

# WHEN NEW MEETS OLD: INSTITUTIONALIZATION IN A DIGITAL ECONOMY

**Speakers:** Professor Bob Hinings and  
Dr Thomas Gegenhuber

**Date:** Wednesday 9 May 2018

**Time:** 12:00-13:30

**Venue:** W2.02, Cambridge Judge

The widespread application of digital technologies changes how actors organize, such as how to pursue strategy, to bring about novel innovations or to pursue entrepreneurial opportunities. The term 'digital transformation' captures this notion of change – something new seeks to insert itself into the existing social fabric. Taking an institutional perspective, we understand digital transformation as the combined effects of several digital innovations bringing about novel actors, structures, practices, values, and beliefs that change, threaten, replace or complement existing rules of the game within organizations and fields. In this project, we are interested in the interplay of new and existing institutional arrangements.

Free to attend. Please send your  
questions to: [cdi@hughes.cam.ac.uk](mailto:cdi@hughes.cam.ac.uk)



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