

Abstracts

Ursula Mense-Petermann

Enterprises in the Process of Transnationalization – The Problem of producing de-facto-accepted decisions

So-called Transnational Enterprises are considered to be most important actors for economic globalization. The present article analyses problems of integration and control that enterprises are confronted with in the process of transnationalization. Especially, problems resulting from the embeddedness in different cultural contexts of corporate headquarters and the different subsidiaries worldwide are considered. A comparative analysis of the transnational integration processes of two foreign subsidiaries of the Volkswagen Group shows, on the one hand, the considerable organizational challenges of a transnational strategy, on the other hand, points to newly emerging forms of integration and control. While in the first case study the focus mainly is on the problematic aspects of a transnationalization strategy, the second case study with 'appreciation' (Anerkennung) identifies a resource for control that has rarely been considered in studies on transnationalization up to now.

Michael Burawoy

For public sociology

Responding to the growing gap between the sociological ethos and the world we study, the challenge of public sociology is to engage multiple publics in multiple ways. These public sociologies should not be left out in the cold, but brought into the framework of our discipline. In this way we make public sociology a visible and legitimate enterprise, and, thereby, invigorate the discipline as a whole. Accordingly, if we map out the division of sociological labor, we discover antagonistic interdependence among four types of knowledge: professional, critical, policy, and public. In the best of all worlds the flourishing of each type of sociology is a condition for the flourishing of all, but they can just as easily assume pathological forms or become victims of exclusion and subordination. This field of power beckons us to explore the relations among the four types of sociology as they vary historically and nationally, and as they provide the template for divergent individual careers. Finally, comparing disciplines points to the umbilical chord that connects sociology to the world of publics, underlining sociology's particular interest in the defense of civil society, itself beleaguered by the encroachment of markets and states.

Thomas Lemke

Genetic Discrimination in Germany. The case of Huntington's Disease

This article presents the results of the first empirical study on forms and domains of genetic discrimination in Germany. It centers on experiences of stigmatisation, disadvantage and misrecognition that are reported by individuals at-risk for Huntington's Disease or already affected by the disease.

There are two main results of this preliminary study. Firstly, it indicates that a narrow notion of genetic discrimination that only includes individuals at-risk for a disease might be of limited use for empirical research. Individuals who already suffer from a disease might experience discriminatory acts since a *genetic* disease that raises particular fears compared to non-genetic diseases affects them. Secondly, the results of this study clearly show that it is necessary not to focus exclusively on practices of institutional discrimination as preceding stu-

dies did. While this is certainly a central area of genetic discrimination it is important also to include forms of interactional and indirect discrimination.

Martin Herberg

Re-Embedding the Disembedded. Environmental Self-Regulation in Multinational Enterprises as a Building Block of Global Governance

Globalization is associated with a decline of the nation state's capacity to regulate the economy, but at the same time, a variety of private governance mechanisms has emerged in the lacunas of the prevailing legal and institutional order. Compared to previous forms of private self-regulation on the national level, these structures feature a new degree of autonomy, which has led to a broad debate on a »Global Law without a State« and phenomena of informal and 'disembedded' norm-making. The article deals with the case of environmental protection in multinational enterprises, reconstructing the governance mechanisms in a transit from the published codes and guidelines further to the micro processes on the shop floor. The analysis is conducted from a socio-legal view, scrutinizing the emergent governance mechanisms under aspects of effectivity as well as under the aspect of possible legal references - and thus evaluating the chances of re-embedding them into the institutional system.

Y. Michal Bodemann und Gökce Yurdakul

Borrowed Narratives. How Turkish Immigrants are Orienting Themselves on the Jews in Germany

This article examines how German Turks employ the German Jewish trope in order to establish an analogous discourse for their own position in German society. Drawing on the literature on immigrant incorporation, we argue that typically, immigrants take older, more established minority groups as a model in their incorporation process. Here, we examine how German Turks formulate and enact their own incorporation into German society. They do that, we argue, in that they borrow as leading narratives the socio-cultural repertoire of Germany's principal earlier minority, German Jewry. This is accomplished especially in relation to racism and anti-Semitism and as a political model in terms of making claims against the German state. Moreover, a look at writings by Turkish and Jewish authors in Germany demonstrates that Jews and Turks take notice of each other's position in German society and think in terms of triadic relations. We argue that in order to understand immigrant incorporation, it is not sufficient to look at state-immigrant relations only; we also need to look at the immigrant groups' relationships to other minority groups.