

Theorising and modelling competing institutional logics in decision-making

Ke Zhou*

*UCL Institute for Environmental Design and Engineering,
University College London.
Central House, 14 Upper Woburn Place,
London, WC1H 0N, UK.*

*Corresponding author: ke.zhou@ucl.ac.uk

Nici Zimmermann

*UCL Institute for Environmental Design and Engineering,
University College London.
Central House, 14 Upper Woburn Place,
London, WC1H 0N, UK.*

n.zimmermann@ucl.ac.uk

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Organisations often face multiple demands in decision-making. This paper synthesises existing theoretical explanations of competing and contradicting needs in organisational decision-making. We review three strands of theories: the attention-based view, institutional theory and paradox theory and use causal loop diagrams to represent the core mechanisms. Based on the theoretical models and a case study at an English housing association, a hybrid organisation, we develop a theoretical stock-and-flow model to elicit a systems perspective in theorising and modelling the competing demands.