A Multi-Study Examination of the Role of Values in the Venture Legitimation Process in the Sharing Economy: A Values Work Perspective

By

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Abstract

This dissertation utilizes a value driven theoretical framework, coupled with a multi-study design to examine how values influence venture legitimation processes under conditions of institutional instability (i.e., study I) and stability (i.e., study II). I utilize the emerging value-laden sharing economy as an analytical context. In study one, I develop a website analogous to Airbnb and conduct an online experiment to provide a deeper examination of the microprocesses of legitimacy by specifically focusing on how values as manifested in material practices (i.e., narratives *and* visuals), shape consumers' perceptions of a venture's legitimacy and influence consumers' actions with the venture. In study two, I adopt a configurational case-based approach, specifically, qualitative comparative analysis (QCA), to examine which configurations of values manifested in both individual consumers evaluations (i.e., propriety evaluations) and collective validity evaluations (e.g., third party certifications) increase consumers' perceptions of a ventures legitimacy leading to positive consumer reactions in the form of lower levels of venture availability and, contrastingly, which configurations lead to negative perceptions of a venture's legitimacy leading to negative consumer reactions in the form of higher venture availability? Further, I examine how the configurations of legitimacy signals that influence positive and negative legitimacy evaluations differ for both new and experienced entrepreneurs across different contexts and market segments?

The primary goal of this study was to better understand the role of values in the venture legitimation process. While the legitimacy literature acknowledges the role of values, they have

not been explicitly theorized. Therefore, I integrate the emerging values work and values spheres literatures to develop a value laden theoretical framework to guide the study.

The results of the study highlight that the legitimation process is an inherently complex one. While the results of study one did not support my theorizing, additional analyses do provide some support for the role values play as well as insight into the decision-making processes of consumers within the sharing economy. In study two, I show that there are multiple paths within the same macro context and market for different types of entrepreneurs to (un)successfully influence consumers perceptions of a ventures legitimacy. Building on this I develop a values-based theory of venture legitimation that calls attention to the importance of *values bundling* for entrepreneurs to influence legitimacy perceptions of their ventures, and thereby future performance. Overall, this dissertation's ultimate contribution was to take a step toward a better understanding of the role values play in the venture legitimation process.

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- Social system: Industry, market or wider institutional context that exist based on a pattern of interrelationships among social actors within the system.

- Social Actor   Individual or organization that exists within some social system.

- Values Work   Offers an active conceptualization of values as performative tools, capable of influencing the establishment and maintenance of reality.
                          This means that values do not simply describe reality but construct the reality they describe through values work

- Value Spheres: Net of complementary practices that embody and sustain the ultimate value that anchors the sphere.

- Value rational authority: Power that values come to hold after performance of practices that embody the value.

- Propriety Evaluation   Individual level legitimacy evaluation

- Validity Evaluation   Aggregated/collective legitimacy evaluation

- P2P   Peer to Peer Platform

Chapter 2

- MM   Middle Manager
- TMT   Top Management Team
- TGS   Transnational governance schemes
- UNGC   United Nations Governance Compact
- Immanent   Embodied within a practice.

- OCP   Organizational Culture Profile
- Sources of Legitimacy   Refers to those who deliver legitimacy evaluations
- TVA   Tennessee Valley Authority
- B2B   Business to Business Platform
- B corporation   Organization that mixes for profit and social welfare aims and is certified by the nonprofit entity B-Lab.

Chapter 3
- UGC   User generated content

Chapter 4
- MTurk   Amazon's Mechanical Turk
- HITS   Human Intelligence Task
- ANOVA   Analysis of Variance
- MANOVA   Multivariate Analysis of Variance
- HLM   Hierarchical Linear Modeling
- FsQCA   Fuzzy Set Qualitative Comparative Analysis
- Truth Table   Fuzzy set analysis revolves around the truth table. The truth table consists of all possible causal sets (i.e., theoretical variables) and is used to assess which causal conditions (i.e., configurations of theoretical variables) lead to the outcome. It also allows for analysis of configurations that do not lead to the outcome.
- Core condition   Central to a configurations' outcome
- Peripheral condition   Plays a role but not a major reason for the configurations outcome

Chapter 5
- OIT   Office of Information Technology
- EFA   Exploratory Factor Analysis

- CFA   Confirmatory Factor Analysis
- RMSEA   Root Mean Square Error of Approximation
- CFI   Comparative Fit Index
- TLI   Tucker Lewis Index
- SRMR   Standardized Root Mean Square Residual
- CD   Coefficient of Determination
- ICC   Intra-class correlation

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Chapter 1

Dissertation Overview

Section 1.1 Introduction

Legitimacy has been a topic of interest to organizational scholars for decades (Deephouse, Bundy, Tost, & Suchman, 2017; Suddaby, Bitektine, & Haack, 2016; Suchman, 1995; Weber, 1922). Traditionally, legitimacy is defined as the perceived appropriateness of a social actor (e.g., individual, organization) to a social system (e.g., industry, market, country) in terms of values, norms and definitions (Deephouse et al. 2017). More recently, scholars have shown that legitimation is a dual process of actors *conforming* to social values, norms and definitions, and establishing *distinctiveness* in practices to say they deliver something "new", referred to as *legitimate distinctiveness* (Navis & Glynn, 2011; Voronov, De Clercq, & Hinings, 2013). This presents a paradox of sorts for individuals and organizations attempting to influence perceptions of legitimacy (Voronov et al., 2013). I adopt this latter dual process perspective in my dissertation, hereafter I use the term legitimacy and legitimate distinctiveness interchangeably to reflect this perspective.

Influencing stakeholders' perceptions of legitimate distinctiveness is particularly important for new ventures in nascent fields that need to demonstrate their unique value (De Clercq & Voronov, 2009; Martens, Jennings, & Jennings, 2007; Navis & Glynn, 2011). Scholars

have showed that actors deemed legitimate have better access to resources, better performance and longer survival rates (Deephouse et al., 2017). However, the emergence of new economies and markets such as the sharing economy, that rely on peer to peer platforms (P2P) and digital technologies to connect consumers and entrepreneurs, represents a new type of social system (Luca, 2016; Zervas, Proserpio, & Byers, 2014). Within these new social systems, the criteria for legitimacy evaluations can be uncertain and the salient sources of legitimacy evaluations can be new (e.g., platform validations, consumer reviews) to consumers. Taken together, the emerging sharing economy can be characterized as a nascent field and the process of legitimation for a venture is inherently a complex one. However, a recent report by PwC estimated potential revenues from the sharing economy could grow from $15 billion in 2014 to $335 billion by 2025 (PwC, 2014). Hence, understanding how entrepreneurs can influence perceptions of their venture's legitimacy within this growing economy is of both practical and theoretical interest (Laamanen, Pfeffer, Ke Rong, & Van de Ven, 2016; Wang et al., 2017).

To understand how entrepreneurs influence perceptions of legitimacy, we must first understand what exactly the concept of legitimacy entails. Most scholars credit Weber (1922) with introducing the concept of legitimacy, which he referred to as practices which are deemed appropriate within a given normative system or 'order' (Deephouse, 2017; Spencer, 1970). However, the concept was developed largely with a neglect of the parallel discussion of legitimate sources of authority that Weber conceptualized in other works (Spencer, 1970). As a result, there are multiple different streams within the legitimacy literature (e.g., process, object, perception) that all take a different perspective on what legitimacy entails (Suddaby et al., 2016). This has hampered the conceptual development of legitimacy for several reasons.

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First, the concept of legitimacy has become overly focused on analytical categories. These studies refer to either a "passive" or "active" legitimacy evaluation process based on some mix of regulatory, pragmatic, moral or cultural-cognitive criteria (Deephouse et al. 2017; Suchman, 1995). This approach conceals the actual sources of authority that form the basis of legitimacy criteria and trigger the evaluation process. Second, the stage at which an entity gains legitimacy in the legitimation process is dealt with in an abstract manner which prevents understanding of what caused legitimacy to be granted. For instance, scholars refer to the point at which an entity is deemed legitimate as a "tipping point" (Suddaby et al., 2016). This perspective overlooks the importance of individual differences in the legitimation process (Suddaby et al., 2016). Hence, scholars have called for greater attention to the microfoundations of legitimacy evaluations to understand what drives these evaluations while moving away from a focus on analytical categories (Bitektine & Haack, 2015; Deephouse et al., 2017; Tost, 2011).

Third, without understanding the sources of legitimate authority, we cannot fully comprehend how some ventures effectively frame or signal their legitimacy (Clark, 2011, Cornelissen & Werner, 2014; Lounsbury & Glynn, 2001; van Werven, Bouwmeester, & Cornelissen, 2015). For instance, Zimmerman and Zeitz (2002) refer to several strategic legitimation strategies for new ventures to obtain legitimacy but leave the mechanisms explaining why the strategies lead to positive evaluations undertheorized. More recently, scholars have pointed to the importance of audience characteristics (e.g., institutional logics) in impacting the saliency of specific criteria and thus framings (Fisher, Kuratko, Bloodgood, & Hornsby, 2017; Friedland & Alford, 1991; Thornton, Ocasio & Lounsbury, 2012; Uberbacher, 2014). Further, scholars have hinted that the sequential framing of legitimate distinctiveness-

conform then be distinct or be distinct then conform-can be important and be impacted by audience or contextual characteristics (Navis & Glynn, 2011; Voronov et al., 2013).

Fourth, current perspectives refer to legitimacy as something that is conferred, which prohibits an understanding of why perceptions of legitimacy lead to specific actions (i.e., legitimacy as actions perspective). This is largely due to the heavy neo-institutional influence within the legitimacy literature that focuses on taken-for-granted concepts with little attention to the microfoundations of institutional processes along with a neglect of agency for institutional actors (Thornton et al., 2012). Thus, scholars have called for a reexamination of the microfoundations of legitimacy to understand how and why legitimacy perceptions shape future actions (Deephouse et al., 2017; Kraatz & Flores, 2015; Suddaby et al., 2016).

Some scholars have begun to investigate the relationship between sources of authority, practices and legitimacy in more detail. Spencer (1970) called attention to the disconnect between Weber's work on sources of authority and legitimacy, and identified two basic types of legitimacy: affective (e.g., emotion based) and value oriented (e.g., value based). Notably, Spencer consolidated Weber's third type of authority legal rational, under value oriented legitimacy. Additionally, he noted a fourth category of legitimate authority-value rational. Recently, Friedland (2013, 2014) extended Weber's notions of value spheres and value rational authority, to conceptualize institutional logics as composed of value spheres. Friedland (2013) refers to every value sphere as being anchored by an ultimate value (i.e., substance in Friedland's terms) that holds authority (i.e., value rational authority) over actors and is embodied in the material practices of actors within a specific sphere (e.g., profits in the market). Hence a value sphere can be conceptualized as a net of complementary practices that embody and sustain the ultimate value that anchors the sphere. Additionally, in the values work literature, scholars have

begun to take a performative perspective on values (Gehman, Trevino, & Garud, 2013) as embodied in the sayings and doings of social actors (e.g., practices). Hence, values work offers an active conceptualization of values as performative tools, capable of influencing the establishment and maintenance of reality (Callon, 2007; Gehman et al., 2013; Vaccaro & Palazzo, 2015; Wright, Zammuto, & Liesch, 2017). This means that values do not simply describe reality but construct the reality they describe through values work

Currently, the value spheres and values work literatures have not been connected, however, doing so can provide a fruitful theoretical framework that moves toward a legitimacy as practice (i.e., values) perspective. Specifically, it can help to understand why specific values as embodied in the framings (e.g., practices) of entrepreneurs hold authority over individuals and thus influence their perceptions of a venture's legitimacy and likelihood to choose a specific venture. In the current dissertation, I adopt this theoretical framework.

In this dissertation, I will address the aforementioned gaps, by utilizing a value driven theoretical framework, coupled with a multi-study design. Specifically, I will focus on values as a legitimate base of authority that shapes legitimacy perceptions, evaluations, and thereby future actions (Friedland, 2013; Gehman et al., 2013; Weber, 1922). I utilize a two-study design to represent how values influence legitimation processes under conditions of institutional instability (i.e., study I) and stability (i.e., study II) which, Bitektine and Haack (2015) highlighted as two distinct processes that future scholars should incorporate. I conceptualize conditions of institutional instability to be reflective of when a value sphere has not been fully established (i.e., institutionalized), while stability reflects conditions when value spheres are institutionalized and valuated. So first I need to explore conditions when the values that form the basis of legitimacy criteria are still being contested and structured (study I). Then once the values that form the basis

of legitimacy are established and hold rational authority, how configurations of the values manifested in both individual consumers evaluations (i.e., propriety evaluations) and collective validity evaluations (e.g., third party certifications) can be used to influence perceptions of a venture's legitimacy within specific contexts (e.g., markets, countries) and for specific entrepreneurs (e.g., experienced vs. new) (study II).   Hence, to provide a more systematic understanding for how entrepreneurs can influence perceptions of their venture's legitimacy a two-study design is appropriate.

This dissertation and each study individually, makes several distinctive contributions to the legitimacy literature. First, in the dissertation, I synthesize extant perspectives on legitimacy by focusing on the role of values in legitimacy which are implicit across all perspectives but not fully developed. Then in study one, I utilize an online experimental research design to provide a deeper examination of the microprocesses of legitimacy (Deephouse et al., 2017, Kraatz & Flores, 2015; Suddaby et al., 2016) by specifically focusing on how values as manifested in material practices (i.e., narratives *and* visuals), shape consumers' perceptions of a venture's legitimacy and influence consumers' actions with the venture (Kraatz & Flores, 2015; Lamin & Zaheer, 2012; Scherer, Palazzo, & Seidl, 2013). Importantly, this moves toward a legitimacy as practice (i.e., values) perspective, that views the actions ventures take as embodying certain values that influence consumers' perceptions of the venture. Additionally, I answer scholars calls to include characteristics of the venture's audience when studying legitimation, by investigating consumers' value spheres as a salient moderator (Fisher et al., 2017). Finally, in examining how entrepreneurs can effectively frame the legitimate distinctiveness of their ventures through *value alignment and adaptation (i.e., bridging),* I connect the legitimacy, framing, values work and values spheres literatures. In study two, to understand the complexity surrounding the concept of

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legitimacy and venture legitimation, I take a configurational approach to understand the impact of a constellation of factors (i.e., propriety and collective evaluations) (Campbell, Sirmon, & Schijven, 2016; Misangyi & Acharya, 2014) and, how the influence of these factors may vary based on context and experience. In addition, I contribute to the organizational culture and consumer behavior literatures by integrating the values work, value spheres and legitimacy literatures to develop and test a theoretical explanation for *why* specific value propositions range from low to high intensity (Chandler & Lusch, 2015) which helps to answer the question of "why do we Buy what we Buy" (Sheth, Newman, & Gross, 1991). Finally, I explore my theoretical arguments in a new empirical setting, the sharing economy and contribute to understanding surrounding performance outcomes in the sharing economy.

 I explore and test my theoretical arguments in the context of the sharing economy for several reasons. First, due to the "digital footprint" that is left online, it offers an attractive context to study some of the most perplexing issues germane to legitimacy theory by taking a practice perspective that views values as embodied in the sayings and doings of individuals (Gehman et al., 2013). Second, it offers a setting amenable to test the impact of configurations of legitimacy evaluations (e.g., consumer reviews and platform badges) across a diverse set of contexts and actors that are embedded within different value spheres, which is advantageous for theory building (Deephouse et al., 2017; Suddaby et al., 2016).

 The remainder of this chapter is structured to reflect the two-study design I employ, briefly introducing salient literature for each study (I expand further in chapter 2), specific research questions, research model and finally intended contributions. I conclude the chapter with an overview of the structure of the remainder of this dissertation.

Section 1.2 Study I: Exploring the role of values in the venture legitimation process under conditions of institutional instability

Value Alignment and Adaptation and Listing Choice- Influencing Perceptions of a Venture's Legitimate Distinctiveness

One prominent stream of literature within the values literature focuses on values as developed and embodied in organizational cultures (Giorgi, Lockwood, & Glynn, 2015). The origins of organizational culture are said to emerge from founders or managers instilling their values within the organization, and once the organizations' practices become validated the values assume a taken-for-granted nature (Barnard, 1938; Hambrick & Brandon, 1988). Organizational culture can form a competitive advantage for some firms to the extent to which espoused values and behaviors drive firm cultures and behaviors which can attract vital resources to the firm (e.g., human capital, investors, partners).

Consumers are a particularly salient stakeholder for entrepreneurs and their firms legitimacy (Aldrich & Fiol, 1994). For new ventures, it is important to influence a sense of venture-consumer fit to persuade potential consumers of the legitimacy of the firm and thereby conduct business with the firm. When referring to values, consumer behavior researchers mean something that is desirable, useful or important (Peter & Olsen, 1990; Sheth et al., 1991). Consumers evaluate an organization and its products or services based on their consumer values which are "subjective beliefs about desirable ways to obtain personal values" (Lai, 1995: 1). Thus, the relationship between consumption and personal values can be thought of in a means-end term, with consumption values being instrumental in nature. Consumers' evaluations of a venture can be conceptualized as whether the consumer views the venture and its services or products, as legitimate, based on the potential for value actualization (e.g., obtain desirable ends)

(Lounsbury & Glynn, 2001). Hence, I argue value alignment between a consumer and venture will lead to more favorable legitimacy perceptions. (Lounsbury & Glynn, 2001).

However, recently, scholars have recognized legitimacy is a dual process of not only conforming but also establishing distinctiveness (Voronov et al., 2013). As Voronov and his colleagues found in their study of the Ontario Wine industry, ventures not only had to conform within the field (e.g., social system), but also establish the unique value they deliver to the field. Voronov et al. (2013) highlighted adaptation as one strategy that wineries could use to establish their distinctiveness but noticed the order in which wineries conformed versus established distinctiveness, varied. Thus, they called for future research to investigate the temporal sequencing characteristics of legitimate distinctiveness. Scholars have shown that influencing perceptions of legitimate distinctiveness is especially important for new ventures and nascent markets (De Clercq & Voronov, 2009; Navis & Glynn, 2010, 2011). Collectively, these studies show that scholars cannot lose sight of the dual facets of influencing perceptions of both conformity and distinctiveness when studying legitimation.

In a separate strand of literature scholars have examined how entrepreneurs can influence potential perceptions of fit by framing identities through stories or visuals (Clark, 2011; van Werven et al., 2015). This connects to the organizational culture and fit literature because the importance of values in organizational culture is about identity formation, which leads to perceptions of fit by individuals (Aldrich & Fiol, 1994; Chatman, 1989; Fiol, 1991; O'Reilly, Chatman, & Caldwell, 1991). For instance, Aldrich and Fiol (1994) noted how a founder's identity links the organizational culture with the behavior of its members. Further, they note how stakeholders who legitimize new ventures, draw on the founders' perceived identity and behaviors (Aldrich & Fiol, 1994). Importantly, values are recognized as a significant underlying

factor of both organizational culture and personal identities (Giorgi et al., 2015; Hitlin, 2003; Kraatz & Flores, 2015; Selznick, 1957, 1966). Thus, the efforts of entrepreneurs to persuade perceptions of fit can be thought of as a process of influencing legitimacy perceptions by framing value congruence between themselves and other actors.

The entrepreneurial persuasion literature highlights' the role of two important actions for influencing individuals' perceptions- rhetoric and visuals (Aldrich & Fiol, 1994; Clark, 2011; Frydrych, Bock, & Kinder, 2014; van Werven et al., 2015). First, Lounsbury and Glynn (2001) put forth the concept of *cultural entrepreneurship*− the process of utilizing *stories* (i.e., narratives) as a way to shape an entrepreneurial identity−and thereby gain legitimacy. Within their paper they touch on, but do not fully flesh out, the importance of stories emphasizing normative fit (e.g., values) with the audience to persuade favorable legitimacy evaluations. (Lounsbury & Glynn, 2001). More recently, Martin (2016) showed that narratives that vary in terms of the organizational level of main characters and the self-transcendent values-upholding or values-violating behaviors of those characters influences newcomers' tendencies to engage in either helping or deviant behaviors. Similarly, van Werven and colleagues (2015) in the conclusion of their paper, note that actors may evaluate the legitimacy of a venture based on normative values and a need for future research to move in this direction. In a separate strand of literature, Clark (2011) called attention to the role of visual symbols in the framing of legitimacy perceptions of new ventures. Importantly, Clark (2011) called attention to the use of pictures as symbols that play a role in managing impressions (Gardner & Avolio, 1998). More broadly, scholars have begun to champion a more visual based perspective of organizing (Meyer, Hollerer, Jancsary, & Van Leeuwen, 2013). In addition, scholars have called for further and deeper examination of the interaction between rhetoric and visuals in institutional processes as

well as the microprocesses at play (Meyer, Hollerer, Jancsary, & Boxenbaum, 2017). This is important given the proliferation of P2P platforms that integrate the use of narratives and visuals (e.g., Airbnb), which can both shape the perceived underlying values of the venture and, thereby legitimacy perceptions of the venture (Leonardi & Vaast, 2016).

However, recently scholars have recognized the importance of accounting for diversity in the audience an entrepreneur may be trying to influence. For instance, Fisher et al. (2017) called attention to differences in the institutional logics that different potential funders may draw on and how this will impact the mechanisms that are needed to effectively influence perceptions of legitimacy. Similarly, Meyer and colleagues (2017) call scholars attention to the importance of accounting for cultural and individual aspects of the communicative context where institutional processes play out. Friedland (2013), recently conceptualized institutional logics as composed of value spheres, that are anchored by an ultimate value (e.g., profits/wealth) that shapes how actors rationalize practices. Hence, it appears that the value spheres that consumers are experienced within (e.g., employment sector), can impact the manner in which they interpret and evaluate the potential legitimacy of a venture.

The above studies highlight the importance of values in influencing perceptions of legitimacy and fit for individuals. However, the specific study of how entrepreneurs frame the venture's values to influence perceptions of legitimate distinctiveness by consumers, remains unexplored. Further, the influence of both narratives and visuals as well as their interactive influences on the process has not been explored. Additionally, how consumers' values spheres impact the saliency of the sequential order through which legitimate distinctiveness is framed is yet to be empirically explored. Finally, current conceptualizations of legitimacy cannot explain why perceptions of legitimacy lead to specific actions. Thus, more work is needed to understand

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how entrepreneurs utilize bundles of actions to influence perceptions of value congruence and

adaptation and thereby legitimacy.

Section 1.2.1 Study I Research Questions
Four primary research questions drive this first study

1. How do entrepreneurs utilize narratives and pictures to frame the conformity (e.g., value

    alignment) and distinctiveness (e.g., value adaptation) of a venture to influence

    consumers' perceptions of a venture's legitimate distinctiveness?

2. How does the sequencing of framing a venture's legitimate distinctiveness impact

    consumers' perceptions of a venture's legitimacy?

3. What influence does a consumer's value sphere (s) (e.g., employment sector/industry)

    have on the saliency of conformity (e.g., value alignment) versus distinctiveness (e.g.,

    value adaptation) of a venture and perceptions of the venture's legitimacy?

4. What is the nature of the relationship between a venture's perceived legitimate

    distinctiveness and a consumers' venture choice?

Section 1.2.2 Study I Research Model, Theories and Constructs

Consumer Values (Schwartz values)

Sequential Framing

Consumers' Value Spheres (Employment Sector/Industry)

Framed Venture Values (Alignment/Adaptation)

Venture's Perceived Legitimate Distinctiveness

Consumers' Venture Choice
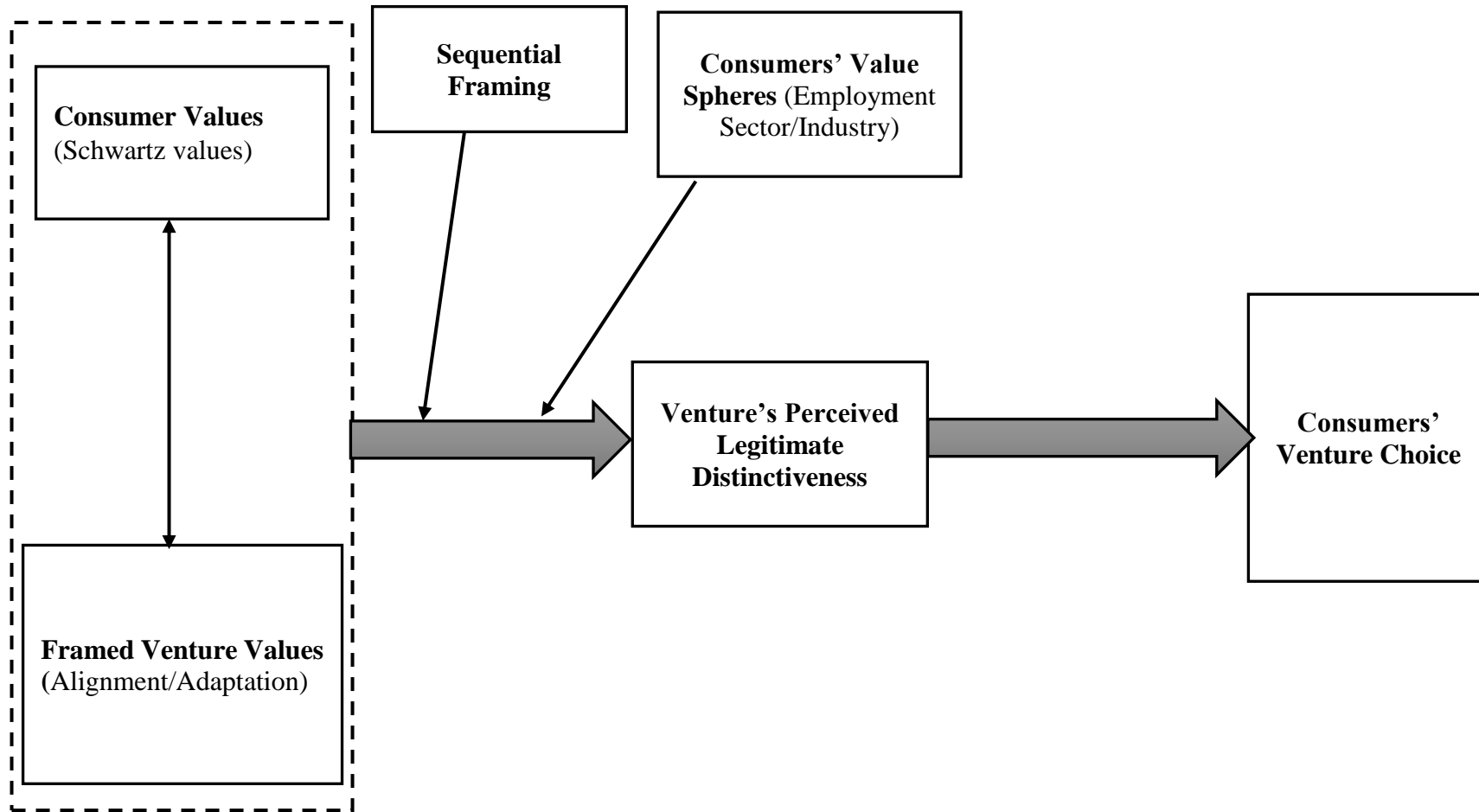
Figure 1.2. A model of Venture Value Framing's impact on Consumers Perceptions of Venture Legitimate Distinctiveness and Venture Choice

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Section 1.2.3 Study I Contributions

This study contributes to the legitimacy literature in several ways. First, I synthesize extant perspectives on legitimacy by focusing on the role of values in legitimacy which are implicit across all perspectives but not fully developed. Second, I answer the call for a deeper examination of the microprocesses of legitimacy (Deephouse et al., 2017, Kraatz & Flores, 2015; Suddaby et al., 2016). Specifically, I focus on a powerful, yet often subsumed concept in the legitimacy literature, in values. I argue that values, as manifested in material practices, shape consumers' perceptions of a venture's legitimacy and influence consumers' actions with the venture (Kraatz & Flores, 2015; Lamin & Zaheer, 2012; Scherer, Palazzo, & Seidl, 2013). Importantly, this moves toward a legitimacy as practice (i.e., values) perspective, that views the actions ventures take as embodying certain values that influence consumers' perceptions of the venture. Based on those perceptions, consumers are motivated to take specific actions (i.e., choose a venture) that allows for their values to be realized. In doing so, I attempt to re-establish the importance of values to the legitimacy literature (Deephouse et al., 2017; Kraatz & Flores, 2015; Miles, 2015).

Second, related to the first contribution, there has been a call for a renewed focus on experimental research methods in studying legitimacy (Deephouse et al., 2017). In study one, I answer these calls by utilizing an online experimental design, to allow for a finer grained understanding of how values impact legitimacy evaluations and actions.

Third, I contribute to the framing and legitimacy literatures. Extant studies have not examined how entrepreneurs utilize narratives *and* visuals to frame the legitimacy of their ventures. With the proliferation of peer to peer platforms within the sharing economy, understanding how entrepreneurs utilize *both of these* mechanisms provides further theoretical

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and practical knowledge (Clark, 2011; van Werven et al., 2015). Additionally, I answer scholars

calls to include characteristics of the venture's audience when studying legitimation, by

investigating consumers' value spheres as a salient moderator (Fisher et al., 2017). Finally, in

examining how entrepreneurs can effectively frame the legitimate distinctiveness of their

ventures through *value alignment and adaptation (i.e., bridging),* I connect the legitimacy,

framing, values work and values spheres literatures.

Finally, I advance knowledge surrounding the temporal dynamics of influencing

perceptions of a venture's legitimate distinctiveness. Voronov and colleagues (2013) alluded to

the multiple paths through which the ventures they studied could achieve legitimate

distinctiveness but encouraged future scholars to investigate potential sequencing issues. I

answer these calls by investigating how, and through which mediums, the sequencing is framed

influences consumers' perceptions of a venture's legitimate distinctiveness and venture choice.

Section 1.3 Study II: Which legitimacy evaluations matter most?:Examining how a
venture's legitimacy profile impacts future venture performance across a diverse set of
institutionalized value spheres.

Over time the legitimation process shifts as the legitimacy criteria becomes more

established, but at the same time the sources of legitimacy become more heterogeneous. The

initial stages of forming a new market economy or sector of business can be conceptualized as a

time of institutional change which is characterized by instability. Due to this instability,

individuals rely more on their individual dispositions (e.g., values) when making evaluations

(Bitektine & Haack, 2015). Hence, individual propriety (e.g., legitimacy) evaluations are most

impacted by individual differences during the formative stages of new economy creation when

there are no clearly established validity institutions (Bitektine & Haack, 2015). However, over

time, once evaluations begin to accumulate, the criteria which distinguishes a legitimate from illegitimate venture, begins to take shape. In other words, the ultimate values that anchor each value sphere (i.e., market or context) become more established through performance of practices (i.e., bookings, experiences and reviews) (Friedland, 2013). Yet, the sources which confer or influence legitimacy perceptions also grow in number with the influence of validity institutions (e.g., third party certifications, platform badges) becoming more pronounced. As a result, the process of legitimation becomes multilevel with the interaction of individual propriety and collective validity evaluations (Bitektine & Haack, 2015). Hence, study two offers an examination for how the legitimation process unfolds in more established value spheres, where there are multiple sources that consumers can draw on to evaluate the perceived legitimacy of a venture in making their decisions.

Value Actualization and Propriety Evaluations

The extant literature has not investigated the role of values in influencing propriety evaluations. Propriety evaluations are individual level legitimacy judgments (Bitektine & Haack, 2015; Deephouse et al., 2017; Tost, 2011). Recently, scholars have called for greater attention to the microprocesses of legitimacy evaluations, with an emphasis on how individual differences influence the processes (Deephouse et al., 2017). As a result, scholars have begun to investigate individual differences such as emotions-which coincides with Weber's other base of legitimacy (Haack, Pfarrer, & Scherer, 2014; Huy, Corley, & Kraatz, 2014). Values are another salient individual difference that scholars have hinted at as impacting evaluations (Kraatz & Flores, 2015), and represents Weber's other base of legitimacy evaluations. For instance, organizations are known to champion their values and literature has shown that those that stick to their values (e.g., environmental stewardship, ethics, sustainability) are rewarded for such aligned behavior

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(Besharov & Khurana, 2015; Chandler, 2015;). Further, scholars have noted that a disconnect between consumers' expectations, established via narratives, and actual experiences, can have detrimental impacts on consumers' legitimacy perceptions (Garud et al., 2014). Thus, in the current dissertation, I argue that value actualization- or whether the consumer achieved the perceived value alignment with the chosen property- will be manifested in their evaluations of the venture.

Legitimacy Evaluations, Legitimacy Profile and Future availability

The legitimacy of ventures has been recognized to be impacted by multiple sources. This has led to scholars investigating the impact of individual and collective validity conferring sources in regards to various organizational outcomes (Deephouse et al., 2017; Suddaby et al., 2016). Undoubtedly this has advanced the legitimacy literature, but there has been growing recognition of a need to move beyond single source studies (Deephouse et al., 2017). To this end, Bitektine and Haack (2015), put forth a conceptual multilevel model of the legitimation process that recognized the interactions between macro validity evaluations and micro level propriety evaluations in impacting organizational outcomes. The interaction of the two sources of evaluations is becoming increasingly salient with the proliferation of P2P platforms that rely on digital technology. Specifically, it increases the influential power of individuals (e.g., propriety evaluations) and collectives (e.g., platforms-validity evaluations) (Deephouse et al., 2017; Frydrych, Bock, Kinder, & Koeck, 2014). For instance, most P2P platforms contain areas for hosts to describe themselves (e.g., experienced or not), customer reviews and platform badges or symbols to be displayed (Luca, 2016). Thus, investigating the saliency of specific configurations of legitimacy sources and whether they serve as complements or substitutes (Misangyi & Acharya, 2014) is an important area in need of exploration, to advance the legitimacy literature.

Entrepreneurial Experience, Market Segments and Country Influences

However, the saliency of specific legitimacy sources can differ across individuals and contexts. From an individual entrepreneur level, experience has been found to be a salient factor which impacts legitimacy perceptions (Fisher et al., 2017). Specifically, those who have more experience are deemed to possess some of the characteristics desired for an entrepreneur to be successful, which shifts the evaluators' attention to other characteristics in making funding decisions (Fisher et al., 2017). However, the wider context can also influence who and what criteria are most important when evaluating the legitimacy of a venture (Deephouse et al., 2017; Fisher et al., 2017). For instance, Voronov, De Clerq and Hinings (2013) in their five-year ethnographic study of the Ontario wine industry, found that actors' paths to legitimation were impacted by both the global and local context. Along, similar lines, Lamin and Zaheer (2012) found that the strategies used to influence perceptions of legitimacy differed between "main street" (e.g., public) and "wall street" (e.g., investors) stakeholder groups who possess different underlying criteria. Scholars have also shown that the socioeconomic characteristics of a context can influence how a venture's legitimacy signals are received and, future attention the venture receives (Kistruck, Webb, Sutter, & Bailey, 2015).

Taken together, these studies all point to the complexity of legitimacy-specific sources and that criteria are given more or less importance in specific contexts (Deephouse et al., 2017). However, scholars have noted the dearth of studies which recognize the complexity of legitimacy, "More than two decades after Suchman's 1995 review of legitimacy, we still find, as he concluded then, that "most treatments cover only a limited aspect" (Deephouse et al., 2017: 30). Thus, another goal of this dissertation is to study how legitimacy profiles and characteristics

of those profiles (e.g., propriety and validity evaluations) differ across contexts, markets and types of entrepreneurs (new vs. experienced).

Section 1.3.1 Research Questions
Two primary research questions drive this study.

1. Which configurations of legitimacy signals increase consumers' perceptions of a ventures legitimacy leading to positive consumer reactions in the form of lower levels of venture availability and, contrastingly, which configurations lead to negative perceptions of a venture's legitimacy leading to negative consumer reactions in the form of higher venture availability?

2. How do the configurations of legitimacy signals that influence positive and negative legitimacy evaluations differ for both new and experienced entrepreneurs across different contexts and market segments?

Section 1.3.2 Study II Research Model, Theories and Constructs
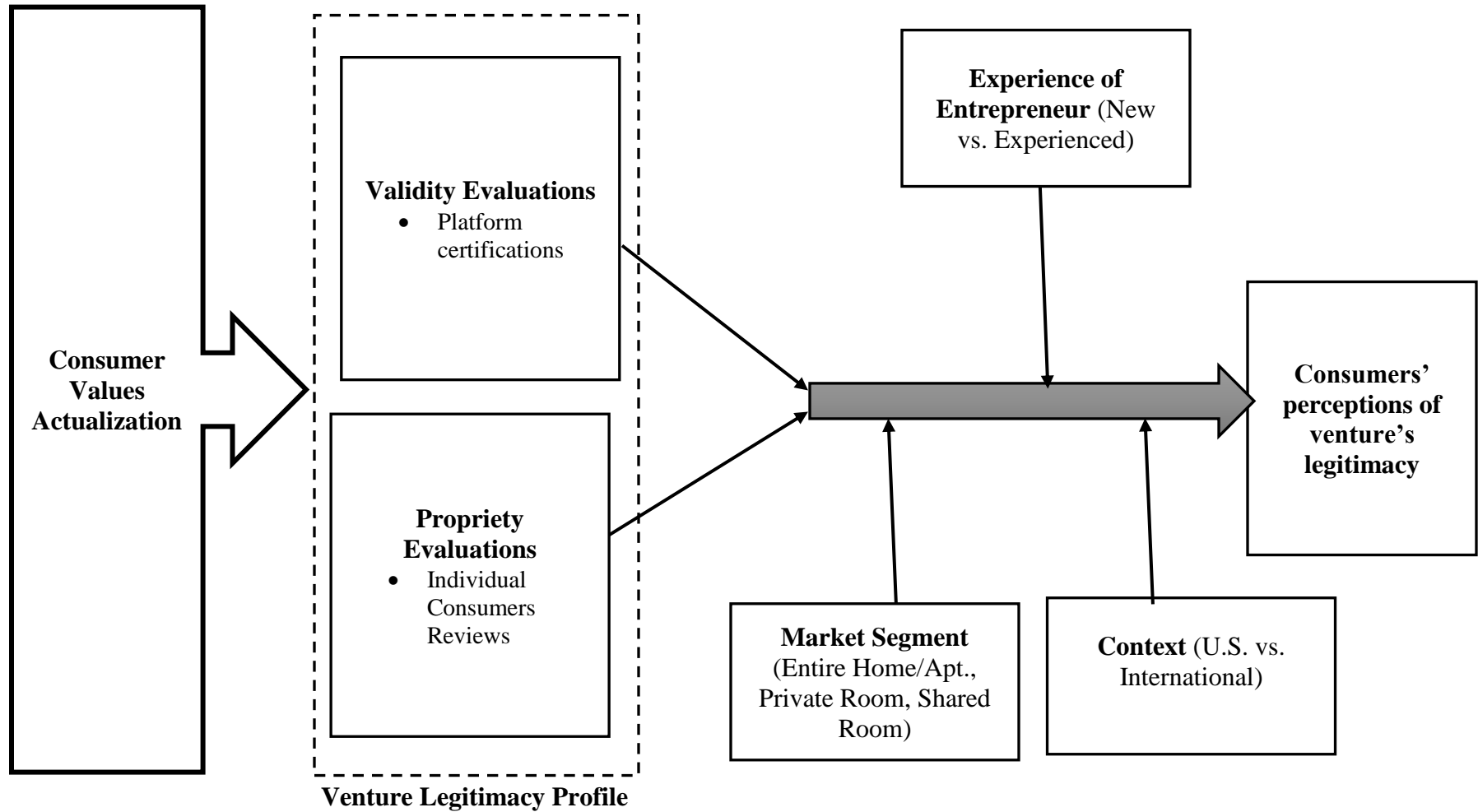
Figure 1.3 A model of Consumers' Configurational Perceptions: Theoretical Framework of a Venture's Legitimacy Profile as Complex Signals

Section 1.3.3 Study II Contributions

First, I contribute to the legitimacy literature by furthering knowledge surrounding the impact of multiple interdependent legitimacy evaluations on future actions. The legitimacy literature has recognized the multitude of factors that influence legitimacy perceptions and how this can vary across contexts. However, extant research typically investigates a single source (Deephouse et al., 2017). As a result, scholars have called for studies to be more ambitious to capture the complexity surrounding the legitimacy concept (Deephouse et al., 2017; Fisher et al., 2017). In an attempt to answer these calls, I take a configurational approach to understand the impact of a constellation of factors (i.e., propriety and collective evaluations) (Campbell et al., 2016; Misangyi & Acharya, 2014) and, how the influence of these factors may vary based on context and experience. Further, doing so will allow me to investigate not only those ventures that have high performance but also those that do not achieve high performance (Campbell et al., 2016). Based on this, I can begin to build a mid-range theory surrounding the complex factors that impact consumers' legitimacy perceptions and venture performance across the numerous values spheres that are embedded within the sharing economy.

Second, I contribute to the organizational culture and consumer behavior literatures. Both of these literatures have recognized the importance of values in individuals' behaviors, yet study of the process of how they impact behavior has been elusive (Candi & Kahn, 2016). Additionally, theses literatures do not explicate *why* individuals would be drawn to specific actions (Chandler & Lusch, 2015; Lai, 1995). By integrating the value spheres, values work and legitimacy literatures, I offer a theoretical argument built around values as sources of authority,

that justify specific actions as legitimate or not (Deephouse et al., 2017; Friedland, 2013; Gehman et al., 2013). Doing so offers an explanation for *why* specific value propositions range from low to high intensity (Chandler & Lusch, 2015) and helps to answer the question of "why do we Buy what we Buy" (Sheth et al., 1991).

Third, I explore my theoretical arguments in a new empirical setting, the sharing economy. To date the legitimation process in the sharing economy has not been explored (Deephouse et al., 2017). I focus on a specific platform, Airbnb, because it is one of the most successful and largest platforms and shares many structural characteristics with other P2P platforms (see Appendix C). Furthermore, due to its diffusion, it offers a rich context to study how different configurations of legitimacy evaluations, differentially influence consumers' actions, across diverse value spheres. Finally, given the major emphasis on digital technology, it offers researchers access to a vast amount of data (e.g., host profiles, guest reviews, multiple cities) which would be difficult to obtain in separate contexts. Thus, the Airbnb platform offers an appropriate and generalizable theoretical context that can help to advance knowledge surrounding values and legitimacy in the sharing economy under conditions of institutional stability.

Finally, I contribute to understanding surrounding performance outcomes in the sharing economy. Future availability of a host's listing resembles an important performance indicator on the Airbnb platform. While it does not directly show profitability, it does reflect the frequency of exchange of assets (e.g., property for money) and how in demand a listing is. Thus, those with

less availability (e.g., 0 days in next 90 days) would be considered as higher performers versus those with more availability (e.g., 45 days in next 90 days).

Section 1.4 Dissertation Outline

This dissertation consists of six chapters. The first chapter provides a broad overview of the dissertation, with a specific focus on the theory and overall model, then the two studies' relevant research questions, and intended contributions of each study. Chapter Two provides a detailed review of the salient theoretical literatures used to guide the overall study along with specific literature pertinent to each individual study. In Chapter Three I develop the hypotheses of interest and theoretical arguments. Chapter Four outlines the methodology and analytical strategy that I deploy in each of my studies. Chapter Five reports the results of my two studies. Finally, Chapter Six discusses the theoretical and practical implications that result from this dissertation and concludes with some fruitful avenues for future research.

CHAPTER 2

Literature Review

his chapter focuses on the primary theories used to develop my theoretical models (see Figure 1.1.). The main theoretical perspective guiding both studies is legitimacy (Deephouse et al., 2017; Suddaby et al., 2016; Suchman, 1995; Weber, 1922). Additionally, given the focus in study one on values, I review the values work and value spheres literatures which I integrate with the legitimacy literature to guide my theorizing. Also, given my focus on actions and their underlying characteristics (e.g. values) influencing perceptions in both studies, I review the signaling theory literature. Following this I detail the salient literature on each of the dissertation constructs utilized in the studies. In Chapter 3, I build off the extant literature to develop my hypotheses (study 1) and (study 2).

Section 2.1: Primary Theories

Section 2.1.1 Legitimacy

The study of legitimacy has long been a topic of interest to organizational scholars (see Deephouse et al., 2017 and Suddaby et al., 2016 for detailed reviews). Most scholars trace the interest in legitimacy back to the works of Max Weber (Weber, 1922 republished in 1978). The extant literature acknowledges Weber discussed legitimacy as "maxims" to which social practices were oriented and thereby deemed appropriate or not based on conformity. From this, several scholars published their own interpretations of legitimacy during the latter half of the twentieth century. This included notable works by Parsons (1960) who viewed legitimacy as conformance by social actors with norms, values and social laws; Dowling and Pfeffer (1975)

viewed legitimacy as congruence with social values; Meyer and Rowan (1977) touched upon legitimacy in introducing neoinstitutional theory; Meyer and Scott (1983) elucidated the concept further; and Aldrich and Fiol (1994) called attention to the importance of legitimacy for entrepreneurs. Yet is was not until Scott's book and Suchman's paper in 1995 that the concept of legitimacy truly gained traction as a line of inquiry in of itself (Deephouse et al., 2017). Both Scott (1995) and Suchman (1995) put forth definitions of legitimacy which provided a foundation for future studies. Scott, in his seminal book, *Institutions and Organizations* (1995), defined legitimacy as "not a commodity to be possessed or exchanged but a condition reflecting cultural alignment, normative support, or consonance with relevant rules or laws" (1995: 45). This definition formed the basis of Scott's three pillars of legitimacy: cognitive, normative and regulative. In contrast, Suchman (1995) in his article, noted "legitimacy is a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions" (1995: 574). While both of these works provided conceptual clarity and grounding to the study of legitimacy, most later works built off of Suchman's definition (Deephouse et al., 2017). Importantly, these definitions recognized that legitimacy reflected perceptions of acceptability within a specific social system.

From this, three separate strands of literature began to emerge within the legitimacy literature. The three strands are: 1) legitimacy as a property, 2) legitimacy as a process and 3) legitimacy as a perception (Suddaby et al., 2016). Within the first strand, legitimacy is viewed as an object or resource (Suchman, 1995) which entities possess and thus the impetus of this

research stream is on understanding the factors that constitute legitimacy and illegitimacy. As a result, this has led to an overemphasis on elucidating analytical categories (Deephouse et al., 2017; Suddaby et al., 2016). For instance, scholars have referred to internal versus external legitimacy (Kostova & Zaheer, 1999), technical legitimacy (Ruef & Scott, 1998) and corporate environmental legitimacy (Bansal & Clelland, 2004) just to name a few. All of these studies try to figure out what constitutes "fit" with the external environment which dictates legitimacy. Most of these studies build on Weber's sources of legitimate authority typology- traditional, charismatic, and rational-legal (Suddaby et al., 2016). Hence, Weber's works form the justification for scholars who seek to categorize legitimacy into different types to understand its specific elements.

The legitimacy as property perspective also views legitimacy as a measurable concept and one which can be strategically achieved. Two particularly popular ways to measure legitimacy are through media accounts and regulator authorizations (Bansal & Clelland, 2004). The media perspective views the number of mentions of an entity and the light in which it is mentioned as reflective of the entity's legitimacy. The authorization perspective views certifications and ratings of entities as signifying legitimacy (Deephouse, 1996; Ruef & Scott, 1998; Zimmerman & Zietz, 2002). Because legitimacy is an object conferred by others, scholars within this strand also view the potential to demonstrate "fit" as amenable to strategic manipulation. The strategies used to demonstrate fit are generally either isomorphic conformity with the environment, symbolic decoupling, or performance of new or existing organizational practices (Suddaby et al., 2016). The third strategy is particularly important for establishing the

legitimacy of innovative practices and influencing their diffusion, which is relevant to the current

dissertation context (Hargadon & Douglas, 2001). For instance, Hargadon and Douglas

illustrated that the electric lightbulb replaced the gas lightbulb because it displayed both

technical superiority and met normative criteria such as strategic familiarity (Suddaby et al.,

2016). However, the property perspective is overly static and concerned with typologies.

In response, the legitimacy as process perspective developed, which views legitimacy as

socially constructed based on ongoing social exchanges. Within this strand, which draws heavily

from notion of social construction (Berger & Luckmann, 1966) scholars focus on the processes

that lead to legitimation and how it is maintained (Suddaby et al., 2016). Importantly, this allows

for a more dynamic and interactive understanding of legitimacy that moves away from a fixed

criteria or element view, like the property perspective employs. This perspective also recognizes

that legitimacy requires *work* and is built over time. Further, because legitimacy is viewed as

socially constructed, this perspective implies a multi-level design which integrated individual

actors and collective influences in the legitimation process (Suddaby et al, 2016). In studying

legitimacy as a process, scholars often employ stage models "that demonstrate how

organizations, organizational practices and organizational outcomes move from one state to

another" (Suddaby et al., 2016: 26).

Scholars have highlighted three key processes which can influence the process of

legitimation: persuasion/narration, theorization and categorization (Suddaby et al., 2016). Within

the literature focusing on persuasion in the legitimation process, scholars emphasize the agency

of individual actors in strategically influencing perceptions of legitimacy (Benford & Snow,

2000; Suddaby & Greenwood, 2005). These scholars view the use of persuasive communication as a tool to "frame" (Benford & Snow, 2000) legitimacy perceptions and thereby strategically construct legitimacy. The entrepreneurial legitimation literature also highlights the saliency of persuasive language and framing under the auspice of narratives or storytelling (Garud et al., 2014; Lounsbury & Glynn, 2001; Martens et al., 2007; van Werven et al., 2015). Theorization refers to rhetorical process of pointing our deficiencies in extant practices while offering a solution (legitimizing) which assists in diffusion of the new practice (David, Sine, & Haveman, 2013). Finally, categorization refers to the process of establishing congruence with established criteria while simultaneously being unique, referred to as categorical distinctiveness (Navis & Glynn, 2010; Wry, Lounsbury, & Jennings, 2014). Scholars have noted that the criteria underlying both processes (e.g. being similar and different) are the same. In other words, the legitimacy bases determine just how imitative and distinct actors are allowed to be (Suddaby et al. 2016).

While the legitimacy as process perspective provides as dynamic and relational perspective, it is not without its flaws. First, the perspective tends to overemphasize the role of specific actors in the legitimation process in contrast to the distributed notion it espouses. Second, the salient role of context, much like in organizational studies in general (Johns, 2006) is not given attention. This is problematic for two specific reasons: 1) the legitimacy literature recognizes that the saliency of the wider social system in determining the criteria for legitimacy and 2) what is acceptable or not changes over time (Suddaby et al., 2016).

The final perspective takes a socio-cognitive view of legitimacy, referred to as legitimacy as perception. The origins of this strand can again be traced back to Weber (1922) and his notion of collective validity along with the social constructionist perspective (Berger & Luckmann, 1966). The recent increased focus on legitimacy as a perception, is due to several works by prominent scholars (Bitektine, 2011; Bitektine & Haack, 2015; Tost, 2011). Within this strand of research, legitimacy is viewed as the outcome of a cross-level process which links individual level assessments or evaluations (i.e. propriety judgments) to higher level collective (i.e. validity) evaluations (Bitektine & Haack, 2015). Fundamental to this perspective is that legitimacy is a perceptual property that varies in accordance within individual differences (Suddaby et al., 2016; Tost, 2011; Voronov et al., 2013). That being said, scholars recognize that collective perceptions of legitimacy can influence individual level legitimacy evaluations referred to as validity beliefs, which is why the multi-level model is needed (Bitektine & Haack, 2015).

One of the prominent subthemes within the legitimacy as perception strand deals with the antecedents to legitimacy judgments. Scholars have noted that before an evaluation can take place, individuals must become aware of the entity to be evaluated, or in other words be interested in or attracted to an entity (Petkova, Rindova, & Gupta, 2013). Petkova and colleagues (2013) in their study of new technology organizations, highlighted the salient role of sensitizing via organizational communications. This is similar to the role of framing or rhetoric which the legitimacy as process perspective emphasizes. Once, attention has been gained, scholars move towards understanding the specific bases of legitimacy judgments. Most of these studies are either conceptual or focus on priming individual evaluations through manipulating higher level

validity authorizations (e.g., certifications) (Bitektine, 2011; Bundy & Pfarrer, 2015; Haack et al., 2014; Tost, 2011; Suddaby et al., 2016). The focus on priming legitimacy judgments has also been studied in regards to more impression management or symbolic strategies (Elsbach, 1994; Elsbach & Sutton, 1992; Ferraro, Etzion, & Gehman, 2015). Recently, scholars have begun to take a finer grained approach to focus more on specific foundations of legitimacy evaluations. This has led to several studies which look at the role of affect (Garud et al., 2014; Haack et al., 2014; Huy et al., 2014) in legitimation. Scholars have cautioned that one potential weakness of the legitimacy as perception perspective is to overemphasize individual agency at the expense of other levels (e.g., validity) (Suddaby et al., 2016). Table 2.1 highlights instrumental legitimacy studies from the publication of Weber's Economy and Society (1922) up till the two recent reviews (Deephouse et al., 2017; Suddaby et al., 2016).

In their recent reviews, Suddaby et al. (2016) and Deephouse et al. (2017) highlighted several paths to strengthen the study of legitimacy within organizational studies. While the reviews touched on many areas which could be pursued in future research, several specific points are germane to the current dissertation. First, both reviews touch on the need to provide conceptual clarity surrounding legitimacy (see Table 2.2 for a summary of extant definitions of legitimacy). In attempt to further this, Deephouse et al. (2017) put forth a more concise definition of legitimacy; "Organizational legitimacy is the perceived appropriateness of an organization to a social system in terms of rules, values, norms and definitions" (2017: 9). They notably remove the word desirable to avoid confounding the concept of legitimacy with the similar constructs of status and reputation (Deephouse et al., 2017). Further, scholars have recognized that legitimacy

is not just about conformity but also being distinctive, referred to as legitimate distinctiveness

(De Clercq & Voronov, 2009; Navis and Glynn, 2011; Reinecke, Manning, & von Hagen, 2012;

Rindova, Dalpiez, & Ravasi, 2011; Voronov et al., 2013). I adopt the definition of legitimate

distinctiveness as my definition of legitimacy in the current dissertation because I am

investigating legitimacy within an entrepreneurial context and as Navis and Glynn (2011) noted:

> "Yet such conformity to established standards is antithetical to entrepreneurship, which tends to be more
> concerned with novelty, distinctiveness, and nonconformity. Thus, in entrepreneurship legitimacy coexists
> with its contradiction— distinctiveness—and involves a "trade-off between the emancipating aspects
> of entrepreneuring and the accommodation of constraints" needed to acquire resources (Rindova et al.,
> 2009: 483) (2011: 479)

Hence, I utilize the dual process understanding of legitimation put forth by the latter scholars in

the current dissertation. Further, the studies emphasize the fixation by scholars to try to utilize

analytical categories in understanding legitimacy, which limits further conceptual development.

Second, there is a need to investigate the interactions of multiple sources of legitimacy

evaluations and how they differentially and interactively impact perceptions of entity's

legitimacy, which in turn influences interactions with the entity (Deephouse et al., 2017). This

can also shed light on which sources of legitimacy help maintain legitimacy. Yet, contextual and

other intervening variables must be taken into account to strengthen findings (Deephouse et al.,

2017). Finally, there is a need to strengthen legitimacy theory by utilizing new methodological

approaches. In the legitimacy sections pertaining to each study, I provide more detail for each of

these issues and illustrate notable studies which have begun to pursue these ends. The

presentation of relevant literature hereafter is separated based on the study as it pertains to my

model.

Table 2.1 Influential Legitimacy Studies Since Weber 1922

Author (s)	Year	Methodology	Legitimacy Perspective (Property, Process, Perception)	Key Finding (s)
Aldrich & Fiol	1994	Conceptual	Property	Introduced socio-political and cognitive as two salient categories or types of legitimacy Call attention to importance of legitimacy for entrepreneurs and their ventures
Barron	1998	Empirical	Process	Took a process based approach to studying legitimacy
Bitektine	2011	Conceptual	Perception	Offered an enumerative definition Called attention to legitimacy as a type of social judgment
Bitektine & Haack	2015	Conceptual	Perception, Process	Put forth a multi-level model of legitimation process linking individual and collective evaluations
Deephouse	1996	Empirical	Property	Showed importance of isomorphism in obtaining legitimacy for commercial banks Investigated media and state as two salient sources of legitimacy
Deephouse & Suchman	2008	Conceptual		Remove word "desirable" form definition of legitimacy to avoid confounding with similar concepts of status and reputation
Dowling & Pfeffer	1975	Conceptual	Property	Legitimacy is based on conformance with social values
Elsbach	1994	Empirical	Perception	Integrated legitimacy and impression management literatures

Author (s)	Year	Methodology	Legitimacy Perspective (Property, Process, Perception)	Key Finding (s)
				Shows organizations can utilize more symbolic management techniques to manage legitimacy perceptions.
Greenwood, Suddaby & Hinings	2002	Empirical	Process	Identify theorization as an important rhetorical tool that can be strategically used to influence legitimacy perceptions.
Haack, Pfarrer & Scherer	2014	Conceptual	Perception	Introduce the legitimacy as feeling perspective which calls attention to the role of affect in influencing legitimacy perceptions.
Huy, Corley & Kraatz	2014	Empirical	Perception	Identify affect as an important mechanism that influences individuals' legitimacy evaluations.
Kostova & Zaheer	1999	Conceptual	Property	Integrated legitimacy and international business literatures Complexity faced by MNEs impacts legitimacy of the whole and its parts
Lamin & Zaheer	2012	Empirical	Perception	Specifically investigated role of media and its influence on legitimacy perceptions Show that the media is an important validity institution that shapes perceptions of organizations.
Meyer & Scott	1983	Conceptual	Property	Establish the importance of legitimacy to neoinstitutional theory

Author (s)	Year	Methodology	Legitimacy Perspective (Property, Process, Perception)	Key Finding (s)
Navis & Glynn	2010	Empirical	Process	Identify stage model of legitimation, first requires legitimating market category followed by individual actors within the category
Navis & Glynn	2011	Conceptual	Process	Theorize that legitimation is a process that requires both conformance and distinctiveness for new ventures.
Parsons	1960	Conceptual		Built off Weber to view legitimacy as congruence with social norms, laws and values
Pfeffer & Salancik	1978	Conceptual	Property	Argued legitimacy served as an important resource for social actors. Linked legitimacy and resource dependency theory
Ruef & Scott	1998	Empirical	Property	Put forth multidimensional model or legitimacy Important to obtain normative fit with sources of legitimacy (i.e. professions)
Scott	1995	Conceptual	Property	Put forth cognitive, regulative and normative bases of legitimacy Alignment between an entity and its external environment leads to legitimacy
Selznick	1966	Empirical	Process	Public opinion as a reflection of social values is an important source of legitimacy impacting perceptions. In study of TVA highlighted how public opinion influenced organizational changes to obtain and maintain legitimacy

Author (s)	Year	Methodology	Legitimacy Perspective (Property, Process, Perception)	Key Finding (s)
Singh, Tucker & House	1986	Empirical	Property	Legitimacy is a property conferred based on ties with others who are already deemed legitimate within an organizational field
Suchman	1995	Conceptual	Property	Put definition of legitimacy (most often cited)
Suddaby & Greenwood	2005	Empirical	Process	Call attention to the persuasive use of rhetoric in the legitimation process Actors can strategically influence perceptions of legitimacy via rhetoric
Tost	2011	Conceptual	Perception	Outlined individual level process of legitimacy judgments Evaluations fall along three dimensions-instrumental, relational and moral
Voronov, De Clercq & Hinings	2013	Empirical	Perception, Process	Identify inherent paradox within legitimacy Actors must simultaneously seek conformance and distinctiveness
Walker, Thomas & Zelditch	1986	Empirical	Perception	One of the first studies to empirically examine how authority figures influence individuals' legitimacy perceptions Found those who are perceived to have authority are significant sources of legitimacy.
Zimmerman & Zietz	2002	Conceptual	Property	Call attention to importance of legitimacy for new ventures growth

Author (s)	Year	Methodology	Legitimacy Perspective (Property, Process, Perception)	Key Finding (s)
Zucker	1977	Empirical	Perception	First to employ experimental design in studying legitimacy Provided initial evidence of legitimate authority's effect on individuals' conformity in social judgments

Table 2.2 Extant Definitions of Legitimacy

Legitimacy Definition	References
Conformity of social practices to "maxims" or rules	(Weber, 1922)
Congruence of an organization with social laws, norms and values	(Parsons, 1956)
The process whereby an organization justifies to a peer or superordinate system its right to exist	(Maurer, 1971)
Congruence between the social values associated with or implied by [organizational] activities and the norms of acceptable behavior in the larger social system	(Dowling & Pfeffer, 1975)
Organizational legitimacy refers to the extent which the array of established cultural accounts provide explanations for [an organization's] existence	(Meyer & Scott, 1983)
Generalized perception or assumption that the actions of an entity are desirable, proper or appropriate within some socially constructed system of norms, values, beliefs and definitions"	Suchman (1995)
Legitimacy is not a commodity to be possessed or exchanged but a condition reflecting cultural alignment, normative support, or consonance with relevant rules or laws.	Scott (1995)
"The concept of organizational legitimacy covers perceptions of an organization or entire class of organizations, judgment/evaluation based on these perceptions, and behavioral response based on these judgments rendered by media, regulators, and other industry actors (advocacy groups, employees, etc.), who perceive an organization's processes, structures, and outcomes of its activity, its leaders, and its linkages with other social actors and judge the organization either by classifying it into a preexisting (positively evaluated) cognitive category/class or by subjecting it to a thorough sociopolitical evaluation, which is based on the assessment of the overall value of the organization to the individual evaluator (pragmatic legitimacy), his or her social group, or the whole society (moral legitimacy), and through the pattern of interactions with the organization and other social actors, the evaluating actor supports, remains neutral, or sanctions the organization depending on whether the organization provides the benefit(s) prescribed by the prevailing norms and regulations"	Bitektine (2011)
"The extent to which an entity is appropriate for its social context."	Tost (2011)
Legitimation is a dual process of actors conforming to social values, norms and definitions, and establishing distinctiveness in practices to say they deliver something "new", referred to as legitimate distinctiveness	Voronov et al. (2013), Navis & Glynn (2011)
"An attitude that is influenced by an individual's personal belief system consisting of global values and domain specific beliefs"	Finch et al. (2015)
"Organizational legitimacy is the perceived appropriateness of an organization to a social system in terms of rules, values, norms, and definitions"	Deephouse et al. (2017)

Section 2.2 Study One Literature Review and Primary Theories

2.2.1: Legitimacy Literature Pertinent to Study One

The legitimacy concept as currently conceptualized is overly complex and in need of refinement to guide future research. Scholars have tended to overly focus on categorization of criteria, dimensions or bases of legitimacy. For instance, Bitektine (2011) identified over 15 different legitimacy typologies (see Table 2.3 below) in the extant literature in developing his enumerative definition of legitimacy. This has led scholars to call for conceptual refinements to the legitimacy concept. As Deephouse et al. (2017) note:

"Although we recognize that the categorizing of legitimacy criteria is important for theorizing and empirical research, we also recognize that such categories are analytic concepts, not fully separable empirical phenomena. Thus, we urge legitimacy researchers not to become fixated on defending the purity and independence of the different types" (2017: 20)

This trend is not surprising considering the foundational article by Suchman (1995) identified twelve separate types of legitimacy. While researchers recognize the issues inherent in this trend within the legitimacy literature, they also note a path forward. Importantly, scholars should shift their focus to the criteria (e.g. affect, values) of legitimacy which underlie the different types (Deephouse et al., 2017). Several scholars have heeded these calls and begun to focus on the microfoundations of legitimacy evaluations.

Table 2.3 Extant Legitimacy Typologies

Legitimacy Typologies	References
Pragmatic Legitimacy (based on self-interested calculations) *Moral Legitimacy* (based on normative approval) *Cognitive Legitimacy* (based on taken-for-grantedness)	Johnson & Holub (2003), Zyglidopolous (2003)
Internal Legitimacy (with organizations' insiders) versus *External Legitimacy* (with organizations' external constituents)	Kostova & Roth (2002), Kostova & Zaheer (1999)
Cognitive Legitimacy (based on taken-for-grantedness) *Pragmatic Legitimacy* (based on self-interested calculations)	Foreman & Whetten (2002)
Managerial legitimacy (based on efficiency logic) versus *Technical legitimacy* (based on technology, quality and qualifications)	Reuf & Scott (1998)
Moral Legitimacy (moral approval of most members of society) versus *Pragmatic Legitimacy* (based on self-interest)	Barron (1998)
Media Legitimacy (equated with legitimacy with the general public) *Regulatory Legitimacy* (legitimacy with government regulators)	Deephouse (1996)
Procedural Legitimacy (based on soundness of procedures) *Consequential Legitimacy* (based on the evaluation of outcomes) *Structural Legitimacy* (based on the evaluation of the organization's structure) *Personal Legitimacy* (based on the charisma of leaders) *Pragmatic Legitimacy* (based on self-interested calculations) *Moral Legitimacy* (based on normative approval)	Suchman (1995)
Cognitive Legitimacy (based on taken-for-grantedness) versus *Sociopolitical/evaluative Legitimacy* (based on existing norms and laws	Aldrich & Fiol (1994), Golant & Sillince (2007)
Sociopolitical regulatory Legitimacy (=regulative legitimacy, based on existing norms and laws) *Sociopolitical normative Legitimacy* (=normative legitimacy, based on existing rules and laws) *Cognitive Legitimacy* (based on taken-for-grantedness)	Scott (1995), Zimmerman & Zietz (2002)

**Adapted from original source: Bitektine (2011: 154)

There have been several theoretical papers which have endeavored to advance our theoretical understanding of the microfoundations of legitimacy. Tost (2011) in her paper called attention to the salient role of intraindividual dynamics in the legitimation process. She nicely summarized the importance of focusing on the microfoundations of legitimacy as follows:

"While legitimacy is ultimately a collective-level phenomenon, an understanding of the microlevel dynamics of legitimacy judgments is crucial because individuals' judgments and perceptions constitute the "micro-motor" (Powell & Colyvas, 2008) that guides their behavior, thereby influencing interactions among individuals, which, in turn, coalesce to constitute collective-level legitimacy and social reality" (Tost, 2011: 686-687).

The article conceptualized three dimensions, instrumental, moral and relational, that underlie legitimacy evaluations (Tost, 2011). While Tost (2011) did briefly touch on some of the content of each dimension for instance a value system for the moral dimension the bulk of the article focused on laying out a process model of legitimacy judgment. Thus, the specific criteria were not deeply theorized and again the focus was on categorization.

Bitektine and Haack (2015) attempted to further conceptual clarity in putting forth a multilevel model of the legitimacy process. In their paper, they note that individuals rely on sources of authority-validity institutions (e.g. media, regulators) in forming their individual level evaluations. However, they also recognize that under conditions of institutional instability or change (e.g., a new economy) that the saliency of validity institutions is weakened and individuals are more likely to rely on their own individual propriety assessments which are formed based on Tost's (2011) dimensions. However, again the article did not deeply theorize specific criteria which form the basis of individual evaluations under conditions of instability.

Other scholars have begun to examine specific criteria which shape legitimacy evaluations of individuals. For instance, Huy, Corley and Kraatz (2014) in their qualitative study investigated the legitimation of a radical organizational change and change agents' (middle

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managers-MM) role in the process. These scholars found that emotions played a salient role in shaping legitimacy judgments. Specifically, they found that the actions of the top management team (TMT) within the organization served as an important source shaping emotional reactions, perceptions of legitimacy and evaluations. For instance, in the formulation stage emotions were mostly positive because the TMT championed specific recommendations of MMs and took several symbolic actions (e.g. lose work before jobs). However, the positive sentiment dissipated over time as the actions taken did not reflect promises made in the formulation stage and MMs were not involved in the process. Eventually this led to legitimacy evaluations of the TMT becoming highly negative, resistance to change and the TMT was ousted. These scholars noted that the change in sentiment from positive to negative was due to reliance on moral and relational criteria in evaluations. Importantly, this study seems to support the theorizing of Bitektine and Haack (2015) in regards to individuals relying on their own judgments under institutional change or instability. Further, it calls attention to the role of actions and values in shaping emotional reactions which impact legitimacy evaluations.

In a separate study, Haack, Pfarrer, and Scherer (2014) also investigated the role of affect in the legitimation process of transnational governance schemes (TGS). In their study, the authors note that due to the lack of sovereignty- connection to a specific nation state through which a governing body obtains authority (e.g. U. S. Congress via elections) TGSs such as the United Nations Global Compact (UNGC) are legitimated based on the general publics' needs and perceptions. However, since most of the population knows relatively little about TGS, the scholars contend that the general public are better characterized as "intuiters", who draw conclusions based on members within the TGSs' network. Intuiters' form legitimacy judgments of the TGS based on their affective feelings towards members of the TGS's network, which they

term vertical spillover. For instance, they use the example of the UNGC who was connected to the PetroChina company who in 2009 was accused of violating human rights in Darfur, which led to the UNGC losing legitimacy. Importantly, they introduce the *legitimacy as feeling* perspective and call attention to the need to investigate further individual differences underpinning legitimacy evaluations both theoretically and empirically.

Finch and his colleagues (2015) investigate the role of sustainable development values influencing legitimacy judgments of the Canadian oil sands industry. They conceptualize legitimacy as an attitude, "that is influenced by an individual's personal belief system consisting of global values and domain-specific beliefs" (Finch, Deephouse, & Varella, 2015: 266). This builds on the work of Rokeach (1968) who introduced the value attitude system that contends that individual's values are hierarchically organized which collectively form an individuals' belief system. In the paper, Finch et al. (2015) focus on the role of two specific values environmentalism and economic development which are salient to the study context due to legitimacy challenges surrounding the environmental impact of the oil sands industry in Canada. The authors employed a survey design which was distributed to individuals in Edmonton and Toronto, Canada due to their proximity to the oil sands. The results of the study provided support for the role of sustainable development values impacting legitimacy evaluations of the industry. However, the study was limited in its examination of domain specific values and did not make connections between values, legitimacy evaluations, and tangible outcomes.

Additionally, there has been a focus on the impact of ethical and moral judgments on legitimacy. For instance, Cullen, Parboteeah, and Hoegel (2004) used institutional anomie theory to explore differences in four cultural values achievement, individualism, universalism, and pecuniary materialism in predicting deviant behaviors of managers across 28 nations. Several

more recent papers have taken a more conceptual lens in focusing on the role of morality and ethicality impacting legitimation. Tyler (2006) in his review highlighted the normative aspects of legitimacy and notes that the question of how legitimacy is formed and maintained remains an open question. Moore and Gino (2013) in their chapter on the social nature of morality, noted how individuals' moral decisions are connected to an awareness of the moral values implicated in potential decisions.

Scholars have also begun to investigate how specific criteria shape legitimacy evaluations of online organizations. For instance, Drori and his colleagues (2009) in their ethnographic case study investigate how scripts contribute to construct identity and legitimacy of a new dotcom organization over its lifecycle. The authors define scripts as "essentially recipes, borrowed, followed and modified by individuals to get things socially and materially done" (Chaisson & Saunders, 2005: 751)" (Drori, Honig, & Sheaffer, 2009: 718). Importantly, the authors recognize that scripts are composed of underlying beliefs, norms, and values which function as behavioral guides. Further, the article elucidates how actors can manipulate scripts, thereby influencing the criteria of legitimacy and identity within the organization. Hence the article illustrates the agency of specific organizational actors in influencing the legitimacy criteria within a specific context which influences the practices and actions which are viewed as legitimate.

In a later study, Drori and Honig (2013) study the process of how internal and external legitimacy emerge and evolve. Again, the focus of the study was on a new online venture and their legitimacy struggles over the organizations lifecycle. The authors draw on Weber's (1922) notions of legitimacy to define internal legitimacy as "the acceptance or normative validation of an organizational strategy through the consensus of its participants, which acts as a tool that reinforces organizational practices and mobilizes organizational members around a common

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ethical, strategic or ideological vision" (Drori & Honig, 2013: 347). The article highlights the tensions between internal and external validity which led to the organization introducing new practices to adhere to external demands. In doing so, the values which internal legitimacy was structured upon began to be corroded which soon spelled the end for the organization. Importantly, this study calls attention to the role of values and practices in shaping legitimacy both internally and externally.

Some scholars have used experimental study designs to elucidate the impact of individual differences in legitimacy evaluations. Zucker (1977) was the first to utilize an experimental design when he showed that experimental participants evaluations of the movement of a stationary point of light was influenced by the addition of a legitimate source of authority, in the form of a light operator. In a later study, Elsbach (1994) integrated the impression management literature to study how verbal accounts from an industry spokesperson regarding a hypothetical media story, influenced individuals' legitimacy evaluations of the cattle industry within California. More recently, Nagy, and colleagues (2012) used an online experiment to investigate how an entrepreneur's credentials and impression management behaviors impacted perceptions of a ventures cognitive legitimacy, showing both credentials and impression management led to increased perceptions of legitimacy.

The use of experimental designs has also been used in other disciplines. For instance, in the accounting literature, Milne and Patten (2002) studied how environmental disclosures of mid-sized chemical firms influenced accountant's legitimacy perceptions and investment decisions in each of the firms. They found that participants who received additional legitimating environmental disclosure information increased their investment allocations. In the criminology literature, Weisburd and colleagues (2011) investigated the impact of community policing of

"hot spots" of crime, on legitimacy perceptions of the local police, finding that police interventions reduced legitimacy perceptions. Overall, scholars have called for more use of experimental research designs to further information surrounding the microfoundations of legitimacy (Deephouse et al., 2017).

Taken together, the above literature suggests the salient role of individual differences in influencing legitimacy evaluations. One particularly salient individual difference which has been highlighted are values. However, extant literature has not specifically focused on nor designed studies to elucidate the influence of values on individuals' legitimacy evaluations. The current dissertation contributes to the legitimacy literature by focusing on the role of values in influencing individuals' legitimacy perceptions and utilizes an experimental design to isolate the impact.

2.2.2   Values Work Literature-Values in Practices

As mentioned above, scholars have called for a greater focus on the role of individual differences to understand how they influence individuals' legitimacy evaluations (Deephouse et al., 2017; Suddaby et al., 2016). One of the biggest barriers to investigating the role of individual differences surrounds operationalization of the specific difference. Most studies employ proxy variables which limits the theoretical knowledge which can be gained (Deephouse et al., 2017). Further, in conceptualizing individual differences in an abstract and ostensive manner, limits understanding how things such as values influence actions (Gehman et al., 2013).

In response to these limitations, I adopt a practice perspective on values that views values as embodied in the material sayings and doings of social actors (e.g., individuals, organizations). To establish such an approach, I draw on the emerging values work literature (Gehman et al., 2013; Vaccaro & Palazzo, 2015; Wright et al., 2017). Gehman and colleagues (2013) noted the

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limitations of cognitive and cultural conceptualizations of values and instead put forth a

relational ontology as the determinant of values one that focuses on the web of sociomaterial

(e.g., interactions, technology, artifacts) relations in which actors are embedded This is also

similar to Selznick's (1957) notion of values as emerging from lived experiences. Hence, for

Gehman et al. (2013) values are a consequence of the actors' web of relations with other

individuals, technology and artifacts and manifested in practices.

Building on this, Gehman et al. 2013 introduced the concept of values work which

locates values within material practices (e.g., sayings and doings). They define values work as

"the work that is going on at any moment as values practices emerge and are performed, as well

as the effects values practices perform and provoke as they work their way through an

organization" (Gehman et al., 2013: 102). Extant literature shows values work influencing a

range of outcomes such as creating an honor code (Gehman et al., 2013), institutional change

(Vaccaro & Palazzo, 2015), and maintaining professional values (Wright et al., 2017). Combined

these works have moved away from the taken-for-granted conceptualizations of values and,

instead, conceptualized values as immanent within the sayings and doings of actors (Gehman et

al., 2013).

For the current dissertation, the values work literature and its focus on values as

manifested in practices offers a useful and novel theoretical lens to explain how entrepreneurs

may strategically use values to influence legitimacy perceptions. For instance, Vaccaro and

Palazzo (2015) extend the values work literature by showing how using moralizing values work

use of moral values to gain stakeholders attention, led to successful challenges to the institution

of pizzo, paying protection money to the mafia in Sicily. Importantly, they found that the specific

values used to mobilize stakeholders differed, noting "they did not use the same values to gain

the moral attention of all of these stakeholders, but tailored their messages and used those values that were of particular relevance for the respective stakeholders" (Vaccaro & Palazzo, 2015: 1095).

The above studies illustrate both the promise and need to further develop the emerging values work literature. For instance, while Vaccaro and Palazzo (2015) highlighted the strategic use of values, they did not fully flesh out why specific values (e.g., security, community) influenced stakeholder's behaviors. Additionally, while Gehman and colleagues (2013) highlighted the role of ongoing negotiations and interactions in forming an action network they do not touch on how actors utilize different frames of reference which influences actors' agency. Further, the values work literature has not been connected to the literature on legitimacy. This is surprising, given the overlap and saliency that values are given within both literature streams (Gehman et al., 2013; Deephouse et al., 2017; Suddaby et al., 2016). As a result, we lack a performative understanding of how values embodied in material practices influence the legitimation process of social actors.

This dissertation contributes to the emerging values work literature by considering how an entrepreneurs' sayings and doings frame the entrepreneurs' values which influences individuals' perceptions of legitimacy and property choice. As a result, the influence of values work-specifically, value framing- on the legitimation process is examined.

2.2.3 Framing

One way for an entrepreneur to influence a consumer of the legitimacy of a venture is through framing. Framing refers to the process of an actor making changes, usually incremental, in the presentation of an issue or entity which then produce changes in the interpretation and evaluations of that issue or another actor or entity (Cornelissen & Werner, 2014; Fisher et al.,

2017). Scholars have studied the concept of framing from a diversity of perspectives and levels

of analysis (cf. Cornelissen & Werner, 2014). Most literature focuses on the manipulation of

rhetoric or other symbolic gestures as actions of framing (Cornelissen & Werner, 2014).

Framing is particularly salient for entrepreneurs trying to establish the legitimacy of a new

venture (Fisher et al., 2017).

The study of entrepreneurial framing is usually conducted under the auspice of

entrepreneurial persuasion via storytelling or narratives. The literature on new venture

legitimacy and storytelling, focuses on how entrepreneurs utilize narratives to construct venture

identities to influence external actors' perceptions of legitimacy visuals (van Werven et al.,

2015). More recently, van Werven and colleagues (2015) put forth a typology of rhetorical

arguments that entrepreneurs can utilize to influence perceptions of legitimacy by external

actors. Fisher et al. (2017) called attention to audience variation and how this will impact the

mechanisms that are needed to effectively influence perceptions of legitimacy. Importantly, this

article called attention to emphasis frames which highlight particular information to make an

issue salient. In regards to venture legitimacy, Fisher et al. (2017) note:

> "Emphasis frames enable entrepreneurs to quickly and strategically adjust salient elements of their
> presentations, pitches, videos, documents, or meeting discussions to emphasize specific legitimacy
> mechanisms– including identity, associative and organizational ones – that align with the institutional
> logic of the focal audience" (2017: 67).

As this quote illustrates, emphasis frames offer entrepreneurs a powerful and malleable tool with

which to influence legitimacy perceptions by highlighting specific criteria which are salient to

the audience. Finally, scholars have begun to investigate how entrepreneurs can utilize visual

elements, such as pictures, to influence perceptions of legitimacy (Clark, 2011).

The aforementioned literature highlights the salient impact that framing can have on new

venture legitimation. However, much work remains to be done (Fisher et al., 2017). For instance,

the paper by Fisher et al. (2017) illustrated the potential usefulness of adopting a framing

perspective but did not empirically investigate any of the mechanisms across a diverse audience.

Further, while they put forth an institutional logics argument, it is in need of a deeper

theorization to understand why specific framings would lead to positive legitimacy evaluations.

Also, extant literature has not examined how entrepreneurs simultaneously frame conformity and

distinctiveness of a venture to influence perceptions of a venture's legitimate distinctiveness.

This dissertation contributes to the entrepreneurial framing and legitimacy literature by focusing

on how entrepreneur's frame a specific legitimacy criteria values through both narratives and

visual pictures. I integrate the values work literature to conceptualize this as values framing

work. Further, I integrate the value spheres literature to understand the saliency of the specific

framings across a diverse audience (e.g. majors) which represent different value spheres (e.g.,

logics) (Wry et al., 2014). Additionally, I call attention to the importance of value bridging as an

important tool that can allow entrepreneurs to influence perceptions of the legitimate

distinctiveness of their venture. Finally, I explore the interactions between the two framing

mechanisms, along with the sequencing of the two mechanisms, this incorporates a temporal

component to the legitimacy and framing of new ventures literatures and contributes knowledge

to how entrepreneurs can frame the legitimate distinctiveness of their ventures.

2.2.4   Value Spheres Literature- Values as legitimate sources of authority

As mentioned previously, one the biggest issues within the legitimacy literature

surrounds conceptual clarity regarding the criteria/ basis of legitimacy evaluations (Deephouse et

al., 2017). The legitimacy literature has developed without much attention given to the

microfoundations of the concept after initial seminal studies (e.g., Suchman, 1995). Without a

deeper investigation and refinement of the current literature, the concept of legitimacy will remain on its path towards ossification (Deephouse et al., 2017).

To address these concerns, I focus on values as one of the legitimate sources of authority that shapes legitimacy evaluations. To establish such an approach, I draw on the emerging value spheres literature (Friedland, 2013). The notion of value spheres is drawn from the work of Max Weber (1946) in his study of how different religions "rejected the world" leading to a secularized world and served as the basis of the institutional logics perspective (Friedland & Alford, 1991; Friedland, 2013). A value sphere is conceptualized as-a net of complementary dimensions and material practices that sustain an ultimate value, that shapes and is shaped by social actors' behaviors (Friedland, 2013; Weber, 1946). It is through performance of values work that the ultimate value within a value sphere increases in its rational authority over actors. For instance, the importance given to the central value of "family" within family firms is reinforced through various values work (i.e., CSR, familial succession) that preference socioemotional wealth preservation over economic considerations (Gomez-Mejia et al., 2011). However, because values are strengthened through values work, vulnerability in values work can transform values, making them weak or obsolete (Friedland, 2013). For instance, the "family" value loses rational authority when those that do not ascribe to the value control the firm and change material practices. Thus, a value gains rational authority when material practices which embody the value are performed by social actors.

Through performance of practices, values come to gain authority and shape actor's identities. Friedland (2013) refers to values which anchor value spheres as "as a telos of the subject, the basis of her identity and the ontology of objects deployed in her practice" (2013: 19). In other words, value spheres join subjects, practices and objects into packaged sets which each

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share the central value as a point of reference. While the value itself is unobservable (e.g., security, profit) and never fully achievable, it is continually evoked in name and enacted through practice (Friedland, 2013). For instance, if an individual values knowledge they will enact practices such as experimental observations or theoretical conceptualizations which are held to be ways to realize and further knowledge. Hence, as Friedland (2013) notes in reference to values (substances in his terms) "we are made and make ourselves in their image" (2013: 19). Building off this, I conceptualize each consumer as being shaped and influenced by a specific or multiple value spheres. Within my first study, I examine how consumers' values spheres come to bear in influencing their perceptions of a venture's legitimate distinctiveness, building on the work of Fisher and colleagues (2017).

Friedland (2013) also details how instrumental rationalities conceal value rationalities. Instrumental rationalities can be thought of as means to an end, while value rationalities are ends in and of themselves. Weber (1946) did not recognize the relationship between instrumental and value rationalities in his original writings, conceptualizing value rationality as an abstract and transcendent concept. In contrast, Friedland (2013) recognizes that practices and objects which serve as the means are not disconnected but rather contain and conceal values to which the means are oriented. He writes:

> "Instrumental rationality, which involves the manipulation of objects, is, in each domain, a vehicle for the naturalization of value rationality. Instrumental rationality always contains and conceals a value rationality, which is its foundation—an instrumental rationality that depends on and manifests causal mechanisms (taken-for-granted means-ends regularities) that naturalize the cause" (Friedland, 2013: 21).

In other words, material practices are instrumental regimes which are authorized based on the value which is embodied within the practices and whose authority depends on the ongoing performance of said practices. Thus, the false distinction between instrumental and value

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rationalities is akin to and applicable to ameliorating the overemphasis on analytical categories in the legitimacy literature.

This dissertation contributes to the emerging value spheres literature by integrating it with the legitimacy literature to understand why certain ventures are perceived as legitimate based on their framed practices/values and how this influences individuals' practices, in the form of choosing specific host listings. As a result, the influence of value rational authority on the legitimation process is examined.

Section 2.3 Study One Constructs

2.3.1 Entrepreneurial Value Framing and Consumers' Values- Alignment and Adaptation to Influence Perceptions Legitimate Distinctiveness

The study of values in and around organizations has been a focus of research for decades (Barnard, 1938; Weber 1946; Kraatz & Flores, 2015; Selznick, 1957). One prominent stream of literature within the values literature, focuses on values as embodied in organizational culture (Giorgi, Lockwood, & Glynn, 2015). The origins of organizational culture are said to emerge from founders or managers instilling their values within the organization and once the organizations practices become validated the values assume a taken-for-granted nature (Barnard, 1938; Hambrick & Brandon, 1988). Organizational culture can form a competitive advantage for some firms due to the differences in espoused values that attract vital resources to the firm (e.g., human capital, investors, partners) (Barney, 1991). This notion has led to a rich line of inquiry which examined the "fit" between organizational culture and individuals (e.g. person-organization fit) as an antecedent to various behaviors (Giorgi et al., 2015; Ostroff & Judge, 2007).

Chatman and her colleagues have been instrumental in advancing knowledge surrounding person-organization fit (Chatman 1989,1991; Chatman & Barsade, 1995; O'Reilly et al., 1991). Person-organization fit is defined as "the congruence between patterns of organizational values and individuals' values in an organization, such as being team-oriented or innovative" (Chatman, 1991: 459). Notably, O'Reilly III and colleagues (1991) introduced the Organizational Culture Profile (OCP) which provided an instrument for measuring person-organization fit based on 54 value statements which characterized organizations and an individuals' preferences for a particular organization, based on the espoused values. Thus, the instrument allowed for measurement of an individual's attraction to a specific configuration of values that an organization embodied. Building on this, Chatman (1991) in her of study auditors in major public accounting firms in the U.S., showed that person-organization fit was influenced by value congruence and those auditors who perceived their values match the firm were more satisfied and likely to remain with the firm. In a later study, Chatman and Barsade (1995) showed that individuals with collectivist dispositions that were placed in organizations with collectivist cultures displayed more cooperative behaviors that individualistic members. Taken together the above studies establish the importance of value congruency for perceived person organization fit.

Consumers are a particularly salient stakeholder group that entrepreneurs must persuade that they are legitimate to gain access to important resources (Aldrich & Fiol, 1994). For new ventures, it is important to influence a sense of venture-consumer fit to persuade potential consumers of the legitimacy of the firm and thereby conduct business with the firm. The consumer behavior literature recognizes the saliency of values. When referring to values, consumer behavior researchers mean something that is desirable, useful or important (Peter & Olsen, 1990; Sheth et al., 1991). Consumers evaluate an organization and its products or services

based on their values which are "subjective beliefs about desirable ways to obtain personal values" (Lai, 1995: 1). Thus, the relationship between consumption and personal values can be thought of in a means-end term with consumption values being instrumental in nature. Consumers' evaluations of a venture can be conceptualized as whether the consumer views the venture and its services or products as legitimate, based on the potential for value actualization (e.g. obtain status or security) (Lounsbury & Glynn, 2001). Hence, value alignment between a consumer and venture will lead to more favorable legitimacy perceptions. (Lounsbury & Glynn, 2001).

However, recently scholars have recognized legitimacy is a dual process of not only conforming but also establishing distinctiveness (Voronov et al., 2013). As Voronov and his colleagues (2013) found in their study of the Ontario Wine industry, ventures not only had to conform within the field (e.g. social system) but also establish the unique value they deliver to the field. Voronov et al. (2013) highlighted adaptation as one strategy that wineries could use to establish their distinctiveness, but noticed the order in which wineries conformed versus established distinctiveness varied. Thus, they called for future research to investigate the temporal sequencing characteristics of legitimate distinctiveness. Scholars have shown that influencing perceptions of legitimate distinctiveness is especially important for new ventures and nascent markets (De Clercq & Voronov, 2009; Navis & Glynn, 2010, 2011). Collectively, these studies show that scholars cannot lose sight of the dual facets of establishing both conformity and distinctiveness when studying legitimation.

In a separate strand of literature scholars have examined how entrepreneurs can influence potential perceptions of fit by framing identities through stories or visuals (Clark, 2011; van Werven et al., 2015). This connects to the organizational culture and fit literature because the

importance of values in organizational culture is about identity formation which leads to perceptions of fit by individuals (Aldrich & Fiol, 1994; Chatman, 1989; Fiol, 1991; O'Reilly et al., 1991). Aldrich and Fiol (1994) noted how a founder's identity links the organizational culture with the behavior of its members. Further, they note how stakeholders who legitimize new ventures, draw on the perceived identity of founders along with behaviors (Aldrich & Fiol, 1994). Importantly, values are recognized as an important underlying factor of both organizational culture and personal identities (Giorgi et al., 2015; Hitlin, 2003; Kraatz & Flores, 2015; Selznick, 1957, 1966). Thus, the efforts of entrepreneurs to persuade perceptions of fit can be thought of as a process of influencing legitimacy perceptions by framing value congruence between themselves and other actors.

The entrepreneurial persuasion literatures highlights' the role of two important actions for influencing individuals' perceptions-rhetoric and visuals (Aldrich & Fiol, 1994; Clark, 2011; Frydrych et al., 2014; van Werven et al., 2015). Notably, Lounsbury and Glynn (2001) put forth the concept of *cultural entrepreneurship*- the process of utilizing stories as a way to shape an identity and gain legitimacy. Within the paper, they touch on the importance of the content of stories, with an emphasis on normative fit (e.g. values) with the audience to persuade favorable legitimacy evaluations of a new venture and obtain vital resources (Lounsbury & Glynn, 2001). More recently, Martens and colleagues (2007) showed how IPO prospectuses served as a means to construct an identity for firms which impacted the future acquisition of resources. van Werven and colleagues (2015) in the conclusion of their paper note that actors may evaluate the legitimacy of a venture based on normative values and a need for future research to move in this direction. In a separate strand of literature, Clark (2011) called attention to the role of visual symbols in framing legitimacy perceptions of new ventures. More broadly, scholars began to

champion a more visual based perspective of organizing (Meyer, Hollerer, Jancsary, & Van Leeuwen, 2013). Importantly, Clark (2011) called attention to the use of pictures as a symbol, which she categorized as props that play a role in managing impressions (Gardner & Avolio, 1998). This is important given the proliferation of peer to peer platforms which integrate the use of narratives and visuals such as pictures of dwellings (e.g. Airbnb) which both shape the underlying values and thereby legitimacy perceptions of the entrepreneur or venture.

The above studies highlight the importance of values influencing perceptions of legitimacy and fit for individuals. However, the study of how entrepreneurs frame the venture's values to influence perceptions of legitimate distinctiveness by consumers remains unexplored. Further, the influence of both narratives and visuals as well as their interactive influences on the process has not been explored. Thus, more work is needed to understand how entrepreneurs utilize bundles of actions to influence perceptions of value congruence and adaptation and thereby legitimacy.

2.3.2. Venture's Perceived Legitimate Distinctiveness

Scholars have begun to recognize that legitimation is a dual process of conformity and distinctiveness. This moves the extant legitimacy literature forward by putting forth distinctiveness as an important added dimension that helps new ventures differentiate themselves from others who also have been deemed to conform to the values, norms and behaviors of a social system (Voronov et al., 2013). Building on this, I argue that consumers are more likely to choose a venture that they view as legitimately distinct because it reflects the best of the best based on the active evaluation process which characterizes institutionally unstable environments such as the formative stages of the sharing economy when validity evaluations are not established or openly questioned (Bitektine & Haack, 2015; Tost, 2011). As a result, consumers

rely more on their individual characteristics, I argue values in forming their perceptions of a ventures legitimacy. Thus, I argue that the property or group of properties that a consumer chooses from will all be perceived to be legitimately distinct to varying degrees. Importantly, an individuals' value spheres can influence which ventures are perceived as legitimate

2.3.3. Consumers' Value Spheres

Building on the emerging value spheres literature, I conceptualize consumers' value sphere (s) as important intervening variable impacting a venture's perceived legitimate distinctiveness. As mentioned above, a value sphere is conceptualized as a net of complementary dimensions and material practices that sustain an ultimate value, that shapes and is shaped by social actors' behaviors (Friedland, 2013; Weber, 1946). It is through performance of values work that the ultimate value within a value sphere increases in its rational authority over actors. Building upon this, I argue that an individuals' value sphere will condition them towards certain practices and ways of interpreting and processing information. This argument mirrors those recently put forth by Fisher and his colleagues (2017). However, in contrast I argue that it is not some abstract higher order substance (i.e. logics) that shapes behaviors but the ultimate value which anchors the consumers value sphere(s) and gains authority by performance of practices which embody the value.

Extant literature has begun to recognize the importance of considering audience heterogeneity in the venture legitimation process. However, there remains much work to be done. Fisher et al. (2017) called attention to the importance of audience logics but did not fully flesh out why logics would shape actions nor test their arguments. Further, Wry and colleagues (2014) in their study of how ventures spanned categories to gain capital called for future scholars to pay attention to audience characteristics as a salient intervening variable. Thus, I build on and

extend this work by focusing on how consumers' value spheres influence the preferred

mechanisms, aspects and perceptions of a ventures legitimate distinctiveness and test my

arguments using an experimental design.

2.3.4 Consumer Behavior-Venture (listing) Choice

The outcome of interest in the first study is listing or venture choice by a potential

consumer. This decision reflects a positive legitimacy evaluation which is translated into use- via

behavior with the venture (Tost, 2011). Also, the initial decision to book a specific venture

reflects the transfer of salient initial resources which have been shown to be vital for new venture

survival (Clark, 2011; Deephouse et al., 2017; van Werven et al., 2015). Further, the choice can

be conceptualized as a salient performance indicator since the venture will be gaining valuable

resources in the form of capital for renting. Thus, this outcome variable helps to further

knowledge surrounding the strategic benefits of legitimacy (Deephouse et al., 2017).

Section 2.4 Study Two Literature Review and Primary Theories

2.4.1 Legitimacy Literature Pertinent to Study Two

Over time the legitimation process shifts as the criteria becomes more established but at

the same time the sources of legitimacy become more heterogeneous. The initial stages of a

forming a new market economy or sector of business can be conceptualized as a time of

institutional change which is characterized by instability due to the lack of. Due to this

instability, individuals rely more on their individual dispositions (e.g. values) when making

evaluations along with comparisons to similar known institutions (Bitektine & Haack, 2015;

Weick, Sutcliffe, & Obstfeld, 2005)). Hence, individual propriety (e.g. legitimacy) evaluations

are most impacted by individual differences during the formative stages of new economy

creation when there are no clearly established validity institutions (Bitektine & Haack, 2015).

However, over time once evaluations begin to accumulate, the criteria which distinguishes a legitimate from illegitimate venture begins to take shape. Yet, the sources which confer or influence legitimacy perceptions also grow in number with the influence of validity institutions (e.g., third party certifications, platform badges) becoming more pronounced. As a result, the process of legitimation becomes multilevel with the interaction of individual propriety and collective validity evaluations (Bitektine & Haack, 2015). This has led to a rich line of inquiry which investigates the impact of different sources of legitimacy on perceptions of legitimacy and various outcomes.

Before continuing it is appropriate that I define exactly what I mean by sources of legitimacy. I define sources of legitimacy as "those internal and external stakeholders who observe organizations (and other legitimacy subjects) and make legitimacy evaluations, whether consciously or not, by comparing organizations to particular criteria or standards" (Deephouse et al., 2017: 14). In adopting this definition, I only consider sources those that make legitimacy evaluations that speak to the appropriateness of the venture within the wider social system (e.g. platform). Hence, the source must evaluate and communicate that evaluation so that others within the social system can understand how the entity fits with the values, norms etc. that are the criteria for legitimacy evaluations.

Most extant studies focus on the role of influential sources at the collective level of analysis (e.g., validity institutions). Early legitimacy scholars focused on the role of the state in conferring legitimacy. For instance, Deephouse (1996) in his study of commercial banks, found that state regulators were a salient source of legitimacy. Along similar lines, Singh, Tucker and House (1986) showed the importance of taxation authorities in conferring legitimacy on new non-profit organizations. Another popular collective level source which scholars study is public

opinion. Often public opinion is conceptualized to be a reflection of a social values within a society (Deephouse et al., 2017; Dowling & Pfeffer, 1975). For instance, Selznick (1966) in his study of the Tennessee Valley Authority (TVA) showed how public opinion led to changes in the goals and practices of the TVA to obtain legitimacy. More recently, studies have begun to focus on the media as a conduit and influencer of public opinion. Initially, scholars thought that the media reflected the opinions of the public in making evaluations of organizations and individuals (Dowling & Pfeffer, 1975). However, as the media and specific outlets become more and more powerful and prestigious, the focus shifted to how the media influences perceptions of legitimacy via public opinion (Boyle, 2001; Deephouse, 1996). For instance, Lamin and Zaheer (2012) showed how media reports regarding U.S. firms' use of sweatshops influenced perceptions of legitimacy and strategies by the firms to maintain their legitimacy with main street and wall street. Similarly, Bansal and Clelland (2004) showed how negative environmental information contained in media reports could influence investors' perceptions of an organization's environmental legitimacy.

A more recent trend has been the focus on social movements and professional associations. With the increasing politicized environment, there has been an increase in social movements which champion equal rights and changes to the establishment (Deephouse et al., 2017). For instance, there have been several papers which have looked at attempts to further the rights of LGBT groups (Creed, Scully, & Austin, 2002; Elsbach, 1992). Along similar lines, rights for the natural environment have been championed by social movements concerned with environmental degradation which are used to influence perceptions of organizations actions (MacKay & Munro, 2012). Professional associations are another important collective-level legitimacy source which influences perceptions of legitimacy (Greenwood & Suddaby, 2002;

Ruef & Scott, 1998). For instance, Greenwood, Suddaby and Hinings (2002) showed how professional associations were influential to the change in the Canadian accounting field which a shift in organizational forms from professional partnership to multidisciplinary practice firms.

In contrast, the study of individuals as sources of legitimacy is much less common. As a result, this led to a flurry theoretical papers which endeavored to further understanding surrounding propriety evaluations (Bitektine, 2011; Tost, 2011) and connect them to collective level validity evaluations (Bitektine & Haack, 2015). This attempt to connect propriety and validity institutions was a response to the greater trend of closing the micro-macro gap which is omnipresent within the management and organizational studies literatures (Deephouse et al., 2017). Given the proliferation of digital technologies and social media, the efforts to link both individual and collective evaluations in the legitimation process appears to timely.

Peer to peer platforms allow for the influence and interactions of individual and collective level legitimacy evaluations on individual's perceptions of a ventures legitimacy. For instance, scholars have particularly focused on the role of third party certifications which serve as legitimacy signals (Plummer, Allison, & Connelly, 2015; Rao, 1994; Rindova, Pollock, & Hayward, 2006). For instance, Plummer and colleagues (2015) showed the validation effects of a third-party certification on other signals in a "noisy" signaling environment where individuals must choose amongst numerous new ventures. Lanzolla and Frankort (2016) in their study of an Italian business to business (B2B) platform showed the importance of two offline signals- institutional quality and legal status- that are visible online, influence the likelihood to contact a seller. While they do not put forth a legitimacy argument, it suggests the importance of these signals in influencing perceptions of legitimacy. In other research, scholars have begun to study the impact of consumer reviews (Luca, 2016).

Taken together the above studies point to the influence of both individual and collective level evaluations for influencing legitimacy perceptions on peer to peer platforms. Specifically, these various sources appear to function as salient legitimacy signals. However, given the numerous choices and still nascent stage of many peer to peer based platforms there is still ambiguity surrounding processes and sources of legitimacy. In this dissertation, I contribute to the legitimacy literature by reconceptualizing a venture as a configuration of factors both at the individual and collective levels, which influence perceptions of legitimacy and future outcomes for a venture. Hence, I argue that rather than isolating specific legitimacy signals (e.g., individual or collective evaluations), consumers likely perceive and evaluate the legitimacy of a venture based on a complex configuration of interdependent factors.

2.4.2 Signaling Theory

I draw on the signaling theory literature to explain how a configuration of factors can influence perceptions of venture legitimacy. Signaling theory has been utilized by management scholars for decades (for a review, see Connelly, Certo, Ireland, & Reutzel, 2011). Signaling theory is concerned with the use of signals to reduce information asymmetries between two parties, a signaler and receiver. Information asymmetries refer to situations when "different people know different things" (e.g., signaler vs. receiver) building on the notion that some information is private (Connelly et al., 2011: 42). Reduction of information asymmetries are important because information is a crucial input in the decision-making process. This is especially salient when trying to understand the underlying qualities and behavioral intentions of another party or entity. However, for a signal to have its intended effects it must be both observable (receivers can notice the signal) and costly (relative cost of producing the signal) (e.g., Fair Trade certification) (Connelly et al., 2011). For instance, Spence (1973) who first

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introduced the theory of signaling, showed how high-quality job applicants reduced information

asymmetries with prospective employers by emphasizing their higher educational credentials

which served to differentiate them from low-quality candidates. Thus, signaling theory is focused

on how through the use of signals a signaler reduces information asymmetries regarding their

unobservable qualities and behavioral intentions, with a receiver. Following Spence's work, the

study of signaling was undertaken in a diverse array of literature streams.

Most management signaling theory research focuses on how parties reduce information

asymmetries pertaining to underlying, unobservable qualities (Connelly, et al., 2011). For

instance, scholars have investigated the use of CEO signals to convey firm quality (Zhang, &

Wiersema, 2009), board and manager characteristics on IPOs (Certo, Daily, & Dalton, 2001;

Certo, 2003; Filatochev & Bishop, 2002; Higgins & Gulati, 2006; Park, Borah, & Kotha, 2016),

how entrepreneurs utilize signals to convey quality to potential investors (Busenitz, Fiet, &

Moesel, 2005; Janney & Folta, 2003, 2006; Plummer et al., 2015), and how board diversity

signals adherence to moral and social values (Miller & Triana, 2009). These studies have

advanced knowledge surrounding the variety of signals that are utilized to convey quality.

Additionally, the proliferation of signaling research has led to generative theoretical integrations,

such as with institutional theory, in the study of legitimacy signals.

The legitimacy literature has spent considerable efforts on understanding how new

ventures and entrepreneurs can utilize signals to gain legitimacy (Überbacher, 2014). The

connection between legitimacy and signaling theory is rather intuitive, since both theories are

generally concerned with how one actor reduces uncertainties with other actors through actions

to influence or gain approval. Signaling is a vital action that entrepreneurs need to utilize to

influence perceptions of their venture's legitimacy in order to gain access to resources from

external actors, which helps to ensure venture survival (Aldrich & Fiol, 1994; Zimmerman & Zietz, 2002). This has led scholars to study how specific signals entrepreneurs' employ convey legitimacy of a venture to external actors.

The study of new venture legitimation has investigated a diverse array of signals which influence new venture legitimation. One stream of research investigates how entrepreneurs utilize prestigious managers or board directors, to gain legitimacy with investors and stakeholders (Certo et al., 2001; Lester, Certo, Dalton, Dalton, & Cannella, 2006). The logic underlying this stream of literature is that prestigious directors usually measured based on past educational or work experience, speak to the quality of the firm and the manner in which it will be managed, reducing stakeholder uncertainties. Another stream of research focuses on the use of associations with already legitimated individuals or organizations as a salient signal which influences a venture's legitimacy (Fisher et al., 2017; Überbacher, 2014). The tie with an entity which already possesses legitimacy is viewed as an important stamp of approval that the venture adheres to values, norms and behaviors which dictate legitimacy within a given social system (e.g., industry). Along similar lines, scholars have studied the use of external validation through for instance third party certifications. Third party certifications can be a useful signal that influences perceptions of a venture's legitimacy (Plummer et al., 2015). With the proliferation of peer to peer crowdfunding platforms, the attainment of a platform conveyed certification, such as Kickstarter's Projects We Love badge, can be an important signal which influences potential funder's perceptions of the legitimacy of a venture (Short, Ketchen, McKenny, Allison, & Ireland, 2017).

Recently, scholars have begun to focus on the diversity of receivers that new ventures are trying to influence in obtaining legitimacy. For instance, Fisher and his colleagues (2017) called

attention to the different institutional logics that characterize various audiences that a new technology venture may appeal to and how the mechanisms and criteria for legitimacy may differ across the audiences. While they refer to actions as mechanisms they are investigating signals such as associations, certifications and prestigious founders. Importantly, this work recognizes that not all signals will be received or interpreted in the same manner by potential receivers which suggests that influencing legitimacy perceptions is about the bundle of signals a venture sends.

Taken together the above studies highlight the knowledge that can be gained by integrating the signaling and legitimacy literatures. However, there remains much work to be done. For instance, while some studies have looked at signals as conveying values, the connection with legitimacy has not been made, and needs further theorization to understand why specific audiences are influenced more or less by specific signals. Further, there still remains a dearth of knowledge surrounding whether and when signals act as potential complements or substitutes (Lanzolla & Frankort, 2016; Plummer et al., 2015) and if they can actually have the unintended impact of negatively influencing legitimacy. This dissertation plans to contribute to the signaling and legitimacy literatures by conceptualizing new ventures as complex configurations of legitimacy signals and exploring how successful and unsuccessful bundles of signals differ based on the type of entrepreneur, market segment and macro context (e.g., country) they are seeking legitimacy within.

Section 2.5 Study Two Constructs

Future Choices following the Initial Venture Choice

The second stage of this dissertation examines choice dynamics following the initial property choice as manifested in future availability of a venture. While the importance of values

is still evident after the initial choice, over time the process shifts. Therefore, I employ a two-study approach. Importantly, following the initial choice, consumers have the potential to review their experience with a venture which serves as a salient source of legitimacy for the venture and influences future potential consumers' perceptions of legitimacy. Furthermore, as individual's evaluations become aggregated, this can lead to ventures obtaining collective level validations in the form of platform evaluations which serve as yet another source impacting legitimacy dynamics. Both of these forms of evaluations establish a venture history which consumers draw on when forming their perceptions of the venture's legitimacy (Bitektine & Haack, 2015; Ocasio, Mauskapf, & Steele, 2016). Hence, this study focuses on how the complexity inherent in the legitimation process impacts future decisions by investigating two salient sources of legitimacy evaluations that become more pronounced following an initial venture choice.

2.5.1 Consumer values actualization

While entrepreneurs can persuade consumers as to the espoused values and benefits of a venture, whether they deliver on these values will impact consumers' evaluations of the venture. Scholars have begun to allude to the paradox that effective entrepreneurial persuasion via narrative storytelling presents entrepreneurs (Garud et al., 2014). The issue is that entrepreneurs set certain expectations based on their framing of the venture which then impacts the manner in which consumers will evaluation and make sense of their experiences while conducting business with the venture. However, the framing does not account for the inherent uncertainties that will occur during the potential business relationship which can lead to expectations not being met. If expectations are not met this can lead to negative evaluations of the venture which pose threats to a venture's legitimacy (Garud et al., 2014).

I argue that whether a consumers' values expectations are realized or actualized, will be manifested in their reviews of the venture. Scholars have recently identified two types of expectations that result based on entrepreneurial storytelling, cognitive and pragmatic (Garud et al., 2014). Building on this I argue that values expectations are another salient type of expectation that underlies consumers' expectations. For instance, if a consumer values security and a venture is framed in such a manner as being "secure" but when the consumer experiences the venture it is not secure, then this leads to values not being actualized. One way that a consumer can voice their disappointment is through reviews of the venture and I argue this is the medium through which individual's values actualization or not will be manifested. Reviews can be viewed as an important source which not only impacts the legitimacy of the venture but also whether the expectations set through stories or visuals are accurate (Garud et al., 2014; Luca, 2016). If the reviews are largely negative this will supersede any framing or attempts to reconfigure frames because consumers will rely on those who have "lived" the experiences rather than seemingly symbolic or impression management actions of ventures (Ashforth & Gibbs, 1990).

The above literature points to the importance of not only setting expectations but how the actualization of those experiences impacts venture legitimacy. Interest in the paradox of framing the legitimacy of a venture is still in its nascent stages and as such there is much too be done. I build on extant studies to explore the impact of values actualization as an important expectation that impacts legitimacy evaluations. Whether these expectations are met will be manifested in consumers' reviews of a venture and over time in the collective validity evaluations of a venture.

2.5.2 Propriety Evaluations-Consumers

Propriety evaluations are individual level legitimacy evaluations of an entity (Tost, 2011). Recently, scholars have called attention to individual level evaluations in the legitimation

process (Bitektine & Haack, 2015; Tost, 2011). However, as mentioned above, most of the papers are of a theoretical nature and as of yet there has been no in-depth exploration of individual legitimacy evaluations on future venture outcomes (Deephouse et al., 2017). Further, within a platform or digital community, scholars have noted the importance that is given to individual consumer reviews of a venture in the decision-making process (Luca, 2016). As digital technologies become more diffuse this will lead to an even greater reliance on consumer reviews as a salient source of legitimacy. Hence, this dissertation attempts to fill this void by exploring the impact of propriety evaluations of a venture as a salient source of legitimacy impacting future consumers' perceptions of the legitimacy of the venture. However, consumer reviews are not the only salient legitimacy source or signal that comes to bear on consumers' decisions, platforms also play a major role in shaping legitimacy perceptions.

2.5.3 Validity Evaluations-Platform

Validity evaluations are one of the most studied and salient sources of legitimacy within the legitimacy literature. Refer to the aforementioned discussion of the legitimacy literature pertinent to study two, for a more in-depth review, but suffice it to say that collective validity institutions such as the media, government, state, and professions play a major role in shaping individuals' legitimacy perceptions (Bitektine & Haack, 2015; Deephouse et al., 2016). More recently, scholars have begun to study the impact of third party certifications as a salient collective validity evaluation for new ventures (Plummer et al., 2015; Short et al., 2017). However, there remains a lack of understanding of the dynamics between individual and collective level legitimacy evaluations. For instance, are they complements or substitutes and how might characteristics of the venture or context impact these dynamics? In the present dissertation, I focus on Airbnb's use of the Superhost badge which is analogous to Kickstarter's

projects we love badge (Short et al. 2017), as a salient collective validity evaluation. Thus, I incorporate platform certifications as a salient validity evaluation and explore the configuration, and boundary conditions of these legitimacy signals within this dissertation to advance extant legitimacy literature.

2.5.4 Venture Legitimacy Profile

In conceptualizing an entrepreneurial venture as a configuration of legitimacy signals, I argue that each venture has its own legitimacy profile. A profile refers to a set of data which portrays the object's features. The notion of profiles is something which has been used in describing an entrepreneur's earnings (Astebro & Chen, 2014; Hamilton, 2000) and social performance (Battilana & Lee, 2014). In the strategy literature, the notion of a CEO's bio or profile is often invoked in describing the characteristics (e.g. ideology, work history, education) which distinguish the executive and can provide insight into future behaviors (Briscoe, Chin, & Hambrick, 2014). Furthermore, Misangyi and Acharya (2014) conceptualized the salient governance mechanisms influencing corporate governance as the governance bundle. Building off of this I conceptualize a venture's legitimacy profile as the collection of salient legitimacy evaluations (e.g. propriety and validity) of the venture over time. I argue that it is the collection or gestalt of legitimacy evaluations that serve as signals and influence legitimacy perceptions and future actions pertaining to the venture. In this dissertation, I focus on both individual level evaluations (e.g. propriety) in the form of review scores and number of reviews, along with collective evaluations (e.g. validity) in the form of platform certifications referred to as Superhost badges, as the inputs for a ventures legitimacy profile.

As alluded to in my review of the legitimacy literature above, both of these types of evaluations are crucial for influencing actors' perceptions of legitimacy and future actions.

Specifically, they help to reduce information asymmetries pertaining to the underlying criteria (e.g. values) which influence legitimacy perceptions. Further, the legitimacy literature recognizes the inherent complexity of legitimacy due to the diverse sources that come to bear on individuals when making decisions, however, extant research usually examines factors in isolation (Deephouse et al., 2017). Hence, in taking a holistic view which looks at the configuration of a venture's legitimacy profile I attempt to more accurately characterize the complexity in the legitimation process.

2.5.5 Entrepreneurial Experience

Entrepreneurial experience is an important signal that impacts perceptions of the legitimacy of a venture. Scholars have showed that entrepreneurial experience is an important input that shapes potential investors' perceptions of the legitimacy of a venture (Fisher et al., 2017). Experience can serve as an important signal that reduces information asymmetries with stakeholders surrounding the capabilities of the founder or the manner in which the venture will be operated (Connelly et al., 2011; Uberbacher, 2014). Entrepreneurial experience of a founder has also been shown to be an important signal in uncertain environments because it helps potential investors make sense of the venture (Lester et al., 2006). Further, entrepreneurial experience can provide heterogeneity to an entrepreneur within an overall market category which can lead to legitimate distinctiveness (Navis & Glynn, 2011). This becomes even more important as the entry barriers to becoming an entrepreneur dissipate with the proliferation of digital technology. As a result, we have seen a rise in more "hybrid" or part-time entrepreneurs that start a side venture, such as listing there home on Airbnb or driving for Uber, while maintaining their primary employment (Folta, Delmar, & Wennberg, 2010; Raffie & Feng, 2014). The new venture legitimacy literature notes that criteria can be different for market categories, such as

new versus established ventures (Navis & Glynn, 2011). However, there remains a lack of understanding surrounding the relationships between multiple legitimacy evaluations or signals and their saliency for more or less experienced entrepreneurs and their ventures. Thus, in this dissertation I explore entrepreneurial experience as a salient moderator which impacts which sources of legitimacy are most important in influencing future performance of a venture.

2.5.6 Contextual Influences- U.S. versus International

The macro context within which an entrepreneur is operating brings a unique set of cultural values to bear which can influence what legitimacy signals weigh the most heavily on potential consumers' decisions. Scholars have recognized that cultural values differ across countries and more recently, within countries based on region (Fischer & Schwartz, 2011; Schwartz, 1992). These recent findings challenge a large body of extant literature which conceptualizes national culture as the determinant of values (Fischer & Schwartz, 2011; Giorgi et al., 2015). However, this makes sense, for instance with the increasing regionalization of the United States, each region embodies their own micro culture. Further, scholars have begun to see these differences across regions manifested in their research projects. For instance, Mollick (2014) found that projects undertaken in regions with a larger proportion of creative individuals were more likely to be successful. Lin and Viswanathan (2015) found that the likelihood of a transaction between two individuals on a peer to peer platform increased when the individuals were located within the same region.

Additionally, scholars have begun to investigate the challenges for ventures attempting to achieve conformity and distinctiveness within a context. Voronov and his colleagues (2013) in their ethnographic study of the Ontario wine industry, showed the challenges that new ventures had to navigate in conforming to global industry standards while establishing their local

distinctiveness, a process they referred to as "glocalization". They showed there were four paths that combined local adaptation and global fidelity, through which ventures could establish their legitimate distinctiveness. Gehman and Grimes (2016) introduce the concept of contextual distinctiveness in their study of why B corporations would not promote their status as a certified B corporation. They find that ventures in regions that are saturated with B corporations (e.g. California) do not promote their status as much because it offers these ventures no distinctiveness to promote their value practices (Gehman & Grimes, 2016).

The above studies point to the important role that context plays in the legitimation process. However, there still remains important questions to be answered. For instance, how do differences in contexts influence which sources of legitimacy are given the most saliency and thereby impact a venture's access to future resources? Further, how does entrepreneurial experience interact with context to influence the previously mentioned process? The current dissertation endeavors to answer these questions and thereby contribute to the legitimacy literature by building theory on the salient legitimacy signals for different types of entrepreneurs/ventures, across different contexts.

2.5.7 Consumers' Perceptions of a Venture's Legitimacy- Future Availability

The outcome of interest in my second study is future availability of a venture. Given the nascent stages of development of the sharing economy, there are no widely agreed upon measures of performance in the extant literature, thus one of my contributions is establishing a salient performance indicator. Within my analytical context, Airbnb, I contend that availability of a property is an important performance indicator which reflects consumers' perceptions of the legitimacy of the listing (venture). This aligns with the extant legitimacy literature which holds that those who are deemed more legitimate have greater access to resources (e.g., potential

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renters) and future performance (Deephouse et al., 2017; Suddaby et al., 2016). Further, while it does not directly show profitability, it does reflect the frequency of exchange of assets (e.g., property for money) and how in demand a listing is. Thus, those with less availability (e.g. 0 days in next 60 days) would be considered as higher performers versus those with more availability (e.g., 45 days in next 60 days).

To summarize current notions of legitimacy overly focus on analytical categories with little attention paid to the microfoundations of legitimacy that form the basis of legitimate authority and refer to legitimacy as a conferred concept (Deephouse et al., 2017; Suddaby et al., 2016). This prohibits understanding of why individuals or organizations chose specific actions and, importantly, how entrepreneurs can utilize specific actions to influence perceptions of their venture's legitimacy. Hence, the underlying mechanisms guiding why certain actions are deemed legitimate and thereby how perceptions of legitimacy can be influenced remain undertheorized in extant legitimacy literature. In the current dissertation, I aim to fill these gaps by focusing on an implicit but not fully developed concept within the legitimacy literature: values. In chapter 3 I unpack my theoretical framework and arguments to develop my hypotheses for study I and establish my theoretical logic guiding study II.

CHAPTER 3

Hypotheses and Theory Development

This chapter develops the hypotheses guiding Study one as well as the guiding theoretical framework utilized in Study two. I begin by presenting my theoretical arguments and develop the hypotheses of interest for Study one. Following this I present my guiding theoretical framework that will be utilized for my fuzzy set analysis in study two. It should be noted that I do not present any *a priori* hypotheses in study two due to the inductive nature of fuzzy set methodology which is guiding this study. Rather, following the configurational analysis, I develop testable propositions and a mid-range theory which I unpack in the discussion section of this dissertation (e.g., Chapter 6). Thus, the order of presentation of my second study differs from the more common deductive based approaches but mirrors previous scholars who utilized fuzzy set analysis (Campbell et al., 2016; Fiss, 2011; Misangyi & Acharya, 2014).

Section 3.1 Study I Hypotheses

Recently, scholars have begun to revisit the writings of Weber, especially his notions of value spheres. Friedland (2013), has called attention to Weber's notions of value spheres, that are anchored by an ultimate value which holds authority over and shapes actor's behaviors and is embodied in the sociomaterial practices of individuals. Importantly, Friedland (2013) departs from Weber and states that the ultimate values which shape actors' behaviors and identities are embodied or immanentized in material practices. Doing so allows for an opportunity to better understanding how values come to hold rational authority.

It is through performance of practices that embody specific values that values come to hold authority over individuals and shape their perceptions of legitimacy. The emerging values work literature (Gehman et al., 2013) takes a performative perspective to values as embodied in practices. Connecting this emerging literature stream with the value spheres literature (Friedland, 2013), I argue that values come to hold authority through performance of practices which embody the value. For instance, if an individual values knowledge they will enact practices such as experimental observations or theoretical conceptualizations which are held to be ways to realize and further knowledge. With continued performance of these practices the value gains increasing rational authority and future behaviors are evaluated based on the rational relational to the value. For example, the perceived legitimacy of an article for publication to the Academy of Management Review (AMR) journal, is based on whether the article does indeed postulate novel theory (i.e., knowledge) to an extant stream of theory (i.e., knowledge). Hence, the basis for what is deemed or perceived to be legitimate is shaped by the values which hold authority over individuals and are embodied in their material practices.

Yet, individuals' degree of reliance on values depends on the stability of the social system in which they are evaluating actors. Legitimacy scholars have recognized that under conditions of institutional instability individuals are more likely to rely on innate characteristics (e.g., values) in evaluating social actors (Bitektine & Haack, 2015). Reason being is that there are a multitude of options for individuals and no value has gained rational authority to serve as the basis of individual and collective evaluations which increases ambiguity and uncertainty (Bitektine & Haack, 2015). Therefore, in the nascent stages of development of a market or

industry, it is more likely that individuals will rely on their values to guide their perceptions of what ventures are legitimate and thus their choices of what venture to conduct business with. Thus, it becomes the entrepreneurs job to persuade individual consumers as to the potential fit between their venture and the consumers' values.

Entrepreneurs who can frame value alignment between their ventures and a consumer will be more likely to perceived as legitimate. The organizational culture literature has recognized the saliency of values in determining person-organization fit. As a result, organizations tend to emphasize a specific culture in hopes of attracting candidates that fit with the culture (Chatman, 1991). Consumers are an important resource that new ventures must persuade in terms of their legitimacy, to assure survival (Aldrich & Fiol, 1994; Navis, 2010). A consumers' evaluation of a venture can be conceptualized as whether the consumer views the venture and its services or products, as legitimate, based on the potential for value actualization (e.g., obtain status or security) (Lai, 1995; Lounsbury & Glynn, 2001). The new venture legitimacy literature points to framing through narratives and pictures as a means to persuade stakeholders of the legitimacy of the venture (Clark, 2011; Lounsbury & Glynn, 200; van Werven et al., 2015). Scholars have touched on importance of the content of stories, with an emphasis on normative fit (e.g., values) with the audience to persuade favorable legitimacy evaluations of a new venture and obtain vital resources (Lounsbury & Glynn, 2001; van Werven, et al., 2015). However, the majority of new venture legitimation literature focuses solely on narratives as a means of identity construction (Clark, 2011). This is problematic because with the proliferation of digital technology and online P2P platforms, the saliency of visuals become even

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more pronounced as legitimation mechanisms (Meyer et al., 2013; Walker, Feild, Giles, Bernerth, & Short, 2011).

Pictures are an important framing mechanism that entrepreneurs can utilize to influence consumers' perceptions of a venture's value alignment and thereby legitimacy. Hollerer and colleagues (2013) showed how visuals displayed in Austrian companies' annual reports allowed for the meanings of CSR to be recontextualized. Specifically, they note that visuals allow for the unknowable and unobservable substances, which Friedland (2013) relates to values, to become visible. Further, pictures or visual artifacts allow for more immediate categorization because their content is held to be more widely understood than rhetorical arguments (Hollerer, Jancsary, Meyer, & Vettori, 2013; Jones, Meyer, Jancsary, & Hollerer, forthcoming). Also, they note how pictures can serve a bridging like function, connecting global abstract ideas to salient local examples and symbols (Hollerer et al., 2013). The relationship between visuals and values has also been explored in the accounting literature, where scholars have recognized the role visuals in annual reports play in validating the specific values and truth claims of the accounts of specific companies (Graves, Flesher, & Jordan, 1996). Thus, it appears that with the increasing reliance on visual discourse with the proliferation of the internet, pictures offer a salient mechanism with which entrepreneurs can frame the values of their venture.

However, scholars have begun to recognize that venture legitimation is a dual process of not only conformity but distinctiveness. Scholars have recognized that establishing legitimate distinctiveness is crucial for new ventures to prove their uniqueness to the market or industry (De Clercq & Voronov, 2009; Navis & Glynn, 2010, 2011; Voronov et al., 2013). Thus, it is not just

about conforming to values but showing some adaptation to the values (Voronov et al., 2013). The value priming literature points to the fact that values with same underlying motivations (e.g., power and achievement) are activated when one value that shares the motivation is primed (Maio Pakizeh, Cheung, & Rees, 2009). Building on this, I argue that for a venture to frame its distinctiveness it must utilize value bridging work that links a value with another value that does not share similar underlying motivations (Maurer, Bansal, & Crossan, 2011). For instance, framing a venture as secure (i.e., security value and conservation motivation) and eclectic or novel (i.e., stimulation value and openness to change motivation) would be more legitimately distinct than framing a venture as secure and traditional which share the same underlying motivation of conservation. Doing so will help a venture stand out as providing unique value. Wry and colleagues (2014) showed how spanning categories helped new ventures obtain valuable early stage capital by creating a "hybrid" identity of science and technology. However, as with other extant legitimacy studies, they did not explicate the underlying elemental factors (e.g., values) that can attract certain investors, influence perceptions and importantly motivate future actions (Suddaby et al., 2016).

Building on the above arguments I argue that entrepreneurs can utilize visuals and narratives to frame value alignment and adaptation (i.e., bridging) to influence consumers' perceptions of the legitimate distinctiveness of their ventures. Values are an important basis underlying legitimacy evaluations and individuals' values will hold authority over them based on the performance of practices which embody the values. Under conditions of institutional instability individuals rely even more on their values in the legitimacy evaluation process and

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influencing perceptions of legitimacy is critically important for new ventures. Yet, legitimacy is a dual process of alignment and adaptation. Further, with the proliferation of digital technology within the sharing economy, value framing is conducted with both narratives and visuals. Hence, I argue that framing value alignment and adaptation via narratives and pictures by utilizing value bridges will lead to ventures being perceived as more legitimate than just framing value alignment. Stated formally:

> **Hypothesis 1**: *Consumers will perceive ventures that frame value bridging, alignment and offer a distinct adaptation to their values (i.e., legitimate distinctiveness) via narratives and pictures as more legitimate then ventures that only frame alignment with their values.*

Moderating role of consumers' value spheres

Through performance of practices consumers become naturalized within divergent value spheres that not only shape the values that hold authority but also specify practices and processes. Friedland (2013) noted that each institutional logic (i.e., family, market, professions, corporation, community, state, religion) is anchored by a specific value. Importantly, Friedland (2013) was comparing his conceptualization of institutional logics with Weber's conceptualization of value spheres. The relationship of the two can be stated as follows, an institutional logic contains a value sphere anchored by an ultimate value that relates the actors, objects and materials practices within the logic (Friedland, 2013). Because institutional logics is a metatheory it would be overly simplistic to reduce or equate the two (Thornton, Ocasio, & Lounsbury, 2012). Rather, each logic can be thought of as a regionalized order of sociomaterial

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practices which embody the ultimate value which anchors it. Individuals who become socialized or naturalized within a specific logic will have certain practices and processes which come to hold authority over the individuals because they embody the ultimate value that are consistently performed.

Differences in practices can impact the manner with which one evaluates or perceives the legitimacy of a venture. While scholars have recently recognized that legitimation is a dual process of establishing conformity and distinctiveness, they have also alluded to the importance of audience diversity influencing perceptions of legitimacy (Fisher et al., 2017). Fisher and colleagues (2107) noted that audience members (i.e., VCs, angels, crowdfunding) may reflect different institutional logics which can shape the saliency of specific framing attempts by new ventures. Building on this, I argue that individual consumers' value spheres are important because the values which anchor the spheres hold authority over individuals and explains *why* specific framings are more or less salient to consumers. I argue that within some value spheres, traditional ways of doing things are ingrained into those that enter the value sphere, whereas in other value spheres, practices and processes allow for more openness and agency for individuals to think outside of specific practices with an eye on improvements. Hence, for some legitimacy may be solely conditioned on value alignment, while others will look for alignment and adaptation as the basis of legitimacy.

To illustrate my arguments, I utilize the example of undergraduate majors as value spheres that may impact how individuals perceive legitimacy. Scholars have shown that undergraduates major choices reflect value congruency with business majors being higher on

self-enhancement values, whereas more liberal arts or social sciences are higher on self-transcendent values (Arieli, Sagiv, & Cohen-Shalem, 2016). Moreover, each of the schools which house the majors was shown to espouse the values that hold greater authority. Further, scholars have illustrated that business majors traditionally are lower on openness to change than non-business majors (Lounsbury, Smith, Levy, Leong, & Gibson, 2009). While these results are by no means surprising they do speak to differences that value rational authority allows or does not allow. For instance, each major has a core curriculum which imprints certain practices and vocabularies upon individuals and develops a web of social (e.g., fellow majors, recruiters, professors) and material relations (e.g., technology/simulations used, spreadsheets, textbooks, certifications) that give meaning to the values (Gehman et al., 2013; Vaisey & Lizardo, 2010). As a result, the professionalized character from which business schools were derived with, seemingly has been lost in favor to an overemphasis on the bottom-line above ethical considerations (c.f. Rousseau 2012). Further, the practices and process which are undertaken within some majors within business schools (e.g., accounting and finance), rarely afford deviance and reward understanding how to deliver profitability. In contrast, in more liberal arts programs there is no one right equation or formula and the professional ethic of helping others is more transparent and immanent within practices (Arieli et al., 2016). My point here is that a consumers' value sphere will condition them towards certain practices, ways of interpreting and processing information as well as dictate the extent to which legitimation is perceived as a dual process or just alignment.

Hence, I argue that a consumers' value sphere will influence the relationship between a venture framing legitimate distinctiveness and a consumers' perceptions of the ventures legitimacy. Consumers from more conservative and self-enhancement value spheres will be more focused on alignment because adaptation is not a practice which is deemed legitimate within these value spheres. In contrast, consumers from more self-transcendent and openness to change value spheres are experienced in practices that afford deviance and reward novelty which will lead to ventures that frame both alignment and adaptation as being perceived as more legitimate. Formally:

> ***Hypothesis 2a***: *A consumers' value sphere (s) will moderate the relationship between a venture framing legitimate distinctiveness and a consumers' perception of the legitimacy of a venture such that the relationship will be weakened for consumers more experienced in self-enhancement/conservative value spheres (e.g., Business schools and Hard Sciences).*

> ***Hypothesis 2b***: *A consumers' value sphere(s) will moderate the relationship between a venture framing legitimate distinctiveness and a consumers' perception of the legitimacy of a venture such that the relationship will be strengthened for consumers more experienced in self-transcendent/openness to change value spheres (e.g., Liberal Arts and Soft Sciences)*

Sequential Framing of Legitimate Distinctiveness

While a consumers' value sphere may impact their perceptions of the legitimacy of a venture, the sequence of how a venture frames value alignment and adaptation could also impact

a venture's perceived legitimacy. Voronov and his colleagues (2013) in their study of venture legitimation in the Ontario wine industry noted that there were multiple paths for a venture to establish its legitimate distinctiveness. For instance, some ventures established conformity first while others established adaptation or distinctiveness first. This led these scholars to call for further attention to the temporal aspects of establishing new venture legitimate distinctiveness. The sequence of framing one or the other first becomes even more important under conditions of institutional instability because individuals are relying more on their values in making legitimacy evaluations (Bitektine & Haack, 2015; Tost, 2011).

Ventures will need to establish that they align with a consumers' values and then offer a unique adaptation to be perceived as legitimate. In contrast to Voronov et al. (2013) who investigated the wine industry which has been around for quite some time, the sharing economy is still in its nascent stages (Luca, 2016). As such, consumers will fall back on the values which hold the most authority for them in evaluating the perceived legitimacy of a venture. I argue to reduce potential tensions and increase perceived familiarity, ventures that first frame value alignment will be perceived as more legitimate (Bitektine & Haack, 2015). By framing alignment first this allows ventures to have a solid foundation of sorts with which they can then frame their distinctiveness via value bridging (Maurer et al., 2011; Navis & Glynn, 2010). Hence, under conditions of institutional instability, which characterizes nascent industries, it is vital that a venture establish familiarity with consumers by framing alignment first which then allows for the venture to adapt on this sense of familiarity. Formally:

Hypothesis 3: *Consumers will perceive ventures that frame value alignment then a distinct adaptation as more legitimate.*

Consumers Perceptions of a Venture's Legitimacy and Venture Choice

The legitimacy literature has long recognized the importance that a venture's perceived legitimacy has on future performance outcomes. Scholars have shown that new ventures that are perceived as more legitimate have better access to external funding via investors, perform better in IPOs, and survive longer on average (Cohen & Dean, 2005; Deephouse et al., 2017; Pollock & Rindova, 2003; Singh et al., 1986). Further, scholars have theorized that perceptions of legitimacy are manifested in individuals' behaviors (Tost, 2011). However, current perspectives view legitimacy as conferred which leaves the underlying mechanisms that connect legitimacy to specific actions of individuals unanswered (Deephouse et al., 2017; Kraatz & Flores, 2015). In contrast, I argue that consumers' perceptions of legitimacy are impacted by perceived value alignment with a venture. Further, because specific values hold authority over a consumer based on performance of practices that embody the value, it makes it more likely that a consumer will view future actions with a venture perceived to have value alignment as legitimate (Friedland, 2013; Gehman, 2013). However, the state of the industry or market that a venture is embedded within can impact the saliency that perceptions of legitimacy have on consumer behaviors.

Ventures that are perceived as more legitimate by consumers are more likely to be chosen by consumers in nascent industries. A nascent industry is analogous to Bitektine and Haacks' (2015) notions of legitimacy under conditions of institutional instability. The criteria for which legitimacy is determined are still not negotiated or consistent across various stakeholders, which

can lead to contradictory evaluations of the same entity. This leads to increased feelings of uncertainty and ambiguity amongst individuals, that leads them to rely on their own values and feelings in determining which ventures are legitimate. For instance, Navis and Glynn (2010) showed how in the nascent stages of development of the U. S. satellite radio market there was heightened senses of uncertainty and instability until the market category achieved collective legitimation. However, once the collective identity of the market was established, investors, consumers and other stakeholders looked for ventures that had a distinctiveness about them (Navis & Glynn, 2010). I argue that during these uncertain and unstable times, consumers will rely on their values even more when deciding which ventures to conduct business with because similarity in values provides a sense of comfort and familiarity (i.e., alignment). Yet, I also argue that because the sharing economy has been around for some time (e.g., Airbnb founded in 2008), that consumers will look for ventures that offer a unique distinctiveness to their values (i.e., adaptability). Taken together, I argue that consumers will rely on their values which will determine which ventures are perceived as legitimately distinct and choose those ventures that they view as legitimately distinct. Hence, I argue that values are the underlying mechanism that helps to explain both what shapes legitimacy perceptions and importantly, why individuals undertake certain actions they view as legitimate. Therefore, I formally propose:

> ***Hypothesis 4:*** *A venture's perceived legitimate distinctiveness is positively related to a consumers' likelihood to choose the venture.*

Table 3.1 Study I Hypotheses

Hypothesis 1: Consumers will perceive ventures that frame value bridging, alignment and offer a distinct adaptation to their values (i.e., legitimate distinctiveness) via narratives and pictures as more legitimate then ventures that only frame alignment with their values.

*Hypothesis 2a***:** A consumers' value sphere (s) will moderate the relationship between a venture framing legitimate distinctiveness and a consumers' perception of the legitimacy of a venture such that the relationship will be *weakened* for consumers more experienced in self enhancement/conservative value spheres (e.g., Business Schools and Hard Sciences).

Hypothesis 2b: A consumers' value sphere(s) will moderate the relationship between a venture framing legitimate distinctiveness and a consumers' perception of the legitimacy of a venture such that the relationship will be *strengthened* for consumers more experienced in self-transcendent/openness to change value spheres (e.g., Liberal Arts and Soft Sciences)

Hypothesis 3: Consumers will perceive ventures that frame value alignment *then* a distinct adaptation as more legitimate.

Hypothesis 4: A venture's perceived legitimate distinctiveness is positively related to a consumers' likelihood to choose the venture.

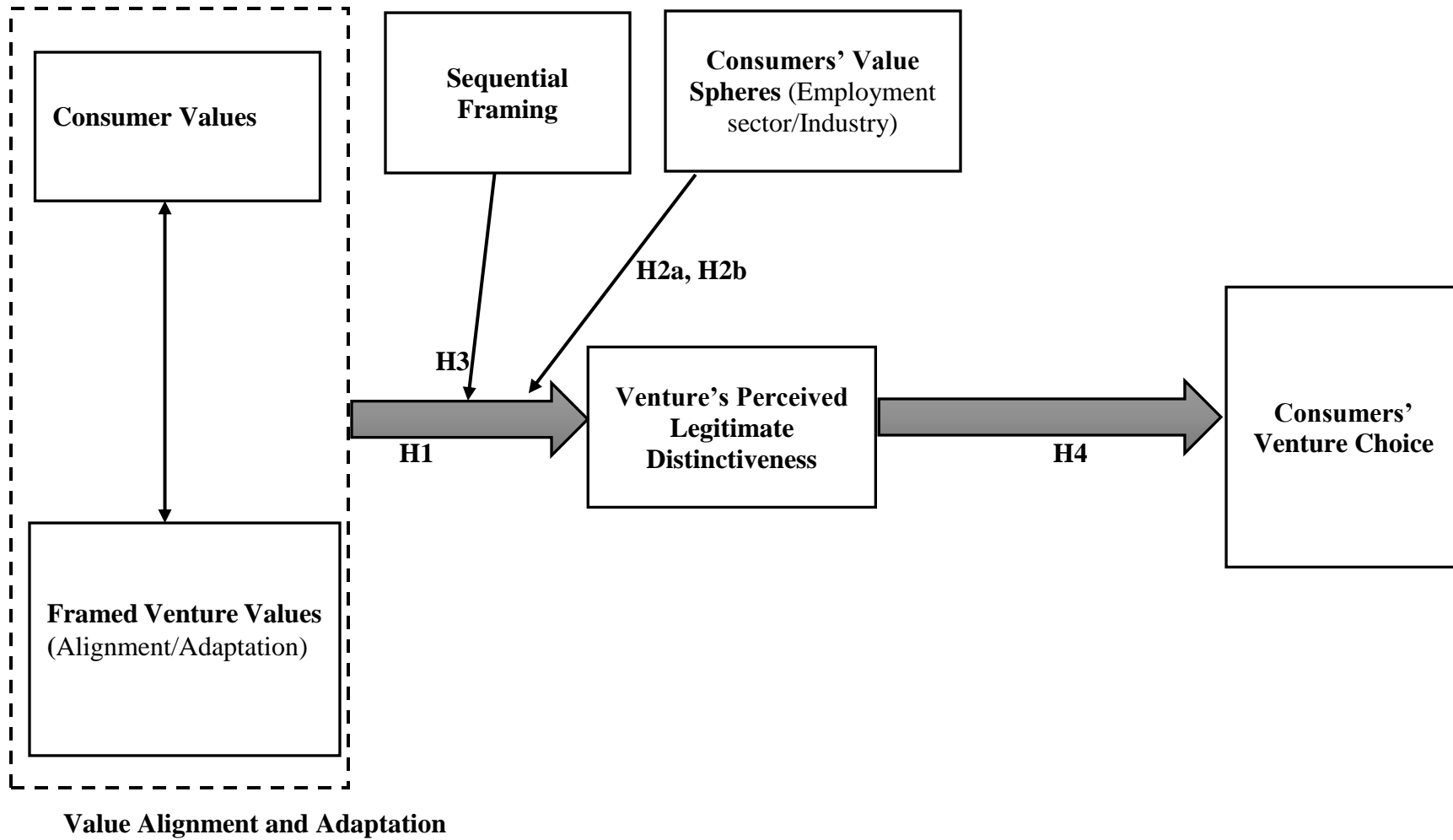**Section 3.1.1 Study I Research Model with Hypotheses Labeled**

Value Alignment and Adaptation

Figure 3.1 Study I Research Model

Section 3.2 Study II Guiding Theoretical Framework

The legitimacy literature has recognized that legitimation is a multi-stage process. During the initial stages of legitimation, the criteria (e.g., specific values) for which legitimacy is conferred may not be settled or there could be multiple different criteria which are battling for supremacy (Deephouse et al., 2017). This leads to both internal (i.e., entrepreneurs) and external actors (i.e., evaluators) to a market experiencing ambiguity and uncertainty regarding the feasibility and legitimacy of the market or industry (Navis & Glynn, 2010). However, with time comes experience, and with experience comes a hashing out the criteria with which legitimacy is evaluated and bestowed upon actors. Whether a consumer achieved the perceived value alignment (i.e., values actualization) with the chosen property becomes manifested in their evaluations of the venture. External actors begin to not only look for signs of conformity but also distinctiveness of actors within a specific industry or category (Navis & Glynn, 2011; Voronov et al., 2013). Furthermore, the sources of legitimacy evaluations become more diverse, with a mix of individual consumers and collective validity evaluations coming to bear on actors' perceptions of ventures. Hence, while the initial stages are driven mostly by consumers innate characteristics because of unsettled criteria, the later stages of the legitimation process reflect a shift in more stabilized legitimacy criteria but also more heterogenous sources of legitimacy evaluations. Thus, Study two addresses venture legitimation under conditions of institutional stability when specific values hold authority within a specific value sphere but can be manifested in both individual consumers evaluations (i.e., propriety evaluations) and collective validity evaluations (e.g., third party certifications) to understand which configurations of evaluations can be used to influence perceptions of a venture's legitimacy within specific contexts (e.g., markets, countries) and for specific entrepreneurs (e.g., experienced vs. new).

The Bundle of Legitimacy Signals: A Venture's Legitimacy Profile

Over time a venture accrues numerous evaluations from diverse actors that come to shape its legitimacy profile. Following the initial choice, consumers have the potential to review their experience with a venture which serves as a salient source of legitimacy for the venture and influences future potential consumers' perceptions of legitimacy (Garud et al., 2014). Furthermore, as individual's evaluations become aggregated, this can lead to ventures obtaining collective level validations in the form of platform evaluations which serve as yet another source impacting legitimacy dynamics. Both of these forms of evaluations establish a venture history which consumers draw on when forming their perceptions of the venture's legitimacy (Bitektine & Haack, 2015; Ocasio et al., 2016). Hence, each legitimacy evaluation (e.g., propriety and collective) serves a signaling function for prospective consumers as to the perceived legitimacy of a venture (Connelly et al., 2011).

The interaction of the two sources of evaluations is becoming increasingly salient with the proliferation of digital technology which increases the influential power of individuals (e.g., propriety evaluations) and collectives (e.g., platforms-validity evaluations) (Deephouse et al., 2017; Frydrych et al., 2014). For instance, most user interfaces within the Sharing Economy contain areas for hosts to describe themselves (e.g., experienced or not), location, customer reviews and platform badges or symbols to be displayed (Luca, 2016). Research has shown that as ambiguity increases (e.g., more sources of information/evaluations) humans perceive entities as configurations of multiple interdependent factors which they consider simultaneously in processing information (Campbell et al., 2016; Zadeh, 1965). Further, some signals are held to have higher or lower intensity and fit which can impact the extent to which information asymmetries are ameliorated (Connelly et al., 2011). Thus, investigating the saliency of specific

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legitimacy sources (i.e., signals) and whether they serve as complements or substitutes for new ventures (Fisher et al., 2017; Misangyi & Acharya, 2014; Überbacher, 2014) is an important area in need of scholarly attention to advance the legitimacy literature.

A Venture's Legitimacy Profile: Legitimacy Signals as Complements or Substitutes?

While I have established that there are numerous legitimacy evaluations that serve as inputs and signals for a venture's legitimacy profile, the nature of how these signals work together remains unknown. Some scholars propose that collective third-party validation signals can serve as complements to entrepreneurs signals that may go unnoticed otherwise (Plummer et al., 2015). Other scholars note that user generated content (UGC) (e.g., consumer evaluations) on peer to peer platforms can act as substitutes for a lack of third party validations (Luca, 2016). Yet, recent case studies of Airbnb have shown that consumers reviews do not matter as much in certain contexts (e.g., Sweden) (Ert, Fleischer, & Magen, 2015). However, scholars have also shown that characteristics of the context (i.e., institutional quality) can impact consumers' perceptions of specific signals and the likelihood to contact a business (Lanzolla & Frankfort, 2016).

The macro context in which a venture operates can also impact the relationships between the various legitimacy signals. Scholars have shown that cultures and regions within countries differ on the saliency given to certain values (Fischer & Schwartz, 2011; Schwartz, 1992). For instance, Mollick (2014) found that Crowdfunding projects undertaken in regions with a larger proportion of creative individuals were more likely to be successful. Lin and Viswanathan (2015) found that the likelihood of a transaction between two individuals on a peer to peer platform increased when the individuals were located within the same region. Interestingly, Gehman and Grimes (2016) find that contextual distinctiveness can impact the saliency of a third-party B corp

certification (i.e., collective legitimacy evaluation) within a given context. Scholars have also shown that in base-of-the-pyramid (BOP) contexts (e.g., Guatemala) which are often located in the least developed countries or rural regions of developed countries, collective validity evaluations can actually lead to increased resource provision and appropriation (Kistruck et al., 2015).

The new venture legitimacy literature has also pointed to market characteristics as influencing perceptions of legitimacy. Whether a venture is in a new market, emerging market or established market can impact the salient characteristics that external stakeholders look to when determining the perceived legitimacy of a venture (Navis & Glynn, 2010; 2011). Furthermore, an industry can be composed of several sub-markets which while competing against each other, also offer unique products impacting the criteria for determining perceived legitimacy (Navis & Glynn, 2011). For instance, within the Airbnb platform composed of housing listings, there are three types of listings: 1) Entire homes/apartments, 2) Private rooms, and 3) Shared rooms. By listing or operating within each of these markets, the entrepreneur and their ventures begin to form a unique identity (Aldrich & Fiol, 1994; Lounsbury & Glynn, 2001). Further, as Voronov et al. (2013) show, even though Ontario wine ventures had to conform to the overall industry values, norms and behaviors, they could not neglect the market within which they were directly competing, Ontario wine market, to establish their legitimate distinctiveness. Thus, while each market must conform to the overall macro industry (i.e., platform) criteria, each can have their own unique criteria as well which could change the nature of the complementarity versus substitutability of certain legitimacy signals.

Along similar lines, characteristics of the receivers of legitimacy signals will differ across context. Scholars have shown that some cultures are more collectivist while others are more

individualistic (Hofstede, 2001). These differences can be explained by differences in the underlying values of cultures. For instance, the United States is a highly individualistic society that values power and achievement (i.e., self-enhancement), whereas Denmark is a highly collectivist society that values universalism (i.e., self-transcendence). Scholars have seen differences in these values become manifested in evaluating specific behaviors as either legitimate or illegitimate (Cullen et al., 2004). Applying this to a venture's legitimacy profile it's clearer to see that whether individual and collective legitimacy evaluations could serve as substitutes or complements is impacted by the context. Yet, characteristics of entrepreneurs within specific contexts can also impact whether legitimacy signals pertaining to their ventures serve as complements or substitutes.

An entrepreneurs' experience can also impact the saliency of specific legitimacy signals. Legitimacy scholars have established that entrepreneurial experience is a salient signal to attract resources to the venture (Connelly et al., 2011; Fisher et al., 2017; Uberbacher, 2014). Scholars have shown that experience is extra important in contexts characterized as uncertain because it serves as an important signal to potential investors regarding the potential of a venture (Lester et al., 2006). This becomes even more important as the entry barriers to becoming an entrepreneur dissipate with the proliferation of digital technology. As a result, we have seen a rise in more "hybrid" or part-time entrepreneurs that start a side venture, such as listing their home on Airbnb or driving for Uber, while maintaining their day jobs (Folta et al., 2010; Raffie & Feng, 2014). Thus, some ventures can be classified as nascent while others are more experienced. The new venture legitimacy literature notes that criteria can differ for new versus established ventures (Cardon, Wincent, Singh, & Drnovsek, 2009; Navis & Glynn, 2011). For instance, more established entrepreneurs are already said to fit the 'entrepreneurial mold' while new

entrepreneurs not only have to prove the legitimate distinctiveness of their ventures but also that they are legitimate entrepreneur (Navis & Glynn, 2011). As a result, collective evaluations may serve as complements for newer entrepreneurs while collective and individual legitimacy evaluations may serve as substitutes for more experienced entrepreneurs and their ventures.

In examining the above arguments, it appears that the relationships between legitimacy signals is an inherently complex one. Extant literature both acknowledges the complexity of legitimacy due to the diverse sources (i.e., signals) that come to bear on individuals when making decisions, and notes the shortfalls of current attempts to capture this complexity (Deephouse et al., 2017). To attempt to address this gap and construct novel theory, I contend that the nature of the relationships between legitimacy signals within a venture's legitimacy profile differs based on the context and characteristics of the founding entrepreneur. My theoretical framework is summarized in Figure 3.2. I employ an inductive theory building approach, fuzzy set analysis, to address the following research questions:

1. Which configurations of legitimacy signals increase consumers' perceptions of a ventures legitimacy leading to positive consumer reactions in the form of lower levels of venture availability and, contrastingly, which configurations lead to negative perceptions of a venture's legitimacy leading to negative consumer reactions in the form of higher venture availability?

2. How do the configurations of legitimacy signals that influence positive and negative legitimacy evaluations differ for both new and experienced entrepreneurs across different contexts and market segments?

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Section 3.2.1 Study II Theoretical Framework of a Venture's Legitimacy Profile as Complex Signals
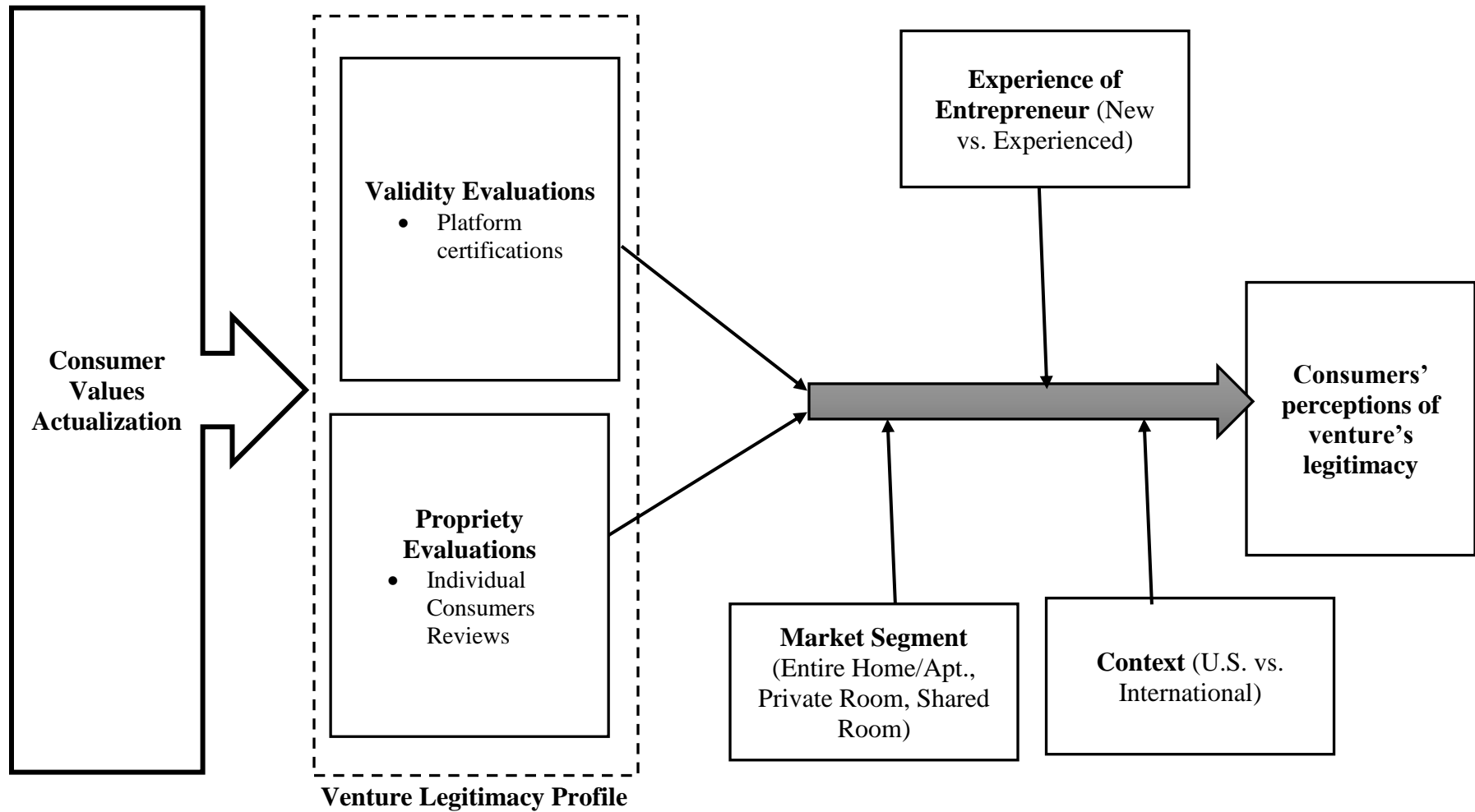

Figure 3.2 Study II Research Model

CHAPTER 4

Research Design and Methodology

Chapter 4 explains the research design for each of the studies contained in this dissertation, measurement of constructs, and the analytical methodologies employed for each. I begin by explicating the experimental design to be utilized in my first study. Following this, I provide details on the fuzzy set analysis approach that I employ in my second study.

Section 4.1 Study I Methodology

Study Participants

I will utilize a split sample for my study. Students will be drawn from upper level management classes as well as from non-business major classes within Auburn University's Harbert College of Business, College of Liberal Arts, College of Education and Samuel Ginn College of Engineering. I plan to recruit from these separate colleges in an attempt to construct a diverse sample in terms of my operationalization of consumer value spheres (i.e., majors).

In addition, participants for my study will be drawn from Amazon's mechanical Turk (MTurk). MTurk is virtual platform that connects businesses and researchers with workers who are willing to complete Human Intelligence Tasks (HITs). One of the advantages of using MTurk is that it allows researchers to customize the types of participants that they seek based on certain qualifications, such as employment sector or gender. Additionally, using the HITs allows researchers to oversample and then re-contact workers that fit certain criteria for a two-stage study design (Huff & Tingley, 2015). Further, scholars have shown that MTurk participants are more attentive than students (Hauser & Schwarz, 2016). All participants on MTurk will be

compensated for their time and completion of the experimental tasks.Utilizing a split sample allows me to overcome some of the limitations of use either a sole student or MTurk sample while providing me the opportunity to conduct interesting post-hoc analysis for future research.

Decision Scenario and Procedure

I will employ a two-wave experimental study design. During the first phase of data collection (i.e., Time 1) I will collect information on individuals' values along with demographic information, industry of employment, political ideology and whether they plan to travel within the next six months. The second wave will be comprised of my experimental treatments and manipulations (i.e., Time 2). I provide further details for each of the waves of data collection within my experimental design below.

Time 1 data collection: My first wave of data collection will be targeted for during the beginning of the fall 2017 semester. MTurk provides a unique user ID for all participants, so this will allow me to re-contact participants for the second stage of my experiment. Further this ensures the anonymity of participants on the MTurk platform. Once participants have created the necessary identification information and fit my criteria for inclusion. they will proceed to the survey. The survey will collect demographic data, information on values, ideology, ethnic background, industry (discussed in more detail below in measures section) and whether they plan to travel out of state in the next 6 months. Finally, I will include an attention check measure to guard against individuals just filling out the surveys to make money.

For my student sample, instructors of targeted classes will inform students that they have the opportunity to take part in a study exploring individual differences and preferences in individuals enrolled in the separate colleges within the university. I will suggest that instructors attempt to incentivize their students with extra credit for taking the survey, but obviously that

decision is left to the instructor. Additionally, I will tell all instructors to inform students that they will be entered into a raffle for various gift cards (e.g., Wal-Mart, Little Italy, Kroger, Auburn Bookstore, etc.) if they complete both parts of the survey worth a total of approximately $500. I will provide instructors with a link to the survey which they can disseminate via email to their classes. To make it easier for me to match respondents following time 2 data collection and assure anonymity, I will ask them to create a username and password before taking the survey. Once students have created the necessary identification information they will proceed to the survey. The survey will collect demographic data, information on values, personality, ethnic background, majors (discussed in more detail below in measures section) and whether they plan to travel out of state in the next 6 months. Following completion of the study, a page which states they completed the survey will appear, which they will then need to print and hand in to their respective instructors to receive extra credit.

Time 2 data collection: Approximately 1 month after time 1 data collection participants will be told that a leading company within the peer to peer platform based Sharing Economy (referred to as Adventure and Stay, a hypothetical company) needs help in evaluating the ventures (i.e., listings) to be listed on their platform in a location which they are planning to expand into, referred to as Central City, a hypothetical city. Further, they will be instructed to assume that they would be spending the weekend in this city (i.e., Friday to Monday). Those that agree to participate will be provided with a link to the webpage which will bring them to the initial instructions page. On the instructions page, individuals will be asked to take the role of an active consumer (i.e., user), evaluate several ventures (i.e., listings), choose the one which they would select and then answer a series of questions gauging their perceptions of the ventures overall and then the one they selected as a potential consumer (i.e., user). After reading the

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instructions, the participants will be directed to Adventure and Stays' website. The website will contain a frontpage with numerous ventures in a specific geographic region and then subpages of each of the listings. Participants will be able to click on specific listings for further information (i.e., pictures and more detailed narrative description of venture). After choosing a specific venture to book, participants will be instructed to complete a short survey of items intended to measure consumer-venture value alignment and adaptation (legitimate distinctiveness), perceptions of venture legitimacy and rank order the most important criteria which made them choose the venture (e.g., photos, description, host, price, etc.). Also, I will include several measures for future research purposes.

Venture Webpage Design

In order to increase the external validity of my experiment I will design my webpages to reflect the actual pages used within the sharing economy. Specifically, I will use Airbnb as a template for the design of my webpages because it is one of the most widely known and established platforms within the Sharing Economy (Luca, 2016; Zervas et al., 2015). In doing this, I will construct a main listings webpage for all the potential manipulations with a short description and cover photo (see Figure 4.1 Appendix A). Further I will construct a more detailed sub webpage (i.e., active link) for each of the listings that displays when choosing the listing from the main page (see Appendix A). Within the sub webpage the only things that will be manipulated for the current dissertation will be the photos of the venture and the short description of the venture. All pictures and narratives will be constructed or sourced from extant Airbnb listings but built to describe a hypothetical location so as to avoid confounding effects. Table 4.1 below lists an overview of the variables that will be contained on the main webpage and Table 4.2 contains variables on the subpage.

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Table 4.1 Variable overview for Main Webpages

Variables	Control	Independent (Manipulated)
Number Reviews	√	
Star Rating	√	
Location	√	
Short Description		√
Photo		√
Price	√	
Room Type	√	
Beds	√	

Table 4.2 Variable overview for Venture subpages

Variable	Control	Independent (Manipulated)
Number Reviews	√	
Star Rating	√	
Location	√	
Description		√
Photos		√
Price	√	
Room Type	√	
Beds	√	
Amenities	√	
Host Gender	√	
Host Race	√	
Host Attractiveness	√	
Listing Rules	√	
Safety Features	√	
Reviewers Gender	√	
Reviewers Race	√	

Additionally, my design approach reflects the construction of other sharing economy websites such as Kickstarter, Indiegogo, Turo (formerly RelayRides), Craigslist (see Appendix B). Hence, I believe this design approach increases the external validity of my study. Additionally, the initial clicks on a specific venture's sub-page webpages serve as a built-in test of the ventures which consumers' perceive as legitimate choices amongst a choice set. Further, comparing initial sub-pages to view with the students venture choice, will provide me with an additional source of valuable data to analyze post-hoc.

Venture Webpage Manipulations

      To design the webpages used in data collection during time 2, I will manipulate 1) the values a venture is framing, 2) the composition of values a venture is framing, and 3) the webpage on which value adaptation is framed. More specifically, I will manipulate the values framed according to Schwartz's 4 broad types (1992) (conservation, openness to change, self-enhancement, self-transcendent), nested within the 4 types are 2 types of composition of the framed values (aligned (one value only) or bridged (two values)), nested within the bridged values are the 2 webpages where bridged values can be framed (main listing page or venture sub-page). I will manipulate value composition according to Schwartz's (1992) 4 broad types of values, pictured below in (figure 4.1).

Figure 4.1 Schwartz Circumplex Model of Universal Values
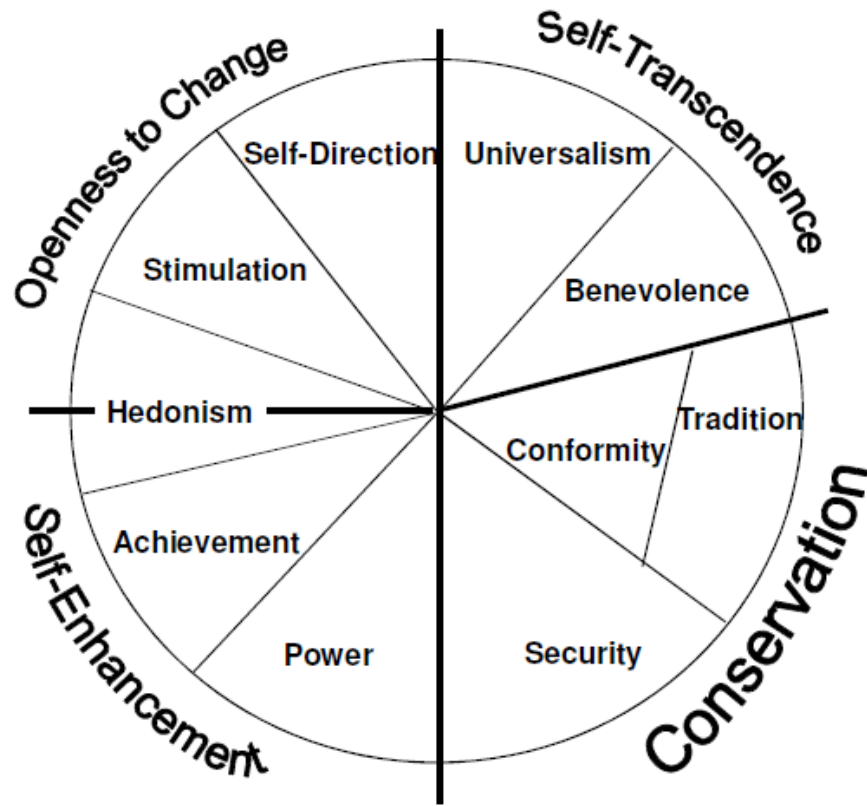
Figure 1. Theoretical model of relations among ten motivational types of value

**Adapted from Schwartz (2012: 9)

Further, it should be noted that I will only construct bridged value pages for values which have opposite underlying motivations according to Schwartz circumplex model (Schwartz, 1992) (see above). This is per my argumentation that values must not share any similar underlying motivations (located next to each other on model above) to have the desired distinctiveness effect. As a result, I will only have 2 possible bridged value conditions: 1) self-transcendence and self-enhancement, 2) conservation and openness to change that can either occur on the 1) main listing webpage or the 2) subpage. Thus, I have a 4 x 2 x 2 fully nested design. I illustrate all the conditions in Figure 4.1 below.

Figure 4.2 Overview of Experimental Website Design Conditions

Experimental Conditions ()	Values a Venture Frames (A)							
	Self-enhancement		Self-Transcendent		Conservation		Openness to Change	
Composition of Values (B)	Aligned (1) Only Self-Enhancement	Bridged	Bridged	Aligned (2) Only Self-Transcendent	Aligned (3) Only Conservation	Bridged	Bridged	Aligned (4) Only Openness
Webpage on which Bridged Values Framed (C)		Main (5,6) Sub (7,8)				Main (9,10) Sub (11,12)		

**Bridged values will be of opposite underlying motivations and as such will be either self-enhancement and self-transcendent or openness and conservation. This is why there are 12 conditions rather than 16.

Based on the above discussions, and figure 4.2, I will design a total of 13 websites for data collection. All websites will be modeled off of the Airbnb platform (see Appendix C for examples). Four websites will include one of 4 values framed on both the main and subpage (i.e., aligned) throughout, 4 webpages will include bridged values framed initially on the main webpages, 4 webpages will include bridged values framed initially on the subpage. Finally, one webpage will be a control condition that does not have any photos or a description that reflects any values. I will use the control condition to test the presence or absence of framing values on consumers perceptions of a venture's legitimacy.

In order to construct the websites, I will need to gather photos that represent each of the 4 types of values. While the main webpage only contains a cover photo, the subpage will contain further photos. In order to increase external validity, I will include 2-3 photos per value for each subpage to mirror actual sharing economy platforms, for a total of roughly 12 photos. Additionally, 4 short narrative descriptions (e.g., less than 10 words) of each of the 4 framed values must be composed to be displayed on the main webpage and 4 longer descriptions of the framed venture values (e.g., 200 words or less) must be composed for the subpages. For the bridged values, I will construct a short narrative reflective of the bridged values along with a longer description. This will result in 2 additional short narratives and longer descriptions. The bridging on the main page first will include both the short description and longer description, in essence it is reflective of a bridged value throughout treatment. In contrast, for the subpage bridging the short narrative description will not be included, only the longer bridged description and a mix of pictures (see Appendix C for illustrative examples).

I will base both the short and longer descriptions off of extant listing examples, which can be seen in Appendix C. To assure that my short descriptions and narratives are having the

desired effect, I will conduct several pilot tests with fellow PhD students and some

undergraduate classes (Walker, Feild, Giles, Armenakis, & Bernerth, 2009). Additionally, I will

pull all pictures from current listings on the Airbnb platform. However, to reduce confounding

effects I will avoid using pictures of landmarks, or obvious icons of specific cities (i.e., Statue of

Liberty or Eifel Tower). Once the photos have been chosen, I will do the same manipulation

checks as I will for the narratives. Finally, once the website is constructed, I will pilot test it with

several PhD students and a sample class to make sure the websites do not differ in terms of

playfulness or attractiveness (Cober, Brown, Keeping, & Levy, 2004; Walker et al., 2009,

Walker et al., 2011). I will discuss these measures and more in greater detail below.

Measures used in the current study

The independent variables in my study will take several different forms. First, several of

my independent variables will naturally occur, such as a students' race, gender and age, major of

study. Second, I will manipulate several of the independent variables within my experimental

conditions. Specifically, the types of values being framed (self-enhancement, self-transcendent,

openness to change, conservation), composition of values framed (same value or bridged values)

and where the value bridging occurs as a reflection of the sequencing of framing either

conformity or adaptation first in trying to establish a venture's legitimate distinctiveness. Third,

some of my variables will be controlled for on the specific websites, which I detailed above in

Tables 4.1 and 4.2 respectively. Finally, some of my independent variables will be assessed

using a web based survey (e.g., values, personality traits).

In addition, my dependent variables will take several different forms. First, some of my

dependent variables will be measured based on participants' behaviors during the experiment

(i.e., links clicked, time on specific links, venture choice.) (Walker et al., 2009). Finally, some

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variables will be measured using a web based survey following the experiment. I discuss each of the variables in more detail below.

Demographic variables. Participants will be asked to provide their gender, age (in years), race (e.g., Asian, Black, White, Hispanic, other), current student classification (e.g., junior, senior) and major(s) of study (e.g., finance, accounting, engineering, political science). All variables will be assessed at time 1 of data collection. Students' major will be operationalized as their value sphere, which I discuss below. I will use gender, race and age as control variables

Future Travel Plans. In order to increase the validity of the results I will ask participants 1) "When is the next time they plan to travel a distance which requires them to find overnight lodging accommodations" This will be assessed using 5 potential answers (i.e., next month, next three months, next six months, within the next year, no plans) and 2) "If you are planning to travel, how likely are you to search on peer to peer platforms for your accommodations?" This will be assessed on a 5 point Likert scale ranging from 1= not at all likely to 5= very likely.

Website attractiveness. To assess attractiveness, I will use the scale developed by Scalia et al. 2005 that includes 4 items rated on 7-point semantic differential scale: unattractive/attractive, unpleasant/pleasant, unfavorable/favorable, useless/useful, coefficient alpha = .72) (Sicilia, Ruiz, & Munuera, 2005; Walker et al., 2009). This will be used as a control variable in my study.

Consumers' values. To measure participant's values, I will utilize the measure developed by Cieciuch and colleagues (2014) referred to as the Portrait Values Questionnaire (PVQ)-5x. This newly developed instrument offers me several advantages to older scales which measures Schwartz's universal values. First, the new scale builds on the work of Schwartz et al.'s (2012) refined value theory which keeps the circumplex model of values but now includes 19 values

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(see Figure 4.3). Further, even though the model contains 19 values the scale can be aggregated to measure the four broad categories of openness to change, self-enhancement, self-transcendence, and conservation (Cieciuch, Davidov, Vecchione, Beierlein, & Schwartz, 2014) (see Table 4.3). Additionally, the new instrument has been shown to exhibit lower measurement invariance, which is defined as "whether or not, under different conditions of observing and studying phenomena, measurement operations yield measures of the same attribute" (Cieciuch et al., 2014: 4). Hence, this values instrument provides an improvement over previous measures and offers me interesting future research avenues to investigate specific values (e.g., universalism, power) in more detail. Given the nascent stages of development of the new instrument, I had to contact professor Schwartz directly to obtain the new instrument, which can be seen in Appendix D. The survey is composed of 57 questions that describe people and participants are asked to rate how similar they are to this person from 1= Not like me at all to 6= Very much like me. I will adapt the scale to be used online and distributed via email. I also included some of the scoring and aggregation processes for the survey in Appendix D.

Figure 4.3 Schwartz' circumplex model with 19 values from refined value theory
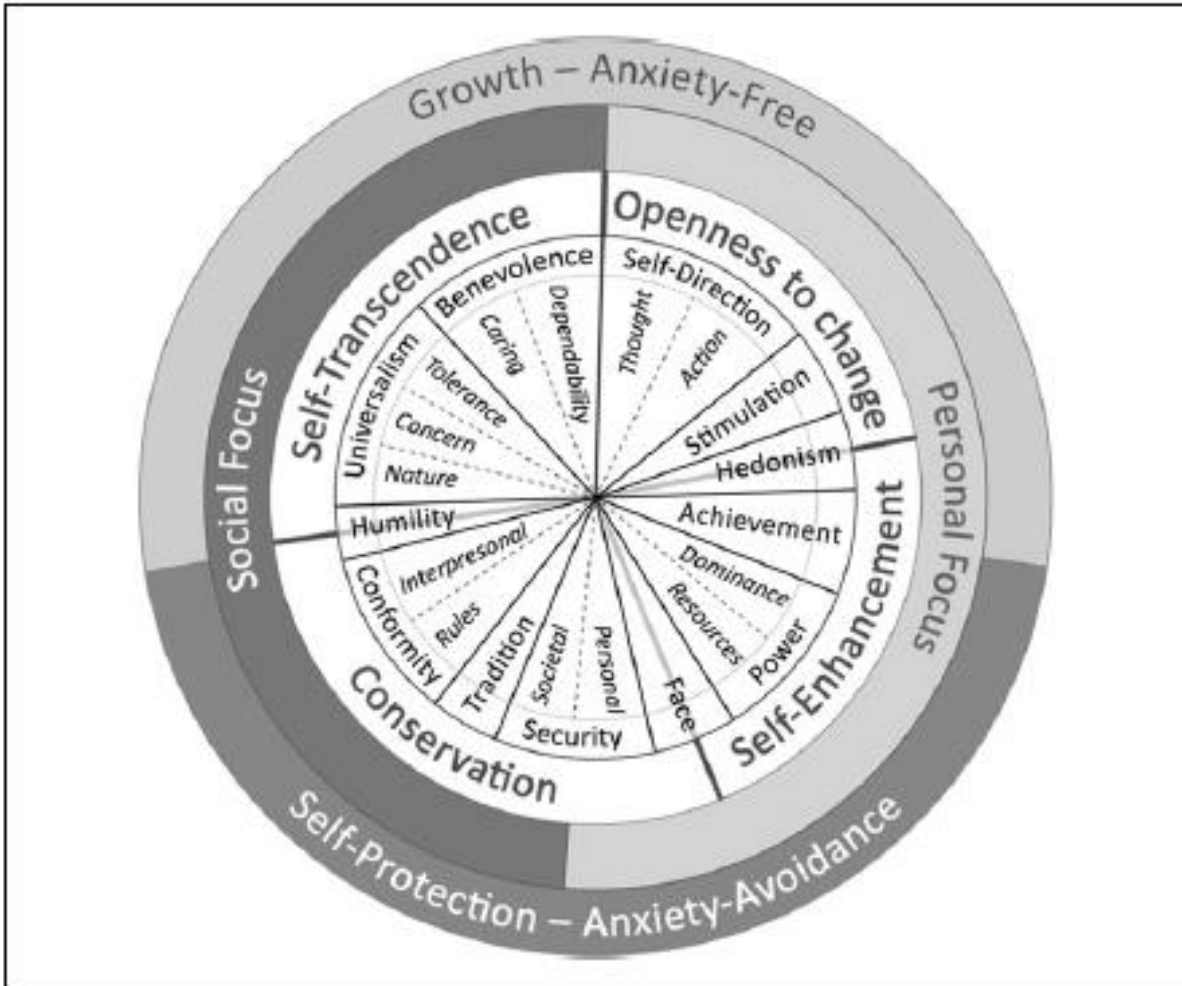
Figure 1. Circular motivational continuum of 19 values in the refined value theory.
Source: Schwartz et al., 2012.

Table 4.3 Summary of value categories in refined value theory

Higher order values	Basic values	More narrowly defined values
Openness to change	Self-direction—Independent thought and action, choosing, creating, and exploring	Self-direction-thought: Freedom to cultivate one's own ideas and abilities (three items)
		Self-direction-action: Freedom to determine one's own actions (three items)
	Stimulation—Excitement, novelty, and challenge in life	Stimulation: Definition unchanged (three items)
	Hedonism—Pleasure and sensuous gratification for oneself	Hedonism[a]: Definition unchanged (two items)
Self-enhancement	Achievement—Personal success through demonstrating competence according to social standards	Achievement: Definition unchanged (three items)
	Power—Control or dominance over people and resources	Power-dominance: Power through exercising control over people (two items)
		Power-resources: Power through control of material and social resources (two items)
Conservation		Face[b]: Security and power through maintaining one's public image and avoiding humiliation (two items)
	Security—Safety, harmony, and stability of society, relationships, and self	Security-personal: Safety in one's immediate environment (two items)
		Security-societal: Safety and stability in the wider society (three items)
	Conformity—The restraint of actions, inclinations, and impulses that are likely to upset or harm others and violate social expectations or norms	Conformity-rules: Compliance with rules, laws, and formal obligations (two items)
		Conformity-interpersonal: Avoidance of upsetting or harming other people (three items)
	Tradition—Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provides	Tradition: Maintaining and preserving cultural, family, or religious traditions (three items)
		Humility[c]: Recognizing one's insignificance in the larger scheme of things (two items)
Self-transcendence	Benevolence—Preservation and enhancement of the welfare of people with whom one is in frequent personal contact	Benevolence-dependability: Being a reliable and trustworthy member of the ingroup (two items)
		Benevolence-caring: Devotion to the welfare of ingroup members (three items)
	Universalism—Understanding, appreciation, tolerance, and protection for the welfare of all people and of nature	Universalism-concern: Commitment to equality, justice, and protection for all people (three items)
		Universalism-nature: Preservation of the natural environment (three items)
		Universalism-tolerance: Acceptance and understanding of those who are different from oneself (two items)

**Source Schwartz et al. (2012)

Consumers' value spheres. I will operationalize a consumers' value sphere based on an individuals' employment sector (i.e., industry) or major of study. I feel this is an appropriate operationalization of Friedland's (2013) notions of value sphere for several reasons. First, a value sphere is conceptualized as a net of complementary dimensions and material practices that sustain an ultimate value, that shapes and is shaped by social actors' behaviors (Friedland, 2013; Weber, 1946). It is through performance of values work that the ultimate value within a value sphere increases in its rational authority over actors. Thus, an individuals' industry or major reflects this notion of a web of complementary practices which they are socialized within and rewarded based on performance of practices which reflect specific values. Therefore, I believe it is appropriate to assume that this value (e.g., accounting/finance-self-enhancement) holds a degree of authority over these individuals. Second, over time an individuals' industry or major imprints upon them certain ways of processing and interpreting information (Marquis & Tilcsik, 2013). Finally, each industry or major an individual is embedded within has its own culture, which reinforces the imprinting of specific values and practices (Marquis & Tilcsik, 2013).

Venture Choice. Venture choice will be measured based on participants clicking on the "book now" link for one of the various venture listings. This will be reflective of what Tost (2011) describes in her individual level legitimation process model of legitimacy evaluations becoming manifested in actions.

Perceptions of a Venture's Legitimate Distinctiveness. This will be measured in multiple ways. First it will be captured in the behaviors of participants based on their website activity (Walker et al., 2009; 2011). In particular, I will utilize software that tracks: 1) the number of links clicked on and 2) the time spent on each link (Appiah, 2004). Taken together I argue that consumers will be more likely to view and spend time on those links that they

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perceive as legitimate based on value alignment and adaptation and as such these measures serve as a behavioral measure of venture perceived legitimacy. Also, it allows me to capture how many ventures a consumer views as a potential legitimate choice and allows for interesting comparisons post-hoc.

In addition, I will construct a scale of a venture's perceived legitimate distinctiveness relying on extant literature to guide my development. Currently, there is no scale representing perceptions of legitimate distinctiveness. Therefore, to develop the scale I will use Navis (2010, 2011) along with Voronov et al. 2013 and their notions of legitimate distinctiveness being about conformity to values, norms, beliefs within a social system, along with adaptability of those values, norms, beliefs. Thus, the questionnaire will be constructed two assess normative conformity and normative adaptability. I will pilot test my developed scale with a sample of upper level entrepreneurship students who should have experience dealing with or evaluating ventures. (see Appendix D for initial scale questions). By developing a scale, along with relying on individuals' behaviors (i.e., venture links clicked on, time spent on each), it offers me a triangulated measure to strengthen the accuracy of my findings (Jick, 1979).

Host attractiveness. In order to ensure that values are driving consumers' perceptions of a venture's legitimate distinctiveness I will control for host attractiveness (Walker et al., 2011). I will use an equal number of 6 male and 6 female host pictures and will make half of them black and half of them white. This will result in 3 black females, 3 white females, 3 black males, and 3 white males. I will pilot test the host's attractiveness ratings on a undergraduate management class by randomly showing them one of the 12 hosts pictures.

Measures included for future studies

  Decision criteria. I will include a list of the various variables which are displayed on both the main and sub web pages and ask participants to rank order the characteristics from least to most important in terms of making their decisions.

  Venture representative Trust. I will use three items developed by Fisher and colleagues (1979) to measure the consumers' trust in the venture. The three items: (1) I feel this person is extremely trustworthy; (2) I believe this person is telling me the truth as he sees it; (3) I feel this person is not being honest with me (reverse scored). Reported coefficient alpha for these three items is 68.

  Perceptions of Entrepreneur Benevolence Trust. I will use the 5-item scale developed by Cherry (2015) to measure perceived benevolence trust in the entrepreneur whose venture was chosen. The items include, "The entrepreneur is very concerned about my welfare" "My needs and desires are very important to the entrepreneur" "The entrepreneur would not knowingly do anything to hurt me" "The entrepreneur really looks out for what is important to me" and "The entrepreneur will go out of his/her way to help me".

  Political Ideology. I will use two items to measure participants political ideological standing. I will utilize two measures common to political science research and employed by scholars working on MTurk (Berinsky, Huber, & Lenz, 2012). The two items are party identification, which is measured on a seven-point scale ranging from 1= Strong Democrat to 7= strong Republican and ideology, which is measured on a seven-point scale ranging from 1= Strong Liberal to 7= Strong Conservative.

  Venture Webpage information recall. I will assess participants venture webpage information recall following the approach of Walker et al. 2012. I will ask five multiple choice

questions with four choices per questions. Thus, a participant will receive a score from 0 to 5 with higher scores indicating higher information recall.

Analyses

I will use several different analytical methods to test my hypotheses and elucidate differences in my data. First, I will utilize multivariate analysis of variance (MANOVA) to test for any notable differences in gender, age, and race across the samples I collect data from. Hypotheses 1 and 3 will be tested using MANOVA and ANOVA. Due to the nested nature of my moderation data I will employ hierarchical linear modeling (HLM) to test my moderation hypotheses (2a and 2b). This is because participants are nested within a value sphere. To allow for easier interpretability I will utilize dummy coded variables (Aiken & West, 1991). To test hypothesis 4, I will utilize multiple regression. All analyses will be run in Stata and SPSS.

Section 4.2 Study II Methodology

Data Sources and Sample

I am gathering all my data from an open source. Specifically, I am gathering data that was made available on the website Inside Airbnb (www.insideairbnb.com), which was formed to add knowledge to the emerging debates surrounding the sharing economy and its impacts on the cities and towns in which it is operating. The biggest issue is whether hosts are permanently renting out their listings in an analogous manner to hotels versus sharing the property occasionally. However, these issues are beyond the scope of the current dissertation. Importantly though for my dissertation, all the data that was scraped came directly from the Airbnb webpages and includes all publicly available information that hosts post on their listing pages, no private information was gathered (Cox, 2017). In essence, this site offers a complied database of web scrapped data regarding entrepreneurs and their ventures (listings) within the Airbnb platform.

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I believe utilizing the Airbnb platform offers several distinct advantages to studying legitimacy within the sharing economy. First, it was founded in 2008, so it has been around for nearly a decade and now is widely recognized as one of the leading platforms within the sharing economy (PwC, 2014). Second, the design of host pages is analogous to other popular P2P platforms such as Kickstarter and Indiegogo which have been utilized in numerous studies within the management field (Short et al., 2017; Greenberg & Mollick, 2016; Mollick, 2014). However, in contrast to these platforms, Airbnb allows for customers to post their reviews of specific listings which offers a unique source of individual evaluations (Luca, 2016). Further, similar to other platforms (e.g., Kickstarter projects we love badge), Airbnb utilizes platform conferred validity badges, referred to as a Superhost badge (criteria detailed more below in measures section). Third, Airbnb relies on the use of visual pictures in describing or illustrating specific listings which makes it particularly suitable to investigate how framing via visuals impacts consumers' perceptions of legitimacy (Deephouse et al., 2017; Jones et al., forthcoming). Finally, the Airbnb platform operates in numerous different cities across several different continents which allows for the sample to be more generalizable and provides a fruitful analytical context to begin to build theory surrounding legitimacy in the sharing economy.

I will draw my sample from the population of Airbnb cities that I gathered from my data source (see table 4.4 below for more details on the cities). The data range is from 2008 to 2016 which corresponds to when an entrepreneur initially listed their first property (i.e., venture). It should be noted that not all cities data matches this range because Airbnb started in San Francisco and then expanded, so some cities time spans will be shorter. However, this is okay for the present dissertation because I am investigating experience of the entrepreneur as a salient boundary condition, thus a shorter time span will correspond to newer entrepreneurs and those

with a longer time span will be more experienced. However, to allow for comparability I will only count listings as of December 31, 2014 in each city (i.e., became a host on or before this date). From this I will construct my initial sample and randomly sort it using the random generator option in STATA 14.

Table 4.4 Overview of Airbnb Data

Country	City, State (in U.S.)	Year of first Venture (i.e., property) Listing	Total Number of Listed Ventures (Properties)	Date Last Web Scrapped	Total Number of Listed Ventures as of December 31, 2014
Australia	Melbourne	2008	8,633	1/3/2016	5,602
Australia	Sydney	2008	16,149	1/3/2016	10,299
Austria	Vienna	2008	4,961	7/8/2015	3,823
Belgium	Antwerp	2009	747	10/3/2015	531
Belgium	Brussels	2008	4,903	10/3/2015	3,605
Canada	Montreal	2008	10,619	5/4/2016	6,609
Canada	Toronto	2008	6,712	9/3/2015	4,951
Canada	Vancouver	2009	4,728	12/3/2015	3,279
England	London	2008	33,715	2/2/2016	22,785
France	Paris	2008	41, 476	2/3/2016	29,821
Germany	Berlin	2008	15,373	10/3/2015	11,685
Greece	Athens	2009	2,116	7/18/2015	1,591
Ireland	Dublin	2009	3,773	1/6/2016	2,305
Italy	Trentino	2010	1,847	10/12/2015	1,025
Italy	Venice	2008	3,128	7/18/2015	2,668
Netherlands	Amsterdam	2008	11,362	1/3/2016	8,368
Spain	Barcelona	2008	14,855	1/3/2016	10,780
Spain	Madrid	2009	7,446	10/2/2015	5,560
Spain	Mallorca	2009	11,271	1/6/2016	8,399
United States	Asheville	2010	864	4/22/2016	595
United States	Austin,	2008	5,835	11/8/2015	4,382
United States	Boston	2008	2,558	10/3/2015	1,974
United States	Chicago	2008	5,147	10/3/2015	3,499

Country	City, State (in U.S.)	Year of first Venture (i.e., property) Listing	Total Number of Listed Ventures (Properties)	Date Last Web Scrapped	Total Number of Listed Ventures as of December 31, 2014
United States	Los Angeles	2008	20,891	5/2/2016	13,545
United States	Nashville	2009	2,110	10/3/2015	1,406
United States	New Orleans	2008	3,621	2/3/2016	2,379
United Stated	New York	2008	32,575	5/2/2016	22,922
United States	Oakland, CA	2008	1,718	5/4/2016	1,273
United States	Portland, Oregon	2008	2,850	1/1/2016	2,257
United States	San Diego	2008	3,350	7/3/2015	2,696
United States	San Francisco	2008	7,029	11/2/2015	5,846
United States	Santa Cruz County, CA	2008	814	10/18/2015	580
United States	Seattle	2008	3,818	1/4/2016	2,832
United States	Washington, D. C.	2008	3,723	10/3/2015	2,846
Totals			259, 241		212,718

The second stage of my sample construction will involve using a purposive sampling method. Since I am interested in investigating how different legitimacy signals within a venture's legitimacy profile impact future availability across different contexts and for more or less experienced entrepreneurs, I will have to construct my sample to allow for representativeness in order to address the research question guiding the study (Chuang, Hsu, Wang, & Judge, 2015; Kyratsis, Atun, Phillips, Tracey, & George, 2017; Teddlie & Yu, 2007). Hence, I will use purposive sampling to find cases that are representative of different levels of entrepreneurial experience across different contexts (i.e., U.S. vs. International). Because the new venture legitimacy literature notes that legitimacy criteria may differ depending on the entrepreneurs' level of experience, I divide the ventures within a city based on this variable. I categorize a new entrepreneur and thereby their ventures as those that have less than a year experience and two or less listings, whereas more experienced have at least two years of experience and 3 or more listings (Luca, 2016). Finally, there are different types of room/house listings that an entrepreneur can have: 1) Entire home/apartment, 2) Private room, and 3) Shared room. I conceptualize these as different markets within the Airbnb platform.

Thus, my twelve sample contexts are: 1) New venture in the U.S. Entire home/apartment market., 2) New venture international Entire home/apartment market, 3) New venture in the U. S. private room market, 4) New venture International private room market, 5) New venture U.S. shared room market, 6) New venture International shared room market; 7) Experienced venture in the U. S Entire home/apartment market., 8) Experienced venture International Entire home/apartment market, 9) Experienced venture in the U. S. private room market, 10) Experienced venture International private room market, 11) Experienced venture U.S. shared room market, 12) Experienced venture International shared room market. I will randomly select

listings that fit into one of the twelve sampling contexts until I have least 120 successful cases (i.e., lower availability) in each, to allow for meaningful comparisons across contexts. Further, I will limit my final sample to only listings with a single entrepreneur to allow for greater comparability. Also, importantly, I will only select listings whose availability calendar was updated within the last two weeks to give a more accurate picture of the future availability of a venture.

Analytical Methodology- Fuzzy Set Analysis

In order to further our understanding of how a venture's legitimacy profile impacts its future performance across different contexts for new and experienced entrepreneurs' I turn to set-theoretic methodology. Set-theoretic methodology has begun to be applied within the management field by scholars looking at phenomena such as M&As (Campbell et al., 2016), business and industry effects (Greckhamer, Misangyi, Elms, & Lacey, 2008), IPO valuation (Bell, Filatotchev, & Aguilera, 2014), decoupling (Crilly, Zollo, & Hansen, 2012) and corporate governance mechanisms (Misangyi & Acharya, 2014). Relatively new in management, set-theoretic methodology has a more established history in disciplines such as political science and sociology. I follow the aforementioned studies and utilize a fuzzy set QCA (fsQCA) tool which is a specific form of qualitative comparative analysis (QCA).

In utilizing the fuzzy set analysis approach, I implicitly rely on fuzzy set theory which is based on the assumption of equifinality and asymmetric causality. Rather than using a correlational approach which focuses in on a single relationship causing an outcome, equifinality permits multiple unique configurations to emerge. Asymmetric causality implies successful and unsuccessful cases will not be reflections of each other and, rather, can differ substantially. These two assumptions flow from fuzzy set theory's core logic which allows for configurations

based on simultaneously considering interdependent factors, which aligns with how humans process information (Campbell et al., 2016; Zadeh, 1965).

Fuzzy set methodology evolved out of set-theoretic approaches in mathematics (Campbell et al., 2016; Smithson & Verkuilen, 2006). Set-theoretic approaches provide a middle ground between qualitative and quantitative methods (Ragin, 2008). I use the fuzzy set approach rather than the crisp set approach, which relies exclusively on binary variables to identify configurations. Fuzzy set approaches allow for gradation between a binary approach where variables would simply be classified as "Fully in 1" and "Fully out 0". Values in Fuzzy sets can range anywhere between 0 and 1 and capture many social science constructs gradation regarding membership in a specific class such as high performing firms. This approach draws on fuzzy logic where "everything is allowed to be—but need not be—a matter of degree (Zadeh, 1983: 204; Campbell et al., 2016: 169).

By using a fuzzy set approach, it will allow me to overcome many of the inherent limitations with regression based approaches when trying to examine higher-order interactions (Fiss, 2011). Set-theoretic methods overcome these shortcomings by enabling the use of multiple causal dimensions providing easily interpretable and robust causal inferences (Ragin, 2008). Hence, fuzzy set analysis provides a better ability to model the phenomena I am examining: consumers' reactions to a venture's legitimacy profile based on how their perceptions of interdependent individual and collective legitimacy evaluations signal higher levels of perceived legitimacy.

Measures and Calibration

To perform fuzzy set analysis all measures must be calibrated. That is, all interval variables are converted into scaled variables ranging from 0 to 1 (with multiple values in

between). Calibration is a process where each variable's set membership is determined by selecting raw variables values representing full membership ("in") in a respective category (i.e., consumer review scores), full non-membership ("out"), and the crossover point (neither "in" nor "out). In contrast to crisp set analysis which only permits the use of binary variables, fuzzy set analysis allows for the presence of both binary and continuous which is amenable to my data (Ragin, 2008). Like previous studies we relied on the direct method of calibration where the researcher specifies the values for each variable corresponding to three aforementioned membership possibilities (Ragin, 2008), after which the software performs variable transformation into fuzzy set membership scores using the three benchmarks "based on the log odds of full membership" (Ragins, 2006: 17).

Study 2 draws on the legitimacy literature which will guide my selection of variables and appropriate benchmarks when possible. However, given the nascent stages of the literature on the sharing economy, I may have to calibrate based on my own sample which others utilizing fuzzy set analysis have done (Campbell et al., 2016). Extant fuzzy set analysis papers when not calibrating on their own samples, draw on a vast and rich body of literature such as that on mergers and acquisitions (Campbell et al., 2016), governance mechanisms (Misangyi & Acharya, 2014) and high technology firms (Fiss, 2011). Given that literature on the sharing economy is emerging, and others have utilized sample calibration, I believe it is admissible to calibrate on the sample when necessary. This can limit the generalizability of your findings if the sample you are using is not generalizable to other contexts. However, I believe my sample is generalizable to other contexts as I address below (see generalizability section).

I have conceptualized the sharing economy as represented by twelve unique sampling contexts based on the new venture legitimacy literature notion of criteria varying based on

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contexts, markets and characteristics or entrepreneurs and their ventures. This approach offers a finer grained approach than extant approaches which usually explore legitimacy within a single country or industry with a focus on a single or at most a few salient legitimacy signals (Deephouse et al., 2017). The twelve contexts I have conceptualized, offer a more holistic view of the sharing economy landscape for entrepreneurs with different backgrounds, competing in different macro contexts and sub-markets. However, because of my different contexts, I will need to construct 12 unique variables representing success (i.e., perceived as more legitimate) and 12 unique variables representing failure (i.e., perceived as less or illegitimate). All of my variables are drawn from my web scrapped data sources.

Consumers reactions: Venture (i.e., listing) future availability

Consumers' reactions to a venture's legitimacy profile will be operationalized based on the future availability to rent the venture. Extant legitimacy literature has begun to move away from dichotomous notions of legitimacy recently, towards a more continuous notion of legitimacy such as Deephouse et al.'s (2017) fours states: 1) Accepted, 2) Proper, 3) Debated, 4) Illegitimate. Further, the legitimacy literature has noted that those ventures who are deemed more legitimate have better access to resources and higher performance (Deephouse et al., 2017; Fisher et al., 2017; Suddaby et al., 2016). Thus, within the Airbnb platform, the future availability of a listing is an appropriate and objective measure of the perceived legitimacy of a venture that reflects the more continuous understanding of legitimacy. Further, it is in line with extant literature which relates higher venture legitimacy with greater resource acquisition (i.e., consumer bookings of a listing) ability (Uberbacher, 2014). I will reverse code the future availability of a listing, with lower numbers (i.e., 0) reflecting higher performance and higher amounts of availability reflecting lower performance and thereby perceptions of legitimacy. I

will examine the future availability of a listing for the next 60 days, which offers a middle ground between the next 30 days and next 90 days. Further it guards against potentially biasing events such as holidays and winter breaks (i.e., month of December) which may lead to some ventures to have better performance than usual because people are simply booking the last place left.

Given that there is no extant literature on the performance of ventures in the sharing economy I will have to calibrate within each of my sampling contexts. That being said, Deephouse et al. (2017) provide guidance with how to classify ventures that are "highly legitimate". I will classify those as "fully in" for future availability using a 75th percentile cutoff to assure consumers' perceptions of the legitimacy of a venture leads to an impactful performance outcome. I choose the 75th percentile, because it corresponds to those ventures that are closer to Deephouse et al.'s (2017) notions of Accepted ventures which do not require active evaluations because they are widely agreed upon as legitimate or taken-for-granted. In contrast those who are said to be proper, are still being evaluated as to their legitimacy. I will use the 25th percentile and below as my "fully out" for future availability and represents the least legitimately perceived ventures. This group is reflective of those ventures perceived as illegitimate according to Deephouse et al. (2017). I will use the 50th percentile as the crossover point which reflects ventures that consumers perceive as neither highly legitimate nor completely illegitimate. This corresponds to Deephouse et al.'s (2017) categories of Proper and Debated which are actively evaluated by actors. As noted, fuzzy set analysis allows for asymmetric causality to be examined, which means I can examine the configurations that lead to negative reactions and lower performance (i.e., higher availability). To classify these ventures, I will use the reverse coding that I just highlighted for each sample context. So those as "fully in" will be ventures in the 25th

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percentile or below and those as "fully out" will be in the "75" percentile or higher for future availability. I will create separate dependent variables for each sampling context to reflect positive (i.e., high performance/legitimacy) and negative consumer (i.e., low performance/legitimacy) reactions.

Propriety evaluations- Number of Reviews

I rely on the legitimacy literature to guide my selection of salient sources of legitimacy evaluations. Scholars have noted that with the proliferation of digital technology that consumers play an even more important role in the legitimation process within the sharing economy (Deephouse et al., 2017; Luca, 2016). Extant new venture legitimacy literature has highlighted that investor and crowd reactions to a venture can serve as a salient signal for future potential customers (Short et al., 2017; Uberbacher, 2014). Yet, it is unlikely that either one positive or negative review alone will doom a venture or be characterized as an accurate portrayal versus ten positive or negative evaluations. Even if the source is credible, the underlying differences in values that shape individual's perceptions are not uniform so the evaluation of the venture whether positive or negative will be perceived by most consumers as a case of value alignment/misalignment rather than a generalizable assessment which requires more evaluations (Deephouse et al., 2017). As the number of evaluations increases, this can lead to an aggregated evaluation in the form of a collective validity evaluation (Bitektine & Haack, 2015). Thus, I believe that the number of consumer reviews is a good indicator of the perceived legitimacy or illegitimacy of a venture and as such will impact a consumers' reactions. Again, I will use Deephouse et al. (2017) as my guiding theoretical framework for calibration and use a 75-50-25 benchmark for the number of consumer reviews. With being in the 75th percentile of the number of consumer reviews classified as being "fully in", the 50th percentile point will be the crossover

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point and the 25th percentile will be those ventures who are "fully out". Once again, I will

calibrate this based on each one of my 12 sampling contexts.

Propriety evaluations- Review Scores

While the number of reviews is one salient signal for a venture's legitimacy, the scores of

the reviews is another. Initial studies by scholars have highlighted that consumer review scores

can impact booking likelihood in some contexts but have little impact in other contexts (Ert et

al., 2016: Luca, 2016). The extant literature has noted that one reason for this is the seemingly

inflated review scores on Airbnb which leaves some consumers more confused as to the

perceived differences among listings (Zervas, Prosperio, & Byers, 2015). Nevertheless, it is an

important signal that consumers will pay attention to and may matter more or less for certain

ventures and entrepreneurs. However, to guard against the positive bias I rely on the study by

Zervas et al. (2015) who found that 95% of reviews were 4.5 or higher. Thus, I use a 95-75-50

benchmark to calibrate consumer review scores. With being in the 95th percentile or higher of

review scores classified as "fully in" 75th percentile as the crossover point and 50th percentile or

below as "fully out".

Platform Validation-Collective validity evaluation

Another salient legitimacy signal within the sharing economy are platform conferred

badges. Numerous scholars have called attention to the importance of either having or not

having a third-party endorsement can have on the perceived legitimacy of a new venture

(Connelly et al., 2011; Short et al., 2017; Uberbacher, 2014). Airbnb confers a Superhost badge

on entrepreneurs and their listings (i.e., ventures) for meeting the following criteria: 1)

Experience-complete at least 10 trips in their listing per year, 2) 5 star reviews- at least 80% of

their reviews must be 5 stars, 3) High Response Rate- maintain a 90% response rate and respond

quickly to guests, 4) Commitment- honor conformed cancellations and rarely cancel. Taken

together this badge can be said to reflect whether a venture has collectively and continually met

salient legitimacy criteria over time. As such, I think it is an appropriate collective validity

evaluation within the Airbnb platform. Because a venture can either have the badge or not, I

measure this using a binary variable of 1 as having it and 0 otherwise. This measurement

represents a clear categorical distinction between those who are "fully in" and those who are

"fully out" which the fuzzy set literature notes must be present when retaining a dichotomously

measured variable (Ragin, 2008).

Analytical Strategy

I will perform my analyses using fsQCA3.0 (Ragin & Davey, 2016) specifying the truth

table algorithm for fuzzy sets. After calibrating all of my variables I will create the truth table

which is a data matrix representing the property space occupied by my three theoretical attributes

(Fiss, 2011; Campbell et al., 2016). I will perform the analysis using the Boolean property space

consisting of 2^k logically possible combinations, with k reflecting the number of causal factors

under consideration (Campbell et al., 2016; Greckhamer et al., 2008). Two factors help

consolidate the truth table (1) the minimum number of cases required in a given configuration for

a solution to be considered and (2) the minimum level of consistency for a given solution (Fiss,

2011). Truth table configurations become reduced using the Boolean algorithm based on

counterfactual analysis. Three solutions are provided: complex, intermediate, and parsimonious.

The intermediate solution reflects causal conditions which have been retained from the complex

solution based on being consistent with existing knowledge (Ragin & Sonnett, 2005; Campbell et

al., 2016). The parsimonious solution reflects the solution based on all simplified assumptions

and provides the most reduced form of the solution. (Campbell et al., 2016; Misangyi &

Acharya, 2014; Fiss, 2011). Core or central conditions are present in both the parsimonious and intermediate solutions, while peripheral or contributing conditions only appear in the intermediate solution (Campbell et al., 2016). Therefore, I will report the intermediate solution in my configuration table. The configuration table allows me to graphically present the configurations of my theoretical variables that lead to or do not lead to the desired outcome (i.e. future availability). I will present these conditions graphically, using the criteria applied by Fiss (2011) and Campbell and colleagues (2016), where " ● " reflects the presence of a condition, a circle with a cross reflects " ⊗ " the absence of a condition, and a blank space indicates the given condition is not causally related to the outcome and can either be present or absent. Larger circles indicate the condition is central or core to a configuration, while smaller circles indicate the condition is a contributing condition. I will unpack my findings in the results section (Chapter 5) and develop my mid-range theory based on the findings and patterns in the discussion (Chapter 6).

Generalizability

While my study focuses on a single platform, I believe the findings will be generalizable for several reasons. First, the design of the platform is similar to many other platforms within the sharing economy in terms of the reliance on propriety and collective legitimacy evaluations (Luca, 2016) (see Venture Webpage design section in Study I). Second with the increasing use of social media and digital technologies in organizing the increasingly dominant medium through which business is being conducted is the internet and platform ecosystems (Leonardi & Vaast, 2016; Luca, 2016). Third, I study my questions across multiple contexts and types of entrepreneurs which helps to increase the generalizability of my findings.

Chapter 5
Dissertation Results

Chapter 4 outlined my research methodology for each study. In this chapter I report the findings of my analyses for each of my studies.

Section 5.1: Study I Results

In this section I summarize the results of my online decision choice study. I first summarize the results of several pilot studies that were conducted in order to validate several of the instruments used in the study. Then I discuss the process of constructing the website and provide images of the finished product. Following this I move on to report the descriptive statistics for my study variables and participants and then the results of my hypothesis testing.

Section 5.1.1: Pilot Tests

The first pilot study I conducted was to ensure that the narrative descriptions and pictures I would use on each listing web page were framing the values I wanted them to. First, I constructed the 12 short and long descriptions based off of real Airbnb profile pages while incorporating value laden language. For the short descriptions which would be on the Main listings page where all 13 listings would be viewable, I kept the word count to 10 or less based on the Airbnb guidelines. For the longer descriptions, I kept the aligned narratives to around 135 words and the bridging narratives to around 180 words. These word counts were right around the average of the typical longer descriptions found on actual Airbnb profile pages. I allowed for the bridging narratives to be a little longer because to frame the bridging I incorporated additional value laden language from the value being bridged (e.g., Self-Transcendent) to the base aligned value description (e.g., Self-Enhancement). These word counts were right around the average of

the typical longer descriptions found on actual Airbnb profile pages. This ensured that there was clear bridging occurring. Table 5.1.1 includes the short and long narrative descriptions, word counts, values being framed and where the value bridging occurs.

For the pictures, I sourced most of the visuals from actual Airbnb profiles to increase the external validity of the study. Each listing had 10 photos however, I only needed 40 photos to represent 10 for each of the four broad types of values. The actual photos used in the pilot study and website design can be seen in Appendix C.

I conducted the pilot study in two undergraduate Principles of Management classes. The students were offered extra credit in return for taking part in the study. A total of 70 students participated but 3 observations had to be dropped because they were incomplete. The students were asked to rate the descriptions and 4 series of photos as to the type or type (s) of broad values that they believed were being framed. The average agreement across raters was 93% (N=67). This provided strong support that the narratives and photos were framing the values that I was intending them to.

The next pilot study I conducted was to test for host attractiveness. I sourced host photos from existing Airbnb profiles. I included 6 females and 6 males that were half black and white. I conducted the pilot study in an Undergraduate Management and Human Resources class. The students were shown 1 of the 12 hosts photos randomly and asked to rate the host's attractiveness. A one-way analysis of variance (ANOVA) test was run to see if there were any differences in the mean attractiveness ratings of hosts. The results showed that there were no statistically significant differences F (11, 105) = 1.87 p= n.s.

Table 5.1.1 Narrative Descriptions Used for Websites[1]

Values Being Framed	Where Value Bridging Occurs	Short Description (Main Page)	Longer Description (Sub-Page)
Self-Enhancement	Aligned no Bridging	5 star luxurious home in exclusive location (7)	This luxurious home is located in one of the most exclusive locations. You cannot find a more in demand location than this one. The neighborhood includes high-end shops, boutiques, and 5 star restaurants. The home is meticulously kept and completely updated with high end finishes. The living room includes a brand new high definition 50-inch smart TV, leather sectional, custom made fire place and floor to ceiling windows for you to enjoy the exclusive view. The modern, updated kitchen includes granite countertops, custom made cabinets, industrial cooktop, and newly installed stainless steel appliances. The bathroom is completely updated and includes a huge shower with marble finishes and a massive closet for storage. The bedroom includes a King bed and has its own balcony so you can enjoy the incredible view of the exclusive neighborhood. (134)
Self-Enhancement and Self-Transcendent	Main Page	5 star luxury, exclusive location and eco-friendly home (8)	This 5 Star luxurious home is located in an exclusive location. You cannot find a more in demand location than this one. The neighborhood includes high-end shops, boutiques, and 5 star restaurants. The home is meticulously kept and completely updated with high end finishes throughout. In addition, the home was constructed to the highest "green" standards to help conserve energy while still delivering all the high-end touches to allow guests to have a luxurious stay. The modern kitchen includes granite counter-tops, custom made cabinets, industrial cooktop, and stainless steel appliances that are eco-friendly. The bedroom includes a King bed made from recycled wood and a balcony with an incredible view of the exclusive neighborhood and a small vegetable garden. The living room includes an energy saving high definition 50-inch smart TV, couch, and custom made fire place. The bathroom is completely updated and includes a huge shower with water conserving technology and marble finishes. Also because we care about our guests and want them to feel pampered, we leave numerous recommendations for the best outdoor activities, exclusive restaurants and events in the neighborhood. (183)

Openness to Change and Conservation	Sub-Page	Eclectic and Unique home in hip neighborhood (7)	This unique, eclectic, clean home, is located in an extremely safe neighborhood. The neighborhood includes numerous unique restaurants and cafes that inspire your creativity. In addition, the neighborhood is family friendly, includes a park, grocery store and has an old main street like feel to it. The unique home is spotless, has a private entrance and comes with everything that you would need in a traditional home. The space is perfect for inspiring you with its energy and creative pieces of artwork that have been collected during travels around the world. You can find these pieces of art littered throughout the home. The home is designed following a traditional open concept floor plan. The living space has exposed brick and large wood beams, and includes furniture that has been handcrafted or restored by local artists along with a traditional sectional sofa and TV. The kitchen is equipped with a stove, microwave, refrigerator, plenty of counter space and island that is perfect for hanging or doing artwork around. Also there is a large dining table for family style meals. (178)
Self-Transcendent and Self-Enhancement	Sub-Page	Eco-friendly and Welcoming home (4)	Eco-friendly and welcoming home in an exclusive location with high end finishes. The home is built with completely recycled materials and powered by solar panels. The neighborhood includes high-end shops, boutiques, and restaurants. The home was constructed to the highest "green" standards to help conserve energy while still being a welcoming and luxurious oasis for guests. The home is meticulously kept and completely updated with high end eco-friendly finishes. The bedroom includes a queen-sized bed made from recycled wood and several windows to enjoy the natural sunlight. The updated kitchen includes all eco-friendly appliances, granite countertops and custom made recycled wood cabinets. The living room includes floor to ceiling windows for you to enjoy the natural sunlight and exclusive view. The bathroom includes a huge water conserving shower with marble finishes. The home also includes an herb and vegetable garden which guests are free to use, along with anything in the fridge, if they desire to cook fresh meals. Also because we care about our guests we leave numerous recommendations for the best outdoor activities, 5 star restaurants and community events in the neighborhood. (184)

Self-Transcendent and Self-Enhancement	Main Page	Eco-friendly home in exclusive location with high end finishes (9)	This welcoming and eco-friendly home is a natural haven. The home is built with completely recycled materials and powered by solar panels. The home was constructed to the highest "green" standards to help conserve energy while still being a welcoming and luxurious oasis for guests. The home is meticulously kept and completely updated with high end eco-friendly finishes. In addition, the home is located in an exclusive neighborhood that includes high-end shops, boutiques, and restaurants The bedroom includes a King sized bed made from recycled wood and several windows. The updated kitchen includes all eco-friendly appliances, granite countertops and custom made cabinets. The living room includes floor to ceiling windows for you to enjoy the exclusive view. The bathroom includes a huge water conserving shower with marble finishes. The home also includes an herb and vegetable garden which guests are free to use, along with anything in the fridge, if they desire to cook fresh meals. Also, because we care about our guests we leave numerous recommendations for the best outdoor activities, 5-star restaurants and exclusive events in the neighborhood. (180)
Self-Enhancement and Self-Transcendent	Sub-Page	Luxurious home in exclusive location (5)	This luxurious home is located in one of the most exclusive locations. You cannot find a more in demand location than this one. The neighborhood includes high-end shops, boutiques, and 5 star restaurants. The home is meticulously kept and completely updated with high end and eco-friendly finishes. It was constructed to the highest "green" standards to help conserve energy while still delivering all the high-end touches to allow guests to have a luxurious stay. The living room includes a brand new energy saving high definition 50-inch smart TV, couch, and custom made fire place. The modern kitchen includes granite counter tops, custom made cabinets, industrial cook top, and stainless steel appliances that are eco-friendly. The bedroom includes a King bed made from recycled wood and a balcony with an incredible view of the exclusive neighborhood and a small herb and vegetable garden. The bathroom has a huge shower with marble finishes and a massive closet for storage. Also because we care about our guests we leave numerous recommendations for the best outdoor activities, farm to table restaurants and community events in the neighborhood. (183)

Conservation and Openness to Change	Main Page	Traditional and clean home with unique touches in hip neighborhood (10)	This traditional home is located in an extremely safe neighborhood is spotless and ready for your stay. The charming and classic neighborhood is family friendly, includes a park, and has an old main street like feel to it. In addition, there is a grocery store around the corner. The comfortable and quiet home has a private entrance and comes with everything that you would need in a traditional home while still offering a unique experience. The home is perfect for inspiring you with its energy and creative pieces of artwork that have been collected during travels around the world. The home is designed following a traditional open concept floor plan and includes furniture that has been handcrafted or restored by local artists. The kitchen is equipped with a stove, microwave, refrigerator, plenty of counter space and a large dining table for family style meals or working on artistic projects. The living area includes a TV, board games, several sofas and a stereo system to get the creative juices going. The bedroom includes a traditional queen bed and attached bathroom with stylish finishes. (182)
Conservation and Openness to Change	Sub-Page	Traditional and clean home, in a safe neighborhood (8)	This traditional and clean home with unique touches, is located in a vibrant and hip neighborhood. The charming and classic neighborhood is family friendly, includes a park, and has a main street full of shops that mix traditional with unique. In addition, there is a grocery store around the corner. The comfortable and quiet home has a private entrance and comes with everything that you would need in a traditional home while still offering a unique experience. The home is perfect for inspiring you with its energy and creative pieces of artwork that have been collected during travels around the world. The kitchen is equipped with a stove, microwave, refrigerator, plenty of counter space and island that is perfect for hanging or working around. In addition, there is a large dining table for family style meals or working on artistic projects. The living area includes a TV, board games, several sofas and a stereo system to get the creative juices going. The bedroom includes a traditional queen bed, attached bathroom and walk in closet for all your storage needs. (179)
Conservation	Aligned no Bridging	Traditional, clean home, in a safe neighborhood (7)	This traditional home that is located in an extremely safe neighborhood is spotless and ready for your stay. The charming and classic neighborhood is family friendly, includes a park, and has an

			old main street like feel to it. In addition, there is a grocery store around the corner. The comfortable and quiet home has a private entrance and comes with everything that you would need in a traditional home. The kitchen is equipped with a stove, microwave, refrigerator, plenty of counter space and island that is perfect for hanging or working around. In addition, there is a large dining table for family style meals. The living area includes a TV, board games and several sofas. The bedroom includes a traditional queen bed, attached bathroom and walk in closet for all your storage needs. (134)
Openness to Change	Aligned no Bridging	Unique and eclectic home in hip neighborhood (7)	This is a one of a kind home with eclectic finishes that is located in a hip, up in coming neighborhood. The neighborhood includes numerous unique restaurants and cafes that inspire your creativity. There is nothing generic or stock about this home. The space is perfect for inspiring you with its energy and creative pieces of artwork that have been collected during travels around the world. You can find these pieces of art littered throughout the home. The home is designed following an open concept floor plan and includes furniture that has been handcrafted or restored by local artists. The living room has exposed brick and large wood beams, the kitchen has a communal table and stylish appliances. The bedroom includes a queen bed made by a local artist and the bathroom has stylish updates. (135)
Openness to Change and Conservation	Main Page	Unique, eclectic, and clean home in a safe neighborhood (9)	This one of a kind home with eclectic finishes is located in a hip, up in coming neighborhood. The neighborhood includes unique restaurants and cafes that inspire your creativity. In addition, the charming neighborhood is family friendly, includes a park, grocery store and has a main street full of shops that mix unique with traditional. The space is perfect for inspiring you with its energy and creative pieces of artwork that have been collected during travels around the world. The unique and comfortable home has a private entrance and comes with everything that you would need in a traditional home. The living room has exposed brick and large wood beams, the kitchen has a communal table and stylish appliances. The kitchen is equipped with a stove, microwave, refrigerator, plenty of counter space and island that is perfect for hanging or work on art projects. In addition, there is a large dining table for family style meals or working on artistic projects. The

			bedroom includes a queen bed made by a local artist and the bathroom has stylish updates. (178)
Self-Transcendent	Aligned no Bridging	Welcoming, Eco-friendly home (3)	Eco-friendly home that is welcoming to all guests and a natural haven. The home is built with completely recycled materials and powered by solar panels. It was constructed to the highest "green" standards to help conserve energy while still being a welcoming oasis for guests to enhance their stay. The bedroom includes a queen-sized bed made from recycled wood and several windows to enjoy the natural sunlight. The kitchen includes all eco-friendly appliances and the bathroom includes a water conserving shower. The home also includes an herb and vegetable garden which guests are free to use, along with anything in the fridge, if they desire to cook fresh meals. Also because we care about our guests we leave numerous recommendations for the best outdoor activities, farm to table restaurants and community events in the neighborhood. (135)
None (control)		N/A	Left blank

1. Word count for the descriptions are in parentheses.

Section 5.1.2 Legitimate Distinctiveness Scale Development

I had to develop a scale to capture individuals perceptions of the legitimate

distinctiveness of the listings that they selected given there was none that existed in the

legitimacy literature. The first step in this process was the generation of scale items using the

legitimacy literature (Navis & Glynn, 2011; Voronov et al., 2013). Based on my literature review

I generated 5 initial scale items. The initial items generated can be seen below in Table 5.1.2.

Table 5.1.2 Initial Legitimate Distinctiveness Scale Items

Item Number	Scale Item
Item 1	I feel the venture will be able to attract resources because the venture conforms to what is valued in traditional ventures in the industry and simultaneously offers something uniquely distinct.
Item 2	I feel the venture will be able to attract resources because the venture aligns with established values, norms, and beliefs and, delivers something distinct from established values, norms and beliefs surrounding a traditional venture in the industry.
Item 3	I feel the venture will be able to attract resources because the venture conforms to established standards surrounding ventures in the industry, while also deviating from established standards to offer something unique.
Item 4	I feel the venture will be able to attract resources because the venture conforms with notions of what a venture ought to be while also offering something uniquely distinct from traditional ventures in the industry.
Item 5	I feel the venture will be able to attract resources because the venture aligns with established notions of what a venture ought to be while also offering an adaptation that is new and distinct from ventures in the industry.

Following the item generation, I conducted a pilot study to test the construct validity of

these five items. I adapted the approach outlined by Pollack and colleagues (2012) to conduct the

pilot study. I recruited students from an undergraduate Management class to take part in the

study. Those who agreed to take part were instructed to watch a short video of a grand opening

of a new grocery store in the Northeastern United States. The grocery store was Wegman's

which combines the offerings of a traditional grocery store while also including unique offerings

such as a gourmet restaurant in the store and wide selection of cook to order food. Hence, it

provided an appropriate example because it can be considered legitimately distinct within the grocery store industry. Following the video, the students were asked to respond to each item on a 1 (strongly disagree) to 5 (strongly agree) Likert scale. A total of 97 students completed the survey.

     Exploratory Factor Analysis (EFA). The survey information was utilized to conduct and exploratory factor analysis (EFA). I ran the EFA in STATA 14 using the *factor* command and principal axis factoring with varimax rotation. I utilized eigenvalues and the scree plot criterion to determine how many factors to retain. Based on this a one factor model was deemed appropriate and analyzed to determine whether any of the items should be dropped. Looking at the items that loaded on the single factor, item 2 had a low factor loading on the single factor (<.50). Based on this I dropped item 2 and reran the analysis to see how this influenced the factor. The estimated one factor solution minus the second item accounted for 63% of the variance and exhibited a KMO measure of sampling adequacy of .78. All communalities (i.e., uniqueness in STATA) ranged from .37 to .69. Table 5.1.3 illustrates that factor loadings

Table 5.1.3 Rotated Factor Matrix from EFA[1]

	Factor
Item	1
Item_1	.76
Item _3	.72
Item _4	.75
Item_5	.55
Eigenvalue	1.96
Variance explained	63%

1.   N=97

     Confirmatory Factor Analysis (CFA). Following the EFA I conducted another pilot study to further test the construct validity of the scale. I used the same design as I did for the EFA, showing a short video followed by a short survey with the scale items. Participants responded to each item on the survey using a 1 (strongly disagree) to 5 (strongly agree) Likert

scale. I recruited participants for this study from two different undergraduate Management

classes than the one I utilized for the EFA. A total of 63 students agreed to participate in the

survey. However, this number was reduced to 50 after I removed those who did not complete the

survey by responding to all the questions. A 4-item confirmatory factor analysis model that

declared one latent variable, legitimate distinctiveness, was estimated using STATA 14.

Inspection of the model indicated that it was a good fitting model (x^2= 2.14, df=2, p=.3429,

RMSEA=.037, p-close=.387, CFI=.997, TLI=.992, SRMR=.039, CD=.836). Following this, I

attempted to see if there were any potential modifications I could make to the model. There were

no additional modification indices reported to improve model fit. Therefore, given the good fit of

the model I decided to retain the estimated model. Finally, I ran a reliability analysis to

determine the alpha of the 4 scale items. Results showed an acceptable alpha level of .78

(Nunnaly, 1978). Table 5.1.4 reports the final scale items and alpha and Figure 5.1.2 illustrates

the path diagram with standardized coefficients.

Table 5.1.4 Final Legitimate Distinctiveness Scale Items

Item Number	Scale Item (Cronbach's alpha=.78)
Item 1	I feel the venture will be able to attract resources because the venture conforms to what is valued in traditional ventures in the industry and simultaneously offers something uniquely distinct.
Item 2	I feel the venture will be able to attract resources because the venture conforms to established standards surrounding ventures in the industry, while also deviating from established standards to offer something unique.
Item 3	I feel the venture will be able to attract resources because the venture conforms with notions of what a venture ought to be while also offering something uniquely distinct from traditional ventures in the industry.
Item 4	I feel the venture will be able to attract resources because the venture aligns with established notions of what a venture ought to be while also offering an adaptation that is new and distinct from ventures in the industry.

Figure 5.1.2 Path Diagram of Legitimate Distinctiveness Scale
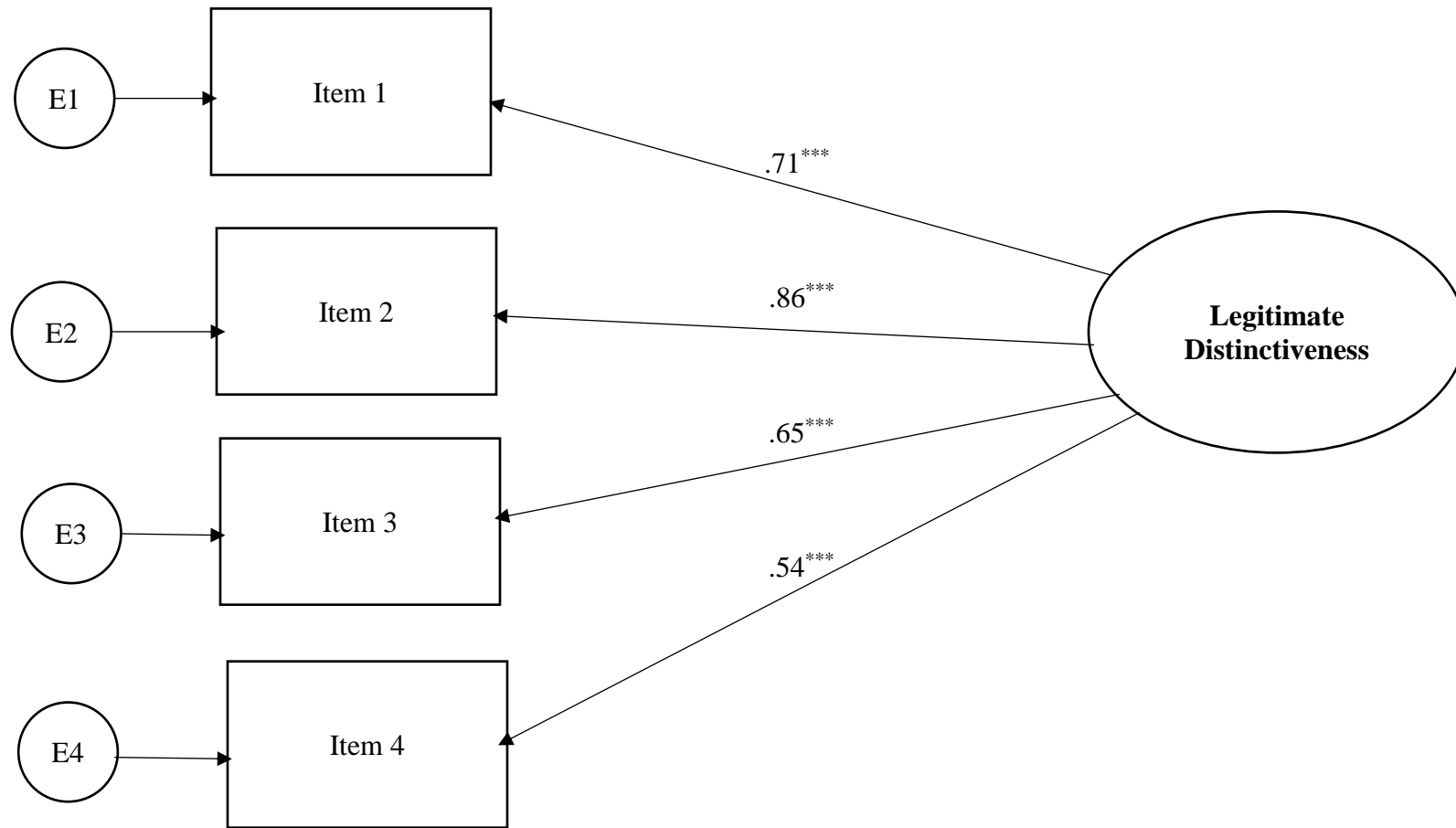
Section 5.1.3: Website Construction

As part of my study I needed to construct a website analogous to Airbnb to run my experiment. Given I had no previous experience in website construction, I turned to Campus Web Solutions at the Office of Information Technology (OIT) at Auburn University for help. I met with the director and development team at OIT multiple times during the fall 2017 semester to design what I needed in my website and to ensure that data collected would remain anonymous. Once we settled on a design, I was given a quote and I signed the contract for the construction of the website in January 2018. The total cost to construct the website for my dissertation was $3,720.

To create the websites that I was going to use for my study, I needed to upload the pictures, narratives, and host photos that I used in my pilot testing. To design the website, I was able to use Excel CSV files that contained a variable for each column and an observation in each row. This made the design of my websites very easy which is something that I wanted to have. I created the 12 listings with different values being framed and one control listing for a total of 13 listings. Appendix A contains screenshots of my AUBnb website that was used for study I.

Section 5.1.4: Hypotheses Testing

To conduct my study, I needed to recruit students in various colleges at Auburn University. I used two different methods to recruit participants for my study. First, I asked fellow PhD students and professors in the Management department to distribute the survey in their classes. Second, I emailed classes outside of the college of business with my recruitment email to encourage them to take part in the study. In total I was able to recruit 330 participants to signup to take part in the study. However, this number was reduced to 245 who completed both the Time 1 survey and Time 2 decision choice and short survey for a 74% completion rate. Hence, the final sample size used to analyze my hypotheses was 245.

Table 5.1.5 reports the means, standard deviations and intercorrelations for all study variables. The final sample was pretty balanced in regard to gender, with 113 males (46%) and 132 females (54%). There was also good diversity in terms of the majors of students who took part in the study, with 47 majors represented in the data. The average age of participants was about 22 years old. The sample was predominately White (82.86%) followed by Asian (6.12%), African American (5.71%), Hispanic (2.86%) and Other (2.45%). Most students were U.S. citizens (96.33%) rather than International students (3.67).

Table 5.1.5 Means, Standard Deviations and Intercorrelations among Study Variables.

Variable	M	SD	1	2	3	4	5	6	7	8	9
Student Demographics											
1. Gender (0=male, 1=female)	.54	.50									
2. Age (in years)	21.86	3.77	-.07								
3. Race (0=White, 1=Black, 2=Asian, 3=Hispanic, 4=other)	.36	.91	.0004	.04							
4. Citizenship (0=US 1=International)	.04	.19	.05	.01	.31*						
Perceived Website credibility											
5. Website Believability	4.16	.86	.05	-.003	-.09	.01					
6. Website Accuracy	3.13	.76	.04	.03	-.08	.05	.18*				
7. Website Fairness	4.27	.92	.03	-.11	-.10	-.11	.31*	.14*			
8. Website In-depth	3.45	1.13	.12	-.01	.01	-.04	.07	.12	.12		
Student Values											
9. Self-enhancement Values	11.31	2.04	.02	-.06	-.02	.07	-.06	-.06	-.01	.12	
10. Self-transcendent Values	22.53	2.73	.15*	-.0006	.12	-.01	.06	-.01	.16*	.04	-.04
11. Openness to Change Values	17.93	2.56	.05	.01	.04	.09	.04	.08	.07	.22*	.24*
12. Conservation Values	21.21	3.12	.08	.01	.12	.01	.03	.001	.04	.02	.16*
Value Spheres											
13. Self-enhancement Value Sphere (1=yes, 0= no)	.70	.46	-.34*	.05	.18*	.13*	-.10	-.05	-.08	-.11	.04
14. Self-transcendent Value Sphere (1=yes, 0=no)	.30	.46	.34*	-.05	-.18*	-.13*	.10	.05	.08	.11	-.04
15. Future Travel Plans	2.73	1.04	-.003	-.13*	.02	-.10	-.06	-.002	-.02	-.02	.08
Perceived Legitimate Distinctiveness of Listing											
16. Item 1	3.92	.94	.12	.01	.04	-.01	.16*	.04	.12	-.05	.14*
17. Item 2	3.97	.98	.05	-.01	.10	-.04	.20*	.17*	.14*	.07	.02
18. Item 3	3.90	.99	.20*	-.07	.12	.04	.13*	.15*	.18*	.15*	.02
19. Item 4	4.06	.93	.20*	.01	.07	.03	.16*	.17*	.28*	.07	.11
Student Website Behavior											

Variable	M	SD	1	2	3	4	5	6	7	8	9
20. Time spent on Main Listings Page (in minutes)	1.73	2.28	-.02	.06	-.002	-.05	.01	.08	-.06	.02	-.05
21. Time spent on Sub-listing Pages (in minutes)	1.75	6.39	-.12	-.02	.04	-.03	.02	.04	-.006	.08	.09
22. Number of Sub-listing Pages Visited	1.99	1.70	.03	-.0003	.10	.03	.03	-.03	.01	-.001	-.09
23. Number of Photos Viewed	2.24	6.14	-.03	.10	.001	-.05	-.03	.02	.09	.06	-.02
24. Venture Booked	5.95	3.89	.18[*]	-.06	.03	.03	-.03	-.02	-.02	-.07	-.09

N=245

Note: Venture Booked was a polynomial DV in that there were 13 potential listings for students to choose from.

Table 5.1.5 Continued Means, Standard Deviations and Intercorrelations among Study Variables.

Variable	10	11	12	13	14	15	16	17	18	19	20
Student Demographics											
1. Gender (0=male, 1=female)											
2. Age (in years)											
3. Race (0=White, 1=Black, 2=Asian, 3=Hispanic, 4=other)											
4. Citizenship (0=US 1=International)											
Perceived Website credibility											
5. Website Believability											
6. Website Accuracy											
7. Website Fairness											
8. Website In-depth											
Student Values											
9. Self-enhancement Values											
10. Self-transcendent Values											
11. Openness to Change Values	.33*										
12. Conservation Values	.26*	-.02									
Value Spheres											
13. Self-enhancement Value Sphere (1=yes, 0= no)	-.05	-.02	.08								
14. Self-transcendent Value Sphere (1=yes, 0=no)	.05	.02	-.08	-1.0*							
15. Future Travel Plans	-.04	.09	-.03	-.06	.06						
Perceived Legitimate Distinctiveness of Listing											
16. Item 1	.07	.19*	.11	.02	-.03	.14*					
17. Item 2	.10	.13*	.10	-.03	.04	.12	.26*				
18. Item 3	.17*	.19*	.19*	-.12	.12	-.08	.21*	.24*			
19. Item 4	-.002	.09	.07	-.02	.02	.07	.26*	.34*	.25*		

Variable	10	11	12	13	14	15	16	17	18	19	20
Student Website Behavior											
20. Time spent on Main Listings Page (in minutes)	-.04	.07	.01	.03	-.03	-.07	.04	.01	.08	-.16[*]	
21. Time spent on Sub-listing Pages (in minutes)	.06	.02	.08	.08	-.08	-.07	-.05	.05	.06	-.01	.20[*]
22. Number of Sub-listing Pages Visited	.06	-.02	.03	.07	-.07	-.03	-.001	.01	-.02	-.06	.27*
23. Number of Photos Viewed	-.04	-.08	.04	.03	-.03	-.05	-.04	.04	-.08	.06	.20*
24. Venture Booked	.16[*]	.005	.01	-.07	.07	-.03	.01	-.03	.04	-.04	.07

N=245

Note: Venture Booked was a polynomial DV in that there were 13 potential listings for students to choose from.

Table 5.1.5 Continued Means, Standard Deviations and Intercorrelations among Study Variables.

Variable	21	22	23	24
Student Demographics				
1. Gender (0=male, 1=female)				
2. Age (in years)				
3. Race (0=White, 1=Black, 2=Asian, 3=Hispanic, 4=other)				
4. Citizenship (0=US 1=International)				
Perceived Website credibility				
5. Website Believability				
6. Website Accuracy				
7. Website Fairness				
8. Website In-depth				
Student Values				
9. Self-enhancement Values				
10. Self-transcendent Values				
11. Openness to Change Values				
12. Conservation Values				
Value Spheres				
13. Self-enhancement Value Sphere (1=yes, 0= no)				
14. Self-transcendent Value Sphere (1=yes, 0=no)				
15. Future Travel Plans				
Perceived Legitimate Distinctiveness of Listing				
16. Item 1				
17. Item 2				
18. Item 3				

Variable	21	22	23	24
19. Item 4				
Student Website Behavior				
20. Time spent on Main Listings Page (in minutes)				
21. Time spent on Sub-listing Pages (in minutes)				
22. Number of Sub-listing Pages Visited	.13[*]			
23. Number of Photos Viewed	.30[*]	.45[*]		
24. Venture Booked	.06	.003	.11	

N=245

Note: Venture Booked was a polynomial DV in that there were 13 potential listings for students to choose from.

Hypothesis 1 proposed that consumers would perceive ventures that framed value bridging as more legitimate than those that only framed a single value. To test the hypothesis, I conducted a T test to compare the mean legitimate distinctiveness ratings of students based on whether they selected a value aligned or bridged listing. I ran the analysis in STATA 14 using the *ttest* command and specifying my grouping variable. Table 5.1.6 illustrates the results of the analysis. We can see the mean legitimate distinctiveness rating of those who selected value aligned (1) versus value bridged (0) listings is very close. Furthermore, looking at the test statistic we can see that there is no statistical difference between the means. Finally, I tested to see if the mean time spent on value aligned versus bridged listing pages differed. Table 5.1.7 reports these results. Time was measured in terms of minutes spent on a specific page and was automatically tracked when interacting with the website. Again, the means are not statistically different. Hence, Hypothesis 1 was not supported.

Table 5.1.6 Hypothesis 1 Analysis Results with Legitimate Distinctiveness Scale DV

Group	Obs.	M	Std. Err.	Std. Dev.	95% Confidence Interval	
0	133	15.68	.23	2.64	15.23	16.14
1	112	16.05	.23	2.49	15.59	16.52
Combined	245	15.85	.16	2.57	15.53	16.18
diff		-.37	.33		-1.02	.28
Test Statistic: Pr (|T| > |t|) =.26						

Table 5.1.7 Hypothesis 1 Analysis Results with Temporal DV

Group	Obs.	M	Std. Err.	Std. Dev.	95% Confidence Interval	
Time on Aligned	245	1.08	.34	5.26	.42	1.74
Time on Bridged	245	.66	.23	3.62	.20	1.11
diff	245	.43	.41	6.37	-.38	1.23
Test Statistic: Pr (|T| > |t|) =.30						

Hypotheses 2a and 2b proposed that a consumer's value sphere would influence consumers perceptions of a ventures legitimacy such that the relationship will be weakened for consumers more experienced in self enhancement/conservative value spheres (e.g., Business Schools and Hard Sciences) whereas it would be strengthened for consumers more experienced in self-transcendent/openness to change value spheres (e.g., Liberal Arts and Soft Sciences). The first step to test this hypothesis was classifying students into either self-enhancement or self-transcendent value spheres based on their majors of study. This was done by categorizing those within the College of Business, Engineering and Hard Sciences within the Self-enhancement value sphere and those within the College of Liberal Arts, Nursing, Agriculture and Soft Sciences within the Self-transcendent value sphere. Table 5.1.8 details the classification of students based on major into their value spheres.

Table 5.1.8 Overview of Value Spheres Categorization

Major	Total Count	College	Value Sphere
Accountancy	19	Business	Self-enhancement/Conservation
Animal Sciences Pre-Vet	1	Agriculture	Self-enhancement/Conservation
Apparel Merchandising	13	Human Sciences	Self-transcendent/Openness
Aviation Management	8	Management	Self-enhancement/Conservation
Biomedical Sciences	8	Science & Math	Self-enhancement/Conservation
Building Science	13	Architecture, Design, & Construction	Self-enhancement/Conservation
Business Analytics	1	Business	Self-enhancement/Conservation
Business Management	31	Business	Self-enhancement/Conservation
Chemical engineering	3	Engineering	Self-enhancement/Conservation
Chemistry	2	Science & Math	Self-enhancement/Conservation
Civil Engineering	1	Engineering	Self-enhancement/Conservation
Communication	11	Liberal Arts	Self-transcendent/Openness
Computer Science	4	Engineering	Self-enhancement/Conservation
Entrepreneurship and Family Business	3	Business	Self-enhancement/Conservation
Engineering	1	Engineering	Self-enhancement/Conservation
Event Management	2	Human Sciences	Self-transcendent/Openness
Finance	16	Business	Self-transcendent/Openness
Fisheries and Aquatic Resources	1	Agriculture	Self-transcendent/Openness
Health Services Administration	5	Liberal Arts	Self-transcendent/Openness
History	1	Liberal Arts	Self-transcendent/Openness
Horticulture	1	Agriculture	Self-transcendent/Openness
Hospitality	8	Human Sciences	Self-transcendent/Openness
Human Development and Family Studies	1	Human Sciences	Self-transcendent/Openness
Human Resources Management	12	Business	Self-enhancement/Conservation
Industrial and Systems Engineering	1	Engineering	Self-enhancement/Conservation

Major	Total Count	College	Value Sphere
Industrial Design	1	Architecture, Design & Construction	Self-enhancement/Conservation
Information Systems Management, (MIS).	5	Management	Self-enhancement/Conservation
Interior Design	1	Human Sciences	Self-transcendent/Openness
International Business	1	Business	Self-enhancement/Conservation
journalism	1	Liberal Arts	Self-transcendent/Openness
Kinesiology	3	Education	Self-transcendent/Openness
Laboratory Science	1	Science & Math	Self-enhancement/Conservation
Marketing	17	Business	Self-enhancement/Conservation
Mechanical Engineering	6	Engineering	Self-enhancement/Conservation
Media Studies	1	Liberal Arts	Self-transcendent/Openness
Microbiology	2	Science & Math	Self-enhancement/Conservation
Molecular Biology	1	Science & Math	Self-enhancement/Conservation
Music Education	1	Education	Self-transcendent/Openness
Nursing	2	Nursing	Self-transcendent/Openness
Pharmacy	1	Science & Math	Self-enhancement/Conservation
Physical Activity and Health	1	Education	Self-transcendent/Openness
Political Science	2	Liberal Arts	Self-transcendent/Openness
Pre-Dental	1	Science & Math	Self-enhancement/Conservation
Psychology	10	Liberal Arts	Self-transcendent/Openness
Public Relations	6	Liberal Arts	Self-transcendent/Openness
Supply Cain Management	13	Business	Self-enhancement/Conservation
Totals	**245**		**171=Self-enhancement** **74=Self-transcend**

Classifying students into the various value spheres, allowed me to begin to run my analysis. To allow for easy interpretability I dummy coded whether a student belonged to a self-enhancement/conservation or self-transcendent/openness value sphere (Aiken & West, 1990; Walker et al., 2009). The first step was to check to see if my data actually did display a nested relationship. In other words, I proposed that a consumers' value sphere should have an affect above and beyond the level 1 individual influence on perceptions of legitimate distinctiveness. Thus, if there are differences between the means of self-enhancement/conservation and self-transcendent/openness value spheres then this provides justification for my proposed nested relationship. Thus, the first test I ran was a T test to see if there were differences between the means. Table 5.1.9 illustrates the result of the analysis. As we can see, the mean legitimate distinctiveness scores are very close between the two value spheres. Further, there is no statistical difference between the means. Hence, this does not support the presence of a nested relationship.

Table 5.1.9 Hypothesis 2a and 2b Analysis of Presence of Nested Relationship

Group	Obs.	M	Std. Err.	Std. Dev.	95% Confidence Interval	
Self-Transcendent Value Spheres	74	16.08	.30	2.59	15.48	16.68
Self-Enhancement Value Spheres	171	15.75	.20	2.56	15.37	16.14
Combined	245	15.85	.16	2.57	15.53	16.18
diff		-.37	.33		-1.02	.28
Test Statistic: Pr ($|T| > |t|$) =.36						

However, to be sure I ran the HLM model in STATA 14 using the *xtmixed* command specifying a restricted maximum likelihood model which is preferable to the maximum likelihood model when not dealing with large sample sizes (Rabe-Hesketh, & Skrondal, 2008). Further, I calculated an intraclass correlation following the analysis using the STATA

postestimation command of *estat icc*. Intra-class correlations can tell you whether the variance attributable to the higher-level units (i.e., value spheres), relative to that from the lower-level units (i.e., consumers), is significant. If it is significant it justifies the use of HLM, if not then there is not a nested relationship. The initial intercept only model can be seen in Table 5.1.10 along with the calculated ICC. The results of this analysis clearly illustrate that there is not a nested relationship in the data. More specifically, the LR test indicates a linear model is more appropriate and the ICC shows that there really is no correlation between a consumer's value sphere and their perceptions of a ventures legitimate distinctiveness. Thus, I fail to find support for my proposed relationships for hypotheses 2a and 2b.

Table 5.1.10 Summary of Hierarchical Linear Modeling for Value Spheres

Variables	Legitimate Distinctiveness
	Model 1
Fixed Effects	
Intercept	15.85
	(.16)
Random Effects	
Self-enhancement Value Sphere:	$8.04e^{-13}$
Identity	$(1.90e^{-09})$
Residual	6.61
	(.60)
LR Test	1.00
ICC Test	$1.2e^{-13}$

Hypothesis 3 proposed that consumers will perceive ventures that frame value alignment *then* a distinct adaptation as more legitimate. To test this hypothesis, I conducted another T test to compare the mean legitimate distinctiveness between those who selected a fully bridged listing (1) from those who selected either a fully aligned or sub-page bridging listing (0). Both latter types of listings framed value alignment on the Main listings page. Table 5.1.11 shows the

results of the analysis. Looking at the table we can see that the mean perceived legitimate

distinctiveness between the two groups is virtually the same. The test statistic shows there is no

statistical difference between the means. Hence, hypothesis 3 is not supported.

Table 5.1.11 Hypothesis 3 Analysis Results

Group	Obs.	M	Std. Err.	Std. Dev.	95% Confidence Interval	
0	201	15.83	.18	2.53	15.48	16.18
1	44	15.95	.42	2.78	15.11	16.80
Combined	245	15.85	.16	2.57	15.53	16.18
diff		-.12	.43		-.97	.72
Test Statistic: Pr ($|T| > |t|$) =.77						

Hypothesis 4 proposed that there was a direct relationship between consumers'

perceptions of a listings legitimate distinctiveness and the likelihood to select the venture. To test

this hypothesis, I utilized the *mlogit* command in STATA 14 which allows for the specification

of a Multinomial regression model. This model was required because my dependent variables,

listing choice could take a value from 1 to 13 to reflect each of the 13 listings on my website. I

control for students age, gender, race, and citizenship. Additionally, I control for the perceived

credibility (4 items) of the website, future Travel Plans, Total listing pages visited, Total number

of photos viewed and Time spent on Main listings page and Time spent on sub-listing pages.

Table 5.1.11 summarizes the results of this analysis. Each model corresponds to a specific listing

choice. I do not include the control model because no one selected this property. Hence, there are

12 models reported in Table 5.1.12.

Looking at Table 5.1.12 we can see that aside from one listing (4) perceptions of

legitimate distinctiveness is not a statistically significant predictor of listing choice. Hence, I fail

to find support for Hypothesis 4. However, examining the results does illustrate some interesting

trends which I explore further in some post-hoc analysis.

Table 5.1.12 Summary of Multinomial Regression Analysis for Hypothesis 4

Variables	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8	Model 9
				Listing Choice					
LEGDIST	-.07	.003	.06	.99***	.63	-.03	-.02	.11	-.001
	(.11)	(.17)	(.11)	(.17)	(.42)	(.13)	(.14)	(.20)	(.14)
Age	-.06	-.20	.06	2.59***	-.70	-.10	-1.92*	-.04	-.33
	(.05)	(.09)	(.05)	(.12)	(.41)	(.08)	(.81)	(.06)	(.23)
Gender	.74	.51	-.74	-12.46***	-1.05	2.25	.61	.51	1.64*
	(.59)	(.77)	(.60)	(1.14)	(1.85)	(.71)	(1.00)	(.84)	(.74)
Race	.42	.03	-.42	2.04***	.32	.43	-12.88***	-.32	.53
	(.35)	(.62)	(.35)	(.47)	(.57)	(.42)	(1.24)	(.57)	(.41)
Citizenship	-1.95	-19.18	1.95	-22.93***	-19.63***	-.57	-8.25	-18.26***	-1.33
	(1.37)	(1.43)	(1.37)	(2.54)	(2.07)	(1.57)	(3.87)	(1.57)	(1.34)
Website Believable	-.62	-.95	.62	-8.84***	-.79	-.93**	-.97	-1.29	-1.16**
	(.34)	(.44)	(.33)	(.88)	(.74)	(.34)	(.55)	(.46)	(.35)
Website Accuracy	-.40	.07	.40	-4.17***	.48	-.67	.15	.65	-.18
	(.38)	(.65)	(.38)	(.85)	(.43)	(.42)	(.88)	(.55)	(.49)
Website Fairness	.56	.22	-.55	7.07***	-.33	.38	-.58	.90	.75
	(.36)	(.36)	(.36)	(1.04)	(.60)	(.37)	(.49)	(.55)	(.36)
Website In-depth	-.02	-.08	.02	13.92***	.07	-.09	-.03	.28	-.55
	(.27)	(.33)	(.27)	(1.05)	(.74)	(.32)	(.46)	(.44)	(.29)
Travel Plans	.05	-.35	-.05	23.32***	-.34	.47	.85	-.09	-.03
	(.26)	(.36)	(.26)	(.96)	(.37)	(.31)	(.89)	(.61)	(.29)
Total Listing Pages Visited	.03	-.28	-.03	-.53	.44*	.05	-.08	.22	-.01
	(.19)	(.24)	(.19)	(.55)	(.23)	(.24)	(.33)	(.26)	(.26)
Total Photos Viewed	.09	.06	-.09	-12.69***	.03	.11	-4.73***	.08	.15
	(.07)	(.09)	(.07)	(1.18)	(.09)	(.08)	(.76)	(.10)	(.08)
Time on Main Listing Page	-.11	.11	.11	10.53***	-.03	-.26	.40	.15	.01
	(.15)	(.13)	(.15)	(.41)	(.73)	(.23)	(.37)	(.22)	(.18)
Time on Listing Sub-Pages	-.01	-.08	.01	-3.31***	-.34	-.16	-.26	-.81	-.17
	(.03)	(.09)	(.03)	(.87)	(.34)	(.16)	(.23)	(.44)	(.17)
Pseudo R^2= 0.16									

*p<.05 **p<.01 ***p<.001

Table 5.1.11. Continued Summary of Multinomial Regression Analysis for Hypothesis 4

Variables	Model 10	Model 11	Model 12
		Listing Choice	
LEGDIST	-.06	-.01	-.31
	(.12)	(.14)	(.17)
Age	-.33	-.11	-.24
	(.23)	(.08)	(.13)
Gender	1.64**	1.14	2.5**
	(.74)	(.74)	(.94)
Race	.53	.47	.49
	(.41)	(.38)	(.57)
Citizenship	-1.33	-1.10	-19.45***
	(1.34)	(1.63)	(1.27)
Website Believable	-1.15	-.10	-.30
	(.35)	(.40)	(.64)
Website Accuracy	(-.18)	-.60	-.03
	(.49)	(.47)	(.49)
Website Fairness	.75	-.02	.67
	(.37)	(.36)	(.55)
Website In-depth	-.56	-.003	-.46
	(.29)	(.36)	(.35)
Travel Plans	-.03	-.04	-.35
	(.29)	(.37)	(.36)
Total Listing Pages Visited	-.01	-.10	-.14
	(.26)	(.23)	(.31)
Total Photos Viewed	.15	.14	.14
	(.08)	(.08)	(.09)
Time on Main Listing Page	.01	.04	.02
	(.18)	(.14)	(.10)
Time on Listing Sub-Pages	-.17	-.01	.04
	(.17)	(.03)	(.03)

Pseudo R^2= 0.16

*p<.05 **p<.01 ***p<.001

Section 5.1.5: Post-Hoc Analysis

While I did not find support for any of the relationships that I proposed, I did notice some interesting trends in the data which led me to conduct several post-hoc analysis. First, given the results of my hypothesis testing, I was curious as to what participants ranked as the most important criteria for making their decisions. As part of the study, I asked participants to rank order the variables on the Main and Sub listings pages that they felt was most important when deciding what listing to choose. Tables 5.1.12 and 5.1.13 summarize the results. Looking at Table 5.1.12 we can see that price and photos are the two most important criteria on the Main Listings page. While this does not provide support for my hypotheses per se, it does support my logic that visuals play a major role in influencing consumers' decisions. The question moving forward is what is about the photos specifically that attracts individuals? I will discuss this point further in Chapter 6. In contrast, it appears the short description is not as important as I had thought it would be looking at the results. Almost half the participants ranked it as the least important criteria on the Main Listings page. Location appeared to be the third most important criteria for most participants. These results are quite interesting given that they only things that were manipulated between listings were the photos and short descriptions. The results provide some insight into the cognitive processes of consumers operating within the sharing economy when evaluating new ventures.

Moving to Table 5.1.13 we can see that again price and photos appear to be the most important criteria on the sub-listings pages. However, both location and amenities are also rather important to consumers. Unsurprisingly, star rating and number of reviews are not that important because no listings had any reviews. The demographic criteria of hosts tended to be ranked as the least important criteria among participants. However, stereotypes tend to be subconscious and we do not explicitly acknowledge them when asked (Carli, 2001). This coupled with knowledge

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surrounding the gendered nature of entrepreneurship (Jennings & Brush, 2013) led me to conduct further post hoc analysis to see what, if any, influence host gender and race had on participants decisions.

To test the influence of host gender and race I ran several additional logistic regression models. In the first model I wanted to see whether the host gender and race influenced whether participants selected a value aligned versus bridged property. This approach collapsed the 12 various listings into two categories Value Aligned and Value Bridged. I dummy coded the dependent variable, with 1 being they selected a Value Aligned property and 0 being they did not and, thereby selected a Value Bridged property. I used the *logit* command in STATA 14 with robust standard errors to run my model. Following this I added in the 4 broad types of values and participants Ideology to run an additional model. The results indicated that host gender (ß=3.09, p<.001) and host race (ß=-2.52, p<.001) were both associated with the likelihood to choose a value aligned versus bridged property. Ideology was marginally associated with the likelihood to choose a value aligned versus bridged listing (ß=-.24, p<.10). Participants 4 broad types of values were not associated at all with likelihood to choose a value aligned versus bridged property. Finally, I ran a regression model with all the same variables except used perceptions of a listing's legitimate distinctiveness as the dependent variable to understand what might be driving differences in legitimacy perceptions. Results indicated that participants gender (ß=1.03, p<.01) and race (ß=.53, p<.01) were associated with perceptions of a ventures perceived legitimate distinctiveness. Further Openness to Change values (ß=.20, p<.01) and Conservation values (ß=.09, p<.10) were both associated with perceptions of a ventures legitimate distinctiveness. This provides some support to the theoretical logic underpinning my hypotheses.

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Table 5.1.13 Decision Making Criteria for Main Listing Page

Criteria	Ranked Importance of Criteria					
	1	**2**	**3**	**4**	**5**	**6**
Price	37.96%	24.90%	17.14%	13.06%	3.27%	3.67%
Photos	36.73%	28.57%	17.55%	8.98%	7.35%	0.82%
Star Rating	4.08%	7.76%	22.45%	28.16%	33.47%	4.08%
Number of Reviews	0.41%	3.67%	5.71%	21.22%	27.35%	41.63%
Short Description	5.31%	10.61%	12.65%	15.92%	11.84%	43.67%
Location	15.51%	24.49%	24.49%	12.65%	16.73%	6.12%

Table 5.1.13 Decision Making Criteria for Sub Listings Pages

Criteria	Ranked Importance of Criteria											
	1	2	3	4	5	6	7	8	9	10	11	12
Price	26.94%	16.73%	16.73%	12.65%	5.71%	4.49%	4.9%	2.04%	3.67%	0.41%	0.82%	4.90%
Photos	22.04%	14.29%	13.47%	13.88%	9.80%	12.65%	5.31%	4.49%	2.04%	0.41%	0.82%	0.82%
Star Rating	3.27%	7.35%	5.71%	10.2%	13.06%	15.51%	20%	14.29%	4.49%	2.86%	2.45%	0.82%
Number of Reviews	1.22%	3.67%	12.65%	8.57%	12.24%	14.29%	13.88%	16.33%	12.65%	1.63%	0%	2.86%
Sleeping Arrangement	2.45%	4.90%	8.16%	8.57%	15.10%	14.29%	17.14%	21.63%	6.94%	0.41%	0.41%	0%
House Rules	0.41%	0.82%	0.41%	1.63%	4.49%	8.57%	11.02%	18.78%	39.59%	11.02%	2.04%	1.22%
Location	20%	22.45%	15.1%	17.96%	11.84%	6.94%	3.27%	0.41%	2.04%	0%	0%	0%
Long Description	5.71%	5.31%	6.94%	9.39%	9.8%	10.61%	9.8%	11.43%	15.1%	9.8%	5.71%	0.41%
Host Gender	0.82%	2.86%	2.45%	0.82%	0.82%	1.63%	1.63%	3.27%	5.71%	26.12%	34.29%	19.59%
Host Attractiveness	1.63%	1.63%	1.22%	1.22%	5.71%	2.45%	4.49%	2..45%	6.94%	33.88%	22.45%	15.92%
Host Race	1.63%	0.82%	0%	0.41%	0.41%	0%	0.41%	0.82%	0.41%	11.43%	30.61%	53.06%
Amenities	13.88%	19.18%	17.14%	14.69%	11.02%	8.57%	8.16%	4.08%	0.41%	2.04%	0.41%	0.41%

Section 5.1.6: Summary of Results

Table 5.1.14 summarizes the results of my hypothesis testing. Overall while I did not find

support for any of my hypotheses, I did begin to uncover some of the salient influences of

legitimation for new ventures operating online. Further, some of my post-hoc analyses showed

some interesting trends as well as provided some support to the importance that values play in

categorization processes. Hence, I believe that while disappointing, this study provides a solid

foundation moving forward to build upon and refine to further understanding surrounding

categorization processes (i.e., legitimation) in online contexts.

Table 5.1.14 Summary of Support for Hypotheses

Hypothesis	*Supported?*
Hypothesis 1: Consumers will perceive ventures that frame value bridging, alignment and offer a distinct adaptation to their values (i.e., legitimate distinctiveness) via narratives and pictures as more legitimate then ventures that only frame alignment with their values.	*No*
Hypothesis 2a: A consumers' value sphere (s) will moderate the relationship between a venture framing legitimate distinctiveness and a consumers' perception of the legitimacy of a venture such that the relationship will be *weakened* for consumers more experienced in self enhancement/conservative value spheres (e.g., Business Schools and Hard Sciences).	*No*
Hypothesis 2b: A consumers' value sphere(s) will moderate the relationship between a venture framing legitimate distinctiveness and a consumers' perception of the legitimacy of a venture such that the relationship will be *strengthened* for consumers more experienced in self-transcendent/openness to change value spheres (e.g., Liberal Arts and Soft Sciences)	*No*
Hypothesis 3: Consumers will perceive ventures that frame value alignment *then* a distinct adaptation as more legitimate.	*No*
Hypothesis 4*:* A venture's perceived legitimate distinctiveness is positively related to a consumers' likelihood to choose the venture.	*No*

Section 5.2 Study Two Results

In this section I report the results of my configurational fuzzy set analysis. Table 5.2.1 provides the descriptive statistics for all variables. The consistency, raw and unique coverages, cases per configuration for each configuration, and the overall solution consistency, coverage, and number of cases in the context that were used for the analysis are reported in the tables for each context. Consistency refers to the degree to which cases "agree" or consistently produce the same outcome of interest (Campbell et al., 2016; Ragin, 2008). Almost all of the cases display acceptable levels of raw and PRI consistency above the recommended cutoff of 75% (Dwivedi et al., 2017; Misangyi & Acharya, 2014; Ragin, 2008). While displaying acceptable levels of consistency, the configurations vary in degree of coverage. Coverage is a measure helping to provide insight into empirical relevance of each path. Somewhat similar to how variance is portioned in multiple regression, set methodology partitions coverage into "unique" and "raw" coverage. Unique coverage reflects how unique the configuration is, or how much of membership in the configuration (i.e., conditions) are not present in other configurations, suggesting the idiosyncratic, empirical relevance of each path (Ragin, 2006; Campbell et al., 2016). Raw coverage includes the overlap among cases—with some configurations displaying similar conditions across configurations (Misangyi & Acharya, 2014). Coverage, however, does not equate to theoretical importance (Ragin, 2006). A specific configuration may be relatively rare empirically (i.e., low unique coverage), but may help advance theory. Knowing all causal combinations leading to an outcome regardless of empirical relevance can be useful to building theory (Ragin, 2006; Campbell, et al., 2016). Additionally, in several of the contexts I use a larger than normal number of cases for the analysis (Dwivedi et al., 2017) which is why some of the coverages are low but nonetheless can be informative. Therefore, I include all configurations found and summarize the results below for each quadrant. I present the findings for the U.S.

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contexts followed by the finds for the International contexts. In reporting the results, I focus on which evaluations with core and contributing for each configuration. Then, in Chapter 6, I unpack and make sense of these findings by looking for patterns across and within contexts to begin to build theory surrounding legitimation in the sharing economy.

Table 5.2.1 Fuzzy Set Membership Calibration and Measure Descriptive Statistics[1]

	Attributes	Measure	Fuzzy Set Calibrations			Measure Descriptives			
	Attributes	Measure	Fully in	Crossover	Fully out	Mean	S.D.	Max	Min
1	Number of Reviews	Number of consumer evaluations a listing has received.	64 (95th percentile)	15 (75th percentile)	4 (50th percentile)	14.21	27.22	402	0
2	Accuracy[2]	Consumer evaluation of the accuracy of the description of listing.	Review scores=10		Review scores<10	9.4	.899	10	2
3	Cleanliness[2]	Consumer evaluation of the cleanliness of the listing	Review scores=10		Review scores<10	9.24	1.035	10	2
4	Check-in[2]	Consumer evaluations of the Check-in process of the listing	Review scores=10		Review scores<10	9.58	.798	10	2
5	Communication[2]	Consumer evaluations of the Communication with the host (i.e., entrepreneur) of the listing	Review scores=10		Review scores<10	9.62	.768	10	2
6	Location[2]	Consumer evaluations of the Location of a listing	Review scores=10		Review scores <10	9.4	.845	10	2
7	Value[2]	Consumer evaluations of Value in listing	Review scores=10		Review scores <10	9.20	.923	10	2
8	Superhost Badge	Whether listing received Airbnb's "superhost badge"	Endorsement		No Endorsement	0.08	0.26	1	0
9	Successful[3]	High performance based on low availability for the listing for the next 60 days	48 (75th percentile)	28 (50th percentile)	10 (25th percentile)	28.92	20.55	60	0
10	Unsuccessful[4]	Low performance based on high availability for the listing for the next 60 days	50 (75th percentile)	32 (50th percentile)	12 (25th percentile)	31.08	20.55	60	0

1. Descriptive statistics are based on all listings used in study II across all contexts, N= 51, 494.
2. These variables were calibrated using a crisp set approach based on the descriptive statistics which showed that such an approach was appropriate. A 10-review score, is the highest possible and therefore offers a clear categorical distinction whether the listing is fully legitimate in the given category or not.
3. The successful dependent variable was reverse coded based on the listings availability for the next 60 days so that higher values represent high performance with lower values representing worse performance.
4. The unsuccessful dependent variable is not reverse coded so higher numbers reflect that the listing is more available and therefore reflects lower performance

Section 5.2.1: U.S. Contexts
U.S., Shared Room, New Entrepreneur, context: In this context I found 4 successful configurations without a collective validation (i.e., superhost badge) (see Table 5.2.2). In configuration 1, the presence of the number of reviews and cleanliness, and absence of value were core, with the presence of accuracy, check-in, and communication as contributing. In configuration 2, the presence of number of reviews and communication and the absence of check-in were core conditions, with the absence of all other conditions as contributing conditions. Configuration 3 shows the presence of check-in and absence of communication as core conditions, with the presence of location and value and absence of number of reviews, accuracy, and cleanliness as contributing conditions. Configuration 4 shows the presence of the number of reviews and value and absence of cleanliness as core conditions with the presence of check-in and communication as well as absence of location as contributing conditions.

When I added the collective validity evaluation to the analysis, I also found 4 configurations (see Table 5.2.2). Configuration 1 is the exact same as configuration 2 in the successful without superhost badge expect the absence of the superhost badge is a contributing condition. Configuration 2 shows presence of location and absence of communication as core conditions, with the presence of value and check-in and absence of accuracy, cleanliness and number of reviews as contributing conditions. Configuration 3 is very similar to configuration 4 without the superhost badge, expect for the absence of the superhost badge and presence of accuracy as additional contributing conditions. Finally, configuration 4 shows the presence of the superhost badge as the only core condition, with the presence or number of reviews, accuracy, cleanliness, check-in, and communication and absence of location and value as contributing conditions.

Finally, I found four unsuccessful configurations in this context (see Table 5.2.2). Configuration 1 illustrates the presence of check-in and absence of number of reviews, accuracy, cleanliness, and value as core conditions, with the presence of communication and absence of a superhost badge as contributing conditions. Configuration 2 shows the presence of location and absence of accuracy, cleanliness, and value as core conditions, with the absence of number of reviews, superhost badge and presence of communication as contributing conditions. In Configuration 3 we see the presence of number of reviews and absence of communication as core conditions, with the absence of all other evaluations as contributing. Finally, in Configuration 4 we see the presence of accuracy, cleanliness, location and absence of value as core conditions, with the absence of number of reviews and superhost badge as well as presence of check-in and communication as contributing conditions.

Table 5.2.2 Configurations for U.S., Shared Room, New Entrepreneur, context[12]

	Successful				Successful with Platform Validation				Unsuccessful with Platform Validation			
	1	2	3	4	1	2	3	4	1	2	3	4
Propriety evaluations												
Number of Reviews	●	●	⊗	●	●	⊗	●	•	⊗	⊗	●	⊗
Accuracy	•	⊗	⊗		⊗	⊗	•	•	⊗	⊗	⊗	●
Cleanliness	●	⊗	⊗	⊗	⊗	⊗	⊗	•	⊗	⊗	⊗	●
Checkin	•	⊗	●	•	⊗	•	•	•	●		⊗	•
Communication	•	●	⊗	•	●	⊗	•	•	•	•	⊗	•
Location		⊗	•	⊗	⊗	●	⊗	⊗		●	⊗	●
Value	⊗	⊗	•	●	⊗	•	●	⊗	⊗	⊗	⊗	⊗
Collective validity evaluation												
Superhost Badge					⊗	⊗	⊗	●	⊗	⊗	⊗	⊗
Consistency	0.9	0.88	0.86	0.97	0.88	0.86	0.97	0.84	0.82	0.88	0.8	0.80
Raw Coverage	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.04	0.03	0.03	0.02
Unique Coverage	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.03	0.01	0.03	0.02
Number of Cases	5	2	2	2	2	2	2	2	9	6	3	5

Overall Solution Consistency	0.90		0.89	0.82
Overall Solution Coverage	0.07		0.05	0.11
Number of Cases in Context	315		315	315

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

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U.S., Shared Room, Experienced Entrepreneur, context: I found 3 successful

configurations without the collective evaluation in this context (see Table 5.2.3.). Configuration

1 shows the presence of cleanliness, check-in, and communication and the absence of number of

reviews and value as core conditions, with the presence of accuracy as the only contributing

condition. Configuration 2 illustrates the presence of the number of reviews and accuracy and

absence of cleanliness and value as core conditions, with the presence of check-in and

communication and absence of location as contributing conditions. In Configuration 3 we see the

presence of number of reviews, cleanliness, and the absence of accuracy and value as core

conditions, with the presence of check-in, communication, and absence of location as

contributing conditions.

When I added the collective validity evaluation, I also found 3 configurations.

Interestingly, Configurations 1 and 3 were the same as configurations 1 and 3 successful without

the superhost badge except that now the absence of the superhost badge was a contributing

condition (see Table 5.2.3). Configuration 2 is similar to configuration 2 without the superhost

badge except that the absence of location is now a core condition, with the absence of the

superhost badge as a contributing condition.

Finally, I found 3 unsuccessful configurations (see Table 5.2.3). The three configurations

I found were all permutations of each other meaning that they shared the same core conditions.

The core conditions were the presence of the number of reviews and location. Configuration 1a

had the presence of accuracy, check-in, communication, value and absence of superhost badge as

contributing conditions. Configuration 2 shows the absence of superhost badge and presence of

all other evaluations except for the core conditions as contributing conditions. Configuration 3

shows the absence of all other evaluations except those which are core as contributing

conditions.

Table 5.2.3. Configurations for U.S., Shared Room, Experienced Entrepreneur, context[123]

	Successful			Successful with Platform Validation			Unsuccessful with Platform Validation		
	1	2	3	1	2	3	1a	1a	1c
Propriety evaluations									
Number of Reviews	⊗	●	●	⊗	●	●	●	●	●
Accuracy	●	●	⊗	●	●	⊗	●	●	⊗
Cleanliness	●	⊗	●	●	⊗	●	●	●	⊗
Checkin	●	●	●	●	●	●	●	●	⊗
Communication	●	●	●	●	●	●	●	●	⊗
Location		⊗	⊗		⊗	⊗	●	●	●
Value	⊗	⊗	⊗	⊗	⊗	⊗	●	●	⊗
Collective validity evaluation									
Superhost Badge				⊗	⊗	⊗	⊗	⊗	⊗
Consistency	0.82	0.82	0.99	0.8	0.82	0.99	0.96	0.95	0.9
Raw Coverage	0.05	0.01	0.03	0.04	0.01	0.03	0.04	0.04	0.01
Unique Coverage	0.05	0.01	0.03	0.04	0.01	0.03	0.01	0.01	0.01
Number of Cases	6	2	4	5	2	4	12	11	3

Overall Solution Consistency	0.87			0.87			0.96		
Overall Solution Coverage	0.09			0.08			0.06		
Number of Cases in Context	371			371			371		

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Configurations 1a, 1b, 1c, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

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U.S., Private Room, Experienced Entrepreneur, context: I found 5 successful

configurations without the presence of a collective evaluation (see Table 5.2.4). In Configuration

1 we see the presence of accuracy and cleanliness and absence of number of reviews, check-in,

communication and location as core conditions, with the absence of value as a contributing

condition. Configuration 2 illustrates the presence of accuracy and value and absence of check-in

and communication as core conditions, with the absence of number of reviews, cleanliness and

presence of location as contributing conditions. Configuration 3 shows the presence of number of

reviews, accuracy, and location and absence of check-in and communication as core conditions,

with the absence of cleanliness and value as contributing conditions. Configuration 4 shows the

presence of number of reviews, accuracy, cleanliness, and location and absence of check-in as

core conditions, with the absence of value and presence of communication as peripheral

conditions. Finally, Configuration 5 illustrates the presence of number of reviews, cleanliness,

and value and absence of check-in as core conditions, with the presence of accuracy and

communication and absence of location as contributing conditions.

When adding the collective validity evaluation, I found 7 configurations (see Table

5.2.4). Configuration 1 shows the presence of number of reviews and superhost badge and

absence of communication as core conditions, with the absence of all other evaluations as

contributing conditions. Configuration 2 illustrates the presence of location and value and

absence of check-in and communication as core conditions, with absence of number of reviews,

cleanliness, superhost badge and presence of accuracy as contributing conditions. Configuration

3 is the same as Configuration 3 in the successful without platform validation except the absence

of the superhost badge is a contributing condition. Configuration 4 shows the presence of

accuracy, location, value, and absence of all other evaluations as core conditions. Configuration

5 shows the presence of number of reviews, cleanliness, location, communication and absence of check-in as core conditions, with presence of accuracy and absence of value and superhost badge as contributing conditions. Configuration 6 illustrates the presence of number of reviews, cleanliness, value and absence of check-in as core conditions, with the presence of accuracy and communication and absence of location and superhost badge as contributing conditions. Finally, Configuration 7 shows the presence of number of reviews, accuracy, value, and absence of cleanliness, location, and superhost badge as core conditions, with the presence of check-in and communication as contributing conditions.

Finally, I found 3 unsuccessful configurations (see Table 5.2.4). Configuration 1 shows the presence of number of reviews, cleanliness, and absence of accuracy, check-in, and location as core conditions, with the absence of value and superhost badge as contributing conditions. Configuration 2 shows the presence of accuracy, cleanliness, location and absence of check-in, value, and superhost badge as core conditions, with the absence of number of reviews as a contributing condition. Finally, Configuration 3 illustrates the presence of number of reviews, accuracy, cleanliness, location, and absence of value and superhost badge as core conditions, with the presence of check-in and communication as contributing conditions.

Table 5.2.4. Configurations for U.S., Private Room, Experienced Entrepreneur, context[12]

	Successful					Successful with Platform Validation							Unsuccessful with Platform Validation		
	1	2	3	4	5	1	2	3	4	5	6	7	1	2	3
Propriety evaluations															
Number of Reviews	⊗	⊘	●	●	●	●	⊘	●	⊗	●	●	●	●	⊘	●
Accuracy	●	●	●	●	•	⊘	•	●	●	•	•	●	⊗	●	●
Cleanliness	●	⊘	⊘	●	●	⊘	⊘	⊘	⊗	●		⊗	●	●	●
Checkin	⊗	⊗	⊗	⊗	⊗	⊘	⊗	⊗	⊗	⊗	⊗	•	⊗	⊗	•
Communication	⊗	⊗	⊗	•	•	⊗	⊗	⊗	⊗	●	•	•		•	•
Location	⊗	•	●	●	⊘	⊘	●	●	●	●	⊘	⊗	⊗	●	●
Value	⊘	●	⊘	⊘	●	⊘	●	⊘	●	⊘	●	●	⊘	⊗	⊗
Collective validity evaluation															
Superhost Badge						●	⊘	⊘	⊗	⊘	⊘	⊗	⊘	⊗	⊗
Consistency	0.81	0.98	0.82	0.84	0.9	0.9	0.98	0.81	0.91	0.84	0.90	0.80	0.90	0.93	0.82
Raw Coverage	0.001	0.001	0.002	0.001	0.001	0.001	0.001	0.002	0.003	0.001	0.001	0.01	0.01	0.002	0.02
Unique Coverage	0.001	0.001	0.002	0.001	0.001	0.001	0.001	0.002	0.003	0.001	0.001	0.01	0.01	0.002	0.02
Number of Cases	2	2	4	2	2	3	2	4	5	2	2	13	8	3	20

Overall Solution Consistency	0.85	0.85	0.85
Overall Solution Coverage	0.01	0.02	0.02
Number of Cases in Context	2,532	2,532	2,532

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by • (presence) and ⊗ (absence);
2. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

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U.S., Private Room, New Entrepreneur, context: I found 8 successful configurations

without including the superhost badge (see Table 5.2.5). Configuration 1 shows the presence of

value and absence of accuracy, check-in, and communication as core conditions, with the

absence of number of reviews and cleanliness as contributing conditions. Configuration 2

illustrates the presence of cleanliness, location, and absence of check-in and communication as

core conditions, with the absence of number of reviews and presence of accuracy as contributing

conditions. Configuration 3 shows the presence of cleanliness, value, and absence of check-in

and communication as core conditions, with the presence of accuracy and absence of location as

contributing conditions. Configuration 4 shows the presence of number of reviews and value and

absence of check-in and location as core conditions, with the presence of accuracy and

communication as contributing conditions. Configuration 5 illustrates the presence of accuracy,

cleanliness, communication, and absence of check-in, location, and value as core conditions with

the absence of number of reviews as a contributing condition. Configuration 6 shows the

presence of cleanliness, value, and absence of accuracy, communication and location as core

conditions, with the absence of number of reviews and presence of check-in as contributing

conditions. Configuration 7 shows the presence of number of reviews, communication, location

and absence of check-in and value as core conditions, with the absence of accuracy and

cleanliness as contributing conditions. Finally, Configuration 8 shows the presence of number of

reviews, value, and absence of accuracy and location as core conditions, with absence of

cleanliness and presence of check-in and communication as contributing conditions.

When I added the collective validity evaluation, I found 7 successful configurations (see

Table 5.2.5). Configurations 1 and 2 were the same as those successful without the superhost

badge except the absence of the superhost badge was a contributing condition.

Likewise, Configuration 3 is the same as Configuration 5, Configuration 4 is the same as Configuration 6, and Configuration 5 is the same as Configuration 7. This suggests the superhost badge plays little role in this context. Configurations 6a and 6b were permutations of each other, in that the shared the presence of number of reviews, value, and absence of check-in, location, and superhost badge as core conditions. Configuration 6a shows the presence of accuracy, cleanliness and absence of communication as contributing conditions. Configuration 6b shows the presence of accuracy, communication, and absence of cleanliness as contributing conditions.

Finally, I found 5 unsuccessful configurations (see Table 5.2.5). Configuration 1 shows the presence of number of reviews, check-in, and absence of cleanliness, communication, and location as core conditions, with the absence of value and superhost badge as contributing conditions. Configuration 2 shows the presence of check-in, superhost, and absence of cleanliness, location, and value as core conditions, with the presence of accuracy as a contributing condition. Configuration 3 illustrates the presence of cleanliness, check-in, and absence of accuracy, communication, location, and value as core conditions, with the absence of superhost and number of reviews as contributing conditions. Configuration 4 shows the presence of number of reviews, accuracy, and absence of cleanliness, check-in, location, and value as core conditions, with the absence of superhost and presence of communication as contributing conditions. Finally, configuration 5 shows the presence of number of reviews, value, and absence of accuracy and check-in as core conditions, with the absence of cleanliness, communication, superhost and presence of location as contributing conditions.

Table 5.2.5. Configurations for U.S., Private Room, New Entrepreneur, context[123]

	Successful								Successful with Platform Validation							Unsuccessful with Platform Validation				
	1	2	3	4	5	6	7	8	1	2	3	4	5	6a	6b	1	2	3	4	5
Propriety evaluations																				
Number of Reviews	⊘	⊘		●	⊘	⊘	●	●	⊘	⊘	⊘	⊘	●	●	●	●		⊘	●	●
Accuracy	⊗	•	•	•	●	⊗	⊘	⊗	⊗	•	●	⊗	⊘	•	•		•	⊗	●	⊗
Cleanliness	⊘	●	●		●	●	⊘	⊘	⊘	●	●	⊘	•	•	⊘	⊗	⊗	●	⊗	⊘
Checkin	⊗	⊗	⊗	⊗	⊗	•	⊗	•	⊗	⊗	⊗	•	⊗	⊗	⊗	●	●	●	⊗	⊗
Communication	⊗	⊗	⊗	•	●	⊗	●	•	⊗	⊗	●	⊗	●	⊘	•	⊗	⊘	⊗	•	⊘
Location		●	⊘	⊗	⊗	⊗	●	⊗		●	⊗	⊗	●	⊗	⊗	⊗	⊗	⊗	⊗	•
Value	●		●	●		●	⊗	●	●		⊗	●	⊗	●	●	⊘	⊗	⊗	⊗	●
Collective validity evaluation																				
Superhost Badge									⊘	⊘	⊘	⊘	⊘	⊗	⊗	⊘	●	⊘	⊘	⊘
Consistency	0.96	0.84	0.76	0.88	0.89	0.80	0.83	0.82	0.96	0.84	0.89	0.80	0.83	0.84	0.84	0.82	0.68	0.96	0.97	0.95
Raw Coverage	0.004	0.01	0.003	0.003	0.001	0.001	0.003	0.001	0.01	0.01	0.001	0.001	0.003	0.001	0.02	0.003	0.003	0.003	0.001	0.001
Unique Coverage	0.004	0.01	0.003	0.003	0.001	0.001	0.003	0.001	0.01	0.01	0.001	0.001	0.003	0.001	0.02	0.003	0.003	0.003	0.001	0.001
Number of Cases	8	11	6	6	2	3	8	2	8	11	2	3	8	2	4	6	7	4	2	2

	Successful	Successful with Platform Validation	Unsuccessful with Platform Validation
Overall Solution Consistency	0.85	0.86	0.82
Overall Solution Coverage	0.02	0.02	0.01
Number of Cases in Context	3,224	3,224	3,224

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by • (presence) and ⊘ (absence);
2. Configurations 6a and 6b, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

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U.S., Entire Home, New Entrepreneur, context: I identified 14 successful configurations without including the collective validity evaluation (see Table 5.2.6). Configurations 1a and 1b are permutations of each other as they share the presence of number of reviews and absence of accuracy and check-in as core conditions. Configuration 1a shows the absence of cleanliness and value as contributing conditions, whereas Configuration 1b shows the presence of communication and absence of value as communication as contributing conditions. Configuration 2 illustrates the presence of cleanliness, communication, location, and absence of accuracy and check-in as core conditions, with the absence of number of reviews as a contributing condition. Configuration 3a and 3b share the presence of number of reviews, cleanliness, and absence of accuracy and communication as core conditions. Configuration 3a shows the absence of check-in and presence of location as contributing conditions, whereas Configuration 3b shows presence of check-in and absence of location and value as contributing conditions. Configurations 4a and 4b share the presence of cleanliness, check-in, value, and absence of communication and location as core conditions. Configuration 4a includes the presence of accuracy as a contributing condition and Configuration shows the presence of accuracy and number of reviews as contributing conditions.

Configuration 5 shows the presence of accuracy, communication, location, value, and absence of cleanliness and check-in as core conditions, with no contributing conditions. Configuration 6 illustrates the number of reviews, accuracy, check-in, location, and absence of location as core conditions, with the absence of location as a contributing condition. Configuration 7 shows the presence of number of reviews, value, and absence of cleanliness and location as core, with the presence of check-in and communication as contributing. Configuration 8 includes the presence of number of reviews, value, and absence of accuracy and

cleanliness as core conditions, with the presence of check-in and communication as contributing.

Configuration 9 shows the presence of number of reviews, cleanliness, location, value, and

absence of check-in as core, with the presence of accuracy and communication as contributing.

Configuration 10 illustrates the presence of location, value, and absence of accuracy, check-in,

and communication as core, along with absence of number of reviews and cleanliness as

contributing. Finally, Configuration 11 shows presence of number of reviews, cleanliness,

absence of check-in, communication, and location as core, with the presence of accuracy and

absence of value as contributing.

When I included the collective validity evaluation in the analysis, I found 19 successful

configurations (see Table 5.2.6). Configurations 1a and 1b are the same as configurations 1a and

1b detailed above, except the absence of the superhost badge is a contributing condition.

Additionally, 1c shares the same core conditions as 1a and 1b but includes the presence of

location and absence of value and superhost as contributing conditions. Configuration 2a is the

same as 4b mentioned above except for the absence of superhost as contributing. Configurations

2b and 2c share the same core conditions as 2a because they are permutations but Configuration

2b includes the presence of accuracy, and absence of number of reviews and superhost as

contributing, whereas Configuration 2c includes the presence of number of reviews, accuracy,

and superhost as contributing. Configuration 3 shows the presence of check-in, superhost, and

absence of number of reviews, cleanliness, and communication as core conditions, with the

presence of accuracy and absence of location and value as contributing. Configuration 4

illustrates the presence of accuracy, superhost, and absence of communication as core conditions,

with the presence of cleanliness, check-in, location, value, and absence of number of reviews as

contributing. Configuration 5 shows the presence of number of reviews, value, and absence of

cleanliness and superhost as core, with the presence of check-in and communication as contributing. Configuration 6 shows the number of reviews, accuracy, location, value, and absence of superhost as core with the presence of value as contributing.

Configuration 7 illustrates the presence of value and absence of accuracy, check-in, and communication as core, with the absence of number of reviews, cleanliness, and superhost as contributing conditions. Configuration 8 is the same as Configuration 2 without the superhost badge except for the absence of superhost being a contributing condition. Configuration 9 shows the presence of accuracy, location, value, and absence of cleanliness and check-in as core, with the absence of number of reviews and superhost as contributing conditions. Configuration 10 illustrates the presence of location, value, superhost, and absence of accuracy as core, with the presence of cleanliness, check-in, and communication as contributing. Configuration 11 shows the number of reviews, cleanliness, and absence of check-in and communication as core, with the presence of accuracy and absence of location, value, and superhost as contributing. Configuration 12 shows the presence of number of reviews, cleanliness, and absence of accuracy and communication as core, with the presence of check-in and absence of location, value, and superhost as contributing conditions. Configuration 13 includes the presence of number of reviews, accuracy, check-in, and absence of cleanliness and communication as core, with the presence of location and absence of value and superhost as contributing. Configuration 14 includes the presence of accuracy, cleanliness, check-in, location, superhost, and absence of number of reviews and value as core, with the presence of communication as contributing. Finally, Configuration 15 shows the presence of value, superhost, and absence of number of reviews and cleanliness as core, with the presence of all other evaluations as contributing conditions.

Finally, I found 4 unsuccessful configurations in this context (see Table 5.2.6). Configuration 1 shows the presence of check-in, value, and absence of accuracy, cleanliness, communication, and location as core, with the absence of number of reviews and superhost as contributing. Configuration 2 shows the presence of number of reviews, accuracy, cleanliness, communication, and absence of check-in and value as core, with the absence of superhost as contributing. Configuration 3 illustrates the presence of number of reviews, superhost, and absence of accuracy, location, and value as core, with the presence of all other evaluations as contributing. Finally, configuration 4 shows the presence of accuracy, superhost, and absence of cleanliness and check-in as core, with the presence of number of reviews, communication, location, and absence of value as contributing conditions.

Table 5.2.6 Configurations for U.S., Entire Home, New Entrepreneur, context[123]

	Successful													
	1a	1b	2	3a	3b	4a	4b	5	6	7	8	9	10	11
Propriety evaluations														
Number of Reviews	●	●	⊘	●	●		•		●	●	●	●	⊗	●
Accuracy	⊗	⊗	⊗	⊗	⊗	•	•	●	●		⊗	•	⊗	•
Cleanliness	⊘		●	●	●	●	●	⊗		⊗	⊗	●	⊘	●
Checkin	⊗	⊗	⊗	⊘	•	●	●	⊗	●	•	•	⊗	⊗	⊗
Communication		•	●	⊗	⊗	⊗	⊗	●	⊗	•	•	•	⊗	⊗
Location			●	•	⊘	⊗	⊗	●	●	⊗		●	●	⊗
Value	⊘	⊘			⊘	●	●	●	⊘	●	●	●	●	⊘
Collective validity evaluation														
Superhost Badge														
Consistency	0.85	0.9	0.83	0.98	0.99	0.80	0.99	0.88	0.86	0.82	0.89	0.98	0.99	0.87
Raw Coverage	0.03	0.01	0.003	0.001	0.001	0.001	0.001	0.004	0.001	0.004	0.003	0.003	0.001	0.001
Unique Coverage	0.03	0.001	0.003	0.001	0.001	0.001	0.001	0.003	0.001	0.002	0.001	0.002	0.001	0.001
Number of Cases	20	20	18	5	5	7	5	19	4	19	13	10	3	4

Overall Solution Consistency	0.86
Overall Solution Coverage	0.05
Number of Cases in Context	6,626

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Configurations 1a, 1b, 3a,3b, 4a, and 4b are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

Table 5.2.6. Continued.

							Successful with Platform Validation												
	1a	1b	1c	2a	2b	2c	3	4	5	6	7	8	9	10	11	12	13	14	15
Propriety evaluations																			
Number of Reviews	●	●	●	•	⊗	•	⊗	⊗	●	●	⊗	⊗	⊗		●	●	●	⊗	⊗
Accuracy	⊗	⊗	⊗	•	•	•	•	●		●	⊗	⊗	●	⊗	•	⊗	●	●	•
Cleanliness	⊗			●	•	●	⊗	•	⊗		⊗	●	⊗	•	●	●	⊗	●	⊗
Checkin	⊗	⊗	⊗	●	●	●	●	•	•		⊗	⊗	⊗	•	⊗	•	●	●	•
Communication		•		⊗	⊗	⊗	⊗	⊗	•	•	⊗	●		•	⊗	⊗	⊗	•	•
Location			•	⊗	⊗	⊗	⊗	•		●		●	●	●	⊗	⊗	•	●	•
Value	⊗	⊗	⊗	●	●	●	⊗	•	●	●	●		●	●	⊗	⊗	⊗	⊗	●
Collective validity evaluation																			
Superhost Badge	⊗	⊗	⊗	⊗	⊗	•	●	●	⊗	⊗	⊗	⊗	⊗	●	⊗	⊗	⊗	●	●
Consistency	0.85	0.90	0.86	0.82	0.93	1	0.93	0.99	0.83	0.82	1	0.84	0.87	0.86	0.85	0.99	0.87	0.81	0.84
Raw Coverage	0.03	0.001	0.001	0.04	0.001	0.001	0.001	0.001	0.010	0.05	0.001	0.001	0.004	0.001	0.001	0.001	0.001	0.004	0.02
Unique Coverage	0.02	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.002	0.001	0.001	0.003	0.001	0.001	0.001	0.001	0.004	0.02
Number of Cases	20	20	20	20	4	2	6	2	20	20	5	18	20	6	4	6	2	19	4

Overall Solution Consistency	0.86
Overall Solution Coverage	0.02
Number of Cases in Context	6,626

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by • (presence) and ⊗ (absence);
2. Configurations 1a,1b,1c, 2a,2b, and 2c, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

Table 5.2.6 Continued.[12]

	Unsuccessful with Platform Validation			
	1	2	3	4
Propriety evaluations				
Number of Reviews	⊗	●	●	●
Accuracy	⊗	●	⊗	●
Cleanliness	⊗	●	●	⊗
Checkin	●	⊗	●	⊗
Communication	⊗	●	●	●
Location	⊗		⊗	●
Value	●	⊗	⊗	⊗
Collective validity evaluation				
Superhost Badge	⊗	⊗	●	●
Consistency	0.93	0.85	0.85	0.97
Raw Coverage	0.001	0.001	0.001	0.001
Unique Coverage	0.001	0.001	0.001	0.001
Number of Cases	4	4	5	2
Overall Solution Consistency				0.89
Overall Solution Coverage				0.01
Number of Cases in Context				6,626

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

U.S., Entire Home, Experienced Entrepreneur, context: I found 4 successful

configurations when not including the superhost badge in the analysis (see Table 5.2.7).

Configuration 1 shows the presence of location, value, and absence of number of reviews, check-

in, and communication as core, with the absence of cleanliness as a contributing condition.

Configuration 2 incudes the presence of value and absence of accuracy, check-in, and

communication as core conditions, with the presence of location and absence of cleanliness

contributing. Configuration 3 shows the presence of number of reviews, cleanliness, location,

and absence of accuracy, check-in, and communication as core, with the absence of value as a

contributing condition. Configuration 4 shows the presence of accuracy, check-in, value, and

absence of cleanliness and communication as core, with the presence of number of reviews and

location as contributing conditions.

When I included the superhost badge in the analysis, I found 10 successful configurations

(see Table 5.2.7). Configurations 1 and 2 were the same as Configurations 1 and 2 mentioned

above except for the inclusion of the absence of superhost badge as a contributing condition.

Likewise, Configuration 6 was the same as Configuration 3 detailed above with the absence of

the superhost badge being the only additional contributing condition. Configuration 3 shows the

presence of cleanliness, superhost, and absence of check-in as core conditions, with the presence

of accuracy, communication, location, and absence of number of reviews as contributing.

Configuration 4 includes the presence of number of reviews, check-in, location, value, and

absence of communication and superhost as core, with the presence of accuracy as contributing.

Configuration 5 illustrates the presence of number of reviews, superhost, and absence of

accuracy and communication as core, with the absence of all other evaluations as contributing.

Configuration 7 shows the presence of accuracy, superhost, and absence of number of reviews,

cleanliness, location, and value as core, with the presence of check-in and communication as contributing. Configuration 8 shows the presence of value, superhost, and absence of accuracy and cleanliness as core, with the presence of check-in, communication, location, and absence of number of reviews as contributing conditions. Configuration 9 includes the presence of number of reviews, value, superhost, and absence of cleanliness and location as core conditions, with the presence of all other evaluations as contributing. Configuration 10 shows the presence of number of reviews, accuracy, cleanliness, location, value, and absence of check-in and superhost badge as core conditions.

Finally, I found 8 unsuccessful configurations in this context (see Table 5.2.7). Configuration 1 shows the presence of accuracy, location, superhost, and absence of number of reviews and cleanliness as core, with the presence of check-in and communication as contributing conditions. Configuration 2 includes the presence of value and absence of accuracy, communication, and location as core, with the presence of cleanliness and check-in as core, with the absence of number of reviews and superhost as contributing. Configuration 3 shows the presence of value and absence of number of reviews, accuracy, cleanliness, and location as core, with the presence of check-in, communication, and absence of superhost as contributing conditions. Configuration 4 illustrates the presence of number of reviews, accuracy, check-in, location, and absence of cleanliness, communication, and value as core, with the absence of superhost badge as a contributing condition. Configuration 5 shows the presence of number of reviews, accuracy, superhost, and absence of communication and value as core, with the presence of cleanliness, check-in, and absence of location and superhost as contributing conditions. Configuration 6 shows the presence of number of reviews, location, superhost, and absence of accuracy, cleanliness, and communication as core, with the presence of check-in and

absence of value as contributing. Configuration 7 includes the presence of number of reviews, communication, value, and absence of accuracy and check-in as core, with the presence of cleanliness, location, and absence of superhost badge as contributing. Finally, Configuration 8 shows the presence of number of reviews, value, superhost, and absence of communication as core, with the presence of all other evaluations as contributing conditions.

Table 5.2.7. Configurations for U.S., Entire Home, Experienced Entrepreneur, context[12]

	Successful				Successful with Platform Validation										Unsuccessful with Platform Validation							
	1	2	3	4	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8
Propriety evaluations																						
Number of Reviews	⊗		●	•	⊗		⊘	●	●	●	⊗	⊘	●	●	⊗	⊘	⊗	●	●	●	●	●
Accuracy		⊗	⊗	●		⊗	•	•	⊗	⊗	●	⊗	•	●	●	⊗	⊗	●	●	⊗	⊗	•
Cleanliness	⊘	⊘	●	⊗	⊘	⊘	●		⊘	●	⊗	⊗	⊗	●	⊗	•	⊗	⊗	•	⊗	•	•
Checkin	⊗	⊗	⊗	●	⊗	⊗	⊗	●	⊘	⊗	•	•	•	⊗	•	•	•	•	●	•	•	⊗
Communication	⊗	⊗	⊗	⊗	⊗	⊗	•	⊗	⊗	⊗	•	•	•		•	⊗	•	⊗	⊗	⊗	●	⊗
Location	●	•	●	•	●	•	•	●	⊘	●	⊗	•	⊗	●	●	⊗	⊗	●	⊘	●	•	•
Value	●	●	⊘	●	●	●		●	⊘	⊘	⊗	●	●	●	●	●	⊗	⊗	⊘	●	●	
Collective validity evaluation																						
Superhost Badge					⊘	⊘	●	⊗	●	⊘	●	●	●	⊗	●	⊘	⊘	⊘	●	●	⊘	●
Consistency	0.82	0.72	0.81	0.88	0.82	0.72	0.97	0.87	0.82	1	0.92	0.99	0.89	0.84	0.82	0.92	0.87	0.90	0.96	0.81	0.80	0.94
Raw Coverage	0.002	0.002	0.002	0.001	0.02	0.002	0.002	0.003	0.001	0.002	0.003	0.001	0.002	0.001	0.01	0.001	0.001	0.003	0.001	0.002	0.001	0.001
Unique Coverage	0.001	0.001	0.002	0.001	0.001	0.001	0.002	0.003	0.001	0.002	0.003	0.001	0.002	0.001	0.01	0.001	0.001	0.003	0.001	0.002	0.001	0.001
Number of Cases	7	7	8	4	7	7	5	9	3	8	7	2	5	2	10	2	2	7	2	6	3	2

	Successful	Successful with Platform Validation	Unsuccessful with Platform Validation
Overall Solution Consistency	0.80	0.86	0.85
Overall Solution Coverage	0.01	0.02	0.02
Number of Cases in Context	4,201	4,201	4,201

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

Section 5.2.2: International Contexts
International, Shared Room, Experienced Entrepreneur, context: I found 3 successful

configurations when not including the superhost badge in the analysis (see Table 5.2.8).

Configuration 1 shows the presence of check-in and absence of number of reviews, location, and

value as core, with the presence of communication and absence of accuracy and cleanliness as

contributing conditions. Configuration 2a and 2b share the presence of number of reviews and

accuracy as core conditions. Configuration 2a includes the presence of check-in, communication,

and absence of cleanliness, location, and value as contributing, whereas Configuration 2b

includes the presence of cleanliness, check-in, communication, location, and value as

contributing conditions.

When I included the superhost badge in the analysis, I found 3 successful configurations

(see Table 5.2.8). Interestingly, all three of the configurations were the exact same as those

detailed above except for the absence of the superhost badge being an additional contributing

condition. This suggest that in this context the superhost badge may not hold much authority in

influencing legitimacy evaluations, I will discuss this further in the discussion section.

Finally, I found 3 unsuccessful configurations in this context (see Table 5.2.8).

Configuration 1a and 1b share the absence of communication and location as core conditions,

Configuration 1a includes the absence of number of reviews, accuracy, check-in, cleanliness, and

value as contributing conditions, whereas Configuration 1b includes the absence of accuracy,

cleanliness, check-in, and value as contributing conditions. Configuration 2 shows the presence

of location, value, and absence of cleanliness as core, with the presence of number of reviews,

check-in, communication, and absence of accuracy and superhost badge as contributing

conditions.

Table 5.2.8. Configurations for International, Shared Room, Experienced Entrepreneur, context[123]

	Successful			Successful with Platform Validation			Unsuccessful with Platform Validation		
	1	2a	2b	1	2a	2b	1a	1b	2
Propriety evaluations									
Number of Reviews	⊗	●	●	⊗	●	●	⊗		•
Accuracy	⊗	●	●	⊗	●	●	⊗	⊗	⊗
Cleanliness	⊗	⊗	•	⊗	⊗	•	⊗	⊗	⊗
Checkin	●	•	•	●	•	•	⊗	⊗	•
Communication	•	•	•	•	•	•	⊗	⊗	•
Location	⊗	⊗	•	⊗	⊗	•	⊗	⊗	●
Value	⊗	⊗	•	⊗	⊗	•	⊗	⊗	●
Collective validity evaluation									
Superhost Badge				⊗	⊗	⊗		⊗	⊗
Consistency	0.91	0.94	0.94	0.91	0.94	0.94	0.86	0.84	1.00
Raw Coverage	0.10	0.05	0.04	0.10	0.05	0.04	0.52	0.58	0.01
Unique Coverage	0.10	0.05	0.04	0.10	0.05	0.04	0.02	0.09	0.01
Number of Cases	3	3	2	3	3	2	20	20	2
Overall Solution Consistency	0.92			0.92					0.85
Overall Solution Coverage	0.19			0.19					0.62
Number of Cases in Context	134			134					134

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by • (presence) and ⊗ (absence);
2. Configurations 2a and 2b, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

International, Shared Room, New Entrepreneur, context: I found 1 successful

configuration without the superhost badge in this context (see Table 5.2.9). Configuration 1

shows the presence of accuracy, location, value, and absence of cleanliness as core, with the

presence of check-in, communication, and absence of number of reviews as contributing

conditions. When including the superhost badge in the analysis, I also found 1 successful

configuration. Configuration 1 was the same as the aforementioned Configuration 1 except for

the absence of the superhost badge being an additional contributing condition. This again

suggests that the superhost badge may not play a major role in influencing legitimacy

perceptions in the shared room context. Finally, I found 2 unsuccessful configurations in this

context. Configuration 1 shows the presence of accuracy and absence of communication as core,

with the absence of number of reviews, cleanliness, check-in, value, and superhost badge as

contributing conditions. Configuration 2 includes the presence of number of reviews as core,

with the presence of location and absence of all other evaluations as contributing conditions.

Table 5.2.9. Configurations for International, Shared Room, New Entrepreneur, context[12]

	Successful	Successful with Platform Validation	Unsuccessful with Platform Validation	
	1	1	1	2
Propriety evaluations				
Number of Reviews	⊗	⊗	⊗	●
Accuracy	●	●	●	⊗
Cleanliness	⊗	⊗	⊗	⊗
Checkin	●	●	⊗	⊗
Communication	●	●	⊗	⊗
Location	●	●	⊗	●
Value	●	●	⊗	⊗
Collective validity evaluation				
Superhost Badge		⊗	⊗	⊗
Consistency	0.95	0.95	0.99	0.93
Raw Coverage	0.03	0.03	0.50	0.02
Unique Coverage	0.03	0.03	0.05	0.02
Number of Cases	2	2	4	2
Overall Solution Consistency	0.95	0.95	0.97	
Overall Solution Coverage	0.03	0.03	0.07	
Number of Cases in Context	125	125	125	

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

International, Private Room, New Entrepreneur, context: I found 2 successful

configurations when not including the superhost badge in the analysis (see Table 5.2.10).

Configuration 1 shows the presence of number of reviews, accuracy, communication, and

absence of cleanliness, check-in, and location as core, with the absence of value as a contributing

condition. Configuration 2 shows the presence of cleanliness, check-in, location, value, and

absence of accuracy and communication as core, with the absence of number of reviews as a

contributing condition.

When including the superhost badge in the analysis, I found 6 successful configurations

(see Table 5.2.10). Configurations 1 and 2 are the same as Configurations 1 and 2 described

above except for the absence of the superhost badge as an additional contributing condition.

Configuration 3 shows the presence of number of reviews, accuracy, check-in, location, and

absence of cleanliness and communication as core, with the absence of value and superhost

badge as contributing conditions. Configuration 4 includes the presence of accuracy, value,

superhost, and absence of number of reviews and cleanliness as core, with the presence of check-

in, communication, and location as contributing conditions. Configuration 5a and 5b share the

presence of cleanliness, value, superhost, and absence of accuracy as core conditions.

Configuration 5a includes the presence of check-in, communication, and absence of number of

reviews and location as contributing conditions, whereas Configuration 5b includes the presence

of number of reviews, check-in, communication, and location as contributing conditions.

Finally, I identified 9 unsuccessful configurations in this context (see Table 5.2.10).

Configuration 1 shows the presence of number of reviews, superhost badge, and absence of

accuracy and value as core, with the presence of check-in, cleanliness, and communication as

contributing conditions. Configuration 2 includes the presence of cleanliness, check-in, location,

and absence of accuracy, communication, and value as core, with the absence of number of reviews as a contributing condition. Configuration 3a and 3b share the presence of number of reviews, superhost badge, and absence of cleanliness, location, and value as core conditions. Configuration 3a includes the absence of accuracy, check-in, and communication as contributing, whereas Configuration 3b includes the presence of accuracy, check-in, and communication as contributing conditions. Configuration 4 shows the presence of number of reviews, cleanliness, communication, and absence of accuracy and check-in as core, with the absence of location, value, and superhost as contributing. Configuration 5 shows the presence of number of reviews, accuracy, communication, location, and absence of cleanliness, check-in, and value as core, with the absence of superhost as a contributing condition. Configuration 6 includes the presence of accuracy, cleanliness, superhost, and absence of number of reviews, location, and value as core, with the presence of check-in and communication as contributing conditions. Configuration 7 shows the presence of number of reviews, accuracy, cleanliness, location, and absence of communication and value as core, with the presence of check-in and absence of superhost badge as contributing. Configuration 8 shows the presence of number of reviews, cleanliness, communication, value, and absence of check-in as core, with the presence of accuracy, location, and absence of superhost badge as contributing conditions.

Table 5.2.10. Configurations for International, Private Room, New Entrepreneur, context[123]

	Successful		Successful with Platform Validation						Unsuccessful with Platform Validation								
	1	2	1	2	3	4	5a	5b	1	2	3a	3b	4	5	6	7	8
Propriety evaluations																	
Number of Reviews	●	⊗	●	⊗	●	⊗	⊗	•	●	⊗	●	●	●	●	⊗	●	●
Accuracy	●	⊗	●	⊗	●	●	⊗	⊗	⊗	⊗	⊗	•	⊗	●	●	●	•
Cleanliness	⊗	●	⊗	●	⊗	⊗	●	●	•	●	⊗	⊗	●	⊗	●	●	●
Checkin	⊗	●	⊗	●	●	•	•	•	•	●	⊗	•	⊗	⊗	•	•	⊗
Communication	●	⊗	●	⊗	⊗	•	•	•	•	⊗	⊗	•	●	●	•	⊗	●
Location	⊗	●	⊗	●	●	•	⊗	•		●	⊗	⊗	⊗	●	⊗	●	•
Value	⊗	●	⊗	●	⊗	●	●	●	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	●
Collective validity evaluation																	
Superhost Badge			⊗	⊗	⊗	●	●	●	●	⊗	●	●	⊗	⊗	●	⊗	⊗
Consistency	0.83	1	0.83	1	0.82	0.83	0.80	0.87	0.99	0.83	0.99	0.83	0.97	0.83	0.83	0.81	0.82
Raw Coverage	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.002	0.001	0.001	0.002	0.001	0.003	0.001	0.02
Unique Coverage	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.002	0.001	0.001	0.002	0.001	0.003	0.001	0.02
Number of Cases	3	3	3	3	3	3	3	3	4	9	2	2	7	4	8	2	3

Overall Solution Consistency	0.91	0.86	0.87
Overall Solution Coverage	0.003	0.01	0.02
Number of Cases in Context	4, 361	4,361	4,361

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by • (presence) and ⊗ (absence);
2. Configurations 5a and 5b, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

International, Private Room, Experienced Entrepreneur, context: I found 3 successful

configurations when not including the superhost badge in the analysis (see Table 5.2.11).

Configuration 1 shows the presence of accuracy, cleanliness, location, and absence of number of

reviews, check-in, communication, and value as core conditions. Configuration 2 includes the

presence of cleanliness, communication, value, and absence of accuracy and check-in as core,

with the presence of location and absence of number of reviews as contributing. Configuration 3

shows the presence of number of reviews, value, and absence of check-in and communication as

core, with the presence of accuracy, cleanliness, and absence of location as contributing

conditions.

When including the superhost badge in the analysis, I found 4 successful configurations

(see Table 5.2.11). Configurations 1 and 2 are the same as Configurations 1 and 2 described

above except for the absence of the superhost badge as an additional contributing condition.

Configuration 3 is very similar to Configuration 3 described above as well, except the presence

of superhost badge is an additional core condition. Configuration 4 shows the presence of

number of reviews, accuracy, superhost, and absence of cleanliness and value as core, with the

presence of check-in, communication, and location as contributing conditions.

Finally, I found 11 unsuccessful configurations in this context (see Table 5.2.11).

Configuration 1 shows the presence of accuracy, communication, and absence of number of

reviews, cleanliness, check-in, location, and value as core, with the absence of superhost badge

as a contributing condition. Configuration 2 includes the presence of number of reviews,

accuracy, cleanliness, and absence of check-in, communication, location, and value as core, with

the absence of superhost as a contributing condition. Configuration 3 shows the presence of

number of reviews, accuracy, location, and absence of cleanliness, check-in, and communication

as core, with the absence of value and superhost badge as contributing. Configuration 4 shows the presence of check-in, superhost, and absence of cleanliness and location as core, with the presence of accuracy, communication, and absence of number of reviews and value as contributing conditions. Configuration 5 includes the presence of cleanliness, communication, value, and absence of number of reviews, check-in, and location as core, with the presence of accuracy and absence of superhost badge as contributing. Configuration 6 illustrates the presence of accuracy, location, value, and absence of check-in and communication as core, with the presence of cleanliness and absence of number of reviews and superhost as contributing. Configuration 7 shows the presence of cleanliness, check-in, location, value, and absence of accuracy and communication as core, with the absence of number of reviews and superhost badge as contributing conditions. Configuration 8 includes the presence of check-in, communication, location, value, and absence of number of reviews, accuracy, and cleanliness as core, with the absence of superhost as a contributing condition. Configuration 9 shows the presence of communication, superhost, and absence of check-in a core, with the presence of number of reviews, cleanliness, and absence of accuracy, location, and value as contributing conditions. Configuration 10 shows the presence of number of reviews, cleanliness, check-in, location, and absence of accuracy and communication as core, with the absence of value and superhost as contributing. Finally, Configuration 11 includes the presence of number of reviews, cleanliness, communication, location, and absence of check-in and value as core, with the absence of accuracy and superhost as contributing conditions.

Table 5.2.11. Configurations for International, Private Room, Experienced Entrepreneur, context[12]

	Successful			Successful with Platform Validation				Unsuccessful with Platform Validation										
	1	2	3	1	2	3	4	1	2	3	4	5	6	7	8	9	10	11
Propriety evaluations																		
Number of Reviews	⊗	⊗	●	⊗	⊗	●	●	⊗	●	●	⊗	⊗	⊗	⊗	⊗	●	●	●
Accuracy	●	⊗	●	●	⊗	●	●	●	●	●	●	●	●	⊗	⊗	⊗	⊗	⊗
Cleanliness	●	●	●	●	●	●	⊗	⊗	●	⊗	⊗	●	●	●	⊗	●	●	●
Checkin	⊗	⊗	⊗	⊗	⊗	⊗	●	⊗	⊗	⊗	●	⊗	⊗	●	●	⊗	●	⊗
Communication	⊗	●	⊗	⊗	●	⊗	●	●	⊗	⊗	●	●	⊗	⊗	●	●	⊗	●
Location	●	●	⊗	●	●	⊗	●	⊗	⊗	●	⊗	⊗	●	●	●	⊗	●	●
Value	⊗	●	●	⊗	●	●	⊗	⊗	⊗	⊗	⊗	●	●	●	●	⊗	⊗	⊗
Collective validity evaluation																		
Superhost Badge				⊗	⊗	●	●	⊗	⊗	⊗	●	⊗	⊗	⊗	⊗	●	⊗	⊗
Consistency	0.92	1	0.87	0.91	1	0.85	0.83	0.83	0.84	0.88	0.99	0.89	0.86	1	0.82	0.94	0.86	0.89
Raw Coverage	0.003	0.001	0.003	0.002	0.001	0.003	0.001	0.010	0.002	0.003	0.001	0.001	0.002	0.002	0.01	0.001	0.002	0.02
Unique Coverage	0.003	0.001	0.003	0.002	0.001	0.003	0.001	0.010	0.002	0.003	0.001	0.001	0.002	0.002	0.01	0.001	0.002	0.02
Number of Cases	2	2	5	2	2	4	3	12	4	7	2	3	5	3	14	2	5	4

Overall Solution Consistency	0.91		0.89	0.86
Overall Solution Coverage	0.01		0.01	0.03
Nubmer of Cases in Context	2,621		2,261	2,261

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

International, Entire Home, Experienced Entrepreneur, context: I found 5 successful

configurations when not including the superhost badge in the analysis (see Table 5.2.12).

Configuration 1 shows the presence of number of reviews, value, and absence of accuracy and

communication as core, with the presence of location and absence of cleanliness as contributing.

Configuration 2 includes the presence of number of reviews, communication, location, value,

and absence of cleanliness and check-in as core conditions. Configuration 3 illustrates the

presence of accuracy, communication, value, and absence of number of reviews, cleanliness,

check-in, and location as core conditions. Configuration 4 includes the presence of number of

reviews, cleanliness, communication, value, and absence of check-in and location as core, with

the presence of accuracy as a contributing condition. Configuration 5 shows the presence of

number of reviews, cleanliness, location, value, and absence of check-in and communication as

core, with the presence of accuracy as a contributing condition.

When including the superhost badge in the analysis, I found 9 successful configurations

(see Table 5.2.12). Configuration 1 is the same as Configuration 1 described above with the

absence of the superhost badge being an additional condition. Configuration 2 shows the

presence of number of reviews, cleanliness, value, and absence of check-in and location as core,

with the presence of accuracy and absence of superhost as contributing conditions. Configuration

3 includes the presence of number of reviews, cleanliness, value, and absence of check-in and

communication as core, with the presence of accuracy and absence of superhost as contributing

conditions. Configuration 4 is the same as Configuration 2 described above with the absence of

the superhost badge being an additional condition. Configuration 5 shows the presence of value,

superhost, and absence of number or reviews and check-in as core, with the presence of

accuracy, communication, and location as contributing. Configuration 6 is the same as

Configuration 3 described above with the absence of the superhost badge being an additional condition. Configuration 7 includes the presence of check-in, value, superhost, and absence of number of reviews and accuracy as core, with the presence of cleanliness, communication, and location as contributing conditions. Configuration 8 shows the presence of number of reviews, accuracy, cleanliness, superhost, and absence of check-in and value as core, with the presence of communication and location as contributing conditions. Configuration 9 includes the presence of number of reviews, value, superhost, and absence of cleanliness as core, with the presence of all other evaluations as contributing conditions.

Finally, I identified 6 unsuccessful configurations in this context (see Table 5.2.12). Configuration 1 shows the presence of cleanliness, value, and absence of accuracy, check-in, and communication as core, with the absence of number of reviews and superhost badge as contributing conditions. Configuration 2 includes the presence of accuracy, superhost, and absence of communication and location as core, with the presence of check-in and absence of number of reviews and value as contributing conditions. Configuration 3 shows the presence of check-in, superhost, and absence of number of reviews, accuracy, cleanliness, and value as core, with the presence of communication as a contributing condition. Configuration 4 shows the presence of number of reviews, superhost, and absence of accuracy, cleanliness, and check-in as core conditions, with the presence of communication, location, and absence of value as contributing. Configuration 5 includes the presence of value, superhost, and absence of accuracy and location as core, with the presence of all other evaluations as contributing conditions. Finally, Configuration 6 includes the presence of accuracy, superhost, and absence of cleanliness and location as core, with the presence of check-in and absence of number of reviews and value as contributing conditions.

Table 5.2.12. Configurations for International, Entire Home, Experienced Entrepreneur, context[12]

	Successful					Successful with Platform Validation									Unsuccessful with Platform Validation					
	1	2	3	4	5	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6
Propriety evaluations																				
Number of Reviews	●	●	⊗	●	●	●	●	●	●	⊗	⊗	⊗	●	●	⊘	⊘	⊗	●	●	⊘
Accuracy	⊗		●	●	●	⊗	●	●		●	●	⊗	●	●	⊗	●	⊗	⊗	⊗	●
Cleanliness	⊘	⊗	⊗	●	●	⊘	●	●	⊗		⊗		●	⊗	●		⊗	⊗	●	⊗
Checkin		⊗	⊗	⊗	⊗		⊗	⊗	⊗	⊗	⊗	●	⊗	●	⊗	●	●	⊗	●	●
Communication	⊗	●	●	●	⊗	⊗		⊗	●	●	●	●	●	●	⊗	⊗	●	●	●	●
Location	●	●	⊗	⊗	●	●	⊗		●	●	⊗	●	●	●		⊗		●	⊗	⊗
Value	●	●	●	●	●	●	●	●	●	●	●	●	⊗	●	●	⊘	⊗	⊘	●	⊘
Collective validity evaluation																				
Superhost Badge						⊘	⊘	⊘	⊘	●	⊘	●	●	●	⊘	●	●	●	●	●
Consistency	0.89	0.90	0.89	0.81	0.84	0.89	0.80	0.83	0.9	0.96	0.89	0.82	0.82	0.83	0.83	0.97	0.86	0.97	1	0.92
Raw Coverage	0.001	0.002	0.001	0.001	0.001	0.001	0.001	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.002	0.001	0.002	0.001	0.001	0.001
Unique Coverage	0.001	0.002	0.001	0.001	0.001	0.001	0.001	0.001	0.002	0.002	0.001	0.001	0.001	0.001	0.002	0.001	0.002	0.001	0.001	0.001
Number of Cases	4	8	5	3	7	4	6	10	8	9	5	4	2	3	15	6	12	2	2	6

Overall Solution Consistency	0.87	0.87	0.88
Overall Solution Coverage	0.01	0.01	0.01
Nubmer of Cases in Context	10,103	10,103	10,103

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

International, Entire Home, New Entrepreneur, context: I found 10 successful configurations when not including the superhost badge in the analysis (see Table 5.2.13). Configuration 1 shows the presence of number of reviews, value, and absence of accuracy and location as core, with the presence of check-in and communication as contributing conditions. Configuration 2 includes the presence of number of reviews, value, and absence of communication as core conditions, with the presence of accuracy, cleanliness, and check-in as contributing. Configuration 3 illustrates the presence of number of reviews, location, value, and absence of check-in as core, with the presence of accuracy and cleanliness as contributing conditions. Configuration 4 includes the presence of check-in, value, and absence of accuracy, cleanliness, communication, and location as core, with the absence of number of reviews a contributing condition. Configuration 5 shows the presence of communication, value, and absence of accuracy, cleanliness, check-in, and location as core conditions, with the absence of number of reviews a contributing condition. Configuration 6 shows the presence of number of reviews, cleanliness, check-in, and absence of accuracy, communication, and location as core, with the absence of value a contributing condition. Configuration 7 includes the presence of number of reviews, cleanliness, location, and absence of accuracy, check-in, and communication as core, with the absence of value a contributing condition. Configuration 8 shows the presence of number of reviews, accuracy, communication, location, and absence of cleanliness and check-in as core, with the absence of value a contributing condition. Configurations 9a and 9b share the presence of number of reviews, value, and absence of cleanliness and check-in as core conditions. Configuration 9a includes the presence of accuracy, communication, and absence of location as contributing conditions, whereas Configuration 9b includes the presence of location and absence of accuracy and communication as core conditions.

When including the superhost badge in the analysis, I found 18 successful configurations (see Table 5.2.13). Configurations 1a and 1b share the presence of communication, location, value, superhost, and absence of accuracy as core conditions. Configuration 1a includes the presence of check-in as a contributing condition, whereas Configuration 1b includes the presence of cleanliness, check-in, and absence of number of reviews as contributing conditions. Configurations 2a and 2b share the presence of number of reviews, value, and absence of check-in and superhost as core conditions. Configuration 2a includes the presence of accuracy, communication, and absence of location as contributing, whereas Configuration 2b includes the presence of accuracy, cleanliness, and location as contributing conditions. Configuration shows the presence of number of reviews, value, and absence of accuracy, location, and superhost as core, with the presence of check-in and communication contributing conditions. Configuration 4 includes the presence of communication, value, superhost, and absence of number of reviews and check-in as core conditions, with the presence of accuracy and cleanliness contributing. Configurations 5a and 5b share the presence of number of reviews, value, and absence of communication as core conditions. Configuration 5a includes the presence of accuracy, cleanliness, check-in, and absence of superhost as contributing, whereas Configuration 5b includes the presence of location and absence of accuracy, cleanliness, check-in, and superhost as contributing conditions. Configuration 6 shows the presence of check-in, value, and absence of accuracy, cleanliness, communication, and location as core, with the absence of number of reviews and superhost badge as contributing conditions.

Configuration 7 shows the presence of communication, value, and absence of accuracy, cleanliness, check-in, and location as core conditions, with the absence of number of reviews and superhost badge as contributing. Configurations 8a and 8b share the presence of accuracy,

superhost, and absence of communication and value as core conditions. Configuration 8a includes the presence of cleanliness and absence of number of reviews, check-in, and location as contributing, whereas Configuration 8b includes the presence of cleanliness, number of reviews, check-in, and location as contributing. Configuration 9 shows the presence of number of reviews, accuracy, check-in, and absence of cleanliness, communication, and location as core, with the absence of value and superhost badge as contributing conditions. Configuration 10 includes the presence of number of reviews, cleanliness, check-in, and absence of accuracy, communication, and location as core conditions, with the absence of value and superhost badge as contributing conditions. Configuration 11 shows the presence of number of reviews, cleanliness, location, and absence of accuracy, check-in, and communication as core, with absence of value and superhost badge as contributing conditions. Configuration 12 shows the presence of number of reviews, accuracy, communication, location, and absence of cleanliness and check-in as core conditions, absence of value and superhost badge as contributing conditions. Configuration 13 includes the presence of number of reviews, location, superhost, and absence of cleanliness and value as core, with the presence of accuracy, check-in, and communication contributing conditions. Configuration 14 includes the presence of number of reviews, value, superhost, and absence of cleanliness and location as core conditions, with the presence of accuracy, check-in, and communication contributing conditions.

Finally, I identified 4 unsuccessful configurations in this context (see Table 5.2.13). Configuration 1 shows the presence of communication, superhost, and absence of cleanliness and check-in as core, with the presence of accuracy, location, and absence of number of reviews and value as contributing conditions. Configurations 2a and 2b share the presence of check-in, value, superhost, and absence of communication as core conditions. Configuration 2a includes the

presence of location and absence of number of reviews, accuracy, and cleanliness as contributing conditions, whereas Configuration 2b includes the presence of accuracy, cleanliness, location, and absence of number of reviews as contributing. Finally, Configuration 3 shows the presence of cleanliness, superhost, and absence of accuracy, location, and value as core conditions, with the presence of number of reviews, check-in, and communication contributing.

Table 5.2.13. Configurations for International, Entire Home, New Entrepreneur, context[12]

	Successful									
	1	2	3	4	5	6	7	8	9a	9b
Propriety evaluations										
Number of Reviews	●	●	●	⊗	⊗	●	●	●	●	●
Accuracy	⊗	●	●	⊗	⊗	⊗	⊗	●	●	⊗
Cleanliness		●	●	⊗	⊗	●	●	⊗	⊗	⊗
Checkin	●	●	⊗	●	⊗	●	⊗	⊗	⊗	⊗
Communication	●	⊗		⊗	●	⊗	⊗	●	●	⊗
Location	⊗		●	⊗	⊗	⊗	●	●	⊗	●
Value	●	●	●	●	●	⊗	⊗	⊗	●	●
Collective validity evaluation										
Superhost Badge										
Consistency	0.82	0.84	0.85	0.87	0.83	0.83	0.87	0.82	0.93	0.91
Raw Coverage	0.002	0.001	0.002	0.001	0.001	0.001	0.001	0.002	0.001	0.001
Unique Coverage	0.002	0.001	0.002	0.001	0.001	0.001	0.001	0.002	0.001	0.001
Number of Cases	15	5	14	9	16	3	6	12	2	2

Overall Solution Consistency	0.84
Overall Solution Coverage	0.01
Nubmer of Cases in Context	13,296

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Configurations 9a and 9b, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

Table 5.2.13. Continued.

	Successful with Platform Validation																	
	1a	1b	2a	2b	3	4	5a	5b	6	7	8a	8b	9	10	11	12	13	14
Propriety evaluations																		
Number of Reviews		⊘	●	●	●	⊗	●	●	⊘	⊘	⊘	•	●	●	●	●	●	●
Accuracy	⊗	⊗	•	•	⊗	•	•	⊘	⊗	⊗	●	●	●	⊗	⊗	●	•	•
Cleanliness		•		•		•	•	⊘	⊗	⊗	•	•	⊗	●	●	⊗	⊗	⊗
Checkin	•	•	⊗	⊗	•	⊗	•	⊘	●	⊗	⊘	•	●	●	⊗	⊗	•	•
Communication	●	●	•		•	●	⊗	⊗	⊗	●	⊗	⊗	⊗	⊗	⊗	●	•	•
Location	●	●	⊘	•	⊗				•	⊗	⊗	⊘	•	⊗	⊗	●	●	⊗
Value	●	●	●	●	●	●	●	●	●	●	⊗	⊗	⊘	⊘	⊘	⊘	⊘	●
Collective validity evaluation																		
Superhost Badge	●	●	⊗	⊗	⊗	●	⊘	⊘	⊘	⊘	●	●	⊘	⊘	⊘	⊘	●	●
Consistency	0.73	0.83	0.84	89	0.84	0.90	0.83	0.91	0.87	0.83	1	1	0.81	0.82	0.87	0.85	0.80	0.85
Raw Coverage	0.002	0.001	0.001	0.001	0.002	0.001	0.001	0.0002	0.001	0.002	0.0002	0.0001	0.001	0.0001	0.001	0.002	0.001	0.001
Unique Coverage	0.001	0.001	0.001	0.001	0.002	0.001	0.001	0.0002	0.001	0.002	0.0002	0.0001	0.001	0.0001	0.001	0.002	0.001	0.001
Number of Cases	20	10	6	10	12	6	4	2	9	16	2	2	6	2	6	11	9	7

Overall Solution Consistency	0.87
Overall Solution Coverage	0.01
Nubmer of Cases in Context	13,296

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by • (presence) and ⊗ (absence);
2. Configurations 5a and 5b, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

Table 5.2.13. Continued.

	Unsuccessful with Platform Validation			
	1	2a	2b	3
Propriety evaluations				
Number of Reviews	⊗	⊗	⊗	●
Accuracy	●	⊗	●	⊗
Cleanliness	⊗	⊗	●	●
Checkin	⊗	●	●	●
Communication	●	⊗	⊗	●
Location	●	●	●	⊗
Value	⊗	●	●	⊗
Collective validity evaluation				
Superhost Badge	●	●	●	●
Consistency	0.9	0.84	0.81	0.81
Raw Coverage	0.0003	0.0003	0.0002	0.0003
Unique Coverage	0.0003	0.0003	0.0002	0.0003
Number of Cases	3	3	2	3

Overall Solution Consistency	0.84
Overall Solution Coverage	0.001
Nubmer of Cases in Context	13,296

1. Central conditions are represented by ● (presence) and ⊗ (absence); contributing conditions by ● (presence) and ⊗ (absence);
2. Configurations 2a and 2b, are "neutral permutations" meaning that they share the same core conditions but differ in their contributing conditions.
3. Actual minimum thresholds used in analyses, PRI consistency = .80; A minimum of 2 cases per configuration was used in all analyses.

Chapter 6
Dissertation Discussion and Conclusion

Since Max Weber (1922) introduced the concept of legitimacy, organizational scholars

have made great strides in advancing our understanding of legitimacy. This dissertation has

endeavored to further the legitimacy literature by developing a value driven theoretical

framework, coupled with a multi-study design to understand *how* and *why* entrepreneurs can

influence legitimacy perceptions of their ventures under conditions of institutional instability

(i.e., study I) and stability (i.e., study II). More specifically, in study one I investigate how

entrepreneurs can frame their ventures legitimacy via narratives and visuals that embody values,

then in study two, I investigate how configurations of values manifested in legitimacy

evaluations influence perceptions of a venture's legitimacy and how these configurations differ

based on the context, market, and experience of the entrepreneur. This chapter discusses each

study's empirical findings, highlights the theoretical as well as practical contributions,

limitations, and concludes with several fruitful areas for future research.

Section 6.1: Study I Discussion of Results, Addressing Issues Moving Forward, Limitations, and Future Research

This section discusses the empirical results of study I and then moves onto understanding

why I found the results that I did and what I can do differently moving forward to potentially fix

issues. Given the disappointing results, this section places more emphasis on how things can be

ameliorated moving forward. Following this, I discuss several of the limitations with this study

design and conclude with some fruitful avenues for future research.

Section 6.1.1: Discussion of Study I Results

Four primary research questions guided this study:

1. How do entrepreneurs utilize narratives and pictures to frame the conformity (e.g., value alignment) and distinctiveness (e.g., value adaptation) of a venture to influence consumers' perceptions of a venture's legitimate distinctiveness?

2. How does the sequencing of framing a venture's legitimate distinctiveness impact consumers' perceptions of a venture's legitimacy?

3. What influence does a consumer's value sphere (s) (e.g., university major) have on the saliency of conformity (e.g., value alignment) versus distinctiveness (e.g., value adaptation) of a venture and perceptions of the venture's legitimacy?

4. What is the nature of the relationship between a venture's perceived legitimate distinctiveness and a consumer's venture choice?

Building on the legitimacy and values literature this study set out to examine how the framing of values via narratives and visuals influences consumer's legitimacy perceptions and behaviors when dealing with new entrepreneurs online. Guided by the assumption that values are one of the legitimate bases of authority that structure legitimation processes (Weber, 1922) along with the assumptions that new ventures need to establish some distinctiveness (Navis & Glynn, 2011) and individuals prefer actions that increase their own distinctiveness (Wry et al., 2014), Hypothesis 1 posited that ventures that framed value bridging would be perceived as more legitimate than those that only framed a single value. As reported above, I did not find support for this line of reasoning. In fact, the mean legitimate distinctiveness scores between those that selected value aligned and bridged properties was very similar.

Hypotheses 2a and 2b posited that a consumer's value spheres will moderate the relationship between a venture framing legitimate distinctiveness and a consumers' perception of the legitimacy of a venture. More specifically, building on the recent value spheres literature

(Friedland, 2013a, 2013b), I reasoned that an individual's major of study can be conceptualized as a value sphere that reinforces ultimate values (i.e., self-enhancement) through a net of complimentary practices and social relations that embody that values. The results did not support my theoretical rationale as neither type of value sphere had an influence above and beyond the individual level influences. However, given this is the first time anyone has attempted to operationalize a value sphere, I am confident that the measure can be refined moving forward. I discuss this further in the next section.

Hypothesis 3 examined the temporal dynamics surrounding legitimate distinctiveness under conditions of institutional instability. More specifically, building on the legitimacy literature (Bitektine & Haack, 2015; Voronov et al., 2013), I argued that when there are no previous legitimacy evaluations (i.e., reviews or third-party badges) present that individuals will be more likely to view ventures that frame a single type of value as legitimate because it will reduce their anxiety versus those ventures that try to frame their distinctiveness using bridged values. I did not find support for this proposed relationship. It may have to do with the fact that this was an experiment, so the external pressures were not quite present to the degree they could be if the decision held some material consequence. At the same time, perhaps the value bridging listings were not distinct enough. I discuss this more in the next section.

Finally, hypothesis 4 posited that a venture's perceived legitimate distinctiveness is positively related to a consumers' likelihood to choose the venture. Again, building on the legitimacy and values literatures I reasoned that because values hold rational authority over individuals, they will be more likely to view properties that frame the same values as legitimate and, thereby more likely to select those properties that allow them to realize their values. The results did not support my theorizing. While the results did show a significant association for one

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specific listing, the listing was only chosen by two individuals, so I refrain from drawing any grand conclusions from this. Overall, and looking at my post-hoc analyses it appears as though values are certainly not the only criteria driving perceptions and behaviors.

Section 6.1.2: Addressing Issues Moving Forward

Considering the results of this study did not go as planned, I feel it is appropriate to address how the study design can be changed moving forward to potentially find significant results. Looking at hypothesis 1, there are several potential reasons for why I did not find a significant relationship. First, it may have been that the listings were not distinct enough from each other. In designing the various listings, I wanted to make it clear that a listing was bridging or aligned by using the aligned listing as a base to build off and extend upon. Looking back, it may be more fruitful to have bridged listings that are completely unique to any other listing. Building on this, I could also concentrate more on aesthetic characteristics of the photos to offer an additional degree of distinction. The post-hoc analyses illustrated that photos were one of the most salient decision criteria. Further the famous idiom "a picture is worth a thousand words" may be influencing the results as well. While I validated that the photos were framing specific values, this does not preclude the presence of multiple values or emotions or meanings. Hence, I think moving forward I need to try to capture the inherent complexity that pictures convey to understand how they can influence legitimacy processes.

Another issue which I tried to control for was host gender and race. The shift to online entrepreneurship presents a double-edged sword for entrepreneurs in that they need to be transparent but in doing so can open themselves up to discrimination. I put an equal number of male and female (6) and black and white (6) hosts on my website. However, post-hoc analyses indicated that while participants do not acknowledge the importance of these criteria in making decisions, the regression analysis shows they are associated with listing choices. This provides

initial support that taste based discrimination is an issue when selecting ventures online within the sharing economy. Moving forward this opens up the potential to examine how consumer gender and race interact with host gender and race to influence legitimation processes. I discuss this further in the future research section.

Moving onto the value spheres hypotheses, there are a few issues that need to be addressed. First, as mentioned above, there is no established measure for value spheres. While this can be good, it provides little guidance as to the most appropriate manner to operationalize a value sphere. Looking back, while a student's major provides a decent proxy, perhaps there are better proxies I could use. For instance, while students predominately take classes in their majors, it does not mean that they do not associate with those outside their major or even take classes in different colleges. This may explain why the difference in mean legitimate distinctiveness was virtually the same when I classified students into value spheres. A different, more innate, potential proxy could be an individual's value scores (Rindova & Martin, 2018). In my post-hoc analysis I did find some initial support for a measure that utilizes individual's values scores. However, another potential approach is to construct a composite score that accounts for individuals' values and their dominant social environments (e.g., major, industry, country). Moving forward I plan to refine the value spheres measure.

There are several things I could address with regard to the non-significant findings for hypothesis 3. First, I think that the conditions of institutional instability need to be enhanced to illicit feelings of anxiety for participants which the literature has reasoned drives people to rely more on their values when evaluating and making decisions (Bitektine &Haack, 2015). For instance, I could frame the listings in a specific institutionally unstable environment (e.g., Middle East) where participants are not comfortable. While the listings did not have reviews or third-

party badges, participants probably did not feel the level of anxiety they would have if they were travelling to a different country. Second, I could manipulate the photos to be more diverse with the aligned listings only having a couple photos that U.S. students would recognize while the bridged listings have all foreign listing photos. Another potential issue, similar to hypothesis 1, is the host gender and race could be influencing things.

Finally, turning to hypothesis 4. As discussed above there are several different host variables that appeared to be influencing the choice of listings. A potential remedy moving forward could be to make bridged listings more distinct in the descriptions and through the visuals used. Additionally, I could manipulate the about the host portion of the listings sub-page to reflect unique life narratives or experiences to increase the distinctiveness among listings. An additional path could be to hide the price of listings because even though it was controlled, it still appeared to be the most important criteria for many. A final potential remedy could be to limit the number of listings that a participant sees, though this will sacrifice external validity.

Section 6.1.3: Study I Limitations

This study focused on legitimacy perceptions and behaviors, in a sample of undergraduate university students. While students are a popular consumer within the sharing economy, 66% indicated they are likely to search on P2P platforms when traveling in the future, the study does lack generalizability. Further, I conducted the study at one large public university in the Southeastern United States. While, the sharing economy is present within this region, it is much more active in other states and regions. As a result, the extent to which these results hold or differ across different regions and states within the U.S. remains an open question for future research.

Several other issues concerning the sample are worth noting. First, the sample lacked in terms of demographic and cultural diversity. The majority of participants were white (82.86%)

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and citizens of the U.S (96.33%). This can influence the values that individuals draw on in evaluating the legitimacy of ventures. Second, while the size of the sample was adequate for the study and there was good diversity in terms of majors, it may be that an increased sample size could yield different results. However, another limitation when dealing with student samples concerns careless responses. Even when I incentivized students with a $250 raffle and most instructors offered extra credit, of the 330 students who registered, I was left with a final sample of 245 who completed both Time 1 and Time 2. In the future I may explore expanding the sample by utilizing MTurk, though this type of sample has been called out for issues as well (Fleischer, Mead, & Huang, 2015).

The design of the decision choice also presents a limitation of the study. The study only allowed for participants to rate the perceived legitimacy of the listing they selected. While I reasoned that participants would be most likely to select the listing they viewed as most legitimately distinct, this is an assumption of the current design. Hence, future research could adopt a policy capturing approach that asks participants to rate the perceived legitimate distinctiveness of all or a sub-sample of the listings.

Another potential limitation of the study comes from the data collection process. When dealing with behavioral research, common method variance is a concern for researchers (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). To guard against common method variance, I separated the data collection phases (i.e., Time 1 and 2) by one week. However, while studies have shown this reduces the chances of common method variance (Walker et al., 2009) this does not completely rule out the possibility. Thus, I collected the behaviors of participants on the websites which are immune to common method variance as an additional precaution (Walker et al., 2009).

A final set of limitations comes in the design of the AUBnb website. While I relied on actual platforms in designing the website and listing pages, it may be that the finished product does not fully resemble a sharing economy platform. However, the mean website believable (4.20) and accuracy (4.30) scores indicated that participants did feel as though the website did resemble a real website. Additionally, given the cost to produce the website there were only so many things that I could afford to manipulate on the Main and Listings pages. For instance, including user specific profiles would have been an additional cost. However, my data indicates that participants rely mostly on the Main Listings pages when choosing among listings, so I feel as though the design included the most relevant pages.

Section 6.1.4: Future Research Agenda for Study I

While I did not find the results, I was hoping for with this study, it has opened my eyes to multiple interesting future research avenues. I discuss a few that I am most excited about below.

First, I think focusing more on the characteristics of photos utilized offers a novel future research area. My post-hoc analysis clearly illustrated the importance of visuals on P2P platforms. While the literature has called for a move toward the visual aspect in institutional processes (Meyer et al., 2017), scant attention has been given to aesthetic characteristics of photos (e.g., color harmony, symmetry, rule of thirds, leading lines) and how this influences organizational outcomes. Additionally, examining how who (e.g., humans, animals, mixture) is depicted and characteristics of those depicted (e.g., gender, race, sexual orientation) influence categorization processes is an exciting future research avenue I plan to pursue.

Second, building my post-hoc analysis results which showed host gender and race are important offers several avenues for future research. For instance, scholars have shown that homophily plays a role in other entrepreneurial platform based ecosystems (Greenberg & Mollick, 2017). It would be interesting to investigate to what extent gender and race "fit"

between a host and consumer influences consumers' perceptions of a venture's legitimate distinctiveness. Further, examining how the gender and racial composition of reviewers, and whether they are positive or negative reviews, influences legitimacy perceptions and choices is a planned future research topic. Also, manipulating the about the host narrative to see how it can enhance or reduce potential stereotypes is a planned future project. Finally, examining how these relationships differ across regions and cultures can make for a fruitful future research study.

Further exploring the role of consumers' values offers another future research area. While this study utilized values as a theoretical framework, it did not focus on consumer's values specifically. However, my post hoc-analyses that showed Conservation and Openness to Change values were associated with perceptions of a ventures legitimate distinctiveness offer me something to build upon. Additionally, because I collected data on all of Schwartz's 19 refined values (Schwartz et al., 2012) it offers me the opportunity to focus on how differences among consumer's values influences their choices in a future project. Additionally, this will provide me with a good foundation to further refine my measure of value spheres which I plan to do moving forward.

The final planned area for future research is to expand the sample to other regions within the United States. As mentioned above, one of the limitations of the current study is that it collected data from a single university within a single region in the U.S. Therefore, I am planning on collecting additional data from other universities in different regions within the U.S. Accordingly, a future study is planned to examine how differences in cultural values and ideologies influence legitimacy perceptions and behaviors of consumers.

Section 6.2: Study II Discussion of Results, Contributions, Limitations, and Future Research
Two Primary research questions guided this study:

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1. Which configurations of legitimacy signals increase consumers' perceptions of a ventures legitimacy leading to positive consumer reactions in the form of lower levels of venture availability and, contrastingly, which configurations lead to negative perceptions of a venture's legitimacy leading to negative consumer reactions in the form of higher venture availability?

2. How do the configurations of legitimacy signals that influence positive and negative legitimacy evaluations differ for both new and experienced entrepreneurs across different contexts and market segments?

Section 6.2.1 Discussion of Study II Results
This study set out to more accurately capture the complexity involved in the venture legitimation process for different types of entrepreneurs (i.e., new vs. experienced) across diverse contexts (i.e., markets and countries) operating within the emerging sharing economy. To gain a better appreciation for this complexity, I posited that a configurational analysis approach (i.e., fsQCA) would be appropriate because it allows for multiple different configurations to emerge that can lead to the same outcome. My results support this line of reasoning and importantly the two main assumptions underlying fuzzy set theory: equifinality and asymmetric causality (Campbell et al., 2016; Dwivedi, Joshi, & Misangyi, 2017; Fiss, 2011; Misangyi & Acharya, 2014). Regarding equifinality, my results clearly show that there are indeed multiple paths within all 12 sample contexts that can lead to positive consumer reactions (i.e., successful configurations) and negative consumer reactions (i.e., unsuccessful configurations). Second, in regard to asymmetric causality, the successful and unsuccessful configurations within contexts differed from each other rather than being reflections of each other. Furthermore, no one factor (e.g., Superhost badge or Number of reviews) uniformly was present in successful or unsuccessful configurations across all the sample contexts which lends more support to the

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appropriateness of a configurational approach. Next, I begin to unpack the results to answer the two research questions guiding this study. I begin with examining differences between successful versus unsuccessful configurations within contexts (U.S. and International) then discuss how configurations are similar or different in U.S. versus international contexts for different entrepreneurs (i.e., new vs. experienced in different markets (i.e., shared room, private room, entire home). In discussing the results, I focus on the successful and unsuccessful configurations with the collective validity evaluation (i.e., superhost badge) to allow for comparability within and across contexts.

Successful versus Unsuccessful Configurations within Contexts

My first research question was built on the assumption that humans process information and form legitimacy perceptions based on integrating multiple different evaluations into a cohesive whole. Hence, to understand why some ventures are perceived as legitimate while others are not, we need to examine how the multiple legitimacy evaluations are configured and how the configurations differ. In doing so it is important to account for potential differences in what consumers may value which can influence the types of evaluations that are most salient and hence how evaluations are configured. Thus, I discuss U.S. and International configurations separately. I focus on patterns that I identified across successful and unsuccessful configurations within each context.

U.S., Successful vs. Unsuccessful Configurations: In the U.S. contexts I noticed that there were more successful configurations than unsuccessful configurations. This suggests that there are numerous different paths to positively influence consumer's legitimacy perceptions of a venture. Contrastingly, while there were less unsuccessful configurations overall, the consistency levels for the unsuccessful configurations tended to be higher which suggests that there are

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several consistent paths that lead to lower perceptions of a venture's legitimacy in different

contexts.

Another interesting trend across the U.S. contexts was that the collective legitimacy

evaluation (i.e., superhost badge) appeared as though it functioned more as a complement rather

than a substitute for lacking the individual evaluations. In fact, in some markets it appeared as

though the superhost badge may not be as important as expected. For instance, while the

presence of the superhost badge as a core condition was more common in larger markets (i.e.,

private room and entire home) it was core and present in both successful and unsuccessful

configurations. Additionally, there were several configurations where the absence of the

superhost badge was a core condition (see Tables 5.2.4 and 5.2.5). A potential reason for this

finding may be that users on the platform are not educated enough regarding what the superhost

badge means and it is not visible enough to users which impacts its saliency as a legitimacy

signal such that only experienced users look for it. Supporting this line of reasoning, Airbnb has

recently reworked its superhost program to increase visibility for superhosts, install a search

filter for superhost listings and give superhosts priority placements on searches. While this may

work, it speaks to a more general issue with third party legitimacy evaluations, of whether

consumers understand the content of evaluations. Additionally, in examining some of the

unsuccessful configurations that included the presence of the superhost badge as core, issues of

consistency and comprehensiveness of the legitimacy evaluations within a configuration seemed

to be common. For instance, I found several configurations where the presence of a superhost

badge was a core condition but the presence of evaluations that speak to the hospitality practices

of entrepreneurs (e.g., cleanliness, check-in, communication) were either absent and core or

present but contributing (e.g., see unsuccessful configurations Tables 5.2.6 and 5.2.7). This

suggests that consumers could potentially question how important hospitality truly is to hosts because one would assume that superhosts should be evaluated highly consistently in across all hospitality practices.

The presence of value and/or location seemed to be a common theme across successful configurations. It is important to note here that the value review score is in terms of the perceived value for the price of the listing. Interestingly, the importance given to both location and value appeared to increase as the size of the property being rented increased (e.g., shared room to private room to entire home). Moreover, the presence of evaluations that speak to entrepreneur's hospitality practices (e.g., cleanliness, check-in, communication) appeared to be coupled with the increased presence of value and/or location in configurations. Further, the lack of value and/or location appeared to be a common theme in unsuccessful configurations in all three markets (e.g., see Tables 5.2.2, 5.2.4, 5.2.6). This suggests that as the size of the property increases, consumers look for increased comprehensiveness in the bundle of legitimacy evaluations when evaluating the legitimacy of a venture.

The final trend that I noticed across successful and unsuccessful configurations was that the functionality of the number of reviews depends on how it is configured with other evaluations. Somewhat surprisingly, the number of reviews did not uniformly lead to increased performance for entrepreneurs (Luca, 2016). It may be that consensus forms one way or the other regarding the perceived legitimacy or illegitimacy of a venture (Deephouse et al., 2017). However, I think there is a more subtle explanation that points to the complexity in legitimation processes. Given that several of the unsuccessful configurations that include the presence of number of reviews as a core condition also include the presence of the superhost badge as core condition (see Tables 5.2.6 and 5.2.7), it suggests issues with the content or quality of

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evaluations. Evaluations that are one sentence or less are a common occurrence on P2P platforms (Luca, 2016). However, these types of reviews do not give consumers much detail in terms of the actual hospitality practices of the entrepreneur. Therefore, consumers probably take a more holistic perspective in evaluating a venture that looks at the number of reviews in concert with the other evaluations to understand whether the entrepreneur (i.e., host) will provide the experience they value.

International, Successful vs. Unsuccessful Configurations: In the international contexts, I found that in smaller markets (i.e., shared and private rooms) there were more ways to be unsuccessful than successful and the opposite to be true in the entire home market. This may just be a product of the sample sizes used in my analysis, as both the experienced and new entire home markets were the largest by far. One common pattern that I noticed was that having the majority of evaluations absent led to lower performance (see Tables 5.2.8 and 5.2.9). In contrast, successful configurations on average had more present than absent conditions. More broadly, this suggests that International consumers may be looking for comprehensiveness in legitimacy evaluation bundles when determining the perceived legitimacy of a venture.

Turning to the specific types of evaluations, the superhost badge again played an increasingly prominent role as the size of the market increased. Further, the presence or absence of the superhost badge as a core condition was more common in unsuccessful configurations, with the entire home, new entrepreneur context, having the presence of the superhost badge as core condition in all unsuccessful configurations (see Table 5.2.13). Again, like the U.S. contexts, I think this may be a case of lack of consumer education regarding what the badge means in regard to the entrepreneur's hospitality capabilities or practices. Further, like the U.S. configurations, the international configurations lacked present core evaluations that speak to the

hospitality practices (e.g., check-in, cleanliness, communication) of the entrepreneur. However, another potential rationale may be that unlike in the U.S. contexts, quite a few unsuccessful configurations that included the superhost badge as a present core condition, also included the absence of the number of reviews as a core or contributing condition (see Tables 5.2.12 and 5.2.13). This suggests that perhaps some consumers perceive that these entrepreneurs still do not have enough reviews to be regarded as a superhost.

Another pattern which was similar to that found in U.S. contexts, was the presence of location and/or value in successful configurations. Looking across all three markets we can see that successful configurations feature location and/or value as present and core conditions. Further, it seems as though consumers look for more comprehensiveness in a venture's legitimacy profile beyond simply location and value as the successful configurations on average include the presence of multiple additional core and contributing evaluations.

The functionality of the number of reviews also seemed to be influenced by the other evaluations present within a configuration like in the U.S. contexts. A common pattern I noticed in unsuccessful configurations that included the presence of the number of reviews as a core condition was the lack of other present core conditions. This suggests that consumer's may question the content or quality of these entrepreneur's evaluations. In contrast, the successful configurations that included the presence of the number of reviews as a core condition included more present core conditions, especially those that spoke to the entrepreneur's hospitality practices. For those successful configurations that included the absence of the number of reviews, it appeared as though the presence of value as a core condition was an important factor that led to success (see Tables 5.2.12 and 5.2.13). This suggests that when a venture has not

accrued a large corpus of reviews that consumer's legitimacy perceptions are more focused on a specific evaluation(s).

A final pattern I noticed pertained to the presence of accuracy evaluations in configurations. The majority of successful configurations across the three markets included the presence of accuracy evaluations as a core or contributing condition. The accuracy evaluation speaks to the degree to which what an entrepreneur displays on the platform website matches the reality of their listing. This can be thought of as the degree of consistency in terms of the hospitality experienced advertised and that which was realized. Looking across the configurations it suggests that the presence of consistency (i.e., accuracy) is an important factor that positively influences international consumers' perceptions of the legitimacy of a venture.

Successful versus Unsuccessful Configurations Across Contexts

My second research question built upon assumptions that legitimacy criteria can vary based on characteristics of the macro context, entrepreneur, and market. I aimed to understand whether and how any of these intervening variables influence the successful and unsuccessful configurations I identified within each context. Hence, to understand the influence of these variables I by examine similarities and differences across contexts based on the market and type of entrepreneur (e.g., shared room, new entrepreneur).

Shared Room, New Entrepreneur, context: In examining the shared room market for new entrepreneurs, I found that there were some obvious differences (see Tables 5.2.2. and 5.2.9). However, I should note that these contexts did have some of the smaller sample sizes in my analysis, so I interpret the results with caution. The first was that I found more successful and unsuccessful configurations in the U.S. versus international contexts. Another difference was that the successful configuration in the international context included the presence of more core

evaluations in contrast to the configurations in the U.S. An interesting difference can be seen when comparing the lone successful configuration in the international contexts to unsuccessful configuration 4 in the U.S. context. These two configurations are similar in that they share several core and contributing conditions. This suggests that consumers' perceptions of a legitimate versus illegitimate venture in this context may be influenced by cultural differences in values.

Turning to some of the similarities. It seems that unsuccessful configurations 1,2, and 3 in the U.S. and 1 and 2 in the international contexts are similar. All of these configurations have the presence of only one type of evaluation as core and the majority of evaluations are absent as either core or contributing conditions. This suggests that ventures that lack comprehensiveness in terms of the bundle of legitimacy evaluations is a common reason for poor performance across contexts. Another similarity is the overall lack of importance that the superhost badge has on either successful or unsuccessful configurations. Except for one lone successful configuration it is an absent and contributing condition in all other configurations. A final similarity is that both check-in and/or communication are present as core or contributing conditions in all of the successful configurations. This suggests the evaluations that speak to an entrepreneur's hospitality practices are important in shaping consumers' perceptions of the legitimacy of a venture.

Shared Room, Experienced Entrepreneur, context: I found 3 successful and unsuccessful configurations in both the U.S. and international contexts (see Tables 5.2.3 and 5.2.8). I noticed several similarities across the contexts. First, it appears that both value and location evaluations are not important as the absence of one or both is a core or contributing factor in 5 out 6 of the successful configurations. Supporting this line of reasoning, 4 out of the 6

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unsuccessful configurations include the presence of location and/or value as a core or contributing condition. Further, it appears that evaluations that speak to the hospitality practices of entrepreneurs (e.g., check-in, cleanliness, communication) are important as all the successful configurations include the presence of at least 2 out of 3. Additionally, accuracy and the number of reviews seems to be a common theme as successful configurations in both the U.S. and international contexts have the presence of these evaluations as a core condition. The final similarity is that the superhost badge does not matter much as its absence is a contributing condition in 11 out of 12 configurations and has no influence in the other configuration. Taken together, these similarities suggest that consumers are seeking entrepreneurs that provide consistency and comprehensiveness in terms of hospitality practices and have multiple reviews that speak to their ability to deliver a hospitable experience.

While there were multiple similarities there were also some differences. First the unsuccessful strategies are almost completely opposite in the U.S. versus international contexts. The second notable difference was that in the successful configurations in the U.S., cleanliness was a core condition, while it was only a contributing condition in the international context. This again, may be due to cultural differences in consumers' values (i.e., hospitality)

Private Room, New Entrepreneur, context: There were several interesting similarities and differences across these contexts. The first noticeable difference was the number of present conditions in the successful configurations (see Tables 5.2.5 and 5.2.10). This suggests that international consumers may look for more comprehensiveness in their evaluations of a venture's hospitality potential versus U.S. consumers who may have a more selective lens in this market. Another difference was the role that the superhost badge played across the contexts. In the U.S. contexts it's absence played the largest role, mostly as a contributing factor which suggests that it

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did not matter much in consumer's legitimacy evaluations. Contrastingly, in international contexts, the presence of the superhost badge as a core condition played a much larger role in both successful and unsuccessful configurations. Examining the successful versus unsuccessful configurations that include the presence of the superhost badge as a core condition, I noticed the successful configurations tended to include the presence of more core and contributing conditions versus the unsuccessful configurations. This suggests that the superhost badge can function as a complementary evaluation for new entrepreneurs in international private room markets. The final difference surrounds the check-in evaluation. In the successful configurations in the U.S., the absence of check-in was a core condition, whereas in the international contexts the presence of check-in was either a core or contributing factor in all but one configuration. To understand this, I examined the unsuccessful configurations in the international contexts which showed that the presence of check-in was in 5 out of 8 configurations. Taken together, this suggests that the check-in evaluation is an important complement in the international private room markets for new entrepreneurs. Further, it supports differences between U.S. consumers and international consumers regarding what they are looking for in a venture's bundle of legitimacy evaluations.

At the same time, there were a few noticeable similarities across the contexts which merit discussion. First, I noticed the absence of location and/or value evaluations was common in the unsuccessful configurations across contexts, whereas the presence of the aforementioned evaluations was similar in the successful configurations. Second, the presence of the number of reviews as a core condition was common in the unsuccessful configurations across the contexts. This may suggest that both of these types of consumers are looking more closely at evaluations when trying to determine the legitimacy of a venture.

Private Room, Experienced Entrepreneur, context: In examining these contexts I found several interesting similarities. First, the absence of check-in was core in most of the successful configurations (see Tables 5.2.4 and 5.2.11). This is interesting considering for new entrepreneurs in private room markets in international contexts the presence of check-in was an important factor. It may be that what consumers are looking for in new versus experienced entrepreneurs shifts. Supporting this line of reasoning, accuracy appeared to be an important aspect of the successful configurations in the U.S. and international contexts for experienced entrepreneurs when it played little role for the new entrepreneurs. Another similarity is that the presence of the number of reviews is a common factor in the successful configurations across contexts. Combining this result with the presence of accuracy as a core condition, suggests that consumer's may be looking for consistency in a venture's bundle of legitimacy evaluations. The final similarity is that again, the presence of location and/or value evaluations were a common theme across the successful configurations.

There were quite a few interesting differences across the contexts. First, the absence of the superhost badge was more important in U.S. contexts, whereas the presence of the superhost badge was a core condition in 2 out of the 4 successful international configurations. However, the absence of the superhost badge was a contributing condition in all other successful and unsuccessful configurations in the international contexts. This suggests that the superhost badge can function more as a complement for experienced entrepreneurs in private room markets in international contexts. Another interesting difference was the number of successful versus unsuccessful configurations across contexts. Given that the sample sizes were almost identical (see Tables 5.2.4 and 5.2.11) I find this quite interesting. In the U.S. contexts there were twice as many successful configurations versus unsuccessful, whereas in international contexts there was

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almost three times as many unsuccessful configurations as successful configurations. One potential explanation for this is that the international sample is composed of multiple different countries, so cultural differences in values could explain why even for experienced entrepreneurs there is no agreement surrounding what hospitality and, thereby a legitimate venture entails in this market. Finally, along the same lines, in the U.S. contexts the absence of cleanliness is in the majority of successful configurations, while in the international contexts the presence of cleanliness is in the majority of successful configurations. Further, looking at the unsuccessful configurations in the U.S. contexts we can see that the presence of cleanliness is a core condition. This suggests that perhaps U.S. consumers already expect cleanliness practices from experienced entrepreneurs and therefore it is not as important as other evaluations (e.g., accuracy, number of reviews) in evaluating the venture's legitimacy. In contrast, international consumers may give more importance to cleanliness as an aspect of hospitality regardless of the experience level of the entrepreneur or because there may be variance in what hospitality means across countries it could remain important in evaluations.

Entire Home, New Entrepreneur, context: The first noticeable similarity across these contexts was the large number of successful configurations with only 4 unsuccessful configurations in each context (see Tables 5.2.6 and 5.2.13). While this may be a factor of the large sample sizes, I think it is more reflective of the fact that the entire home market is the most popular market for entrepreneurs to enter on Airbnb. The second similarity across the contexts was the presence of value in successful configurations. Another similarity was that the presence of accuracy and/or number of reviews was a common theme in many of the successful configurations. Comparing these findings with those from the shared room and private room markets, suggests that the size of the market may be an important boundary condition that can

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influence how consumers evaluate a venture's legitimacy. Indeed, looking at the unsuccessful configurations across contexts, I noticed that the absence of value or number of review evaluations were common in the configurations. Further, the superhost badge was found in both successful and unsuccessful configurations, noticeably all unsuccessful configurations in the international context. This suggests that the superhost badge can function more as a complement rather than a substitute for other types of evaluations, for new entrepreneurs, in the entire home market, across contexts. Finally, the presence of multiple evaluations that speak to the hospitality practices of entrepreneurs (e.g., check-in, cleanliness, communication) were common in the successful configurations.

There were a couple interesting differences across the contexts as well. First in the U.S. context, there were three successful configurations (1a,1b, and 1c) that included the number of reviews as the only core present condition. In contrast, in the international context the lowest number of present core conditions was two. This suggests that international consumer's may be more comprehensive when evaluating the legitimacy of new entrepreneurs whereas U.S. consumers may be more focused on specific evaluations. The second interesting difference was that all the unsuccessful configurations in the international contexts included the presence of the superhost badge. This may indicate that the superhost badge does not offer new entrepreneurs in the entire home market in international contexts any sort of differentiation or distinctiveness.

Entire Home, Experienced Entrepreneur, context: The first similarity that I noticed across these contexts was the presence of value as a core evaluation in successful configurations (see Tables 5.2.7 and 5.2.12). This suggests that regardless of entrepreneur experience in the entire home market, value evaluations are an important aspect of evaluating the legitimacy of a venture. The second similarity I found was that the presence of the superhost badge was a core

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condition in both successful and unsuccessful configurations across the contexts. This indicates that the superhost badge functions more as a complement and that it does not offer experienced entrepreneurs much in the way of distinctiveness. Third, I found that the presence of the number of reviews as a core condition was common in many of the successful configurations across contexts. This makes logical sense given that these entrepreneurs have been on the platform longer, consumers will look to the number of reviews in determining the potential legitimacy of a venture. However, in all but one of the configurations that included the presence of the number of reviews as a core condition, the configurations had the presence of multiple other core conditions. This suggests that consumers are also looking for comprehensiveness in a venture's legitimacy bundle for experienced entrepreneurs. Finally, I noticed that the absence of check-in was a common condition in successful configurations across the contexts. It may be that consumers expect experienced entrepreneurs to already have expertise in this practice so they look more towards other evaluations in forming their legitimacy evaluations.

I found several interesting differences when comparing the contexts. First the absence of more conditions than presence, seemed to be a reason for being unsuccessful in the international contexts. Another difference was that the presence of communication appeared to be important in international contexts while its absence was important in U.S. contexts. This may be due to cultural differences in values, such that U.S. consumers may want to be left alone when renting an entire home while international consumers may still look for interaction with the host. The final difference I found was that the presence or absence of location was more of a core factor for success in U.S. contexts while it was more of a contributing factor in international contexts. This may suggest culture differences in the importance of location in evaluating the potential hospitality of a venture.

Toward a Theory of Values Bundling for Entrepreneurs to Increase Perceptions of Venture Legitimacy and Performance in the Sharing Economy

I build on the above patterns, similarities, and differences within and across my sample contexts to begin to develop a mid-range theory of values bundling for entrepreneurs to increase perceptions of venture legitimacy and performance in the sharing economy. In going through the findings, I noticed that consumer's tended to look at the overall bundle of evaluations that a venture had. Further, the multiple different evaluations that I included in this study all, to different degrees, speak to the hospitality value which holds authority on the Airbnb platform. From this, I conceptualize the process of influencing consumers legitimacy perceptions as one of *values bundling* (e.g., hospitality). *Values bundling* refers to the process by which individuals (e.g., entrepreneurs) combine practices (i.e., evaluations) that embody or speak to an entity's ability to deliver or practice the ultimate value within a social system.

Within the Airbnb platform the ultimate value is hospitality. However, the value of hospitality itself is a cluster of multiple different types of values and practices (e.g., check-in, cleanliness, communication). Thus, the hospitality value can be thought of as a value postulate, in Weber's terms (1968), that varies in terms of comprehensiveness, internal consistency, and content which shapes individuals' rationalization processes (i.e., substantive rationality in Weber's terms). Further, individuals within the same social system can differ in their understanding of a value postulate (e.g., hospitality, Socialism, "the beautiful) which can allow for multiple different configurations of actions to be viewed as rational or legitimate based on consistency in the specific value postulates. As Kalberg notes in writing about Weber (1980), "Since the standpoints represented by value postulates can be, in principle, infinite, action may be ordered into patterns and, indeed, into entire ways of life in an endless number of ways"

(1980: 1155). In other words, in the context of the current study there may be multiple different legitimate or rationalized ways to be hospitable.

There are several important aspects from the above discussion that I draw on to build my theory. First, an ultimate value is composed of values bundles. Values bundles are clusters of material and/or symbolic values that relate to and together come to form an ultimate value. For instance, the values of accuracy, check-in, cleanliness, communication, location, value (for the money), all relate to and together form the ultimate value of hospitality within the Airbnb platform (i.e., social system). Second, values bundles can vary in terms of *comprehensiveness*, *consistency*, and *content* (i.e., quality). *Comprehensiveness* refers to the degree to which a bundle includes all values that relate to and form an ultimate value. *Consistency* refers to the degree to which the values within a value bundle agree (conflict) with each other. *Content* refers to the number and depth of specific values (i.e., degree of detail describing a value and practices associated with it) related to an ultimate value. Third, the venture legitimation process is a multidimensional process that requires demonstrating conformance and uniqueness in reference to an ultimate value (e.g., hospitality) within a value sphere (i.e., social system-Airbnb) and its bundle of values (e.g., accuracy, check-in, cleanliness, communication, location). Fourth, uniqueness can be achieved through the manner in which a values bundle is configured. Fifth, the importance given to any of the three characteristics of values bundles which will influence the configuration of the values bundle, can vary based on consumers' understandings regarding an ultimate value, environmental factors (i.e., culture, market), and characteristics of the organization (i.e., new vs. experienced). Finally, there are no absolute configurations of values bundles that determine an entity (i.e., venture) as legitimate. Instead it depends on characteristics of the entity, context, and individuals' evaluating the entity.

Entrepreneurs can increase perceptions of legitimacy and, thereby performance through

values bundling. The results of my study show that characteristics of the entrepreneur, macro

context, and market all influenced the configurations that led to success for entrepreneurs.

Further, across all the contexts, no one factor uniformly influenced success or failure, rather it

was how the factors were interdependently configured that influenced outcomes. I suggest that

differences in configurations can be conceptualized as differences in values bundling by

entrepreneurs. Entrepreneurs need to be aware of characteristics of the themselves (i.e., new vs.

experienced), the macro context (i.e., U.S. versus international), and market (i.e., shared room,

private room, entire home) when attempting to influence consumer's perceptions of their

ventures legitimacy. Differences across these variables can influence the process of values

bundling. More specifically, it will influence the degree of comprehensiveness, consistency, and

content that consumers are looking for in a values bundle. For instance, I noticed that in the

shared room markets, consumers were looking for less comprehensiveness, and content in

evaluations, in contrast to the entire home market. Further, the importance given to consistency

in values bundles increased as the size of the market increased, with consumer's looking for

superhosts that also had the presence of evaluations speaking to their hospitality practices (e.g.,

check-in, cleanliness, communication). Consumer's will be more likely to select and conduct

business with ventures that match what they are looking for in an ultimate value and its values

bundle because it holds authority over them. Thus, for entrepreneurs it is about constructing

values bundles that match what consumers are looking for in terms of comprehensiveness,

consistency, and content while also offering some uniqueness regarding an ultimate value (e.g.,

hospitality), that will increase consumers perceptions of a ventures' legitimacy and, thereby

performance for the venture. Figure 6.2 summarizes my theoretical model. In the next section, I

discuss the contributions that this study and theory makes to the legitimacy literature

Figure 6.2 A Mid-Range Theory of Values Bundling for Entrepreneurs to Increase Perceptions of Venture Legitimacy and Performance in the Sharing Economy
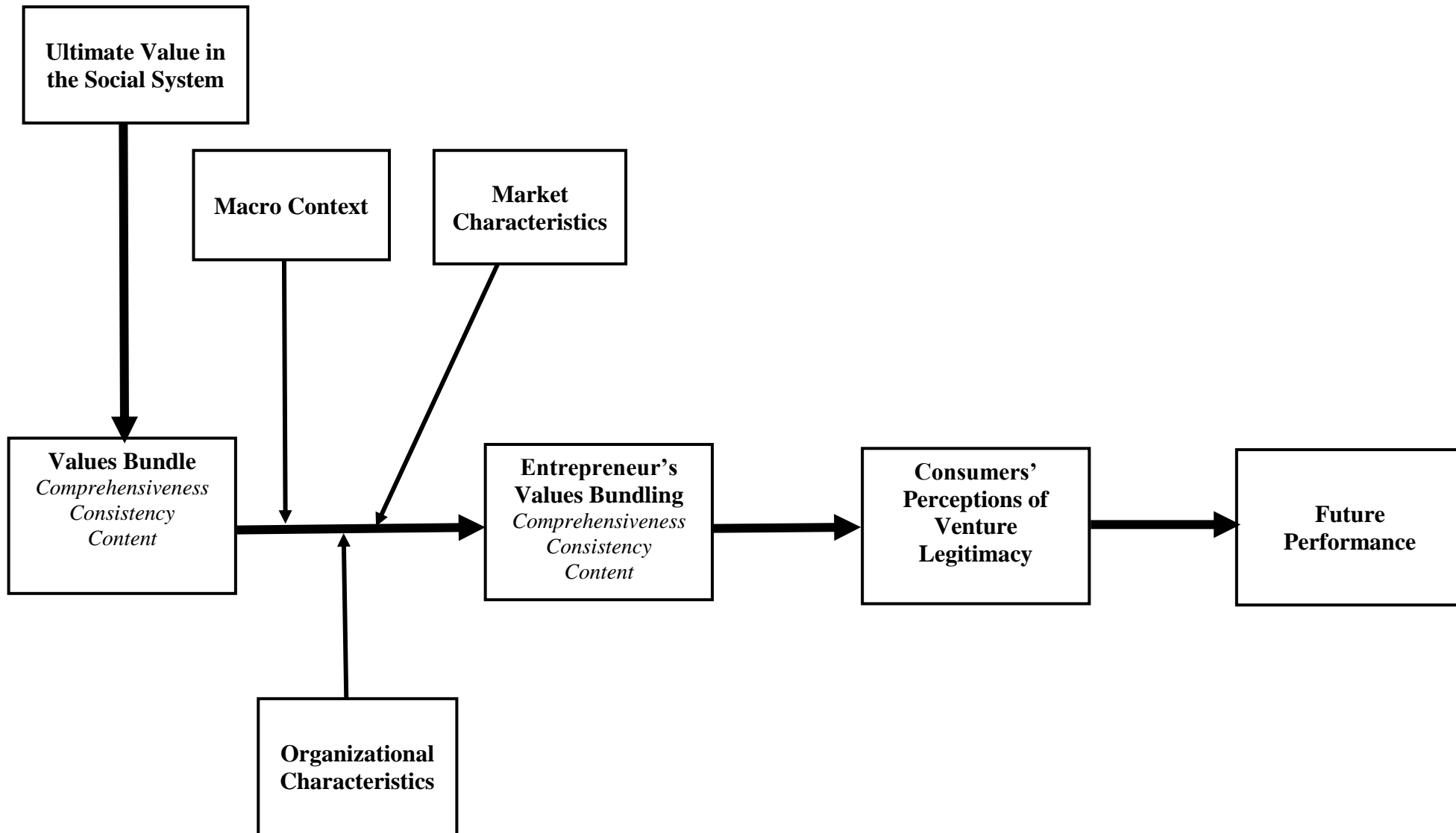
Section 6.2.2: Discussion of Study II Contributions

Considering research question 1, this study makes several contributions to the legitimacy literature. First, by utilizing a fuzzy set configurational approach, I am able to demonstrate the inherent complexity and multilevel nature of the venture legitimation process (Bitektine & Haack, 2015; Deephouse et al., 2017). More specifically, I show that there are multiple paths within the same macro context and market for different types of entrepreneurs to (un)successfully influence consumers' perceptions of a venture's legitimacy. This suggests that the venture legitimation process is a multidimensional process, with consumers drawing a on a constellation of evaluations to form their own legitimacy evaluations. Second, by including multiple types of evaluations (i.e., individual propriety and collective validity), this study demonstrates that the functionality of any one evaluation for influencing legitimacy perceptions, depends on how it is configured or bundled with other evaluations. This supports scholars' recent calls (Deephouse et al., 2017; Suddaby et al., 2016) for the need for future legitimacy studies to be more ambitious by including multiple sources of legitimacy evaluations in their research designs to capture the complexity surrounding legitimation processes. Third, I contribute to understanding surrounding performance outcomes in the sharing economy by demonstrating the configuration of factors that lead to both high and low performance in multiple different contexts for different types of entrepreneurs.

Considering research question 2, this study makes a couple of contributions to the legitimacy literature. First, I demonstrate that the macro context, local market, and characteristics of entrepreneurs, are all important boundary conditions that can influence differences in the configuration of evaluations that (un)successful influence consumers perceptions of a ventures legitimacy. This also provides some pragmatic advice for entrepreneurs attempting to enter into

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specific markets in specific macro contexts. Second, by comparing U.S. versus international contexts, I demonstrate that cultural differences can have an important impact on how consumers understand the same ultimate value (i.e., hospitality) which influences the types and configuration of evaluations consumers are looking for when evaluating the legitimacy of a venture.

Finally, I contribute to the legitimacy and consumer behavior literatures by developing a novel theory for venture legitimation and performance in the sharing economy. More specifically, I develop a values-based theory of venture legitimation that calls attention to the importance of *values bundling* for entrepreneurs to influence legitimacy perceptions of their ventures, and thereby future performance. In doing so, I put forth three important dimensions of values bundles; *comprehensiveness, consistency*, and *content*, that can vary in importance based on the social system, macro and market contexts, and characteristics of the entity being evaluated. Further, in connecting the notions of ultimate values, values bundles, and value rational authority, I provide a theoretical argument for why consumers are drawn to specific ventures and decide to conduct business with those ventures. Finally, while I theorize the process in regard to a single ultimate value (i.e., hospitality), my theory can also be applied to social systems where there are multiple ultimate values that hold authority.

Section 6.2.3: Study II Limitations

While this study did make a number of contributions, it also has several limitations which merit further discussion. The first limitation pertains to my sample used in this study, which was drawn from one platform (i.e., social system), Airbnb, within the sharing economy. While Airbnb is the most prominent platform within the sharing economy and its platform design is utilized by emerging platforms within the sharing economy, the results may not be completely generalizable to other contexts. Further because I relied on a single platform in collecting my

data, there may be certain characteristics of individuals that draw them to the Airbnb platform which could limit the generalizability of my results to other platforms. Thus, future research might incorporate data from different platforms where different ultimate values hold authority to see if any of the configurations I found hold or change which could help to further refine the theory I developed.

A second limitation of my study can be found in my analytical approach. While the results do support the appropriateness of a configurational approach, there are several shortcomings of fuzzy set analysis worth noting. First, currently, fsQCA does not allow for the use of control variables as traditional regression-based approaches do, so there is the possibility that there could be some important variables I do not account for that could influence the configurations I found. Hence, future research should attempt to include some of these variables in future analysis, I discuss this in more detail in the next section.

A third limitation pertains to my results. While I did find multiple successful and unsuccessful configurations within in each of my sample contexts, I was not able to explain all the variation in performance. Despite the ability to build theory from my findings, the overall solution coverages are somewhat limited in several of the sample contexts in comparison to prior research (Campbell et al., 2016; Dwivedi et al., 2017; Misangyi & Acharya, 2014). However, in contrast to these studies my sample sizes were much larger (Campbell et al., 2016 had the largest sample, with 2,403 observations) which can influence the overall solution coverages. Nevertheless, this points to the inherent complexity involved in influencing consumers legitimacy perceptions and the need for further research to identify other configurations to add to the ones discovered in this study.

A fourth limitation surrounds the types of legitimacy evaluations I included in the study. While I included those that Airbnb espouses as indicative of hospitality, there are undoubtedly other types of evaluations that influence consumers' legitimacy perceptions of a venture (Deephouse et al., 2017). For instance, when going through some of the listings I noticed that hosts will mention if they have hospitality degrees, professional experience, or other third-party certifications (e.g., eco-friendly lodging). Hence, future research should investigate how the inclusion of other types of legitimacy evaluations influences the configurations I found in this study.

A final limitation is my treatment of the international sample. In the current study I included all countries other than the U.S. within my international sample. While this is appropriate when initially trying to build theory, it can mask important cultural differences as well. In discussing my results, I touched upon how some of the findings in the international contexts could be a manifestation of cultural differences across the counties within my international sample and therefore should be interpreted with some caution. Thus, future research should parse out the countries included in my sample to see if there are meaningful differences that influence the configurations I found.

Section 6.2.4 Study II Future Research Agenda
In the previous section I outlined several limitations and offered several suggestions for future research. In the current section, I explain several interesting avenues to build upon this study's findings.

The first project will be to refine and publish this study's findings. As discussed in the contributions section, this study responds to scholars calls to more accurately capture the complexity involved in legitimation and increase the theoretical robustness of the concept of legitimacy (Bitektine & Haack, 2015; Deephouse et al., 2017; Suddaby et al., 2016). Further, the

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data collected for this study allows me to code and include additional types of evaluations, such as entrepreneur's (i.e., hosts) education level, professional status, and experience on other platforms which affords the opportunity to investigate more complex relationships. Hence, additional questions of interest concern how the inclusion of other types of evaluations influence the configurations I identified and how this influences future venture performance.

An interesting avenue to extend upon this study involves examining how the gender of entrepreneurs influences the configurations of legitimacy evaluations that lead to higher versus lower performance. Scholars have recognized that entrepreneurship is gendered, such that entrepreneurs typically fit a male stereotype (Jennings & Brush, 2013). Hence, it may be that the process of values bundling could be different for female versus male entrepreneurs in certain contexts but similar in other contexts. Uncovering these dynamics would advance the venture legitimacy and gender and entrepreneurship literatures. Accordingly, I have already begun coding all of my U.S. sample contexts for the gender of the entrepreneur to conduct a study examining how gender influences legitimation processes in the sharing economy.

Another planned avenue to build upon this study is to examine how configurations change for teams of entrepreneurs. In the current study, I only examined lone entrepreneurs. However, in cleaning the data I coded whether the entrepreneurs were either lone entrepreneurs or part of a team. I noticed that there were a large number of both new and experienced entrepreneurs that were teams. Furthermore, building on the rationale I mentioned above, I also coded whether it was a mixed gender team, all male or all female team. Additionally, studies have shown that venture teams are evaluated differently than lone entrepreneurs (Überbacher, 2014). Therefore, a future study is planned that examines which configurations of legitimacy

evaluations lead to higher and lower performance for teams of entrepreneurs and how these configurations differ based on the gender composition of the entrepreneurial team.

Section 6.3: Lessons Learned

While working on this dissertation I have learned lots of invaluable lessons which will guide me in my future academic career. Several of the lessons pertain specifically to the study's I conducted in this dissertation while others more generally relate to conducting organizational research. Regarding the current dissertation, conducting an experiment requires lots of pre-planning and time before even getting to conduct the actual experiment. When I first thought about conducting an experiment as part of my dissertation, I never imagined how much work was required to get to the point where I could conduct my study I. In particular, it was my first experience dealing with the Institutional Review Board (IRB) which took much longer than I expected. Furthermore, I had to conduct multiple different pilot studies to validate multiple different instruments for my study I design. Looking back, I do not regret doing the experiment because I learned so much along the way. However, in hindsight, I would have definitely submitted the IRB and started the pilot testing process earlier in the proposal process.

Second, in relation to my study II, I learned that big data can be both amazing and daunting concurrently. While the availability of data has increased with the shift to more digital economies, this data is not as clean as the data from traditional databases used in organizational research. As a result, it took me much longer than I anticipated to clean and code the data I gathered for my study II. In retrospect, if I had begun coding and cleaning the data earlier this would have expedited the data analysis.

Regarding what I have learned in relation to conducting organizational research in general, is that *everything takes more time than you think* when trying to complete a dissertation. A study the size of the current dissertation has so many steps which each must be completed

before moving onto the next step. I learned that almost every step takes longer than you anticipate.

This leads me to another crucial lesson I learned, *patience is key*. When conducting a dissertation there are numerous different things that undoubtedly will go wrong and pressures that you must deal with. Realizing this is simply part of the process and that it is a long process is crucial for success. Further, having patience and trusting the process allows you to learn so much.

Tracking every step is crucial. A dissertation has so many moving parts that you can easily lose track of. When you are conducting multiple studies as part of your dissertation, this increases the complexity and importance of tracking everything. For instance, keeping meticulous records of how variables are created, saving a different spreadsheet that corresponds to each step, utilizing clearly labeled folders and sub-folders will make going back to any step easy which will ultimately allow later stages of the research progress more smoothly.

The final lesson I learned throughout the process is *conducting a multi-study dissertation is difficult and stressful.* Having two separate studies, one of which I have never conducted (i.e., experiment) that required having to design and fund the creation of my own websites, and the other a qualitative study, combined to make for one large, complicated, and stressful dissertation. That said, I have learned so much along the way and hopefully will have multiple studies that come out of this dissertation. However, looking back, building out one study, or doing more research upfront regarding what it takes to construct a website, may have reduced the stress involved and made for a more manageable dissertation to complete.

Section 6.4: Dissertation Conclusion

With the increasing politicization of business (e.g., immigration, LGBTQ rights), diversity in stakeholder demands (e.g., sustainability, profits), and the rise of value laden markets

(e.g., sharing economy), values appear poised to grow in importance, both practically and theoretically. Hence, understanding how values shape individuals' perceptions and decision-making processes is vitally important for entrepreneurs who are trying to start or grow their ventures.

Accordingly, the current dissertation adopted a value-laden approach along with a multi-study design to understand how values influence the venture legitimation process and venture performance. While the results of study one did not support my theorizing and the research design may need further refinement, this study has advanced the entrepreneurship literature by providing an initial insight into the decision-making process for consumers within the sharing economy. In study two, I utilize a fuzzy set case-based configurational approach to demonstrate the inherent complexity and multilevel nature of the venture legitimation process (Bitektine & Haack, 2015; Deephouse et al., 2017). The main contribution of this study is my development of a values-based theory of venture legitimation that calls attention to the importance of *values bundling* for entrepreneurs to influence legitimacy perceptions of their ventures, and thereby future performance. Overall, this dissertation's ultimate contribution was to take a step toward a better understanding of the role values play in the venture legitimation process.

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AUBnb Main Page

AUBnb Main Listings Page

CENTRAL CITY

5 Star luxurious home in exclusive location

From $170 per night

☆☆☆☆☆ (0)

Dissertation Study Continued

CENTRAL CITY

Traditional, clean home, in a safe neighborhood

From $170 per night

☆☆☆☆☆ (0)

Dissertation Study Continued

CENTRAL CITY

Welcoming, Eco-friendly home

From $170 per night

☆☆☆☆☆ (0)

Dissertation Study Continued

CENTRAL CITY

Luxurious home in exclusive location

From $170 per night

☆☆☆☆☆ (0)

Dissertation Study Continued

CENTRAL CITY

Unique and eclectic home in hip neighborhood

From $170 per night

☆☆☆☆☆ (0)

Dissertation Study Continued

CENTRAL CITY

Eco-friendly and Welcoming home

From $170 per night

☆☆☆☆☆ (0)

Dissertation Study Continued

268

CENTRAL CITY

Eclectic and Unique home in hip neighborhood

From $170 per night

★★★★★ (0)

Dissertation Study Continued

CENTRAL CITY

Eco-friendly home in exclusive location with high end finishes

From $170 per night

★★★★★ (0)

Dissertation Study Continued

CENTRAL CITY

Traditional and clean home, in a safe neighborhood

From $170 per night

★★★★★ (0)

Dissertation Study Continued

CENTRAL CITY

Traditional and clean home with unique touches in hip neighborhood

From $170 per night

★★★★★ (0)

Dissertation Study Continued

CENTRAL CITY

5 Star luxury, exclusive location and eco-friendly home

From $170 per night

★★★★★ (0)

Dissertation Study Continued

CENTRAL CITY

Unique, eclectic, and clean home in safe neighborhood

From $170 per night

★★★★★ (0)

Dissertation Study Continued

269

CENTRAL CITY
N/A
From $170 per night
★★★★★ (0)
Dissertation Study Continued

AUBnb Sample Listing Sub-Page

This listing is in " Dissertation Study Continued"

5 Star luxurious home in exclusive location

$170 per night

☆ ☆ ☆ ☆ ☆ (0)

5 Star luxurious home in exclusive location

Emily

Central City

🛏 1 bedroom   🛏 1 beds   🛁 1 baths   👥 up to 4 guests

About this place

This luxurious home is located in one of the most exclusive locations. You cannot find a more in demand location than this one. The neighborhood includes high-end shops, boutiques, and 5 star restaurants. The home is meticulously kept and completely updated with high end finishes. The living room includes a brand new high definition 50-inch smart TV, leather sectional, custom made fire place and floor to ceiling windows for you to enjoy the exclusive view. The modern, updated kitchen includes granite countertops, custom made cabinets, industrial cooktop, and newly installed stainless steel appliances. The bathroom is completely updated and includes a huge shower with marble finishes and a massive closet for storage. The bedroom includes a King bed and has its own balcony so you can enjoy the incredible view of the exclusive neighborhood.

Sleeping arrangements

🛏

Bedroom 1

Bed

$170 per night

☆ ☆ ☆ ☆ ☆ (0)

Book

272

Amenities

❄	Air Conditioning	🪑	High chair
	Washer		Smoke detector
	Heating		Shampoo
🍴	Kitchen		Dryer
📶	Wifi		Buzzer/wireless intercom
	Indoor fireplace		Hangers
	Iron		Lock on bedroom door
💻	Laptop friendly workspace		Crib
📺	TV		

House Rules

No smoking inside the home

Not suitable for pets

No parties or events

Check-in is anytime after 2pm

Check out by 11am

Do not move the furniture around

Please be considerate of the neighbors

Feel free to use any cooking supplies

Please enjoy your stay!

273

Cancellations

Moderate: Full refund 5 days prior to arrival, except fees

0 Reviews ☆ ☆ ☆ ☆ ☆

Hosted By Emily

Central City · Joined 4/4/2018

Manage Image

Verified Info
- Email
- Facebook
- Google
- Linkedin

Cool girl

APPENDIX B
SIMILAR SHARING ECONOMY WEBPAGE DESIGNS

Screenshots Craigslist

Main webpage results

Venture/listing subpage

275

Screenshots Kickstarter

Venture/Project subpage   **Main webpage results**

Screenshots Turo (formerly RelayRides)

Main webpage result

Venture/Project subpage

APPENDIX C
Photos used for Website Creation and Host Photos

Control Photo
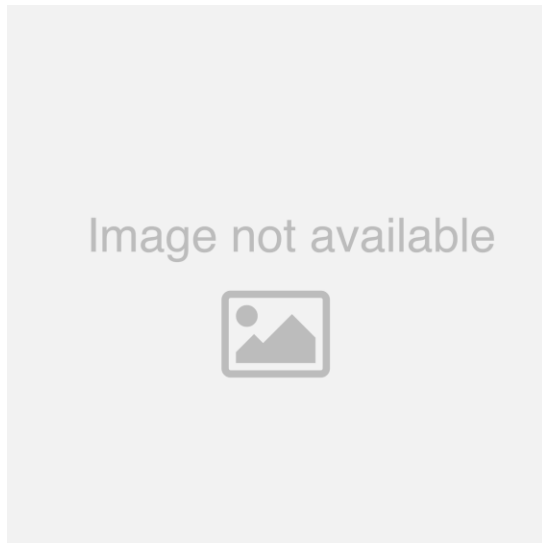
Self-enhancement Photos

280

Self-transcendent Photos

284

Openness to change Photos
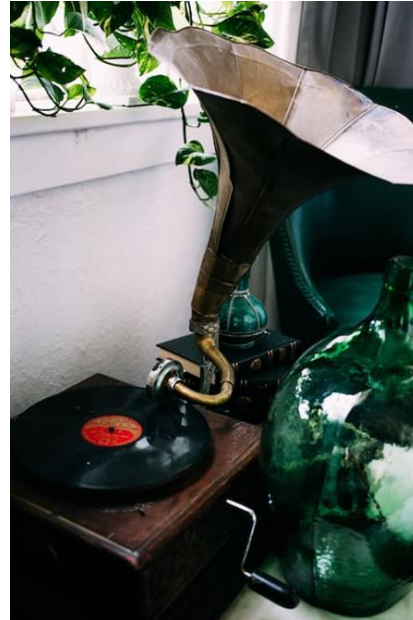
Conservation Photos

293

295

Hosts for Dissertation Study

3 White Males

Jacob

3 Black Males

Jamal

Connor

Darnell

Cole

Tyrone

3 White Females
Samantha

3 Black Females
Jasmin

Control-Chris

298

Amy

Alexus

Emily

Aliyah

299

Schwartz PVQ-5X Survey

PVQ-RR Male (10/2013)

Here we briefly describe different people. Please read each description and think about how much that person is or
is not like you. Put an X in the box to the right that shows how much the person described is like you.

HOW MUCH LIKE YOU IS THIS PERSON?

	Not like me at all	Not like me	A little like me	Moderately like me	Like me	Very much like me
1. It is important to him to form his views independently.	☐	☐	☐	☐	☐	☐
2. It is important to him that his country is secure and stable.	☐	☐	☐	☐	☐	☐
3. It is important to him to have a good time.	☐	☐	☐	☐	☐	☐
4. It is important to him to avoid upsetting other people.	☐	☐	☐	☐	☐	☐
5. It is important to him that the weak and vulnerable in society be protected.	☐	☐	☐	☐	☐	☐
6. It is important to him that people do what he says they should.	☐	☐	☐	☐	☐	☐
7. It is important to him never to think he deserves more than other people.	☐	☐	☐	☐	☐	☐
8. It is important to him to care for nature.	☐	☐	☐	☐	☐	☐
9. It is important to him that no one should ever shame him.	☐	☐	☐	☐	☐	☐
10. It is important to him always to look for different things to do.	☐	☐	☐	☐	☐	☐
11. It is important to him to take care of people he is close to.	☐	☐	☐	☐	☐	☐
12. It is important to him to have the power that money can bring.	☐	☐	☐	☐	☐	☐
13. It is very important to him to avoid disease and protect his health.	☐	☐	☐	☐	☐	☐

14. It is important to him to be tolerant toward all kinds of people and groups. ☐ ☐ ☐ ☐ ☐ ☐

15. It is important to him never to violate rules or regulations. ☐ ☐ ☐ ☐ ☐ ☐

16. It is important to him to make his own decisions about his life. ☐ ☐ ☐ ☐ ☐ ☐

17. It is important to him to have ambitions in life. ☐ ☐ ☐ ☐ ☐ ☐

18. It is important to him to maintain traditional values and ways of thinking. ☐ ☐ ☐ ☐ ☐ ☐

19. It is important to him that people he knows have full confidence in him. ☐ ☐ ☐ ☐ ☐ ☐

20. It is important to him to be wealthy. ☐ ☐ ☐ ☐ ☐ ☐

21. It is important to him to take part in activities to defend nature. ☐ ☐ ☐ ☐ ☐ ☐

22. It is important to him never to annoy anyone. ☐ ☐ ☐ ☐ ☐ ☐

23. It is important to him to develop his own opinions. ☐ ☐ ☐ ☐ ☐ ☐

24. It is important to him to protect his public image. ☐ ☐ ☐ ☐ ☐ ☐

25. It is very important to him to help the people dear to him. ☐ ☐ ☐ ☐ ☐ ☐

26. It is important to him to be personally safe and secure. ☐ ☐ ☐ ☐ ☐ ☐

HOW MUCH LIKE YOU IS THIS PERSON?

27. It is important to him to be a dependable and trustworthy friend. ☐ ☐ ☐ ☐ ☐ ☐

28. It is important to him to take risks that make life exciting. ☐ ☐ ☐ ☐ ☐ ☐

29. It is important to him to have the power to make people do what he wants. ☐ ☐ ☐ ☐ ☐ ☐

30. It is important to him to plan his activities independently. ☐ ☐ ☐ ☐ ☐ ☐

31. It is important to him to follow rules even when no-one is watching. ☐ ☐ ☐ ☐ ☐ ☐

32. It is important to him to be very successful. ☐ ☐ ☐ ☐ ☐ ☐

33. It is important to him to follow his family's customs or the customs of a religion. ☐ ☐ ☐ ☐ ☐ ☐

34. It is important to him to listen to and understand people who are different from him. ☐ ☐ ☐ ☐ ☐ ☐

35. It is important to him to have a strong state that can defend its citizens. ☐ ☐ ☐ ☐ ☐ ☐

36. It is important to him to enjoy life's pleasures. ☐ ☐ ☐ ☐ ☐ ☐

37. It is important to him that every person in the world have equal opportunities in life. ☐ ☐ ☐ ☐ ☐ ☐

38. It is important to him to be humble. ☐ ☐ ☐ ☐ ☐ ☐

39. It is important to him to figure things out himself. ☐ ☐ ☐ ☐ ☐ ☐

40. It is important to him to honor the traditional practices of his culture.	☐	☐	☐	☐	☐	☐
41. It is important to him to be the one who tells others what to do.	☐	☐	☐	☐	☐	☐
42. It is important to him to obey all the laws.	☐	☐	☐	☐	☐	☐
43. It is important to him to have all sorts of new experiences.	☐	☐	☐	☐	☐	☐
44. It is important to him to own expensive things that show his wealth	☐	☐	☐	☐	☐	☐
45. It is important to him to protect the natural environment from destruction or pollution.	☐	☐	☐	☐	☐	☐
46. It is important to him to take advantage of every opportunity to have fun.	☐	☐	☐	☐	☐	☐
47. It is important to him to concern himself with every need of his dear ones.	☐	☐	☐	☐	☐	☐
48. It is important to him that people recognize what he achieves.	☐	☐	☐	☐	☐	☐
49. It is important to him never to be humiliated.	☐	☐	☐	☐	☐	☐
50. It is important to him that his country protect itself against all threats.	☐	☐	☐	☐	☐	☐
51. It is important to him never to make other people angry.	☐	☐	☐	☐	☐	☐
52. It is important to him that everyone be treated justly, even people he doesn't know.	☐	☐	☐	☐	☐	☐
53. It is important to him to avoid anything dangerous.	☐	☐	☐	☐	☐	☐
54. It is important to him to be satisfied with what he has and not ask for more.	☐	☐	☐	☐	☐	☐
55. It is important to him that all his friends and family can rely on him completely.	☐	☐	☐	☐	☐	☐
56. It is important to him to be free to choose what he does by himself.	☐	☐	☐	☐	☐	☐
57. It is important to him to accept people even when he disagrees with them.	☐	☐	☐	☐	☐	☐

Here we briefly describe different people. Please read each description and think about how much that person is or
is not like you. Put an X in the box to the right that shows how much the person described is like you.

HOW MUCH LIKE YOU IS THIS PERSON?

	Not like me at all	Not like me	A little like me	Moder-ately like me	Like me	Very much like me
1. It is important to her to form her views independently.	☐	☐	☐	☐	☐	☐
2. It is important to her that her country is secure and stable.	☐	☐	☐	☐	☐	☐
3. It is important to her to have a good time.	☐	☐	☐	☐	☐	☐
4. It is important to her to avoid upsetting other people.	☐	☐	☐	☐	☐	☐
5. It is important to her that the weak and vulnerable in society be protected.	☐	☐	☐	☐	☐	☐
6. It is important to her that people do what she says they should.	☐	☐	☐	☐	☐	☐
7. It is important to her never to think she deserves more than other people.	☐	☐	☐	☐	☐	☐
8. It is important to her to care for nature.	☐	☐	☐	☐	☐	☐
9. It is important to her that no one should ever shame her.	☐	☐	☐	☐	☐	☐
10. It is important to her always to look for different things to do.	☐	☐	☐	☐	☐	☐
11. It is important to her to take care of people she is close to.	☐	☐	☐	☐	☐	☐
12. It is important to her to have the power that money can bring.	☐	☐	☐	☐	☐	☐
13. It is very important to her to avoid disease and protect her health.	☐	☐	☐	☐	☐	☐
14. It is important to her to be tolerant toward all kinds of people and groups.	☐	☐	☐	☐	☐	☐
15. It is important to her never to violate rules or regulations.	☐	☐	☐	☐	☐	☐
16. It is important to her to make her own decisions about her life.	☐	☐	☐	☐	☐	☐
17. It is important to her to have ambitions in life.	☐	☐	☐	☐	☐	☐
18. It is important to her to maintain traditional values and ways of thinking.	☐	☐	☐	☐	☐	☐
19. It is important to her that people she knows have full confidence in her.	☐	☐	☐	☐	☐	☐
20. It is important to her to be wealthy.	☐	☐	☐	☐	☐	☐
21. It is important to her to take part in activities to defend nature.	☐	☐	☐	☐	☐	☐

	Not like me at all	Not like me	A little like me	Moder-ately like me	Like me	Very much like me
22. It is important to her never to annoy anyone.	☐	☐	☐	☐	☐	☐
23. It is important to her to develop her own opinions.	☐	☐	☐	☐	☐	☐
24. It is important to her to protect her public image.	☐	☐	☐	☐	☐	☐
25. It is very important to her to help the people dear to her.	☐	☐	☐	☐	☐	☐
26. It is important to her to be personally safe and secure.	☐	☐	☐	☐	☐	☐

HOW MUCH LIKE YOU IS THIS PERSON?

27. It is important to her to be a dependable and trustworthy friend.	☐	☐	☐	☐	☐	☐
28. It is important to her to take risks that make life exciting.	☐	☐	☐	☐	☐	☐
29. It is important to her to have the power to make people do what she wants.	☐	☐	☐	☐	☐	☐
30. It is important to her to plan her activities independently.	☐	☐	☐	☐	☐	☐
31. It is important to her to follow rules even when no-one is watching.	☐	☐	☐	☐	☐	☐
32. It is important to her to be very successful.	☐	☐	☐	☐	☐	☐
33. It is important to her to follow her family's customs or the customs of a religion.	☐	☐	☐	☐	☐	☐
34. It is important to her to listen to and understand people who are different from her.	☐	☐	☐	☐	☐	☐
35. It is important to her to have a strong state that can defend its citizens.	☐	☐	☐	☐	☐	☐
36. It is important to her to enjoy life's pleasures.	☐	☐	☐	☐	☐	☐
37. It is important to her that every person in the world have equal opportunities in life.	☐	☐	☐	☐	☐	☐
38. It is important to her to be humble.	☐	☐	☐	☐	☐	☐
39. It is important to her to figure things out herself.	☐	☐	☐	☐	☐	☐
40. It is important to her to honor the traditional practices of her culture.	☐	☐	☐	☐	☐	☐
41. It is important to her to be the one who tells others what to do.	☐	☐	☐	☐	☐	☐
42. It is important to her to obey all the laws.	☐	☐	☐	☐	☐	☐
43. It is important to her to have all sorts of new experiences.	☐	☐	☐	☐	☐	☐
44. It is important to her to own expensive things that show her wealth	☐	☐	☐	☐	☐	☐

	Not like me at all	Not like me	A little like me	Moder-ately like me	Like me	Very much like me
45. It is important to her to protect the natural environment from destruction or pollution.	☐	☐	☐	☐	☐	☐
46. It is important to her to take advantage of every opportunity to have fun.	☐	☐	☐	☐	☐	☐
47. It is important to her to concern herself with every need of her dear ones.	☐	☐	☐	☐	☐	☐
48. It is important to her that people recognize what she achieves.	☐	☐	☐	☐	☐	☐
49. It is important to her never to be humiliated.	☐	☐	☐	☐	☐	☐
50. It is important to her that her country protect itself against all threats.	☐	☐	☐	☐	☐	☐
51. It is important to her never to make other people angry.	☐	☐	☐	☐	☐	☐
52. It is important to her that everyone be treated justly, even people she doesn't know.	☐	☐	☐	☐	☐	☐
53. It is important to her to avoid anything dangerous.	☐	☐	☐	☐	☐	☐
54. It is important to her to be satisfied with what she has and not ask for more.	☐	☐	☐	☐	☐	☐
55. It is important to her that all her friends and family can rely on her completely.	☐	☐	☐	☐	☐	☐
56. It is important to her to be free to choose what she does by herself.	☐	☐	☐	☐	☐	☐
57. It is important to her to accept people even when she disagrees with them.	☐	☐	☐	☐	☐	☐

Scoring and Analysis Instructions

For a presentation of the theory underlying the PVQ-RR and validating data, see Schwartz, et al. (2012), Schwartz & Butenko (2014), Schwartz et al. (2016) in references. For instructions for different types of statistical analysis, see below 'correcting for scale use bias'.

Scoring Key for 19 Values in the PVQ-RR Value Scale

Self-direction Thought	1,23,39	Tradition	18,33,40
Self-direction Action	16,30,56	Conformity-Rules	15,31,42
Stimulation	10,28,43	Conformity-Interpersonal	4,22,51
Hedonism	3,36,46	Humility	7,38,54
Achievement	17,32,48	Universalism-Nature	8,21,45
Power Dominance	6,29,41	Universalism-Concern	5,37,52
Power Resources	12,20,44	Universalism-Tolerance	14,34,57
Face	9,24,49	Benevolence –Care	11,25,47
Security Personal	13,26,53	Benevolence-Dependability	19,27,55

Security Societal	2,35,50

Scoring Key for 10 Original Values with the PVQ-RR Value Scale

Self-Direction	1,23,39,16,30,56	Security	13,26,53,2,35,50
Stimulation	10,28,43	Conformity	15,31,42,4,22,51
Hedonism	3,36,46	Tradition	18,33,40,7,38,54
Achievement	17,32,48	Benevolence	11,25,47,19,27,55
Power	6,29,41,12,20,44	Universalism	8,21,45,5,37,52,14,34,57

_____

Scoring Key for Higher Order Values in the PVQ-RR Value Scale

Self-Transcendence   Combine means for universalism-nature, universalism-concern, universalism-tolerance, benevolence-care, and benevolence-dependability

Self-Enhancement   Combine means for achievement, power dominance and power resources

Openness to change   Combine means for self-direction thought, self-direction action, stimulation and hedonism

Conservation   Combine means for security-personal, security-societal, tradition, conformity-rules, conformity-interpersonal

Humility and Face may also be included in conservation, if no structural analysis is done to check their location in your own sample. Alternatively, they could be treated as separate values.

Correcting for scale use biases
The score for each value is the mean of the raw ratings given to the items listed above for that value. For most purposes, it is necessary to make a correction for individual differences in use of the response scale before performing analyses. Below are instructions for making the correction that is appropriate to various types of analyses. **Failure to make the necessary scale use correction typically leads to mistaken conclusions!**

Individuals and cultural groups differ in their use of the response scale.[1] Scale use differences often distort findings and lead to incorrect conclusions.[2] To correct for scale use:

(A) Compute scores for the 19 values by taking the means of the items that index it (above). If you wish to check internal reliabilities, do so for these value scores before the next steps.

(B) Compute each individual's mean score across <u>all</u> 57 value items. This is the individual's Mean RATing of all values. Call this MRAT.[3]

(C) Subtract MRAT from each of the 19 value scores. This centers the scores of each of the the individual's 19 values (computed in A) around that individual's Mean Rating.

1. <u>For correlation analyses</u>: Use the centered value scores (C).

    2. <u>For group mean comparisons, analysis of variance or of covariance (t- tests, ANOVA, MANOVA, ANCOVA, MANCOVA)</u>: Use the centered value scores as the dependent variables.

    3. <u>For regression</u>:

a. If the value is your **dependent** variable, use the centered value score.
        b. If the values are **predictor** variables:

                1. Enter <u>**un**</u>centered values as predictors in the regression.

a' If all 19 values are included, the single regression coefficients for
        the values are not clearly meaningful and interpretable
        because the values are interdependent. This is so even if the
        multicolinearity statistics do not look problematic.
b' Choose the values to exclude as predictors *a priori* on theoretical
        grounds because they are irrelevant to the topic.
                2. If you are interested <u>**only**</u> in the total variance accounted for by values
                    and not in the regression coefficients, you may include all 19 <u>**un**</u>centered
                    values as predictors. The R^2 is meaningful but, because the 19 values are
                    exactly linearly dependent, the coefficients for each value are not
                    precisely interpretable.

                3. If you use only one value as a predictor, use the centered value because
                    this is equivalent to correlation.

c. In publications, it is advisable to provide a table with the correlations between the centered values and the dependent variables in addition to any regression. These correlations will aid in understanding results and reduce confusion due either to multicolinearity or to intercorrelations among the values.

4. <u>For multidimensional scaling,</u> both centered and uncentered item responses work equally well.
    5. <u>For canonical, discriminant, or confirmatory factor analyses</u>:
Use **raw** (uncentered) value scores for the items or 19 value means.[4] However, if only some of the 57 items are included, centered scores can be used

6. <u>Exploratory factor analysis</u> is not suitable for discovering the theorized set of relations among values because they form a quasi-circumplex, which EFA does not reveal. Factors obtained in an EFA with rotation will only partly overlap with the 19 values, combining them to form larger

factors, and will exploit chance associations. The first *unrotated* factor represents the way respondents use the response scale. It may represent an acquiescence bias, social desirability, the overall importance of values to the person, or some combination of these and other influences . It does not represent specific value preferences. A crude representation of the circular structure of values can be obtained using EFA by plotting the value items in a two-dimensional space according to their loadings on factors 2 and 3 of the *unrotated* solution.

Demographic and ideology variables survey (survey will be administered online)

This survey is intended to measure individual differences. Each section has a specific set of instructions. The survey should take between 5-10 minutes.

Please complete the following demographic questions:
Dissertation Demographics Survey

Please complete the following demographic questions

Q1 What is your gender
○ Male (1)
○ Female (2)

Q2 What is your age (in years)?

Q3 What is your race?
○ Caucasian (1)
○ African-American (2)
○ Asian (3)
○ Hispanic (4)
○ Other (5)

Q14 The answer to this question is C.
○ A (1)
○ B (2)
○ C (3)

Q5 Please Indicate the category that most closely reflects your current occupation?
❑ Management (1)
❑ Professional (2)
❑ Healthcare (3)
❑ Business Owner (4)
❑ Trade worker or laborer (5)
❑ Nonprofit (6)
❑ Food preparation and service (7)
❑ Education (8)
❑ Installation, maintenance and repair (9)
❑ Grounds cleaning and maintenance (10)
❑ Office and administrative support (11)
❑ other (12)

Q7 When is the next time you plan to travel a distance which requires that you find overnight lodging accommodations?

○ No plans (1)
○ Within the next month (2)
○ Within the next 3 months (3)
○ Within the next 6 months (4)
○ Within the next year (5)

Q8 If you are planning to travel, how likely are you to search on peer to peer platforms for your accommodations?

○ Extremely likely (1)
○ Moderately likely (2)
○ Slightly likely (3)
○ Neither likely nor unlikely (4)
○ Slightly unlikely (5)
○ Moderately unlikely (6)
○ Extremely unlikely (7)
○ Not applicable (8)

Q12 How would you classify your political party affiliation?

○ Strong Democrat (1)
○ Democrat (2)
○ Somewhat Democratic (3)
○ Independent (4)
○ Somewhat Republican (5)
○ Republican (6)
○ Strong Republican (7)

Q13 How would you classify yourself in terms of ideology?

○ Strong Liberal (1)
○ Liberal (2)
○ Somewhat Liberal (3)
○ Moderate (4)
○ Somewhat Conservative (5)
○ Conservative (6)
○ Strong Conservative (7)

Time 2 Data Survey Items

Dissertation Time 2 Survey

 Listed below are a number of statements that pertain to potential reasons that you chose the venture (i.e., property choice) that you selected on Adventure and Stay's website. Please read the following statements and indicate the extent to which you agree or disagree with each statement. This survey should take you between 10-15 minutes

Q2   The venture aligned with your values regarding what a venture or listing within the Sharing economy should offer
- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q3   The venture did not align with your values regarding what a venture or listing within the Sharing economy should offer
- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q4   The only reason you chose the venture was because it aligned with your values
- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q5 You selected the venture because it offered a unique adaptation to your values while also aligning to your values
○ Strongly agree (1)
○ Agree (2)
○ Somewhat agree (3)
○ Neither agree nor disagree (4)
○ Somewhat disagree (5)
○ Disagree (6)
○ Strongly disagree (7)

Q6　You selected the venture because it aligned with your values while also offering a unique adaptation to your values
○ Strongly agree (1)
○ Agree (2)
○ Somewhat agree (3)
○ Neither agree nor disagree (4)
○ Somewhat disagree (5)
○ Disagree (6)
○ Strongly disagree (7)

Q7　The venture you selected neither aligned with your values or offered anything distinct
○ Strongly agree (1)
○ Agree (2)
○ Somewhat agree (3)
○ Neither agree nor disagree (4)
○ Somewhat disagree (5)
○ Disagree (6)
○ Strongly disagree (7)

Q8　You chose the venture because you viewed it as a legitimate while simultaneously distinct option
○ Strongly agree (1)
○ Agree (2)
○ Somewhat agree (3)
○ Neither agree nor disagree (4)
○ Somewhat disagree (5)
○ Disagree (6)
○ Strongly disagree (7)

Q9 Listed below is a number of statements that pertain to potential reasons that you chose the venture (i.e., property choice) that you selected on Adventure and Stay's website. Please read the following statements and indicate the extent to which you agree or disagree with each statement.

Q10 You selected the venture because it first conformed to your values regarding what a venture or listing within the Sharing economy should offer
- ⭕ Strongly agree (1)
- ⭕ Agree (2)
- ⭕ Somewhat agree (3)
- ⭕ Neither agree nor disagree (4)
- ⭕ Somewhat disagree (5)
- ⭕ Disagree (6)
- ⭕ Strongly disagree (7)

Q11   You selected the venture because it first offered a unique distinction to your values regarding what a venture or listing within the Sharing economy should offer
- ⭕ Strongly agree (1)
- ⭕ Agree (2)
- ⭕ Somewhat agree (3)
- ⭕ Neither agree nor disagree (4)
- ⭕ Somewhat disagree (5)
- ⭕ Disagree (6)
- ⭕ Strongly disagree (7)

Q12 The information provided on the venture website that you chose was:

Q13 Believable?
- ⭕ Extremely believable (1)
- ⭕ Somewhat believable (2)
- ⭕ Neither believable nor unbelievable (3)
- ⭕ Somewhat unbelievable (4)
- ⭕ Extremely unbelievable (5)

Q14 Fair?
- ⭕ Extremely Fair (1)
- ⭕ Somewhat Fair (2)
- ⭕ Neither fair nor unfair (3)
- ⭕ Somewhat unfair (4)
- ⭕ Not Very Fair (5)

Q15 Accurate?
- ⭕ Extremely accurate (1)
- ⭕ Very accurate (2)
- ⭕ Moderately accurate (3)
- ⭕ Slightly accurately (4)
- ⭕ Not accurate at all (5)

Q16 In-depth?
- ◯ Very in-depth (1)
- ◯ Somewhat in-depth (2)
- ◯ Moderately in-depth (3)
- ◯ Somewhat not in-depth (4)
- ◯ Not very in-depth (5)

Q17 The following questions asks you to rank order the criteria displayed on the ventures website that you chose in terms of the importance that you gave it in making your decision to choose the venture.

Q18 Main venture listings page (i.e. where the venture was displayed along with other ventures)
_____ Number of Reviews (1)
_____ Star rating (2)
_____ Location (3)
_____ Short Description (4)
_____ Photo (5)
_____ Price (6)
_____ Room Type (7)
_____ Beds (8)

Q19 Specific venture (i.e. sub-page) listings page
_____ Number of Reviews (1)
_____ Star rating (2)
_____ Location (3)
_____ Description (4)
_____ Photos (5)
_____ Price (6)
_____ Room Type (7)
_____ Beds (8)
_____ Amentities (9)
_____ Host Gender (10)
_____ Host Race (11)
_____ Host Attractiveness (12)
_____ Listing rules (13)
_____ Safety features (14)
_____ Reviewers Gender (15)
_____ Reviewers Race (16)

Q20 The following statements pertain to your perceptions regarding the venture you chose and the entrepreneur (i.e. host). Please indicate the extent to which you agree with each statement

Q21 I feel this person is extremely trustworthy?
- ○ Strongly agree (1)
- ○ Somewhat agree (2)
- ○ Neither agree nor disagree (3)
- ○ Somewhat disagree (4)
- ○ Strongly disagree (5)

Q22 I believe this person is telling me the truth as they see it?
- ○ Strongly agree (1)
- ○ Somewhat agree (2)
- ○ Neither agree nor disagree (3)
- ○ Somewhat disagree (4)
- ○ Strongly disagree (5)

Q23 I feel this person is not being honest with me?
- ○ Strongly agree (1)
- ○ Somewhat agree (2)
- ○ Neither agree nor disagree (3)
- ○ Somewhat disagree (4)
- ○ Strongly disagree (5)

Q24 The entrepreneur is very concerned about my welfare
- ○ Strongly agree (1)
- ○ Somewhat agree (2)
- ○ Neither agree nor disagree (3)
- ○ Somewhat disagree (4)
- ○ Strongly disagree (5)

Q25 My needs and desires are very important to the entrepreneur
- ○ Strongly agree (1)
- ○ Somewhat agree (2)
- ○ Neither agree nor disagree (3)
- ○ Somewhat disagree (4)
- ○ Strongly disagree (5)

Q26 The entrepreneur what not knowingly do anything to hurt me
- ○ Strongly agree (1)
- ○ Somewhat agree (2)
- ○ Neither agree nor disagree (3)
- ○ Somewhat disagree (4)
- ○ Strongly disagree (5)

Q27 The entrepreneur really looks out for what is important to me
○ Strongly agree (1)
○ Somewhat agree (2)
○ Neither agree nor disagree (3)
○ Somewhat disagree (4)
○ Strongly disagree (5)

Q28 The entrepreneur will go out of his/her way to help me
○ Strongly agree (1)
○ Somewhat agree (2)
○ Neither agree nor disagree (3)
○ Somewhat disagree (4)
○ Strongly disagree (5)

Q29 The following questions pertain to characteristics of the specific venture that you chose. Please select the answer that you believe accurately answers the question.

Q30 What was the host's name of the venture (i.e., listing) that you selected?
○ James (1)
○ Samantha (2)
○ John (3)
○ Mary (4)

Q31 Where was the venture (i.e., listing) located?
○ Coast City (1)
○ Central City (2)
○ City Center (3)
○ Town Center (4)

Q32 How many reviews did the venture (i.e., listing) have that you selected
○ 7 (1)
○ 5 (2)
○ 4 (3)
○ 1 (4)

Q33 What was the picture of that the venture (i.e., listing) used on the main webpage?
○ Bedroom (1)
○ Kitchen (2)
○ Exterior (3)
○ Living Room (4)

Q34 What type of bed did the venture (i.e., listing) you selected have?
- ○ Queen (1)
- ○ King (2)
- ○ Twin (3)
- ○ Sofa Bed (4)