

**RELATING INSTITUTIONAL AND NEW VENTURE ENTREPRENEURSHIP RESEARCH:  
A SOCIAL SURFACE CO-EVOLUTION APPROACH**

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**ABSTRACT**

Are there concepts that situate both institutional entrepreneurship research, and the more traditional “new venture” entrepreneurship research in relational space within the management and entrepreneurship literature? In this paper we combine a more general view of certain organizational economic concepts, with a more specific view of certain social and entrepreneurial cognition concepts, to offer a transdisciplinary view of entrepreneurship. We do so by focusing on the most basic entrepreneurial contribution—the creation of new value units (transactions)—which thereby provides common denominator-based explanatory possibilities. Theoretical analysis and the use of metaphor—to illustrate the ideas of social surface compatibility and co-evolutionary entrepreneurship—produce three propositions, the insights from which are then applied to a real-world dilemma: the case of Iridian Technologies’ decision to forego patent rights (organizational entrepreneurship) to enable iris-recognition technology standard setting in the document security industry (institutional entrepreneurship). Throughout, a broad set of institutional entrepreneurship issues are addressed from this intendedly discipline-integrating perspective, which adds a unique voice to a dynamic conversation.

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