Figure 1: An Institutional Logics Process Approach to Mapping Out the Relationship between HR Rationales and Business School Reputations

**Macro**

- **Societal inter-institutional logics**
  - Market, corporate, professional, state, family & religious logics

  - **Field-level logics**
    - BS reputation rankings and templates of ideal schools

  - **Organizational logics**
    - Business models
    - Functional importance

  - Availability and accessibility of information over BS reputations

**Micro**

- **HR directors’ focus of attention and rationales**

  - **Organizational rationales, decision-making and practices**

  - **Social interaction and networking among other HR directors and senior executives**

- **HR directors’ identities, goals and frames of reference**

  - Reproduce or change ‘Ideal’ Business School templates

  - Reproduce or change organizational logics

- Bounded intentions concerning selection of business school partners