

Dissertation release

7.8.2017

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

Title of the dissertation	Signaling and shaping legitimacy: Weaving webs of meaning in time and new markets
Contents of the dissertation	<p>The first two essays explore how managers endeavour to shape outside audience evaluations and gain support for their venture in new market settings. Such contexts are highly novel, and largely devoid of the shared rules, norms and beliefs that are institutionalized in more established settings. Consequently, managers need to create new beliefs, and import cultural material, such as resonant storylines, from other contexts to make their communications to outsiders compelling.</p> <p>These two essays are qualitative inductive studies that analyze the words and texts of managers in new markets related to electric vehicle technologies. The first study reveals how managers tell stories about their venture and new market to frame themselves as more legitimate than their competitors, while the second study reveals how firms seek to influence regulatory agencies to shape the emerging rules of market competition in their favour.</p> <p>The third essay is a conceptual paper that illuminates how time is a socially constructed phenomenon. Through a synthesis of existing research on time from several domains, the paper theorizes how institutionalized "temporal structures" shape the ways that companies and individuals organize and strategize.</p> <p>Together, the dissertation reveals new ways in which how organizations can deploy and shape culture for strategic reasons, as well as to address social challenges.</p>
Field of the dissertation	Industrial Engineering and Management, Strategy and Venturing
Doctoral candidate	Chris Rowell, M. Sc. (Econ.) Born in New Zealand, 1985
Time of the defence	16.8.2017 at 12 noon
Place of the defence	Aalto University School of Science, lecture hall AS1, Maarintie 8, Espoo
Opponent	Professor Shahzad Ansari, University of Cambridge, UK
Custos	Associate Professor Robin Gustafsson, Aalto University School of Science, Department of Industrial Engineering and Management
Doctoral candidate's contact information	Chris Rowell Department of Industrial Engineering and Management +16048800176 christopher.rowell@aalto.fi