

**COLLECTIVE IDENTITY CONSTRUCTION:
A Theoretical Proposal For The Analysis Of New Organizational Forms**

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ABSTRACT

Changes in the socio-cultural codes of modern society have impacted the most varied forms. The socio-cultural codes are the basis of the categorization process, enabling understanding and reducing the complexity of the world. In the organizational context, the socio-cultural changes directs the adaptation of incumbent organizations, as well as the emergence of new organizations. While on one hand, there is a large volume of studies dealing of organizational adaptation, on the other hand, have little been proposed for the analysis of the emergence of new organizations. Thus, the aim of this paper is to propose a conceptual model for the analysis of new organizations (or organizational forms) of the procedural and categorical point of view, through collective identity construction. We conducted a literature review regarding the perspectives of analysis to the organizational form of established organizations and also we work with the categorical approach and related topics such as audience and identity. Our object is to contribute, through a debate for the development of a model that enable analysis of new organizational forms.

Keywords: *Categorization process; Collective identity construction. New organizational form*

INTRODUCTION

The modern society of the XXI century has been experiencing a series of changes in the political, social and economic scope that contribute with the creation or the development of new categorical systems. Such categorical evolution has influenced both the creation of new markets, by the appearance of new organizations, and the development of incumbent organizations, by means of a continuous adaptation.

From the theoretical point of view of organizations, especially the literature related the organizational ecology, the appearance of a new population is marked by a series of uncertainties as to the dimensions of organizational form (Mckendrick; Jaffee; Khessina, 2003).

The organizational form is the base of the organizational ecology studies. For organizational ecologists, organizational forms are structure models that aim at labeling and identifying the firms that characterize a specific population of organizations.

The organizational ecologists consider the social codes in the process of defining of organizational form. Here, the social codes serve as a tool in the legitimating process, in which organizations adapt to existing social codes through of the mimicry, normative and coercive processes (Dimaggio & Powell, 2005).

In order to work with legitimation in their studies, the ecologists have been making progress in terms of theoretical basis through of the eyes of categorization sociology (Negro; Koçak; Hsu, 2010). Under this perspective, the organizational form is analyzed by the categorical systems employed by the audience, which define the identity of organization (Pólos; Hannan; Carroll, 2002; Hsu & Hannan, 2005; Kovács & Hannan, 2010; Bogaurt; Boone; Carroll, 2010; Negro; Hannan; Rao, 2011).

The audience of a respective organization is in charge of creating, developing and establishing of a categorical system that elucidates an identity and, consequently, an organizational form. So, the categorical systems are the basis for the formation (or construction) of organizational identity (Jensen, 2010).

The thesis defended in this article is that this vision is very appropriate for populations of organizations that are still being structured. It is understood that, before that occurs the materialization via organizational structure (or

blueprints) and niche indicators, it is necessary to create, develop and establish a category, in which is strongly based on the cultural codes.

We propose an analytical model for the phase of appearance of new organizational forms based on the inter-relationship of symbolic and formal elements that compose the organizational identity, in which are defined by the audience (internal and external to the organization), including both subjective and objective aspects. The articulation of these aspects to analyze the appearance of a new organizational form is only possible because we adopt a process perspective (Van de Ven, 2007; Langley, 2007).

The article presents four sections aside from this introduction. The second section contemplates the theoretical reference that supports and concerns literature related on three central constructs: i) audience; ii) categories; and iii) identity. The third section informs the conceptual model and the propositions of the study. The fifth section presents the final considerations of the study.

THEORETICAL REFERENCE

The approaches for to analyze the organizational form involve varied perspectives (Table 1). According to Aldrich and Ruef (2006), the organizational form can be analyzed by four traditional approaches, as follows: i) objective-internal analysis, related to the dimensions of organizational structure (Mintzberg, 1979; Hannan & Freeman, 1977; Hall, 2004); ii) subjective-internal analysis, related to the organizational identity (Aldrich & Ruef, 2006) or competences and routines (Coriat & Dosi, 2002); iii) objective-external analysis, related to the availability of resources from the external environment, such as the target audience (Baum & Singh, 1994), the provided products (Carroll & Swaminathan, 2000), and the location (Baum & Singh, 1994); and iv) subjective-external analysis, concerning the cultural codes that serve as a mechanisms for the processes of legitimation (Dimaggio & Powell, 2005).

(i.e., Insert table 1 about here)

The internal-objective perspective known as blueprint assumes that the organizational form is defined according to the internal structural characteristics of organization (Hannan & Freeman, 1977). However, the definition on the structural characteristics depends of a cognitive order (or category) established, in which makes it possible properly organize the organizational structure (Negro; Koçak; Hsu, 2010).

The internal-subjective perspective the form is defined by the identity. Here, the identity is result of relationship between the culture with the skills and routines organizational (Aldrich & Ruef, 2006). The culture, skills and routines organizational are defined from the established social codes, in which directly influence in the formation of same.

For external-objective perspective the organizational form can be defined according to the availability of resources in the environment in which the organization operates. The availability of resources establishes the organizational boundaries (Hannan & Freeman, 1977; Baum & Singh, 1992; Carroll & Swaminathan, 2000). On the other hand, it is believed that the prerogatives that govern the resources niche come from a defined cognitive order and determining the structural features that permeate in a respective sector.

Finally the inter-relational perspective, in which combines the internal-external and subjective-objective dimensions and has been the focus of recent work of some authors of organizational ecology. It is believed that the creation (or development) and the establishment of categories stem from of a relational and consensus process among the members and agents of audience of an organization (Hannan; Pólos; Carroll, 2007; Koçak; Hannan; Hsu, 2009; Kovács & Hannan, 2010; Negro; Hannan; Rao, 2011). The categories, then, are the cornerstone in the specification process of formal and symbolic elements that compose the organizational identity. Table 2 reports the definition for the inter-relational perspective.

(i.e., Insert table 2 about here)

The categorical approach is very appropriate for populations of organizations that are still being structured. Therefore, the theoretical basis of this thesis is defined by three central constructs: i) audience; ii) categories; and iii) identity.

Audience

The audience is defined by a set of actors that interact with a respective organization. The audience is, in general, composed by insiders and outsiders (Hsu & Hannan, 2005; Hannan, 2008; Negro; Koçak; Hsu, 2010). The Table 3 informs the key agents and members that make up an audience.

(i.e., Insert table 3 about here)

The audience is responsible by the creation, development and establishment processes of a category. It is who defines the characteristics\ attributes that compose the categorical structure; still, such characteristics\ attributes serve as a mechanism used by the audience to assess a partner organization of a category.

The structure of audience for the development and establishment of a category encompasses the respective dimensions, such as: i) degree of involvement (or engagement) of audience, strongly influenced by the availability of information concerning the products, services or organization; ii) communication, based on flow of information during the convergence or divergence process of the meanings; iii) configuration of audience, in which there is actors more influential than other, can influence the process of establishing of categories (Rosa & Spansol, 2005); and iv) use of language (Koçak; Hannan; Hsu, 2009).

There is a minimal structure of audience for the creation (or development) of a category, composed by producers and agents and members of audience. While on one hand, the producers create new products and services that characterize a market, on the other side, the members and agents of audience develop a language for to elucidate and distinguish products offered (Koçak; Hannan; Hsu, 2009).

Most literature has focused on the agents of audience such as producers and consumers as the main responsible for the development of a new category; here, the consumers influence the process of specifying of characteristics\ attributes that make up the categorical structure; in fact, such characteristics\ attributes enable establish the properties that compose the products and services offered (Hsu & Hannan, 2005; Hannan, 2008; Roberts; Simons; Swaminathan, 2010; Goldberg & Vashevko, 2013).

Koçak, Hannan and Hsu (2009) show in their study that there is a classification of audience, based on attributes concerning the role that members acts in the categorical definition process. Audience members can be classified into three types: i) activists: have a high degree of involvement in the market; ii) enthusiasts: responsible by the symbolic identification in the market process; and iii) insiders: working in both positions in the organization and in the audience. From a broader perspective, Kovács and Hannan (2010) classify the audience into two types: activists and novice. Activists have a high level of expertise on the categorical conceptual structures when compared with novices.

In general, the categorical systems are not created by a single agents or member of audience, but there are many agents and members responsible either by the creating, either by the categorical development (Negro; Koçak; Hsu, 2010), such as critical, analysts and theorists who elaborate systems of meanings (Lounsbury & Rao , 2004; Negro; Hannan; Rao , 2010), consumers that can define a set of codes concerning to products (Roberts; Simons; Swaminathan, 2010), leaders organizations (Rao; Monin; Durand , 2003), regulatory agencies and political authorities (Hsu & Hannan, 2005; Negro; Koçak; Hsu , 2010; Ahmadjan & Ednan , 2010). Producers and consumers only develop categories from labels (or brand) existing (Ahmadjan & Ednan 2013); here, there is not the creation of new categories. In this sense, highlight that external agents (or politicians and regulators) have the power to create new industries through of creation and establishment of new categories. Still, outsiders are not only responsible by the creation, but also by the evolution of an industry (Hsu & Hannan, 2005; Negro; Koçak; Hsu, 2010; Negro, Hannan; Rao, 2010; 2011; Ahmadjan & Ednan, 2013). Local authorities can also officially recognize a classification system (or categories) (Zhao, 2005).

For Carroll and Swaminathan (2000) critics and analysts exert a potential power over markets. According to Kennedy (2009) and Negro, Hannan, and Rao (2010) critics, experts and analysts compose the mediated market, and are seen outside of the system of interest. There are markets where critics, experts and analysts are more influential as an example the wine industry (Negro; Hannan; Rao, 2011), in which play the role of arbiter of quality, and that can directly influence audience tastes and demands of the offered products.

For the categorical view is necessary to incorporate both the insiders and the outsiders of audience for the process of defining of organizational form. The following subsection will discuss in greater depth the definition, the role and the constitution of a category.

Categories

The category is a semantic object (Negro; Hannan; Rao, 2010; 2011; Sharkey, 2010), being a conceptual tool that allows to structure the understanding of reality, specifically the organization-environment relationship (Negro; Hannan; Rao, 2010; Bogaurt; Boone; Carroll, 2010; Kovács & Hannan, 2010; Carroll; Feng; Le Means; McKendrick, 2010).

In general, the categories are defined as labels (or brand), being acquired through a consensual agreement between the members and the agents of audience, and that legitimize a group of similar entities (Hannan; Polos; Carroll, 2007; Koçak; Hannan; Hsu, 2009; Kovács & Hannan, 2010; Bogaert; Boone; Carroll, 2010; Negro; Hannan; Rao, 2011). The similarity of a group establishing a label (or brand), in which it is the identity of organizations (Sharkey, 2010; Kovács & Hannan, 2010).

The importance of this concept comes from that all the entities are subjected to categorization. The categorical system is the one that defines and distinguishes one entity from the others (Koçak; Hannan; Hsu, 2009)

The categories are composed of characteristic\ attributes, in which the categorical partner should have; thus, the organizational membership of a category implies that it is recognized by the audience in accordance with the characteristics that compose the categorical structure.

Such characteristics\ attributes are supported by a system of meanings, in which is constituted the resource of values related to tangible and intangible aspects in congruence with existing implicit or explicit codes (Djelic & Aianamo, 1999; Bogaurt; Simons; Carroll; 2010; Roberts; Simons; Swaminathan, 2010; Kovács & Hannan, 2010; Carroll; Feng; Le Means; McKendrick, 2010; Negro; Hannan; Rao, 2010; 2011; Ahmadjan & Ednan, 2013).

The Table 4 inform the formation of various sectors of the categorical point of view. In the study by Swaminathan (1995) the resources of values that specify the categories of wine industry are based on production techniques and ingredients used. In a more recent study on wineries, Negro, Hannan, and Rao (2010, 2011) highlights the resources of values concerning the form of wine storage for the categorical definition process, more specifically the identity of organizations that operate in the sector.

(i.e., Insert table 4 about here)

In the categorical perspective, the organizational identity comes from categorical adhesion; thus, the organization is evaluated with based on characteristics\ attributes that compose the categorical structure. Negro, Hannan and Rao (2010) show that audience members evaluate categorical partners based on resources of values that constitute a category.

Thus, the categories serve as a mechanism that allow or restrict organizations, establish the characteristics\ attributes, the behaviors that are expected of organization and shape the manner that the audience assesses the same (Negro; Koçak; Hsu, 2010). The categorical structure defines the organizational identity. The following subsection will discuss the construct identity, highlighting the level of analysis chosen, their definitions and perspectives of analysis.

Identity

There is a polysemy of the identity term in the literature, in which directs to an absence of a definition single. Van Tonder and Lessing (2003) performed a theoretical review of literature concerning the identity and to point out three main definitions, such as: i) the identity as an intra-psychic quality defined through personal uniqueness, continuous about time, autonomous and integrated; ii) the identity as a product of social interaction defined through relationship with the structured social world; and iii) group identity is based on the psychological unity of the group, the boundaries delimiting the group's identity, clear differentiation from other groups, and specific social positions within of a network of inter-group relations.

In general, the definition of identity is closely related to the form it is analyzed. In this sense, it is possible to group the various approaches applied in the study of organizational identity in eight perspectives, such as:

- i) relational: the identity is analyzed in terms of essential characteristics, relational process between internal and external organizational members, being a product of social interaction (Albert & Whetten, 1985; Van Tonder & Lessing, 2003; Hatch & Schultz, 2002);
- ii) context: the identity is analyzed by the environment in which the organization operates; here, the structural characteristics of industry establish the dynamics of the formation, construction and reconstruction process of identity (Caldas & Woods, 1997);
- iii) cultural: the identity is analyzed by the social or organizational culture. The culture is seen as a mechanism in the identity formation process (Hatch & Schultz, 2002; Glynn & Watkiss, 2012);
- iv) values: the identity is analyzed based on the values of the founders. In this perspective, the intrinsic values of the founders are incorporated into the organizational identity (Stinchcombe, 1965);
- v) isomorphic: the identity is analyzed according to the features of industry associations; here, the identity of an organization is similar with characteristics of their peers (Race; Davis; Ward, 2000);

- vi) stakeholder theory: the identity is analyzed from the contestation and negotiation processes among organizational members (Brown & Starkey, 2000);
- vii) procedural: the identity is analyzed as a continuous process in formation (Kroezen & Heugens, 2012);
- viii) temporal: the identity is analyzed in dynamic terms, including the temporal dimension to the change of collective identity (Ybema, 2010).

The nature of organizational identity is procedural, emphasizes the distinctive character and unique personality (Van Tonder & Lessing, 2003).

Thus, the various aforementioned perspectives for the analysis of identity can be gathered in a procedural perspective of the categorical point of view. In this, the analysis of organizational identity considers the context in which the organization is inserted (Caldas & Woods, 1997), and its implications for the composition of identity.

The context and the cultural aspects submerged in the same (Hatch & Schultz, 2002; Glynn & Watkiss, 2012), influences the members and the agents of audience in the specification process of categorical structure through of a relational and consensual process (Albert & Whetten, 1985; Van Tonder & Lessing, 2003; Hatch & Schultz, 2002; Starkey & Brown, 2000); such characteristics influence formal aspects (Kroezen & Heugens, 2012), such as: i) organizational structure; ii) organizational processes; iii) organizational boundaries; vi) physical attributes; and v) appearance (physical) logon and slogans (Van Tonder & Lessing, 2003), and symbolic aspects (Kroezen & Heugens, 2012), such as: i) ideology, mission, goals, values and beliefs; ii) strategies; iii) leadership, management philosophy and culture; and iv) social function (Van Tonder & Lessing, 2003) To Kroezen and Heugens (2012) identity is formed by formal and symbolic elements.

Thus, the conceptual model defended in this paper considers the members and the agents of audience, in which are responsible by the establishing process of categorical structure, and subsequently influence the formal and symbolic elements that compose the identity. From the definition of the main agents and members that composing the audience it is possible to identify the main attributes that make up the categorical structure. Therefore, the organizational identity.

The form, then, begins to be defined by the organizational identity. Also, it is worth to mention that according to the proposed model, the identification of the categorical systems in recent populations requires a vision of process for the identity collective construction, once the audiences and their respective signification systems that define the categories are still being built. The following subsection is about the conceptual model and their propositions.

Conceptual model

The thesis defended here is based on three central constructs, as follows: i) audience; ii) categories; and iii) identity. Figure 1 shows the conceptual model used to analyze the appearance of new organizational forms.

(i.e., Insert figure 1 about here)

The conceptual model is based on the audience, being responsible by the developing and establishing of structural characteristics of category and that specifying the organizational identity. The perception of audience is based on social and cultural codes and laws exist, enabling the approval or disapproval processes of a respective category (Polos; Hannan, Carroll, 2002; Hsu & Hannan, 2005). The categories, then, emerge from a consensual agreement between the members and the agents of audience. However, much of the literature has focused on an agent or a member in the creation or development of a category. So, the first proposition defended here is:

✓ Proposition 1: The collective identity construction requires the participation of various social actors and that could present different configurations of audience between events. Each social actor plays a central role not only in the identity building process, but also on the evolution over time.

The collective identity construction of the categorical and procedural point of view is marked by a number of events that describe the process of construction and development (Langley, 1997; Van de Ven, 2007). In view of this, the proposition defended is that for every event there is a strong presence of specific social actors and that the composition of audience may vary from one event to another during the collective identity construction.

Thus, the categories are created or developed from characteristics\ attributes existing and categorical evolution occurs when producers of a market beyond its categorical boundaries (Negro; Hannan; Rao, 2011). The evolution of a category itself is rarely discussed; in fact, what is observed is that the evolution of a sector is based on the incorporation of new categories such as the Israel and Italian wine industry, and that lead to new identities

(Roberts; Simons; Swaminathan, 2010; Negro; Hannan; Rao, 2010; 2011). However, the proposition defended here:

✓ Proposition 2: For the collective identity construction the development and evolution of characteristics\ attributes that compose the category presents a cumulative character.

So, the perspective of processes for the collective identity construction assumes the development of a same category, in which is the organizational identity. In this, the category in the phase of emergence or evolution is incorporated new characteristics\ attributes, presenting a cumulative character. The cumulative character defended here denotes a process identity evolution, in which new characteristics\ attributes are being incorporated over time.

Thus, the categorical membership implies that organizational identity will be perceived by the members or agents of audience according with the characteristics\ attributes that compose a category (Bogart; Boone; Carroll, 2010). The identity comes from a relational and consensual process between insiders and outsiders of audience (Rao; Monin; Durand, 2003; Lounsbury & Rao, 2004; Hsu & Hannan, 2005; Negro; Koçak; Hsu, 2010; Roberts; Simons; Swaminathan, 2010; Ahmadjan & Ednan, 2010), through of a contestation and negotiation process as mark Scott and Lane (2000). Such, the process is strongly based on existing codes (Negro; Koçak; Hsu, 2010) or social culture (Glynn & Watkiss, 2012), being responsible in specifying the characteristics\ attributes that compose a category (Djelic & Ainamo, 1999; Bogart; Simons; Carroll, 2010; Roberts; Simons; Swaminathan, 2010; Kovács & Hannan, 2010; Carroll; Feng; Le Means; McKendrick, 2010; Negro; Hannan; Rao, 2010; 2011; Ahmadjan & Ednan, 2013) according to the local circumstances (or context) (Caldas & Woods, 1997). Thus, the proposition defended in this study is:

✓ Proposition 3: The analysis of collective identity construction by means of a processual perspective allows articulating the symbolism and the concrete coming from internal and external audiences in order to define a new organizational form.

The organizational identity is configured from the symbolic aspects (or cultural codes) and formal aspects (or business model), as mark Kroezen and Heugens (2010). In this study, the main property in the formation of an organizational identity is the category (Roberts; Simons; Swaminathan, 2010), being the basis for the symbolic constitution establishing the values, the beliefs and the norms (symbolic nature), as to the materiality whether by the organizational structure (or blueprint) (Pugh; Hickson; Hinnings; Turner, 1968; Hannan & Freeman, 1977; Mintzberg, 1979; Hall, 2004), whether by the specifics of the resource niche (Baum & Singh, 1992; Swaminathan, 1995; Baum & Singh, 1996; Swaminathan & Carroll, 2000). Therefore, the collective identity construction is result of categories developed and established by the external agents of audience, and, by the internal organizational construction performed by the internal members.

Therefore, which operational model can be adopted in the analysis of collective identity construction by means of the categorical system?

The analysis of collective identity construction leads to a processual perspective, in which implies the adoption of a model based on a sequence of events that mark the process of appearance of a new organizational form. The approach of processes aims at answering research questions based on understanding “how the question (or object of analysis) appears, develops and ends with time” (Van de Ven, 2007).

Thus, the collective identity construction of the categorical point of view considers the sociocultural codes to its constitution. Glynn and Watkiss (2012) note that the cultural elements work as a mechanism for the construction process (Glynn & Watkiss, 2012); here, the composition of organizational identity is symbolic and formal (Kroezen & Heugens, 2012), based on the categorical system, being result of a relational and consensual process between insiders and outsiders of a respective audience.

The symbolic and formal elements are based on the categorical systems, being developed and established by the audience (they involve all of the agents and members that compose a receptive audience) (Rao; Monin; Durand, 2003; Lounsbury & Rao, 2004; Hsu & Hannan, 2005; Negro; Koçak; Hsu, 2010; Roberts; Simons; Swaminathan, 2010; Ahmadjan & Ednan, 2010); here, the analysis of narratives of the main agents (insiders and outsiders) allows to identify the significations that mark the categorical system (Gioia & Patvardhan, 2012), and that directly interferes in the materialization via internal organizational structure and in the specificities of the resource niche, as well as the symbolic elements. Therefore, to narrate the main events of appearance phase (or past), in which

lead to the current situation, configures a linear progression model of a sequence of unique events that lead to a respective result (or identity).

Figure 2 below illustrates operational model to analyze the process of collective identity construction, in which is based on symbolic elements (mission, goal, etc.) and formal elements (internal structure and resources niche).

(i.e., Insert figure 2 about here)

The symbolic and formal elements are determined from the characteristics\ attributes that mark the categorical structure. However, it is noteworthy that the configuration of symbolic and formal elements to define identity may vary from one event to another. The organizational form defined by the identity of the categorical point of view shows a dynamic perspective, in which will change over time; thus, the proposition defended is:

✓ Proposition 4: The organizational form seen by means of identity has a greater adherence for the change. The organizational form, then, it is in a continuous process of evolution.

In the categorical perspective, the organizational form is defined by the organizational identity (Polos; Hannan; Carroll, 2002; McKendrick; Jaffee; Carroll; Khessina, 2003; Hsu & Hannan, 2005; Kovács & Hannan, 2010; Bogart; Boone; Carroll; 2010; Negro; Hannan; Rao, 2011). According to these authors, the organizational identity is constituted by symbolic and materials elements that change over time. The organizational form defined in terms of identity is subject a continuous process of construction and reconstruction over time (Glynn & Watkiss, 2012). In this perspective, the organizational form has a greater adherence for the change, since the identity is in a continuous process of adaptation in response the categorical evolution.

FINAL CONSIDERATIONS

The central objective of this study was to defend an analytical proposal in the appearance phase of a new organizational form. For that, a literature review on organizational ecology, more specifically, organizational forms and categorization sociology, was carried out.

We propose a process perspective model that considers the articulation of four traditional approaches (internal-external and objective-subjective) to define the organizational form. Three central constructs point out the audience, the categories and the identity in this model; therefore, the proposed analytical model considers the following aspects: i) audience (members and agents); ii) categories constituted by resources of value; iii) the identity formed by formal and symbolic elements; and vi) organizational form defined in terms of identity.

The accurate definition of the agents and members of audience is the base of this model. Identifying the relevant social actors that participate of the process of building (or forming) identity by means of the development and establishment of a categorical system enables a rich narration of the main events that mark the appearance phase of a new organizational form. Therefore, the analysis of narratives of the main social actors of a respective organization will enable to identify the main prevalent events (or category) in the appearance phase of a new organizational form.

We begin with the proposition that both agents and members of audience are inserted in a same cultural reality, since they are subjected to a speech or the interaction with the prevalent artifacts of that region, thus contributing to the development of a category (or signification system), and, consequently, to the formation of identity of a nation. The collective identity construction sets up a varied composition of social actors that mark different events throughout evolution. Still, the collective identity construction takes on a perspective of cumulative character in which new characteristics are incorporated in the categorical structure throughout its evolution. Thus, the categories are the basis for the specification process of symbolic and formal elements that compose the organizational identity; in this perspective, the identity is in a continuous process of change due to the evolution of categorical structure.

So, the analytical model for the appearance phase of a new organizational form proposed in this study shows three key points: i) dynamic model, in which considers the articulation of four internal-external and subjective-objective approaches; ii) identity, formed by symbolic and material properties; and iii) collective identity construction is given by relational and consensual processes between insiders and outsiders of a respective audience. Therefore, the collective identity construction is result of a process that considers the cultural codes coming from external agents, and from the internal construction made by the internal members.

Finally, it is worth to mention that this study did not intend to make an overview, that is, it did not aim at exploring all of the features available in international literature about organizational forms and categorization sociology, but instead, to encourage debates about the analyses of the appearance of new organizational forms via collective identity construction.

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Table 1: Analytical perspectives for the process of identification of organizational form

Analytical perspectives	Definition of organizational form	Authors
Internal-objective perspective (<i>Blueprints</i>)	The organizational form is a summary of central properties of organization.	Pugh, Hickson, Hinnings, Turner (1968) Hannan & Freeman (1977) Mintzberg (1979) Carroll & Hannan (1995) Aldrich & Ruef (2006) Hall (2004)
External-objective perspective (Niche of Resources)	The form is defined according to the availability of resources of the external environment, in which establish the boundaries of organization.	Baum & Singh (1992) Swaminathan (1995) Carroll & Swaminathan (2000) Aldrich & Ruef (2006)
Internal-subjective perspective (Identity)	The form stems from the relationship between the culture and the organizational structure.	Aldrich & Ruef (2006)
External-subjective perspective (Legitimation)	The form is defined according to the institutionalized structures that encompass the processes, such as: social-cognitive legitimacy, normative legitimacy and political legitimacy.	Dimaggio & Powell (2005) Aldrich & Ruef (2006)

Table 2: Analytical inter-relational perspective

Inter-relational perspective internal-external and subjective-objective (Categories)	The organizational form is defined by the identity, being acquired when a group of organizations adhere a respective category. The categories, then, establish the characteristics that compose the organizational identity.	Polos, Hannan, Carroll (2002) Baron (2004) Hsu & Hannan (2005) Koçak, Hannan, Hsu (2009) Kovács & Hannan (2010) Negro, Koçak, Hsu (2010) Jensen (2010) Bogaert, Boone, Carroll (2010) Carroll, Feng, Le Means, McKendrich (2010) Sharkey (2010) Goldberg & Vashevko (2013)
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Table 3: Composition of audience

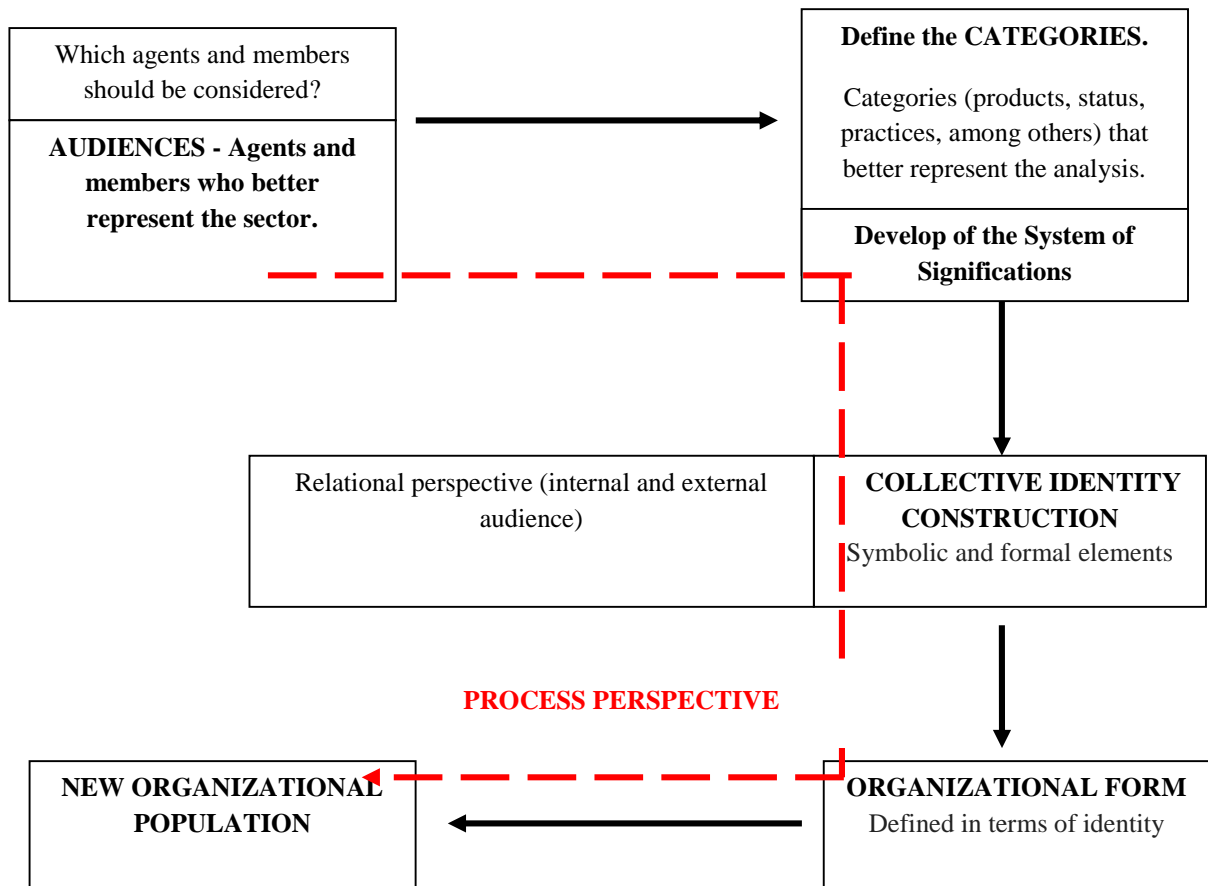
Agents\ Members	Description	Authors
Agents of audience (outsiders)	Consumers; Critics, experts and analysts; Governmental authorities and regulatory agencies; Suppliers; Investors.	Carroll & Swaminathan (2000) Polos, Hannan, Carroll (2002) Zhao (2005) Hsu & Hannan (2005) Hannan (2008) Kennedy (2009) Negro, Hannan, Rao (2010, 2011) Roberts, Simon, Swaminathan (2010) Ahmadjan & Ednan (2013) Goldberg & Vashevko (2013)

Table 4: Markets categories versus multiple categories and resources of values

Market (industry)	Category	Resource of Value	Authors
Wineries	Mass production	Production techniques: Storage type, Barrels to the fermentation process, Control processes; Ingredients used.	Swaminathan (1995)
	Artisanal production	Production techniques: Storage type, Barrels to the fermentation process, Control processes; Ingredients used.	
The fashion industry (Fashion)	Luxury products	Tangible characteristics; Intangible characteristics.	Djelic & Ainamo (1999)
Creches	Age group	Age of Children.	Baum & Singh (1996)
Breweries	Breweries	Features: Production techniques; Ingredients used.	Carroll & Swaminathan (2000)
	Micro-Breweries	Features: Production techniques; Ingredients used.	
Entertainment (TV)	Professional Profiles	Characteristics of the professionals involved, more specifically the status.	Koçak, Negro, Perretti (2008)
Restaurants and food producers	Origin of the ingredients	Natural ingredients; Processed ingredients.	Carroll & Wheaton (2009)
Movies	Drama Terror Comedy Romance Action	Films are classified according to the characteristics that compose it.	Jensen (2010)

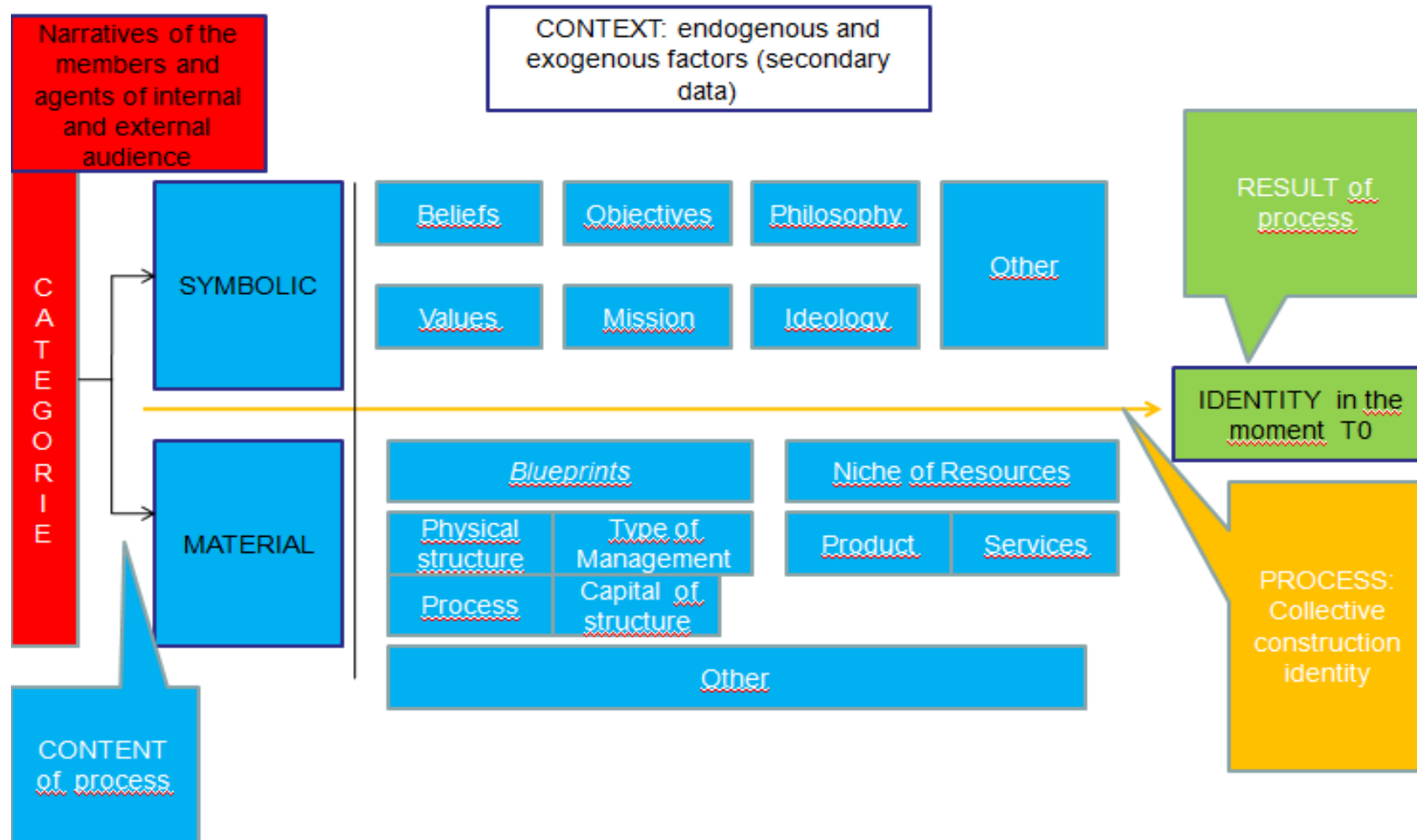
	Documentaries Suspense		
Accounting	Professionalization	Professional qualification; Standardization activities; Standardization of the accounting procedures.	Bogaert, Boone, Carroll (2010)
Wineries	<i>Kosher</i>	Essentially Jewish: Ingredients used; Mode of production; People involved.	Roberts, Simons, Swaminathan (2010)
	<i>Não Kosher</i>	Essentially non-Jewish: Ingredients used; Mode of production; People involved.	
Restaurants	Ingredients used	Natural foods; Processed foods.	Kovács & Hannan (2010)
	Ethnicity	Italian; Thai; French; Chinese; Among others.	
	Service Mode	<i>Self service</i> ; <i>La carte</i> .	
Tape Drive	Technological formats	Storage capacity; Technologies considered.	Carroll, Feng, Le Means, McKendrich (2010)
Wine Industry	Traditionalist	Large barrels (botti)	Negro, Hannan, Rao (2010)
	Modernists	Small barrels (barriques)	
Wineries	Traditionalist	Large barrels (botti)	Negro, Hannan, Rao (2011)
	Modernists	Small barrels (barriques)	
Ji-Buri	Regional development	Characteristics\ attributes not defined.	Ahmadjan & Ednan (2013)

Figure 1: Conceptual Model



Source: Elaborated by the authors

Figure 2: Operational Model.



Source: Elaborated by the authors