

STACK Seminar

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Wednesday, October 27th, 2021, 2-3pm EST

Via Zoom

***From necessity to opportunity:
Scaling bricolage across resource-constrained environments***

Christian Busch and Harry Barkema

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Enterprises in low-resource contexts often rely on bricolage. However, bricolage has traditionally been regarded as a way to temporarily get by, potentially constraining growth if continued over time. This has been explained by factors such as limited development of learning competencies. Surprisingly, we encountered a social organization appearing to use bricolage to scale extensively into a variety of locations. This puzzling observation prompted our research question: Can bricolage be scaled, and if so, how and why? We embarked on a process study of this organization, leading to a novel conceptual model of scaling bricolage: as a low-cost replication process of heuristics, enabling fit with a diversity of local environments, as well as cross-unit learning.

Presenting Author: [Christian Busch](#), New York University

Depth Discussant: [Ted Baker](#), Rutgers University & University of Cape Town

Breadth Discussant: [Sophie Bacq](#), Indiana University

Impact Discussant: [Bibi Gonzalez](#), Come Mejor Wa'ik

Please join us for the seminar. Each participant will answer ten questions about the paper & participate in Q&A. It will be recorded and archived on the [RICS website](#). Please suggest papers for STACK seminars at [this link](#).