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New Texts

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 Niklas Luhmann and Economics 25

Abstract

The paper considers economic ideas of Niklas Luhmann (1927–1998) who was one of the leading social theorists of the 2nd half of the 20th century. The author looks at Luhmann’s account of the economy as a social system (proposed in the 1970–1980s) in the context of the evolution and methodological issues of modern economics. He shows, first, which of the Luhmann’s ideas are relevant for key modern approaches in economics and, second, what is specific about Luhmann’s economic thinking.

Keywords: economy as a social system; money; prices; market; scarcity.

New Translations

John Meyer, Brian Rowan
 Institutionalized Organizations: Formal Structure as Myth and Ceremony
 (translated by *Igor Chirikov*) 43

Abstract

Many formal organizational structures arise as reflections of rationalized institutional rules. The elaboration of such rules in modern states and societies accounts in part for the expansion and increased complexity of formal organizational structures. Institutional rules function as myths which organizations incorporate, gaining legitimacy, resources, stability, and enhanced survival prospects. Organizations whose structures become isomorphic with the myths of the institutional environment—in contrast with those primarily structured by the demands of technical production and exchange—decrease internal coordination and control in order to maintain legitimacy. Structures are decoupled from each other and from ongoing activities. In place of coordination, inspection, and evaluation, a logic of confidence and good faith is employed.

Keywords: organizations; formal structures; institutions; institutional isomorphism; relational networks; effectiveness of organization.

Insight from the Regions

Maria Burlutskaya

Intraorganizational Mobility in Russian Enterprises:
Dynamics of Structural and Normative Regulators of Careers 68

Abstract

The paper is devoted to the intraorganizational mobility at the Russian industrial plants (1990–2000). Author investigates direction and intensity of mobility as well as structural and normative factors regulating job careers. Based on several case-study, the paper demonstrates that in conditions of Russia structural changes encourage intraorganizational mobility. As for normative regulators as an element of corporate culture, they significantly vary among enterprises.

Keywords: intraorganizational mobility; intrafirm mobility; internal labor market; professional mobility; career mobility.

Debate Studies

Maria Novozhilova

Kids Consumer Behavior in the Internet 81

Abstract

The article is devoted to consumer behavior of kids in the Internet. New consumer patterns have appeared and the old ones have changed because of increasing intervention of the Internet when each internet-user can buy any good or service by a few clicks without visiting traditional off-line shops. The emergence of new behavioral patterns definitely affects the young audience of the Internet. Children start using the cyberspace to consume goods and services. They also learn new norms and behavioral patterns in the process of this consumer socialization. At the same time, there are no widely accepted explanations of the impact of the Internet on formation of consumer patterns of Russian children aged 8 to 12.

The aim of this research is to understand how children using Internet form new consumer skills, relations and abilities and to foresee the future development in the area.

The paper is based on the online-survey of 1273 kids aged 8 to 12 visiting social web Tvidi.ru.

Keywords: children; Internet; consumption; consumer socialization.

Professional Reviews

Ivan Pavlutkin

Constructing University as an Organization 104

Abstract

Declaring their aspiration for rationalization, transparency, and accountability universities confirm that organizational theory successfully translates and popularizes its concepts in the practical world. Universities start more often to deploy such ideas as development strategies, improvement management, management

of quality, earn-out rights, and etc. Academic organizations actively copy and install organizational forms regulating their interaction with the important stakeholders. Today a lot of attempts are made to shape and improve university as an organization. Institutional patterns for imitation as products of the organizational knowledge development are getting more and more important. A question is raised whether universities remain a unique form of organization or they become similar to standard formal organization described by major perspectives in organizational theory.

Keywords: university; organizational theory; isomorphism; organizational structure; organizational structure.

New Books

Alexander Nikuliin

Invisible Hands and Visible Sympathies. Book Review on Dolgin A. 2010.

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