

Summaries

Rolf G. Heinze/ Andrea Helmer-Denzel:

Employment paths in the service sector – the example of the fitness business

This article first provides an overview of blockades in the development of the German service sector. The focus will be on low female employment-rate and the high cost intensity for demand of services. Subsequently the prospering healthcare sector will be analysed for its further service potential. We will argue that by linking prevention and cure further initiatives for employment could be generated, which would fit private demand on the other side. This hypothesis should be tested for one branch of the health market, namely the fitness segment.

Benedikt Köhler: **Transnational Corporations: Structure, Strategy and Integration**

Transnational economic structures in general and transnational corporations in particular are a new phenomenon that has not received enough sociological attention up to the present. This empirical study of the United Nations Conference on Trade and Development's (UNCTAD) annual list of the 100 largest transnational corporations of the world shows that structure – measured in the three dimensions: material, operational and social transnationalization – as well as strategy – for this part, annual reports of selected transnational corporations have been scrutinized – are increasingly transnationally aligned. In addition, these processes exhibit circular trajectories: the actors perceive their global field as transnationalized, which motivates them to embark on more transnationalized strategies which again feeds transnationalization of structure.

Heiner Meulemann / Tilo Beckers:

The visible and the hidden form of volunteering – Frequencies and determinants of activities in honorary offices and private support activities in Germany 2002

This research analyzes volunteering in its visible form of an honorary office and its hidden form of private support activities. Going beyond the usual analysis according to socio-demographic variables, both forms are considered as varieties of social action which depend on resources and attitudes. It is examined if honorary offices and private support activities differ, firstly, according to frequency, life domains and activity forms and, secondly, according to their determination by resources, attitudes and socio-demographic variables. As expected, honorary offices are more frequent than private support activities and take place in different life domains and activity forms. Furthermore, activities in honorary offices depend more strongly on resources and socio-demographic variables and much more strongly on attitudes than private support activities. Volunteering, therefore, is multiform and heterogeneous; it cannot be sufficiently analysed as honorary offices and according to socio-demographic variables.

Jürgen Raithe: **Lifestyle and Health-Relevant Behaviors During Adolescence**

Subject of this contribution is the analysis of young people's health relevant behavior using a performance related lifestyle concept. Data basis are 608 adolescents between 15 and 18. It was possible to determine five dimensions from the captured health relevant behaviors and four lifestyle groups from the lifestyle features.

The various health relevant behavioral repertoires during adolescence were partially proved by highly significant life style connections. These were made on the basis of socio-structural and socio-cultural embeddings, which characterize individual experience and behavior.

Jörg Rössel:

From Lifestyles to Cultural Preferences – A Proposal for a Theoretical Reorientation

In the analysis of social structure the concept of lifestyles is often discussed as a kind of alternative to notions of class and strata in the description of the structure of contemporary societies. Against that this article argues for two theses: firstly, class membership and lifestyles of persons in capitalist societies in the 20th century have always been relatively independent of each other and therefore, can not be viewed as competing concepts of social structure. Secondly, the notion of lifestyle has the same theoretical problems in explaining social action as traditional class concepts and therefore it should be replaced by the term cultural preferences resp. dispositions. These notions are capable of theoretically explaining behavior more precisely and of taking opportunity structures and constraints into account. An exemplary empirical analysis of this thesis on the basis of survey data argues for the further elaboration of this theoretical conception.