Drawing on social studies of economization, French pragmatic sociology, and regulation theory, my focus in this paper is on marketization as a process giving shape to concrete markets as diverse entities. The paper starts from the simple assumption that a particular economic entity always emerges at the crossroads of a variety of institutional logics that are not reducible to each other. What is referred to as a particular market, a business firm, a national economy, or a concrete value chain assumes form in an ambivalent process that articulates particular understandings of what counts as "economic". This includes competing ideas about market exchange, private and state planning, or the role of social community, mobilized by academic scholars and practitioners, and variably accommodated, resisted and translated by those subjects to these ideas.
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