Introduction

Institutional scholars have begun to recognize that entrepreneurs pursuing social welfare enterprises may face challenges due to the inherent challenge of managing tensions between social and financial goals (see Wry & York, 2015 for a review). This work suggests that because social enterprises jointly pursue social and financial goals (Dacin, Dacin, & Tracey, 2011), these enterprises are more likely to experience tension and conflict from sources both internal and external to the organization (Battilana & Lee, 2014; Besharov & Smith, 2014). However, previous work on logics has examined either the effect of multiple internal or external logics, but not both. For instance, much of the work on institutional logics has looked at the impact of societal or field level logics (e.g., market, state, professional) on organizations, but does not consider that the organization may have multiple or even conflicting logics operating internally (Greenwood et al., 2010; Lee et al., 2015; Lounsbury, 2007; Marquis & Lounsbury, 2007b; Thornton & Ocasio, 1999; York, Hargrave, & Pacheco, 2015). Those studies that do consider the internal logics of the firm discount or ignore the external environment that the organization resides in (Almandoz, 2012, 2014; Battilana & Dorado, 2010; Pahnke, Katila, & Eisenhardt, 2015). This is problematic because both internal and external logics can interact with each other to either strengthen or weaken an organization's willingness and ability to pursue a new strategy.

Additionally, while organizations that draw on multiple logics are found in a variety of industries such as health care (Dunn & Jones, 2010), social enterprise (Dacin, Dacin, & Tracey, 2011), microfinance (Battilana & Dorado, 2010), banking (Almandoz, 2014), and manufacturing (Greenwood, Díaz, Li, & Lorente, 2010), the ultimate implications on organizational decision to enter a market, and the subsequent outcomes are relatively understudied (Almandoz, 2014). Further, studies of the interactions between multi-level logics are rare (Lee & Lounsbury, 2015), and no study has looked at both organizational and community levels of analysis. It thus remains unclear how organizational level identity interacts with community level logics to impact an organization's recognition and pursuit of new market opportunities.

In this study, I address the question of how sustainable ventures by organizations are impacted by the institutional logics that both define and surround them. In doing so, I consider how logics at multiple levels of analysis (organization- and community--level) influences when organizations enter a new market, how much risk they take as they enter the market, and the long term survival of these socially oriented ventures. Doing so will contribute to our understanding how an organization's identity, which consists of one or more logics (Glynn & Navis, 2013) impacts the logics they select from their environment and the subsequent behavior (entering a new market, risk-taking, and venture survival).

Study Context

This study uses a unique dataset on over 2,400 landfills in the United States in the years between 1970 and 2014. Landfill gas is a natural byproduct of organic material decomposition in landfills and consists largely of methane. When solid waste is first deposited in landfills, it undergoes an aerobic reaction stage where any free oxygen in the waste is taken up by bacteria. Following this stage (typically within a year), anaerobic bacteria begin to decompose the waste in a process where methane and other gases are produced. Landfills are the third largest source of human related methane emissions in the United States (18.2%) (EPA, 2015a). The first such landfill to

capitalize on this opportunity installed a power generation unit in the early 1970's that burned the methane to provide power to landfill facilities on site. Since then, approximately 726 landfills have chosen to collect the gas and utilize it for beneficial use. Of the landfills in the population, approximately 50% are owned by public governments such as cities, local districts, or state and federal agencies such as the military. The other 50% of the landfills are owned by private organizations.

The data on landfills and subsequent power generation was gathered from a variety of sources. Data on landfills and their power generating activities were primarily gathered from the US Environmental Protection Agency (EPA) and the US Federal Energy Regulatory Commission (FERC). Data for the control variables such as population and per capita income were gathered from the U.S. Census Bureau. Information on retail energy pricing and estimated capital costs as well as operating and maintenance (O&M) costs were obtained from the US Energy Information Agency (EIA).

I've also gathered data for every congressional district that reflects their voting records on environmental and business issues. The environmental voting records of U.S. congressional members was gathered at the congressional district level using data from the League of Conservation Voters. The pro-business voting records of U.S. congressional members was gathered at the congressional district level using data from the United States Chamber of Commerce. Data was also gathered on the beliefs, risk perceptions, and policy preferences for climate change from the Yale 360 database that provides public opinions at the state and county levels, including support of renewable power generation. Data on the regulatory and financial policies available in each state supporting renewable power was obtained from North Carolina State University's Clean Energy Center, which maintains the Database of State Incentives for Renewables & Efficiency (DSIRE).

Expected Findings

As a result of this study, I expect to clarify the role that an organization's identity or core logic(s) has on the community level logics that an organization draws from to define and justify environmentally friendly behavior. Doing so will add specificity to the mechanisms linking logics at the organizational level to logics at the community level, which will then lead to a more complete view of how and what community logics organizations draw from to support their core organizational identity.

Please note that this project is in progress. Data collection has been completed and I am currently working to reframe the theory and hypothesis. I expect to have the reframing and analysis done by mid-September.