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## The Cultural Constructs Contribution to Institutional Logic Construction

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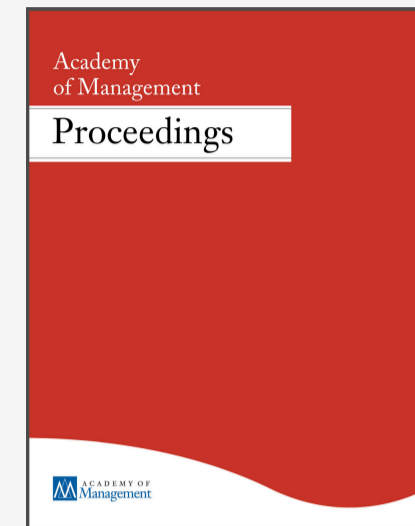
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### Abstract

The literature on institutional logics acknowledges the importance of cultural constructs that, concomitantly with material practices, constitute the logics in a context. However, the literature has approached the cultural constructs without discriminating between them in the process of logic instantiation. Furthermore, studies mention these concepts without explicating their part in logic construction and confirmation. Thus, the influence of cultural constructs in the constitution of logics should be further explored. The combined participation of the concepts, their relation with practices, and how they relate to logic building are some of the questions that can be raised. We reviewed the institutional logics literature to identify possible inferences about the subject. Using theory building propositions and specific empirical examples from these works, we explore a process model that proposes a research agenda to deepen the knowledge about the subject. This exploration of the theme indicates that actors use constructs initially, such as understanding, assumption, awareness, interpretation, belief, or value, to evaluate a context when proposing or implementing a practice, which is often supported by a justification construct. In addition to their objective character, these practices are also expressed through tangible cultural manifestations that use symbols, declarations, theories, and others.

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