
SUMMARIES



János Mátyás KOVÁCS:

Summaries

***Varietas Delectat?* Preliminary Thoughts On the Typology of Nascent Capitalisms in Eastern Europe**

Is there such a thing as Estonian or Romanian capitalism two decades after the 1989 revolutions? If there is, do these capitalisms differ essentially? If they do, how do we know that? Do they also differ significantly from other types of capitalism in the “West” and the “South”? If there is no such thing as Estonian or Romanian capitalism yet, will these “emerging”, “transitory”, “hybrid” regimes turn into “full” ones in the foreseeable future? If they will, how will we measure “fullness” given a large variety of real and ideal types of capitalism in the “West” and the “South”? Wouldn't it make sense to check whether the Estonian or rather the Romanian regime is closer to any real or ideal type of capitalism today? Couldn't the comparison of current capitalisms of Eastern Europe (however “immature” they may be) contribute to the self-understanding of the “West” and the “South”? Or should Eastern Europeans forget about country types in the age of European integration and globalization? Should they just focus on two powerful synthetic models of capitalism, “Europe” and “America”, and derive the types from the various blends of the two?

But how could they forget about their own types if day by day they are confronted with vigorous attempts at situating their countries in various classification schemes? One cannot open a newspaper that does not publish a ranking order made by a transnational company, bank, consulting firm or an international economic organization, which tells the reader who the current winner is in contests such as “building the market”, “good governance”, “competitive environment” or “fighting corruption”. Of course, the most influential “rating agency” is the European Union that employs an accession design based on an average of Western European capitalisms which is used as a yardstick to measure the “matureness” of the applicants' capitalist regimes. Although the very objective of the co-optation is to achieve a considerable degree of homogeneity of these regimes, the ensuing rivalry mobilizes in Eastern Europe the spirit of incessant typology-making. Politicians, businessmen and public intellectuals come up, also on a daily basis, with enthusiastic reports (or with frustrated notes) about how their own country “defeated” (or was defeated by) another one in any of the competitions for hitting the regional record in capitalist development.

What do we learn from the fact that at a certain point in time Poland and the Czech Republic while at another one Slovakia and Estonia are, in the eyes of well-informed analysts, the favourite “transforming states” or “emerging markets” in the region? Are the rankings comprehensive, sophisticated and comparable enough? Are they not biased by external (geopolitical) or internal (national) considerations? Do the typologies not mix the legal-organizational configuration of the nascent capitalist regimes with their actual economic performance? Are their cultural attributes also taken into account?

Questions like these intrigue the reader in studying the comparative literature on nascent capitalisms in the region. One finds a vacuum left behind Comparative Economic Systems, which has not been filled either by post-communist studies or by most recent concepts in comparative research such as the “varieties of capitalism” (VoC). The resentation will explore ways of adjusting VoC to the current history of Eastern Europe *without* suggesting a comprehensive typology of capitalism after communism.

Ivor Altaras PENDA

Capital and its Integrative Potential

In this paper the author considers the arguments in favour of the common assumption that capitalism and the capital on which it is founded, together with closely associated concepts such as deregulation, dehumanisation, disintegration and many others, carry a generally negative social connotation. At the same time, he observes that in the daily activities we tend to use fundamental postulates of economic logic, and even if we do not do so, we are deeply aware that our behaviour is unusual (altruism, volunteering, hobbies, et al.).

Hence, the main source for the value judgments which all of us attribute to capital is, as a rule, the result of the extent to which we are able, or unable, to cope with the situations in which we find ourselves daily, often forgetting that capital is merely the object of our subjective experience. In the same way, the social system and its advocates who uphold capital as a value per se are primarily addressing those who approach the concept of capital in a similar or even identical manner. On the other hand, its opponents also use the same communication strategy in order to close the ranks of their supporters. The gap between these two groups is evident, but it is equally evident

that there is no other segment of private or social life about which all people have the same opinion. In regard to this, for each idea or way of thinking it could be claimed that it has a disintegrative character, irrespective of whether the majority or minority of a given population agree with it.

The influence of capital is visible in almost all spheres of life; it is also directly linked with major sociological, political, economic, and even philosophical themes, such as labour, wages, value systems, family, power, institutions, man's abilities, entrepreneurship, and many others. Understanding them helps us to be more skilful in the choices which we make every day, and thus to have a direct impact on our notion of capital. Instead of being its opponents or its advocates, we become individuals who understand the processes taking place around us and thus we become qualified to choose the most acceptable form of behaviour. Our understanding will create a bond with those who think alike, while potentially it will also link us with those who think differently, because through communication with them we shall also re-examine our own positions. The concept of capital understood in this manner can possess a considerable integrative potential, although this potential still lies in our experience of this concept rather than in the concept itself.

Christian BECK

Zur Problematik der Objektivierung ethischer Normen bei der Steuerung von Unternehmen und Non-Profit-Organisationen – Ein Impuls

Ein Blick auf die aktuellen Leitbilder und Selbstverständnispapiere von Unternehmen wie Non-Profit-Organisationen macht – ungeachtet ihrer tatsächlichen Bedeutung und innerorganisatorischen Verortung – deutlich, dass die Organisationen offenbar bereit sind, sich mit der Normativität ihres Handelns grundsätzlich und tiefgreifend auseinander zu setzen.

Dies darf jedoch nicht über die Tatsache hinwegtäuschen, dass Leitbilder und ähnliche quasi-prophetische Abhandlungen meist eine geschickte Form von Marketinginstrument darstellen, mit dem der Öffentlichkeit suggeriert wird, sie habe es mit Organisationen zu tun, die jederzeit nur das Beste für die Mitarbeiter, die Umwelt und für die Arbeitsbedingungen innerhalb ihrer Industrie- oder Dienstleistungsproduktion wünschen und realisieren. Realisten wissen, dass ein solcher Wunsch nicht selten

nur anfänglich oder gar nicht existiert oder aber durch die konkrete Realität des organisatorischen Handelns desavouiert wird. Gleichzeitig gilt es zu berücksichtigen, dass dieses organisatorische Handeln immer auch im Kontext eines bestimmten Staats- und Wirtschaftsmodells betrachtet werden muss.

Beide Annahmen zusammen führen dazu, dass es zumindest sinnvoll erscheint, sich mit dem Verhalten von Organisationen auseinander zu setzen; ihr Verhalten inner- wie außerbetrieblich normativ zu überprüfen und Wege zu finden, mit denen dieses Verhalten überprüfbar gemacht werden kann. Über den Weg der Formulierung objektiver ethischer Normen mag es möglich sein, zu einer ethischen Bewertung von Organisationen in einem sozialen und marktwirtschaftlichen System zu gelangen. Zuvor gilt es jedoch, die grundlegenden ethischen Bedingungen zu formulieren. Dabei spielen die Philosophie von Max Scheler und Emmanuel Lévinas sowie Katholische Sozialethik und die Christlichen Philosophie eine wichtige Rolle. In die ethisch-hermeneutischen Überlegungen eingebracht, entfalten sie ihre normative Tragfähigkeit, die zum konkreten organisatorischen Handeln und zur ethischen Ratifizierbarkeit führen.

Davor TOPOLČIĆ

Croatian Brewery as a Part of “Carlsberg Family”: Changing the Paradigm

The analysis focuses on the narratives of managers in order to understand their experiences in the company after take over by the foreign investors. Process of organizational restructuring and all subsequent changes are viewed from the perspective of the “East”-“West” cultural encounters in the field of economy.

The sequence of the encounter is rather atypical regarding continuous duration in three decades: first contact was made in 1972 (the licensing contract); after privatization of the company in the 1990's cooperation went on higher level – a joint venture (with additional foreign investor) and eventually in 2002 Carlsberg become majority owner of the company. Mother-company is big multinational and not surprisingly the outcome of encounter is cultural hybrid very close to the “Western victory-Eastern defeat” extreme. Avoiding dramatic changes and sudden shocks, in both components of organization – technical and social – it was successfully introduced a Carlsberg's

way of doing things. It seems that new paradigm is: *We can always be more efficient and the profit always can be higher.*

Nikola PETROVIĆ

Agrokor: Between Political Capitalism and Economic Liberalism

This paper attempts to present some characteristics of the emergence and present state of Croatian capitalism based on a case study of concern Agrokor, the largest private company in Croatia. Analysis of Agrokor's public presentation, as well as an analysis of opinions that media, experts and rival companies have on Agrokor is used in the case study. It is outlined in which social and economic context company emerged and how it adapted to change of context.

Ideological discourse analysis shows that change of ideological discourse used in Agrokor is determined by change of context in which it runs a business. But with increase of companies' power and influence possibility of using ideological discourse that does not follow change of context increases also. This is especially relevant for usage of economic nationalism and economic liberalism. In the analysis of Agrokor's public presentation a special emphasis will be on entrepreneurship legitimatization since big entrepreneurs are one of the most unpopular social groups in Croatia mostly due to processes of privatization and "tycoonization". A large number of employees and their constant growth, good relations with prominent trade unions, "conspicuous consumption" on a limited scale by the concern's president, a transformation of Agrokor in a rare case of "our regional player" caused Agrokor to become a positive example of big entrepreneurship in Croatian public.

Fulfilling all variables of "modernization potential concept" it seems as Agrokor's "modernization potential" is very high and unquestionable. However analysis of rival companies' attitudes implies that one of the concept's variable and thus "social enterprise/corporate responsibility" is not completely fulfilled. The question is how does Agrokor's "modernization potential" influence rival companies' "modernization potential", i.e. does it minimise it by obstructing market competition. Therefore problems of insolvency and actions against rival companies are discussed.

Stanko RIHTAR, Vesna LAMZA POSAVEC

Political Significance of Relative Deprivation in Croatian (Post)Transitional Context

Privatization in Croatia caused new social differentiation in '90s. Differentiation was magnified by the war, especially because its consequences were not equally regionally distributed. Although (mostly moral) criticism of the way the privatization was conducted is continually present in Croatian public since these years, political consequences of this process were not necessary significant, especially according to the fact that privatization was conducted in war context. Namely, sociological research after WW 2 showed that so called relative deprivation can be more politically relevant than objectively low socioeconomical status or absolute deprivation.

Initially sociological, concept of relative deprivation was thoroughly elaborated in social psychology. According to the theory, satisfaction with own socioeconomical status not necessarily depend only on it's absolute level, but also on the level of aspiration, which is determined by temporal and/or social comparisons with subjectively relevant targets or criteria. Of theoretical importance also is difference between individual or egoistic and collective or group relative deprivation. According to the attribution of its causes, sole individual deprivation, without perceived deprivation of the in-group, may not be of any political relevance.

Since political relevance of relative deprivation in Croatian (post)transitional context was not thoroughly investigated, we empirically examined distribution of types of deprivation and verified their potentially relevant political consequences. In this context role of the causal attributions of deprivation (which is often neglected in the investigations of deprivation) is also verified.

Gabrijela SABOL

Information and Communication Technology in Small and Medium Enterprises – European Practice and Croatian Policies

The European Union's eEurope scheme is based on the premise that the information and communication technologies (ICT) are essential to future economic growth, job creation and improvements in the quality of

life. Action Plan 2002 puts the ICT (especially Internet) at the top of the European political agenda. Action Plan 2005 narrows the focus, concentrating on effective access, usage and the ready availability of the Internet.

Adoption and effective incorporation of Information and Communication Technologies (ICTs) in business is complex process, particularly in the case of small and medium-sized firms (SMEs). The adaptation process of these technologies by the small and medium sized firms is affected, and at the same time is conditioned by, the economic and political dynamics of different countries. The European Union and its national and regional governments have designed programs and policies oriented towards strengthening the effective development and application of the ICT in small and medium-sized firms. This paper examines these policies and its effects in countries with similar social and political background.

Croatia will also, at some point, be EU member, and will have to adopt European standards in this field. Therefore, this paper also tries to examine what are the current social and economic conditions in Croatian SME's, in which phase of ICT implementation process are we, and what are government policies that will try to enable successful ICT implementation process.

Marijeta VITEZ, Berislav ANDRLIĆ, Mirela MEŽAK STASTNY

Introducing and Implementing Social Marketing Strategy on Example of Požega and Slavonia County

Marketing theory and practice passed through consequential changes in the past few decades, influenced with development of the capitalism. Social changes had effect on all market subjects, including profit and non-profit organizations. The most significant change appertains on the corporate social responsibility, which implies entire range of activities and relations between these organizations.

Social responsibility can be observed on several hierarchical levels, such as world arrangement, state arrangement, regional and local communities, organizations and individuals. According to these facts, intention of the paper is to determinate need for implementing social marketing techniques in regional autonomy organizations, with consideration on the macro and micro environmental factors.

Summaries

For this purpose authors have conducted primary research with the aim of creating SWOT analysis in the Požega and Slavonia county, as starting point of the social marketing plan. It can be concluded that in todays capitalism society exists the beneficial climate for development and implementation of social marketing, which will record significant growth in the future.