Contents and Abstracts

Editor’s Foreword (Vadim Radaev). ........................................................................................................................................ 5

Interviews

Interview with Bruce Carruthers:
«I am Certainly not On the Let’s-Make-Capitalism-Better Side»
(translated by Dmitry Krylov, Georgy Loginov). ........................................................................................................... 7

New Texts

Ivan Boldyrev
Niklas Luhmann and Economics ........................................................................................................................................ 25

Abstract

The paper considers economic ideas of Niklas Luhmann (1927–1998) who was one of the leading social theorists of the 2nd half of the 20th century. The author looks at Luhmann’s account of the economy as a social system (proposed in the 1970–1980s) in the context of the evolution and methodological issues of modern economics. He shows, first, which of the Luhmann’s ideas are relevant for key modern approaches in economics and, second, what is specific about Luhmann’s economic thinking.

Keywords: economy as a social system; money; prices; market; scarcity.

New Translations

John Meyer, Brian Rowan
Institutionalized Organizations: Formal Structure as Myth and Ceremony
(translated by Igor Chirikov). .............................................................................................................................................. 43

Abstract

Many formal organizational structures arise as reflections of rationalized institutional rules. The elaboration of such rules in modern states and societies accounts in part for the expansion and increased complexity of formal organizational structures. Institutional rules function as myths which organizations incorporate, gaining legitimacy, resources, stability, and enhanced survival prospects. Organizations whose structures become isomorphic with the myths of the institutional environment—in contrast with those primarily structured by the demands of technical production and exchange—decrease internal coordination and control in order to maintain legitimacy. Structures are decoupled from each other and from ongoing activities. In place of coordination, inspection, and evaluation, a logic of confidence and good faith is employed.

Keywords: organizations; formal structures; institutions; institutional isomorphism; relational networks; effectiveness of organization.
Insight from the Regions

Maria Burlutskaya
Intraorganizational Mobility in Russian Enterprises: Dynamics of Structural and Normative Regulators of Careers .......................................................... 68

Abstract

The paper is devoted to the intraorganizational mobility at the Russian industrial plants (1990–2000). Author investigates direction and intensity of mobility as well as structural and normative factors regulating job careers. Based on several case-study, the paper demonstrates that in conditions of Russia structural changes encourage intraorganizational mobility. As for normative regulators as an element of corporate culture, they significantly vary among enterprises.

Keywords: intraorganizational mobility; intrafirm mobility; internal labor market; professional mobility; career mobility.

Debute Studies

Maria Novozhilova
Kids Consumer Behavior in the Internet .................................................................................................................. 81

Abstract

The article is devoted to consumer behavior of kids in the Internet. New consumer patterns have appeared and the old ones have changed because of increasing intervention of the Internet when each internet-user can buy any good or service by a few clicks without visiting traditional off-line shops. The emergence of new behavioral patterns definitely affects the young audience of the Internet. Children start using the cyberspace to consume goods and services. They also learn new norms and behavioral patterns in the process of this consumer socialization. At the same time, there are no widely accepted explanations of the impact of the Internet on formation of consumer patterns of Russian children aged 8 to 12.

The aim of this research is to understand how children using Internet form new consumer skills, relations and abilities and to foresee the future development in the area.

The paper is based on the online-survey of 1273 kids aged 8 to 12 visiting social web Tvidi.ru.

Keywords: children; Internet; consumption; consumer socialization.

Professional Reviews

Ivan Pavlutkin
Constructing University as an Organization ...................................................................................................... 104

Abstract

Declaring their aspiration for rationalization, transparency, and accountability universities confirm that organizational theory successfully translates and popularizes its concepts in the practical world. Universities start more often to deploy such ideas as development strategies, improvement management, management
of quality, earn-out rights, and etc. Academic organizations actively copy and install organizational forms regulating their interaction with the important stakeholders. Today a lot of attempts are made to shape and improve university as an organization. Institutional patterns for imitation as products of the organizational knowledge development are getting more and more important. A question is raised whether universities remain a unique form of organization or they become similar to standard formal organization described by major perspectives in organizational theory.

*Keywords:* university; organizational theory; isomorphism; organizational structure; organizational structure.

**New Books**

*Alexander Nikuliin*


**Research Projects**

*Tatiana Karabchuk*

Women with Small Children in Russian Labour Markets................................. 129

**Syllabi**

*Jens Beckert, Pierre François*

Sociology of Markets................................................. 136

**Conferences**

*Maxim Markin*

Laboratory for Economic Sociology Research’s Textual Study Seminar Series
«Economic and Sociological Concepts of Competition»,
SU HSE, Moscow (Russia), 20 December 2010. ................................................. 142

*Vadim Novikov*

A Competitor — Not a Human Being.......................................... 144
About the Authors

Carruthers, Bruce  
Professor of Sociology, Department of Sociology, Northwestern University.  
b-carruthers@northwestern.edu

Boldyrev, Ivan  
Assistant Professor, Department of Economic Methodology and History, the State University — Higher School of Economics.  
iboldyrev@hse.ru

Meyer, John  
Professor of Sociology, Emeritus; Professor of Education, Department of Sociology, Stanford University.  
meyer@stanford.edu

Rowan, Brian  
Burke A. Hinsdale Collegiate Professor in Education, Professor of Sociology, Department of Sociology, the University of Michigan.  
browan@umich.edu

Burlutskaya, Maria  
Candidate of Science in Sociology, Associate Professor, Department of Theoretical and Applied Sociology, Ural State Pedagogical University.  
Mary-bu@yandex.ru

Novozhilova, Maria  
MA in Sociology, Department of Sociology, the State University — Higher School of Economics.  
mnovozhilova@gmail.com

Pavlutkin, Ivan  
Candidate of Science in Sociology, Assistant Professor, Junior Research Fellow, Laboratory for Economic Sociology Research, Department of Economic Sociology, the State University — Higher School of Economics.  
euhominid@gmail.com

Karabchuk, Tatyana  
Candidate of Science in Sociology, Assistant Professor, Research Fellow, Center for Labor Market Studies, the State University — Higher School of Economics.  
tkarabchuk@hse.ru

Nikulin, Alexander  
Candidate of Science in Economics, Director, Center for Rural Research, the Russian Presidential Academy of National Economy.  
nik@universitas.ru

Beckert, Jens  
Professor of Sociology, Director at the Max Planck Institute for the Study of Societies.  
beckert@mpifg.de
François, Pierre
Lecturer, Director of Research, Sciences PO, National Centre of Scientific Research.
p.francois@cso.cnrs.fr

Markin, Maxim
MA Student, Department of Sociology, the State University — Higher School of Economics.
mmarkin@hse.ru

Novikov, Vadim
Senior Fellow Research, the Russian Presidential Academy of National Economy.
vadim.v.novikov@gmail.com