

# **Essays on Market Category Emergence and Change**

## **ABSTRACT**

As socially constructed partitions of the market space, categories constitute the cognitive infrastructure that enables exchange among market participants. This dissertation focuses on firm agency in the processes of market category emergence and change, in short,

or the unsettling of the meaning and the distinctiveness of the focal emergent category. Apart from identifying four mechanisms (juxtaposition, projection, reproduction, and revision) of such category work that is distinct from the better-understood and more conspicuous acts of category entrepreneurship, our study also contributes to developing a vocabulary to understand plausible categories which may linger in a liminal state of emergence and, thus, do not neatly

