

RESEARCH IN THE SOCIOLOGY OF  
ORGANIZATIONS VOLUME 83

# **DIGITAL TRANSFORMATION AND INSTITUTIONAL THEORY**

EDITED BY

**THOMAS GEGENHUBER**

*Johannes Kepler University Linz, Austria  
Leuphana University Lüneburg, Germany*

**DANIELLE LOGUE**

*University of Technology Sydney, Australia*

**C.R. (BOB) HININGS**

*University of Alberta, Canada  
University of Calgary, Canada*

and

**MICHAEL BARRETT**

*University of Cambridge, UK*



**emerald  
PUBLISHING**

United Kingdom – North America – Japan  
India – Malaysia – China

# CONTENTS

<i>List of Figures and Tables</i>	<i>ix</i>
<i>About the Editors</i>	<i>xi</i>
<i>About the Contributors</i>	<i>xiii</i>
<i>Foreword: Research in the Sociology of Organizations</i>	<i>xvii</i>
<b>Institutional Perspectives on Digital Transformation</b> <i>Thomas Gegenhuber, Danielle Logue, C.R. (Bob) Hinings and Michael Barrett</i>	<i>1</i>
<b>Institutional Logics, Technology Affordances and Hybrid Professionals: Developing a Billing App for Hospital Physicians</b> <i>Robyn King, April L. Wright, David Smith, Alex Chaudhuri and Leah Thompson</i>	<i>33</i>
<b>Digital Technology and Voice: How Platforms Shape Institutional Processes Through Visibilization</b> <i>Ali Aslan Gümüşay, Mia Raynard, Oana Albu, Michael Etter and Thomas Roulet</i>	<i>57</i>
<b>Augmenting a Profession: How Data Analytics is Transforming Human Resource Management</b> <i>Georg Loscher and Verena Bader</i>	<i>87</i>
<b>From Micro-level to Macro-level Legitimacy: Exploring How Judgments in Social Media Create Thematic Breadth at Meso-level</b> <i>Laura Illia, Michael Etter, Katia Meggiorin and Elanor Colleoni</i>	<i>111</i>
<b>Digitalization Versus Regulation: How Disruptive Digital Communication Technologies Alter Institutional Contexts Through Public Interest Framing</b> <i>Kerem Gurses, Basak Yakis-Douglas and Pinar Ozcan</i>	<i>133</i>

<b>Representations of Self in the Digital Public Sphere: The Field of Social Impact Analyzed Through Relational and Discursive Moves</b> <i>Achim Oberg, Walter W. Powell and Tino Schöllhorn</i>	167
<b>Digital Technologies: Carrier or Trigger for Institutional Change in Digital Transformation?</b> <i>Nicholas Berente and Stefan Seidel</i>	197
<b>Integrating Information Systems and Institutional Insights: Advancing the Conversation with Examples from Digital Health</b> <i>Lee C. Jarvis, Rebekah Eden, April L. Wright and Andrew Burton-Jones</i>	211
<b>The Institutional Logic of Digitalization</b> <i>Henri Schildt</i>	235