

## Online Appendix: Assessment of our Interpretive Field Research

Table 2. Assessing our research compared to Klein & Myers' (1999) principles of interpretive field research	
Principle	Our Interpretive Research
1. The Fundamental Principle of the Hermeneutic Circle	
Iteration between considering the interconnected meaning of parts and the whole that they form	The study satisfied the fundamental principle of the hermeneutic circle in two ways. First, we iterated between the details of entrepreneurial actions, as they were enacted by CarCorp's group of designers, and the broader context of research and development at the automaker. This iteration facilitated our understanding of the designers' meaning-making, and how it made sense in view of the the ongoing digitalization in the automotive industry. Second, this empirical understanding was the input in our theorizing process where notions from the institutional entrepreneurship literature served as sensitizing devices, providing an overarching analytical lens to understand specific observations, and working as a target for refinement through empirical insights that did not resonate well with the rationale of the theoretical perspective.
2. The Principle of Contextualization	
Critical reflection of the social and historical background of the research setting	We collected and interpreted data that helped tracing the background of the CarCorp case in order to give an account for how the current situation under investigation has emerged. In particular, when we traced the trajectory shifts, and their underlying mechanisms, we conducted what can be described as backward chaining to track action sequences and their historical context.
3. The Principle of Interaction Between the Researchers and the Subjects	
Critical reflection on how the research materials were socially constructed through the interaction between the researchers and participants	Given the long duration of the research over a series of research projects, the researchers have come to know the organization and some of its members very well. The relationships with some of the informants may therefore have spurred inter-subjective understandings that depart from the conventional conceptions of car infotainment at CarCorp.
4. The Principle of Abstraction and Generalization	
Relating idiographic details to theoretical, general concepts that describe the nature of human understanding and social action	Significant effort was spent on developing a set of theoretically and empirically grounded abstractions related to trajectory shifts and the mechanisms by which institutional entrepreneurs deal with liminality.
5. The Principle of Dialogical Reasoning	
Identification of possible contradictions between the theoretical preconceptions guiding the research design and actual findings with subsequent cycles of revision	We initially started the investigation of the CarCorp case as a question of digital opportunity-creation in incumbent innovation. We were thus informed by literature on digital innovation, dominant design, and incumbent firms. As we engaged more intensively with the field, we indeed made observations along this theoretical path. However, critically examining what would be most plausible line of inquiry, not least through peer-review, we gradually realized the limitations of this focus in this research setting. This triggered our focus on the liminality of trajectory shifts in institutional entrepreneurship.
6. The Principle of Multiple Interpretations	
Identification of possible differences in interpretations among the participants as typically expressed in multiple narratives or stories of the same sequence of events under study	While the data collection was geared towards tracing "insider" views entrepreneurial actions taken by the group of designers, such understanding has also been facilitated by "outside" reflections on those actions.
7. The Principle of Suspicion	
Identification of possible "biases" and systematic "distortions" in the narratives collected from the participants	Multiple data sources have supported a critical attitude to interpretations made by CarCorp practitioners. In order to develop a plausible story, interpretations have been carefully sensitized in relation to other interpretations, and in relation to historical events.