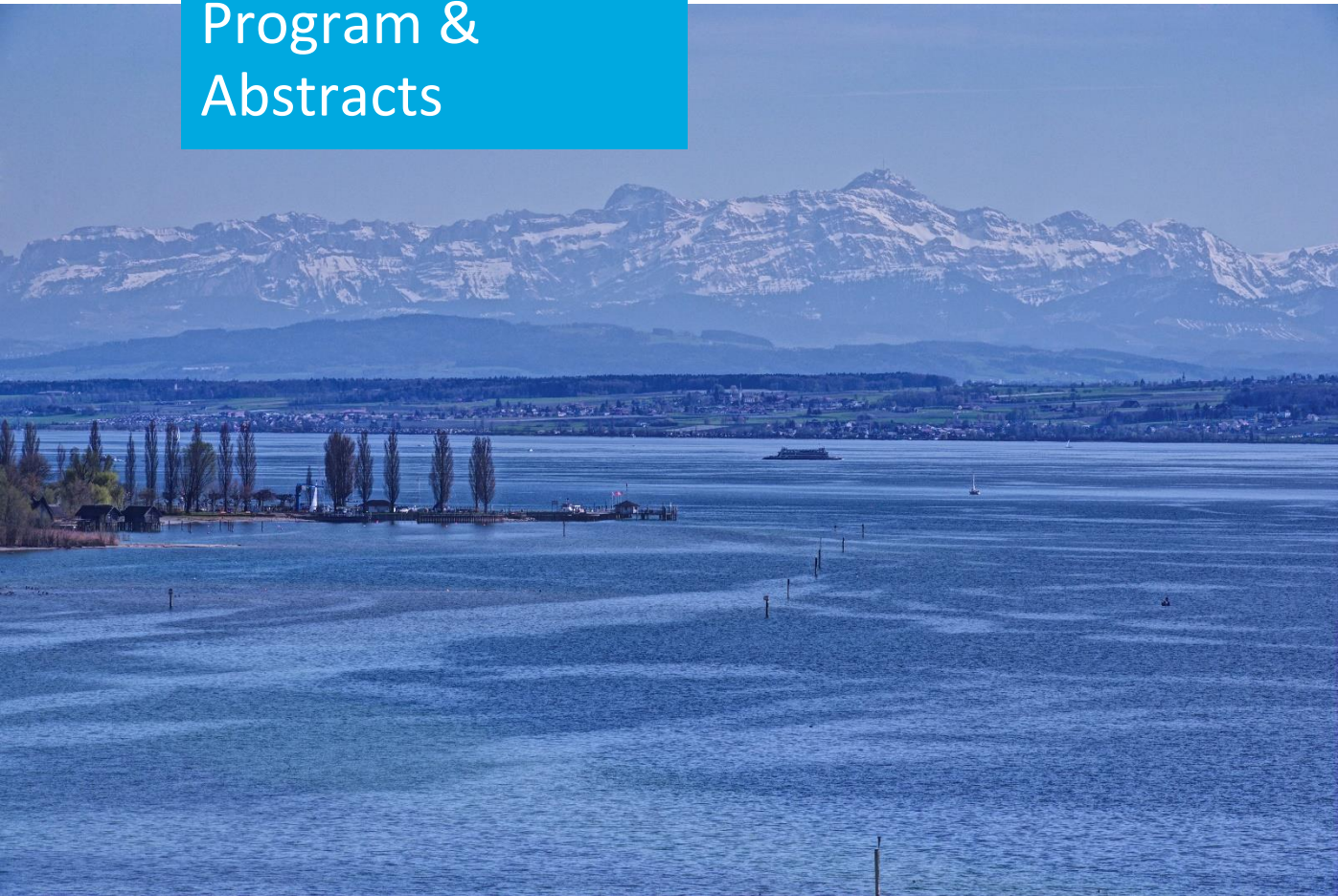


13.09.2018 - 15.09.2018



Program & Abstracts



Crossing Boundaries: Economic Sociology and its Intersections

ESA RN 09 Economic Sociology in cooperation with
Section "Economic Sociology" of the German Sociological Association

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Preface

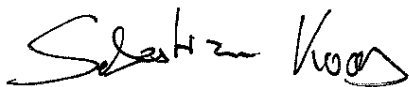
Dear colleagues,

it is my great pleasure to welcome you to the Midterm Conference of the European Sociological Association Research Network Economic Sociology at the University of Konstanz. The conference, organized in cooperation with the section “Economic Sociology” of the German Sociological Association, wants to create a space for debate on current research in Economic Sociology in Europe and beyond. The theme “Crossing Boundaries” is topical for such an event for a number of reasons. First, Economic Sociology shares its research objects with many disciplines, and crossing disciplinary boundaries will broaden the perspective. Second, getting to know “national varieties of Economic Sociology” seems specifically promising. Finally, in turbulent times such as these, it is important to cross (national) boundaries to meet and debate.

The University of Konstanz is a well-suited place for such an endeavor. Located in close vicinity to Switzerland and Austria (actually walking distance to the former), it has been founded as a “Reformuniversität” with the dedicated aim to connect different disciplines and provide space for exchange under one roof. I hope the conference, in this remarkable location overlooking Lake Constance, listening to and debating a great set of papers and keynotes, will help to further develop an Economic Sociology community in Europe.

Many thanks to the co-organizers, who provided input and volunteered to organize and chair sessions!

On behalf of the coordinators and the whole board, I wish you a wonderful conference.

A handwritten signature in black ink, appearing to read 'Sebastian Koos', with a stylized, cursive script.

Sebastian Koos

Program: ESA Economic Sociology Midterm Conference: Crossing Boundaries

Thursday, 13 September 2018

12:30-13:40	Registration (A6)	
13:40	Welcome address (A704)	
Session 1 (A704)		
14:00-15:30	Political Economy I: Differences and the Quest for Synthesis	
Chairs: Sebastian Koos, Sebastian Nessel		
	Alexander Ebner	Economic Sociology and Political Economy: Towards an Institutional Synthesis?
	Zeinab F. Shuker	Culture and Economic Action: Polanyian-Gramscian Model of Economic Behavior
	Bartosz Mika	Variety or Convergence of Capitalism? Arguments on Socio-Economic Theory of Ownership.
	Valentina Ausserladscheider	Economic Nationalism in Times of European (Dis-) Integration: Political Discourse in Austria and the UK
15:30-16:00	Break (A6)	

Thursday, 13 September 2018

12:30-13:40	Registration (A6)	
13:40	Welcome address (A704)	
Session 2 (A702)		
14:00-15:30	Economic Sociology and the Labour Market	
Chairs: Nicola Pensiero, Alberto Veira Ramos		
	Ariane Bertogg, Christian Imdorf, Christer Hyggen, Dimitris Parsanoglou & Rumiana Stoilova	Early Job Insecurity and Gender Discrimination in The Hiring for Skilled Mechanics and IT Workers. A factorial Survey Experiment with Recruiters in Bulgaria, Greece, Norway and Switzerland
	Anna Marczuk	How Institutions of Education Systems Affect the Closure of Labor Market Segments and Shape Job Opportunities of Young Graduates? A Multilayer (macro-meso-micro) Analysis for 30 European Countries.
	Christian Hunkler & Roberto M. Fernandez	Whose Closure? Gender Inequality and Access to Skill Training
	Nicola Pensiero	Computers and Labour Relation: An Employee-Employer Matched Analysis of the Wage Share in UK Workplaces
15:30-16:00	Break (A6)	

Thursday, 13 September 2018

Session 3 (A704)		
16:00-17:30	Political Economy II: Consumer Policy, Retailing and Consumption	
	Chairs: Sebastian Koos, Sebastian Nessel	
	Marthe Harvik Austgulen & Live Standal Boyum	Positions and Interest Coalitions in European Consumer Policy
	Michael Wortmann	The Institutions of a German Non-Core Industry: Grocery Retailing
	Regina Romanova	Cynical Consumers are Cynical Citizens? The Case of Moscow
	Christian Poppe, Elling Borgeraas, Unni Kjaernes	Trust in Fintech Solutions for Payment Systems
17:30-17:45	Break	
17:45-19:15	Keynote: Lucio Baccaro: Regaining Relevance: Why we Should Engage with the Political Economy of Growth	
19:30	Welcome Barbecue (Terrace K7, University of Konstanz)	

Thursday, 13 September 2018

Session 4 (A702)		
16:00-17:30	Economic Sociology and Social Inequalities	
	Chairs: Alberto Veira Ramos	
	Veronika V. Eberharter	(In-)Equality of Opportunities, and the Intergenerational Transmission of Multidimensional (Dis-) Advantages - Empirical Evidence from Europe and the United States
	Thomas Biegert, Michael Kühhirt & Wim van Lancker	They Can't All Be Stars: The Matthew Effect and Status Persistence in NBA All-Star Voting
	Sigrun Olafsdottir	Economic Growth, Provision of Services, or Reduction of Inequality: Public Attitudes toward Role of Government in 28 Countries
	Patrick Sachweh	Deserving more? A Vignette Study on Preferences for Taxing the Wealthy in Germany
17:30-17:45	Break	
17:45-19:15	Keynote: Lucio Baccaro: Regaining Relevance: Why we Should Engage with the Political Economy of Growth	
19:30	Welcome Barbecue (Terrace K7, University of Konstanz)	

Friday, 14 September 2018

Session 5 (A704)		
9:00-10:30	Economic Sociology and Organization Studies: Foundations and Origins	
	Chairs: Sebastian Koos, Mikolaj Pawlak	
	Sven Kette	The Economic Foundations of Formal Organizations - and its Implications for Economic Sociology
	Gregor Kungl	Organisational Inertia - an Interdisciplinary Research Framework
	Raimund Hasse, Stefan Arora-Jonsson & Nils Brunsson	The Institutionalization and Organization of Competition: a Research Agenda
	Vera Linke	Unfounded Assurances? The Regulation of Insurance Organizations
10:30-11:00	Break (A6)	

Friday, 14 September 2018

Session 6 (A702)		
9:00-10:30	Entrepreneurship and Local Development	
	Chairs: Nicola Pensiero	
	Tetiana Liubyva & Alberto Veira Ramos	Attitudes Towards Private Entrepreneurship in Ukraine
	Alin Croitoru	Exploring Entrepreneurial Orientation of Young Romanian Researchers
	Márta Kiss & Rácz Katalin	The Role of Local Governments in the Compensation of Economic and Social Inequalities in Disadvantaged Areas of Hungary
	Olga Ivashchenko	Post Soviet Experience of Market Development in the Non-market Society: Case of Ukrainians
10:30-11:00	Break (A6)	

Friday, 14 September 2018

Session 7 (A704)		
11:00-12:30	Economic Sociology and Organization Studies: Quality and Complexity	
	Chairs: Sebastian Koos, Mikolaj Pawlak	
	Nadine Arnold & Simon Dombrowski	The Presentation of Quality in Markets: Organizational Strategies to Address Qualification Problems
	Filippo Barbera, Joselle Dagnes, Roberto di Monaco	Mimetic Quality - Strategic Mimicry of Hybrid Organizations in Food Distribution
	Felipe Möller Neves	Inter-Firm Cooperation and Innovation Relationships among Companies in Brazilian and European Science Parks
	Deniz Öztürk & Sükrü Özen	Political Identities in the Midst of Institutional Logics: The Case of Academic Hiring in Turkey
12:30-13:30	Lunch Break (Mensa, K7)	

Friday, 14 September 2018

Session 8 (A702)		
11:00-12:30	Monetary Policy and Financialisation	
	Chairs: Sebastian Nessel	
	Hanno Pahl & Jan Sparsam	Lost in Translation: The Utilization of Macroeconomic Knowledge in Monetary Policy
	Jenny Preunkert	Financialization of Government Debt. Government Debt Management Approaches in the Eurozone
	Filippo Gian-Antonio Reale	Markets for Anxiety
12:30-13:30	Lunch Break (Mensa, K7)	

Friday, 14 September 2018

Session 9 (A704)		
13:30-15:00	Roundtable: Anthropology and Economic Sociology: Shared Methodologies and Epistemologies	
	Chairs: Martin Fotta, Andreas Streinzer	
	Stephen Gudeman	My Anthropological Approach to Economy
	Marc Boeckler	The Experimental Economy. An Ethnography of Economics
	Mario Schmidt	Ethnography is an Attitude, not a Method!
	Judit Durst	Out of the Frying Pan into the Fire? Solidarity, Mistrust, and the Role of Kinship Ties in the Social (Im)mobility of Transnational Migrant Roma from North Hungary
15:00-15:30	Break (A6)	

Friday, 14 September 2018

Session 10 (A704)

15:30-17:00	Economic Sociology and Social Movement Studies	
	Chairs: Philip Balsinger, Simone Schiller-Merkens	
	Mateusz Falkowski	Circuits of Economic Exchange in a Clandestine Social Movement
	Agnes Fessler & Stefanie Hiß	(De-)Investing against Climate Change? The Fossil Fuel Divestment Movement as Green Finance Protest and Financial Market Mobilization
	Francesco S. Massimo	Industrial Relations from Below - Union Organizing and Institutional Change in the Logistics Sector in Italy
	Sebastian Koos	The Fair Trade Movement and the Rise of Ethical Consumption in Affluent Democracies
17:00-17:15	Break	
17:15-18:45	Keynote Frank Dobbin: Regulatory Failure: Insights from Economic Sociology	
20:00	Conference Dinner (Konzil Konstanz)	

Friday, 14 September 2018

Session 11 (A702)

15:30-17:00	The Sociology of Money	
	Chairs: Andrea Maurer	
	Giacomo Bazzani	Money between Economics and Sociology: Proposal for a Typology
	Martin Hájek	The Pecuniary Regime
	Lukasz Pyfel	"Free" Money, "Working" Money, "Fun" Money - Ear-marking in Amateur Investing
17:00-17:15	Break (A6)	
17:15-18:45	Keynote Frank Dobbin: Regulatory Failure: Insights from Economic Sociology	
20:00	Conference Dinner (Konzil Konstanz)	

Saturday, 15 September 2018

Saturday, 15 September		Session 12 (A704)
9:30-11:00	Economic Sociology and the Sociology of Valuation	
	Chairs: Thorsten Peetz, Frank Meier, Désirée Waibel	
	Barbara Kuchler	Financial Markets as Commensurating Machines
	Uri Ansenberg	Real-estate Valuation and the Organization of the City
	Patrick Schenk	Karpik in the Bottle: Can Judgement Devices Explain the Demand for Fine Wine?
	Arne Dressler	Grappling Not Just with the Market: Creating Competence in Navigating the Economics of Nightlife in 1961, Germany
11:00-11:30	Break (A6)	

Saturday, 15 September 2018

Session 13 (A702)		
9:30-11:00	Global Value Chains: Perspectives from Sociology and Geography	
	Chairs: Nina Baur, Elmar Kulke	
	Julia Göhringer	Human Rights in Global Value Chains: The Adoption of Human Rights Policies by Firms in the Global Metal and Mining Industry
	Gao Chong	When China's Old-Time Brand Business Meets Western Concept of Corporate Social Responsibility: A Community Involvement Perspective
	Oksana Dutchak	Marxist Perspective on Labor Reproduction in Ukrainian Made-for-Brands Garment Sector
	Maria Nawojczyk, Magdalena Nowicka, Anna Skraba, Lidia Synowiec	Strategies of Transnational Entrepreneurship: German Enterprises Owned by Poles
11:00-11:30	Break (A6)	

Saturday, 15 September 2018

Session 14 (A704)		
11:30-12:30	The Micro-Macro-link, and Data commons	
	Chairs: Valentina Ausserladscheider	
	Mikolaj Pawlak	The Micro-Macro Link Revisited: Economic Sociology Perspective
	Davide Arcidiacono & Giuseppe Reale	The Disclosure of Public Sector Information and Collaborative Activation & Production from a Comparative Perspective
12:30-12:35	Break	
12:35-13:00	Final Discussion and Goodbye	
13:00	End of Conference	

Saturday, 15 September 2018

Session 15 (A702)		
11:30-12:30	Crisis and Well-being	
	Chairs: Sebastian Koos	
	Sokratis Koniordos	The Strength of Weak Ties in Times of Crisis: An Example from Greece
	György Lengyel	Resources, Parenthood and Subjective Well-Being
12:30-12:35	Break	
12:35-13:00	Final Discussion and Goodbye	
13:00	End of Conference	

Abstracts

Thursday, 13 September 2018

Session 1 (14:00-15:30)

Political Economy I: Differences and the Quest for Synthesis

Chairs: Sebastian Koos & Sebastian Nessel

Alexander Ebner (Goethe University Frankfurt)

Economic Sociology and Political Economy: Towards an Institutional Synthesis?

In differentiating economic sociology and political economy, it is commonly noted that economic sociology deals with the role of social structures and relations in the domain of economic affairs, in doing so coping with the interactions between economic and social order, whereas political economy addresses the interplay of political and economic governance mechanisms. Crucially, reflecting intellectual roots that can be traced in the classical works of Marx, Weber and Schumpeter, among others, both avenues of inquiry share common ground in their explorations of the rules and norms that constitute the institutional fabric of capitalist market economies. In view of this assessment, a further differentiation comes to the fore: economic sociology tends to put an emphasis on the micro-level of the social determinants of economic action while political economy rather focusses on the macro-level of political and economic systems. Accordingly, economic sociology and political economy may be viewed as interrelated strands of analysis within the wider domain of the new institutionalism in the social sciences. In view of this assessment, a more elaborate scrutiny of the underlying theoretical perspectives on the matter of institutions and institutional change may provide the conceptual tools for an institutionalist synthesis of economic sociology and political economy. Such a perspective might promote the indispensable historical perspective on the evolution of capitalist market economies by highlighting their adaptive qualities in facing the generation and absorption of novelty, crises and shocks under the condition of uncertainty. The socio-structural micro-level of such an integrated perspective might tackle the diversity of ideas, interests, behavioural forms and power relations that contribute to the formation of social structures whereas the political-economic macro-level might investigate the interaction between institutional fields in a multi-level setting of governance mechanisms. In summary, such an institutionalist synthesis is set to underline the evolutionary characteristics of capitalist market economies, which are all too often neglected by prevalent propositions of rational choice and institutional efficiency.

Zeinab Shuker (University of California – Department of Sociology)

Culture and Economic Action: Polanyian-Gramscian Model of Economic Behavior

One of the most persistent themes in political economy is the question of what motivates economic behavior. Different theoretical frameworks looked explicitly at the nature of the economic actor and his or her motives to engage in economic activity. For example, neoclassical approaches to economic action, assume the rationality of actors who are motivated by self-interest, and who only engage in economic activities to maximize their economic outcomes. These actors operate in a world where there is access to information and fixed preferences, while social institutions and networks play a regulatory role that restrains the maximum ability of these actors to pursue their rational goals (Coleman 1994's review of rational choice theory; DiMaggio 1994's discussion of types of cultural understanding). However, theories (and empirical evidence) in sociology and anthropology have shown that the classical and neoclassical models of economics do not fully explain the economic behavior of actors in real markets (Bandelj 2009; Bourdieu 2005; DiMaggio and Louch 1998; Evans 1995; Zelizer 2007). As a result, research in political economy developed as a response to classical and neo-classical theories, by emphasizing the critical role of cultural factors in influencing actors, their motives, and their economic activities. In this paper, I highlight the broader mechanisms in two of these theories. First, I review some of the central mechanisms in Polanyi's embeddedness theory of economic action. In *The Great Transformation* ([1944] 2001), Polanyi argued that economic actors are situated in social institutions. And as a result, economic behavior is rooted in social, political, ideological, and cognitive structuration of decisions in economic contexts (Beckert 2003). However, while Polanyi addressed the social and political elements that shape economic behavior and actors' motivations, he didn't look in depth at the role of ideologies in shaping these activities and motivations. As a result, in the second part of this paper, I review Gramsci's theory of ideological hegemony (1971). While Gramsci didn't have a theory of economic behavior, *per se*, he argued that the ideologies of political and economic elites in a given society create a hegemonic order that influence institutions, and as a result, the motivations and activities of those actors in these institutions, and in society in large. Moreover, he argued that "counter-hegemonic" forces (or the attempts to critique or dismantle hegemonic power) are always present, and equally important. The interaction between these hegemonic and counter-hegemonic forces is what produces a culture that shape actors' motivations and activities. In the final part of this paper, I will argue for creating a Polanyian-Gramscian model of economic behavior by arguing that modes of production produce power relations. These power relations produce a hegemonic discourse that protects the interests of the political and economic elites. This hegemonic discourse

becomes embedded in the institutions and internalized by individuals. And since economic action is situated in a time and a space, economic behavior will tend to reflect the hegemonic discourse in a given society.

Mika Bartosz (University of Gdańsk)

Variety or Convergence of Capitalism? Arguments on Socio-Economic Theory of Ownership.

Along with the intensification of ‘the neoliberal revolution,’ the unity of capitalism hypothesis has gained traction (Streeck 2003). On the other hand, the diversity of solely European capitalism, for example revealed by post-crisis tensions within the European Union (the *casus* of Greece – Germany relations), is obvious. Therefore, the title question should be read dialectically. Diversity and similarity of capitalism are not mutually exclusive but rather interconnected. This presentation will introduce a theoretical tool to read the dominant economic system in this very way. Thanks to the study of particular property relations, it is possible to demonstrate the main similarities and differences between the dominant models of capitalism. The speech will present the basic assumptions of the socio-economic understanding of property – one that recognizes ownership as an economic rent (or unearned income – see Tittenbrun 2011, 2013). Next the tool will be used to compare two basic models of contemporary capitalism: Shareholders capitalism and its stakeholders counterpart. Finally, the listener will find out how rental theory of ownership allows one to choose a perspective (ie diversity and/or similarity) depending on the problem one is seeking to understand. For example, it enables one to highlight the expansion of shareholder profit as a key change responsible for the convergence of capitalism and/or interpret growing inequalities as a result of the dispossession of the working class as well as emphasize differences in the organization of football leagues resulting from dissimilar ownership structures (eg Premiere League and Bundesliga). Concisely, it allows a multi-faceted and dialectical description of the contemporary capitalism by adjusting the concrete empirical observation to the problem to be resolved.

Valentina Ausserladscheider (University of Cambridge)

Economic Nationalism in Times of European (Dis-)Integration: Political Discourse in Austria and the UK

This paper illustrates *how* national identities shape economic ideas and interests in political discourse of the far right. A preliminary investigation of right-wing parties in the UK and Austria suggests that economic nationalism is on the rise in Europe. These parties starkly criticize the common currency and single market regulation as threatening national stability, security, control and the maintenance of national norms and values. In an era of closer European integration and globalisation, economic nationalism was a thing of the past. The construction of a single market with its common currency was meant to foster economic interests that would inevitably ‘spill-over’ into a politically and socially, ever closer union. Therefore, scholars focused their energies on searching for discourses supportive of the existence of a European identity and unity. This meant that the ways in which domestic actors started to use the EU as the threatening ‘other’ in domestic politics went unnoticed. Scholars of European Integration can no longer suppose that given economic interests will shape common European identities. The rise of economic nationalism suggests that domestic political actors are redefining the content of economic interests to suit national rather than European identities. It is the way in which nationalist discourse is reshaping interests, challenging the European Union, which I seek to understand in my project. By applying discourse analysis onto recent political discourse of right-wing populist parties such as the Austrian Freedom Party and the UK Independence Party, I show how ideas linked to national economic pride, defining economic prosperity as arising from shared national traditions, beliefs and economic practices, threatened by foreign economic actors, are powerfully redefining “interests”.

Thursday, 13 September 2018

Session 2 (14:00-15:30)

Economic Sociology and the Labour Market

Chairs: Nicola Pensiero, Alberto Veira Ramos

Ariane Bertogg (University of Konstanz)

Early Job Insecurity and Gender Discrimination in the Hiring for Skilled Mechanics and IT Workers. A Factorial Survey Experiment with Recruiters in Bulgaria, Greece, Norway and Switzerland

The post-industrial restructuring of labour markets, including increased female labour force participation and the rise of insecure employment, has provided new impetus for focusing on gender as a category of inequality in the recruitment process. Research has shown that horizontal gender segregation in the labour market persists, resulting in wage disparities and limited career opportunities to the disadvantage of women. However, whether and how the impact of experienced job insecurities on further career prospects differs for women and men has hardly been investigated. This paper looks at the role of employers in offering labour market access to women and men who have experienced previous job insecurity. We focus on jobs in two traditionally male-typed occupational fields, namely mechanics and IT. Referring to signalling and discrimination theories, we ask how insecure early job careers (marked by unemployment, non-linearity or de-skilling work experience) intersect with gender to influence the chances to be recruited as a skilled mechanic or IT specialist. Our analyses draw on data from a factorial survey experiment which was conducted in 2016 among recruiters staffing for real advertised vacancies in four European countries – Bulgaria (BG), Greece (EL), Norway (NO) and Switzerland (CH). 677 respondents have rated approx. 6500 hypothetical CVs. Preliminary results: Using multilevel models, we find negative main effects for women to be hired in BG and CH. Unemployment scarring is most prevalent in IT but less so in mechanics. Looking at the intersection of gender and early job insecurity reveals a female disadvantage among the unemployed and those with field-non-specific experience in some countries, but an even stronger disadvantage of female applicants with a linear career and field-specific job experience as compared to men with the respective characteristics. In contrast to BG, CH and GR, we do not find evidence for gender discrimination in recruitment in Norway.

Anna Marczuk (University of Konstanz)

How Institutions of Education Systems Affect the Closure of Labor Market Segments and Shape Job Opportunities of Young Graduates? A Multilayer (Macro-Meso-Micro) Analysis for 30 European Countries.

The career development of young labor market entrants differs significantly between countries. Whereas in German speaking countries young graduates experience a smooth transition into first job, their counterparts from Southern Europe follow a more turbulent path. Existing research explains these differences with characteristics on the country level, by focusing on institutions of education systems (and labor markets). A high stratification (Allmendinger 1989) or vocational specificity (Müller/Gangl 2003) of education systems leads to higher labor market outcomes of graduates. The mechanism behind these effects is explained by micro level theories addressing the preferences of employers, like human capital theory (Becker 1964), signaling (Spence 1973), job queue (Thurow 1975) or social closure (Collins 1979). These assumptions are confirmed for a wide range of European countries. However, meso level conditions like firm characteristics or labor market segmentation (Sorensen 1983) are mostly left out, being “the missing link” between the macro and micro level (Di Stasio 2014). This paper aims at filling the gap by introducing a multilayered (macro – meso – micro) theoretical framework and addressing the question “*How institutions of education systems affect the closure of labor market segments and shape job opportunities of young graduates?*” I focus on graduates from Higher Education (HE) and Vocational Education and Training (VET) since they match different labor market segments on the meso level. It is assumed that high stratification and vocational specificity (macro) leads to closure by degrees of particular labor market segments (meso) resulting in higher job matches for both graduates groups (micro). An analysis of the theoretical assumptions requires a combination of two data sources. Macro level variables obtained from statistical databases (OECD, Eurostat, ILO) are merged with EU Labor Force Survey 2009 (LFS) containing individual information on labor market outcomes. Meso level characteristics are aggregated from LFS data following the entropy-based segregation measure (Di Prete et al. 2017). This merged data allows a multilevel analysis for 30 countries for graduation cohorts between 1998 and 2009.

Christian Hunkler (Max Planck Institute for Social Law and Social Policy)

Roberto M. Fernandez (Max Planck Institute for Social Law and Social Policy)

Whose Closure? Gender Inequality and Access to Skill Training

Job sex segregation is well-documented and has been shown to be an important contributor to gender wage inequality. Some scholars argue that exclusionary processes by employers and/or workers which limit females' access to training opportunities are important contributing factors to the sex segregation of employment. However, extant research falls short of documenting the alleged mechanisms of exclusion. We examine the allocation process for training opportunities for new labor market entrants. We study gender patterns in the pipeline of candidates for these opportunities from initial application to final placement, and identify which actions by which actors produce gendered outcomes in access to training. We find that gendered outcomes are evident at each step of the allocation process. A simple model of opportunity hoarding on the part of employers cannot explain our findings.

Nicola Pensiero (University College London – Department of Education, Practice and Society)

Computers and Labour Relations: An Employee-Employer Matched Analysis of the Wage Share in UK Workplaces

I analyse the determinants of the individual wage share – the distribution of firms' income between the employee's wage and profits – using the UK employer-employee matched 2011 Workplace Employment Relations Study (WERS). This dataset offers the unique possibility to analyse the effect of the interaction between computers use and job-specific characteristics such as self-direction, effort and skills on the wage share. I use mixed-model regression analysis to account for the fact that the employees are nested in workplaces; my sample size is 2604 employees in 268 firms. The regression analyses show that occupational skills as proxied by the SOC occupational category, job self-direction and effort are significantly related to a larger share of income. However, the wage share premium associated with those characteristics disappear in workplaces where computers are used extensively across the workforce. In highly computerised workplaces the higher productivity brought by hard work and skills is reaped of by profits. While several analysts interpret the decline of the wage share as the result of more capital-intensive firms in the presence of a capital augmenting technology, these results provide support for the alternative hypothesis that computers have been labour augmenting – increasing the productivity of labour more than capital's one. This is reflected in higher wage levels for

skilled occupations, yet, the high complementarity between capital and labour means that the capital-labour ratio cannot be easily changed and renders the demand for labour quite inelastic. It follows that the increased productivity brought to firm thanks to the labour augmenting production processes is mostly reaped of by profits, leading to a lower wage share. The so-called new human resource practices as well as union membership and collective agreement coverage do not seem to matter for the wage share. The results shed new light on the interpretation of the decline of the wage share in UK: highly computerised firms increase the productivity of skilled labour, but both labour relations and the technology of production tend to disproportionately favour profits over wages. Our results suggest that the rising power of bosses, the intensification of work effort in highly computerised firms and the high complementarity between capital and labour jointly exert a pressure to reduce the wage share at the advantage of profits.

Thursday, 13 September 2018

Session 3 (16:00-17:30)

Political Economy II: Consumer Policy, Retailing and Consumption

Chairs: Sebastian Koos & Sebastian Nessel

Marthe Harvik Austgulen (Oslo Metropolitan University)

Live Standal Bøyum (Oslo Metropolitan University)

Positions and Interest Coalitions in European Consumer Policy

The horizontal EU consumer policy aims to increase consumer trust and empowerment while contributing to enhanced performance and functioning of the Single Market. However, since the European Community adopted its first program for a common consumer protection and information policy in 1975, conflicting interests between Member States have repeatedly hampered and challenged the regulatory process towards harmonisation. At present, the greater part of EU consumer law remains at the minimum harmonisation level, which means that the consumer acquis remains complex and sometimes even inconsistent. In order to provide policy measures that promote desirable regulatory outcomes, the differences between governments and key stakeholders at the national level need to be addressed. The aim of this paper is therefore to contribute to the debate on the future of EU consumer policy—and specifically to the discussion on consumer policy harmonisation—by investigating national and actor-specific positions toward topical European consumer policy issues and debates. Based on Trumbull's (2006, 2012) categorisation of consumer protection regimes and Micklitz's (2007) classification of legal tradition in consumer protection of countries, this paper analyses the national and actor-specific differences in a regime perspective. We make use of existing data material collected through an online public consultation for the so-called "fitness check" of EU consumer law initiated by the European Commission in 2015. Drawing on these data, as well as supplementing in-depth interviews with key national policy-makers; we investigate national and actor-specific positions and potential interest coalitions in European consumer policy. We investigate to what extent it is possible to identify a pattern in the positions to key issues, such as enforcement and priorities regarding the future of EU consumer policy, taken by public authorities, business associations and consumer associations, across and between countries.

Michael Wortmann (*The Berlin School of Economics and Law*)

The Institutions of a German Non-core Industry: Grocery Retailing

Comparative capitalisms research has largely been informed by analyses of export-oriented manufacturing or core industries. The institutions identified here have been interpreted as coherent national institutional systems. More recently, approaches have identified a growing dualism not only within core industries but also between core and peripheral (service) industries; usually, the institutions of the periphery have been conceptualised as weaker or loop-holed versions of the national or core institutions. These concepts have mostly focused on industrial relations and the welfare state. Our analysis of the German (grocery) retail industry as one of the biggest non-core industries takes a different approach. Firstly, it looks at a full set of six institutional domains. And secondly, it reconstructs the legacy of political struggles that have shaped them. Thus, their industry specific roots in a German *Mittelstand* tradition can be identified. These have made retail institutions very different from those that have shaped core industries. German retailing and German retail institutions are also very different from those in other developed countries; however, this will only be indicated sporadically in the paper. In the sphere of corporate governance, retailers' cooperatives and somewhat obscure forms of family ownership (GmbH & Co. KG and Stiftung) dominate; in the domain of vocational education and training, simplified two-year training courses (Verkäufer/in) were introduced; industrial relations formally are the same as in core industries, but trade unions and works councils are indeed relatively weak or absent; this is closely related to the German conservative welfare state that favours part-time and marginal female employment; in the institutional domain of town and regional planning – rarely taken into account in comparative capitalisms research – regulations have hampered the growth of big-box stores; and finally, relations with suppliers are highly price focused and conflictive. The paper is based on original empirical, including archival research.

Regina Romanova (National Research University Higher School of Economics – Department of Sociology)

Cynical Consumers are Cynical Citizens? The Case of Moscow

Development of consumption discourses and practices is closely intertwined with the development of the nation-state, with the result being that national consumer identity reflects local civil norms (Cohen, 2003; Trumbull, 2006; Bevir and Trentmann, 2007; Hilton, 2007). Economic grievances and severe restrictions in consumer choices can trigger public discontent and a political outcry (Thompson, 1971; Kozminski, 1992; Hilton and Mazurek 2007). Indicators of Russians' reactions during previous crises (1998, 2008) were compliant with this theoretical approach: Russians were ready to participate in protests regarding the economic problems and protest against lower standards of living. In contrast, current economic crises (2014-2017) stands out: today's indicators of protest potential due to economic deprivation have decreased sharply, manifesting that Russians are not ready to participate in protests regarding the economic problems. However, it would be premature to conclude that Russian citizens remained reluctant to protest. Period between 2013-2017 was marked with a burst of two important indicators: growth of consumer protection lawsuits and rise of formal consumer complaints. In the present paper, we assume that macrolevel categories of "readiness for political protest", or "protest potential" analyses, are unable to flash out more subtle or creative forms of resistance. Furthermore, they do not take into account locally specific forms of the political (cf. "the politics of apolitical", Magun and Erpyleva, 2014). Consumer experiences are interpreted as just another face of politics, providing ground for criticism and evaluation of political course (Shevchenko, 2008: 96). Results based on the representative survey of Moscow residents demonstrate pervasive suspicion and cynicism regarding sellers, forcing some Moscow residents to become more calculating. Cynicism has become a powerful critical tool, encouraging everyday consumer creativity and protecting against market uncertainty. This study shows cynical reason emerges as a product of disappointment in the practical and political effects. Consumers recognize state as an inherent part of market functioning. Consumer cynicism actually may reflect both dissatisfaction with the work of the government, and the rise in the belief that state is powerful and state cares but fail to deliver.

Christian Poppe (Oslo Metropolitan University)

Elling Borgeraas (Oslo Metropolitan University)

Unni Kjærnes (Oslo Metropolitan University)

Trust in Fintech Solutions for Payment Systems?

Rapid developments of financial technologies (fintech) will lead to new products and platforms for distribution of financial products and services to households. New providers will enter the market-place. It is a politically wanted regulatory change. While one intention is to increase competition in financial markets (PSD2), another is to protect consumers' right to privacy and ownership of personal data (GDPR). How the two aims will be balanced in practice is currently unclear. As new markets are taking shape, traditional providers (banks) are concerned about competition for payment systems from new players (e.g. Facebook, Google, Apple). Their success will largely depend on the ability to develop products that are convenient for operating household finances. The traditional actors realise that they, too, will have to offer new products. But they are also aware of a prime asset and competitive advantage: loyal customers. This loyalty, they claim, is essentially embedded in trust. But reliance on trust is not an obvious success formula. Trust in banks is significantly lower in countries hit by the financial crisis. However, recent cases of misuse of Big Data (e.g. Facebook) will also affect trust in newcomers. Trust is a complex social phenomenon. It is relational, and system based; a quality of socially shaped relationships between persons or between persons and institutions. It is needed whenever the implications of entering into specific interactions are unclear. Obviously, uncertainty is an important aspect of financial transactions, and the consequences of making mistakes can be disastrous. The need to rely on trust will vary, depending on resources, knowledge and experience. But trust is also easily confused with related concepts and mechanisms, such as loyalty and dependence.

The paper critically investigates mechanisms of trust in the context of fintech solutions for payment systems and proposes a research design for studying consumer interactions and trust in traditional vs. new providers, platforms and products.

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Thursday, 13 September 2018

Session 4 (16:00-17:30)

Economic Sociology and Social Inequalities

Chairs: Alberto Veira Ramos

Veronika Eberhardter (University of Innsbruck – Department of Economics)
(In-)Equality of Opportunities, and the Intergenerational Transmission of
Multidimensional (Dis-) Advantages – Empirical Evidence from Europe and the
United States

In many industrialized countries the change of macroeconomic indicators, institutional settings of the labor markets, as well as the relative demand for skills count among the explanations of the increasing income inequality and economic and social stratification (Acemoglu 2003, Atkinson and Piketty 2010, Jenkins 2011). Social inequality in childhood gains importance from a perspective caring about the equality of opportunity (Smeeding and Rainwater 2004) and the determinants of intergenerational mobility of social and economic status (Becker 1964, Mincer 1974, Becker and Tomes 1986, Solon 1999, Solon 2002, Chadwick and Solon 2002). The negative correlation between income inequality and intergenerational economic and social mobility (Friedman 1962, Causa and Orsetta 2010) suggests that poverty in childhood often implies a higher risk of impoverishment, deprivation, and social exclusion in adulthood (Atkinson et. al. 1983, Corcoran 2001, Vleminckx and Smeeding 2001, Corak 2006). Based on longitudinal nationally representative data made available by the Cross-National Equivalent File (CNEF) project at the College of Human Ecology at the Cornell University, Ithaca, N.Y. (Frick et al. 2007) the paper analyzes the degree of inequality and poverty in early childhood and the determinants of intergenerational income mobility of different birth cohorts in selected countries. We analyze the question which parental characteristics are associated with the relative risk to be at the bottom of the income distribution in early childhood (Mc Fadden 1973, Maddala 1983, Heckman 1981, Greene 2003). We evaluate the social and economic status of these children as adults employing multi-dimensional capability 2 indicators (Sen 1992, Mehrotra 2006, Redmond 2008, Robeyns 2005). To analyze the intergenerational social mobility we employ linear and non-linear regression approaches for different cohorts of child-adult pairs (Hertz 2004, Couch and Lillard 2004, Grawe 2004). The paper is organized as follows. Section 1 introduces, section 2 provides the theoretical background and the related literature. Section 3 presents the data base and the methodological issues. Section 4 discusses the empirical results, and section 5 concludes with a summary of findings and the implications for economic and social policy.

Thomas Biegert (London School of Economics and Political Science)

Michael Kühhirt (University of Cologne)

Wim van Lancker (KU Leuven)

They Can't All Be Stars: The Matthew Effect and Status Persistence in NBA All-Star Voting

What is the role of Matthew effects and status bias in status persistence? A large literature demonstrates biased evaluations of performance due to status signals, which results cumulative (dis-)advantage. Status characteristics signaling higher status lead individuals to assess comparable performances more positively. This results in an accumulation of advantages and increasing inequality that is not grounded in actual performance differences. We use data on player performance in the National Basketball Association (NBA) and yearly elections to the NBA All-Star game to investigate whether initial All-Star status increases the likelihood of being reelected to become an All-Star in subsequent years. In doing so, we contribute to the literature on status bias as the precise measurement of actual performance allows us to separate the effects of All-Star Status on subsequent performance and biased evaluation by the voters. Centrally, the fact that the All-Star election takes place every year allows us to assess to which extent status bias leads to status persistence. Preliminary findings indicate large status bias. This is partly mediated by performance differences after treatment, yet there is still a more than 20% increased probability to become an All-Star for players who were elected in the previous year even after controlling for performance differences. We also find evidence of a cumulative effect, which indicates an increasingly fixed status hierarchy that reflects initial status differences.

Sigrun Olafsdottir (University of Iceland)

Economic Growth, Provision of Services, or Reduction of Inequality: Public Attitudes toward Role of Government in 28 Countries

The appropriate role of the government has been much debated among academics, policymakers and the public alike, and the conclusion of those debates varies drastically across countries. In some nations, history, culture and politics have led to the development of encompassing welfare states that provide extensive services and actively attempt to reduce inequalities. In other nations, the role of the government has been kept to a minimum, only interfering if market or family solutions fail. Public attitudes are embedded within national contexts and can provide important insights into the cultural climate of a nation and the possible pressures that policy makers feel.

In this paper, I ask two questions: 1) How does the public in 28 nations assign the appropriate role of government, specifically are they most concerned about the

government as supporting economic growth; as providing services; or systematically reducing inequality?; and 2) What individual and national-level factors impact how the public across countries draws such lines?

I use data from the 2016 ISSP (International Social Survey Programme) Role of Government Module to answer these research questions. Preliminary findings indicate that the public in more encompassing nations view the role of government as more wide-ranging and highlight the important role of decreasing inequality, while the public in smaller welfare state often focus on economic growth and more limited services. The findings provide insights into how historical trajectories, cultural traditions and institutional arrangements impact public attitudes as well as hinting at the public pressures policymakers, across contexts, face. In the end, they also speak to the future of different models of welfare, as public support is one of the key factors in sustaining the welfare state.

Patrick Sachweh (Goethe University Frankfurt - Cluster of Excellence “Normative Orders”)

“Deserving more? A vignette study on preferences for taxing the wealthy in Germany?”

The increasingly unequal distribution and concentration of wealth has been a key component in the increase in economic inequalities in many Western societies since the beginning of the 21st century. Among the causes behind this development are the abolition of taxes on private wealth in the 1990s and 2000s, which have often been justified by their strengthening of national competitiveness in light of rising capital mobility. In Germany, where top-end inequality also increased, a reintroduction of wealth tax – which was abandoned in 1997 – has become a demand in public and political debate. Based on a vignette study embedded in a recent survey, the paper investigates the characteristics of the wealthy which shape popular support for a wealth tax and social groups differ in their support. The findings show that among the characteristics of the wealthy, attributes that indicate meritocratic wealth accumulation are responsible for a lowering of support for a wealth tax, while non-meritocratic factors increase support. This is especially the case for respondents from lower- and middle-income groups. Upper-income groups disagree with a wealth tax, particularly if the wealthy individuals come from a wealthy family background. All in, the results underline the significance of merit for the legitimation of wealth and its taxation.

Friday, 14 September 2018

Session 5 (9:00-10:30)

Economic Sociology and Organization Studies: Foundations and Origins

Chairs: Sebastian Koos, Mikolaj Pawlak

Sven Kette (University of Lucerne)

The Economic Foundations of Formal Organizations – and its Implications for Economic Sociology

While formal organizations vary empirically in many ways, they all share a set of common features. Some of these features such as hierarchy, membership or rules have been broadly discussed in organizational theory. Another obvious common feature of organizations is the fact that they all need money in order to pay workers, to buy material and machines and to build or rent offices.

Surprisingly however, the near-universal organizational need for money has been widely neglected in theorizing organizations so far. Building on this diagnosis of a theoretical blind spot in organizational theory, my contribution will address the following three questions: First, by briefly scanning prominent organizational theories I will show how it became possible for organizational theory to neglect the ubiquitous organizational need for money. I will demonstrate that most theories tend to treat money either as a subtype of resources in a general way or as a specific problem of one type of organizations, namely business firms. Both patterns – overgeneralization as well as over-specification – prevent theory building from addressing the organizational problem of money supply in its own right. Second, I will propose to take the organizational need for money seriously and to consider it in theory building. I argue that money should be conceived of as a meta-resource, which enables organizational access to resources (e.g. staff, raw materials, offices and production buildings, or expertise). Acknowledging the general fact that all organizations display a basic need for money, I will specify four types of solutions for the problem of organizational refinancing.

Third, building on this reasoning I will discuss how increased awareness of money in organizational theory may offer new insights and perspectives for economic sociology. Since organizations are the dominant economic actors in modern society, examining the patterns and consequential mechanisms of organizations' efforts to obtain money is a promising endeavor in order to come to a 'meso-founded' understanding of economic dynamics.

Gregor Kungl (University of Stuttgart)

Organisational Inertia – An Interdisciplinary Research Framework

In my talk I will present an interdisciplinary research framework for the analysis of organizational inertia. I will illustrate this with empirical insights from an in-depth analysis of the activities of the big German utilities (E.ON, RWE, EnBW and Vattenfall) in the course of the German energy transition which includes 22 interviews with high-level managers. The research framework I want to present brings together work from sociology (Hannan/Freeman 1977; Dolata 2011 a.o.) organisation theory (Miller 1993; Levitt and March 1988 a.o.) and management studies (Barr, Stimpert and Huff 1992; Cooper and Schendel 1976 a.o.) and identifies different *dimensions* of organizational inertia: an economic, technical, cultural-cognitive and micro-political dimension. Thus, in case of the German energy transition it was not just sunk costs in conventional power plants which hindered the adaptation of the incumbent energy providers, but also phenomena related to limited competences in the management of small scale projects, the conservative mindsets of many people in the leading positions as well as micro-political conflicts within these companies. Complementing this (rather static) perspective, the framework mobilizes path dependence literature (Sydow et al 2009; Arthur 1994 a.o.) to help understanding the *mechanisms* which (re)produced these inertial forces. This points towards phenomena such as complementarities between different technologies or business areas (which create synergies hard to abandon) or learning effects (which incentivise the extension of competences along a once established path). Given that, the re-orientation of the incumbent energy providers following the Fukushima nuclear accident can be seen as a process of dissolution of organisational inertia through environmental changes (market developments, the ‘cultural shock’ of Fukushima a.o.) as well as a result of managerial measures to intentionally break the established path.

Raimund Hasse

Stefan Arora-Jonsson

Nils Brunsson

The Institutionalization and Organization of Competition: A Research Agenda

Competition has spread from the economy and politics to domains ranging from public administration and social services through sports and cultural events to medicine and science. Recently, however, it has become more controversial. Against this background, our contribution focuses on competition as an institutionalized and organized phenomenon of modern society. In the first part we develop a definition of competition as the *cognitive construction of a structure that is characterized by at least two actors who desire something scarce that none of them already has and that either – but not all – could get*. While such construction of actors, desire and scarcity is viewed as constitutive for competition, other features such as behavioral responses and the involvement of other parties – ranging from more competitors through third parties to further parties – can and do vary. The suggested definition thus allows to both distinguish competition from non-competition and to investigate in the variation of competition across fields and across time. The second part deals with the institutionalization of competition which is backed not only by an increase of density, but also by cultural transformations. Regarding individuals, and compared with stratification in medieval societies, competition about social positions has been stimulated by egalitarian ideals and norms of meritocracy. Regarding organizations the most relevant transformation has been to view any organization as an actor – equipped with desire and with the capacity to identify others who desire the same scarce thing, be it costumers, funding or status. In the discussion, attention will be drawn to the organization of competition, in market settings and elsewhere. It will be emphasized that a broad range of further parties – regulators, evaluators, rating agencies and those who do rankings, organizers of contests, provider of prizes and awards etc. – can establish competition by stimulating desires for something scarce and by informing about others. Finally, we shed light on asymmetric constructions of competition and on behavioral responses.

Vera Linke (Bielefeld University)

Unfounded Assurances? The Regulation of Insurance Organizations

In mid-19th century England, vast numbers of new life insurance organizations opened their offices and sold the promise to indemnify their policyholders in the event of damages. Not all newcomers, however, were able or even willing to keep their promises: Some underestimated future costs and could not meet their liabilities, having to declare insolvency in several cases. Other insurers never intended to fulfil their contracts: Their directors disappeared soon after they had collected the initial rounds of premiums. It is against this background of short-lived insurance offices, against the frequent news of mergers, bankruptcies and frauds that regulators intervened, initiated select committees and issued legislation. The presentation asks how this regulatory debate and subsequent legislation impacted on the insurance sector. The immediate effect on the financial stability of insurance offices is difficult to assess: Many insurers ignored and circumvented the new rules; and the decrease of insolvencies towards the end of the 19th century more likely resulted from the decreasing number of competitors in the field. The regulatory debates did, however, have the distinct outcome of setting standards for how insurance should generally operate. The implementation of bookkeeping standards and auditing measures were thought of as good indicators that an office was solid. The political committees supported these accounting techniques instead of, for example, promoting high levels of social integration among policyholders – a solution that was being practiced by some of the mutual insurers at the time. The contribution traces the emerging institutional environment of those 19th century financial service organizations (usually termed ‘assurance’ in England, not ‘insurance’). Building on historical research as well as primary documents (transcripts from committee meetings) it reconstructs the ideals of organizational financial rationality that were formed in those debates.

Friday, 14 September 2018
Session 6 (9:00-10:30)
Entrepreneurship and Development
Chairs: Nicola Pensiero

Tetiana Liubyna (Institute of Sociology of National Academy of Sciences of Ukraine)

Alberto Veira Ramos (Universidad Carlos III de Madrid)

Attitudes towards Private Entrepreneurship in Ukraine

Attitudes towards private entrepreneurship have been changing within the Ukrainian society since its independence. While the rate of disapproval towards private entrepreneurship decreased from about 31% in 1994 to 14% in 2014, opposition to privatization of public enterprises and the land has increased substantially and people who support returning to planned economy are still about one fourth of the population. To explain those apparently divergent trends, statistical association between sociodemographic characteristics, indicators of self-perceived well-being and attitudes towards private entrepreneurship were analyzed using data from the monitoring survey Ukrainian Society covering more than 25 years of Ukrainian history and produced by the Institute of Sociology of National Academy of Sciences of Ukraine (IS NASU). We found that region, type of settlement (rural-urban), age group and type of employment mediate remarkably on the attitudes towards private entrepreneurship: People who live in western Ukraine, or in its capital city, Kyiv, the younger cohorts and workers employed in the private sector are less inclined to disapprove private initiative and ownership. Indeed, change in composition of the population had a great impact on changes of attitudes because workers of the private sector, merely 8% of the total population in 1994, in 2014 accounted already for 38%. Increasing reluctance to privatize public enterprises and allow private ownership of the land amongst all categories of individuals from all regions may be related to overall low trust on institutions like banks, insurances companies, courts or private entrepreneurs, which still prevalent in large layers of Ukrainian society. Moreover, while satisfaction with life, with one's locality and with material status of the household improved over time, still fewer than 40% of people position themselves as middle class. Additionally, level of confidence in the future is very low and fear of rising prices and lowering salaries and pensions remain high.

Alin Croitoru (Lucian Blaga University of Sibiu and University of Bucharest)

Exploring Entrepreneurial Orientation of Young Romanian Researchers

In tune with worldwide transformation of the academia, post-socialist Romanian academic system has gradually entered into a neoliberal logic. This global trend was documented in a series of recent studies grounded in a Foucauldian theoretical framework which probed into how neoliberalism reshaped the academia, both institutionally and in terms of individual practices (Gill, 2009; Bomert and Leinfellner, 2016; Cannizzo, 2018; Kalfa, Wilkinson, Gollan, 2018). In the case of Romania, this process was highly stimulated by national policies oriented towards entrepreneurialism targeting to stimulate competition for financial resources (e.g. the National Education Law from 2011). The competition for research grants shaped the general agenda for universities, academic fields associations as well as for individual researchers. This presentation will provide empirical-based research on this ongoing process in the case of the Romanian academic competitions for national research grants. We employ a quantitative approach and the analysis is focused on young academic researchers. In this study, we set out to explore the various strategies employed by young Romanian academics for maximizing their chances to obtain a post-doctoral grant in a competition recently finalized (the results were published in 2018). The research is based on an original dataset specifically designed for analysing applicants' academic CVs and their self-declared outstanding research results. Entrepreneurial orientation is conceptualized as risk-taking associated with the individual's flexible interpretation of several recommendations of the national founding agency. Thus, measured in terms of risk-taking, the entrepreneurial orientation is used as a predictor for the evaluation score. The presentation addresses two key research questions: (1) Who are the entrepreneurial academic researchers? and (2) How does the applicants' entrepreneurial orientation influences his or her evaluation score? A special attention is paid to the academic field of the applicants as well as to some characteristics measured at individual level. Regression models are used for predicting the evaluation score and a careful consideration was given to individuals' entrepreneurial orientation. Preliminary results allow us to emphasize that entrepreneurial orientation varies across academic fields, it depends on the applicant's university of origin and on individuals features.

Márta Kiss (Hungarian Academy of Sciences)

Rácz Katalin (Research Institute of Agricultural Economics)

The Role of Local Governments in the Compensation of Economic and Social Inequalities in Disadvantaged Areas of Hungary

In 1990, because of the culmination of social and economic problems (the disappearance and transformation of industrial and agricultural large enterprises, rising long-term unemployment, increasing differences between rich and poor, etc.) in Central-Eastern countries local governments besides their increasing social obligations had to deal with local economic development and answer to the market challenges. The role of local governments in this process is strategic, because of their position, they are able to involve, mobilize and coordinate different stakeholders. In our research, we have examined three municipal models in different size settlements, which all follow complex development strategies and are in disadvantaged areas. On the basis of relevant international literature, taking into account the Central-Eastern specialities we grouped our analytical aspects around five factors: the main social, economic and institutional characteristics of local governments; the directions of strategic planning, methods of local development; local government's roles and coordination; networking and partners; innovation and sustainability. Our results – among others - show that in the case of small villages the economic development activity of local governments is mainly focusing on compensating social inequalities. The reason is that there are no resources and local actors who can be mobilized in the development activities. The market-oriented development mainly characterises the bigger localities where the infrastructure is better, there is richer institutional background and services, and more consumers. Because of the lack of inner resources, the local governments are seeking continuously the solution paths, which results in many cases innovative results and new combinations. However, the sustainability of development models – according to our researches – depends on if the local leaders are able to fit their strategy to the development regimes of the wider environment.

Olga Ivashchenko (Institute of Social National Academy of Sciences, Ukraine)
Post soviet Experience of Market Development in the Nonmarket Society: Case of Ukrainians

The main point between bottom-up and top-down prerequisites of market development in the post-soviet countries reflects the clash of historical and culture matters and ideological traps: something is going to be developed and captured as driven motive and another – to be overcome. The market development is simultaneously going with democratic processes – the both new trends with problematic algorithm in terms of path dependency conception and emerged market challenges. The core question was in transformation of homo sovieticus with abolished private property and dependent consciousness to the modern member of market and civil society. Question as a main transformational problem came to the core after the few decades: deconstruction of soviet human creature and market consciousness proliferation as democratization are not automatically announced processes, but need the turn to proper research of starting point the socio-anthropological state and peculiarities in search of turning points for economic change possibilities within political economy trend from compulsory employment to self-employment.

Methodological grounds of V.Nee theory of market transition, path dependent theory, as also analytical work on soviet man/woman deconstruction by means of survey qualitative and quantitative data 20 years dynamics of fundamental market trends concerning attitude/involving to private entrepreneurship and own business start-up; self-appraisal, self-evaluation as raise of self confidence from adaptation to integration; labour migration and social protests; social responsibility and citizenship; generational changes effect – are widely used for resuming of social-economic and human transformational achievements. Special accent should be done on the of peasant society transformation from traditional to modern state by means of Theodore Shanin conceptual scheme and agrarian self-employment findings. The research case is considered as valuable example of market development possibilities display within the nonmarket and nondemocratic social environment on the background of national independent state building.

Friday, 14 September 2018

Session 7 (11:00-12:30)

Economic Sociology and Organization Studies: Quality and Complexity

Chairs: Sebastian Koos, Mikolaj Pawlak

Nadine Arnold (University of Lucerne)

Simon Dombrowski (University of Hamburg)

The Presentation of Quality in Markets: Organizational Strategies to Address Qualification Problems

The qualification of products is a central theme of economic sociology. A precondition of the formation of markets is that the “value problem” (Beckert 2009) has been resolved. The literature on product qualifications concentrates on the products that are the subjects of qualification. Only scant attention has been paid to the organization of the qualification process or the formal organizations which provide the infrastructure for the qualification. Our contribution seeks to close this gap by exploring the problems which confront valuation organizations (VOs) over time and ways in which the VOs contribute to the maintenance of qualifications. We find that disruptions are inherent in qualification processes in markets. To maintain valuations despite disruptions and to adapt them to shifting environmental conditions, qualifications require “organization” (Ahrne & Brunsson 2011). The literature calls for comparative analyses of valuation and organizing processes in markets (Lamont 2012; Meier et al. 2016; Ahrne et al. 2015). In response to this, we execute a systematic, diachronic comparison of the VOs Max Havelaar (CH) and Bioland (D). Both organizations communicate qualification via product labels to consumers. However, they differ regarding their role in the market, their structures and their environment. We start with the assumption that consumers and other stakeholders of a VO must continuously accept the qualifications so that the VO can survive. By analogy with Goffman’s (1959) analysis of everyday interaction, we further assume that presentations of qualities are constantly compromised by disruptions. Therefore, VOs need to sustain their legitimacy in an active and ongoing manner. In our article, we first systematize the disruptions which confront VOs. Secondly, we describe the strategies that VOs use to react to disruptions and thirdly we show how the disruptions and strategies vary depending on the organizational structures, the role in the market and the environment of the valuation organization.

Filippo Barbera (University of Torino)

Joselle Dagnese (Collegio Carlo Alberto)

Roberto di Monaco (University of Torino)

Mimetic Quality – Strategic Mimicry of Hybrid Organizations in Food Distribution

Quality is a key dimension of markets and competition in advanced capitalist societies. While political economy recognizes the role quality plays for consumers purchasing strategies, it is less attentive to quality as a contested field where symbolic struggles and strategic manoeuvring take place. We argue that the quality-based strategies of *hybrid organizations* in food distribution represent a combination of different worlds of quality and judgment devices. This combination defines a *camouflage* strategy through which conventional food distribution chains such as high-end supermarkets conquer specific zones of the quality space. We thus maintain that the quality strategies of these organizations are explicitly *boundary-spanning*. To be successful, hybrid organizations need to cover both new and traditional quality conventions, overcoming divisions among different worlds while maintaining a coherent profile. This effort requires a *strategy* that is able to leverage situation-specific cultural meanings quite independently from individual-level attributes. In order to shed light on the quality-based strategies carried out by social actors in the agro-food sector, we focus on the positioning of different supply chains – both conventional and alternative – in Piedmont, a region in the north-west of Italy with a particularly favourable context for quality food production. Considering a *continuum* between conventional and alternative forms, five supply chains have been singled out: (i) hypermarkets and supermarkets; (ii) high-end food retailers; (iii) open-air districts markets; (iv) farmers' markets; (v) solidarity purchase groups. Data collection was based on a questionnaire administered to a sample of consumers (N=1,090) from the above five supply chains, which investigated purchasing habits, quality conceptions, expected quality dimensions and socioeconomic features.

Felipe Möller Neves

Inter-Firm Cooperation and Innovation Relationships among Companies in Brazilian and European Science Parks

The study presents an interpretative outline on the patterns of inter-firm cooperation relations. Installation of large companies in Brazilian and European Science Parks appears as an opportunity for technical and commercial cooperation for small companies. Assuming that economic development depends on the application of basic research and knowledge into innovation, the literature points out the Science Parks as technical and economic interaction environments among companies and research institutions (ETZKOWITZ, 2009). Stimulating the commercial use of knowledge production promises to promote articulations in the activities of scientific and technological research between public and private companies and scientific institutions that have institutional and financial support from government, the local community and private initiative. Studies also point out cases in which large companies prioritize access to specialized labor, establishing fragile and unfinished cooperative relations, low involvement in integration with university, government and local agents. In this sense, the study mobilizes the concept of cooperation (BECKERT, 2007), in order to qualify the relations among companies (RAMELLA, TRIGILIA, 2009) present in the parks. Empirically, the research was based on an exploration analysis of the phenomenon, and is centered on evidences about cooperation relations among companies installed in Brazilian Science Parks. The methodological option for the construction of cooperation types was for two variables that established an inter-firm cooperation matrix: type and volume of gains (economic and technological) that companies have to approach other companies. Different forms of cooperation are observed in Science Parks. “Eclavagismo” is the subordination’s contractual relationship of small company. In “Comensalismo”, the large company seeks skilled labor and the small takes advantage of spillovers. “Protocooperação” generates networks and spin-offs between companies. “Mutualismo” is the relationship of full cooperation.

Deniz Öztürk (Ankara Yıldırım Beyazıt University)

Şükrü Özen (Izmir University of Economics)

Political Identities in the Midst of Institutional Logics: The Case of Academic Hiring in Turkey

Throughout the history, the institutional structures emerged particularly from the early industrialized western countries to govern higher education have become adopted by many late-industrializing countries. However, these institutional structures have also been amalgamated by the dynamics stemmed from

political, economic and social conditions specific to each country. As a late-industrialized country which has modeled different institutional logics as they have emerged in the countries modeled, Turkey presents an interesting case. In the Turkish higher education, multiple institutional logics borrowed from the West in different times are currently influential resulting in diversity among Turkish universities embedded in different logics in varying degrees (Üsdiken, 2003): namely, vocational logic stressing professional training, scientization logic emphasizing research and publication, and entrepreneurial logic prioritizing market demands. On the other hand, as being developed as a part of the Turkish modernization process, Turkish higher education has long been a politicized area where conflicting political movements try to control resources, particularly cadres, and curriculum. Therefore, Turkish universities are also diverse regarding their varying embeddedness in political identities, explicitly or implicitly. Thus, this neglected question comes to the fore: to what extent and in what conditions do institutional logics and/or political identities/networks influences decisions to hire academics? This question is also significant for expanding the research on institutional complexity which underlines how individual and organizational identities that are constructed within a network of field-level actors associated with different institutional logics drive individual and organizational responses to institutional complexity (Greenwood, Raynard, Kodeih, Micelotta and Lounsbury, 2011; Kodeih and Greenwood, 2014). This line of work views institutional logics and networks as interwoven (DiMaggio, 1997; Greenwood et al., 2011; Dufays and Huybrechts, 2015), such that networks are depicted as social relations which individual actors enact field-level logics. However, it has been neglected that networks to which individuals and organizations are linked can be independent from institutional logics at the field level, but embedded in societal level. Hence, we rather aim to extend research on institutional complexity by examining how individual and organizational identities emanated from.

Friday, 14 September 2018

Session 8 (11:00-12:30)

Monetary Policy and Financialisation

Chairs: Sebastian Nessel

Hanno Pahl (Ludwig-Maximilians-University of Munich)

Jan Sparsam (Ludwig-Maximilians-University of Munich)

Lost in Translation: The Utilization of Macroeconomic Knowledge in Monetary Policy

Recently, economic sociology is crossing boundaries with the sociology of knowledge and the sociology of science to form the vibrant field of the sociology of economics. The sociology of economics is concerned with with the production of economic facts in the academic discipline of economics as well as the diffusion of these facts into the economy and society in general. One of the most prominent examples of the latter is performativity studies following the contributions of Michel Callon and Donald MacKenzie. Our contribution presents the results from our research project *From Modelling to Governance. The Impact of Macroeconomics on the Political Design of Financial Markets by Central Banks*. Building on performativity studies we want to address the modes of utilization of macroeconomic knowledge in the Federal Reserve. The analysis is based on a grounded theory analysis of the verbatim transcripts of the meetings of the Federal Open Market Committee. It comprises material from three historical caesuras in the way of the Federal Reserve to conduct monetary policy: 1. The episode of fighting inflation under chairman Paul Volcker from 1979 to 1983; 2. Switching to transparent policy making under chairman Alan Greenspan from 1993 to 1995; 3. The scientification of monetary policy under chairman Ben Bernanke from 2006 to 2007. Our findings show that central banking is not merely a domain where macroeconomic knowledge becomes performative in a direct and unfiltered way. We will show that it is a knowledge culture *sui generis* with its own rules of knowledge production and quite a different product than academic macroeconomics delivers. The analysis reveals that central banking produces macroeconomic scenarios not only in an econometric fashion but as an amalgamation of academic macroeconomics, economic intuition, politics, and organizational principles.

Jenny Preunkert (Carl von Ossietzky University of Oldenburg – Department of Social Sciences)

Financialization of Government Debt. Government Debt Management Approaches in the Eurozone

The aim of the presentation is to understand how European government debt managers responded to the growing demand for credit by governments in the 1980s, and how the introduction of the common currency area influenced government debt management. The thesis is that both resulted in processes of financialization of the government debt management. Government debt instruments have gradually become financial products with all the associated risks to the governmental debtors. The analysis indicated that in the 1980s because of the growing demand for credits a paradigm shift emerged. The relationship between governments and their investors shifted from stable bilateral credit relationships to risky anonymous market relations. A financialization of the relationship with private investors took place. The role of financial market principles became much stronger. The implementation of the euro resulted not only in the new European rules but also in the financialization of the regulatory framework. The participating governments lost the privilege to encapsulate their markets. The risk of the creditors withdrawing from a country increased. Because of these two processes, managing government debt in the single currency area meant handling the risk of the financial markets and therefore developing a strategy to successfully issue in a transnational market without support from public authorities at least until the crisis.

Filippo Gian-Antonio Reale (Goethe University Frankfurt)

“Markets for Anxiety”

The presentation discusses “markets for anxiety” where a good (or a service) is commodified which includes unnatural or dangerous states of the human body, like commercial aviation or surgery. It theorizes on the social structures necessary for consumers to demand these goods although the existential fears associated with them should preclude consumption altogether. The theory argues that consuming in markets for anxiety transcends concepts of maximizing utility. Instead, coping devices and professional experts build the confidence and solace that are necessary to counteract these existential fears. The most effective coping devices are usually ritual or spiritual because they rely on anthropological and metaphysical questions of life and death. The division of labor between experts is usually gendered into a masculinized technical group who “masters” the

sophisticated technical task and a femininized group who “cares” for the consumers emotionally. Strong discipline and strict hygiene characterize the setting of markets for anxiety. This reduces the latent uncertainty both objectively by managing hazards as well as subjectively by providing narratives to the consumers that sustain their confidence. After all, markets for anxiety are an industrial phenomenon for they require the sophisticated technology and the reductionist epistemology of industrial society.

Friday 14, September 2018

Session 9 (13:30-15:00)

Roundtable: Anthropology and Economic Sociology: Shared Methodologies and Epistemologies

Chairs: Martin Fotta, Andreas Streinzer

Stephen Gudeman (University of Minnesota)

My Anthropological Approach to Economy

I shall focus on the economic anthropology that I practice. It is not shared by all economic anthropologists or perhaps by many economic sociologists, although there are overlaps. Part of my objective is to provide a critical or distant reflection on contemporary market economies and their models in order to suggest alternatives to the way we practice material life. I see fieldwork as characterized by serendipity and discoveries as one pays close attention to the context, and local or people's model of their economy, and mirror it back to them just as I compare their contextual models to our formal and informal models. Making or seeing connections in the material life of others is a long-term process of trial and error through participation in the field and reflection after. Can a comparative view of material life build from these practices?

Marc Boeckler (Goethe University Frankfurt – Department of Human Geography)

The Experimental Economy. An Ethnography of Economics

As a scientific discipline, economics worked hard to define itself as a purely constative science that describes and explains "the economy", an economy that is supposed to exist and function "out there" according to some physical "positive" mechanism. However, the opposite seems to be true, at least according to my argument. It is economics that brings about the economy, or, to be a bit more specific, economics can be considered as a translation process, which ensures that economic and social realities are brought into line with the laboratory conditions of economic modeling, allowing the radical project of economics to realize itself. To illustrate this claim, I have followed the journey of development economists through various African villages. I will use this ethnographic material to show how "the economy" emerges as a result of economists' own experimentation.

Mario Schmidt (artes Graduate School for the Humanities Cologne)

Ethnography is an Attitude, Not a Method!

Discussions about what “ethnography” is or is not often focus upon questions of method. This paper suggests to understand ethnography not as a method, but as a specific attitude of the scientist vis-a-vis his or her object of study, i.e. economic practices and the ideas actors have about them. In contrast to the empiricism of economic sociology that aims to understand how the economy *really* works or what people *really* think about money, prices work etc., the ethnographic attitude of economic anthropology consists in asking how the economy would, should or could work if we take some of our informants’ ideas about it wholeheartedly. Economic anthropology is thus inherently partial and incomplete as the ethnographer has to deliberately cut his data in order to formulate his *own* imaginative ideas. The relation between sociology and anthropology does not run along the lines of quantitative:qualitative, statistics:fieldwork, home:foreign countries etc., but can be better grasped if we take the following dichotomies as an inspiration: empiricist:analytic, realist:idealist, critical:ironic, descriptive:imaginative, journalistic:fictional. My talk will take Paul and Laura Bohannan’s famous work on Tiv spheres of exchange and subsequent criticism of it as an example to show how the Bohannans engaged in economic anthropology while their critics attacked them from the standpoint of economic sociologists.

Judit Durst (University College London)

Out of the Frying Pan into the Fire? Solidarity, Mistrust, and the Role of Kinship Ties in the Social (Im)Mobility of Transnational Migrant Roma from North Hungary

The social process of recent Roma outmigration from Hungary can well be described through the term ‘transplanted networks’ (Tilly 1990). In the economically backward regions of the northern part of the country, there are segregated Gypsy colonies of small towns from where at least half of the local inhabitants moved to either a Canadian or an English metropolitan, during the past few years, by transplanting their extended kin networks.

By using a case study of an extensive Roma migrant network from two of these settlements of Hungary, this paper explores how (informalized, Slavnic 2010) work-related geographic mobility entangles with socio-economic mobility in different social (economic and political) context, namely in Toronto (Canada) and Manchester (UK). Special attention will be given to the role of ‘bounded solidarity’ (Portes 2005), a form of social capital, one of the most widely used concept

in economic sociology, in the process of accommodation and 'getting by' in the studied host societies. Beyond interrogating the term of solidarity and its limit in the case of the Hungarian Roma migrants, I will also explore the different social forces that have a bearing on the fragmentation of existing solidarity and trust networks. The paper addresses the concept of social mobility from the perspective of anthropology by asking how moving subjects experience and imagine social mobility – instead of measuring it by the standard sociological measurements, that is, in the case of intragenerational mobility, by the individual's advancement in the level of occupation and income. I explore people's and their families' imaginaries, expectations and practises of geographic mobility in order to "getting ahead", and their successes, failures and limitations of achieving it within the global inequality power structure of our late modern, 'one world capitalism'. The paper's arguments will be based on the findings of the author's multi-site, mixed-method research and ethnographic fieldwork with Roma migrants carried out both in the sending and receiving social settings.

Friday, 14 September 2018

Session 10 (15:30-17:00)

Economic Sociology and Social Movement Studies

Chairs: Philip Balsinger, Simone Schiller-Merkens

Mateusz Falkowski (Polish Academy of Sciences – Institute of Political Studies)
Circuits of Economic Exchange in Clandestine Social Movement

The paper explores intersection of social movement studies and economic sociology. It proposes a new way of looking at the Solidarność movement in communist Poland in the 1980s using analytical tools of economic sociology and Polish critical sociology of real socialism developed in the 1980s. The clandestine movement is analyzed here as part of the informal economy of real socialism. Informal transactions within the movement were part of the protest but were also an expression of adaptation processes taking place during the economic crisis of last decades of communism in Eastern Europe. I start with a taxonomy of various types of resources within this field: material, moral, cultural, human, organizational drawing on resource mobilization theory (Cress/Snow 1996, Edwards/McCarthy 2011). Then, I use Viviana Zelizer's idea of "circuits of economic exchanges" (Anteby 2008, Zelizer 2011), research on informal economies (Portes 2010) and Polish sociological research of the 1980s (Pawlik on informal exchanges, Rychard on adaptation processes) to show – in historical microperspective - different meanings of movement transactions related to different resources. I show permeable and smooth movement boundaries, as these transactions also take place with non-movement / black market actors. I analyze how various types of necessary resources were acquired in various ways and what importance these transaction networks had for the operation of the movement. I distinguish between "transaction networks" and "trust networks" and show the role of both to stabilize the protest. The circuits of economic exchanges stabilized the protest in repressive setting of communist Poland. The empirical part of the paper is based on archival research (secret services' documents and letters exchanged between movement actors found in IPN Archive, Karta Archive and private collections of movement participants).

Agnes Fessler (University of Jena)

Sebastian Nagel (University of Jena)

Stefani Hiß (University of Jena)

(De-)Investing against Climate Change? The Fossil Fuel Divestment Movement as Green Finance Protest and Financial Market Mobilization

Inspired by the 2015 Paris Climate Conference, the global divestment movement has been increasing its efforts of targeting institutional investors to divest from fossil fuels. Cities, universities, pension funds, foundations, and various other types of public and private institutions are asked to remove their financial investments being invested in corporations that are involved in the extraction, production, or distribution of coal, oil and gas. While divestment was used as a protest against apartheid in South Africa, its orientation to climate protection and its global scale are new phenomena. It is also new that divestment is visibly practiced in Germany and, that the financial markets are used to push the environmental movements goals. We investigate the research questions: How is collective meaning being (re)produced in the fossil fuel divestment movement, mobilizing climate activists as well as finance actors, especially from the sustainable finance segment. How does the movement cope with competing ecological and economic interests characterizing fossil fuel divestment? We apply framing theory to answer our questions. Our empirical study explores the framing of the German divestment movement and financial market actors involved. By analyzing focus group discussions and discursive interviews with these actors, we demonstrate how the divestment movement generates problem perceptions (diagnostic framing) and ideas of solution processes (prognostic framing) across multiple actor groups. Spanning ideological boundaries, it connects climate movements, anti-financial movements with actors of the sustainable investment community and conventional financial market actors, such as large insurance companies. We see how involved actors re-frame investments and their relation to a socioecological climate crisis, but also how understandings differ and struggle in this field. While the current divestment movement attempts to politicize financial practices and re-embed them in societal questions of public interest, we also observe how financialization affects its strategies and objectives. Climate protection seems more legitimate through the recourse on financial imperatives and a risk-profit-calculus in the movement's discourse. The results of our presentation are based upon the research project "Doppelte Dividende – Beitrag des Nachhaltigen Investierens zur Stabilisierung des Finanzmarkts", funded by BMBF from April 2015 to September 2018.

Francesco S. Massimo (*Centre de Sociologie des Organisations – Sciences Po Paris-CNRS*)

Union Organizing and Institutional Change in the Logistics Sector in Italy

In the last years a wave of labor unrest has hit the logistics sector, one of the most advanced in the new service economy. Across European countries, this labor movement has been particularly strong in Italy, where new grass-root unions succeeded in mobilizing migrant workers of subcontracting firms. Announced by the first small strikes in the period 2007-2009, the movement took off in 2010. Since then, 14 general strikes and a whole lot of local workplace actions took place in the logistics sector, involving small subcontracting companies as well as e-commerce giants such as Amazon. This strong labor movements was organized by new grassroots unions (COBAS), independent from the traditional ones (CGIL, CISL and UIL). Interestingly the COBAS, not only organized and led this social movement but, for the first time in their history, underwent a process of institutionalization, signing several collective agreements with the main employer association in the logistics sector. Combining data from quantitative datasets and ethnographic fieldworks, this paper will propose an understanding of industrial relations and union revitalization in a time of austerity and capitalist restructuring. On one hand, sociological literature on “union organizing” has proven to be useful to understand union revitalization, but less able to give an account of the inclusion of new actors in the industrial relations system. On the other hand, this paper aims to articulate macro-level explanations of changes in the industrial relations field with a micro-level foundation. As it has been recently state industrial relations institutions have been entered a neoliberal trajectory. Even if empirical evidence seems to support this analysis, the theoretical risk is to conceive of neoliberalism as a relentless and obscure force. Industrial relations and economic sociology study would benefit from a closer investigation of unions' organizational culture, practices, and ideology as key factors in the evolution of the institutions of European industrial relations.

Sebastian Koos (*University of Konstanz*)

The Fair Trade Movement and the Rise of Ethical Consumption in Affluent Democracies

Political consumption, as the deliberate buying or boycotting of certain goods or producers, has seen an impressive growth in the last decade. The purchase of Fair Trade goods has been a prime example for this development, as such goods meet certain social standards to benefit small-scale producers in the global south. How can the rise of political consumerism be explained? Existing research on political consumption either focuses strongly on microscopic explanations, referring to some motives, moral identities and resources for such behavior, or

suggests some larger shifts, like processes of value change, globalization or rising affluence, to be of crucial importance. Drawing on social movement theories, I argue that the resource mobilization of Fairtrade labelling organizations, namely increasing and professionalizing staff, the framing strategies targeted toward consumers, mainly campaigning and education, as well as lobbying producers and retailers to start selling Fair Trade certified goods, have been important, but overlooked, drivers of the growth of political consumerism. These propositions are tested empirically using fixed-effects regression models for a unique panel data set of aggregate spending on Fairtrade labelled goods across 19 countries for a 15-year time-period. Controlling for value change, rising affluence, and changes in economic openness, I find that especially the increase in Fairtrade labelling organization staff is an important incitement for the rise of Fairtrade consumption, showing that the way Fairtrade labelling organizations are organized, can and do make a difference.

Friday, 14 September 2018

Session 11 (15:30-17:00)

The Sociology of Money

Chairs: Andrea Maurer

Giacomo Bazzani (University of Florence – Department of Political and Social Sciences)

Money between Economics and Sociology: Proposal for a Typology

During the past century, money was a subject left primarily to economics. Despite the classical sociologists were very interested in the topic (i.e. Marx, Weber, Simmel) and they were considering money a central device of capitalism and modernity, the following labour division in social science left the subject to economics. In sociology, research on money re-emerged in the '1980, with the main contribution of Viviana Zelizer and after of Nigel Dood, Geoffrey Ingham and André Orléan. The traditional account of economic money functioning relies on four main functions: means of payment, unit of account, means of exchange and store of value. These four functions of money are unified in the modern state money but there are historical money experiments that use money design with different combinations of these economic functions (i.e. medieval currencies, Woergl, Stamp script, WIR and Bancor). In contemporary society, there is a proliferation of complementary currencies, born with specific purposes (from Sardex to Bitcoin), that combine the traditional economic functions of money in innovative ways and add new functions with specific social goals. Looking at these money types, I expand the traditional analysis of the four economic functions of money with the money social functioning, in terms of money characteristics, social effects and macro effects. The typology proposed suggests that money design has a strong influence in several social dynamics more than only economic functioning (i.e. political participation, cooperation and solidarity) that requires a proper sociological account. The economic and social effects are strongly intertwined in the real money functioning, where both economics and sociology may find a common ground of research and different perspectives are complementary.

Martin Hájek (Charles University – Department of Sociology)

The Pecuniary Regime

In my contribution, I will propose a new concept for capturing the organisation of use of money in society – the pecuniary regime. Because, in spite of many excellent sociological studies of money, sociology still lacks a general concept

which would enable us to deal with the ordered use of money in society in a systematic way. The concept of pecuniary regime draws on the analogy with the Foucault's notion of discourse, and, therefore, it refers to the set of rules and procedures controlling the use of money in society. Like a discourse, the pecuniary regime has a formative influence on subjects under control – on money users. And we can also find three principal mechanisms through which the pecuniary regime exercises its power over the use of money: a) the forbidden sale/purchase; b) the division of good and tainted money; c) the will to profit. The applicability of the concept to the empirical material and the potential limits of the analogy will also be shown in three illustrative examples: the regulation over the "transactorship" in pecuniary transactions; strengthening government through creation of tainted money: currency reforms and organized crime money; and, financial literacy programs as a form of governance over the population of money users in financialised societies.

Lukasz Pyfel (University of Łódź)

"Free" Money, "Working" Money, "Fun" Money – Earmarking in Amateur Investing

The main research problem covered in this article is how individual investors categorize, or in more theoretical terms earmark, their invested money in the context of social relations and ways of treating investing. The article is based on wider research project "Social determinants of amateur investors' actions". Project has been conducted using grounded theory methodology. In the research the set of qualitative methods was employed – individual interviews, various types of observation and virtual ethnography. Interviewees were chosen according to theoretical sampling procedure and due to the fact that there are no clear boundaries of social world of investing, investors in the sample varied from novice investment fund investors to advanced experienced stock investors or passionate forex traders. Firstly, budgeting need to be described according to relations with partners and other family members. On the one hand investors need to operate within different forms of their household budgets (one-common-, two separate private budgets or mixed system), taking full responsibility or negotiating their investment decisions with partners. On the other hand the financial relations with other households need to be taken into account in analyses. Cash flows between such households could often be interpreted as the expression of concern and they reflected and built relationships between close ones. Secondly, money can be earmarked according to ways in which amateur investors perceive their investing – investing as a way of earning money and as a hobby or even as a passion. Especially in first phases of investing, novice investors perceived money easily earned in investing as "free" money, which you can

get with barely any effort. For investors for whom investing is a way of earning, invested money are often perceived as “working” money in contrast to money kept on current or even on saving accounts which could be labelled as “laying” or “passive”. The other pile of invested money is “fun” money, which connected rather to treating investing as a hobby. This is a pile of money, which is aimed to be spent on investing just for fun or to learn.

Saturday, 15 September 2018

Session 12 (9:30-11:00): Economic Sociology and the Sociology of Valuation

Chairs: Thorsten Peetz, Frank Meier, Désirée Waibel,

Barbara Kuchler (University of Bielefeld)

Financial Markets as Commensurating Machines

The autonomy of financial markets is a much debated but under-theorized issue. I contend that the autonomization of the financial system is a corollary of historical processes of commensuration by which different financial assets and financial instruments were made comparable, which had previously been more categorically distinct and practically unrelated. The thesis combines the issue of the autonomy of financial markets and the issue of commensuration as a precondition of the constitution of markets—two issues which are routinely debated in financial sociology but are rarely linked to each other. While for centuries or millennia there had been financial instruments such as merchant credits, war credits, pawnbroking, and capital sharing arrangements for maritime trade, all these had been disparate, unconnected social “things”, unrelated to one another and not systematically compared to one another, e.g., in terms of interest rates or rates of return. In a gradual historical process, they were coalesced into an increasingly coherent and densely interconnected system, in which any element can be valued relative to others, substituted for others, diversified against others, arbitrated against others, or related to others in myriad other ways. Significant boosts in financial autonomy occurred in the decades since the 1980s, including (i) the rise of derivatives markets and (ii) the rise of capital markets as against bank-intermediated capital flows. (i) The rise of derivatives markets has been based on the commensuration—here: the establishment of mathematical relations of replication—of basic securities (such as stock, bond) and derivatives (such as options, futures), which was introduced by the Black-Scholes-Merton theory of option pricing. (ii) The rise of capital markets and the trend towards disintermediation in the banking system has been based on the commensuration—and hence, competition and substitution—of bank products (such as loans, deposits) and non-bank products (capital market securities).

There are other social fields apart from financial markets for which parallel processes of autonomization via commensuration and internal connectivity have been described, e.g., science and sports. Modern science formed in the 19th century with the establishment of scientific journals which served as platforms and publics for the comparison of findings from formerly more dispersed and disconnected acts of research; and modern sports formed in the same period through the introduction of regional, national, and international competitions which

transformed formerly singular events of athletic achievement into elements of a continuous system of leagues and records.

Uri Ansenberger (University of Manchester)

Real-estate Valuation and the Organization of the City

A recent wave of studies in economic sociology which has been hailed as the “pragmatic turn” (Munisa, Millo & Callon, 2007)¹ has virtually ignored the current political, social and economic debate surrounding the growing importance of real-estate in the organization of our societies. The purpose of this paper is to fill this gap by studying real estate valuation in action. In order to understand the specific processes by which “eternal economic truths” are translated into specific local values,¹⁵ months of ethnographic research were conducted in the organization seemingly responsible for this translation, the Tel-Aviv Local Council and its apparatuses. This ethnographic style research involved interviews with real estate appraisers, policy makers, developers and tenants, close reading of professional appraising materials such as academic books, professional journals² and newsletters and the active participation of the researcher in councils’ meetings, planning committees, appraisers’ professional activities and tenants’ gatherings. What makes this particular study promising is that the participation of real estate valuation in the organization of the urban sphere shows how real estate valuation works and what it does, but, more importantly, it also shows how “the urban” does the organizing that is necessary if valuation is to proceed. This angle is extremely important if we look at the valuation processes from a pragmatist point of view. As valuation “refers to something that happens to something” (Muniesa, 2012; 27) the study of real estate is not only exposing us to another domain on which the financial powers take control but is also helping us learn from real-estate’s unique characteristics as one of the organizing blocks of society - related to many different types of values (‘quality of life’, nostalgia’, ‘aesthetics’, ‘politics’ and etc.) - how this act of ‘economic-labeling’ takes part in transforming the world’s urban areas, thus presenting how valuation processes participate in the shaping of the ‘economy’, the ‘city’ and many other similar entities.

Patrick Schenk (University of Lucerne)

Karpik in the Bottle: Can Judgement Devices Explain the Demand for Fine Wine?

Sociologists and economists agree that markets cannot be stable if uncertainty about the quality of a product persists. This is especially true in the case of singular products. According to Lucien Karpik, singular products are goods whose value stems from a specific configuration of attributes. Examples are fine wine, novels, lawyers, and scientific papers. They are multidimensional, incommensurable, and exhibit radical uncertainty. Such markets necessarily rely on judgment devices, which reduce the cognitive deficit of market participants. With the “Economics of Singularities”, Karpik provided a new approach to study the valuation of singular products. It differs from two other important theories in this research area. In contrast to information economics, Karpik maintains that judgment devices do not simply solve an information problem. They provide knowledge to overcome an interpretation problem, i.e. what constitutes the quality of a singular product. In contrast to accounts from cultural sociology, notably Bourdieu’s theory of taste (BTT), Karpik holds that the choice of singular products and the use of judgment devices do *not* depend on social distinction, social pressure, or social inequality. The validity of these claims is unclear, however, since systematic tests of the theory are missing. Based on survey data on wine consumption in Germany, I test the Economics of Singularities, contrasting the theory to information economics and BTT. I thereby connect discussions in economic sociology, economics, and cultural sociology. Does the use of judgment devices correlate with the demand for fine wine? Are these effects reducible to information problems? Is the demand for fine wine or the use of judgment devices related to social inequality? In general, the results based on regressions analysis confirm the validity of the Economics of Singularities. However, they also point out the necessity for an extension of Karpik’s approach along the lines of BTT.

Arne Dressler (University of Koblenz-Landau)

Grappling Not Just with the Market: Creating Competence in Navigating the Economies of Nightlife in 1961, Germany

Over the past three decades, markets have served as a driving topic for economic sociology. This is no secret to anyone who knows the literature. But markets have shaped the discipline also in a much less visible way, namely by importing the theoretical problems they pose into its very cognitive core. Of course, gravitating

around the social order of markets has never precluded other concerns. Yet, economic sociology is likely to construe them in relation to it, by putting them as logically either prior to or ensuing from the social order of markets. This is evident, for instance, in the curious split between the question of value and that of values, which surface in two different streams of research: Whereas 'value' is invoked when prices fail to orient market participants in their choices, 'values' have been called upon when the successful construction of markets is at stake. I argue that this separate treatment of the question of value and values, a legacy of the market paradigm, turns into a burden when economic sociology hits on phenomena that center neither fully on the inner world of markets nor exclusively on their outer counterparts. I have found such a seamless universe, swirling around value and values, in a guidebook for Cologne's nightlife from the 1960s. Spanning the entire range between commodified and non-commodified forms of intimacy, the book does not only instruct where what can be found and how, but it also conveys how the various forms of company should be properly understood and for what they should be pursued best. I claim that this dual concern and how it is played out is best understood with the help of valuation studies whose twin focus on evaluating and valorizing poses a great chance for increasing economic sociology's analytical leverage beyond the market.

Saturday, 15 September 2018

Session 13 (9:30-11:00)

Global Value Chains: Perspectives from Sociology and Geography

Chairs: Nina Baur, Elmar Kulke

Julia Göhringer (University of Konstanz)

Human Rights in Global Value Chains: The Adoption of Human Rights Policies by Firms in the Global Metal and Mining Industry

Together with the oil and gas sector, the mining industry is accused of committing the majority of total human rights abuses by the 2006 interim report of the United Nations Commission for Human Rights. The metal industry had human rights controversies as well. Consequently, these industries have faced public claims over the past years to become more socially responsible. Are metal and mining companies responsive to public pressure claiming to take human rights seriously? I criticize previous research on corporate social responsibility for being too broad to account for corporate human rights commitment whereas findings from theoretical articles or case studies on the reporting and regulation of human rights cannot be generalized. Providing the first quantitative study on the effect of public pressure on corporate human rights policy, I argue that metal and mining companies are encouraged to express their commitment to human rights by state regulation, soft law as well as controversies on human rights. Applying multilevel modelling, the major results show that both “carrots” and “sticks” determine the adoption of human rights policy as well as high commitment to it by the metal and mining industries. Importantly, my results also show that – except for corporate value – no internal factor increases the chance of corporate reporting on human rights, which underlines the important role of civil society.

Gao Chong (Hong Kong Shue Yan University – Department of Sociology)

When China’s old-time brand business meets Western concept of corporate social responsibility: a community involvement perspective

The existing literatures of corporate social responsibility have intensively examined why and how privately-owned business corporations in developed societies. As a contrast, less attention has been paid to the way some time-honored brand companies take their social responsibilities in line with their own long-lasting tradition and corporate culture. This paper will explore the rationale and practices of corporate social responsibility of some state-owned enterprises with old-time brand names in contemporary China through the lens of corporate community involvement. The data will be collected by means of intensive eth-

nographic fieldwork amongst some long-established business enterprises of Chinese medicine and Cantonese food located in Guangzhou city, South China. The focus is on how this kind of culturally embedded and community-based business conceive of its social responsibilities and community commitments. Also, this research tends to investigate how each of these time-honored brand companies make use of its expertise and knowledge to get involved into local community life and create good values for local people. (This paper will be part of research output of the project “Re-imagining Old-time Brand Business in Present-day Guangzhou, China: A Relational Works Perspective (UGC/FDS15/H07/17)” funded by University Grants Committee, Hong Kong Special Administrative Region from January 2018 to December 2019.)

Oksana Dutchak

Marxist Perspective on Labor Reproduction in Ukrainian Made-for-Brands Garment Sector

Problems of labor reproduction in global garment supply chains are broadly reviewed in related research. However, little or no attention has been paid to these issues in post-Soviet countries. While neoliberal ideology, followed by the Ukrainian government, proposes inclusion into global supply chains as an ideal way of development, no critical assessment of outcomes for labor day-to-day reproduction has been made. The concept of labor/labor-power reproduction has been comprehensively developed within Marxist tradition, starting with Karl Marx.. Within Marxist tradition this approach was developed further in two ways. First of all, Michael Burawoy introduced an important dimension of state intervention in labor reproduction. Second important contribution to Marxist analysis of labor reproduction was made by Marxist feminists. Based on this theoretical approach, analysis of empirical data from Ukrainian garment workers shows that workers in Ukrainian made-for-brands garment sector have poor conditions of labor reproduction. Due to specificities of global supply chains' operation, poor law enforcement, management's arbitrariness and company unionism they have not enough monetary and time resources. For many workers this results in consumption austerity and the problem of gender-conditioned high load of reproductive labor which often have to be managed at the expense of such important aspects of reproduction as rest, recreation and social life. Having an insufficient level of wages, workers use different – both material and time-related – sources of labor reproduction outside the production process. Most of them lead to problematic outcomes for workers, either through additional time and health-related pressure on their quality of life, or further financial insecurity and/or additional pressure and control by employers. There results problematize

socio-economical outcomes of inclusion into global production chains as international brands pass part of the labor reproduction load on the local state and workers.

Maria Nawojczyk (AGH University of Science and Technology, Kraków)

Magdalena Nowicka (Humboldt University Berlin)

Anna Skraba (Humboldt University Berlin)

Lidia Synowiec (AGH University of Science and Technology, Kraków)

Strategies of Transnational Entrepreneurship: German Enterprises Owned by Poles

We recognize transnational entrepreneurship as a part of a dynamic process of negotiation of socio-economic position of individuals, framed within the framework of political, legal and economic conditions on many levels (national, regional, local). Sociology of migration highlights the need to analyze processes and frameworks for the integration of migrants, both in the host country and the sending country because the career path, education or aspirations of the migrants do not start with the migration but have been shaped in the sending country. In addition, the study of the process of integration requires an analysis of cross-border practices of migrants and possible paradoxes associated with socio-economic position of the group which uses the resources of the social, cultural and economic derived from the sending country of migrants. In a two years research project we study the phenomenon of German enterprises owned by Poles which are registered in the Germany in the region bordering Poland. We apply ethnographic approach to characterize this region for both sides of the border; we conducted a dozen interviews with the experts and a few dozen interviews with Poles owners of businesses registered in Germany. In our presentation, we would like to refer to 5 strategies derived from individual interviews which we found in our studies. We believe that combining migration studies, entrepreneurial theories and social geography we are able to provide more comprehensive and adequate picture of process of Europeanization of life strategies.

Saturday, 15 September 2018

Session 14 (11:30-12:30)

Trust and Datacommons

Chairs: Valentina Ausserladscheider

Mikołaj Pawlak (University of Warsaw)

The Micro-Macro Link Revisited: Economic Sociology Perspective

The history of sociology may be seen from the perspective of dichotomies which lie at the center of the theoretical dispute. There are several such dichotomies, like naturalism-antinaturalism; objectivism-constructivism; holism-individualism etc. In this paper, I focus on the micro-macro dichotomy. It entered the sociology as an influence of economics, where since the 1930s the division between microeconomics and macroeconomics is well institutionalized. The minds of the classics were occupied rather with the individual-society pairing which is to some extent overlapping with the micro-macro one but is of a different character. The micro-macro division is an analytical one, while individual-society is a substantial one. Conventionally, micro is associated with individual, interaction, situation, relation, while macro with class, structure or society. For a long time sociology was divided between the two camps: one oriented towards the micro (i.e. interactionist tradition) and one oriented towards the macro (i.e. structural-functionalist tradition). In the 1980s the theoretical debate attempted at reconciling the division. Since that time the key pairing for the sociological theory is agency-structure. The objective of this conceptual paper is to refresh the discussion about the link between micro and macro levels of sociological analysis. The concepts developed in the economic sociology are especially useful for this task. They were omitted in the 1980s debate because they were still relatively new and they had not entered the sociological mainstream at that time. In this paper I will present how the concepts of social field, embeddedness, and social capital are theoretical tools of linking the micro and macro. The theoretical focus on this issue is still important because the confusion of the micro-macro analytical dichotomy as a substantial one and unjustified extrapolations from one of the levels of analysis to another are still sources of misunderstandings and artifacts.

Davide Arcidiacono (Università Cattolica del Sacro Cuore)

Giuseppe Reale (Università degli Studi di Catania)

Open Data as a Commons? The Disclosure of Public Sector Information and Collaborative Activation & Production from a Comparative Perspective

Data constitute both a form of power through which people and territory are regulated, and a valuable economic asset for improving the efficiency of markets in the knowledge economy. Therefore, there are two different conceptions of

data: as a commodity to be exploited through market-oriented value extraction processes; or as a commons, a free and accessible non-rivalrous resource for the community welfare. More recently the debate on data as commons intersects also the open government phenomenon for which data are conceived as a crucial resource for welfare, requiring a collaborative and participatory management. Since 2009, more and more countries have decided to adopt strategic plans for the openness of public sector information. Looking at how different countries are implementing the open government data paradigm, can we always talk about data as a commons? Can we speak of varieties of open government data systems? Searching for an answer we adopted a comparative method, selecting 15 countries with homogeneous geographic, socio-economic and institutional characteristics, and building on the comparative political economy approach and Ostrom and Hess's IAD framework. The analysis confirms the misalignment between the legal and philosophic conceptions of commons as a right property regime, and the economic conception of commons as a resource to be managed collectively. At the same time, some doubts about the difficulty of conceiving data as a commons are confirmed: the costs for maintenance and updating are not distributed among the beneficiaries and the presence of a concrete infrastructural and cultural digital divide plays a relevant role in the ability to handle data as commons, while collaborative activation and voice of the civil society for data reuse are differently distributed in the analyzed contexts.

Saturday, 15 September 2018

Session 15 (11:30-12:30)

Crisis and Well-being

Chairs: Sebastian Koos

Sokratis Koniordos (University of Peloponnese)

The Strength of Weak Ties in Times of Crisis: An Example from Greece

The economic sociology of labor markets has significantly profited from the Granovetter research on “Getting a job” (1995), and his thesis on the “strength of weak ties” (1973, 1983). Studies with a similar focus (Mouw 2003, Yakubovich 2005, Tian, and Lin (2016), Gee, *et al.* 2017) have shed additional light in the processes by means of which actors get a job, bringing out several important issues, be that the role of *guanxi* (Bian 1997, 2017), favors (Yakubovich 201) or electronic social networking (Mowbray et al. 2017). It is in the “Getting a Job” vein that it is proposed to present and examine evidence for Greece, i.e. about getting a job and how this occurs in a country in crisis. Such evidence is drawn from the just completed World Value Survey wave–7. In the Greek version of that particular survey, a set of questions were inserted in the WVS questionnaire about the conditions under which subjects and their offspring got their job, and to which interviewees replied. The latter comprise a representative sample of 1200. Answers obtained seem to assert an enhanced role to informal ties and linkages. Responses are also related to the never-ending crisis that the particular country undergoes. Thus, the implication appears to hold fast that under conditions of strain, such as those Greece has been experiencing, there is a strengthening of informality as reflected in the emerging patterns on getting a job.

György Lengyel (Corvinus University of Budapest)

Resources, Parenthood and Subjective Well-Being

That the birth of a healthy child leads to happiness is a plausible statement and is widely supported by research evidence. It is less recognized however that all in all parenthood as such has negative connection with subjective well-being, - at least this is the case in Hungary. In other words the flow and stock of kids contradict to each other concerning their impact on SWB. Based on survey evidence the paper investigates the likely reasons of this contradiction. Besides of socio-demographic background, labor- and capital market position, social and cultural resources are to be involved in the explanation. Relying upon international comparative data it is also to be checked to what extent is country- or region specific the negative connection between parenthood and SWB.

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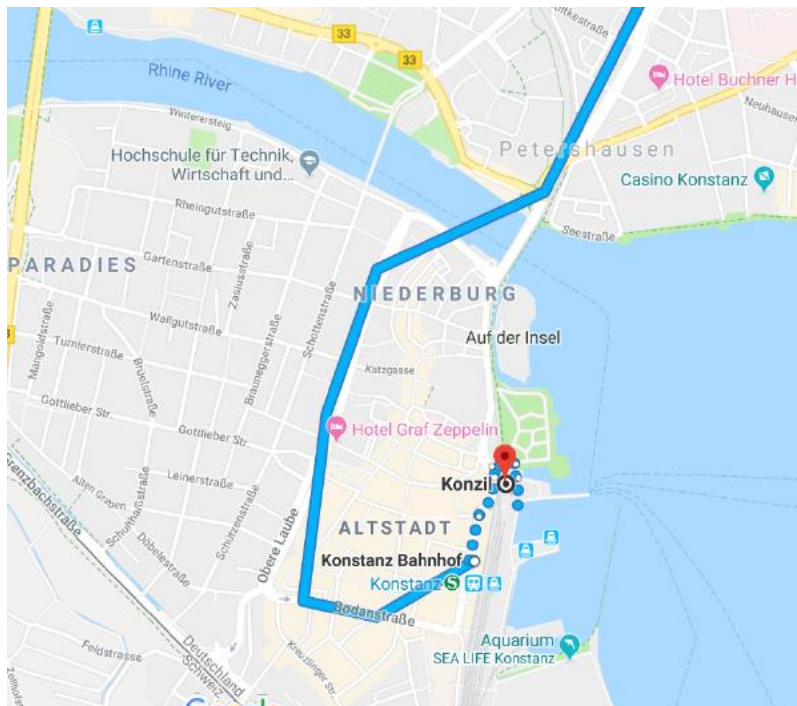
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Thank you for joining us
in Konstanz!