

DISCOVERING INSTITUTIONAL LOGICS IN MUSEUMS. A LATENT CLASS ANALYSIS

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Abstract

All museums face the challenge of increasing the number of visitors. Applying institutional logic approach to the field of museums, this paper examines how museums pursuing the objective of increasing the number of visitors may invest in different activities to achieve their goals. The results of a latent class analysis support the idea of different institutional logics that are in the continuum that goes from a professional logic, focused on restoration, new exhibitions, and other cultural activities, and a business logic, focused on new technologies, donors' attraction and economic performance.

Keywords: *Institutional logics approach; museums; latent class analysis*

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