

Institutions and actors' interactions in the new normal era

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Purpose – Institutional perspective considers markets as socio-material systems (Nenonen et al., 2014) generated by processes of legitimation, in which laws, norms, routines, common habits, worldviews and routines influence relations and interactions between individual and collective actors (Kaartemo et al., 2020; Kjelleberg and Olson, 2017).

The institutional lens helps to understand how the institutional works by an actor encounter the ones by another actor: different institutional arrangements influence actors' interactions and value co-creation acting as sources and opportunities for new occasions of resourceness (Koskela-Huotari and Vargo, 2016). New resources are generated on the basis of the existing ones through interactive and integrational processes and are enabled by the complex, contextual and becoming institutional context implied by the service ecosystem (Koskela-Huotari and Vargo, 2016; Vargo et al., 2015; Vargo and Lusch, 2011).

Given these premises, this paper aims to investigate the combinatorial processes of resource integration and institutional work mechanisms that private, public and non-profit actors employ in market shaping in a transformative perspective, during COVID-19 pandemic and in "new normal" era.

Design/Methodology/approach – The study adopts a qualitative methodology based on 2 case studies as the aim of the paper is to understand actors' efforts in the institutional context in which they interact and integrate resources in shaping markets. The two case studies were designed around 22 in depth interviews; the collected data were triangulated with those derived from participatory observations and the analysis of secondary data.

Findings – The study suggests the need for a multidisciplinary and multisector perspectives on considering the process of resources interactions and integration in value co-creation and marketing shaping and formation in a transformative perspective during and after the COVID-19 pandemic. In such particular situation resource interaction and integration is strictly connected to the institutional context in which it develops, and the efforts of the different actors usually results in new institutional and critical arrangements.

Implications – This work advances the extant knowledge on market-shaping literature considering the proactivity of different actors and how they create new resourceness. Moreover, the paper focuses on the proactive institutional work of public and non-profit actors. Findings show the most important institutional work mechanisms that private, public and non-profit actors can use to shape markets in this pandemic period and during the "new normal" period and the difficulties they have faced.

Originality/value – This research contributes with reflections and suggestions on the role of private, public and non-profit actors in market shaping and formation. In the meeting between institutional works conducted by different actors there are opportunities for the creation of new potential resources that could be integrated to co-create value (Vargo and Lusch, 2011) but also difficulties to overcome. Furthermore, we provide new vision and insights on how different institutional arrangements could be seen as opportunities for change and new occurrences for resourceness (Koskela-Huotari and Vargo, 2016).

Key words – resourceness, institutional work, market shaping, public actors, non-profit actors.

Paper type – Research paper

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