

"A man is
great by
deeds, not by
birth"
-Chanakya

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Social Construction of Institutional Theory

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Social Construction of Institutional Theory

Abstract

While Institutional Theory had its roots in not-for-profit and government organizations, over time it has focused more on commercial, market facing organizations. This has seen the theory veer towards 'market driven agency logic'. However, revising the basic arguments of the development of institutional theory as a source of legitimacy of organizations within accepted social and cultural norms will help us better understand the institutional logic behind formation and growth of social enterprises. This working paper makes an effort to identify the same and throw more light on the understanding of institutional theory as applied to social enterprises.



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