



# ASA Economic Sociology Section Newsletter

# Accounts

## What's in this issue?



Econ. Sociology  
around the Globe

### Asia-Pacific

- Research in China: Mission Impossible? (*Lisa A. Keister*)...2
- Economic Sociology is Booming in Korea (*Dukjin Chang*)...3
- Institutional Change in Japan (*Mary Brinton*).....4
- To Lend or Not to Lend? (*Ningxi Zhang*).....5

### Europe

- Economic Sociology or Sociology? (*Patrik Aspers*).....6
- Economic Sociology in Portugal (*Rafael Marquez*).....7
- Economic Sociology at MPIfG (*Jens Beckert*).....8

### North America

- Economic Sociology in Canada (*Kyle Siler*).....9
- Foie Gras (*Michaela DeSoucey*).....11

### South America

- Economic Sociology in Brazil (*Harry Makler*).....12
- NESEFI in Brazil (*Marina de Souza Sartore*).....13

### Global

- Eradicating Diseases of the Poor (*Donald Light*).....14
- Local Artisans Making Culture Work (*Frederick Wherry*).....15



### Book Reviews

- Bourdieu, Aldrich, Makler and Much More! .....16



### Ah, Montreal!

- Econ. Sociology Presentations and Meeting Schedule.....20

## Bienvenue à Montréal!

**(Economic Sociology Presentation & Meeting Schedule on Page 20)**

From the editorial team of *Accounts*, a warm welcome to sociologists from around the world to this edition of the newsletter! In the international spirit of the 101<sup>st</sup> Annual Meeting, held this year in Montreal, we are pleased to present in this issue the work of both foreign and domestic scholars as they conduct research outside the United States and their perspectives on economic sociology in more than a dozen countries. In this issue, you will find not only summaries of ongoing research projects, but also a thought provoking essay about how economic sociology is currently practiced, descriptions of the state of economic sociology in several countries, a summary of policy-related work that makes use of the insights of economic sociology, and reviews or announcements of several foreign-authored books. Also included in the last two pages of this edition is a complete schedule of economic sociology events – including paper sessions, roundtables, business meetings, and receptions – at the August conference.

We offer our **special thanks** to all who contributed to this issue, which is packed with more submissions than any previous *Accounts* newsletter. Rather than being a single special topic issue, however, we hope this edition will serve as a catalyst for increased communication between scholars in the field working around the globe. While economic sociology was born in Europe and revitalized in the United States, the articles you see here represent the empirical and theoretical richness that makes up economic sociology as it is practiced in other countries around the world. From the Max Plank Institute for the Study of Societies in Cologne, Germany to the recently formed Economic Sociology Program at the Shanghai Academy of Social Sciences (established in June through a partnership with Cornell University's Center for the Study of Economy and Society) and many places in-between, the sociological study of economic behavior is alive and well worldwide.

Resources for learning more about how economic sociology is practiced elsewhere abound. The ASA's *Economic Sociology Syllabi and Course Materials Guide, 3<sup>rd</sup> Edition* will be available next month in Montreal, and it includes an entire section of syllabi from courses taught outside the U.S. as well as many links to international websites (see announcement on page 15). The European Economic Sociology Website (<http://econsoc.mpifg.de/>) also offers a regularly updated newsletter and many useful links.

Thanks again to all who contributed to this issue. We hope you find this edition useful and stimulating. **See you in Montréal!**



## The Editorial Team

From left to right:

Chris Yenkey ([cby2@cornell.edu](mailto:cby2@cornell.edu)), Kyle Siler ([kss46@cornell.edu](mailto:kss46@cornell.edu)),  
Nicolás Eilbaum ([ne29@cornell.edu](mailto:ne29@cornell.edu)), Min-Dong Paul Lee ([mpl27@cornell.edu](mailto:mpl27@cornell.edu))

# Asia



## Research in China: Mission Impossible?

Lisa A. Keister, *Duke University*  
**Chair-Elect**, ASA Section on Economic Sociology

If you have started to think that there is nothing left for sociologists to study in China, watch *Mission: Impossible III*. The movie hints at enough ideas for research projects in areas related to economic sociology to fuel several long, productive careers. The new Tom Cruise movie is partially set in China, and it shows U.S. government agent Ethan Hawk (Cruise) trying to free his wife Julia (Michelle Monaghan) from captors in Pudong, a Special Economic Zone near Shanghai.

Among other amazing scenes, there is a sequence in which Cruise jumps off a skyscraper, is caught by a lamp-post, frees himself, lands in a busy street, and then is run over by a semi. Most viewers probably only noticed the terrifying stunts (Cruise did most of them himself, including the jump off the skyscraper). I was focused on the



Tom Cruise near Pudong

amazing background that Pudong provided and the incredible changes that have occurred in China that made it possible to film a Hollywood action film in Shanghai, a city

that director/co-writer J.J. Abrams refers to as a “futuristic, science-fiction city” (<http://www.missionimpossible.com/> May 29, 2006).

Shanghai did look incredibly futuristic, and the contrast between old and new highlighted the phenomenal changes that have taken place there in recent years. I enjoyed seeing the change, but more than that, it reminded me of all the times recently I have heard sociologists lament that “everything has been studied in China” or “there are so many people doing research in China now, there is nothing left to study.” I left the theater thinking about just a few of the key questions in economic sociology for which China is still a perfect laboratory.

- It was difficult not to notice the tremendous growth that has been China’s hallmark for the past 27 years, but the contrast between prosperity and poverty was also visible. China is becoming a global power, but it is still a poor country: in 2005, China’s GDP per capita was \$1,400, one-thirtieth of the U.S.



Pudong

- Research related to market transition theory has been one of the more active areas of research in China, but both patterns of inequality and (more importantly) the causal mechanisms underlying these patterns are still not well-understood.
- Regional disparities in development and well-being were also apparent in the movie when the action moved to Xitang, a fishing village two hours from Shanghai. We know little about how regional variation in development affects inequality, organizational behavior, and other important outcomes. Being able to study vast regional differences within a single country is a luxury that we seldom enjoy but that is useful for controlling culture while studying a vast range of questions about economic structures and people’s responses to them. Related to these issues, it would also be possible to contribute to literature on why initial economic growth does not always lead to market expansion (usually done across countries) by exploring variations in early growth and later market development/structure across regions in China.
- There were multiple references in the movie to social networks which, of course, have always been fundamental to understanding China. China is an ideal laboratory for studying questions related to networks such as the conditions under which relationships replace other forms of coordination, when and how markets and networks function without each other, and the relative importance of instrumental versus altruistic motives in reliance on networks. Understanding network dynamics and network boundaries are also vital to economic sociology, and China’s continual transformation is a perfect context for studying related questions.
- There was some talk about banning the movie in China because it does not cast Shanghai in the best light. In a couple scenes, there were shots of underwear and “other inappropriate images” according to China’s State Administration of Radio, Film, and Television (SARFT). This controversy raises issues related to institutional change and questions such as: why and how do some institutions change while others do not. How do some institutions persist amid extreme change while others morph completely? How does

culture shape the emergence of institutions? And what about specific institutions such as financial markets and legal institutions? Both are developing and changing rapidly, but we are beginning to understand what they look like much less how they are developing and changing.

- Finally, if you read the movie's credits, you see that the China Film Co-Production Corporation and The Fourth Production Company China Film Group Corporation assisted in production. This highlights issues of organizational change that could be explored in China. How is it that companies like these became organizations capable of collaborating with a Hollywood studio to produce a major motion picture? What factors shape whether organizations such as these begin to compete on markets or remain more closely affiliated with the state? What conditions make external versus internal factors salient in this process?

This is certainly not a complete list, and it does not include references to the excellent work that is already being done on these and related questions. Yet perhaps this list does highlight that there are at least a few projects left to do in China. Economic sociology is now clearly a subfield poised to answer some of sociology's most basic questions. I am convinced that China is still an ideal place to start.



**Economic Sociology is Booming in Korea!**

Dukjin Chang,  
*Seoul National University*

The economic sociology section in ASA is now a significant field. It is even more flourishing across the Pacific, i.e., in Korea. I can still vividly recall hearing a presentation on economic sociology by a new PhD from SUNY Stony Brook at the biannual meetings of the Korean Sociological Association some 15 years ago. The audience, most of them unfamiliar with the field, whispered to each other, "Why is he bringing an economics topic to a sociology meeting?" That's long, long ago. Economic sociology is now the most productive, and perhaps the most interdisciplinary, field in Korean sociology.

Let me start with some numbers, produced not by myself, but people outside the field. *Korean Journal of Sociology*, the official journal of the Korean Sociological Association and comparable to *ASR* in American sociology, is now in its 43rd year of publication. According to an analysis of 483 articles that have appeared on *KJS* for the period 1964-2002, economic/organizational sociology is the field that have produced the greatest number of articles (Kim and Eun 2002). The achievement is even more valuable given

the fact that the field was hardly known up until the early 1980s, like one can imagine from the above-mentioned anecdote.

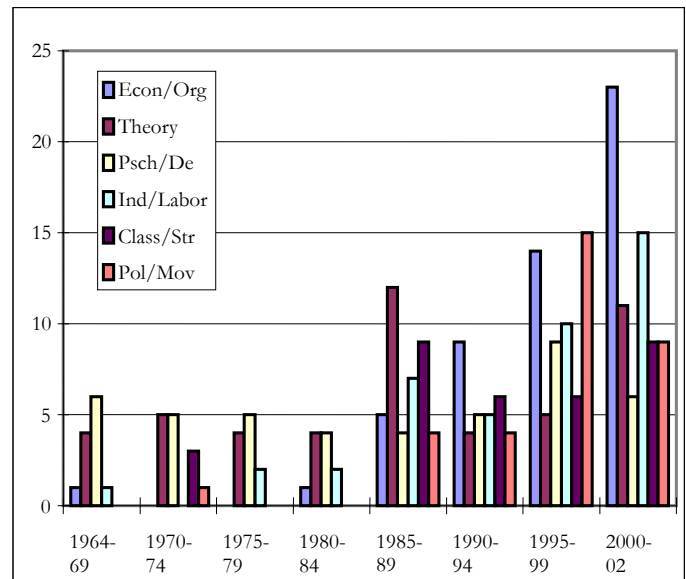


Figure 1: Number of *KJS* Articles by Field and by Period

Figure 1 disaggregates the number of articles in the top six fields within sociology that produced the most articles in *KJS* by period. Economic/organizational sociology, with 53 articles, is No.1. The field is followed by sociological theory/thought (49), social psychology/deviance (44), industrial/labor sociology (42), class/stratification (33) and political sociology/social movement (33). However, the longitudinal trend, rather than cumulative numbers, tells much more about economic sociology in Korea. The field was almost unknown until the early 1980s. Yet, ever since it first revealed significant presence in 1985-89 with five articles, the growth has been exponential. Look at economic sociology in 2000-02! The field produced 23 *KJS* articles in only three years, an average of about 8 articles per year. With this kind of performance, few will dispute the observation that economic sociology is now the most productive field in Korean sociology.

Currently, the field is led by relatively young scholars mostly in their forties. There are a very small number of scholars in their fifties who pioneered economic sociology in Korea. Those who are currently most productive were once students of these pioneers. Now the students of these second-generation scholars are studying economic sociology both in Korea and abroad. They will soon become third-generation economic sociologists. Given the long-standing criticism that social scientific knowledge has been transferred unilaterally from the core to semi-peripheral or peripheral countries, a consequence of which being a series of short-lived academic fads, this is also a very bright signal.

Setting aside these quantitative indicators, let's move on to the structure of knowledge production in economic so-

cology in Korea. A recent citation analysis of *KJS* articles in organizational sociology for the same period (1964–2002) gives an impressive result (Park 2004). It found six subfields in organizational sociology in Korea: corporate; labor; information; social movement; political; and voluntary organizations. Of these six, the dominant subfield is research on corporate organizations carried out by economic sociologists. It forms the largest, most productive, and most densely-knit *school* among the subfields of organizational sociology. It is also interesting to observe that the most active scholars in economic sociology share some common academic origin. The names of the schools where they received their PhDs are highly predictable from their works. In the area of corporate organizations, Stanford and the U of Chicago stand out together with Harvard and Princeton. In fact, they were students of Hannan, Meyer, Coleman, Lauman, Burt, Sorensen, and DiMaggio. Recently, new PhDs from Cornell also joined the force.

As one can imagine from their academic origins, social network, organizational ecology, and institutionalism have been the major theoretical engine for the development of economic sociology in Korea. Especially, social network analysis has provided the big momentum for the past decade in not only economic sociology but other social sciences. Economic sociologists played an important role for the spread of social network analysis in Korea. It was first introduced in the late 1980s by the first-generation economic sociologists, but it was the cooperation of the first- and second generation scholars since the second half of the 1990s that made social network analysis a vogue in other social science disciplines and even outside academia. Social networkers are in high demand in other social science departments, business schools, research institutes, and even in media.

One important consequence of this high demand for economic sociology's methodological sophistication is the exploration of new research territories. As is well-known, Korea is now the world's most wired country where new Internet technologies are being tested everyday. The success of Google, Amazon, and MySpace tells us that *inter-connectedness* is what the Internet is all about. Extremely interesting data on social ties in the cyberspace are abundant, and this is something economic sociologists trained in social network analysis can do very well. Economic sociologists and some of world's most successful Internet businesses support each other.

Despite the rapid progress since its re-birth in the 1980s, economic sociology still has a long way to go. One urgent task is to broaden its scope to incorporate much more comparative cases than are currently available. How networks and competitive dynamics operate in different social settings, and how different institutions mix with each other in this age of globalization, should be identified. New

theoretical horizon will emerge from these efforts. Korean economic sociology will certainly contribute a lot to this collective enterprise.

**Dukjin Chang** is an Associate Professor in the department of sociology at Seoul National University. Dukjin obtained his Ph.D. from University of Chicago.



### Institutional Change in Japan

Mary C. Brinton, *Harvard University*

Twenty years ago, Japan was the country to which scholars turned for examples of workplace and employment policies that fostered high productivity and economic growth. Not so in 2006. Now, policymakers and academics in Japan are questioning the very principles that once seemed so central to the country's economic success, and Japan has fallen out of favor in American policy and academic circles. After all, why study a country that is just beginning to emerge from a 15-year period of economic recession, during which many of the problems plaguing Western economies have emerged full force? Increased bankruptcy rates, youth unemployment, declining productivity in some key industries, a large public debt-to-GDP ratio, structural problems in the banking sector...the list continues.

In fact, Japan remains a fascinating place to study, precisely *because* of the changes that are occurring in economic institutions. Few foreign sociologists and economists are investigating these changes, partly because the "Japan boom" has been seemingly replaced by the burgeoning research on China as the next great capitalist success story. But there is nevertheless quite a lot of good material to read. I will focus here on two areas likely to be of interest to economic sociologists: institutional change (or the lack thereof) in the Japanese economy, and changes in employment relations and economic inequality.

Several recent books look at structural change in the economy. Among them are *Structural Impediments to Growth in Japan* (University of Chicago Press, 2003; Magnus Blömstrom, Jennifer Corbett, Fumio Hayaishi, and Anil Kashyap, editors), Leonard Schoppa's *Race for the Excits: The Unraveling of Japan's System of Social Protection* (Cornell University Press, 2006), and Steven Vogel's *Japan Remodeled: How Government and Industry are Reforming Japanese Capitalism* (also from Cornell University Press in 2006). The latter two books are particularly fun to read back to



back, as they are both by seasoned political scientists of Japan and take quite different views of how well firms and policymakers in Japan have responded to economic malaise. Change in firm-level policies, particularly in regard to Japan's infamous "lifetime employment system," are the subject of an article by Christina Ahmadjian and Patricia Robinson (*ASQ* 2001) and working papers by Hiroshi Ono (European Institute of Japanese Studies), and have been analyzed in an excellent and comprehensive new book by Marcus Rebick, an economist at Oxford (*The Changing Japanese Employment System: Adapting to a New Economic Environment*; Oxford University Press, 2005). And a forthcoming volume with some very good papers is *Structural Change in Japan: Why it Happens, Why it Doesn't* (Magnus Blömstrom and Sumner LaCroix, editors; Routledge).

There is a lot of good work being produced on economic and labor market change by Japanese academics, but unfortunately only a few publish much of their work in English. Two recent debates in Japan are of particular interest: the debate over whether Japanese income inequality is increasing, and the debate over why the youth labor market has become so problematic. One of the main contributors to the first debate is Toshiaki Tachibanaki, an economist at Kyoto University who has published quite a bit in English. His most recent book is *Confronting Income Inequality in Japan*, MIT Press, 2005. On the increase in unemployment and unstable employment among youth, the most prolific scholar has been Yuji Genda, who has published some articles in English and many articles and books in Japanese over the past several years. The book that drew the most attention in Japan was recently translated into English, as *A Nagging Sense of Job Insecurity: The New Reality Facing Japanese Youth* (International House of Japan, Tokyo, 2005). Despite the awkward title and sometimes awkward style (the result of a very direct translation from Japanese into English), the book is a good analysis of how Japanese young people have been hit by employers' unwillingness to lay off middle-aged employees to whom they made implicit guarantees of permanent employment during the high-growth period. While Genda is an economist, the book's argument is centrally about which workers have been the hardest hit by employment restructuring and the growth of contingent work in Japan—namely, the very youngest and very oldest workers.

While little of the work cited above could be put in the category of "light summer reading," it is enjoyable stuff and very stimulating for economic sociologists interested in institutional change, especially in one of the world's most important economies.

**Mary C. Brinton** is Reischauer Institute Professor of Sociology at Harvard University. She is currently studying changes in employment relations in Japan.

## Research Synopsis



### To Lend or Not to Lend?: A Case Study of the Transformation of a Chinese Commercial Bank's Decision Making on Corporate Loans

Ningxi Zhang, *Cornell University*

How do organizations change? Economists maintain that organizations respond to outside pressure and are equipped with the capability of adapting to a new environment. Sociologists that study organizations, especially organizational ecologists, emphasize the tendency of organizational inertia: organizations are imprinted with their founding characters and often fail to change in any meaningful way.

This dissertation studies how a specific organization, a provincial level Chinese state commercial bank, changes in the face of mounting environment pressure. China's state banks are widely perceived as the last stronghold of the planned economic system that has previously characterized China's economy. However, they have been under state mandate to adapt in haste, evolving from a state apparatus to for-profit modern corporations, in order for them to survive in a newly formulated market economy and to meet the demands of the fast approaching WTO deadline, which requires member countries to liberalize their financial markets.

The study is based on data collected through 10 months of participant observation within the bank, extensive interviews of the bank employees, and access to internal documents and personnel information. One key question through which I wish to illuminate the organizational dynamics in the bank is: Why the bank continues to favor state-owned enterprises and is reluctant to lend to the more successful sector of private enterprises and medium/small sized businesses. I examine the bank's changing internal work procedure, social networks, and its relationship with local government and firms and demonstrate that when making corporate loan decisions, local high level managers, relationship managers, and supporting personnel find themselves in a web of political consideration, personal connections, and institutional goal-meeting pressure. They are constrained by all these factors and their own entrenched cultural stereotypes. The study moves on to identify key mechanisms that can serve as motors for organizational change.

**Ningxi** is a Ph.D. candidate at Cornell University. In order to collect the ethnographic data for this study, he spent two years working as a bank intern in China.

# Europe



## Economic Sociology or Sociology?

Patrik Aspers,  
*Max-Planck Institute for the Studies of Societies in Cologne and Stockholm University*

There is no doubt that new economic sociology has helped to vitalize sociology and has paved the way for both more detailed and profound sociological analyses of the economy. The field is constituted by a number of works and their authors. Many of the central texts are included or reflected in collections that have been published by Richard Swedberg et.al, as well as in the *Encyclopedia of Economic Sociology*, edited by Jens Beckert and Milan Zafirovski.

I would like to take the opportunity, however, to discuss four critical points, without having the space to elaborate on, or qualify, them. Finally I will direct attention to what I see as important issues and directions for the future development of economic sociology.

The sound reaction among leading US sociologists to Parsons' value based analysis had the unfortunate consequence that values were excluded from many sociological studies. The dominating network perspective downplays both value and meaning. This deficit of meaning and value is the first problem with economic sociological research.

Economic sociology has partly been formed against the dominating theory of the economy, neoclassical economics. In many cases economic sociology merely provides an "add on" to the insights, findings and theories used by orthodox economics. Even though neoclassical economics is good to think with, we cannot in the end wage war against someone that more and more becomes a straw man. The development of the field of behavioral economics must be acknowledged. A more profound point, however, is that economic sociology will never be a more systematic alternative to neoclassical economics if it does not develop and use a clearly sociological starting point. That economic sociology mainly has made theoretical and empirical points tailored to economics is the second problem with economic sociology.

Most economic sociological studies, old as well as new, tend to focus on production of commodities or business to business relations, but fewer seem to realize and admit that consumption, at least today, is at least as important. The third problem that one can recognize in the new eco-

nomics sociology literature is the weak orientation to consumption.

New economic sociologists share the idea of the economy as a social construction. However, when one reflects on how this idea is used, it is clear that, for example, most of the network research is essentially bound up with a naturalistic idea of associated units, and underpinned by an ontological realism. This also means that studies are made using a fairly objectivistic approach. This follows from an idea that there is a world "out there" to be discovered. That we tend to take the world for granted, (realism), instead as analyze the profound consequences of social constructivism, is perhaps the most important of the points I have mentioned.

As an alternative to simply say that we should have an economic-independent, social constructivist economic sociology that pays attention to consumption and values, I would like to point to some ideas that I see as central. Niklas Luhmann, Pierre Bourdieu and not the least Harrison White have attempted to develop genuinely sociological alternatives to economic theories. They conceptualize the economy as being "part" of society. Moreover, both White and Bourdieu have tried to develop approaches that can handle tangible units, which are called disciplines by White and fields by Bourdieu, of social life.

What I suggest is certainly not to stop doing good studies about specific markets, organizations or economic "fields". My point is merely that this cannot be the only focus. Ever since Comte, sociology has studied society at large, in contrast to different, more specialized disciplines. This virtue of range is something that we ought to defend. To have range is an advantage when connecting literatures, but it is also an advantage because it makes it easier to contrast the economy with other "parts" of society.

I argue that the suggested approach, to study the smallest meaningful units and their interconnections from a social constructivist starting point, makes it easier to analyze values, how consumption and production are related, how different social units across the globe depend on each other, and so on. This I see as the most fruitful kind of analysis since it retains the idea of doing sociology of concrete phenomena, but with the ambition to understand them in relation to each other and to a larger whole. Some steps have also been taken, for example, at the Max-Planck Institute for the Study of Societies by Jens Beckert and Wolfgang Streeck to bridge the gap between related literatures, such as economic sociology and political economy.

My overall point can be summarized in one sentence: economic sociologists should get out of the straightjacket that I think we are caught up in by merely doing "economic sociology", rather than doing sociology of economy and society.

**Patrik Aspers** is a research fellow at the Max-Planck Institute for the Studies of Societies in Cologne and research fellow and associate professor at the Department of soci-

ology, Stockholm University. He is the author of *Markets in Fashion, A Phenomenological Approach* (Routledge 2005). His research interests are economic sociology, especially markets, sociological theory, and phenomenology.



### Economic Sociology in Portugal

Rafael Marques  
 ISEG/UTL, Instituto Superior de Economia e  
 Gestão – Universidade Técnica de Lisboa  
 SOCIUS – Centro de Investigação em  
 Sociologia Económica e das Organizações

### A) Authorship and Property Rights

The authorship myth is central to the Western World, constituting one of the structuring mechanisms of both property rights and economic value chains. Authorship, copyrights, licenses, and patents, among other social mechanisms generate powerful economic consequences, supported by qualification, certification and evaluation schemes central to the perpetuation of a trustful environment in the advanced societies. This project develops the idea that authorship rights are the by-product of a particular historical era and a specific geographical space, being directly related to the printing revolution in England and the emergence of the bourgeois artist, epitomized by Mozart. Currently the authorship constellation is threatened by the growing difficulty of identifying genuine materials, by the innovative ways of copying originals and by the build-up of a pastiche society that puts emphasis on the combination skills, reducing the work span of the traditional author. The difficulty of evaluating and certifying an intellectual work puts strong pressure on evaluators, referees and other specialists, opening the doors to growing levels of litigation, and causing an erosion of the generalized trust. This situation paves the way to the definition of fluid authorship. This will lead to the end of the traditional differences between original and copies; by the increasing levels of isomorphism in the production and acceptance of intellectual works, and by a growing lag between forgers' capacities and evaluators' possibilities of detecting copies. These trends and their socio-economic impact will conduct us to an Economic Sociology of Intellectual Property Rights.

### B) Comparative Economic Sociology and Organ Transplants

Organs are part of a special type of commodities that can only be subject to market exchange when social values and dominant attitudes change deeply. Studying this issue implies the redefinition of the boundaries between gift and market; alienable and inalienable goods; altruism and egoism. Solving the shortage problem has been a constant worry of health professionals and social scientists. Those who advocate a gift system emphasize the importance of social incentives and advise strongly against the market solution, claiming that it will generate a perverse mix of crowding out and spill over effects that will eventually reduce the supply of new organs. The market defenders state that economic incentives are the only way of solving the recurrent shortages. Generating triangular or indirect reciprocity mechanisms is one of the ways of curving fears and reducing resistances. Organ transplants are not neutrally decided on a First In First Out basis. Technical, medical, cultural, social and even political criteria are at stake. Taking into account the available statistics on organ transplants, we'll try to demonstrate the salience of social biases, preferences, prejudices and cultural frames on the choice of who goes first and what medical condition is considered a priority. Legal systems shape the way the system works around the world. Defining death and establishing ownership rights are nuclear problems. Who owns, who decides, who is entitled to be a legal proxy for the deceased, are important variables that help the understanding of the particular organizational arrangements in each country. The comparison of different European regimes and the US case will be central to our analysis.

### C) Fiscal Sociology, Tax Evasion, and Tax Culture

Fiscal Sociology has been gaining momentum, both theoretically and empirically. This current trend is also linked to the idea of "bringing the state back in" and recovering the historical dimension of the sociological analysis. Based on a historical and comparative approach, this project offers an economic sociological approach to fiscal issues, especially tax compliance and tax evasion. Starting with a sensitizing concept of Fiscal Sociology, a theoretical framework will be offered capable of explaining a set of social mechanisms behind the variety of fiscal behavior we face in our day to day lives. Economic sociology concepts such as embeddedness and imprinting, in parallel with tax culture, tax morale, state's legitimacy, interpersonal trust, institutional confidence, social capital and social networks are only a small set of explaining variables that are powerful tools in a more complete treatment of tax compliance and tax evasion. There is a widespread understanding by many management gurus, think-tank pundits, presidential advisors, social capital experts and trust researchers that the levels of confidence and trust are declining and that tax evasion is nothing but another sign of this steep dwindling of moral standards. Framing the problem as a moral one,

and considering that the trend will be maintained in the foreseeable future, leads tax authorities in the direction of harsher policies of deterrence, sometimes complimented by erratic tax amnesty programs. These policies fall short of understanding the adaptive nature of taxpayers' reactions, also failing to realize that both measures are sometimes the cause and not the medicine for more tax evasion. A socio-historical analysis of the Portuguese case will be central to the project.

MAX-PLANCK-INSTITUT FÜR GESELLSCHAFTSFORSCHUNG  
MAX PLANCK INSTITUTE FOR THE STUDY OF SOCIETIES



### Economic Sociology at MPIfG

Jens Beckert,  
*Max Planck Institute for the Study of Societies,  
Cologne*

### The Institute

The Max Planck Institute for the Study of Societies (MPIfG) in Cologne, Germany, was founded in 1985 under the directorship of the sociologist Renate Mayntz, who was joined a year later by the political scientist Fritz W. Scharpf. It is one of the smaller institutes of the Max Planck Society, which maintains 80 institutes devoted to basic research in the natural sciences and the humanities.

Today the directors of the institute are Jens Beckert and Wolfgang Streeck. Some forty to fifty research staff members, doctoral students, post-docs and visiting researchers work at the MPIfG. Many have an international background.

### Research program

The MPIfG's research aims to develop an empirically based theory of the social and political foundations of modern economies. It primarily investigates the interrelation between economic and social action. Using an institutional approach, it examines how markets and business organizations develop from the historical-institutional, political and cultural framework in which they are embedded and how institutional contexts change over time.

The institute has several research areas, including the sociology of markets (headed by Jens Beckert), industrial relations and welfare states, corporate governance, organized interests, European integration, and the governance of global structures (headed by Wolfgang Streeck), democratic government and economic governance (headed by Philip Manow) and science, technology and systems of innovation (headed by Raymund Werle).

### New Focus on Economic Sociology at the MPIfG

The research in economic sociology at the institute focuses on markets as the core institution of capitalist economies. The overarching interest is in understanding the functioning of markets from a distinctively sociological perspective. Markets are analyzed from a Weberian viewpoint as arenas of social struggle in which actors confront each other under conditions of competition. Our primary interest is in the social, cultural and political underpinnings for the development of the order of markets. One crucial vantage point of the research projects is the problem of uncertainty that market actors face when making decisions. This brings attention to the coordination problems market participants must cope with, which can very abstractly be summarized as the problem of value, the problem of competition and the problem of cooperation. Uncertainty also provides a theoretical opening to explain the embeddedness of economic action. Much attention is given to comparative and historical research designs.

Projects recently launched include "Demand Structure and Distributional Effects of the Lottery" (Jens Beckert and Mark Lutter), "The Constitution of Markets and Collective Institutional Entrepreneurship" (Guido Möllering), "Industrial Relocation and the Problem of Disembedding" (Geny Piotti) and "Construction and Order of Markets" (Patrik Aspers).

### Some Further Activities

The institute publishes MPIfG Discussion Papers, which are accessible via the internet. Papers are available as downloads and in print ([http://www.mpi-fg-koeln.mpg.de/pu/dp03-05\\_en.html](http://www.mpi-fg-koeln.mpg.de/pu/dp03-05_en.html)). Recent papers from the research area "Sociology of Markets" examine such topics as trust in markets, the moral embeddedness of markets and the global garment industry.

In October 2005 the MPIfG founded a new Graduate School which will award three-year research grants to four doctoral students every year. Research focuses on the relations between modern economies and their social and political foundations, which have a long tradition as the object of inquiry in sociology and political science. The Graduate School will attempt to connect and develop the disciplines and, in particular, the approaches of new economic sociology as well as comparative political economy.

Every fall, the MPIfG posts positions for post-doctoral fellows who come to the institute for one academic year. Recent PhDs and non-tenured junior faculty from all countries can apply for these positions. In addition the MPIfG offers the Scholar-in-Residence fellowship to senior scholars in the fields of economic sociology or political economy who spend three to six months at the institute.



North America  
North America



### Economic Sociology in Canada

Kyle Siler, *Cornell University*

*Canada is a country whose main exports are hockey players and cold fronts. Our main imports are baseball players and acid rain.*

- Former Prime Minister Pierre Trudeau

In honor of this year's ASA conference in Montréal, and keeping with the recurring section in *Accounts* that features economic sociology and economic issues outside of the United States, I will introduce (or re-acquaint) readers with the Canadian context. While I cannot claim to be entirely comprehensive or value-neutral in my account, I hope to provide an interesting perspective both for newcomers, and those more familiar with Canada. The article will open with a review of the intellectual roots of social science and economics in Canada and discuss factors that have inhibited the diffusion of economic sociology "North of the Border" thus far. However, the article's main focus entails exploring issues and work done by and about Canadians that may be of interest to economic sociologists looking to specifically learn more about Canada and/or those who may appreciate another case for cross-national comparisons.

### Intellectual Roots

Perhaps the most famous early theory in Canadian social science was Harold Innis' *staples thesis*, introduced in the early 1930's. Based on his work analyzing the political economy of the fur and cod trades, Innis warned of a future where Canada would be little more than a "hewer of wood and a pumper of oil" – an exploited, but relatively affluent resource-rich country that engages in little real economic ownership or development. Innis' work underpins a quasi-Marxist interdisciplinary "Canadian political economy" approach which emphasizes macro-political power as a primary force underpinning economic phenomena. A generation later, alarmed by the increasing prevalence of multinational corporations and foreign investment in Canada, Kari Levitt's (1970) *Silent Surrender* proclaimed that Canada faced a future where it became a servile "economic principality" subsumed by the United

States.<sup>1</sup> While Levitt's concerns were overwrought in retrospect, concerns about economic globalization and the "Washington Consensus" still permeate Canadian social science. The emphasis on conflict and politics (with an increasingly influential critical/cultural studies influence) that characterized most work on economic phenomena (at least, not done by economists) in Canada is not necessarily incompatible with economic sociology. After all, some of the best work in economic sociology has emphasized political forces in shaping economic consequences, including from Marxist perspectives. While some may argue that the new economic sociology has failed to adequately integrate political, critical and structural theories in its first two decades, it might be worth conceptualizing economic sociology as spanning the entire continuum of economic phenomena, from the apolitical to the highly political. Choosing the appropriate mix may be the epitome of good sociology.

### Prominent People, Places and Issues North of the Border

Canada's most famous economic sociologist may have been the maverick economist John Kenneth Galbraith. In addition to serving as an advisor to the Kennedy regime, Galbraith famously illustrated many alleged deficiencies of mainstream economics by bringing theories of institutions and conflict to the forefront, advocating analysis of economic phenomena grounded in reality and realistic conceptions of human behavior. Perhaps Galbraith could be dubbed as the first economic sociologist, or a "proto-economic sociologist." While born and educated in Canada, perhaps because of his success since receiving his doctorate in economics at UC-Berkeley, Galbraith spent his entire career in the United States. This underscores the notion of the "brain drain" (namely, losing the best and brightest of the country, usually to the United States) that some contend is indicative of Canada's lack of international competitiveness. Of course, such rhetoric is probably ignorant of any "brain gain" Canada may enjoy, but the issue of attracting intellectual capital and investment is a recurring challenge for many countries in the highly competitive global marketplace.

Ogmondson (2002) suggests that Canada provides a wide expanse of potential research opportunities. In addition to being a different cultural and economic context for social sciences to explore from an "area studies" standpoint, it also provides a potential frame of comparison for the construction and evaluation of more axiomatic middle-range theories. While Canada will not become the 51<sup>st</sup> State anytime soon, the Canada-U.S. Free Trade Agreement (re-named the North American FTA after Mexico

<sup>1</sup> Incidentally, Levitt is the daughter of famed political economist Karl Polanyi, who spent his post-teaching years in Canada after his wife was denied entry into the United States due to previous involvements with communist organizations in Hungary.

joined in 1994) signed in 1989 led to fiery social debate and mobilization of interest groups. The pact also served as a harbinger of the “new Conservatism”, as the old Progressive Conservative party had historically run on a protectionist platform of high tariffs and the nationalization of industry. The efficacy and desirability of the agreement still remains a point of contention. Recently, the latest Softwood Lumber dispute brought the issue of free trade to the forefront again, where the United States placed punitive duties on Canadian lumber, economically crippling many communities in the process, in a manner that opponents claimed contravened the principles of NAFTA. After numerous reviews from NAFTA and WTO authorities, and the United States refusing to abide by many of the unfavorable rulings, a compromise was negotiated by the new Conservative<sup>2</sup> government in Canada. Critics claimed that the agreement entailed acquiescing to an unjust and self-interested economic bully, while others argued that striking a compromise and ending the severe tariffs and lengthy, acrimonious negotiations and hearings was the pragmatic, if not fair and right thing to do. Regardless, such a case helps reinforce the intricate and contentious legal and economic institutions that underpin and govern international commerce and competition. These are realms that sociologists are well equipped to further understand and possibly develop.

Visitors to Montréal may be particularly interested in the unique cultural enclave they are encountering for the first time. Just as Canadians have worried about their national identity being subsumed by globalizing forces, Québécois have worried about the potential disintegration of their language and culture, and have taken sometimes controversial steps to protect them. For example, one may notice that even in Anglophone public areas, signs must be primarily in French (trademarks are exempted, so Burger King is not “Le roi des hamburgers”). Paradoxically, globalizing forces may also have underpinned a strong secessionist movement in Québec, who believe that secession may be the best means for protecting their society and culture, and that channels of trade and commerce are much less encumbered by history and geography as they once were, so Québec may be able to thrive on its own. Politically, Québec is somewhat different than the rest of Canada, long having taken pride in its relatively more expansive social programs at the provincial level. Perceptions of this cultural and political uniqueness were strong enough to perpetuate two referendums on secession from Canada (broadly, ambiguously and contentiously defined). A vote in 1980 was soundly defeated, while a vote in 1996 was defeated by about one percent. Since then, sentiment for

secession seems to have dwindled in the province, but referendums always remain a possibility on the horizon.

### Challenges and Problems in Canadian Sociology

For the most part, the “new” economic sociology so prevalent in the USA and the rest of the world has not diffused into Canada thus far. I will offer five reasons (three intellectual, two demographic) why this is the case. First, as the political economy and critical traditions in Canada have so strongly emphasized conflict and power in the interpretation and prioritization of economic phenomena, this excludes much work in economic sociology that does not similarly explicitly prioritize such issues. Second, a “Canadianization” social movement swept through the Canadian academe in the 1960’s, where scholars demanded that Canadian universities should be hiring Canadians (as opposed to Brits or Americans) and developing its own indigenous research traditions and studies. McLaughlin (2005) suggests anti-American sentiment from this faction of the 1970’s New Left still exerts a pernicious influence on the discipline. Third, many of the sociological subfields with theories or topics strongly related to or shared with economic sociology, such as social networks<sup>3</sup>, organizations and social psychology are weak or moribund in Canadian sociology. This is in part a corollary of the fourth reason, the prevalence of undergraduate commerce programs in Canada. Itself a vestige of the British academe, commerce programs are large and influential in virtually all Canadian universities, which not only diverts funds and students from the liberal arts, it also claims much of the intellectual turf, often including formal organizations and the economy, which many Canadian sociologists are inclined to deride as “bourgeois” topics in the first place. Fifth, labor market problems in sociology have impeded the growth and renewal of the discipline. A demographic bulge of professors hired in the 1960’s and 1970’s have filled tenure slots for decades, and the combination of neo-liberal state retrenchment and the increasing casualization of academic labor have resulted in relatively few new jobs for sociologists being available in the past two decades, a period in which economic sociology has proliferated as a new subfield in the discipline. This paucity of new jobs is exacerbated by a move towards “applied” social science (e.g., health, criminology), where few sociological hires are “open” hires in Canada, and most are circumscribed within areas that are in vogue with funding agencies.

However, with more students entering post-secondary education than ever, the impending retirement of the aforementioned demographic bulge of professors, the continued growth of its universities and the existence of many excellent sociologists (some may argue in spite of the political and scholarly environment in Canada), its links to the

<sup>2</sup> Note that the aforementioned “Progressive” moniker has been officially dropped, arguably emblematic of the changes in conservatism in Canada, and throughout the world in the past decades.

<sup>3</sup> Small pockets of strength in social networks at the University of Toronto and University of Victoria notwithstanding.

United States and France (mostly via Québec) where economic sociology has burgeoned, the future of economic sociology and the discipline in general in Canada may be precarious, but it does have potential. Further, Canada is the home of numerous scholars who have made contributions relevant to economic sociology. For example, David Cheal's (1988) work on gift exchange combines economic and cultural sociology and Axel van den Berg has explored sociological and economic theories of rationality. William Carroll's (2003) work on Canadian corporate elite networks is similar to Mark Mizruchi's, except his theoretical focus is primarily Marxist in nature.

As I have only been able to briefly touch upon a few select issues, I must leave further exploring the city, province and country up to the reader. I hope all of the ASA members enjoy their time in Montréal, and while I will not be able to experience my childhood dream of watching a Montréal Expos baseball game at Olympic Stadium (since the team recently relocated to Washington, DC), I trust that the city and conference will offer a myriad of social and intellectual experiences to make it worthwhile and memorable for everyone!

**Kyle** was born in Calgary, Alberta and received degrees from the University of Calgary and McMaster University in Hamilton, Ontario before moving South to Cornell University to complete his doctorate in sociology.

**References**

Carroll, William. *Corporate Power in a Globalizing World: A Study in Elite Social Organization*. Oxford: Oxford University Press, 2003.

Cheal, David J. *The Gift Economy*. New York: Routledge, 1988.

Levitt, Kari. *Silent Surrender: The Multinational Corporation in Canada*. New York: St. Martin's Press, 1970.

McLaughlin, Neil. Canada's Impossible Science: Historical and Institutional Origins of the Coming Crisis in Anglo-Canadian Sociology. *Canadian Journal of Sociology*, Vol. 30, No. 1, pp. 1-40, 2005.

Ogmundson, Richard. The Canadian Case: A Cornucopia of Neglected Research Opportunities. *The American Sociologist*, Vol. 33, No. 1, pp. 55-78, 2002.

production practices through a qualitative study of the recent controversies over *foie gras* within the United States and France. Foie gras, the liver of a force-fed duck or goose, is considered by some as one of the greatest delicacies of French cuisine and by others as imposing cruel and inhumane production methods on animals. My interest in this topic draws from economic, cultural, and organizational sociology. I am particularly interested in the production-consumption connections of the rhetoric of ethics and/or virtue being used to characterize foods as controversial and moral issues.

In this case of controversial consumption, I am particularly interested in learning how and why foie gras has acquired a great deal of public attention and social awareness, as well as how social and cultural ideas about its existence shift from luxury to cruelty. Within both nations, public awareness of foie gras controversies has grown in the last decade through the activities of anti-foie gras movement coalitions and the endorsement of high-profile celebrity activists. Besides standard social movement tactics of campaigns, protests and boycotts to vilify foie gras in the public eye, activists in the United States have targeted restaurants, farms, and even chefs' homes. Foie gras has now been banned in Chicago, the state of California, Israel, and thirteen European countries. These battles pinpoint foie gras's usefulness as a case for critically examining the historical and sociological processes by which culturally conspicuous (and ethically appropriate) food production engages the public imagination.

I am using a multi-method qualitative approach that relies on 1) primary data personally collected through participant observation, fieldwork, and in-depth interviews with producers, processors, distributors, chefs, professional associations, social movement organization members, tourism offices, and consumers and 2) content analysis of collected media publications, including major news outlets and websites, relevant group association and social movement materials, and political legislation across research sites within the United States and France.

I am currently trekking around both countries, following the foie gras trail, asking the questions: how and why did this seemingly minute and peripheral subject become a hotly contested symbol of moral negotiation and cultural divisiveness? Which cultural understandings and vocabularies come to dominate the discourse around this issue, and why? Who disavows it, who embraces it, and why? Where does the problem of foie gras fit in with other problems of agricultural production and the food system? How and why do these agendas differ by national context?

My research, therefore, draws on interactions of culture and economic life to question foie gras's significance as a case of symbolic consumption politics.

**Michaela DeSoucey** is a graduate student in sociology at Northwestern University.

**Research Synopsis**



**foie gras**

Michaela DeSoucey,  
Northwestern University

My dissertation project explores the value-laden politics of consumption and

# South America



## Economic Sociology in Brazil

Harry Makler, *Stanford University*

In Brazil, economic sociology as well as sociology can best be understood as a field heavily influenced by national politics and the economic challenges of a large, multi-culture country in the throes of development. Having experienced two decades of authoritarian rule that aggravated an already embedded social duality and chronic inequality, Brazilian sociologists tend to be more eclectic in that their work transcends disciplinary boundaries to combine historical, economic and political perspectives to explain social injustice and its consequences.

Research by Brazilian sociologists on the economy and society that continues to influence the field stretches back at least four decades. It includes studies of ideology and the state and private initiative relations in the quest for economic development (Helio Jaguaribe); historical, cultural and socio-economic factors that combined to stratify the country into an interdependent developed and underdeveloped economy and society (Jacques Lambert); economic elites and technocrats in Brazilian economic and political development (Maurício Vinhas Queiroz, Luciano Martins); industrialists' economic beliefs, objectives and politics toward the consolidation of democracy (Renato Boschi, Eli Diniz); and the role of state, domestic classes and foreign capital throughout Latin America that resulted in development but at the cost of social, economic and political dependency (Fernando Henrique Cardoso). Various institutions such as the *Centro Brasileiro de Análise e Planejamento* (Cebap) and the *Instituto Universitário de Pesquisas do Rio de Janeiro* (Iuperj) continue to support studies of the economy and society.

Recent research is also multi-disciplinary but is more focused on social classes, organizations and networks. Most research is policy oriented. Among many other equally important contributions, mention of a few is sufficient to illustrate the breadth of current economic sociology research in Brazil. Studies of industrial and financial corporate interlocking and business groups show that such power concentration has too heavy an influence on the state in shaping financial structure (Ary Minella). Current studies relate structure to top, middle and lower strata be-

havior. A concern with recent foreign capital entry has led to the analysis of financial elite convergence, changes in corporative governance, their politics and financial innovation (Roberto Grün). Comparisons of credit access of poorer classes, micro and small businesses in rural and urban settings informs public policy of development inequities (Ricardo Abramovay) as do studies of the inequalities implicit in proposed changes in pension fund policy spawned by vested interests (Grün). Studies of industrial relations, labor organizations, formal and informal labor markets and labor conflicts are directed toward addressing Brazil's chronic unemployment (Eduardo Noronha). A concern with reducing regional imbalances has led to research on states and municipalities whose competition for domestic private, public and international investment in their major export and technology industries compromises securing public funding to alleviate poverty and inequality in their locale (Glauco Arbix).

To my knowledge an economic sociology text has yet to be written but the *Revista Brasileira de Ciências Sociais* (Brazilian Journal of Social Sciences), *Dados - Revista de Ciências Sociais* (Data - Journal of Social Sciences), and *Tempo Social* (Social Time) are the main social science journals that publish papers in economic sociology. Articles have English and French abstracts and are often translated into these languages.

While much research has been done, formal instruction and the award of advanced degrees in economic sociology are just beginning. Most of this activity is located in the country's center-south economic and political core at the Universities of Sao Paulo (USP), Campinas (Unicamp), Brasilia (UB), the Catholic University of Rio de Janeiro (PUC- Rio), the University at Santa Catarina (UFSC), and at the University of San Carlos (UFSCar) -- a newer university located near Ribeirão Preto in the state of Sao Paulo. Again illustrating the diversity of Brazil's social sciences, economic sociology is usually not offered in sociology departments but in economics, business administration or engineering. In October, San Carlos University will host Brazil's first international conference on economic and finance sociology.

## Recent Econ Soc Studies in Portuguese and English

Arbix G 2000. "Guerra Fiscal e Competição Intermunicipal por Novos Investimentos no Setor Automotivo Brasileiro" *Dados*.43, 1 (The fiscal war and inter-municipal competition for new investments in the Brazilian auto industry)

Abramovay R (ed) 2004. *Laços financeiros na luta contra a pobreza* (Financial ties in the struggle against poverty). São Paulo: Annablume

Grün R 2004. "A sociologia das finanças e a nova geografia do poder no Brasil" *Tempo Social*, 16, 2:151-176

(Sociology of finance and the new geography of power in Brazil)

Minella, A 1988. *Banqueiros: organização e poder político no Brasil* (Bankers: organization and political power in Brazil). Rio de Janeiro: Espaço e Tempo ANPOCS

Noronha, E 2005 "Informal, illegal and unfair: perceptions of labor markets in Brazil." *Revista Brasileira de Ciências Sociais*, v. 1. First published in 2003 as: "Informal", ilegal, injusto: percepções do mercado de trabalho no Brasil" *Revista Brasileira de Ciências Sociais*, 18, 53:111-129.



**Núcleo de Estudos em Sociologia Econômica e das Finanças – NESEFI (Financial and Economic Sociology Study Group)**

In recent years, the global integration of financial markets has significantly impacted the social, economic, political and cultural realities of countries that are more tightly connected than was previously the case. The field of economic sociology contributes greatly to our understanding of the institutions and agents that underlie global and domestic economic systems. Economic sociology also provides a foundation for the sociological study of financial markets. In the attempt to understand the connections between financial sociology and economic sociology, the Financial and Economic Sociology Study Group at the Federal University of São Carlos emerged.

The group is comprised of sociologists who study the related subjects of privatization, welfare issues, pension funds, corporate governance, social responsibility, and cooperative society. The study group began during informal meetings of post-graduation students in 2003, and in 2006 it was formalized as a member of the Brazilian Research Center of Study Groups in the National Council of Scientific and Technological Development.

The five members of the group are involved in separate but related areas of research. Ana Paula Carletto Mondadore's research focuses on cooperative society, such as the veracity of the cooperative society in its agents' views. Her most recent paper on this subject is titled, "The Fomenter Agents of Cooperative Society in Brazil and its Legality: The Brazilian *Cáritas* and *FASE*'s Case." In addition, she studies the economic and political motivations that characterize Brazilian cooperative society. Antonio Pedrosa Neto develops sociological research about the cognitive, cultural and political dimensions of organizations such as organizational cohesion. This work is repre-

sented in his 2000 paper, "The Reproduction of Organizational Cohesion at Amway." He also studies the organizational changes that result from the privatization of electrical utility companies, which he outlines in his 2005 paper "The Privatization of São Paulo's Electrical Sector: the Suicide of a Group." Elaine da Silveira Leite develops sociological research on the new dynamics of economic and political fields incited by the institutionalization of corporate governance rules in Brazil as well as its diffusion by the media. Her work in this area is highlighted in her master's thesis titled, "Corporate Governance and Media: the Construction of a New Social Reality." Maria Aparecida Chaves Jardim's research aims to understand the cognitive aspects of financial globalization through the construction of private welfare markets and the interests of syndicates as well as leftists in Brazil in financial markets. Currently, she develops her empirical research in the French central syndicates aiming to understand the international interfaces of this process. Marina de Souza Sartore's research is concerned with understanding the cognitive, cultural and political aspects of corporate social responsibility in the Brazilian financial market. Her 2006 paper "Social Responsibility in the Brazilian Banking Sector" explores the increased role that corporate social responsibility plays in this sector; in other work she investigates the increasing role played by the concept of sustainability among entrepreneurs.

The study group meets every fifteen days at the Federal University of São Carlos to discuss how the field of economic sociology can be strengthened in Brazil. Towards this goal, and given a lack of conferences and meetings for discussing these subjects, the group will host the First International Conference of Financial and Economic Sociology at the Federal University of São Carlos this fall. This conference will join European, North American and Brazilian scholars in discussions of how economic sociology contributes to our understanding of increasingly globalized financial markets as well as how the discipline might be strengthened in Brazil. Please visit [www.propg.ufscar.br/cisef](http://www.propg.ufscar.br/cisef) for more information regarding the conference.

Members of the study group can be reached at [csefufscar@yahoo.com.br](mailto:csefufscar@yahoo.com.br). They are available to discuss their areas of research as well as the current state of economic sociology in Brazil.

Text organized by Marina de Souza Sartore and edited by Chris Yenkey

# Global



## Eradicating Diseases of the Poor

Donald W. Light  
*University of Medicine & Dentistry of New Jersey*

Because of my work on market failures in health care and their impact on the poor, I found myself on the Pull Mechanisms Working Group for the Gates Foundation. Its goal was to figure out how to “make markets” in the 70 poorest nations, with average incomes of under \$1000, for vaccines to eradicate the most prevalent diseases. Lifting the burden of these diseases is critical to economic growth. “Pull” complemented the much-admired Push mechanisms launched by the Gates Foundation, such as direct funding for research grants, contracts, conferences, to push the development of new vaccines and drugs by bringing together everyone in the world who knew anything about them and creating global research-communities where team synergy has transformed work on neglected diseases. But Push needs to be complemented by Pull, that is, funding to pay for new vaccines once they pass all their trials.

Our job was to construct a market from scratch, a unique combination of organizational medical sociology and economic sociology, but done by specialists in finance and economics. Participants in the Working Group included leaders from the biotech industry, the multinational pharmaceutical industry, one of their principal legal advisers (Covington & Burling), the World Bank, the executive branches of the UK and US governments, major vaccine organizations like the Vaccine Fund, and leading academics, principally economists. The plan they endorsed, an Advanced Market Commitment (AMC), was invented around 2000 by the Gates Professor of economics at Harvard, Michael Kremer. His solution to the intractable problem that there is no market in poor nations is simply to create one *de novo* by committing \$3-6 billion to buy a large quantity of a new vaccine at a high Western price, once it is discovered and successfully tested, with a small co-pay by interested recipient countries. Thereafter, the patent-holding corporation would have to promise to make the vaccine available forever at a low, marginal price.

In a few words, the proposed AMC was structured to provide multinational companies with a windfall profit through a contract controlled by their legal advisers, which

allowed them to keep all their property rights (despite receiving billions) and carry out their promise as they saw best. No attention (or allocation) was given to overcome considerable organizational and cultural problems of actually delivering the vaccines into the mouths or arms of their recipients. The proposed AMC is simply one big purchase, with no plan for how purchases and deliveries would occur thereafter. It also is unlikely to generate new research, and worse, the whole design commits the donated billions to a yet-undiscovered vaccine for HIV-AIDS or malaria rather than buying already-existing but costly vaccines that could save millions of infants and children now. (For a more complete analysis, see Light, "Making Practical Markets for Vaccines", [http://medicine.plosjournals.org/archive/1549-676/2/10/pdf/10.1371\\_journal.pmed.0020271-L.pdf](http://medicine.plosjournals.org/archive/1549-676/2/10/pdf/10.1371_journal.pmed.0020271-L.pdf).)

I became increasingly troubled by this proposal, which seemed more of a tribute to C. Wright Mills' *The Power Elite* than a way to eradicate diseases of the poor. I objected, as did the director of vaccine procurement and administration for all of Latin and Central America, someone with in-depth working knowledge of the medical, organizational and economic realities of how to eradicate diseases of the poor. For refusing to endorse the AMC plan, our names were erased and we are not listed as having ever been members of the Working Group. Its leaders, it seems, had assembled the Group to unanimously endorse a proposal that had already been selected by a Gates-World Bank group a few years earlier for how the billions being donated by the UK, France, the US and other members of the G8. Erasing us as members seemed the only way to present an unanimous endorsement to the finance ministers of the G8. With the help of a well-funded public relations team, *Making Markets for Vaccines* has since become the dominant model for how the G8 are planning to use the billions for eradicating diseases of the poor.

After the report, I put together a small, international network of experts to explain the impracticalities and moral problems of this proposal, and to persuade the advisers to the G8 leaders and Bill Gates, that more sociologically realistic and economically beneficial alternates should be given priority. See Farlow, Light, Mohoney, Widdus, "Concerns Regarding the Center for Global Development Report 'Making Markets for Vaccines'." <http://www.who.int/intellectualproperty/submissions/Vaccines.FarlowLight.pdf>.

It appears that we are making progress. The advantage of doing public sociology through elites is that one has to reach only a small number of people, as well as a small number of journalists who write for publications they read. Articles have appeared in *The Wall Street Journal*, *The Financial Times*, *Slate*, and *The Guardian*., Each month there are more signs that the G8 are refocusing their donations away from the AMC model towards existing but costly vaccines that can benefit poor nations now. Time will tell.



### Local Artisans Making Culture Work

Frederick F. Wherry,  
*University of Michigan*

Large retailers such as Pier-1 Imports, World Market, and Ten Thousand Villages, to name but a few, have emerged as major players in the market for handicrafts. According to the database of artisanal products maintained by the World Trade Organization (WTO) and the United Nations Commission on Trade and Development (UNCTAD), in 2003 the global export of wooden furniture generated \$US 14.6 billion; ceramics, \$US 1.4 billion; candles and tapers, \$1.4 billion; and artificial flowers, \$US 1.3 billion. Although handicraft artisans constitute a significant segment of the world economy, little is known about the creation of this artisan market and about how artisans have fared and will fare as they intensify their participation in global markets. Has the global demand for handicrafts empowered craft communities, preserved cultural traditions, and revitalized local economies? Or, instead, has the global market exploited artisans and squashed their creativity for the sake of profits?

To address these questions I interviewed one hundred and twenty-three handicraft artisans running workshops in Thailand and Costa Rica between 2002 and 2003. I used other methods as well to provide systematic comparison: direct observation, a field survey of handicraft workshops, interviews with key informants, and archival research. My language facility in Thai, Spanish, and English enabled me to conduct interviews and to incorporate documents written in Thai and Spanish. Imagine a grown man approaching an artisan and asking, "Would you mind if I watched you work?" Also consider the pay-off in shadowing an artisan for a day and in simply taking part in conversations over meals without probing into their lives with my intrusive questions. In this way I came to understand how the artisans organize production and the importance of their social ties in mobilizing the expertise of other artisans for finishing designs, in obtaining raw materials at affordable prices, and in understanding the logistics of exporting their products.

During the same time period, I also conducted interviews with a non-random sample of artisans in the four study communities. The ethnographic method of direct observation combined with the semi-structured interviews enabled me to address four questions: 1) How do social connections emerge and 2) how do those connections affect how the artisans produce and distribute their crafts? 3) Do the artisans' social ties account for the more dynamic economic performance found among artisans in Ban Thawai (Thailand) and in Guatil (Costa Rica) compared with the economic performance of their neighbors? Finally, 4) do social ties to more powerful economic actors

(buying agents for global retailers, for example) place artisans and their traditions on a pedestal for protection or do these ties lead to the loss of authenticity as the artisans become bound to the whims of outsiders and to the urge for economic survival?

An artisan and her/his objects do not generate economic value independently of the circuit of other individuals, objects, and histories in which s/he is embedded (Kyle 2000; Velthuis 2003; Zelizer 2005a). When an artisan carves or moulds an object, the artisan may be entertaining him or herself, preparing an object for a religious/spiritual purpose (Wherry 2006b), preparing an object according to the specifications of a buyer who has made the effort financially worthwhile, or engaging in a household chore. When buyers encounter these artisans, the buyers themselves may be engaging in a leisure activity primarily or may have sought out the artisan for specific commercial purposes, for specific sizes, volumes, quality levels, and styles. *What the actors think that they are doing* affects what they bargain about (Smith 1989) and how much emotional intensity the bargaining generates (Collins 2004). With so much meaningful content and with so much controversy over questions of quality, authenticity, and cultural heritage, handicrafts enable economic sociologists to study culture and markets with as much clarity as nuance.

**Frederick F. Wherry** is Assistant Professor of Sociology at University of Michigan and Faculty Affiliate at the Center for Southeast Asian Studies at University of Michigan

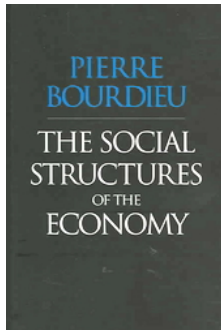
#### New Edition of Course Materials Guide Available

Attention economic sociologists! The ASA's *Economic Sociology Syllabi and Course Materials Guide, 3rd Edition* will be available for purchase at the Montreal conference. This most recent edition contains course syllabi by many of the top names in the discipline. The syllabi are arranged into three sections: undergraduate, graduate, and courses taught outside the U.S. In addition to the syllabi, there are extensive lists of recent publications as well as useful web sites. Also included is a supplementary essay on the evolution of modern economic sociology that includes commentary from some of the central figures that helped shape the discipline over the last 30 years and analyses of citation rates and section membership rates.

The guide will be available in the bookstore at the Montreal conference. It will also be available from the ASA's online bookstore ([www.asanet.org/bookstore](http://www.asanet.org/bookstore)) by mid-August. The cost is \$16 for ASA members and \$20 for non-members. E-books will be available for \$10 and \$14.



## Book Reviews



***The Social Structures of the Economy*, by Pierre Bourdieu. London: Polity Books, 2005.**

Reviewed by Chris Yenkey,  
*Cornell University*

In the late 1960s, national housing policy in France shifted away from its collectivist, socialist roots toward a more market-based, neo-liberal policy. This policy change occurred among a heated debate between politicians, journalists, trade unions, and civil servants as well as at the urging of existing home construction firms. A major result of the new policy was an increase in the pool of mortgage financing available for purchase of single-family homes which stimulated demand for them. The residential landscape of France has been permanently altered as more people move to the suburbs where new construction is located. Today, firms across France compete to attract heterogeneous buyers, with some preferring handcrafted homes built in traditional styles and others favoring the efficiency and lower cost of industrially manufactured homes. Builders attempt to influence this demand through advertising campaigns that make use of symbolic language to overcome traditional biases against pre-fabricated constructions.

In *The Social Structures of the Economy*, published three years after his death in 2002, Pierre Bourdieu conducts an anthropological study of this market for single-family homes. Before getting into the empirics of the case study found in the book, however, we must first understand Bourdieu's theoretical framework. Section two of the book outlines the elements of Bourdieu's economic anthropology, an approach that emphasizes the historical origins of observed phenomena. In this section, Bourdieu also outlines his structural perspective for explaining economic behavior, an approach that focuses on how endowments of different forms of capital set each actor's range of possible actions. This structural approach stands in contrast to the interactionist perspective, where relations *between* actors account for observed behavior, a paradigm most easily observed in network embeddedness research common to American economic sociology. For Bourdieu, actors' endowments of different forms of capital, including economic, social, cultural, and symbolic capital, determine strengths that can be exploited in efforts to reproduce themselves over time. The distribution of these forms of capital across a population of actors engaged in similar

activities (such as the population of home builders found in this study) determines the look of the "field," which is an analogous to "sector." Bourdieu argues that field is a superior concept to sector because sector represents a single aggregate of firms that operate within a market, while field specifically allows for the comparison of actors with different attributes (different endowments of capitals) that compete against each other.

Bourdieu also assigns great significance to the concept of habitus, which he defines as historically constructed patterns of norms or habits. Arguing against the mainstream economic assumptions of rational action and universal agents, Bourdieu states that "agents are not universal, because their properties, and in particular their preferences and tastes are the product of their positioning and movements within social space, and hence of collective and individual history" (211). Additionally, "rational" action is actually the product of long-term (even intergenerational) learning processes in which "reasonable" behavior is eventually instilled in each of us that results in beneficial outcomes.

A detailed discussion of the case study found in the text is not possible here, but several aspects deserve particular attention. The bulk of the text explores the behavioral results of the possession of different endowments of capitals, such as how construction firms in different market positions compete with each other, the home ownership rates of different socio-economic groups, and how salespeople representing homebuilders engage in transactions with perspective buyers. Through examples like these, Bourdieu carefully explores how the structural attributes of the actor determine observed action. This analysis often takes a quantitative form. In chapter one, Bourdieu spatially positions construction firms within their field according to firm size, age, independence from a national parent company, and other attributes. Also in Chapter one, Bourdieu considers quantitative attributes of different groups of consumers, comparing groups with high endowments of economic capital against groups with high endowments of cultural capital in order to explain the effect of capital endowments in the decision to buy a home instead of rent. Another significant quantitative analysis is found in Chapter two, where Bourdieu uses correspondence analysis to match the *ex ante* capital endowments of actors involved in the setting of French housing policy with the *ex poste* positions they took in the debate over policy changes in the 1970s. Bourdieu's discussion of the "foundations of petit-bourgeois suffering" found in Chapter five is also well worth mentioning. Here, he addresses the unintended consequences of a national housing policy that instead of providing comfortable and affordable individualized homes, resulted in buyers faced with unexpected financial burdens, dramatically increased commuting times, isolation from cultural activities, and less privacy than they expected.



While the empirics of the book are compelling, perhaps the greatest value of this case study is its careful illustration of Bourdieu's structural approach to economic analysis. This approach, coupled with Bourdieu's commitment to the explanatory value of history, is nothing less than an alternative resource paradigm in economic sociology that directly challenges network embeddedness research common in the United States. The book quickly moves past criticism of interactionists as well as the objectionable norms of mainstream economics, however, as Bourdieu is more interested in detailing a robust strategy for explaining economic behavior than he is in simply criticizing the shortcomings of existing approaches.

Bourdieu's approach is not without flaw, however. In one interview, a buyer recalls that her family purchased a house in the suburbs at the urging of friends who earlier moved to the area, a clear example that interaction claims some explanatory power. Also, Bourdieu uses correspondence analysis, a descriptive statistical technique similar to factor analysis, to make causal arguments about how capital endowments predict future behavior of actors. Despite these minor objections, Bourdieu's work serves as a valuable analytic tool for sociologists who rarely confront alternative theoretical paradigms. American sociology in particular, and analysis of economic behavior more generally, can benefit from the inclusion of Bourdieu's structural approach.

**Chris Yenkey** is a graduate student at Cornell University. His current research focuses on the regulation of capital markets in the U.S. and Kenya. He owns a single-family home in central New York, where a major source of "petit-academic suffering" is flooded basements.



***Organizations Evolving, 2<sup>nd</sup> Edition***, by Howard E. Aldrich and Martin Ruef. London: Sage Publications, 2006.

Reviewed by Kyle Siler,  
Cornell University

Seven years after the publication of its widely cited first edition, Howard Aldrich added Martin Ruef as a co-author on the second edition of *Organizations Evolving*. Indicative of UNC's tradition of serving as an incubator for ecological-sociological perspectives, the book opens by quickly stating its goal to apply ecological principles to the study of formal organizations. Aldrich and Ruef define evolution as occurring via four major principles: *variation, selection, retention* and *struggle for scarce resources*. Environments shape and select heteroge-

neous organizations competing for market share, legitimacy and survival. Since Herbert Spencer and his eventual fall from theoretical prominence in sociology, the imposition of scientific analogies to explain social science phenomena has been controversial. However, the evolutionary metaphors presented are lucid and intuitive, and may be especially compelling to newcomers to the field, who are immediately presented with a clear heuristic to understand markets and organizations.

Aldrich and Ruef adroitly apply the evolutionary perspective to all main organizational theories, including population ecology, institutional theory and resource dependency theory. However, regardless if one accepts or prefers the ecological rubric that is sketched out in the early chapters, I believe the book's prime contribution is serving as a comprehensive and contemporary review of the literature in organizations, markets and networks. The standard chapters on organizational forms, boundaries and populations are included, but the book also stands out for its emphasis on the dynamic and fluid nature of markets, institutions, networks, organizations and other relevant social entities. Numerous chapters focus on the emergence of new organizations and populations, showing how the dynamic and static states of organizations and social phenomena in general are intertwined and how organizations often serve as harbingers of social change and development.

Economic sociologists may be particularly interested in the chapter on entrepreneurship and the emergence of new organizations. This provides another potentially fruitful interface between economic sociology and formal organizations. Entrepreneurship and the decisions entrepreneurs make serve as the precursors for the development of organizations in addition the environments they are situated in. Forming (or at least strategizing) one's organizations and networks is an integral part of commerce and economic behavior, and may be one of many areas where economic sociology and formal organizations overlap. As was the case with the book's 1999 edition, the emphasis on *nascent* and dynamic organizations and entrepreneurs provides valuable perspectives on the struggles of individuals and organizations for survival and legitimacy, and driving forces of innovation and change within populations and industries. In this context, it may be worth remembering that it was less than a decade ago that the Economic Sociology section of the ASA was itself a nascent organization with its requisite nascent institutional entrepreneurs!

A question the book left me pondering was to what degree formal organizations can be treated analogously to markets and other institutions. While the broad ecological principles Aldrich and Ruef sketch out may provide such an analogy, neoclassical and evolutionary economists have also used similar analogies to evidence their own theories. When an evolutionary perspective is applied to formal organizations or economic phenomena, how does it differ (and should it differ?), if at all, from the Darwin-

ian/Smithian notion of “the survival of the fittest” often invoked by many economists. Some sociologists argue that contemporary economic life is characterized by much adverse *selection*, with insufficient or undesirable *variation*, unfair *struggle* and the *retention* of undesirable firms and behaviors, which may or may not be uniquely human/social issues and problems that transcend evolutionary theories and phenomena. At the very least, an evolutionary perspective provides a powerful metaphor to explore these macro-level questions.

In short, the second edition of *Organizations Evolving* can serve as a textbook for introducing undergraduates to organizational, market and network phenomena, in addition to providing a clear, comprehensive and up-to-date review of a vast array of relevant literature that more experienced scholars will also appreciate.

### ***The Economy Running Wild: Three Recent Books on State Frustration***



*Size, Causes and Consequences of the Underground Economy. An International Perspective.* By Christopher Bajada and Friedrich Schneider, eds. Aldershot: Ashgate, 2005.

*Out of the Shadows. Political Action and the Informal Economy in Latin America.* By Patricia Fernández-Kelly and Jon Shefner, editors. University Park, PA: The Pennsylvania State University Press, 2006.

*Fiscal Disobedience. An Anthropology of Economic Regulation in Central Africa.* By Janet Roitman. Princeton, NJ: Princeton University Press, 2005.

Reviewed by Nicolás Eilbaum, *Cornell University*

It was the late 1960s when anthropologist Keith Hart traveled to Ghana for field work on his dissertation. Interested in modernization, Hart expected to discover how rural migrants were being incorporated into urban life. Soon he realized that there was little such incorporation. The migrants he talked to were engaged in all kinds of enterprises, but these were mostly self-organized and migrants prospered on their own. Hart called these activities

“informal economy,” thus establishing the basis for a long conceptual career.

The notion of an informal economy took hold both in academia and development agencies. Originally applied to Africa, it soon became popular in Latin America, and in the late 1970s made its way to the north. Three recent books underline its lasting vigor. Though they come from different disciplines and are concerned with different regions and topics, they all explore one crucial problem: what an increasing informal sector means for the state capacity to regulate the economy.

Relying on contributions by economists, Schneider and Bajada’s general approach can be traced back to the late 1970s, when the expansion of the underground economy in advanced countries caught economists’ attention and triggered the first attempts to measure those unofficial transactions. The book offers global estimates for the size of the informal economy in 145 countries, as well as detailed analyses for several OECD members. But the most interesting contribution is the set of chapters discussing the causes of the underground economy—the section on taxpayer behavior and motivations. Writing against the “view that self-interest, surveillance and threat dominate decisions about tax compliance,” the authors point to what they call “tax morale” as an explanation for tax compliance (p. 52). Rather than cost-benefit analysis, taxpaying behavior is affected by perceptions of what is fair. There is a sort of “psychological tax contract” between citizens and the state, and when the state is perceived to violate it, “citizens have good reason not to stick to their part of the contract” and fly into informal, untaxed economies (p. 17). Thus it is only by yielding to taxpayers’ (psychological) desires that the state can stop the drainage. Much in line with the already decades-long attack on the state, however, the book has little to say about the consequences of such capitulation.

From the sociological tradition, Fernández-Kelly and Shefner put together essays on different aspects of the informal economy in Latin America, from self-regulation among Mexican street vendors to household formal and informal economics, to the dynamics of mobilization in Argentine, Brazilian, and Mexican poor neighborhoods. This book emphasizes the close links between the state and the informal sector: rather than underground or in the shadows, the informal economy operates in plain sight, and is acknowledged in numerous political transactions over its boundaries and status. In their chapter, Miguel Centeno and Alejandro Portes argue that the informal economy plays a central role in maintaining Latin American political stability—thus having “positive consequences for the very actor whose existence and logic it challenges—the state” (p. 33). Yet they also show that a large informal sector, however functional, is costly in terms of development. So Latin American countries are locked in a bad position—what they need to survive is also what keeps them from development.

Centeno and Portes provide only a perfunctory solution to the impasse. By distinguishing between the state's capacity to regulate and its ability to enforce regulation, they see removing regulation as the only way out, which is not so different from the economists' approach: while economists want to restore mistreated taxpayers' psychological balance, these sociologists seek to render the illegal legal by "a reform program that reduces the scope of state regulation" (p. 42). Once again, the obvious difficulty is that removing regulation brings about many other problems (as the authors mention for Chile and other chapters show more generally for the effects of neoliberalism).

Janet Roitman's book sheds a different light. In the Chad Basin, she writes, as in many parts of the world, "unregulated markets constitute the contemporary frontiers of wealth creation" (p. 16). Although the young men who are "perpetually crossing borders, circulating between various national capitals, roaming the expanses of the bush, traversing mountain passes, switching deftly between myriad currencies, exchanging identity cards and birth certificates, and incessantly inventing new ways of making money" can be seen "as existing beyond the state or even anti-state, their tactics of mobility and misdemeanor are essential to the reconstitution of state power today" (p. 15-16). This portrayal captures a context where development projects seem to have long been forgotten. For barely surviving states, the unregulated economy provides a most appreciated access to resources.

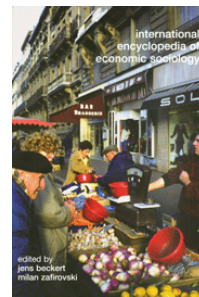
The three books share a similar idea on the state capacity to tax and regulate the economy: only by becoming weaker can states become stronger. But the road for this process is different in each case. For economists describing OECD countries, the state needs to keep the economy from vanishing into the underground, and to do so it must find a way to connect to its customer-citizens; the state needs to smile more often or risk facing fiscal rejection. For sociologists writing on Latin America, frustrated states can only hope to regain control of the economy by *not* trying to control it anymore. Only by removing regulation can the state keep the unregulated sector at bay. For Roitman working in the Chad Basin, the state can only think of existing as one among others entities competing to sell services to participants in an economy well beyond its grip.

These different visions surely owe much to the different regions they examine. Is it possible to see, however, some sort of global pattern? Years ago—when Keith Hart went to Africa—it was possible to imagine a modernizing sequence through which all countries would eventually converge towards European and American standards. Few people still believe in that pattern. What these books suggest is rather the opposite trend—retreating states and expanding informal economies all over the world.

**Other Recent Publications in Economic Sociology on International Themes**

Makler H, Ness W. 2005. "Big Spanish Banks in Brazil: Anything Different in Their Asset and Credit Allocation?" in Felix E. Martin and Pablo Toral (eds.), *Latin America Quest for Globalization: The Role of Spanish Enterprises*. London: Aldershot, Ashgate.

Makler H, Ness W 2002 "How Financial Intermediation Challenges National Sovereignty in Emerging Markets" *Quarterly Review of Economics and Finance*, 42, 5, Winter.



***International Encyclopedia of Economic Sociology*, London: Routledge, 2005**

Edited by Jens Beckert and Milan Zafirovski

The "Encyclopedia" gives comprehensive and accessible coverage of the wide range of areas and subjects covered by the field of economic sociology, including, amongst many others, such major topics as consumption, corruption, democracy and economy, ecology, embeddedness, gender and economy, globalization, industrial relations, law and economy, markets, organization theory, political economy, religion and economic life, social capital, the sociology of money, state and economy, trust, and work. The entries are cross-referenced and carry compact bibliographies. There is a full index.



***The Year of the Euro: The Cultural, Social and Political Import of Europe's Common Currency*. Notre Dame: University of Notre Dame Press, 2006.**

Edited by Robert M. Fisherman and Anthony M. Messina

The book's chapters examine whether currency change in Europe has reshaped social, political and cultural understandings and practices and -- if so -- how those phenomena have been recast by the circulation beginning in 2002 of Europe's new common currency. Contributors to the volume include Christopher Anderson, Mabel Berezin, Robert Fishman, Jacques Hymans, Jane Jenson, Julia Lopez, Andrew Martin, John Merriman, Anthony Messina, Layna Mosley, Philippe Pochet, Thomas Risse, George Ross and Philippe Schmitter.

## ASA Economic Sociology Sessions

(Note: All sessions will be held in Palais des congrès de Montréal – For room numbers, please refer to the program; RS=Regular Session; PS=Paper Session)

### Special Announcement

Economic Sociology Section Business Meeting, Aug 13 (SUN)  
9:30am - 10:10am - **All are welcome, PLEASE COME!**

#### August 11 (Fri)

##### RS: New Perspectives in Economic Sociology (4:30pm - 6:10pm)

Session Organizer: Nina Bandelj (UC Irvine)

Presider: Richard Swedberg (Cornell)

*What is a Financial Market: Markets from Promises* - Karin D. Knorr Cetina (University of Konstanz), Urs Bruegger (Zurich University of Winterthur)

*A Social Movements Perspective on Speculative Bubbles* - Martin L. Barron (SUNY at Stony Brook)

*Bankruptcy as Ritual* - Anne Fleischer (University of Michigan)

*The Economy of Benevolent Care* - Donald W. Light (University of Medicine & Dentistry of New Jersey), Alejandro Portes (Princeton)

*Stuck in Motion: Low-Income Workers, Career Advancement and New Thoughts about Economic Mobility* - Roberta R. Iversen (University of Pennsylvania), Annie Laurie Armstrong (Business Government Community Connections)

#### August 12 (Sat)

##### RS: Creation, Operation and Consequences of Social Networks (8:30am - 10:10am)

Session Organizer: Nina Bandelj (UC Irvine)

Presider: Roberto M. Fernandez (MIT)

*Emergence: The Dynamics of Network Formation* - Brian Uzzi (Northwestern), Jarrett Spiro (Stanford Graduate School of Business), Roger Guimera (Northwestern), Luis Amaral (Northwestern)

*Local Action and Patterns of Trade Development* - Emily A. Erikson (Columbia)

*A Contingent Model of Competitor Influence on Innovation Adoption: Market Entry into the Internet Industry by Venture Capital Firms from 1994 to 2002* - Chunlei Wang (Stanford)

*Friends, Competition and Prices: How Friendships among Competitors Influence the Degree of Price Competition and Actual Prices* - Peder Inge Furseth (Norwegian School of Management)

*The Social Structure of Freedom* - Nicholas Maurice Young (Rensselaer Polytechnic Institute), Binod Sundararajan (Rensselaer Polytechnic Institute)

##### RS: States, Transnational Organizations and the Economy (12:30pm - 2:10pm)

Session Organizer: Nina Bandelj (UC Irvine)

Presider: Jason Beckfield (University of Chicago)

*The Globalization of Economic Governance: The IMF and the WTO in Historical Perspective* - Sarah Louise Babb (Boston College), Nitsan Chorev (UCLA)

*Commerce & Crime: States, Property Rights & the War on Trade 1700-1815* - Henning Hillmann (Stanford), Christina Gathmann (Stanford)

*State Bureaucratic Performance and the Corporation: An Agency Cost Analysis of Corporate Governance* - Victor Nee (Cornell), Sonja Opper (Lund University)

*The Governance Grenade: Mass Privatization and State Capacity* - Lawrence Peter King (Yale), Patrick Hamm (Harvard)

*Rebuilding Horizontal Bureaucracies into "Corporations": Local State Monopoly in the Chinese Tobacco Market* - Junmin Wang (New York University)

#### August 13 (Sun)

Meeting of the Council of the Economic Sociology Section (8:30am - 9:30am) - Chair: Richard Swedberg (Cornell)

### Roundtables (8:30am - 9:30am)

Session Organizer: Patrik Aspers (Max Planck Institute)

#### Table 01. Economic Sociology of Finance and Banking

Presider: Alya Guseva (Boston)

*Transnational Capital, Privatization & the State in an Era of Neoliberal Globalization: Two Divergent Paths* - Berch Berberoglu (University of Nevada, Reno)

*VISAs to Russia: Marketing Cards in a Post-Socialist Economy* - Alya Guseva (Boston)

*Entrepreneurial Legislative Membership & Bank Financing in China's Private Sector: A Resource Dependence Perspective* - Wubiao Zhou (Cornell)

#### Table 02. State-Market Mixed Economies

Presider: Ana Cristina O. Siqueira (University of Florida)

*Financing Rural Electrification: The Case For State Support* - Jaskiran Kaur Mathur (St. Francis College), Dhiraj Mathur (New School)

*Economic Globalization & Welfare Spending in Transitional Economies: A Cross-Section Time-Series Analysis, 1993-2002* - Ting Jiang (UC Irvine)

*Cultural Embeddedness or Imperfect Market: Changing Importance of Guanxi in doing Business in China* - Jianjun Zhang (Peking University)

*Entrepreneurship, Racial Inequality and the Mixed Economy: The Example of Brazil* - Ana Cristina O. Siqueira (University of Florida)

*Elite Exchange and In-group Reproduction in Urban China* - Hui Zheng (Duke)

#### Table 03. The Economic Sociology of Globalization

Presider: John L. Campbell (Dartmouth College)

*The Varieties of Capitalism and Hybrid Success: Denmark in the Global Economy* - John L. Campbell (Dartmouth College)

*Schumpeter, Entrepreneurship, and Globalization: Toward a Theory of Dynamic Capitalism* - Harry F. Dahms (U of Tennessee, Knoxville)

*The Political Origins of Economic Reform: Pakistan's Accession to the IMF Structural Adjustment Facility in 1988* - Khurram Husain (Lahore of Management Sciences)

*What Drives Industrialization in Developing Countries?: Globalization and Manufacturing Employment in 90 Developing countries, 1980-2003* - Yunus Kaya (Duke)

*Toward an Application of Global Commodity Chain Analysis to the 'Production' of Service Work Providers: The Case of Domestic Workers and Flight Attendants* - Craig D. Lair (University of Maryland)

#### Table 04. Firms and Markets

Presider: Peter Younkin (UC-Berkeley)

*Integrating Population & Network Ecology: The U.S. Motion Picture Industry, 1912-1970* - Gino Cattani (NYU), Simone Ferriani (Cass Business School), Giacomo Negro (Bocconi), Fabrizio Perretti (Bocconi)

*With a little help from our friends: The effects of relational embeddedness on corporate survival* - Kuang-Chi Chang (U Wisc.-Milwaukee)  
*How To Succeed In Business Without Really Surviving* - Peter Younkin (UC Berkeley)

#### Table 05. Ethics and Markets

Presider: Linda Brewster Stearns (Southern Methodist)

*The Political Economy of Human Rights: The Donor/ NGO Nexus* - Neve Gordon (Ben Gurion), Nitza Berkovitch (Ben Gurion)

*On the Economic Sociology of Corruption: Argentina in the 1990s* - Nicolas Eilbaum (Cornell)

*The Market for Death* - Jim McQuaid (Boston)

*Profit Maxims: The Common Sense of Time and Money in Contemporary Capitalism* - David Norman Smith (University of Kansas)

*The Social Construction of the Market for Corporate Control* - Linda Brewster Stearns (Southern Methodist)

#### Table 06. Inequality and Distribution

Presider: Ben Manning (University of New South Wales)

*Macroeconomic Forces, Monetary Policy, and Household & Family Income Inequality in the United States* - Keith Gunnar Bentele (University of Arizona)

*We Thought We were British, Until We Lived among Them: The Culture and Economics of Australian and British Prisoners of War in the Pacific* - Ben Manning (University of New South Wales)  
*Public Schooling - Perpetuating America's Classes through the Classroom* - Bryan Silverman (Kent State University)  
*Welfare Reform and Recent Welfare Recipients: a Comparative Study of the Factors Associated with Welfare Recipients' Employability between 1998 and 2002* - RUI SONG (Florida International University), Chris Girard (Florida International)  
*Outsourcing The Company Store: Predatory Lending in Washington State* - Chad Leighton Smith (Texas State - San Marcos), Clayton Mosher (Washington State, Vancouver), Scott Akins (Oregon State)

#### Table 07. Economic Relations

Presider: Heather Tamzyn Stopp (The Pennsylvania State)  
*Decline of the Center: the Decentralizing Process of Knowledge Transfer of Chinese Universities from 1985-2004* - Wei Hong (University of Illinois at Chicago)  
*A Great 'Re-Transformation'? Understanding The Transnational Dynamics of Corporate Responsibility* - Sanjeev Khagram (University of Washington), Suzanne Shanahan (Duke)  
*Acquiring Debt During Economic Transition: The Case of Poland* - Sheri Locklear Kunovich (Southern Methodist)  
*The Context of Consumer Transactions* - Sean R. Lauer (UBC)  
*The Local and Globalizing Duality of a Fast Food Chain* - Heather Tamzyn Stopp (The Pennsylvania State University)

#### Business Meeting of the Economic Sociology Section (9:30am - 10:10am)

All are welcome, PLEASE COME!

#### Invited Session: Public Sociology and Economic Sociology (10:30am - 12:10pm)

Session Organizer: Richard Swedberg (Cornell)  
Participants  
Michael Useem (University of Pennsylvania-Wharton School)  
Nicole Biggart (Graduate School of Management, UC Davis)  
Fred Block (UC Davis)  
Akos Rona-Tas (UC San Diego)  
Commentator: Michael Burawoy (UC Berkeley)

#### PS: Emotion and Rationality in Economic Life (12:30pm - 2:10pm)

Session Organizer: Mabel Berezin (Cornell)  
Presider: Mabel Berezin (Cornell)  
*Trust and Uncertainty: The Emotional Basis of Rationality* - Jack Barbalet (University of Leicester)  
*Romance and Rationality on the Internet* - Eva Illouz (Hebrew University of Jerusalem)  
*Time-Orientations and Emotion-rules in finance* - Jocelyn Florence Pixley (University of NSW)  
*Emotions in Economic Action & Interaction* - Nina Bandelj (UC Irvine)  
*Emotions, Institutional Norms, and the Formation of Social Ties: A Case Study of Parents in Childcare Center* - Mario L. Small (Princeton)  
Discussant: Viviana A. Zelizer (Princeton)

#### PS: Economic Sociology & Political Economy (2:30pm - 4:10pm)

Session Organizer: Jens Beckert (Max Planck Institute)  
Presider: Jens Beckert (Max Planck Institute)  
*Retelling the Great Transformation* - Marc W. Steinberg (Smith College)  
*The Dark Side of Embeddedness: The Construction of Economic space and Prestige in Italy 1896-1907* - Simone Polillo (U Penn)  
*Law, Economy, and Globalization: Weberian Themes in the Neo-Liberal Discovery of Law* - Bruce G. Carruthers (Northwestern), Terence C. Halliday (American Bar Foundation)  
*From Political Capitalism and Market Fundamentalism to Corporate Malfeasance* - Harland Prechel (Texas A&M)

#### PS: Entrepreneurship (4:30pm - 6:10pm)

Session Organizer: Michael D. Lounsbury (University of Alberta)  
Presider: Michael D. Lounsbury (University of Alberta)  
*Antecedents of Entrepreneurial Activity in the Emerging Wind Power Industry* - Wesley D. Sine (Cornell), Brandon Lee (Cornell)  
*Exploiting the Tension Between Coexisting Values in Organizations as a Source of Innovation: How Social Entrepreneurial Firms Internalize Efficiency and Altruism* - Paul-Brian McInerney (Indiana South Bend)

*Projective Theorization: Immersion, Mobilization, and Judgment Calls in Institutional Entrepreneurship* - Yiorgos Mylonadis (LBS)  
*The Institutional Entrepreneur as Modern Prince: The Strategic Face of Power in Contested Fields* - David Levy (University of Massachusetts-Boston), Maureen A. Scully (University of Massachusetts Boston)  
*Women's Business Centers: Education Strategies for Aspiring Entrepreneurs* - Mary E Godwyn (BABSON COLLEGE)  
Discussant: Patricia H. Thornton (Duke)

#### Joint Reception: Section on Sociology of Culture and Section on Economic Sociology (6:30pm - 8:15pm)

All are welcome, PLEASE COME!

#### August 14 (Mon)

#### RS: The Role of Standards and Technologies in Making the Economy (8:30am - 10:10am)

Session Organizer: Nina Bandelj (UC Irvine)  
Presider: Daniel Beunza (Universitat Pompeu Fabra)  
*The Mechanization of Trust: Credit-Rating in 19th c. America* - Bruce G. Carruthers (Northwestern), Barry Cohen (Northwestern)  
*Technology and Boundary-marking in Financial Markets* - Alexandru Preda (University of Edinburgh)  
*Equity Investment by UK Pension Funds in the 1950s: A Performative and Relational Account* - Yally Avrahampour (University of Essex)  
*Catching Codes: The Institutionalization of Self-Regulation in the Global Apparel Industry* - Anna Maria Wetterberg (UC-Berkeley)  
*Organizing the Project Economy: Project Management Standards and Practices* - Elena Krumova (Columbia)

#### RS: Culture and Markets (2:30pm - 4:10pm)

Session Organizer: Nina Bandelj (UC Irvine)  
Presider: Peter Levin (Barnard College)  
*Market Community as Market Mechanism* - Ozgecan Kocak (Columbia)  
*Gender, Social Responsibility & the Stock Market* - Brooke Harrington (Brown)  
*Belief, Protection, and Tact in Cultural Commodity Markets: Evidence from Thailand* - Frederick F. Wherry (University of Michigan)  
*Irrational Prisoners or Homo Sociologicus in Captivity: A Natural Experiment in Economic Behaviour* - Ben Manning (University of NSW)  
*Knowledge to Design for the Other - Upgrading by Garment Manufacturers* - Patrik Aspers (Max Planck Institute)

#### RS: Institutions and Institutional Analyses (4:30pm - 6:10pm)

Session Organizer: Nina Bandelj (UC Irvine)  
Presider: Marc J. Ventresca (University of Oxford)  
*The Contested Institutionalization of Policy Paradigm Shifts: The Adoption of Inflation-Targeting in Israel* - Daniel Maman (Ben Gurion University of the Negev), Zeev Rosenhek (The Open University of Israel)  
*Political Connections, the Mobilization of Law, and Market Success in Rural China* - Ethan Michelson (Indiana)  
*Toward An Institutional Perspective on Investment: Family Governance and Foreign Investment in Emerging Economies* - Xiaowei Luo (Univ. of Illinois), Chi-Nien Chung (Stanford), Michael J. Sobczak (UIUC)  
*Managers' Dilemma: Institutions, Familism, and Trust in China's Private Businesses* - Li Ma (Cornell)  
*The Making of a Modern Market: The Evolution of the eBay Marketplace* - Keyvan Kashkooli (UC Berkeley)

#### PS: Economy and Science – co-sponsored with the Section on Science, Knowledge, and Technology (4:30pm - 6:10pm)

Session Organizer: Alexandru Preda (University of Edinburgh), Daniel Lee Kleinman (University of Wisconsin-Madison)  
Presider: Daniel Lee Kleinman (University of Wisconsin-Madison)  
*Economic Theory and Reality: A Sociological Perspective on Induction and Inference in a Deductive science* - Yuval Peretz Yonay (University of Haifa), Daniel Breslau (Virginia Tech)  
*The Material Sociology of Arbitrage* - Donald A. MacKenzie (Edinburgh)  
*Managing the Economic Discounting Controversy in Global Climate Change Policy Deliberations* - Stephen C. Zehr (U of Southern Indiana)  
*Technosciences, Economic Markets and Dialogical Democracy* - Michel Callon (Ecole des mines de Paris)  
*University-Industry: A Theory of Gendered Relationships* - Laurel Smith-Doerr (Boston), Jennifer L. Croissant (University of Arizona)