

**Research Article**

**Reflections of Institutional Theory in Mainstream And Turkish Literature: A Cross-Cultural Bibliographic Comparison Between 2014-2025**

*Kurumsal Kuramın Ana Akım ve Türkçe Yazındaki Güncel Yansımaları: 2014-2025 Yılları Arasında Kültürlerarası Bibliyografik Bir Karşılaştırma*

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**Öz**

*Bu araştırmanın amacı, kurumsal kuramın ana akım literatürde ve Türkçe yazındaki yansımalarını karşılaştırarak, teorinin farklı kültürel ve bağlamsal ortamlardaki uygulanabilirliğini ortaya koymaktır. Çalışmada, Web of Science veri tabanında yer alan 25.052 makale ile Dergipark'ta bulunan 1.783 makale incelenmiştir. Bu veri seti üzerinden literatür taramaları ve bibliyografik analizler gerçekleştirilmiş, teorinin evrensel boyutları ile yerel bağlamlara özgü özellikleri WOSviewer tabanlı ağ haritalandırmalarıyla sistematik olarak analiz edilmiştir. Ayrıca, makale sayılarındaki değişimler trend analizi yöntemiyle değerlendirilmiş ve her iki yazında ortak kullanılan kavramlar ile her birine özgü anahtar kelimeler belirlenerek karşılaştırılmıştır. Çalışma, anahtar kavramların ağ haritaları aracılığıyla görselleştirilmesiyle, teorinin farklı bağlamlardaki tematik yoğunluklarını incelemiştir. Elde edilen bulgular, ana akım literatürün kuramsal derinlik ve uygulama çeşitliliği açısından geniş bir perspektif sunduğunu, Türkçe literatürün ise yerel kurumların dönüşümüne ve uygulanabilir politikalara daha fazla odaklandığını göstermektedir. Özellikle kültürlerarası karşılaştırmalı analizlerin, kuramsal çerçevenin evrenselliğini korurken farklı bağlamlara nasıl uyarlanabileceğini anlamada kritik bir rol oynadığı vurgulanmaktadır.*

**Anahtar Kelimeler:** Kurumsal Kuram, Bibliyografik Analiz, Kültürlerarası Kıyaslama, Web of Science, Dergipark

**Jel Kodları:** L22, Z13, M14

**Abstract**

*The primary goal of this research was to investigate the manifestations of institutional theory in both the mainstream academic literature and Turkish scholarly literature, and to evaluate the applicability of the theory in different cultural and contextual settings. The research employs a methodology of analyzing 25,052 articles indexed in the Web of Science database together with 1,783 articles obtained from Dergipark. The present study is based on a systematic review and bibliographic analysis of the theory's universal dimensions and its context-dependent variations, as displayed through the network mapping function of VOSviewer. Besides, a trend analysis was performed as a means of tracing the historical progression of publication patterns, while a comparative examination of key terms was executed to mark distinctions between the shared concepts and those found exclusively in each literature stream. The thematic connection mapping through network mapping, the research pinpoints the main research areas within institutional theory in different configurations. The results demonstrate that the divergent nature of Turkish literature in comparison with the mainstream literature dominated the debate on the Relational Progress of Establishing New Institutions and the construction of context-sensitive policies. What is more, the findings also stress the significance of cross-cultural comparisons in*

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*revealing how institutional theory remains mostly constant in its basic ideas and principles but adapts to a range of socio-cultural conditions.*

**Keywords:** *Institutional Theory, Bibliographic Analysis, Cross-Cultural Comparison, Web of Science, Dergipark*

**Jel Codes:** *L22, Z13, M14*

## 1. Introduction

Institutional Theory has been one of the prominent theories in the field of organizational studies, its distinctive mission being to direct on how institutions relate to their specific surroundings and also how environments are themselves impacted by the institutions. After a long time, it has become a general theoretical framework used widely in various disciplines such as economics, politics, and sociology. The interpretations and applications of the theory differ by cultural and institutional settings, which causes serious doubts about its ability and relevance outside the Western world (Jepperson & Meyer, 2021). In this regard, cross-cultural research plays an important role in the universality of the theoretical frameworks in light of the local conditions that shape institutional processes (Brislin et al., 1973). The understanding of how organizations operate in unique cultural and socio-political environments is important not only for the advancement of theoretical perspectives but also for the implementation of practical implications as globalization occurs (Hofstede, 2001). Although Western countries have dedicated much of their research time on Institutional Theory, its prevalence in non-Western parts of the world proves to be a field still lacking appropriate academic scrutiny.

The creation of Institutional Theory owes to significant contributions by authors like Selznick's (1948) who examined organizational character, and Meyer & Rowan (1977) who engaged the concept of institutionalized organizations. These studies provided the scheme for the study of how institutions gain legitimacy and respond to isomorphic pressures (DiMaggio & Powell, 1983). Later on, the theory changed its scope to include topics such as sustainability, institutional logics, and entrepreneurship, which further highlights the typical dynamic process of this theory (Besharov & Smith, 2014; Thornton et al., 2012).

On the other hand, the adoption of Institutional Theory in the literature of Turkey has exhibited some distinctive features. Turkish researchers have frequently pointed out the state as the major factor in institutional processes, not like the Western discussions which emphasized the market-centered institutional changes (Özen, 2004; Yalçınkaya, 2018). Furthermore, the application of the theory to the fields of aviation and corporate social responsibility reflects the contextual adjustable which it has in Turkey (Sahin & Mert, 2023). Carrying out a comparative bibliographic analysis is an effective way to analyze the progress of a theoretical framework or the utilization in different countries and institutional settings (Lewis, 2002). These analyses are helpful not only in sustaining the principal formation of Institutional Theory but also in disclosing ways in which it is altered by different socio-economic and political contexts. Institutional logics and isomorphic mechanisms, which are widely discussed in Western literature, can have different functioning in other cultures due to the cultural differences and other factors (B. Meyer, 2014; Risi et al., 2023). Thus, the importance of cross-cultural comparisons becomes very evident in establishing the transferability and adaptiveness of Institutional Theory (Saikia et al., 2024).

The primary objective of this research is to analyze the impact of cultural and contextual factors on the use of Institutional Theory through comparing its prevalence in the mainstream academic literature and Turkish scholarship. The study mainly aims to address the gaps in the literature by showing how cross-cultural research can be a means of theoretical adaptation of clarifying the issues related to the universal and context-dependent nature of the theory.

In order to arrive at the anticipated goal, a bibliographic analysis will be conducted for the systematic comparison of the mainstream and Turkish academic literature in terms of the representation of Institutional Theory. By virtue of the dataset of research publications which are indexed in Web of Science and Dergipark from 2014 to 2025, the study will identify the thematic trends, the conceptual structures and the methodological differences according to these two components of literature. In doing so, this research will implement bibliometric techniques like keyword co-occurrence mapping and trend analysis to unveil norms, prevalently discussed themes, and the region's specific developments in the theory. Moreover, network visualization tools such as VOSviewer will be employed to illustrate the relationship and growth of essential keywords across a range of institutional contexts. Besides that, this study will highlight the degree to which the Turkish context has modified Institutional Theory rather than its original proposal in the worldwide academia. By such comparative research, the project simulates a framework for establishing the theoretical and practical issues in the different research settings of Institutional Theory.

## 2. Literature Review

### 2.1. Institutional Theory in Mainstream Literature

Institutional Theory observes that organizations are not merely the structures that follow through with technical tasks and economic interests; they are also the ones that are shaped by their social contexts and actively shaping them. The inception of this theory is relatively old, as it has its roots in the sociology and organizational behavior disciplines. Philip Selznick's groundbreaking work is what formally established the Institutional Theory area. Selznick (1948) claimed that the organizations are not mechanical but rather they are becoming social actors through the processes of adaptation to environmental pressures (Mumcu, 2022). Through his argument, he made it clear that organizations are affected by their environmental context in which they develop a "character." This view shows that organizations are not just aiming at maximizing their efficiency but also want to achieve environmental legitimacy. The work of Selznick in 1957, *Leadership in Administration: A Sociological Interpretation* further investigated the issue of how leadership and the institutionalization process are related and integrated into organizational dynamics. His argument was that leadership plays a very important role in the alignment of organizations with their environmental context.

In the 1970s, Meyer & Rowan (1977), in their article *Institutionalized Organizations: Formal Structure as Myth and Ceremony* proposed that organizations adopt symbolic structures and procedures this is done in order to achieve both technical efficiency and legitimacy. This perspective evidenced that institutionalization is a matter of social rationality instead of technical rationality. Given the viewpoint of Meyer and Rowan, the act of adhering to the external expectations both deals with the internal coherence and gives legitimacy to the organizations. However, this might lead the organizations to make use of formal structures that would mechanically reduce efficiency thus showing the contradiction between the form and function of the organizations. DiMaggio & Powell (1983) readdressed the topic of environmental pressures with a different focus, in a very important work *The Iron Cage Revisited* for his unity of method and message in application to organizational change. Their contribution to the theory of institutional isomorphism was three-dimensional. First, coercive isomorphism takes place under legal and regulatory bases, and it forces organizations to follow some rules on the basis of outside agents: like the government or the industry standard. Secondly, mimetic isomorphism is when organizations are dealing with an uncertain environment they will lose ambiguities, by following examples that have worked before. This is especially apparent during the crises. And lastly, normative isomorphism is the product of professional associations and the influence which universities have. The former and the latter persuade organizations to include standard practices in their activities. They are the three approaches in the form of frame and interaction of the environment with the organization.

DiMaggio and Powell pointed out that isomorphic processes result in a lack of diversity in organizational fields and they bear both advantages and disadvantages. Zucker (1987) widened the focus of institutionalism by explaining how it takes place not only at the level of organizations but also at the individual one. He considers the concept of institutionalization to be the one which forms actors' intentions and actions, from a micro lens the concept is important in understanding institutional theory at a micro level. In the last decade, the concept of Institutional Theory has become broader than the previous one, which was just organizing the environment. Active shaping has been found to be a key mechanism of the organizations' rigidity-breaking behavior. Besides the notion of institutional logics, the idea of institutional entrepreneurship has also substantially broadened the theoretical scope of Institutional Theory. Institutional logics are the concept that is used to explain the interaction of organizations with diverse social, cultural and economic value systems. Thornton et al., (2012) considered institutional logics as "the cultural rules and practices that shape the decisions and actions of organizations and individuals." Hence, this approach shows that not only do organizations pursue a single value system but they also tend to follow several at the same time.

Recently, various studies have been done regarding the different ways in which institutional logics intersect with and affect organizational decision-making. For instance, McPherson & Sauder (2013) considered how organizations mediate between different types of institutional logics and how these logics change the organization structure and processes. Besharov & Smith, (2014) illustrated institutional complexity, methodically adopting multiple institutional logics and their impact on organizational performance and change. They pointed out that institutional logics are the most significant factor determining the organizational fields and the actors' actions in it. For instance, Ponte & Pesci (2022) illustrated how institutional logics changes in the media industry and shifts field dynamics. Likewise, Conrath-Hargreaves & Wüstemann (2019) did case examples in the healthcare sector, showing how the coexisting institutional logics affect the professional norms.

Institutional entrepreneurship, on the other hand, is the process through which organizations not only adhere to the dominant institutional logics but also alter them. Battilana et al. (2009) characterized institutional entrepreneurs as "individuals or organizations capable of bringing about profound changes in institutional fields." This term is found to be highly relevant in situations where the companies have to find new competitive strategies and when the environment changes fast. The most up-to-date studies have investigated the conditions and mechanisms of institutional entrepreneurship in various contexts. Tracey et al. (2011) portrayed social entrepreneurship as a form of institutional entrepreneurship. They showed how social entrepreneurs change the expected setting within which they act. Similarly, Albertini & Muzzi (2016) Results of institutional entrepreneurship in the healthcare sector on public health improvement and inequalities.

In the current literature, there is a clear and mutual link between logics and entrepreneurship. Misangyi et al. (2008) examined the impact of institutional logics on the strategies of entrepreneurs and how the entrepreneurs at the same time redefine those logics. This interplay becomes more obvious in the most dynamic and uncertain market segments. For instance, Wry et al., (2014) illustrated how green firms transform environmental institutional logics. The last decade is marked as a shift in the paradigm of Institutional Theory from a static bottom paradigm to a dynamic top paradigm. The research shows that organizations are not only passive players in this process but they also research changes to the institutional logics and fields. The growth of these fields seen in the entrepreneurial and institutional sectors may provide further insight into these new changes. The concepts of embedded logics and institutional entrepreneurship give organizations the frame to articulate responses to constraints in the environment, promote these responses and let them be established in the market. The advancements made in the fields have massively enriched the theoretical and practical benefits of the principles of Institutional Theory.

## **2.2. Institutional Theory in Turkish Literature**

Institutional Theory has been on the rise recently in the domain of management and organization science in Turkey. The main engine behind this growth lies in the theory's capacity to not only demonstrate the process whereby organizations adjust to environmental pressures but also how they actively create their contextual environments. In the Turkish literature, the discourse on Institutional Theory has taken a broad scope cutting across both theoretical discussions and sector-specific applications.

Contributions to the theoretical backbone of Turkish literature's discussion on institutional theory have been important and have significantly broad-based this discussion. Such is the case of old and new institutional approaches' view of the economy as the totality of the relations that come from the social environment. For example, Sözen & Basım (2012) made a comparative study about the lines of convergence and divergence between Institutional Theory and sociology, economics, and organizational theory. This study underlined the old institutionalism; was concerned with a rigid and passive mode of adaptation in contrast to the dynamic and cognitive interpretation that the new institutionalism offered. Furthermore, Erkocaoğlu (2009) was the first to speak of the logics and entrepreneurship of institutions within Turkish literature; he illustrated how the organizations deal with environmental pressures. His paper is seen as the first major contribution to practical applications on institutional theory in Turkish literature.

The book *Organizational Theory* by Keskin et al. (2016) is another significant theoretical contribution. The given work takes an inclusive organizational theory perspective disclosing the core dynamics of institutional theory. It stipulates how organizations deal with environmental conditions and presents institutional mechanisms that operate within the processes. Furthermore, the book offers critical theoretical and practical insights about the role of institutional pressures in strategic decisions and serves as a key reference to understand the foundational principles of the institutional theory in the Turkish literature.

One of the recent publications that has made a substantial contribution to Turkish literature is the book *Current Approaches in Organizational Theories* Ataman & Mumcu, (2022). This book has been published in Türkiye and covers contemporary organizational theories and goes into great detail about the different aspects of institutional theory. It discusses the influence of social capital and institutional logics on organizational dynamics and illustrates their application in the Turkish context with real examples. This work highlights the theoretical expansion of Turkish literature and becomes a helpful source to examine how organizations handle environmental pressures and develop new strategies under constraints. In Turkey, the application of Institutional Theory has also been ventured in specific sectors such as health, education and finance. Taştan (2021) looked at the quality management adoption in the Turkish higher education system from a neo-institutional theory perspective. They found that the traditional quality management methods of the Turkish universities are both reluctant to follow the tendencies of the world and also unique because of local factors.

Following the same idea, Doğan et al. (2007) investigated the changes in the Turkish banking sector and how banks try to obey international financial standards. The study was based on coercive isomorphism by showing the role of regulatory bodies and international standards as the drivers of transformation in the Turkish banking sector. Instead, the state has been a core topic in the discussions on the institutional processes not only in Turkey but worldwide. The dependency of Turkey's socio-political structure makes the state both a central actor in the organization fields and a synchronized force. Atila (2007) viewed the state as a regulator, a rationalising agent and a major player in the process of homogenization in which organizations become the same. The study provides a resource that explains coercive isomorphism in the Turkish context.

Also, Turkish literature has incorporated case studies and field actions that reinforce the Institutional Theory. Şanal & Özgen (2013) analyzed the institutional entrepreneurship practices that take place in Turkey, where in the process entrepreneurs actually transform the existing regulations. This paper figured out the insights hidden behind the dynamics of change in Turkey. Additionally, Eroğlu (2020) discussed how the Turkish organizations are concerned with institutional logics and legitimacy management. Their study which was based on normative isomorphism aimed to highlight how organizations work toward the compliance of professional standards. While the works on constitutive logic are representative of ongoing work.

### 2.3. Theoretical Background

As directed by the Institutional Theory organizational behaviour is strongly influenced by institutional logics; normative structures; and environmental pressures. Over time, it has been a matter of focus in the exploration of both local and global contexts, establishing itself as the leading theoretical framework in the literature. Systematic reviews essentially contribute to this aspect of the theory by presenting a more encompassing understanding of its applicability in different environments and by helping to identify the universal and context-specific traits of the theory.

Among the most extensive systematic reviews published in this domain one is the one which was carried out by Weerakkody et al. (2009), spanning the interdisciplinary reach of Institutional Theory. Being a demonstration of the widespread applicability of this interdisciplinary approach the authors highlighted its use in technology, public administration, and organizational studies among others, which illustrates it being relevant to a variety of disciplines. They were the first scientists to conduct a bibliometric analysis that provided a geographical overview of the dissemination of Institutional Theory across the globe and which in turn returned material for its historical analysis and for its diffusion rate.

Horodnic (2018) examined the theory in a more specific context through its analysis of the transformation of the role of state institutions in times of economic crisis by implementing a formal and informal methodology. The article discussed the ethical aspects of tax applications and thereby presented insights into the role of institutions in fostering the development of social and economic practices. Likewise, Sahin & Mert (2023) related the ideas of neo-institutionalism and new institutional economics, with a focus on international business, wherein they intersect. Their report acknowledged that Institutional Theory was the informing variable of decision-making in multinational firms and the influence on new markets as well, and the assessment was carried out by applying different methods to survey multitude economic models.

In Turkish academic circles, the theme of the Institutional Theory is often treated as a discussion on the role of the local context and state involvement. In a relatively recent paper, Yalçınkaya (2018) has asserted that Turkey's institutional model is mainly different from the one in the liberal state and this is manifested in the more interventionist character of the framework. This study emphasized the requirement for a re-read of the Institutional Theory from a local perspective, pointing out that the theoretical adaptation is rather local political and economic contextuality shaped.

There has been a study by Tayşir (2014) on the presence and usage of Institutional Theory in Turkish management science conferences, thus providing a first perspective on it whereas Özen (2004) studied the role of the state in the institution-building process with emphasis on the rather Turkish case and different from dominant Western-centric models and its' distinctive features. Cross-cultural bibliographic studies, such as those by Lewis (2002), have also addressed the methodological challenges of comparative institutional research, offering frameworks for examining institutional processes across different cultural settings. These studies contribute to a more comprehensive understanding of Institutional Theory by bridging global and local perspectives.

A comparative approach is indispensable in the assessment of the contextual validity of Institutional Theory and the understanding of the local conditions in general. Dissecting institutional scopes in various economies

and societies not only aids in laying bare the axioms of the theory but also allows us to see how its application in other cultures differ. Cross-cultural studies have a double function, due to challenging the established science and at the same time stretching it by adding innovative elements and viewpoints.

Continuing with this course, this paper is planned to offer an analysis of the discussion of Institutional Theory in both Hungarian and Turkish literature. A significant emphasis will be on how Western scientific models become available-localized and what are the implications, the method and concept variations that emerge? This research will be accomplished through a systematic mapping of similar and dissimilar areas, which will not only answer the questions in the literature but will also build on the theoretical framework and study its applicability across different geographical and cultural contexts. The final outcome of this study would be a highlight on the impact of cross-cultural analysis that pertains not only to the weaknesses of the universal model but also to the unique implications that localized institutional perspectives give.

### 3. Methodology

The research is set up as a bibliographic review that organizes the collected data through a systematic literature review and is reminiscent of data gathering (White et al., 2006). Bibliographic reviews are regarded as an effective method for thoroughly evaluating publications within a specific field or topic, identifying key themes, trends, and gaps in the literature (Tranfield et al., 2003).

#### 3.1. Sample

The qualitative research model that this study utilizes is content analysis, which is the main method for arranging and analyzing the data for clear patterns and meanings in the texts (Elo & Kyngäs, 2008; Krippendorff, 2004). This study is concentrating on the words Institutional Theory that have been used in the titles and abstracts or keywords of the articles. As a part of the dataset's robustness measure, it has been decided to include solely articles that were published in English and have been classified as scientific journals (Zhu & Liu, 2020). The two samples used in this the study are: the first sample made up of articles published in the globally recognized Web of Science (WOS) index for its validity and the second, consisting of articles published in Dergipark, which is a central platform for Turkey-based academic journals. In both samples, the study's dataset was made out of articles published between 2014 and 2025 that included the word "institutional" in their abstracts or keyword sections. With the dual-sample design, a comparison can be made, and with the help of the design, both the differences in the two concepts and the shared themes can be noticed.

#### 3.2. Procedure

The process of compiling keywords that were taken out of the articles was effectively done including merging synonymous and redundant terms into coherent lists. Upon receiving the final keyword lists, the researcher together with two experts of the fields of Economics and Administrative Sciences validated the lists (Bryman & Cramer, 2012; Patton, 2014). The methodological framework, which is strengthened by these two interconnected samples. This framework not only provides a broader perspective on institutional theory in the mainstream but also on institutional theory in Türkiye, based on conceptual and thematic distinctions. This research methodology involved highly systematic steps that were designed to ensure accurate analysis of the data along with reliable results.

- *Searches in Web of Science and Dergipark Journals:* For the first sample, the searches were executed in journals that are recorded in the Web of Science (WoS) database, based on the exact keywords. By this process, the study retrieves 25052 articles on the mainstream institutional theory. The second sample of searches occurred in journals that are enrolled in the Dergipark database, being sought with the identical keywords. Thus, it managed to generate a total of 1783 articles.
- *Keyword Extraction:* From the recognized articles, keywords were extracted and classified. In the end, this step was the source for the identification of 52083 keywords for mainstream institutional theory and 3440 keywords for institutional theory in Turkish literature.
- *Keyword Consolidation:* Similar keywords were accepted and clustered into coherent, unified lists with the help of a thesaurus file for minimizing redundancy (e.g., combining "family firms" and "family business") (Van-Eck & Waltman, 2023). In this phase, there were 140 mergers for mainstream institutional theory and 167 mergers for institutional theory in Turkish. Consequently, the new number of mainstream institutional theory keywords was 52057 and 3314 for institutional theory in Turkish literature.
- *Co-Occurrence Analysis:* The VOSviewer program was utilized in generating the keyword co-occurrence lists. The analysis revealed 60724 co-occurrences for mainstream institutional theory. Furthermore, the results

showed that there were a total of 3167 co-occurrences documented for institutional theory in Turkish literature. A co-word analysis (a text-mining technique) makes it feasible to exhibit the relationships among the keywords and establish the structural reasoning. This technique presents how many pairs of keywords commonly occurring in the database thus interportal their thematic links (Narong & Hallinger, 2023).

- *Temporal Trends*: The trend in the publication of articles over the years was set for each sample determined as the number of articles published per year. This showed the incredibly important upheavals in both domains (Hamilton, 2020).
- *Analysis of Data and Displaying the Results*: The VOSviewer program was essential for the analyzing and interpreting the data received. By means of this software, the associations among the keywords were elucidated, verbal structures were created, and the prominent topics in each sample were easily revealed to the audience.

This structured procedure minimizes any possible conceptual and thematic misinterpretations of mainstream institutional literature and institutional theory in Turkish literature and their critical part in comparative analysis by providing precious insights.

### 3.3. Data Collection Instruments

#### 3.3.1. Web of Science

WOS or Web of Science is a well-known database maintained by Clarivate Analytics that substantially affects the academic world. It includes high-quality, peer-reviewed scholarly outputs in various disciplines, such as social sciences, natural sciences, and humanities, making it a source of reputable and comprehensive material for data collection and analysis (Pranckutė, 2021). WOS is characterized by selective journal criteria applied strictly to include only reliable and significant journals. It has a database with over 21,000 titles and millions of records from various fields, making it one of the most extensive databases. The extensive range of WOS allows users to have access to a wide array of literature that in turn, helps in detailed data collection (Testa, 2009). One of the advantages of the WOS is that it provides a great search option. The researchers can make targeted searches with keywords, titles, abstracts, and citations that help them to restrict their dataset with a specific theme or bibliometric studies. Moreover, literature citation tools in WOS facilitate editing citation trends, indicating prominent literature, and assessing the effect of the research (Mongeon & Paul-Hus, 2016). WOS also works with bibliometric software such as VOSviewer; it enables researchers to explore co-citing patterns, keyword networks, and publication trends. Through this way, WOS serves as a valuable gain for the scientometric studies, especially the ones focused on the comparative or the cross-disciplinary research (Van-Eck & Waltman, 2010). WOS is a comparative study tool that can also be used in data collection. It allows researchers all over the world to map problems, subjects, and gaps in various fields and in different areas, and thus makes it possible for them to do cross-field studies, for instance, discussing institutional theories and other concepts in global versus local settings. All in all, the Web of Science is one of the most complete dedicated platforms available for academic studies and for this reason is one of the absolute best. Its huge database, excellent searching tools, and accomplished analytical instruments all serve as irreplaceable reasons to be in the position they are in, i.e., the best scholarly data gathering and processing tool.

#### 3.3.2. Dergipark

Dergipark is a considerable site providing access to academic journals in Turkey and offers a one-stop shop for scholarly publications from across the disciplines. It has operated under TÜBİTAK (The Scientific and Technological Research Council of Turkey) and it positively promotes open-access reading and enlightens Turkish scientific expertise to the globe (S. Kurnaz, 2022). A commendable treasure of Dergipark is its rehearsal exercise in data indexing with titles that have been peer-reviewed. While you find this platform as an impressive home to 3,000 journals and numerous articles it is equally a chief source of evaluations for researchers on topics and their changes in relations to Turkish academia (Demirel & Kılıç, 2019). The advanced search features offer users the means to filter on several levels, which is particularly helpful for terms like "institutional theory" being integrated with specific articles. Dergipark's trustworthy research data platform is the result of not just a solid technological background but also adherence to regulations in the academic publishing sector. The articles on the platform undergo a comprehensive peer review process which guarantees the high standard and credibility of the content (Özgür, 2024). What is more, Dergipark integration with international bibliometric databases like Google Scholar has brought advantages to its researchers, i.e., increasing citations and giving digital access to their referred articles. Dergipark, being an open-access platform, further adds its support to the principles of transparency and inclusivity in academic research. It gives

its users the permission of seeking and accessing the whole content without any cost and removes the financial barrier, thereby, making it possible for the researchers from the disadvantaged backgrounds to be more effective in their studies (Dergipark, 2024). Finally, Dergipark would be a great tool for data collection, particularly in the studies about academic literature in Turkey. Its stunning database, harshly ruled publication, and open access model which extends arm across the globe make Dergipark a reliable forum and a well-informed outlet in academic research.

### 3.4. Data Analysis

The biggest achievements come from the systematic comparison and keyword analysis of the institutional theory mainstream and Turkish literature. The network maps were obtained by the addition of the keywords that have been found in at least 5 studies only (Van-Eck & Waltman, 2010). The core part of this project was the application of VOSviewer software which happens to be a powerful and user-friendly tool for bibliometric analyses. VOSviewer made it possible to illustrate and visualize the connections and frequencies of keywords which in turn were heuristics offered to the researchers about the conceptual and structural patterns of the fields analyzed. The two tools primarily created network maps for the main keywords that were related to both women entrepreneurship as well as general entrepreneurship. These diagrams made it easy to observe both the conceptual deviations and parallels between the two fields along with temporal, thematic, and structural characteristics (Leydesdorff & Rafols, 2009). The analysis also consisted of a straightforward comparative study of the most significant keywords identified for each idea.

Co-occurrence analysis is a bibliometric technique that uses keywords to identify the relations between terms within a specified set of publications. This technique reveals the thematic structure of a research field, lays out the key areas of focus, and brings to light the trends which are on the rise. VOSviewer, which is the software tool that is predominantly used in bibliometric mapping, is very suitable for performing co-occurrence analyses since it visualizes connections between terms in an intuitive and systematic manner (Van-Eck & Waltman, 2010). In this study, the co-occurrence analysis was primarily used as the main method for exploring the thematic and conceptual relationships within the datasets. By concentrating on the terms that are tied together in many instances in the titles, abstracts, and keywords of articles, we were able to map the intellectual structure of the research fields under investigation. The analysis was carried out for datasets sourced from Web of Science (WOS) and Dergipark respectively to juxtapose the global and local views of Institutional Theory. The co-occurrence technique permitted the systematic differentiation of thematic clusters and the prominent concepts that formed the basis for the comparative evaluation. VOSviewer has the co-occurrence function which gives researchers the opportunity to evaluate how frequently specific terms get together in the title, abstract, or keywords of the published research articles. By mapping these relationships, the tool creates network visualizations that display clusters of related terms. These clusters represent distinct thematic areas within the dataset that will help researchers to identify the major research topics, knowledge gaps, and propose future research areas (Perianes-Rodriguez et al., 2016). For instance, clusters produced through co-occurrence analysis would show whether the field in question is pre-occupied primarily with foundational concepts or if it drifts into applied and interdisciplinary topics. A factor that is a plus point for VOSviewer is its ability to accommodate extensive data sets, additional its strength in analyzing detailed bibliographic databases like Web of Science or Scopus. The software employs a unified distance-based mapping approach, consequently, terms that frequently appear together are kept nearby in the real-world network (Waltman et al., 2010). This gives a clear and understandable structure of relationships between terms and thus gives more value to the researchers who are conducting their analysis with themes or the comparison of the studies.

In conclusion, co-occurrence analysis using VOSviewer was the basis of this study and it facilitated the elaborate study of the thematic structures within the WOS and Dergipark datasets. By visualizing and quantifying the relationships between the terms, it provided insights into their development, concentration, and interconnections in each dataset. This approach was useful to make a solid comparison of the global and local perspectives on Institutional Theory, presenting a full understanding of its thematic and contextual dimensions.

## 4. Findings

The findings of the study are presented separately for the mainstream and Turkish literature on Institutional Theory.

### 4.1. Mainstream Institutional Theory

The analysis of the Web of Science (WOS) database identified 25052 articles related to Institutional Theory. These articles collectively contained 52083 keywords. After consolidating similar terms, the total number of



more apart are either applied more similarly or represent other forms of institutional theory. The terms are fonts arranged according to their occurrence in literature, so the larger ones mark solid research areas, the smaller ones denote ones still under development but showing considerable growth.

#### 4.1.2. Keyword Analysis

Keyword analysis serves as a vital tool for uncovering the thematic structures within a specific body of literature. The analysis conducted in the context of mainstream Institutional Theory aims to identify conceptual trends, highlight the topics that receive greater emphasis, and determine which concepts hold a more central position in the literature. Additionally, it provides an evaluative framework for identifying areas within the mainstream Institutional Theory literature that remain underexplored or insufficiently examined.

**Table 1: Mainstream Institutional Theory Keyword List**

	Keyword	Occurrences	Total Link Strength	Occurrences Percentage	Total Occurrences
Model 1	Institutional Theory	2779	7287	5%	60724
	Institutionalism	632	1741	1%	57945
	Universities	548	1411	1%	57945
	Entrepreneurship	516	1461	1%	57945
	China	514	1284	1%	57945
	Corporate Governance	440	1251	1%	57945
	Corporate Social Responsibility	437	1225	1%	57945
	Sustainability	407	1226	1%	57945
Model 2	Legitimacy Theory	402	1214	1%	57945
	Agency Theory	383	1188	1%	57945
	Emerging Economies	343	970	1%	57945
	Politics	330	946	1%	57945
	Qualitative Research	326	888	1%	57945
	New Institutional Theory	323	741	1%	57945
	Environment	314	901	1%	57945
	Governance	301	942	1%	57945
	Gender	299	891	1%	57945

**Source:** Prepared by the author

**Note:** In the table, calculations in Model 2 are based on the co-occurrence count after subtracting the frequency of the term "Institutional Theory" from the total frequency.

The keyword analysis of the mainstream institutional theory exposes its own thematic focus and the interrelationship that lies between its core concepts. As the most often used keyword, "Institutional Theory" is found with 2,779 occurrences and a total link strength of 7,287, which corresponds to 5% of all keywords. This highlights its role as the most important one in the academic discourse being the caveat of the systemic discussions across the disciplines and the contexts. "Institutionalism," 632 occurrences and a link strength of 1,741, are the evidences of the theoretical framework that includes its basic concepts of sustainability and historical parts. "Universities" (548 occurrences) relate to the sector's main input in the development and implementation of institutional theory, reflecting its relevance in academic and organizational studies. Based on the 516 occurrences and a link strength of 1,461, which "Entrepreneurship" made, one might guess that it is the subject's increasing trend to study the influence of institutional contexts on entrepreneurship. Instead of "China" (514 occurrences), which in turn, signifies the specific geographical area of interest, the main contribution relates to the emergence of markets, and the institutional theory view, which refers to the analysis of transitions and reforms in the particular context. On the other hand, "Corporate Governance" (440 occurrences) and "Corporate Social Responsibility" (437 occurrences) feature the institutional theory in the



The VOSviewer network analysis offers a straightforward assessment of the state of Turkish academic literature on institutional theory, indicating key concepts and their linkages. The center of the network is corporate governance, which appears as a central and primary theme, characteristic of its major role in the formation of organizational structures and the channels of decision-making. The surrounding of corporate governance by related terms explicitly shows that the researchers are mostly interested in governance frameworks and their consequences to the enterprises.

In addition, one of the main terms that is related to this topic is financial governance, which contains words like auditing, ownership structure, earnings management, and return on equity. The mentioned items are proof of the scholars' intention to highlight financial performance measurement, accountability, and internal control systems. Where board of directors and internal control system are together, it indicates furthermore an interest in looking at how the governance structure plays a role in corporate effectiveness and regulatory compliance.

Another main line of research deals with corporate communications and reputation management. Keywords such as corporate communications, reputation management, and social responsibility emphasize the fact that corporate identity, transparency, and stakeholder relations are increasingly becoming important in firms. The incorporation of branding, social media, and corporate culture to this cluster should be seen as a potential cause of the growing interest in platforms and their role in altering corporate reputation and communication strategies.

The network is also home to a group whose focus is institutional frameworks and economic systems, expressed in terms such as institutional structure, institutional economics, and Turkey. This set of phrases shows the use of the theory of institutionalism in gaining insight into the economic structure and governance frameworks in Turkey. The pair of panel data analysis, growth, and foreign direct investment as a leaning towards quantitative methods lays the ground for the examination of the institutional factors on economic growth.

Ethics and social responsibility notices immediately as another relevant theme, viewed through tags like social responsibility, ethics, and stakeholder theory. The mentioned cluster displays the worth of ethics in the formulation of company decisions and the attitude of workers to the company that have got primary focus in the researched area. The theme of corporate citizenship that has been formed by discourse analysis and indications on a qualitative basis represents the process whereby the organizations interact with society on their broader responsibilities.

The cluster regarding sustainability and reporting consists of terms like reporting, integrated reporting, and responsibility among others. These words represent the bridge connecting governance structures with the corporate sustainability measures, in which reporting turns into the main tool for both transparency and accountability.

Alongside these clusters of themes, the network also on the whole enhances our knowledge of the practical usage of the institutional theory. As for the terms associated with major sectors like healthcare, tourism, and banking, these might be thought of as relevant in dissimilar industries. At the same time, the presence of terms regarding the methodology like decision-making, artificial intelligence, and logistic regression highlights a turning point in the development of institutional theory research through the work of advanced analytical techniques.

To sum up, the network presentation not only provides a detailed account of what the changes in institutional theory literature in Turkey are but also the intersections of governance, finance, ethics, sustainability, and industry-specific challenges offer good insights into the local application of the institutional theory.

#### 4.2.2. Keyword Analysis

**Table 2: Turkish Institutional Theory Keyword List**

Keyword	Occurrences	Total link strength	Occurrences Percentage	Total Occurrences
Corporate Governance	322	399	10%	3167
Social Responsibility	285	320	9%	3167
Reputation Management	172	176	5%	3167
Sustainability	134	186	4%	3167

Finance	92	148	3%	3167
Image	88	116	3%	3167
Corporate Communications	87	150	3%	3167
Social Media	69	134	2%	3167
Public Relations	68	122	2%	3167
Performance	67	97	2%	3167
Bist	63	118	2%	3167
Auditing	51	85	2%	3167
Risk Management	51	66	2%	3167
Panel Data Analysis	48	92	2%	3167

**Source:** Prepared by the author

**Note:** The table above includes the top 2% of keywords with the highest frequency. The complete list is provided as an appendix.

The keyword analysis of the Turkish institutional theory gives insightful information on the thematic focus and research trends that can be discerned from this literature. The keyword with the highest frequency, "Corporate Governance," shows an occurrence of 322 times, which constitutes 10% of the total instances with a link strength of 399. The fact that this is the most prevalent term demonstrates the significant focus on corporate structures, accountability, and governance mechanisms in the Turkish context, which mirrors both the theoretical and practical issues dealt with.

"Social Responsibility" is the second most important keyword with 285 entries and a link strength of 320, which makes us realize corporate social responsibility (CSR) as one of the critical areas of study. It denotes the continuity of the way in which Turkish organizations conform their operation to the norms of society and ethics. Moreover, "Reputation Management," associated with CSR, is noted as it appears 172 times. This reveals the extent to which institutional studies depend on the factor of the company's image and brand reputation.

"Sustainability," which saw 134 occurrences and a link strength of 186, is a keyword that underlines the concept of research on the growing attention the environmental and social dimensions gain in Turkey. Aligned with global standards, the specificities of local conditions in the sustainability drive are highlighted. "Finance" (92 occurrences) and "Image" (88 occurrences) have also been mentioned, which together have shown the bridging of institutional theory with financial management and the creation of corporate image. "Corporate Communications" (87 occurrences) and "Social Media" (69 occurrences) are the main indicators of the prominence of digital platforms and communication strategies in institutional research. These keywords depict a contemporary view on institutional behavior in the face of technological innovations and public engagement. "Public Relations" (68 occurrences) and "Performance" (67 occurrences) are the main preoccupations with organizational communication and performance assessment, pinpointing the amendments made to the organizational effectiveness and the stakeholder relationships. The term "Bist" (63 occurrences), which is the Turkish stock exchange, demonstrates the concentration on financial markets and the practices of corporate governance in the Turkish institutional environment. "Auditing" (51 occurrences) and "Risk Management" (51 occurrences) express the essence of compliance, transparency, and risk cut within the literature on the institutional study. The surefire indicators speak clearly about a heavy load on regulatory standards and the handling of uncertainty. Lastly, "Panel Data Analysis" (48 occurrences) showcases the methods being used while Turkish institutional research is being conducted, which are quantitative techniques reflecting a tendency towards those methods for the exploration of institutional phenomena.

Primarily, the keyword analysis shows the corporate governance, social responsibility, and sustainability as the central themes in Turkish institutional theory. The interconnection of financial, communicative, and methodological factors not only presents but also stresses Turkey's institutional research as multidimensional dealing with both global theories and local practices.

## 5. Conclusion

This study contributes to the institutional theory literature by offering a cross-cultural bibliographic comparison between mainstream and Turkish academic studies. While previous research has extensively examined institutional theory within Western-centric frameworks (DiMaggio & Powell, 1983; W. R. Scott, 2008), the adaptation and transformation of this theory in non-Western contexts remain underexplored (Kostova & Roth, 2002). This study fills this gap by systematically analyzing how institutional theory is conceptualized and applied in Turkish scholarship, identifying both universal elements and context-dependent variations. A key contribution of this research lies in its empirical cross-cultural keyword analysis, which highlights the thematic divergences and convergences between global and Turkish institutional studies. The represented Turkish literature recognises the Turkish situation more closely to the regulatory frameworks, state intervention, and corporate governance in the case of these emerging countries, whereas mainstream literature tends to institutional entrepreneurship, isomorphism, and governance mechanisms in reference to market-driven environments. According to the conclusion in the institutional logics dimension, there are noones that are static but they are shaped by context such as the cultural, political, and economic factors (Thornton et al., 2012).

Additionally, this article also deals with the methodological gap since it involves the librarianship tools such as bibliometric and network analysis (VOSviewer) to the institutional theory discourse from different countries. This librarianship offers a mathematical, visual measure of the thematic structures across the streams of literature, which constitutes for a unique methodological framework for further research on comparative institutions. The intersection between the universal institutional theory and its culturally specific alterations is made by the authors who reveal the new dimensions of institutional concepts in contrasting socio-political situations. For instance, future studies can refer to these results which explain the reciprocal relationship of institutional infrastructure and cultural variables in other emergent economies, thus extending the traditional explanative level of institutionalism beyond the western one.

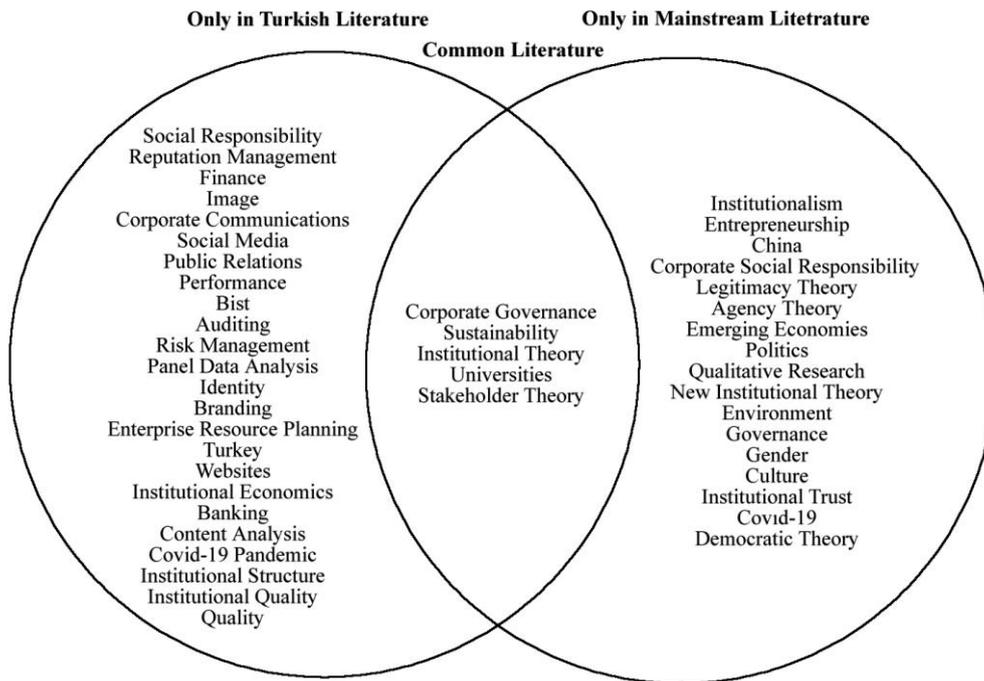
The bibliographic analysis conducted across cultures not only shows the variance in institutional theory in different literature with the focus on Turkish but also illustrates the universality of it at the same time contextual differences. On the one hand, academic papers that are predominant in mainstream literature are about institutional entrepreneurship, isomorphism, and governance within the framework of the market, while the Turkish studies account more for state intervention, regulatory structures, and corporate governance in such emerging economies. These different aspects epitomize the role that culture, economy, and politics play in institutional logics.

To further ensure the reliability of these conclusions, the article comprehensively contrasts the main thematic structures in two kinds of literature through a keyword analysis and presents the publication trends over time to evaluate the development and growth of the institutional theory in both contexts . The forthcoming sections give a report of this comparative study along the two axes: (1) keyword comparison, which identifies the core thematic similarities and differences between the two literatures, and (2) number of articles comparison, which provides insights into how institutional theory research has evolved over the years in both academic spheres.

### 5.1. Keyword Comparison

This study conducts a three-tier comparison of keywords used in the literature on mainstream Institutional Theory and Turkish Institutional Theory. The comparison focuses on keywords with a usage only frequency of at least %0,5 in each context. By analyzing how these concepts are utilized in different frameworks, this comparison highlights the theoretical and practical contexts where these keywords are most concentrated.

**Figure 3: Keyword comparison**



**Source:** Prepared by the author

The analysis is based on the top 0.5% of the keywords that have been frequently used and supports the conclusion of a strong thematic difference in Turkish literature, mainstream literature, and those keywords that they have in common. In Turkish literature, the words Social Responsibility, Finance, Reputation Management, and Panel Data Analysis imply that they are mainly concerned about the corporate functions and performance assessments and the impact of the contextual elements like Turkey, Covid-19 Pandemic, and Institutional Economics. On the other hand, the mainstream literature is more about the institutions and markets; theoretical side as well as their relation to international context with the keywords like Institutionalism, Entrepreneurship, and Emerging Economies, and Agency Theory. This strongly reflects the interest in the basic concepts and the worldwide view. The common keywords (Corporate Governance, Sustainability, Institutional Theory, Universities, Stakeholder Theory) denote the mutual concerns of the two types of literature over governance and institution as the process. Surprisingly, some of the themes appear in different forms in each dataset, for instance, Social Responsibility versus Corporate Social Responsibility, which reveals the relation of the possible interests through different terms. These conclusions taken from the top 0.5% of the most commonly used keywords lead to the idea that although there is a common line of institutional theory-related topics (Corporate Governance, Sustainability, Institutional Theory), each literature has its own specific topics as well. Turkish literature is more about the practical business applications, performance measurement, and the local context, while the mainstream literature focuses on broad issues and theories like Institutionalism, Agency Theory, and Emerging Economies. The demonstration of both the intersecting and diverging points not only highlights the transformative power of institutional theory research but also underlines the universal and local interests that drive this research. Importantly, the findings here are just a fraction of what they can be since they only deal with the top-frequency ones (0.5%) and thus the actual range of subjects is much more inclusive in the literatures that cannot be covered here.

**5.2. Number of Articles Comparison**

This discussion is a huge step in comprehending Institutional Theory’s global and local consequences. Furthermore, below is a chart graphically depicting the duration of research in both mainstream and Turkish Institutional Theory which serves as a timeline and illustrates how these two literatures developed over the years.

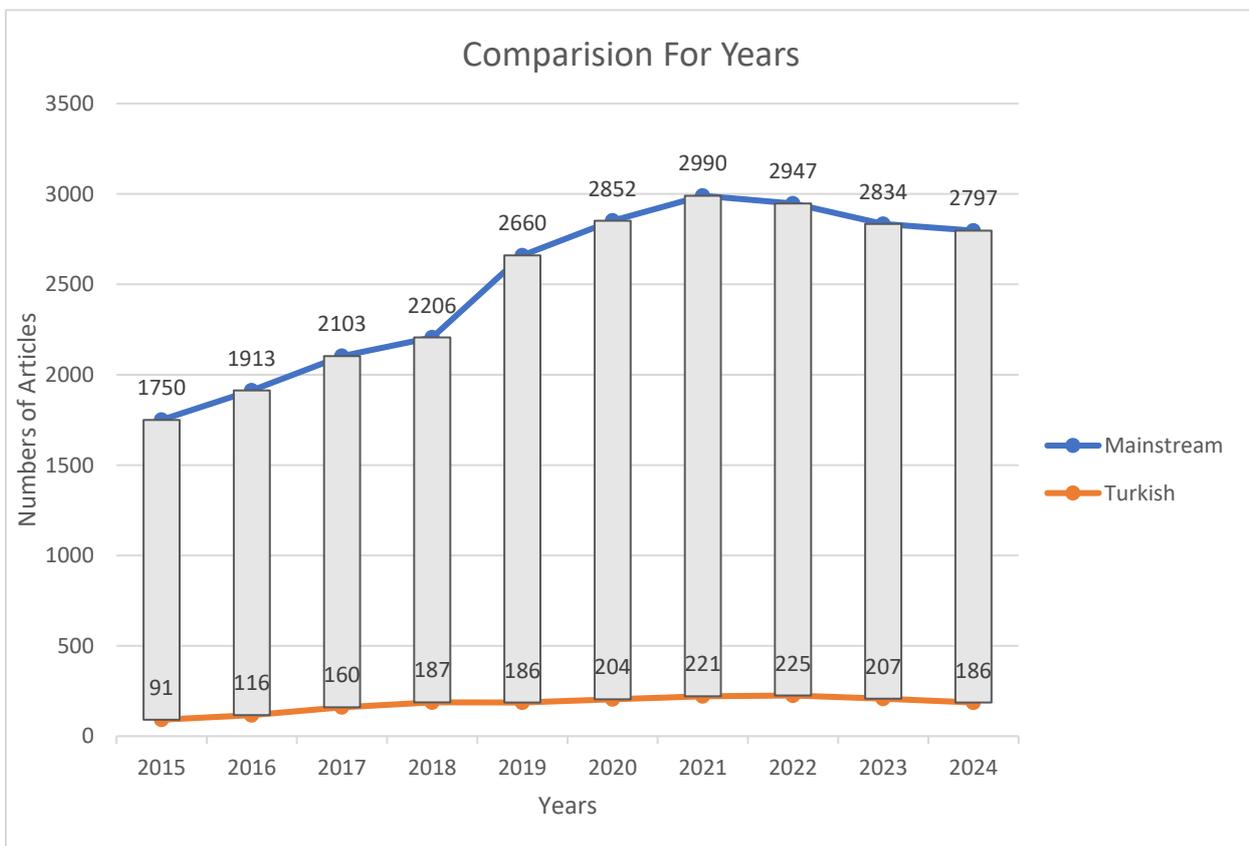
In this section of the study, the number of articles dealing with the subject of institutional theory that were published over the past 10 years in both mainstream and Turkish literature was dealt with. In this step, the Spearman correlation test was applied first, and subsequently, the distribution across the years was studied.

**Table 3: Spearmen Correlation**

	Mainstream	Turkish
Mainstream	1,000	0,936**
Turkish	0,936**	1,000
N	10	10

\*\* p<0.01; Sig. (2-tailed)

The Spearman correlation test results show that between the annual changes in the number of articles published in mainstream and Turkish institutional theory literature, there is a relationship that is quite high and positive ( $r = 0.936$ ,  $p < 0.01$ ). The high correlation coefficient demonstrates that the publications in the two literatures are parallel; when one gets high, so does the other. The fact that the p-value is lower than 0.01 emphasizes not only the adequate sample size but also the strong statistical significance of this result. Although the time span is 10 years, the use of the non-parametric Spearman test is legitimate under these conditions. The findings indicate that the studies on institutional theory in the mainstream and Turkish literatures have followed very similar patterns and trends throughout their development.

**Figure 4: Comparison Over the Years**

**Source:** Prepared by the author

The chart implies that there has been a general increase in the number of articles published on institutional theory in both the mainstream and Turkish literature over the observed years. In 2015, mainstream literature had a beginning of 1,750 articles, which escalated to 2,990 in 2021, reaching the maximum point. The overall picture after this time is the numbers showing a slight decline to 2,947 in 2022, 2,834 in 2023, and 2,797 in 2024.

A similar parallel can be seen in the Turkish literature as well. The trend starts at 91 articles in 2015 and increases gradually to the peak value of 225 in 2022 before falling to 207 in 2023 and 186 in 2024. Although the Turkish article accounts are consistently lower than the mainstream literature, their similar growth pattern

from 2021-2022 and the slight decline after that are seen as the mainstream path. Altogether, these figures hint that the institutional theory research has had an initial prolonged period of growth in both literatures, succeeded by a lesser rate of growth in recent years.

## 6. Discussion

This study examines the theoretical differences between mainstream and Turkish literature while also evaluating the role of cultural factors in shaping these processes. When analyzed within the framework of Hofstede's (2001) cultural dimensions theory, it becomes evident that the variations between mainstream and Turkish literature largely stem from cultural elements that shape institutional logics. According to Hofstede (2001) the mainstream literature is identified with the individualism, the low uncertainty avoidance, and the market-based competitive institutionalization processes dominantly. The abundant focus on institutional entrepreneurship, organizational change, and new institutional logics indeed reflects the flexible business structures and market-oriented institutionalization in Western economies (Thornton et al., 2012). Opposed to that Turkish literature is influenced by the state-central, high power distance, and high uncertainty avoidant institutional fabrics (Kostova & Roth, 2002). The most prominent subjects like corporate governance, regulations, and state policies in Turkish literature have the background of the centralized governance model of Turkey and the state being the primary player in the economic area (Yalçınkaya, 2018). Besides in the interpretation of legitimacy, the contrast is notable. In Western literature (DiMaggio & Powell, 1983; W. R. Scott, 2008), legitimacy is mostly based on shareholder value and market-driven mechanisms while Turkish studies mainly focus on the government regulations, the bureaucratic structures, and the corporate social responsibility practices. This variety is due to the predominance of liberal market economies in Western countries, but in Turkey, the organizations are formed by the state help, and the political engagement affects the institutional processes (Özen, 2004).

The results of this examination present the importance of the cultural context as it results in different interpretations of the institutional theory. The authorship of future research is thus contingent on scientific study whether the general elements of the institutional theory are shaped by different cultural contexts as a result of a more clearly viewed concept of the theory's adaptation in disparate geographic locations (Bruton et al., 2010).

Based on learning experiences and deductions, the discussion part is a novel outcome of the actions we take derived from findings and conclusions already demonstrated. At this point, our target is to get a closer sight to - on the one hand - the thematic clusters pinpointed that we entangle with our past contributions on the institutional theory literature and, on the other hand - the contemporary research trends to which they are related, and, in that way, it will become clearer both the width and the depth of the theoretical framework. The disclosure of the current network topology speaks volumes about the fact that institutional theory contours the landscape of the literature in a multi-dimensional way and its ties with various disciplines. According to the literature, significant papers by DiMaggio & Powell (1983) and J. W. Meyer & Rowan (1977) have drawn the attention to the pressures put on organizations by the institutional environment and the response of those organizations to them. In this respect, the nucleus of the "Institutional Theory" node amid the presented thematic clusters articulates that institutional theory is a general framework for the analysis of all subtopics. In addition, the use of new concepts such as "governance" and "policy" in the application of the theory leads to a comprehensive study that covers a wide array of topics from public administration to corporate governance mechanisms. Likewise, the mention of such terms as "ownership structure" and "financial performance," the interaction of which with institutional theory and that of financial markets and corporate behavior, reminds us of the connections pointed out by the institutionalists such as North (1990) and Scott (2001) relating perfectly to the economic and institutional structure. Therefore, organizations are depicted as pursuing legitimacy through adaptation to regulative and normative pressures while also being concerned with financial performance. Besides, the spectrum of institutional theory is reflected in studies that target democratic systems and public policy as demonstrated by the "democratic theory" and "governance" keywords in the green cluster. In this context, works by Hillman et al., (2009), for example, investigate how the institutions in a democratic environment acquire both formal and informal norms to meet the expectations of their stakeholders. The red and orange clusters containing universities and curricula are the representatives of institutional pressure and culture that are internalized in the educational institutions sector. In regard to this, DiMaggio (1982) has particularly stressed that academic establishments, just like other entities, are determined by "institutional logics." In this line of thought, from regulations in curriculum to the culture of the organization, the processes of institutionalization are seen as being tremendously powerful. Moreover, the circulation of themes like "sustainability" and "environmental accounting" highlights the extent to which institutional theory can be

applied to the current social and global challenges. This finding aligns with the works of Bansal & Roth (2000), which study the context of the institutional environment in relation to sustainability. In the past few years, new direction courses have been mapped in the field of institutional theory. Greenwood et al. (2017) made the point that institutional analyses have transcended organizational fields of research to cover sustainability, environmental issues, and social responsibility. Likewise, Lounsbury et al. (2019) noted that the institutional theory integrates the notion of sustainability more, thus, implying the accumulated interest in environmental stewardship. In this frame of mind, environment- and society-led research argues that the strategies of the institutions aiming for legitimacy are not only dealing with normative pressures but also fulfilling the rights of global stakeholders. For that reason, in the recent literature, institutional theory manifests as a multi-referential model that allows the three-prong evaluation of organizations in economic, social, and environmental performance at once (Mumcu & Bakoğlu, 2022). Taking everything into account, the emergence of thematic clusters that are presented in this network map signifies the evolution of institutional theory into a more multi-dimensional field. In the past, the field of institutional theory was mainly concerned with the legitimacy this orientation now is seen in a wide range of contexts, e.g. finance, education, public policy, environmental sustainability. Viewed against the existing literature, this distribution underscores both the all-inclusiveness and the heterogeneity of institutional theory. As a result, the reported outcomes prove that institutional theory can be applied to various subjects and can offer a broad theoretical viewpoint on the actual problems.

The findings standpoint on keyword analysis is the evidence that the institutional theory has managed to develop an extensive area of work, entering into a large number of themes and contexts. The presence of the word "Institutional Theory" appears not only to reaffirm its relevance and the center of the academic discourse but also presents itself as the unifying framework across the disciplines. This echoes the significant contributions of DiMaggio & Powell (1983) and Meyer & Rowan (1977), which began the exploration of how institutional pressures result in the structuring and functioning of the organizations. The importance of "Universities," for example, directly points to the rampant role that this sector plays in the evacuation of institutional ideas and the signals that academic institutions are open to normative, regulatory, and cultural forces DiMaggio (1982). Such insight is further complicated by the recent literature (Greenwood et al., 2017), which actually stresses the fact that higher education institutions are faced with a variety of global expectations as well as potential stakeholders. Moreover, "Entrepreneurship" and "China" have equally vied for attention which is, in fact, a relatively direct measure of the immediate growth of scholars' interest in investigating the operation of institutional contexts driving entrepreneurial activities in and new markets (Bruton et al., 2010; Peng, 2003). These two key concepts are actual demonstrations of the universality of the theory and its fruitful application in understanding the changes of institutions in fast-growing economies. Besides, the combination of "Corporate Governance" and "Corporate Social Responsibility" has shown ongoing research on the very complex link between institutional logics and corporate ethics, which in turn, have engaged with the issues of legitimacy, accountability, and social consequences (Bromley & Powell, 2012). Furthermore, "Sustainability" is a line of research that has evolved to grapple with environmental and socio-economic issues, thereby, also contributing to the institutional theory's expanding trajectory through it being a response to the most urgent global dilemmas (A. W. Lounsbury et al., 2019). The reference to theoretical devices is such as "Legitimacy Theory" and "Agency Theory" which gives more power to the framework of institutional theory being the connective tissue that serves to combine various theories that explain the compliance of organizations to institutional pressures or their resistance to it. Key words "Emerging Economies" and "Politics" bring to light the significance of socio-political contexts, partially echoing the call for a more context-specific framework in the institutional analytical process (Cai et al., 2021). The other side "Qualitative Research" is the signal of the multiplicity of methods in the field, suggesting that the researchers have been using qualitative in-depth approaches to depict the institutional reality (Lok & Willmott, 2014). The term "New Institutional Theory" heads the list and explains how institutional concepts keep being redefined and transformed as scholars seek to determine the problems of today (Thornton et al., 2012). Culminating the scope of the inquiry is the mention of "Gender" which highlights the expansion of the institutional axis towards the area of social inequalities, thus, pointing out that institutional theory is not only confined to the sphere of organization dynamics but also correlates with broader societal issues (Martins et al., 2024). When this is considered as a composite view of the themes and their interconnectedness, it is evident that the institutional theory is both cohesive and dynamically active. Consequently, keyword analysis thus confirming its continued evolution is engendered by new research questions, inter-disciplinary collaborations, and controversies about how institutions affect the surrounding political, social, and economic realities.

The results obtained from the VOSviewer network map of Turkish research on institutional theory display the breadth and progression of academic interest in the fields of governance, economic structures, ethics, and

sustainability. Similar to seminal works of North (1990) and C. Scott (2001), which highlight the significance of institutional arrangements in shaping organizational behaviors and economic outcomes, studies from Turkey are clearly oriented towards the investigation of “Corporate Governance” mechanisms. This trend detected across international scholarship (e.g., DiMaggio & Powell, 1983; J. W. Meyer & Rowan, 1977) whether applying it to corporate governance structures, especially in areas such as auditing, board composition, and control systems. Seeing governance as enabling or making organizations accountable and legitimate under the strain of complex institutional pressures (Eryılmaz & Biricikoğlu, 2011) it is significant whether the corporate form of governance guarantees positive results. In addition, the cluster related to corporate communications and reputation management not only reflects the local authors’ acceptance of communication strategies, social media, and branding as key factors of the corporate image Atakan & Eker (2007) but also their courage to do that. This idea is supported by Zilber (2002) who sees narrations, discourse, and representations as the key in the process of how institutions and organizations give up or receive each other’s legitimacy. With regard to the Turkish case, a prominent focus on the social responsibility and ethical implications area is a sign of the increasing awareness of societal stakeholders’ roles. For instance, companies, alongside consumers, as well as regulators, assess the organizations mainly based on their environmental or social performance (Garriga & Melé, 2004; Toksoz, 2024). It is noteworthy that the studies have recently started to tackle qualitative methodologies such as “discourse analysis” to dissect the process of how firms articulate and implement ethical norms (Suddaby, 2010). The keywords “institutional structure,” “institutional economics,” and “Turkey” being really close to each other make a parallel with Kostova (1999) research, which brings forth the idea of the institutional transplantation complexities and adaptation in the case of developing markets. To the point of interest, “panel data analysis,” “growth,” and “foreign direct investment” reflect the shift of focus to the deployment of robust quantitative methods for the examination of the relationship between institutional factors and economic growth (Alpay, 2021). Additionally, the themes of “reporting,” “integrated reporting,” and “responsibility” identify that transparency, widespread by institutional theorists (Tolbert & Zucker, 1983), stays the chief currency in building trust and longevity in corporate practices (G. Kurnaz, 2022). The direct references to sectors like “healthcare,” “tourism,” and “banking,” are short but potent when considered together with methodological attributes such as “decision making,” “artificial intelligence,” and “logistic regression,” all of which suggest that research in the Turkish institutional theory arena is both sector-specific and methodologically diversified. These developments are in line with the recent calls for more technology-oriented and context-sensitive studies in institutional analysis (Greenwood et al., 2017). In general, the Turkish literature thematic clusters provided evidence of dynamic engagement with governance, ethics, and sustainability, alongside sector priority issues. Through the process of integration and further with the extension of the core institutional concepts, the scholars offer accurate forecasts of the changes in the Turkish companies that are evolving under market conditions as well as the new lines of the stakeholders that are incorporated in the broader institutional environment.

The keyword analysis of Turkish institutional theory literature shows a clear focus on local research in terms of corporate governance, social responsibility, and sustainability. This result is responsible for the prominence of the keywords "Corporate Governance" and "total link strength", which manifest the sign of local research focusing on corporate governance, accountability, and governance processes according to Turkish studies. Thus, this statistic has a backing to the concepts mentioned above, i.e., "Institutional logics" and "strategic responses", introduced by Oliver (1991) and Lounsbury (2007), who render the application of the institutional theory on economic and organizational domains logical and strategic. The high frequency of “Social Responsibility” and, conversely, “Reputation Management” in the context of the above underline organizations’ efforts to be in harmony with society and ethics not only through their actions in the community but also through managing their reputation. This finding corresponds with the theorems provided by Boxenbaum & Jonsson (2017), especially the one that points to the fact that the image, the symbols, and the narratives are often used by the institutions for making themselves legitimate among the external stakeholders. In Turkey, due to the concern of the public and government, companies were forced to shift the funds from the core business area into social responsibility projects and reputation management activities (Atakan & Eker, 2007). Observing the key word analysis, it is necessary to stress the presence of “Sustainability”. Not only did this term convey global debates about sustainability being adapted within the Turkish framework, but the concepts such as “Finance” and “Image” also furthered this observation. Seo & Creed (2002) underlined that contradictions arising from institutional frameworks and processes of transformation are interspersed with sustainability, thus, alluding to the fact that organizations should manage both competitiveness and social value creation. Meanwhile, the “Corporate Communications” and “Social Media” were identified as the platforms that both the growing awareness of the significance of digital platforms and their corporate communication strategies have been realized on. This discourse aligns with the symbolic aspect of institutional theory as

Bitektine & Haack (2015) pointed out, who scrutinize the discursive and communicative processes arising from the agencies in the chase of legitimacy. What the results show among the other keywords is that the presence of "Public Relations" and "Performance" relates to stakeholder management and reputation in such a way that they become the drivers of increasing organizational performance. Apart from that, the mention of "Bist" and "Auditing" suggests that local stock markets and institutional audit are the two areas studied predominantly through the lens of the institution. Therefore, the emphasis on risk management is an illustration of how the strategies of reacting to risk and uncertainty, which are mainly referred to by Oliver (1991), are more apparent in institutional practices. Ultimately, "Panel Data Analysis" unifies Turkish institutional theory's valid interest in quantitative techniques, thereby mirroring the broader tendency of employing complex multivariate models in institutional research. This observation reiterates the insightful take of Tolbert & Zucker (1999) that such statistical methodologies are crucial for the measurement of institutional impacts. The cumulative results reflect that the Turkish institutional logic not only involves but likes to incorporate and adapt global theoretical patterns. Turkish companies are the ones that stand in the face of the increasing challenges and demands through the enhancements of social responsibility, sustainability, and governance. Thus, the Turkish scholarship reflects the impact of the word "multidimensionality" as it approaches institutional theory from a multidimensional, interdisciplinary, and also intertwinement angle, thus, rediscovering relationships between organizations and both financial and social stakeholders.

The comparison of the top 0.5% most commonly referred keywords among Turkish and mainstream institutional theory literature highlights both parallels and variances thus reflecting the diverse research orientations. A prime example of this is the overwhelming emphasis placed by Turkish researchers on "Social Responsibility," "Finance," "Reputation Management," and "Panel Data Analysis," showing their definitely strong interest in performance measurement and practical business apps, which resonates with the idea of institutional pressures expressed by Oliver (1991) in his paper "strategic responses." Yet, this is also complemented by why adding local determining themes, such as, "Turkey," "Covid-19 Pandemic," and "Institutional Economics" in it, which, as contextual variables, shape institutional research (Czarniawska-Joerges & Sevón, 1996). The prominence of global and theoretical constructs in mainstream literature, such as "Institutionalism," "Entrepreneurship," "Emerging Economies," and "Agency Theory" points to this broad analytical lens (DiMaggio & Powell, 1983); it is consistent with agency theories posited by Meckling & Jensen (1976). A notable convergence has common keywords such as "Corporate Governance," "Sustainability," "Institutional Theory," "Universities," and "Stakeholder Theory," where the universal appeal of governance and institutional processes is underlined. The common concern of this shared focus with Aguilera & Jackson's (2003) studies which delve into the cross-national governance structures, Elkington's (1998) triple bottom line concept for the well-being of the environment, Meyer & Rowan's (1977) portrayal of universities as organizations, and Freeman's (1984) stakeholder framework. Nevertheless, Turkish literature offers a juxtaposition of the themes in two ways. Thus, "Social Responsibility" Turkish studies are synonymous with local implementations CSR (Jamali, 2010) while the term frequently found in mainstream literature "Corporate Social Responsibility" in a globalized context. Similarly, the term "Finance" in Turkish research can be focused on local tools and markets exemplified by "BIST" in previous analyses. In the meantime, the mainstream research deals broader topics on financial risks in the context of emerging economies (Bruton et al., 2010). Findings of this nature add to the debate on whether institutional theory can be purely universal or it needs to reflect the local circumstances (Kostova & Roth, 2002). Researchers have observed for a long time that institutional dynamics are different in different contexts and this also affects the way firms adopt and implement governance practices (M. Lounsbury, (2007). The tendency towards performance measures, corporate reputation, and quantitative methods (for example, panel data analysis) is a mark of the Turkish pragmatism channelled through the pressure of greater accountability and transparency (Boxenbaum & Jonsson, 2017). On the contrary, the widespread commitment of the mainstream literature to theoretical constructs such as "Institutionalism" and "Agency Theory" indicates the search for global explanations (Meckling & Jensen, 1976; North, 1990).

Furthermore, the mainstream literature's attention to such topics as "Emerging Economies" lends credence to this notion of cross-national differences and Institutional transitions (Peng, 2003). While both Turkish and mainstream literatures in the institutional theory highlight core issues on governance, sustainability, and fundamental presuppositions of institutionalization, they diverge owing to the practical and theoretical concerns between them. Thus, these differences in the practical and theoretical aspects are what make the two types of literature different from one another, thus, the Turkish approach is affected by the local contextual factor more than the mainstream one, which is global. Moreover, the patterns of institutional research as a dynamic interplay of universal concerns and specific context conditionality keep evolving. It is really important

to realize that the above-results are purely based on the highest-frequency keywords, thus in order to grasp the whole idea, a more thematic and complex view on each literature is required.

The observed trends in publication counts for institutional theory, both in mainstream literature and Turkish literature, illustrate the growing field over the last decade. The graph of articles from 2015 to around 2021–2022 has an overall upward path, resonating to the interest elevate in the institutional understanding of organ.side behavior and social systems as the case with DiMaggio & Powell (1983) and Meyer & Rowan (1977). This period of growth is due to the increasing acceptance of institutional theory across diverse fields of research that besides includes governance, sustainability, and entrepreneurship, which thereby supports the argument for using institutional perspectives more globally (Greenwood et al., 2017). The mainstream literature's peak of 2,990 articles was in 2021, and it then slightly decreased, which may be partly due to changes in global research priorities or the increased specialization in subfields of institutional analysis (Lounsbury, 2007). Similar ups and downs can be seen in many other large-scale research areas where the initial surges are truncated when particular topics mature, and the researchers can change focus or innovate (Oliver, 1991). Furthermore, the complexity is added by the introduction of the cross-disciplinary studies which institutionalize theory with sociology, economics, and the purpose of public policies thus leading the research to be critics toward diversification of publication outlets (Scott (2008). For the Turkish side, although the total amount of articles is smaller than those in the mainstream, the increase is also observable; for example, the rise from 91 in 2015 to a peak of 225 in 2022, with a slight decline afterwards. This parallel suggests a similar set of factors driving the increase, such as greater awareness of institutional dynamics in emerging markets, more emphasis on local governance issues and the rise in interest for topics like corporate social responsibility and sustainability Boxenbaum & Jonsson (2017). Such similarities in the publication trends serve as evidence of the Turkish scholars being part of the international institutional theory debate as well as of their tailored research fully applicable to local contexts which is especially crucial in analyzing rapidly changing socio-economic conditions (Kostova, 1999; Şaşmaz & Yayla, 2018). Regardless of the observed dip in the more recent period, the overall picture shows a strongly sustained engagement with institutional theory. Hence, the paper resonates the common cyclical patterns seen in other well-established theoretical domains where research activity surges are often succeeded by moderate declines then they stabilize around breakthroughs in thematic or methodological areas (Tolbert & Zucker, 1999). Thus, though the figures took a slight downturn post their respective peaks, the crux of the matter is that the institutional theory has really stayed vibrant with the changes, regional advancements and partnerships between disciplines (M. Lounsbury & Crumley, 2007). In the final analysis, the decade-long data on publication trends are both the broadening of the scope of institutional theory and also the sustained relevance of the theory across varying contexts.

The relative mimicry between the mainstream trajectory and the Turkish trajectory signifies the ongoing globalization of institutional perspectives, thus accentuating the adaptability of the theory in diverse settings. Although the dip observable in the latest years may highlight the academic landscape as a whole and the emergence of niche inquiries, institutional theory, just as publication figures reflect, continues to offer valuable analytical lenses for organizational and societal transformations.

#### Practical Implications and Future Directions

The findings of this study offer meaningful insights into the ways Institutional Theory is adapted and applied across different cultural and contextual settings. These insights hold significant value for policymakers, organizational leaders, and researchers seeking to understand and navigate institutional structures more effectively.

#### **Direct Recommendations for Policymakers:**

-Tailor Regulatory Frameworks with Context in Mind: Given the observed differences between mainstream and Turkish institutional literature, it is crucial to design regulatory frameworks that are not one-size-fits-all. In regions where state influence is significant, policymakers should:

- Develop flexible regulatory mandates that provide clear guidelines but allow for local adaptations.
- Include local stakeholders in the policy development process to ensure that regulations reflect both global best practices and specific socio-political realities.
- Periodically review and adjust regulations using real-time data and feedback mechanisms to address emerging challenges and opportunities.

-Enhance Coordination and Communication Channels: Effective institutional governance requires close collaboration between different sectors:

- Establish formal coordination committees that include representatives from government, industry, and civil society.
- Implement inter-agency task forces to monitor compliance and assess the impact of regulations on local markets.
- Encourage public-private partnerships that facilitate resource sharing, technology transfer, and capacity building, thereby ensuring a smoother implementation of policies.

- Promote Data-Driven Policy Making: The use of bibliometric analysis and network visualization in this study highlights the benefits of data-driven approaches:

- Integrate these analytical tools into the policy formulation process to identify emerging trends and potential regulatory gaps.
- Invest in developing robust data infrastructure to support continuous monitoring of institutional changes and market dynamics.
- Utilize real-time data analytics to fine-tune policy decisions, ensuring that governance approaches remain responsive to both domestic and international shifts.

### **Direct Recommendations for Business Leaders:**

-Strengthen Strategic Alignment with Regulatory and Societal Expectations: For businesses operating in dynamic and emerging markets:

- Conduct comprehensive internal audits to assess how current corporate strategies align with regulatory requirements and societal expectations.
- Develop adaptive business models that can quickly respond to changes in policy or market conditions without compromising operational efficiency.
- Establish dedicated compliance teams that work closely with legal advisors to ensure ongoing adherence to both local and international standards.

-Invest in Innovation and Flexibility: To enhance resilience and long-term sustainability:

- Allocate resources for research and development initiatives that focus on adapting innovative practices to meet institutional pressures.
- Encourage a culture of flexibility by implementing continuous improvement programs that allow rapid adjustments to strategic plans.
- Leverage scenario planning and risk management tools to anticipate potential regulatory shifts and market disruptions, ensuring the organization is well-prepared for future challenges.

-Leverage Advanced Data Analytics and Digital Tools: In the era of digital transformation:

- Incorporate data analytics into strategic decision-making processes to better understand market trends, customer behavior, and stakeholder expectations.
- Use network visualization and bibliometric methods to benchmark your organization's performance against industry standards and identify areas for improvement.
- Explore digital transformation initiatives, such as artificial intelligence applications, to enhance operational efficiency and drive sustainable growth.

### **Future Research and Interdisciplinary Integration:**

The thematic trends identified in institutional research underscore the growing importance of interdisciplinary approaches. Future studies should examine: how Institutional Theory interacts with digital transformation, artificial intelligence, and sustainability management, with a view to developing integrated frameworks; the role of emerging technologies in shaping institutional logics and how these can be harnessed to create more resilient governance structures; comparative analyses that further detail the impact of local cultural and socio-political factors on the adaptation of global institutional norms.

By bridging theoretical insights with these concrete, actionable recommendations, this study not only deepens our understanding of institutional dynamics but also provides a practical roadmap for policymakers and business leaders. These strategies are designed to support the development of policies and business practices that are both globally informed and locally adaptable, ensuring long-term legitimacy, competitiveness, and resilience in diverse institutional environments.

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**Arastırma Makalesi**

**Reflections Of Institutional Theory In Mainstream And Turkish Literature: A Cross-Cultural Bibliographic Comparison Between 2014-2025**

*Kurumsal Kuramın Ana Akım ve Türkçe Yazındaki Güncel Yansımaları: 2014-2025 Yılları Arasında Kültürlerarası Bibliyografik Bir Karşılaştırma*

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**Genişletilmiş Özet**

Kurumsal Kuram, örgütsel davranış alanında temel bir teorik çerçeve olarak kabul edilmekte ve organizasyonların içinde bulunduğu daha geniş çevre ile ilişkisini anlamada önemli bir rol oynamaktadır. Günümüzde, çeşitli disiplinler arası bağlamlarda güvenilir bir teori olarak varlığını sürdüren Kurumsal Kuram, farklı sektörlerde geniş bir uygulama alanına sahiptir. Ancak, teorinin farklı kültürel ve kurumsal yapı içerisinde nasıl yorumlandığı ve uygulandığı konusu giderek daha fazla önem kazanmaktadır (Jepperson & Meyer, 2021).

Kültürlerarası araştırmalar, teorik çerçevelerin evrenselliğini test etmenin yanı sıra, yerel koşulların kurumsal süreçler üzerindeki etkisini anlamak açısından kritik bir öneme sahiptir (Brislin ve diğerleri, 1973). Küreselleşmenin hız kazandığı günümüzde, organizasyonların ve kurumların farklı kültürel ve sosyal bağlamlarda nasıl işlediğini bilmek, hem akademik hem de uygulamalı düzeyde önemli bir katkı sağlayabilir (Hofstede, 2001). Bu nedenle, Kurumsal Kuram'ın farklı bağlamlarda nasıl uyarlanabileceği ve uygulanabilirliği konularına yönelik araştırmaların artırılması gerekmektedir.

Kuramsal çerçeve, Selznick'in organizasyon karakterine ilişkin çalışmaları (Selznick, 1948) ve Meyer ile Rowan'ın kurumsallaşmış organizasyonlara yönelik analizleri (Meyer & Rowan, 1977) aracılığıyla şekillenmiştir. Bu çalışmalar, organizasyonların meşruiyet kazanmak ve izomorfik baskılarla başa çıkmak için geliştirdiği stratejilere dair temel bir anlayış sunmaktadır (DiMaggio & Powell, 1983). Zamanla, Kurumsal Kuram'ın kapsamı genişleyerek sürdürülebilirlik, kurumsal mantıklar ve girişimcilik gibi yeni araştırma alanlarını da içine almıştır (Besharov & Smith, 2014; Thornton ve diğerleri, 2012).

Ancak, Türkçe literatürün Kurumsal Kuram'a yaklaşımı, Batı merkezli çalışmalardan farklılık göstermektedir. Türk akademik yazını, daha çok yerel organizasyonların dinamiklerine ve sosyo-politik bağlamlara odaklanmış, özellikle devletin kurumsal süreçlerdeki belirleyici rolünü vurgulamıştır (Özen, 2004; Yalçınkaya, 2018). Ayrıca, havacılık sektörü ve kurumsal sosyal sorumluluk gibi belirli alanlara yönelik çalışmalar, Türk akademik yazınında Kurumsal Kuram'ın bağlamsal çeşitliliğini ortaya koymaktadır.

Kültürlerarası bibliyografik analiz, teorik çerçevelerin farklı kültürel ve örgütsel bağlamlarda nasıl şekillendiğini incelemek açısından büyük bir değer taşımaktadır (Lewis, 2002). Bu tür analizler, Kurumsal Kuram'ın temel değerlerini doğrulamak ve yerel bağlamlara özgü süreçleri belirlemek için önemli bir metodolojik araç sunmaktadır. Erken dönem Batı merkezli literatürde vurgulanan kurumsal mantıklar ve izomorfizm mekanizmaları, kültürel normlar ve değerler nedeniyle farklı bölgelerde farklı şekillerde ortaya çıkabilir (Meyer, 2014). Dolayısıyla, kültürlerarası çalışmalar, Kurumsal Kuram'ın genişletilmesi ve farklı bağlamlarda geçerliliğinin değerlendirilmesi açısından kritik bir role sahiptir.

Bu çalışma, Kurumsal Kuram'ın farklı bağlamlardaki uygulanabilirliğini inceleyerek, ana akım literatür ile Türkçe yazındaki farklılıkları ortaya koymayı amaçlamaktadır. Özellikle, kültürlerarası araştırmaların Kurumsal Kuram'ın çeşitli bağlamlara nasıl adapte edildiğini ve yeniden yorumlandığını anlamaya yönelik katkısına odaklanılacaktır. Bu kapsamda, literatürdeki boşlukları doldurmak ve hem evrensel hem de bağlama özgü kavramlar hakkında derinlemesine bir anlayış geliştirmek hedeflenmektedir.

Çalışmada, ana akım ve Türkçe literatürde mevcut tematik ve metodolojik farklılıkları sistematik bir şekilde değerlendirmek amacıyla bibliyografik analiz yöntemi kullanılacaktır. Araştırmanın bulguları, Kurumsal Kuram'ın farklı ortamlarda nasıl uyarlanıp yorumlandığını anlamaya katkı sağlayacak ve teorinin kültürlerarası geçerliliğine dair önemli içgörüler sunacaktır.

Kurumsal Kuram çerçevesi, örgütsel davranışın çevresel baskılar, normatif yapılar ve kurumsal mantıklar gibi unsurlardan etkilendiğini öne sürmektedir. Bu çerçeve, yerel ve küresel bağlamlarda kapsamlı bir şekilde incelenmiş ve bu nedenle literatürde önemli bir referans noktası haline gelmiştir. Literatüre daha kapsamlı bir katkı sunmak için sistematik incelemeler büyük önem taşımaktadır, zira bu tür çalışmalar Kurumsal Kuram'ın hem evrensel hem de bağlamsal geçerliliğini ortaya koymaktadır.

Weerakkody ve arkadaşları (2009), Kurumsal Kuram'ın disiplinler arası kullanımını ele alan önemli bir sistematik inceleme çalışması gerçekleştirmiştir. Çalışmaları, teorinin teknoloji, kamu yönetimi ve örgütsel çalışmalar gibi çeşitli alanlardaki uygulamalarına ilişkin önemli bilgiler sunarken, teorinin farklı disiplinlerdeki etkisini de vurgulamıştır. Ayrıca gerçekleştirdikleri bibliyometrik analiz, Kurumsal Kuram'ın dünya çapındaki yayılımını anlamaya yönelik önemli bir adım olmuştur.

Horodnic (2018) ise Kurumsal Kuram'ı daha dar bir bağlamda ele alarak, ekonomik davranış üzerindeki etkilerini hem resmi hem de gayri resmi kurumsal faktörleri dikkate alarak incelemiştir. Çalışma, vergi uygulamalarındaki ahlaki boyutları değerlendirerek kurumların toplumsal süreçler üzerindeki belirleyici rolüne ışık tutmuştur. Benzer şekilde, Sahin ve Mert (2023), neo-kurumsalcılık ve yeni kurumsal ekonomi teorilerini hem küresel hem de yerel düzeyde inceleyerek, uluslararası işletmelere etkilerini analiz etmiştir. Bu araştırma, sadece sağlam veriler sunmakla kalmamış, aynı zamanda Kurumsal Kuram'ın farklı ekonomik sistemler üzerindeki etkilerini göstermek için geniş bir metodolojik yaklaşım kullanmıştır.

Türk akademik yazınında kurumsal süreçlere yönelik araştırmalar genellikle yerel bağlamları ve devlet müdahalesini ele almaktadır. Yalçınkaya (2018), Türkiye'deki kurumsal çerçevenin, Batılı liberal modellerden ziyade daha müdahaleci bir devlet yapısı ile şekillendiğini öne sürmektedir. Tayşir (2014), Türkiye'de düzenlenen yönetim bilimi konferanslarında sunulan çalışmaları inceleyerek, Kurumsal Kuram'ın ülkedeki değerlendirilmesine yönelik önemli bulgular sunmuştur. Benzer şekilde, Özen (2004), Türkiye'deki kurumsallaşma süreçlerini Batı merkezli yaklaşımlarla karşılaştırarak, yerel bağlamın özgün yönlerine dikkat çekmiştir.

Sonuç olarak, bu çalışma, Kurumsal Kuram'ın farklı kültürel ve bağlamsal yansımalarını analiz ederek, teorinin evrensel ve yerel boyutlarını anlamaya yönelik önemli katkılar sunmaktadır. Ana akım literatür teorik çerçeveleri genişletmeye odaklanırken, Türkçe literatür daha çok yerel dinamiklere odaklanmaktadır. Bu durum, teorinin farklı bağlamlarda nasıl yorumlandığını ve uygulandığını anlamada önemli bir perspektif sunmaktadır. Gelecekteki araştırmalar, özellikle dijital dönüşüm, sürdürülebilirlik ve sosyal sorumluluk gibi konulara odaklanarak, Kurumsal Kuram'ın uygulama alanlarını genişletebilir ve teorinin farklı bağlamlardaki etkilerini daha derinlemesine inceleyebilir.