

The markets of society and the markets of organization

Two essays on bringing society back in market

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Hybrid situation

(1)

PhD student (final stage) at the Chemnitz University of Technology, Business Administration
„The Markets of Organization“

(2)

PhD student (early stage) at the Université de Genève, Sociology
„The Markets of Society“

Market

merchandise markets | Weber 1922

price formation mechanisms | Coase 1990

sets of money-mediated exchange transactions | Zafirovski 2007

spheres of competition | Baecker 2006

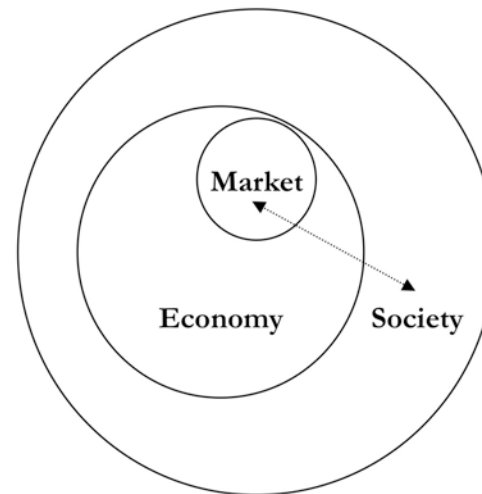
the inner environment of the economy | Luhmann 1988

= Economy

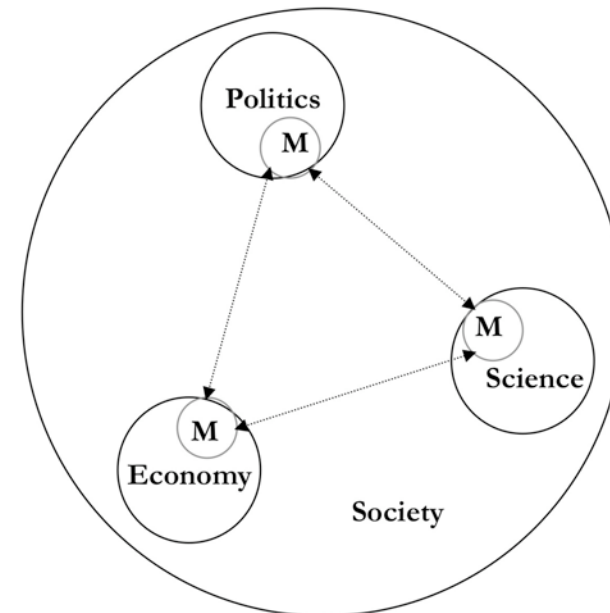
The one market



The one embedded market



The multitude of (non-) economic markets



I was never happy with this Luhmannian definition, because ...

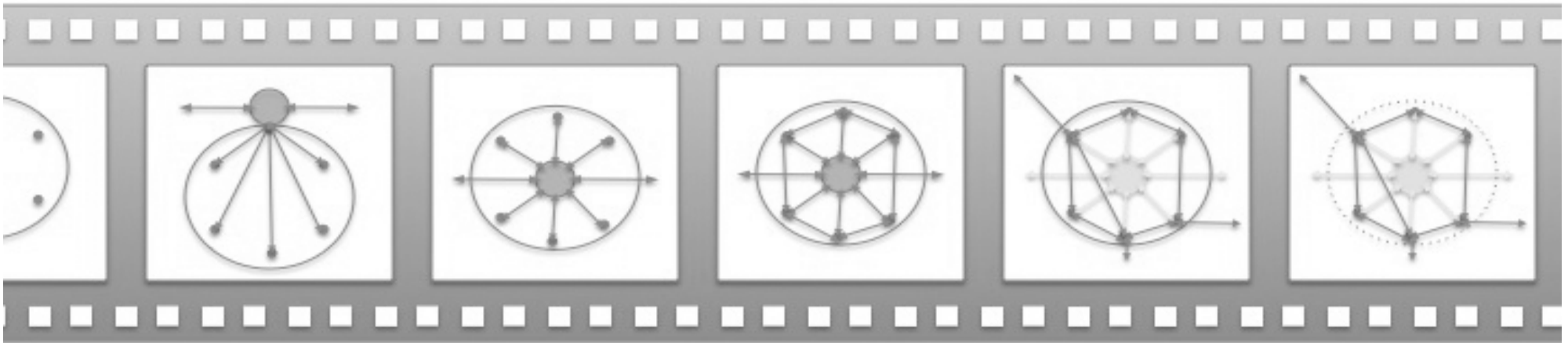
1) a) Urban Archeology (marginal function at borders of market), *b) Economic Anthropology (Total Institution: Mauss 1990, Malinowski 1922), c) Economic History (Polanyi 1963, Arendt 1958).*

2) It is based on Systems Theory!

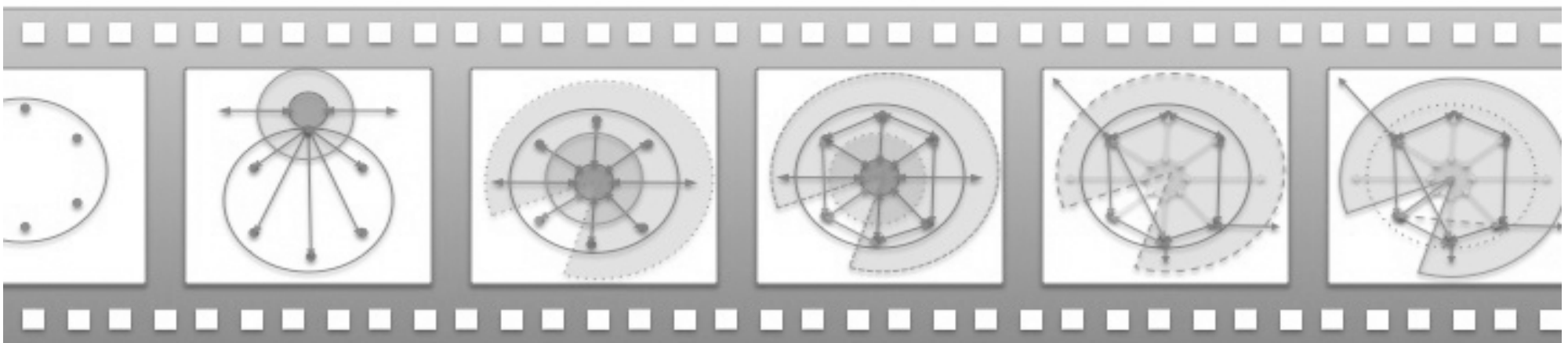
3) There are two of them:

a) The market as the inner environment of economy (Luhmann 1988: 4)

b) “We can consider markets to be the intra-economic environment of the systems participating in the economic system, with this environment being both a different in each case and the same for all, at the same time. Thus, the notion of market refers not to a system but to an environment – but to an environment that can only be differentiated as system, i.e. the economic system, in this case. Therefore, as a market the economic system itself becomes the environment of its own activities ...” (Luhmann 1994: 9)

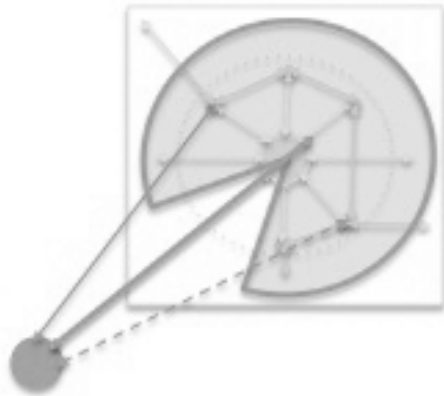


- 1) *The market as the inner environment of economy (Luhmann 1988: 91)*
- 2) *We can consider markets to be the intra-economic environment of the systems participating in the economic system, with this environment being both a different in each case and the same for all, at the same time. Thus, the notion of market refers not to a system but to an environment – but to an environment that can only be differentiated as system, i.e. the economic system, in this case. Therefore, as a market the economic system itself becomes the environment of its own activities ...” (Luhmann 1994: 9)*

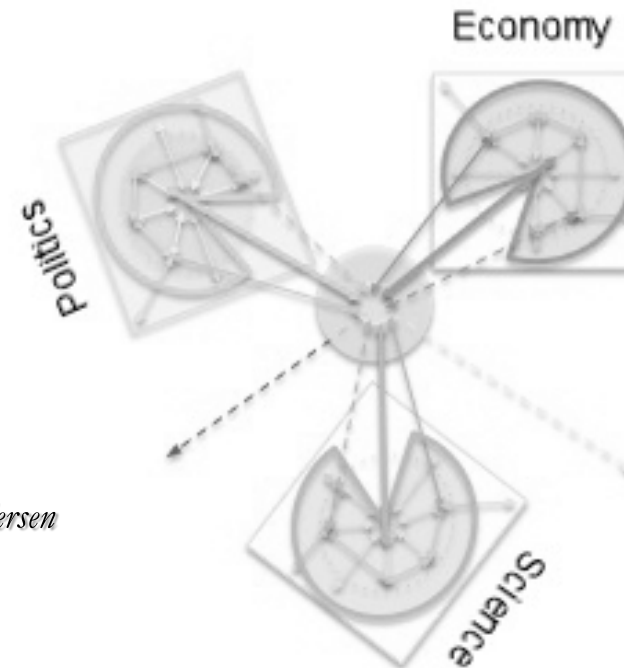




The market as environment of the homophonic organization

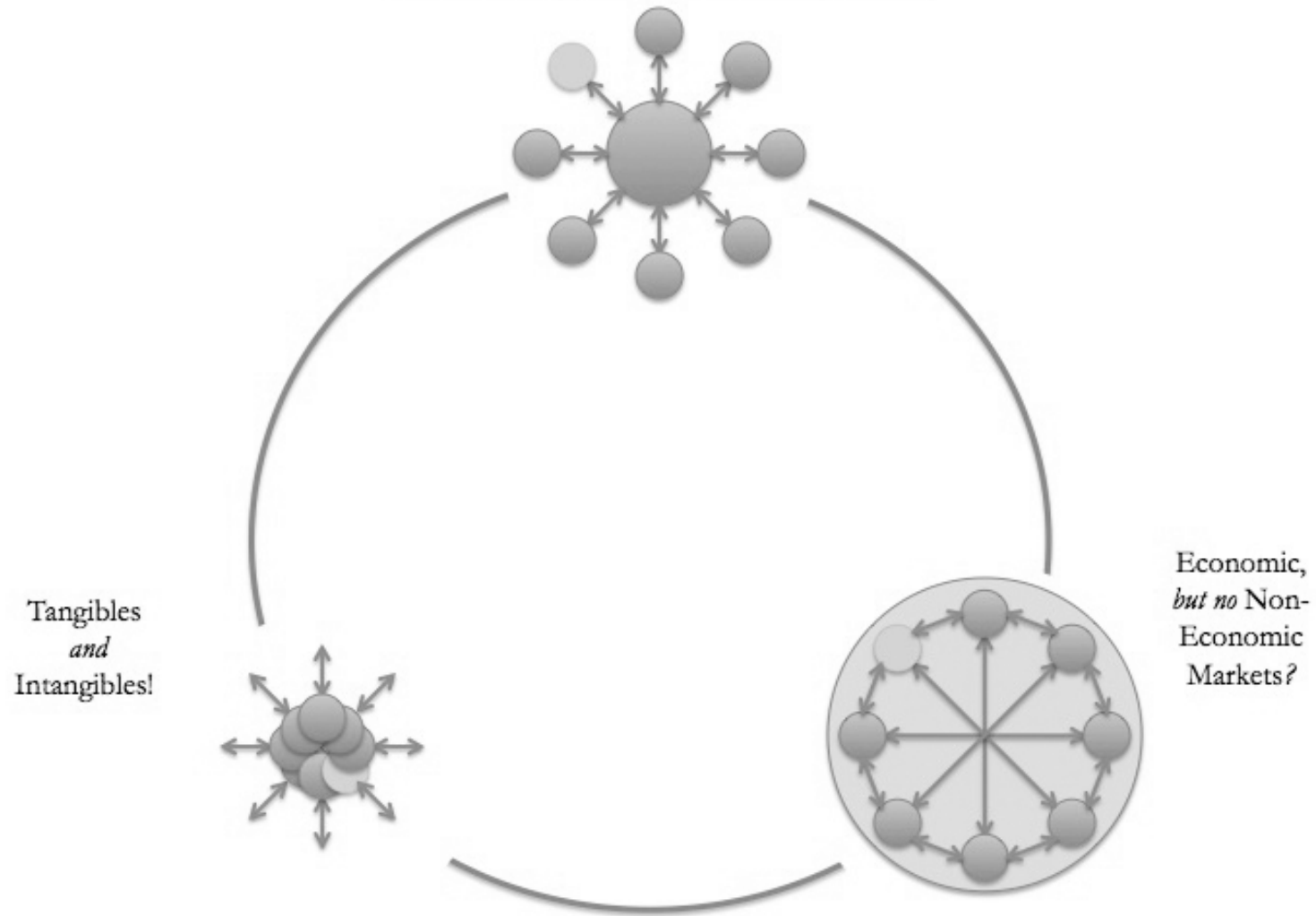


*Niklas Luhmann
Niels Åkerstrøm Andersen
Dirk Baecker
Loet Leydesdorff
Pierre Bourdieu*



**The markets of society as
environment of the *oikos* or the
polyphonic organization**

Homophonic *and* Polyphonic Organizations!

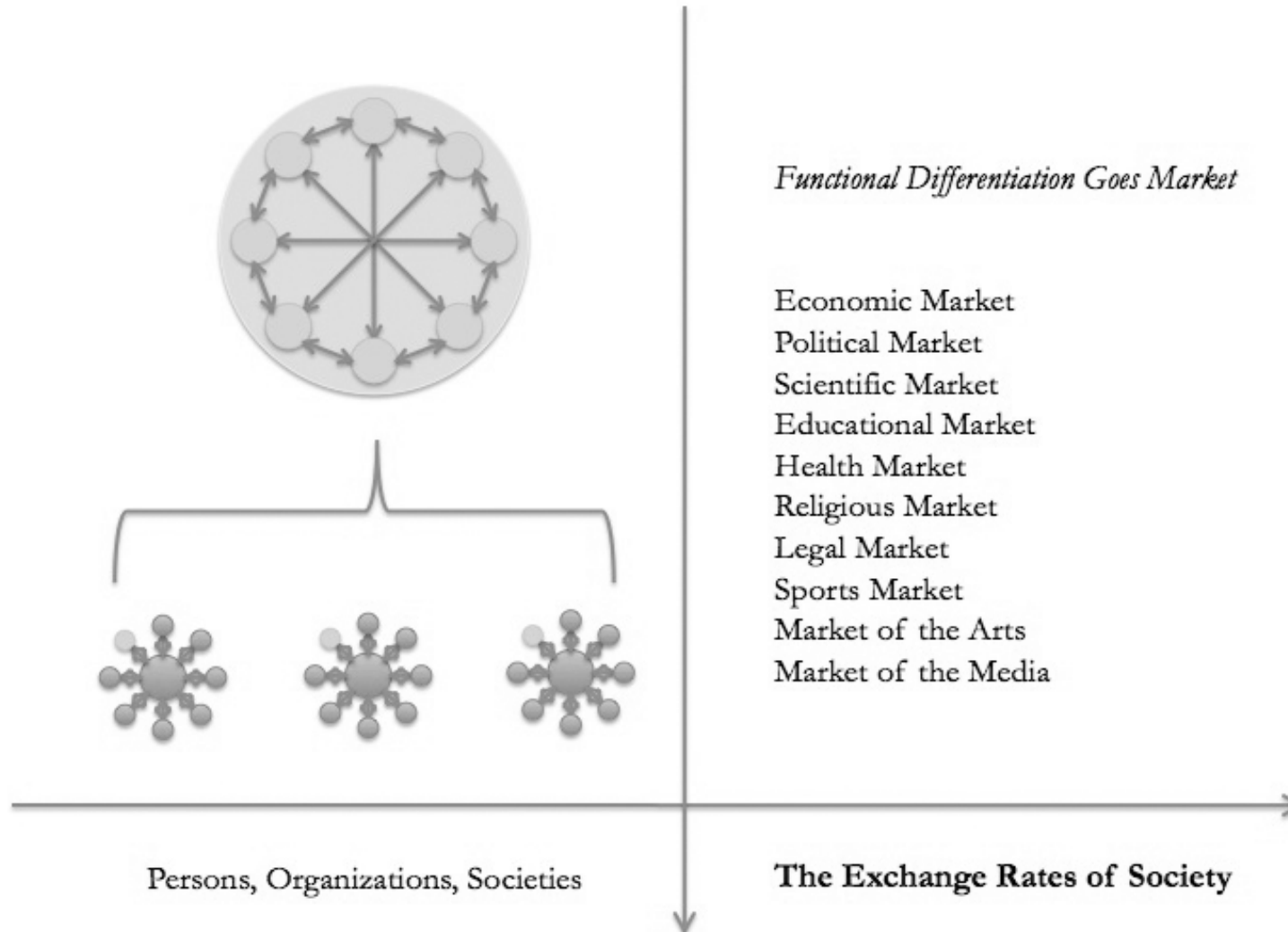


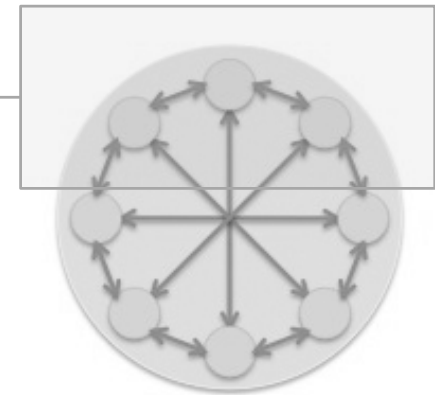
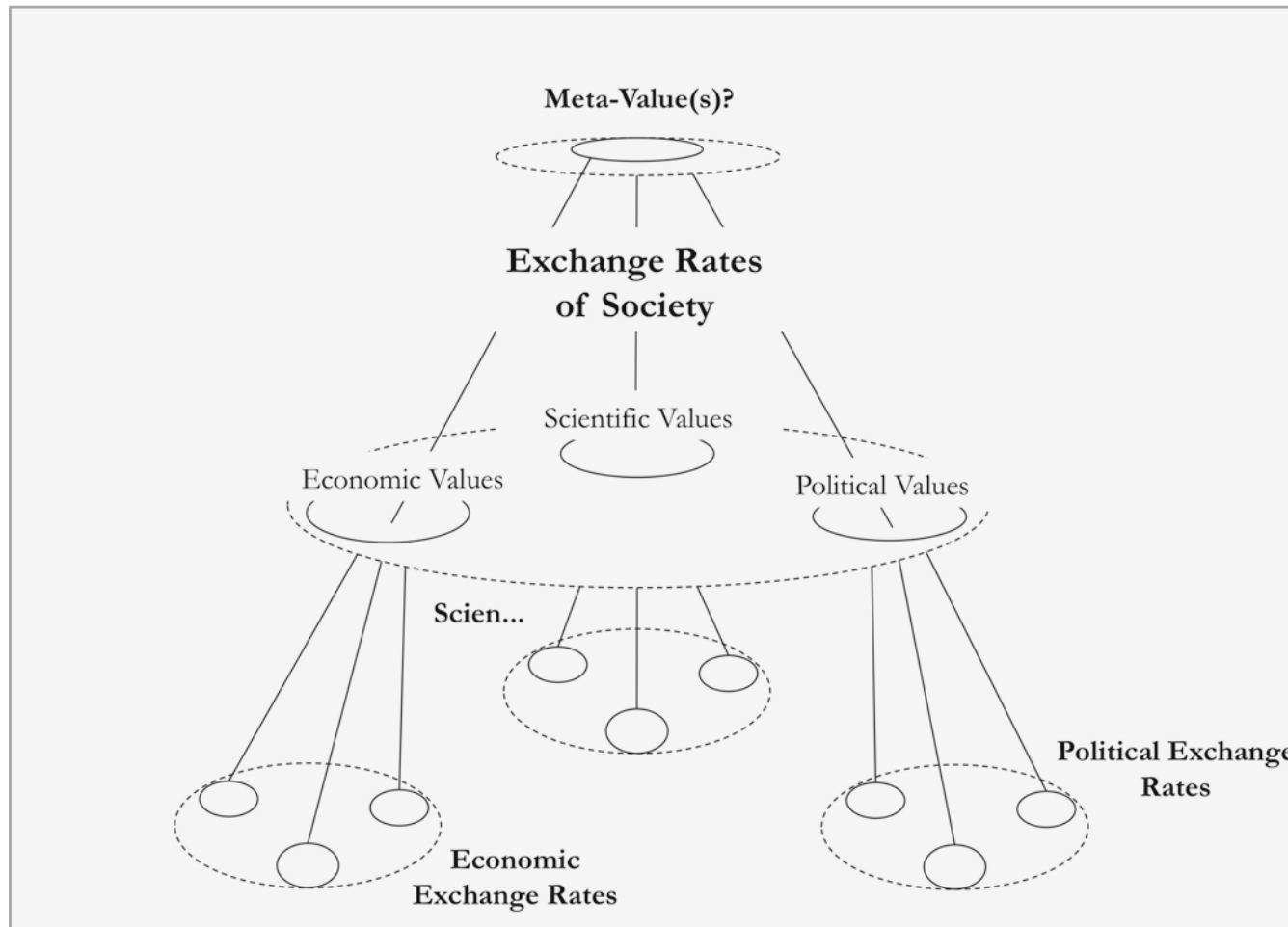
```
10 PRINTCHR$(147);  
20 INPUT "Do Non-Economic Markets Exist? (Yes: 1, No: 0)";A$  
30 IF A$="" THEN 20  
40 A=VAL(A$)  
50 IF A=0 THEN PRINT "Market Sociology is a Subset of Economic  
Sociology";  
51 IF A=1 THEN PRINT "MARKET SOCIOLOGY IS NOT A SUBSET OF  
ECONOMIC SOCIOLOGY" GOTO 60;  
60 PRINT "Thanks for your attention!";  
70 GOTO 10;
```



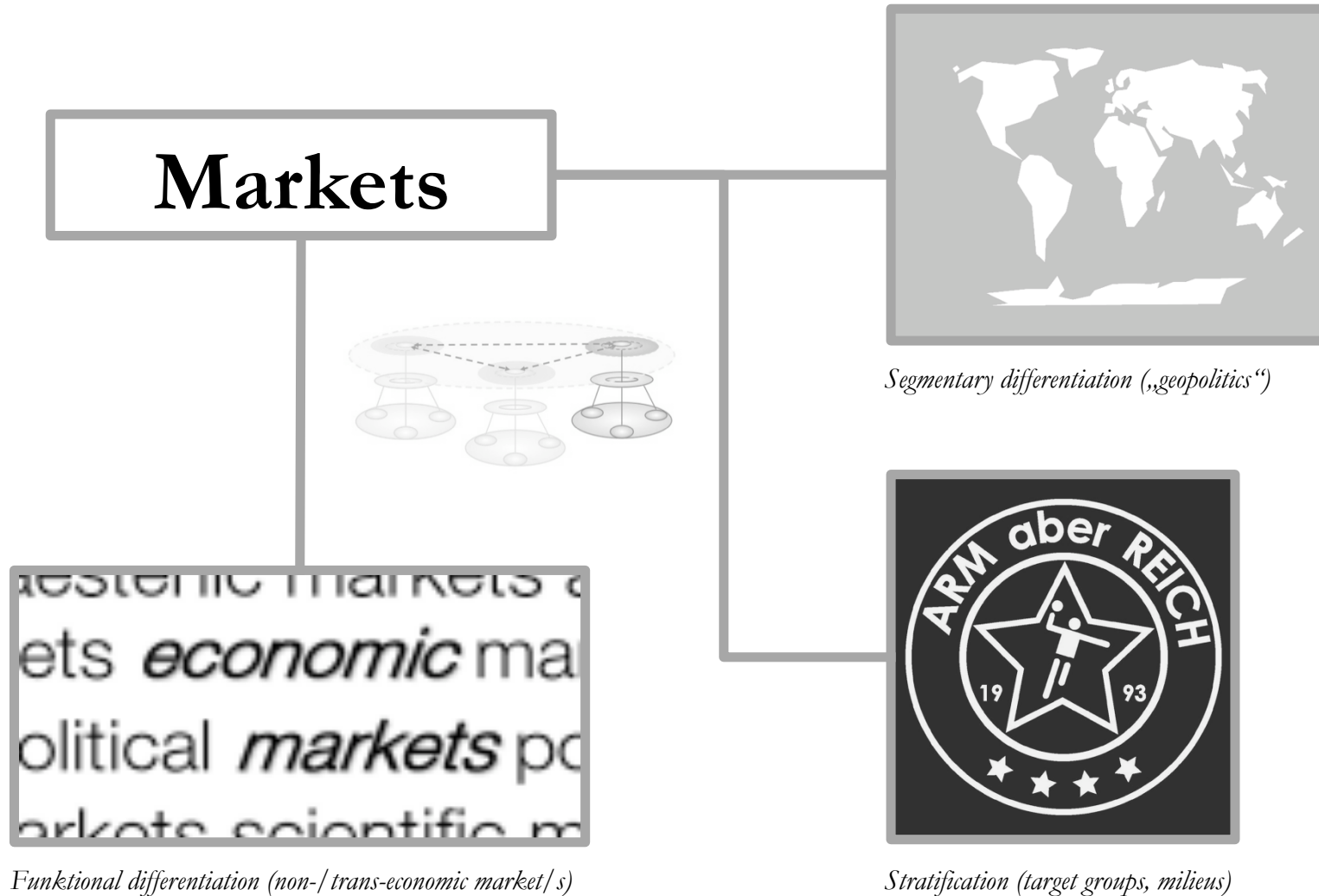
IF “Market sociology is no economic sociology”, THEN “Why bother”?

- Filled conceptual gap
- **Independent market(s) sociology**
- Robust innovation
- New forms of marketing
- **New starting points for business ethics**





- *Return on Philanthropy (UBS)*
- *The Prize of Money (Basel II)*
- *The Prize of Health (8 years)*
- *The Eco-Agencies (Post-Flight Donations to Nature)*
- *The Selling of Indulgences (MA)*





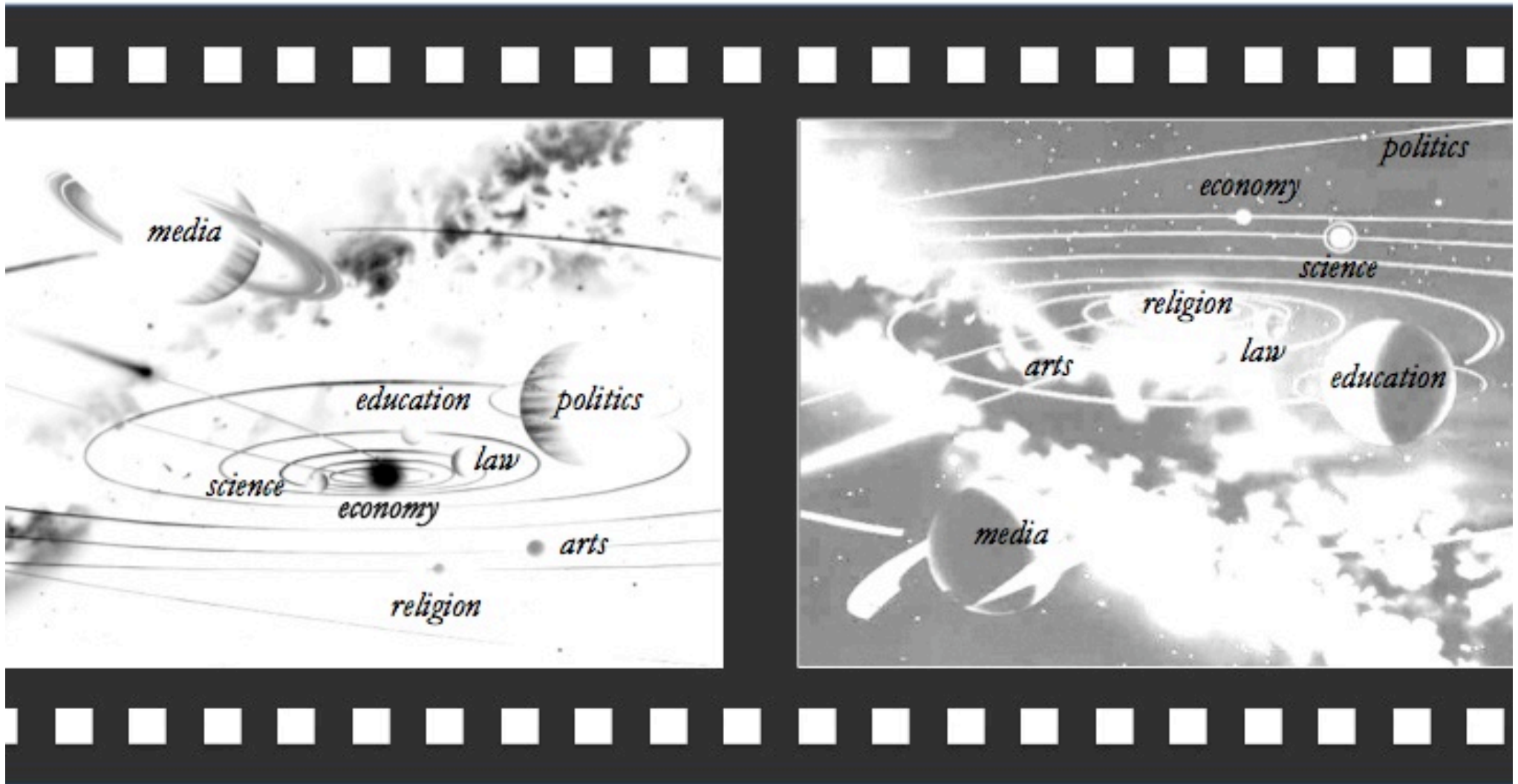
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Wirtschaft und Verwaltung



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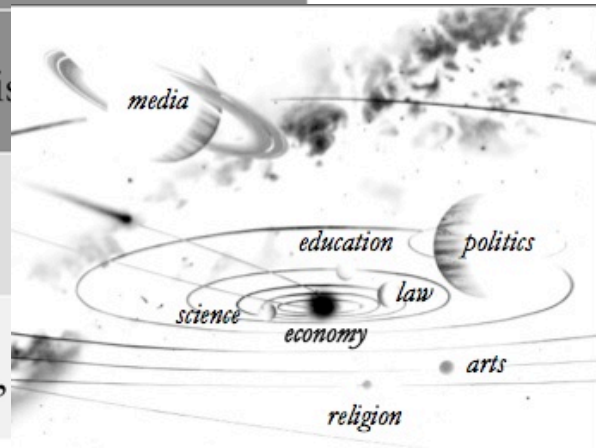


Altonaer Stiftung für Philosophische Grundlagenforschung

Public sphere	Market
Society	Organization
Ethics	Decision premise
Moral	Decision program



Value	Decision
Interest, Attention	
General	Specific



IF:

*Organized representation of the public sphere;
 The organization of the public sphere: The mass media
 system (Reality of the mass media)?*

THEN:

Isn't the public sphere "the market"?

Market	Public sphere
Organization	Society
Decision premise	Ethics
Decision program	Moral
Value	Value
Interest, Attention	Public, general

Public sphere	Market
Society	Organization
Ethics	Decision premise
Moral	Decision program
Value	Value
Interest, Attention	Interest, Attention
Public, general	Public, general



Isn't all ethics contract research?

