

2020 Strategic Technology & Innovation Management Programme

Narrative dynamics of institutional logics in the development of technology roadmaps

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Industrial / managerial need addressed

This research will investigate the situatedness of language use in the persuasion process of technology roadmapping. Our primary data consist of the transcripts of discussions and supporting documents, which will be parsed using discourse analysis and open and selective coding methods. This research will cast new light on the strategic use of narratives in legitimating the development of technology roadmaps.

Expected deliverables

- Identification and categorisation of institutional vocabularies and narrative practices in the legitimation of claim validity through the social construction of opportunity and feasibility
- Clarification of rhetorical strategies, as tools of institutional entrepreneurship, employed in legitimating or de-legitimating the selection of new business ideas

Engagement opportunities

- What we want: the transcripts of discussions in the development of technology roadmaps
- What do companies get: the clarification of the strategic use of narrative or persuasive language, which serves as a tool for legitimating institutional changes

Approach

- Literature review
- Collection and transcription of data
- Data analysis (identification and categorisation): open and selective coding of data
- Reporting