

IS Research Seminar: Andreea Gorbatai | Thursday, Nov 13th from 4-5:30pm in KMC 3-110

**NYU Stern School of Business
Department of Information, Operations & Management Sciences
INFORMATION SYSTEMS RESEARCH SEMINAR**

TOPIC: Enchanting Fields: Collective Events and Emotion as Value-Amplifiers During Field Emergence and Institutionalization

SPEAKER: Andreea Gorbatai (UC Berkeley)

DATE: Thursday, November 13th

TIME: 4-5:30PM

PLACE: KMC 3-110

ABSTRACT

Recent research has shown that emerging economic fields, and their associated products, practices, and organizational forms, often resemble social movements. Championing new and unrecognizable ventures is a risky business that deters opportunists and leaves social movement organizations and socially and politically motivated market pioneers to mobilize support for field formation. If field pioneers succeed in developing social and material support for new ventures, making them more legitimate and profitable, then instrumentally-rational opportunists enter the field. These new entrants prioritize instrumental goals such as economic efficiency over value-rational goals associated with the early movement-like field; the field becomes “disenchanted” as it is legitimated. Applying this theory of institutionalization to the case of the maker movement, an education and open-source technology movement that has fueled a nascent field, we find that disenchantment—the loss of value-orientation—is not inherent as the rationalized market emerges. Rather, organizations can use collective events to foster emotion, which in turn serves to maintain and augment the field’s value rationality even as the field becomes institutionalized and marketized. This study contributes to research on the study of movements and markets, and on the role of emotions in institution-building projects, by identifying an affect-based mechanism through which markets and organizations can sustain and recharge their values, and by examining conditions under which value- and instrumental-orientation can coexist in a nascent field.

BIO

Andreea Gorbatai is an Assistant Professor in Management of Organizations area at the Haas School of Business. [Please view her website for a more detailed bio.](#)