

Abstracts

Viola Muster

Employees as consumers – the role of employees' consumption behaviour within blurring boundaries of the working sphere

Different disciplines have been analyzing the blurring boundaries between spaces of work and consumption. Yet, this disciplinary division has impeded the insight that individuals are not only acting as workers *or* consumers, but that they obtain a twofold role as workers *and* consumers in their everyday life. This article shows that companies are already addressing their employees in their twofold role as workers and consumers. On the one hand companies provide various goods and services to satisfy their employees' consumer needs. On the other hand, companies approach their employees to perform as consumers for company purposes as they are interested, for example, in their consumption experiences to enhance innovation processes. This article shows that in both cases consumption plays an important role in shifting and blurring boundaries of the working sphere. Moreover, it is illustrated that processes of blurring boundaries in the working sphere and the consumption sphere can be interrelated.

Regina Klein

Stitching – beauty surgery as de- and (re)construction of embodied boundaries in the transitional space of 'surgical passing'. A critical reflection

Biotechnological developments have boundary expanding effects on living and embodied practices as well as on societal patterns and codes. The increasing erosion of modernity's constitutive basic principle, the bifurcation of nature and culture and related divisions such as as lived body/body, natural/artificial, human/machine unfold indeterminate spaces of the cognitive-discursive and practical-material. Exploring the field of aesthetic surgery, the article shows the risky handling of these indeterminate spaces and focuses on the de- and restabilization of modernity's taken for granted matters of facts and divisions. Employing a practice-oriented and in depth-hermeneutical cultural analysis, the paper deciphers the practiced divisions in place and discusses their challenging effects.

Albert Doja

The Beautiful Blue Danube and the Accursed Black Mountain Wreath: German and Austrian Kulturpolitik of Knowledge on Southeast Europe and Albania

In this paper I aim to contribute to the debate about hegemonic relations between the West European „core“ and Southeast European „margins“, by showing the links between mutually challenged and engendered quasi-anthropological traditions in the totalitarian projects of nation-building and empire-building. New aspects of a continuous resonance will be addressed

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regarding a politically instrumentalized German-writing tradition of *Volks-* and *Völkerkunde* grounded in Herderian Romanticism and the imperial ambitions of the nineteenth century. In the course of discussion, the successive German traditions of National-Socialist *Volkskunde* and Communist East German *Ethnographie* until the revised tradition of *Europäische Ethnologie* in the 1990s are shown to operate from a historicist tradition rather than from a critical tradition as a reflexive successor to former *Volkskunde*. In this discussion particular attention is given to contextualizing the historical and current production of knowledge by the German and Austrian „West“ on a Balkan and Albanian culture, which is reduced to its archaic or pre-modern „traditions“ and its specific or antiquated „mentalities“.

Martin Wienhold and Knut Petzold

Fairness norms, sanctioning power and social control at bonus payments in companies. A multi-level factorial survey study

Experimental results on allocation situations show that giving behavior is strongly determined by sociological factors and driven by both egoistic and social motivations. With a factorial survey design we investigate how employers in small and medium sized companies in Germany decide how they would allocate 10.000 Euro between themselves and fictitious employees that vary regarding some characteristics. We focus on the relative strength of fairness norms and sanctioning power of the employees on the bonus payment as well as how both is being influenced by different informational conditions. For this, subjects are randomized into one of three decision environments that differ in their degree of transparency of the allocation. Knowing that there is a possibility for a bonus and knowing how it is allocated among the employees switches further motives for a bonus payment on and at the same time strengthens viz. weakens, though differently, both sanctioning considerations and the pursue of fairness norms. Although the fairness norm of proportionality dominates in each of the environments its degree strongly varies between non-transparency and transparency, indicating the divergence between subjective fairness ideals and social desirability. The impact of sanctioning power of the employees becomes absent through complete transparency. Altogether we show that social control not only influences the amount of bonus paid, but also the criteria of how to allocate.