

Field-configuring events and action research  
A case study from Sparta

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**Abstract**

FCE theory was developed within the neo-institutional theory, the aim of which is to understand how institutions and organizations function and change. In this paper, we match this theory with another theoretical tradition: that of action research. We use this theoretical framework to analyze and reflect upon the SpARTathlo event in the Greek town of Sparta. We demonstrate how the framework enables both a more multifaceted and more comprehensive understanding of the event, and how this has practical implications for the improvement of such events.

**Key words:** field-configuring events, action research, innovation, regional development.