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***Taking Stock of Category Research and New Perspectives***

Drawing on recent works that compile extant knowledge on product and market categories, this presentation will suggest cross-fertilization with strategic management, organization theory, and economic sociology. Category research provides concepts and mechanisms that shed light on the cognitive infrastructure of markets, the acceptability of institutional pressures, and the differential behavior of audiences vis-à-vis organizations. Two empirical studies will be presented for discussion: an experiment on the likeability of ambiguous products and a qualitative study of the moralization of a financial market category.