firm.</p>	<p>Theoretical</p>		<p>attention, cognition, social structure, theory of the firm</p>
<p>Ocasio, W. 2011. Attention to attention. <i>Organization Science</i>, 22(5): 1121-1367.</p>	<p>There are different forms of attention in organization science (attentional, attentional engagement, attentional selection) which can be used to explain change subject to structure, perspectives and</p>	<p>Theoretical</p>		<p>attention, selective attention, executive attention, vigilance, cognition, adaptation, perspective, engagement, selection</p>

	sensemaking, similarities of attention between actors, and internal and external players.		
Ocasio, W., & Gai, S. L. 2020. Institutions: Everywhere but not everything. <i>Journal of Management Inquiry</i> , 29(3): 262-271.	Responds to critiques of neo-institutional theory by articulating the evolution of organizational institutionalism to address change and variation rather than isomorphism.	Essay	culture, institutional theory, institutions, organizations
Ocasio, W., Loewenstein, J., & Nigam, A. 2015. How streams of communication reproduce and change institutional logics: The role of categories. <i>Academy of Management Review</i> , 40(1): 28-48.	Theorizes that institutional logics are formed and changed through four communication functions (coordinating, sense giving, translating, and theorizing) in both organizations and fields.	Theoretical	communications, change, categories, field, organizations
Ocasio, W., Mauskapf, M., & Steele, C. W. 2016. History, society, and institutions: The role of collective memory in the emergence and evolution of societal logics. <i>Academy of Management Review</i> , 41(4): 676-699.	Theorizes that societal logics are historically formed, and emerge through everyday lived experiences and artifacts, like documents, archives, and historical events.	Theoretical	collective memory, history, logic evolution,
Ocasio, W., Thornton, P. H., & Lounsbury, M. 2017. Advances to the institutional logics perspective. <i>The SAGE handbook of organizational</i>	Reviews key tenets of literature on institutional logics and identifies a variety of future research opportunities.	Review	historical account, pluralism, complexity, logic emergence and change, strategic management, methods, actors, temporality,

<p><i>institutionalism</i> (2nd ed.): 509-531. Thousand Oaks, CA: SAGE</p>				<p>boundaries, embedded agency</p>
<p>Owusu, J. D., & Washington, M. 2021. The influence of commercial and family logics on organizational founding attempts. <i>Academy of Management Proceedings</i>, 1: 15698.</p>	<p>Institutional logics affect entrepreneurial founding teams' likelihood of success such that the family logic has a more positive success rate than the commercial logic.</p>	<p>Empirical, Mixed methods</p>	<p>Manufacturing sector in Ghana</p>	<p>entrepreneurial founding teams, founders, firm founding, family embeddedness, commercial embeddedness</p>
<p>Pache, A. C., & Santos, F. 2010. When worlds collide: The internal dynamics of organizational responses to conflicting institutional demands. <i>Academy of Management Review</i>, 35(3): 455-476.</p>	<p>Organizational responses (either acquiescence and compromise, or avoidance, or defiance and manipulation) to institutional complexity are determined by the nature of demands (means-goals i.e., ends) and degree of representation of complexity (absent, singular, or multiple) within the organization.</p>	<p>Theoretical</p>		<p>institutional complexity, organizational responses, strategy, means-ends</p>
<p>Pache, A. C., & Santos, F. 2013. Embedded in hybrid contexts: How individuals in organizations respond to competing institutional logics. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action</i>,</p>	<p>Individuals respond to competing logics through (ignoring, complying, compartmentalizing, combining, or resisting) contingent upon their level of familiarity with the logic (novice, familiar, identified)</p>	<p>Theoretical</p>		<p>institutional complexity, practice, institution</p>

Part B: 3-35. Emerald Group Publishing Limited: Bingley.	and intensity of hybridity (low-high).			
Pache, A. C., & Santos, F. 2013. Inside the hybrid organization: Selective coupling as a response to competing institutional logics. <i>Academy of Management Journal</i> , 56(4): 972-1001.	Hybrid organizations engage in strategies of selective coupling of practice enactment thus demonstrating agency subject to the degree of legitimacy they had already established.	Empirical, Qualitative	Social enterprises	hybrid organizations, social enterprises, decoupling, compromising, competing logics, strategies
Pahnke, E. C., Katila, R., & Eisenhardt, K. M. 2015. Who takes you to the dance? How partners' institutional logics influence innovation in young firms. <i>Administrative Science Quarterly</i> , 60(4): 596-633.	The institutional logics of a venture's funding partners affect the venture's type of innovativeness. Venture capitalists (VC) have significant positive effects on commercial innovation. Corporate VC have no statistically significant effect on innovation. Government investors have significant negative effects on technical innovations.	Empirical, Quantitative	USA medical device firms	new firms, innovation, funding partners, venture capital, medical device industry, entrepreneurship, venture funding
Pershina, R., & Soppe, B. 2020. Alone or in concert? Creative entrepreneurs and the role of multiple institutional logics in crowdfunding pitches. In J. S. Pedersen, B. Slavich, & M. Khair (Eds.) <i>Technology and Creativity: Production,</i>	The institutional logics used by entrepreneurs in crowdfunding pitches influences their success in raising funds, contingent upon the stage of development (early or late) of the venture.	Empirical, Quantitative	Indie game developer funding pitches on Kickstarter	crowdfunding, pitching, Kickstarter, creative entrepreneurs

Mediation and Evaluation in the Digital Age: 147-179.
Palgrave Macmillan Cham.

<p>Petit, O., Kuper, M., & Ameer, F. 2018. From worker to peasant and then to entrepreneur? Land reform and agrarian change in the Saïss (Morocco). <i>World Development</i>, 105(2018), 119-131.</p>	<p>Borders between types of venture are porous based on intergenerational mobility and resulting in hybridized forms of ventures and in the context of regulatory reforms.</p>	<p>Empirical, Qualitative</p>	<p>Agriculture in Morocco</p>	<p>groundwater economy, modes of farming, young farmers, entrepreneurial practices and logics, Africa, Morocco</p>
<p>Pouthier, V., Steele, C. W., & Ocasio, W. 2013. From agents to principles: The changing relationship between hospitalist identity and logics of health care. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part A:</i> 203-241. Emerald Group Publishing Limited: Bingley.</p>	<p>A logic can become separated from an individual agent's identity through a model of detachment via collective distancing. Alternative mechanisms in response to identity threats and opportunities arising in the institutional environment may be (i) collective reaffirmation; and (ii) defection.</p>	<p>Empirical, Qualitative</p>	<p>Healthcare in the United States</p>	<p>institutional complexity, practice, institution</p>
<p>Powell, W. W., & Colyvas, J. A. 2008. Microfoundations of institutional theory. In R. Greenwood, C. Oliver, K. Sahlin, & R. Suddaby (Eds.), <i>The SAGE handbook of organizational institutionalism</i></p>	<p>Reviews the literature on the microfoundations and processes of institutional theory generally with a specific framing of social constructionism thus staying institutional.</p>	<p>Review</p>	<p>microfoundations, institutional theory, micro processes</p>	

(1st ed.): 276-298. Thousand Oaks, CA: SAGE.

Power, M. 2021. Modelling the micro-foundations of the audit society: Organizations and the logic of the audit trail. <i>Academy of Management Review</i> , 46(1), 6-32.	Theorizes that institutional logics become established through progressively stronger (weak, medium, and strong) stages of performativity in which core elements becoming increasingly naturalized.	Theoretical		performativity, process, audit
Purdy, J., Ansari, S. and Gray, B. 2019. Are logics enough? Framing as an alternative tool for understanding institutional meaning making. <i>Journal of Management Inquiry</i> , 28(4), 409-419.	Proposes that frames and framing are the bidirectional and recursive schemes and process which create meaning and explain institutional transformation.	Essay		framing, critique, frames, meaning
Purdy, J. M., & Gray, B. 2009. Conflicting logics, mechanisms of diffusion, and multilevel dynamics in emerging institutional fields. <i>Academy of Management Journal</i> , 52(2), 355-380.	Fields with multiple coexisting and conflicting logics develop through multi-level practices in which organizations either transform, change (from within) bridge between or exit existing fields.	Empirical, Qualitative	State offices of dispute resolution	multi-level analysis, organizations, fields
Quattrone, P. 2015. Governing social orders, unfolding rationality, and Jesuit accounting practices: A procedural approach to institutional logics.	Institutional logics may be inherently (endogenously) dynamic based on a mix of practices that means-ends (how-why) are unfolding.	Empirical, Qualitative	Jesuit Order	rationality, administration, accounting, Jesuits, rhetoric

Administrative Science Quarterly, 60(3), 411-445.

<p>Raaijmakers, A. G., Vermeulen, P. A., Meeus, M. T., & Zietsma, C. 2015. I need time! Exploring pathways to compliance under institutional complexity. <i>Academy of Management Journal</i>, 58(1), 85-110.</p>	<p>In contexts of institutional complexity, decision makers use time as a tool to respond through delays, buffering, and as resource for legitimacy. Unambiguous environments did not see the same lateness in response.</p>	<p>Empirical, Mixed methods</p>	<p>Childcare in the Netherlands</p>	<p>institutional complexity, coercion, contestation, decision making, experiment, time</p>
<p>Randall, J., & Munro, I. 2010. Institutional logics and contradictions: competing and collaborating logics in a forum of medical and voluntary practitioners. <i>Journal of Change Management</i>, 10(1), 23-39.</p>	<p>Professionals engage in processes of cross-profession reflection to develop new guidelines and practices to redefine alternative logics in the health profession.</p>	<p>Empirical, Qualitative</p>	<p>Healthcare</p>	<p>communities of practice, templates-in-use, professional boundaries, diffusion, translation</p>
<p>Rao, H., & Giorgi, S. 2006. Code breaking: How entrepreneurs exploit cultural logics to generate institutional change. <i>Research in Organizational Behavior</i>, 27, 269-304.</p>	<p>Theorizes that institutional entrepreneurs advance their change agendas by engaging in code breaking based on a two-by-two of insider-outsider and existing-imported logics resulting in four "code-breaking processes" of subversion (insider, existing); appropriation (outsider, existing); integration (insider,</p>	<p>Essay</p>		<p>institutional entrepreneurship, social movement theory, cultural logics, politics</p>

	imported); and insurgency (outsider, imported). The likelihood of pursuing select strategies is contingent upon the ambiguity and contradictions of a logic and political context.			
Rao, H., Monin, P., & Durand, R. 2003. Institutional change in Toque Ville: Nouvelle cuisine as an identity movement in French gastronomy. <i>American Journal of Sociology</i> , 108(4), 795-843.	Institutional change within professions happens through mechanisms of identity construction - discrepancies and coherence of identities with different logics.	Empirical, Mixed methods	French gastronomy	institutional change, social movements, social identity, logic abandonment, logic adoption, new logic, new role identities
Raynard, M., Lounsbury, M., & Greenwood, R. 2013. Legacies of logics: Sources of community variation in CSR implementation in China. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part A</i> : 243-276. Emerald Group Publishing Limited: Bingley.	Institutional logics may have residual and enduring consequences for organizational practices even after they are usurped by alternative logics.	Empirical, Quantitative	Corporate Social Responsibility in China	legacies, communities, institutional infrastructure, corporate social responsibility, China
Reay, T., & Hinings, C. R. 2005. The recomposition of an organizational field: Health care in Alberta. <i>Organization Studies</i> , 26(3), 351-384.	Fields become re-institutionalized after radical change through (i) changes to both the structure and dominance of the field's institutional logic (ii) consistent	Empirical, Qualitative	Healthcare in Canada	institutional change, organizational field, Canadian healthcare

	<p>use of power by key actors, and (iii) power of actors dissatisfied with the status quo which influences actors response. Despite change efforts, there will be continued importance of the legacy logic.</p>		
<p>Reay, T., & Hinings, C. R. 2009. Managing the rivalry of competing institutional logics. <i>Organization Studies</i>, 30(6), 629-652.</p>	<p>Competing logics can coexist through collaborative engagement on mutual goals by key actors which facilitates their ability to maintain separate identities. Ultimately resulting in supportive field-level structures for coexisting logics.</p>	<p>Empirical, Qualitative</p>	<p>institutional change, collaboration</p>
<p>Roundy, P. T. 2017. Hybrid organizations and the logics of entrepreneurial ecosystems. <i>International Entrepreneurship and Management Journal</i>, 13(4), 1221-1237.</p>	<p>Theorizes that the emergence and performance of entrepreneurial ecosystems is subject to the presence of both the market and community logics (as necessary conditions) with degree of hybridity or logic dominance of supporting organizations determining types of ventures that will be funded, and how the ecosystem forms.</p>	<p>Theoretical</p>	<p>entrepreneurial ecosystems, regional innovation system, new venture creation, hybrid organizations, institutional logics</p>

Ruppner, L., & Maume, D. J. 2016. The state of domestic affairs: Housework, gender and state-level institutional logics. <i>Social Science Research</i> , 60(Nov), 15-28.	Regional (state-based) logics affect individual's housework time with a gender dynamic.	Empirical, Quantitative	Housework in the United States	housework, time use, institutional logics, welfare state, women, parents, marital status.
Sauermann, H., & Stephan, P. 2013. Conflicting logics? A multidimensional view of industrial and academic science. <i>Organization Science</i> , 24(3): 889-909.	Institutional logics that are often pitched against one another (between) may have more homogeneity than expected. Meanwhile variance within a single logic (within) can be more pronounced than expected.	Empirical, Quantitative	Life scientists	industrial science, academic science, basic and applied research, scientist preferences, independence and pay, publishing and patenting
Savarese, C., Huybrechts, B., & Hudon, M. 2021. The influence of interorganizational collaboration on logic conciliation and tensions within hybrid organizations: Insights from social enterprise–corporate collaborations. <i>Journal of Business Ethics</i> , 173(4), 709-721.	The success of collaborations between hybrid organizations and dominant-logic organizations is contingent upon the type/stage of the collaboration (form of the collaboration), and the intensity of the focus on either the dominant (aligned) or alternative logic.	Theoretical		hybrid organization, social enterprise, interorganizational collaboration, inter-logic tensions
Schou, P. K. 2023. Coming Apart While Scaling Up–Adoption of Logics and the Fragmentation of Organizational Identity in Science-based Ventures.	External pressures to adopt novel institutional logics can lead to organizational identity fragmentation by the adopting firm as a result of swings in	Empirical, Qualitative	Photonics organization	venture scaling, organizational identity, science-based ventures, science commercialization, qualitative case study

<i>Journal of Management Studies</i> , 60(3), 688-721.	power (based on subjection to stakeholders). It is ultimately a process of boundary work.		
Scott, W. R. 1995. <i>Institutions and organizations</i> . California, USA: SAGE.	Lays out an overview of institutional theory including history, the three pillars, empirical evidence, and future directions.	Book	institutional theory, three pillars, history, overview, economics, political science, sociology, future directions
Sewell, W. H. 1992. A theory of structure: Duality, agency, and transformation. <i>American Journal of Sociology</i> , 98(1): 1-29.	Structures are constituted through sets of mutually implied and sustained schemas and resources. Agency emerges from schema knowledge and resource mobilization and their mutual enactment. Therefore, structures are dynamic.	Theoretical	structure, agency, change, stasis, Bourdieu, Giddens, duality
Swidler, A. 1986. Culture in action: Symbols and strategies. <i>American Sociological Review</i> , 51(2): 273-286.	Culture is a toolkit or repertoire called upon to develop strategies of actions within settled and unsettled times.	Theoretical	culture, tool kit, strategies of action, settled, unsettled
Seo, M. G., & Creed, W. D. 2002. Institutional contradictions, praxis, and institutional change: A dialectical perspective. <i>Academy of Management Review</i> , 27(2), 222-247.	Institutional change emerges through a combination of institutional contradictions (e.g., logic multiplicity) and human praxis (i.e., political embedded agency).	Theoretical	institutional change, institutional contradictions, human praxis, embedded agency

Shipilov, A. V., Greve, H. R., & Rowley, T. J. 2010. When do interlocks matter? Institutional logics and the diffusion of multiple corporate governance practices. <i>Academy of Management Journal</i> , 53(4), 846-864.	The ongoing diffusion (beyond initial adoption) of organizational practices is contingent upon previous adoption of the logic, retention of legacy logic practices, and network interlocks with other organizations.	Empirical, Mixed methods	Boards of Directors in Canada	diffusion, practices, path-dependency, multi-wave, network contacts, interlocks
Smets, M., & Jarzabkowski, P. 2013. Reconstructing institutional complexity in practice: A relational model of institutional work and complexity. <i>Human Relations</i> , 66(10), 1279-1309.	Institutional work in contexts of complexity is a dynamic and relational process in which actors construct logic realities through 4 stages of maintaining separation, constructing contradictions, contradictions as compatible and compatible as complementary. This work is embedded in their day-to-day work demands.	Empirical, Qualitative	Global law firms	agency, global law firms, intentionality, practice theory, professional services firms, relationality
Smets, M., Morris, T. I. M., & Greenwood, R. 2012. From practice to field: A multilevel model of practice-driven institutional change. <i>Academy of Management Journal</i> , 55(4), 877-904.	Institutional change (i.e., field-level logic shifts) emerge from dynamics at the level of practice resulting in practice-driven change enabled by organizational coordination and institutional distancing.	Empirical, Qualitative	Global law firms	practice-driven institutional change, practices, field-level change, institutional change, institutional complexity
Smith, W. K., & Besharov, M. L. 2019. Bowing before dual gods: How structured flexibility sustains	Hybrid organizations maintain their hybridity via an ongoing dual process of providing	Empirical, Qualitative	Social enterprise in Cambodia	organizational identity, paradox, social enterprises, hybrid organizations

organizational hybridity. Administrative Science <i>Quarterly</i> , 64(1), 1-44.	guardrails of dominant logics (e.g., formal structures, leadership expertise, stakeholders), and leader cognition (i.e., paradoxical frames).			
Suddaby, R., & Greenwood, R. 2005. Rhetorical strategies of legitimacy. <i>Administrative Science Quarterly</i> , 50(1), 35-67.	Actors within contexts of institutional complexity engage in rhetorical strategies to bring to light the complexity struggles (i.e., institutional vocabularies) and appeals for change resulting in five theorizations of change.	Empirical, Qualitative	Multidisciplinary (law and accounting) firms	institutional complexity, institutional change, rhetoric
Sutter, C., Bhatt, B. and Qureshi, I. 2023. What makes resource provision an effective means of poverty alleviation? A resourcing perspective. <i>Organization Science</i> , 34(1), 223-245.	In resource-scarce settings, resource use is affected not only by the provision of resources, but how individuals understand these resources through "access schemas" which create conflict that is resolved through three mechanisms: precedence, complementarity, and scaffolding.	Empirical, Qualitative	Case study of agricultural not-for-profit in India.	resourcing, poverty alleviation, access schema, resource scarcity, social inequalities, precedence, complementarity, scaffolding
Thornton, P. H. 2001. Personal versus market logics of control: A historically contingent theory of the risk of acquisition.	Organizational adherence to shifts in the prevailing logic over time affect the risk of perceived value of an	Empirical, Mixed methods	Higher education publishing industry	risk of acquisition, institutional change, personal capitalism, market capitalism, historical

<i>Organization Science</i> , 12(3), 294-311.	organization and, ultimately, the risk of acquisition.			contingency, organization determinants of acquisition, market determinants of acquisition
Thornton, P. H. 2004. <i>Markets from culture: Institutional logics and organizational decisions in higher education publishing</i> . Stanford, CA: Stanford University Press.	An extended study (including data published in articles) of how culture (via logics) affects both the formation of markets, and organizational decision-making.	Empirical, Mixed methods	Higher education publishing industry	culture, attention, decision-making, organizations, acquisitions, succession, divisionalization
Thornton, P.H., & Ocasio, W. 1999. Institutional logics and the historical contingency of power in organizations: Executive succession in the higher education publishing industry, 1958–1990. <i>American Journal of Sociology</i> , 105(3), 801-843.	Dynamics of power (i.e., organizational size, rank, and position; acquisitions and competition) affecting executive succession are historically contingent upon shifts in the dominant institutional logics.	Empirical, Mixed methods	Higher education publishing industry	logic shift, attention, power, executive succession, mixed methods
Thornton, P. H., & Ocasio, W. 2008. Institutional logics. In R. Greenwood, C. Oliver, K. Sahlin, & R. Suddaby (Eds.), <i>The SAGE handbook of organizational institutionalism</i> (1st ed.): 99-128. Thousand Oaks, CA: SAGE.	Reviews the literature on institutional logics providing a stock take of the perspective's history, definitions, meta-theoretical assumptions, change, misconceptions, and future research.	Review		metatheory, assumptions, definition, future research

Thornton, P. H., Ocasio, W., & Lounsbury, M. 2012. <i>The institutional logics perspective: A new approach to culture, structure, and process</i> . Oxford: Oxford University Press.	The Thornton et al (2012) book on institutional logics is a theoretical treatise advancing research in this subfield of institutional theory with specific contributions to logics and practice, organizational design, and identity.	Theoretical	Institutional logics	interinstitutional system, microfoundations, change, stability, organizational practices, identity, field-level logics.
Van Dijk, S., Berends, H., Jelinek, M., Romme, A.G.L., Weggeman, M. 2011. Micro-institutional affordances and strategies of radical innovation. <i>Organization Studies</i> , 32(11), 1485–1513.	Embedded agency is possible because institutional heterogeneity affords selection strategies; institutional multiplicity affords tolerance seeking strategies; institutional ambiguity affords transforming strategies. But these are contingent upon the social characteristics of the actors and the innovation characteristics of the change.	Empirical, Qualitative	Legitimacy problems of high-tech companies	embedded agency, institutional entrepreneurship, institutional work, legitimacy, radical innovation, strategic responses
Vaskelainen, T., & Münzel, K. 2018. The effect of institutional logics on business model development in the sharing economy: The case of German carsharing services. <i>Academy of Management Discoveries</i> , 4(3): 273-293.	The institutional logic in which an organization is embedded shapes how the business emerges, including the firm's business model. This is both constraining and enabling. The different institutional logics also provide a barrier to entry by reducing ability to imitate.	Empirical, Qualitative	German carsharing services	business model, sharing economy, qualitative research

Vedula, S., York, J. G., & Corbett, A. C. 2019. Through the looking-glass: the impact of regional institutional logics and knowledge pool characteristics on opportunity recognition and market entry. <i>Journal of Management Studies</i> , 56(7), 1414-1451.	Institutional logics affect firm foundings but the impact is greater under more general, than specific, logic conditions.	Empirical, Quantitative	Cleantech industry	cleantech, institutional logics, opportunity recognition, new firm entry, regional knowledge pool
Venkataraman, H., Vermeulen, P., Raaijmakers, A. and Mair, J. 2016. Market meets community: Institutional logics as strategic resources for development work. <i>Organization Studies</i> , 37(5): 709-733.	New institutional arrangements (social structures) can be created, sustained, and institutionalized through combining interventions from both the community (contextual bridging, creating social obligation and building social loyalty) and market logics (building market literacy, establishing governance and rule system, building a rural business ecosystem).	Empirical, Qualitative	Case study of intermediary in India	case study, institutional theory, qualitative research design
Voronov, M., De Clercq, D., & Hinings, C. R. 2013. Institutional complexity and logic engagement: An investigation of Ontario fine wine. <i>Human Relations</i> , 66(12): 1563-1596.	Actors embedded in organizational fields with multiple logics use different scripts to demonstrate alignment with each of the logics. Actors can change the degree to which they engage	Empirical, Qualitative	Ontario wine industry	aesthetic logic, audiences, institutional complexity, scripts, wine industry

	with each logic relevant to the audience.			
Voronov, M., Glynn, M.A. and Weber, K. 2022. Under the Radar: Institutional Drift and Non-Strategic Institutional Change. <i>Journal of Management Studies</i> , 59(3), 819-842.	Theorizes that institutional change can emerge from every day "mundane" actions resulting in tolerable institutional drift rather than strategic and forceful change.	Theoretical		institutional change, institutions, interactions, practice
Wyer, J. 2003. <i>Social comprehension and judgment: The role of situation models, narratives, and implicit theories</i> . New York: Psychology Press.	Lays out an analysis of the cognitive processes of judgements in social situations with a specific focus on situation models (sensemaking cognitive frameworks), narratives (stories we construct and tell ourselves) and implicit beliefs and assumptions.	Book		cognition, judgement, social situations, narratives, implicit theories, situation models, frameworks
Yan, S., Ferraro, F., & Almandoz, J. 2019. The rise of socially responsible investment funds: The paradoxical role of the financial logic. <i>Administrative Science Quarterly</i> , 64(2), 466-501.	The prevalence of Socially Responsible Investing fund is subject to the dominance of the financial logic in a concave function which represents a shift from the guiding logics of social and market being complementary to competing. This relationship is amplified by union density, but	Empirical, Quantitative	Socially responsible investing	institutional complexity, institutional change, socially responsible investing

	unaffected by logics of religion and green political parties.			
York, J. G., Hargrave, T. J., & Pacheco, D. F. 2016. Converging winds: Logic hybridization in the Colorado wind energy field. <i>Academy of Management Journal</i> , 59(2), 579-610.	In contexts of logic incompatibility, field-level logics become hybridized through a recursive process of organizational actions (i.e., compromise, reframing, contestation, legitimation, embedding) contingent upon field-level conditions.	Empirical, Qualitative	Wind energy field	logic hybridity, fields, organization, process, recursively, environment, alternative energy
York, J. G., O'Neil, I., & Sarasvathy, S. D. 2016. Exploring environmental entrepreneurship: Identity coupling, venture goals, and stakeholder incentives. <i>Journal of Management Studies</i> , 53(5), 695-737.	Entrepreneurs identifying with more than one logic will engage in various degrees of coupling their identity with these logics. This coupling influences subsequent venture goals and their engagement with stakeholders based on stakeholder alignment with either, or both, of the logics.	Empirical, Qualitative	Renewable energy	effectuation, entrepreneurial identity, environmental stewardship, hybrid organizations, social enterprise, sustainability
York, J. G., Vedula, S., & Lenox, M. J. 2018. It's not easy building green: The impact of public policy, private actors, and regional logics on voluntary standards adoption. <i>Academy of Management Journal</i> , 61(4), 1492-1523.	The impact of different actors (i.e., government via policy, technological oriented social movement organizations, & intermediaries) in influencing adoption of proenvironment standards is contingent upon the local strengths of the	Empirical, Quantitative	Regional LEED Certifications	environmental entrepreneurs, standard adoption, regional logic differences, policy

	market and community logics. Environmental entrepreneurs (identifying with both logics) have greater impact in hybrid (equally strong) logic regions.			
Zhao E. Y., & Wry, T. 2016. Not all inequality is equal: deconstructing the societal logic of patriarchy to understand microfinance lending to women. <i>Academy of Management Journal</i> , 59(6): 1994–2020	National logics interact with one another in different ways. National patriarchal logic interacts with family and religion logics to decrease number of women MFO borrowers. It also interacts with the professional and state logic gender <i>equality</i> to enhance MFO employee gender ratios and funding received.	Empirical, Quantitative	Cross-national microfinance	microfinance, patriarchy, family, religion, professions, state, logic interactions
Zilber, T. B. 2013. Institutional logics and institutional work: should they be agreed?. In M. Lounsbury, & E. Boxenbaum (Eds.) <i>Institutional logics in action, Part A</i> : 77-96. Emerald Group Publishing Limited: Bingley.	Theorizes that institutional work and institutional logics are related lines of enquiry which deal with more macro structure and micro practices respectively. However, they are united in their attempts to reconciling tensions within institutional theory.	Theoretical		institutional work
Zucker, L.G. 1987. Institutional theories of organization. <i>Annual Review of Sociology</i> , 13(1): 443-464.	Reviews different camps of institutional theory (including central concepts.	Review		organization, institutional theory, environment, resource dependency theory, agency, population ecology

APPENDIX C Exploratory Interviews Research Guide

SEED-Tunisia – Phase 1 : Exploratory Research

Research Questions for Phase 1: Exploratory Research (Revised Final Document)

Discussions with Women Entrepreneurs in Tunisia

1. Entrepreneur venture:

- a. Can you tell us about yourself?
- b. Can you tell us about your business?
- c. Why did you start your business? In what stage is your venture at? Where do you see your business in 5 years? Is this the first business that you've started?
- d. How did you become a member of the CFE?
- e. Can you tell us a little bit more about your goals, lifestyle, background, religion, marital status, family status and social context? (if appropriate)

2. Current situation : Women entrepreneurship in Tunisia:

- a. What are some of the obstacles/history of issues to women entrepreneurship in Tunisia in the past? What has been tried to solve this? What has worked? What has not worked? What are the gaps that still exist between the social issue and the tried solutions?
- b. How do people perceive entrepreneurship in Tunisia? What aspects are seen as positive/negative?
- c. To what extent do businesses help each other in Tunisia? Are there support networks?
- d. What is the social status associated with being an entrepreneur?

3. Success stories:

- a. What makes a woman successful in entrepreneurship in Tunisia?
- b. Can you tell us about some successful examples of women entrepreneurs?
- c. If a woman is successful in entrepreneurship, how does her husband feel? How does her family and friends feel? In general, are women entrepreneurs supported by their relatives and friends? (if they feel comfortable)

4. Training/Soft skills/Resources in entrepreneurship:

- a. Are you receiving any training in entrepreneurship ?
- b. What government-based or organizational programs to support entrepreneurship are you familiar with? Have you participated in any of them? If yes, what has been your experience?
- c. What sources or platforms of information do you use to guide you as an entrepreneur?
- d. Have you received any formal or informal mentoring in entrepreneurship? If not, would you be interested in that?

5. Networks:

- a. Can you tell us about your social networks? Who do you spend time with? How do you spend their time with your family and friends?
- b. Do you use social media ? What social media platforms do you use regularly? How do you use social media? For what purposes ? How often?
- c. To what extent do you exchange knowledge or work with other entrepreneurs or businesses?
- d. Do you use information and communication technology for your business? If yes, how do you use it?

APPENDIX D Post Experiment Initial Interview Guide

Interview Questions

Field Trip: Tunisia

November 2021

Opening dialogue:

- Thank you for inviting us to your business/home. We are from a Canadian university and we worked with CFE to design the entrepreneurship, & leadership training.
- Consent. We are doing interviews to learn from you, CFE and the program trainers. We want to understand the outcomes, as well as improve future experiences.
 - We're going to record the interviews for translation into English and for use in publishing the research. You can leave the interview at any time and ask us not to record any portion of the interview. If you decide you don't want us to use the data in this interview, please contact CFE within 48 hours.
 - Only essential members of the University Research Teams will have access to any data including the recordings and the translated transcriptions. If we use your data in publishing it will be anonymized and deidentified. Your personal data (*data that can identify you as an individual such as your name or the name of your business*) will not be disclosed or shared outside of the research team. Non-personal data, such as an answer to a general question, may be shared in a report or publication, in an anonymized and deidentified way. We will never use your name.
 - If you're ok with this please say, yes, for recording purposes.

- | | |
|--------------------------|---|
| <input type="checkbox"/> | Yes, consent given to interview, use data and record. |
| <input type="checkbox"/> | Yes, consent given to interview, use data but not record. |
| <input type="checkbox"/> | No, consent not given to interview. |

Questions

1. Describe your business to us. What is your role in starting and managing the business?
 - a. Probe 1: Tell us about a typical day or week in your business.
2. What industry are you in? Are there more men or women in your industry?
 - a. Conditional probe: (If counter to what we have them classified as) Why is this a male (female) dominated industry?
 - b. Probe 2: How does the industry being male- (female-) dominated affect your experience in that industry? Who do you go to for help in your business?
 - c. How is it different for entrepreneurs in women versus male-dominated industries? Are there more growth opportunities in male dominated industries?
 - i. How is networking for women entrepreneurs different from networking for female entrepreneurs in male- versus female-dominated industries?
3. We trained some people with an emphasis on how to innovate in order to improve the **competitiveness of their business in the market**. OR We trained others with an emphasis on how to innovate in order to **better support and be supported by their community**.

We found that how people responded to the training depended on whether they were in a male versus a female dominated industry. So, people like you that work in a:

- a. MALE-dominated industry, and in the training, learned about how to innovate in business to enhance FINANCIAL and COMPETITIVE position, showed **LESS** positive energy to work on their business than those who were trained emphasizing SUPPORTIVE COMMUNITY. Why do you think this is?
 - b. MALE-dominated industry, and in the training learned how to innovate in business to enhance SUPPORTIVE COMMUNITY showed **MORE** positive energy to work on their business than those who were trained emphasizing FINANCIAL and COMPETITIVE position. Why do you think this is?
 - c. FEMALE-dominated industry, and in the training, learned about how to innovate in business to enhance FINANCIAL and COMPETITIVE position, showed **MORE** positive energy to work on their business than those who were trained emphasizing SUPPORTIVE COMMUNITY. Why do you think this is?
 - d. FEMALE-dominated industry, and in the training, learned about how to innovate in business to enhance SUPPORTIVE COMMUNITY showed **LESS** positive energy to work on their business than those who were trained emphasizing FINANCIAL and COMPETITIVE position. Why do you think this is?
4. We also found that [the indirect effect of community logic on individual empowerment through emotional-relational energy is positive among entrepreneurs in MALE-dominated industries and relatively lower and negative among entrepreneurs in FEMALE-dominated industries].

5. In the training you did activities where you:

[Market: worked alone and then shared with the table. About how you can innovate your business for profitable sustainable growth through the BMC.]

[Community: Worked together with your table. About how we could innovate our businesses for community, employees, customers, and self-benefit through the BMC].

Thinking about these activities:

- a. Why would focusing on financial goals and competitiveness in the market make women feel more empowered than focusing on shared community goals and working together?
- b. Is this [working alone / working with others] typical for you in your business activities? Why / why not?
- c. Probe 1: Is it more typical for women entrepreneurs to be self- or others-oriented in their business? What does this look like in your business?
- d. Probe 2: Do women entrepreneurs run their businesses alone or give and receive help from other businesswomen? Other businessmen?
- e. Probe 3: How does this compare to how men run their business – do they work primarily alone, or do they give and receive help from others?
- f. Probe 4: Do other women entrepreneurs typically run their businesses **to benefit** their community or **mostly to benefit** themselves?
- g. Probe 5: Do you see networking as valuable for women entrepreneurs? When is networking a good or bad thing? With whom do you network?

6. What does it mean to you to **grow** your business? Give us an example of growth in your business.
 1. Probe 1: What is business growth in Tunisia for women entrepreneurs? Can you describe what that means for your business?
 2. Probe 2: How is this different to male entrepreneurs?
 3. Why would an entrepreneur want to grow their business? What are the disadvantages of growing your business? Are there any special disadvantages for women versus men?

7. What does it mean to you to be empowered in business and make your own decisions in business activities – finances, customers, products?
 4. Probe 1: It's been 3 months since the leadership training, describe a specific time in which you felt more empowered in your business and like you could make better business decisions?
 5. Probe 2: Since the training, do you feel more empowered, less empowered or about the same in general in your business activities? Why and how? What are some examples of this?
 6. Probe 3: Think about your business interactions before and after the training program. Do people treat you the same or differently? How? What about your relationships with your family? How about in the community where you live?

8. We'll be speaking to many other women entrepreneurs during our time in Tunisia. What questions should we be asking them? What would you have liked to tell us that we didn't ask you? What questions do you have for us?

APPENDIX E Country Level Results

The main analysis uses data collected in one city, Tunis, although the field experiment was hosted in two additional cities – Sousse and Sfax. Due to real-time changes in regional COVID health measures, the experiments in Sousse and Sfax were delivered in a different format. Specifically, in Sfax, Module 3 was delivered virtually and two weeks after Module 2. In Sousse, Module 3 was delivered just one day after Module 2. Given this variability, I removed this data in the main analysis and therefore the manuscript relies upon the cleanest version of the data. As a robustness check, in Appendix E I replicate the moderated-mediation analysis presented in the manuscript using data from Tunis, Sousse and Sfax. While 189 (28%) women began the training, 131 (69.31%) completed it across the three cities with useable data. The final sample size is therefore $n = 131$ (market = 66, community = 65). For brevity, I provide only key statistical information to test the replicability of the findings (see Table E1 for descriptive statistics and correlations, and Table E2 for between-subjects analysis of variables for randomization).

For both individual empowerment and emotional energy, a principal components analysis (PCA) indicated suitability for factorizability with KMO > 0.6 , Bartlett's test of sphericity ($p < .01$), and correlation coefficients greater than 0.3 with at least one other item. The PCA revealed that each item explained at least 14% of the variation in the item. However subsequent Cronbach's alphas indicated that only emotional energy ($\alpha = .705$) and not individual empowerment ($\alpha = .688$) was a suitably reliable scale (Peterson, 1994). However, since this is a replication analysis, I proceeded with the same multi-item construct as that used in the data constrained to only the geographical location of Tunis.

TABLE E1

Descriptive Statistics and Correlations

Variable	M	S.D.	1	2	3	4	5	6	7	8	9	10	11
1. Condition (market logic)	.5	.50											
2. Entrepreneur age (<i>entage</i>)	3.77	.94	-.09										
3. Baseline market logic affinity (<i>mktbase</i>)	5.94	1.22	.01	-.03									
4. Baseline community logic affinity (<i>combase</i>)	6.13	.91	-.09	.09	.313**								
5. Venture size (<i>size</i>)	1.6	1.87	-.03	.06	.03	-.09							
6. Venture age (<i>venage</i>)	2.98	5.01	-.08	.24**	.01	-.17	.28**						
7. Commercialization activity (<i>comm</i>)	.81	.39	.08	-.01	.20*	.04	.42**	.29**					
8. Social enterprise (<i>socent</i>)	.43	.50	-.08	0.15	-.04	.11	-.03	-.14	-.34**				
9. Female dominated industry (<i>indfem</i>)	.39	.49	-.05	-.02	-.15	-.02	-.09	.12	-.08	.17			
10. Individual empowerment	6.64	.45	.17	.01	.01	.08	.11	.11	.17	.00	-.09		
11. Emotional energy	6.33	.72	.02	.13	.20*	.28**	-.10	.06	-.09	.04	-.01	.21*	
12. Change in growth aspirations	.19	1.41	-.18*	.18	-.05	-.02	-.29**	-.08	-.03	-.02	-.09	.06	.09

* Significant at p<.05. ** Significant at p<.01

TABLE E2

Between-Subjects Effects of Demographic and Venture Covariates

Variable	MS	F (df₁, df₂)	Sig (two- tailed)	Partial η²
Entrepreneur age (<i>entage</i>)	.799	.902 (1, 112)	.34	.00
Baseline market logic affinity (<i>mktbase</i>)	.03	.02 (1, 129)	.88	.00
Baseline community logic affinity (<i>combase</i>)	.95	1.15 (1, 129)	.29	.00
Venture size (<i>size</i>)	.47	.13 (1, 128)	.72	.00
Venture age (<i>venage</i>)	22.59	.90 (1, 127)	.35	.00
Commercialization activity (<i>comm</i>)	.13	.81 (1, 126)	.37	.00
Social enterprise (<i>socent</i>)	.18	.73 (1, 128)	.39	.00
Female dominated industry (<i>indfem</i>)	.05	.22 (1, 105)	.64	.00

In summary, the results (see Table E3) indicate support for the directional effects of the model presented in the manuscript. Specifically, the market logic is associated with decreased growth aspirations, but higher individual empowerment amongst women entrepreneurs. Individual empowerment is associated with higher growth aspirations, but with effects that are insufficient to offset the main negative effect of the market logic. Finally, emotional energy negatively moderates the relationship between individual empowerment and growth aspirations. Most of these relationships remain statistically significant across models with a few key exceptions. First, when controlling for entrepreneurial age (Model 2) and gendered industry (Model 9) respectively, the statistical significance of the mediating and moderating effects is reduced while the control variables themselves are nonsignificant. Since both entrepreneurial age ($n = 102$) and gendered industry ($n = 97$) suffer from the most missing data, I believe the reduced significance in these

models of the hypothesized relationships is explained via reduced statistical power in which the combination of sample size, magnitude of observed effects, and number of variable relationships is insufficient to provide sufficient data for this analysis. More notably, the index of moderated mediation, which indicates the veracity of the moderated-mediation model, spans zero in all models except for Model 5 which controls for venture size. Therefore, while the effects are significant and coefficient slopes indicative, the full model of moderated mediation is non-significant at a confidence interval of 95%. Out of interest, I reduced the acceptable confidence interval to 90% (see Table E4). The results now replicate the findings of the main manuscript with statistical significance, including for the index of moderated mediation. Therefore, while my manuscript demonstrates the efficacy of the results under ideal controlled conditions, the wider three-city results demonstrate the effectiveness of the results under greater real-world variation at the 90% confidence interval.

TABLE E3

Results of PROCESS Replication Analysis for Tunis, Souse and Sfax Data
(95% Confidence Interval)

Covariate	Path	Model			
		1	2	3	4
<i>market logic (X)</i>	$a_1 \rightarrow M$.17** (.08)	.16* (.09)	.18** (.08)	.19** (.08)
	$c' \rightarrow Y$	-.53** (.26)	-.62** (.27)	-.53** (.26)	-.55** (.27)
<i>individual empowerment (M)</i>	$b_1 \rightarrow Y$	4.69** (2.20)	3.53 (2.22)	4.70** (2.21)	4.52** (2.22)
<i>emotional energy (W)</i>	$b_2 \rightarrow Y$	4.96** (2.37)	3.67 (2.41)	4.97** (2.38)	4.80** (2.39)
<i>individual empowerment * emotional energy (MW)</i>	$b_3 \rightarrow Y$	-.73** (.35)	-.53 (.36)	-.73** (.36)	-.70* (.36)
<i>entage</i>	$a_2 \rightarrow M$		-.00 (.05)		
	$b_4 \rightarrow Y$.19 (.15)		
<i>mktbase</i>	$a_2 \rightarrow M$.01 (.03)	
	$b_4 \rightarrow Y$			-0.02 (.11)	
<i>combase</i>	$a_2 \rightarrow M$.04 (.04)
	$b_4 \rightarrow Y$				-.09 (.15)
<i>constant</i>	$i_M \rightarrow M$	6.54*** (.06)	6.58*** (.19)	6.46*** (.21)	6.28*** (.28)
	$i_Y \rightarrow Y$	-31.33** (14.58)	-24.79* (14.71)	-31.31** (14.64)	-29.87** (14.83)
Index (LLCI, ULCI)		(-.36, .00)	(-.31, .03)	(-.37, .00)	(-.37, .00)

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

TABLE E3 (continued)

		Model				
		5	6	7	8	9
<i>market logic (X)</i>	$a_1 \rightarrow M$.17** (.08)	.18** (.08)	.16** (.08)	.17** (.08)	.17* (.09)
	$c' \rightarrow Y$	-.53** (.25)	-.67** (.26)	-.56** (.26)	-.56** (.26)	-.59** (.27)
<i>individual empowerment (M)</i>	$b_1 \rightarrow Y$	5.47*** (2.07)	5.08** (2.14)	4.96** (2.23)	4.86** (2.12)	4.39* (2.21)
<i>emotional energy (W)</i>	$b_2 \rightarrow Y$	5.60** (2.22)	5.41** (2.30)	5.23** (2.39)	5.17** (2.38)	4.69* (2.39)
<i>individual empowerment * emotional energy (MW)</i>	$b_3 \rightarrow Y$	-.84** (.33)	-.79** (.35)	-.77** (.36)	-.76** (.36)	-.68* (.35)
<i>Size</i>	$a_2 \rightarrow M$.02 (.20)				
	$b_4 \rightarrow Y$	-.26*** (.06)				
<i>venage</i>	$a_2 \rightarrow M$.01 (.00)			
	$b_4 \rightarrow Y$		-.05* (.03)			
<i>comm</i>	$a_2 \rightarrow M$.17* (.10)		
	$b_4 \rightarrow Y$			-.20 (.34)		
<i>socent</i>	$a_2 \rightarrow M$				-.02 (.08)	
	$b_4 \rightarrow Y$				-.01 (.26)	
<i>indfem</i>	$a_2 \rightarrow M$					-.05 (.09)
	$b_4 \rightarrow Y$					-.20 (.28)
<i>constant</i>	$i_M \rightarrow M$	6.52*** (.07)	6.52*** (.06)	6.41*** (.10)	6.56*** (.07)	6.55*** (.07)
	$i_Y \rightarrow Y$	-35.57** (13.69)	-34.09** (14.18)	-32.89** (14.73)	-32.47** (14.68)	-29.58** (14.75)
Index MM		(-.37, -.00)	(-.38, .00)	(-.35, .00)	(-.37, .003)	(-.38, .02)

TABLE E4

Results of PROCESS Replication Analysis for Tunis, Souse and Sfax Data
(90% Confidence Interval)

Covariate	Path	Model			
		1	2	3	4
<i>market logic (X)</i>	$a_1 \rightarrow M$.18** (.08)	.16* (.09)	.18** (.08)	.18** (.08)
	$c' \rightarrow Y$	-.53** (.26)	-.62** (.27)	-.53** (.26)	-.55** (.27)
<i>individual empowerment (M)</i>	$b_1 \rightarrow Y$	4.69** (2.20)	3.54 (2.22)	4.70** (2.21)	4.52** (2.22)
<i>emotional energy (W)</i>	$b_2 \rightarrow Y$	4.96** (2.37)	3.68 (2.41)	4.97** (2.38)	4.80** (2.39)
<i>individual empowerment * emotional energy (MW)</i>	$b_3 \rightarrow Y$	-.73** (.35)	-.53 (.36)	-.73** (.36)	-.70* (.36)
<i>entage</i>	$a_2 \rightarrow M$		-.00 (.05)		
	$b_4 \rightarrow Y$.20 (.15)		
<i>mktbase</i>	$a_2 \rightarrow M$.01 (.03)	
	$b_4 \rightarrow Y$			-.02 (.11)	
<i>combase</i>	$a_2 \rightarrow M$.04 (.04)
	$b_4 \rightarrow Y$				-.09 (.15)
<i>constant</i>	$i_M \rightarrow M$	6.55*** (.06)	6.58*** (.19)	6.46*** (.21)	6.28*** (.28)
	$i_Y \rightarrow Y$	-31.33** (14.58)	-24.79* (14.71)	-31.31** (14.64)	-29.87** (14.83)
Index MM (LLCI, ULCI)		(-.32, -.00)	(-.27, .01)	(-.32, -.00)	(-.32, -.00)

* Significant at $p \leq .1$, ** Significant at $p \leq .05$, *** Significant at $p \leq .01$

TABLE E4 (continued)

	Path	Model				
		5	6	7	8	9
<i>market logic (X)</i>	$a_1 \rightarrow M$.17** (.08)	.18** (.08)	.16** (.08)	.17** (.08)	.17* (.09)
	$c' \rightarrow Y$	-.53** (.25)	-.67** (.26)	-.56** (.27)	-.55** (.27)	-.59** (.27)
<i>individual empowerment (M)</i>	$b_1 \rightarrow Y$	5.47*** (2.07)	5.08** (2.14)	4.96** (2.23)	4.86** (2.21)	4.39* (2.21)
<i>emotional energy (W)</i>	$b_2 \rightarrow Y$	5.60** (2.22)	5.41** (2.30)	5.23** (2.39)	5.17** (2.38)	4.69* (2.39)
<i>individual empowerment * emotional energy (MW)</i>	$b_3 \rightarrow Y$	-.84** (.33)	-.79** (.35)	-.77** (.36)	-.76** (.36)	-.68* (.36)
<i>size</i>	$a_2 \rightarrow M$.02 (.02)				
	$b_4 \rightarrow Y$	-.26*** (.06)				
<i>venage</i>	$a_2 \rightarrow M$.01 (.01)			
	$b_4 \rightarrow Y$		-.05* (.06)			
<i>comm</i>	$a_2 \rightarrow M$.17* (.10)		
	$b_4 \rightarrow Y$			-.20 (.34)		
<i>socent</i>	$a_2 \rightarrow M$				-.02 (.08)	
	$b_4 \rightarrow Y$.01 (.26)	
<i>indfem</i>	$a_2 \rightarrow M$					-.05 (.09)
	$b_4 \rightarrow Y$					-.20 (.28)
<i>constant</i>	$i_M \rightarrow M$	6.52*** (.07)	6.52*** (.06)	6.41** (.10)	6.56*** (.07)	-6.55*** (.07)
	$i_Y \rightarrow Y$	-35.57** (13.69)	-34.09** (14.18)	-32.88** (14.73)	-32.47** (14.68)	-29.58** (14.75)
Index MM		(-.33, -.02)	(-.34, -.01)	(-.31, -.00)	(-.32, -.00)	(-.33, .00)