Internet Appendix A109: Glocalization
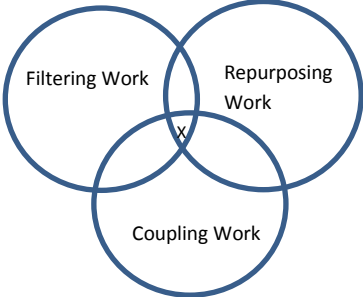
A109.1 Illustrative Reverse Engineered Pitch Template Example

Pitcher's Name	Kun Zhang		FoR category	**Glocalization**	**Date Completed**	11 March 2016
(A) Working Title	Gond, J.-P., & Boxenbaum, E. (2013). The glocalization of responsible investment: Contextualization work in France and Quebec. Journal of Business Ethics, 115(4), 707-721. [Reverse Engineered]					
(B) Basic Research Question	How is Responsible Investment (RI) reshaped as a result of being embedded in different contexts? How has Responsible Investment (RI) spread globally while maintaining, and even increasing, its cross-national diversity?					
(C) Key paper(s)	Ansari, S.M., Fiss, P.C., & Zajac, E. J. (2010). Made to fit: How practice vary as they diffuse. Academy of Management Review, 35 (1), 67-92 Louche, C., Arenas, D., & van Cranenburg, K. C. (2012). From preaching to investing: attitudes of religious organizations towards responsible investment. Journal of Business Ethics, 110 (3), 301 – 320 Slager, R., Gond, J.-P., & Moon, J. (2012). Standardization as institutional work: The regulatory power of a responsible investment standard. Organization Studies, 33(5-6), 736 - 790					
(D) Motivation/Puzzle	Our knowledge on how has RI spread globally while maintaining, and even increasing, its cross-national diversity is limited. Also, the details on how is RI reshaped as a result of being embedded in different contexts is not clear.					
THREE	**Three** core aspects of any empirical research project i.e. the "**ID**io**T**s" guide					
(E) Idea?	This study investigates the institutional work that underlies the diffusion of responsible investment (RI) and enhances its adaption to local settings. Building on institutional theory and actor-network theory, this research will advance the concept of contextualization work to describe the institutional work that sustains RI glocalization.					
(F) Data?	To examine the notion of contextualization work in practice, the study looked into two cases in which entrepreneurial actors imported RI practice from the U.S to France and to Quebec, Canada. The main data source was interviews. In total, 24 semi-structured, retrospective interviews was conducted in the French case and 11 semi-structured, in situ interviews was conducted in the Quebec case. The reason for adapted a case study method in this study is due to the purpose of the study for exploring contextualization, as case study method can account for the uncertainty surrounding the innovative aspect of contextualization. These two cases constitute 'comparable' cases that allow researchers to observe the content of the contextualization process. To validate the interview data through triangulation, researchers collected newspaper articles (French case), observed group meetings (Quebec case), and consulted company reports (both cases), which allowed them to check the reliability of the interviewees' reports about RI practice contextualization.					
(G) Tools?	A three-stage data analysis was conducted with the aim of tracking the glocalization of RI practices and identifying the contextualization work that sustained the process of glocalization. First, the process data was organized to account for the longitudinal process of glocalization, adopting 'temporal bracketing' and 'narrative' strategies to make sense of it. Specially, the researcher built narratives that followed the steps of RI translation for each case. Second, researcher used these two narratives to identify practise aiming at 'glocalizing' RI, which they grouped into categories. The open coding was used to group the practices they identified, and assigned a label to each group of practices to represent a specific type of contextualization work. Third, to confirm and simplify the categorization of contextualization work, they recoded all the interviews to validate their initial repertoire of contextualization work. To avoid instances of post-rationalization in the retrospective case, the researcher verified that each type of work also					

	appeared in the real-time data from the Quebec case.
TWO	**Two** key questions
(H) What's New?	This study has illuminated the contextualization work deployed by actors importing the practice into new contexts. The repertoire of three types of contextualization work (1) Filtering Work, (2) Repurposing work, (3) Coupling work. The novelty of this research is that it integrates material and symbolic dimensions in accounting for how individuals engage creatively with readily available practices and ideas to produce the kind of institutional outcomes that have been identified but not explained in previous research on institutional work.
(I) So What?	These three types of contextualization work shows how actors employed them in both settings to overcome the lack of technical, cultural or political fit between the imported practice and their local context. It makes glocalization practices explicit, and enables us to explore how individuals promote the circulation of locally generated business practices across institutional boundaries.
ONE	**One** bottom line
(J) Contribution?	The primary contribution of this research is to combine the institutional work and actor-network theory through the concept of "contextualization work" and identified how actors employed contextualization work in both source and recipient settings to overcome the lack of technical, cultural, or political fit between the imported practice and their local context.
(K) 3 Key Findings	The results showed how individuals fitted the practices to these contexts using three types of contextualization work—filtering, repurposing, and coupling—and how, in so doing, they reshaped the practice at the political, cultural, and technical levels. The results also suggest that actors may have to deal with all three dimensions – political, cultural and technical dimensions, simultaneously when transforming a practice so as to improve its fit on these dimensions. The study has also underlined that contextualization work integrates material and symbolic dimensions in accounting for how individuals engage creatively with readily available material objects, practices, ideas, and symbols to produce the kind of institutional outcomes that have yet been explained in previous studies.