

INTERNATIONAL CONFERENCE

ISSUES OF LEGITIMACY: Entrepreneurial Culture, Corporate Responsibility and Urban Development

Mostra d'Oltremare, Naples, Italy – 10-14 September 2012

Convened by:

The IUAES Commissions on *Urban Anthropology* and on *Enterprise Anthropology*

With the Collaboration of:

Media Group *Il Denaro*; University of Naples Federico II; University of Naples 2;
Brazilian Anthropological Association;
Centro de Investigaciones y Estudios Superiores en Antropología Social, México (CIESAS);
China Union of Anthropological and Ethnological Sciences
Colegio de Etnólogos y Antropólogos Sociales, México; Indian Anthropological Association;
International Association of Southeast European Anthropology (InASEA);
IUAES Commission on Anthropology of Women; IUAES Commission on Human Rights

Anthropologists are the promoters of this Conference because the anthropological study of economic systems addresses empirically the relationship between economic institutions and the broader society - that is political, legal and cultural institutions, as well as ordinary people. Committed to ethnographic field research, anthropologists offer an in-depth understanding of economic institutions and of individual and collective economic behaviours.

This Conference aims to provide a platform for anthropologists to share their findings with scholars from other relevant disciplines and with practitioners (in the fields of finance, business, legislation and policy-making) in order to contribute to the promotion of economic activities that benefit the broader society. Therefore, this event includes both academic sessions and a round-table discussion involving academics and non-academics, to stimulate debate on the contribution of academic research and reflection on policies and practices in different countries.

Naples, a major European city, encapsulates complex economic difficulties and potentialities which, in various degrees, mark today's world-wide scenario, and a key part of which this Conference aims to address. Alongside its historical and cultural worldwide appeal, this makes Naples an ideal venue for this event.

Acknowledgements

We wish to express our gratitude to the sponsors of this conference: The Wenner-Gren Foundation; The Royal Anthropological Institute (U.K.); the School of Anthropology and Conservation, University of Kent; CIESAS (México); Il Denaro Group; the Chamber of Commerce of the Province of Naples; the Avvocato Gaeta, Business Lawyers; and Adler Group. We extend our thanks to Sire Events. Last, but certainly not least, we thank and welcome the scholars who have responded to the Call for Papers.

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Conference Outline

by

Italo Pardo

(University of Kent, U.K. – i.pardo@kent.ac.uk)

This is the First International Conference on Urban Development and Enterprise, aiming at addressing the relationship between these two important fields of contemporary life.

Over the last three decades, the crisis, and subsequent de-legitimization, of polarized political ideologies which had characterized international politics since the Second World War has apparently brought about the supremacy of economics over politics, and an acceleration of economic globalization. While it has become gradually clear that, cross-culturally, such supremacy and acceleration are not overarching phenomena and their predominance cannot be taken for granted, it has also become clear that in such a climate national policies struggle to take on board individual and corporate interests, demands from local communities and, most problematically, international regulations. To complicate matters further, all too often such international regulations prove to be inspired by concepts that are ambiguous, elusive, badly defined or impossible to apply, thus compounding on the perceived weak legitimacy of governance and the law in the broader society.

In today's increasingly competitive global economic scenario, urban settings are a dominant form of associated life that encapsulate the socio-economic impact of increasingly significant international regulations and flows of capital and people. By and large, governance and the law have generally failed to meet constructively the challenge posed by the complexities and implications of this world-wide phenomenon, thus raising a critical problematic of both legitimacy and legitimation.

If our understanding of human beings in society is to share the responsibility of a complex view, we must take very seriously the interplay between personal morality and belief and civic responsibility, and between value and action. This requires, in the first place, an informed awareness of the vanity of the monist approach to the complex ways in which people merge social morality and personal choice into practices that observably recognize more than the self. We are invited to distinguish individual action that, motivated by selfish instrumentalism, has no civic value from individual action that fulfils personal interest on a practical *and* moral level. In this second case we must ask whether individual-oriented necessarily means individualistic. An astute answer to this question needs to steer well away from the cultural determinism of the conceptual opposition of the individual to society that forces the Hegelian concept of plurality — to be human is to be part of the human community, alone one is in-existent — into an ideological opposition between being *in* community (i.e., belonging to) and being *cum* community (i.e., being together with). This kind of strong perspectivism about morality and rational choice informs the dominant definition of membership of society and, classically, of non-membership, or indeed undeserving membership. It is based on a circular argument obnoxious to reason and observation — a begged question, in fact a succession of begged questions. Broadly recognizing that in today's world individual action generally takes place in a context marked by imperfect competition, constraints and inequality, it would be difficult to argue that these conditions are pre-determined, through culture or formal location in terms of production and consumption; nor could they be described as fixed and self-perpetuating, may be with people's unwitting complicity.

Anthropological analysis of diverse ethnographies has brought to light strong entrepreneurial cultures firmly rooted in the morality and ramifications, in practical life, of a *strong continuous interaction* between the material and the non-material. A major task of this Conference will be to reflect on the significance, ramifications and impact, or potential impact, on the broader society of such an empirical *sine qua non*. The key role that the varied forms of individual and collective entrepreneurialism, and the attendant culture and social impact, have to play in such a scenario is much too often frustrated by the aforementioned perspectivism. Eschewing confusion between individuality and individualism, anthropologists have highlighted key aspects of entrepreneurialism that point to the naivety of the economic maximization view. They have demonstrated the moral and cultural complexity of individual action, bringing out the social value of entrepreneurialism. They have also demonstrated how misplaced or instrumentally selective moralities in policy and in the production and enforcement of the law both play a critical role in such a failure, encourage exclusion, and are key in the widening gap between governance and the governed across the world. It is critical, however, to move further.

Through empirically based analyses, this Conference will explore these complex issues widely, in Western and non-Western settings, in relation to five broad themes. They are:

1. *Access to Credit, Entrepreneurialism and the Law: Problematic Issues for Enterprise;*
2. *Cross Cultural and Ethnic Business in Mixed Cities;*
3. *Corporate Social Responsibility (CSR) and Urban Development;*
4. *Entrepreneurialism, Neo-Liberalism and Socio-Economic Policy;*
5. *Women Entrepreneurs: Between Socio-Cultural Hindrance, Challenged Integration and Economic Success*

Conference Themes

1. Access to Credit, Entrepreneurialism and the Law: Problematic Issues for Enterprise

The empirical investigation of small- and micro-scale business initiative in different ethnographic settings has repeatedly shown that they are informed by an entrepreneurial culture that, underreported and often officially frustrated, enjoys legitimacy at the grassroots, playing a major role in people's managing existence beyond official employment and unemployment. The gradations of illegal or semi-legal entrepreneurialism examined by anthropologists at once draw on access to community resources beyond official allocation and defy attempts of the state to monitor, regulate and extract revenue from the production, circulation and

consumption of goods. Empirical analysis has also suggested that in many cases we are not faced simply with a dual economy where the informal is complementary to the formal, but rather with complex interlinking and interacting sectors of one economy. An important aspect of 'informal' entrepreneurialism is that it often develops in more or less strong connection with the formal sector of the market and interacts significantly with it.

Anthropological analysis has amply shed light on the moral set up that informs the choices of those involved in such enterprises, suggesting that the injection of 'dirty money' put into circulation by criminals is not regarded as an asset among these people. Small and micro entrepreneurs recognise the advantage that such money may give in the expansion of business and in short-term competition, but they also are explicitly aware of the problematic and far-reaching implications in economic, social, moral and legal terms of such a way of raising capital. Thus, when, as it often happens, formal sources of credit are unavailable, insufficient or fraught with over-complicated procedures, people strive to raise capital through social networks. Only in the very last instance is capital raised borrowing from loan sharks, for such money comes at high interest; it tends therefore to be used only for exceptional investment which is expected to yield sufficient dividends in sufficiently short time to repay the loan before interest becomes crippling.

Anthropologists have addressed empirical realities of debt and repayment fraught with enormous difficulties that inform what appears to be a widening gap between the actual distribution of rights and access to them, and their ideal distribution and the attendant processes of inclusion and exclusion that determine factual membership of society. In many cases, small and micro entrepreneurs' access to credit is made exceedingly difficult by expensive banking services, patrimonial guarantees demanded by credit institutions, high interest rates on banking loans, over-complicated procedures and, last but not least, by lack of expert help and guidance from the lending bodies.

In the current competitive global economic climate it is imperative for the state to come to terms, well beyond prohibition and repression, with work and entrepreneurship that develops marginally or totally outside the law as it stands at the moment. Criminalisation has largely proved to be counterproductive and ineffectual, particularly in terms of extracting tax returns and in terms of the social benefits that can be extracted from successful enterprise. Credible ways must, instead, be found to encourage those who operate outside the law to bring their businesses in the realm of legality. New, simplified legislation is badly needed. It is equally imperative for political and financial institutions to develop an approach that is sophisticated and enlightened enough to match the sophistication and diversity of what goes on at the micro-level. Empirically-based anthropological analysis has an important contribution to make.

The Conference aims to encourage contributions that help to clarify further the listed issues and to bring to light credible ways both to address their complexity and to investigate the ways in which their social and moral value can be brought to bear in the broader society.

2. Cross Cultural and Ethnic Business in Mixed Cities

Major challenges are raised by the dynamics of the ethnic and cross-cultural enterprises in mixed cities, particularly as such enterprises become increasingly diversified. As both traditionally mixed cities – including various, established ethnic groups – and cities that have more recently become mixed through ever growing immigration are the focus of much anthropological attention, their empirical understanding raises important challenges to the views that inform established policies.

One key aspect in this context is the ever larger presence of immigrants, legal and illegal, in urban settings, which raises important issues of integration and exclusion in particular with respect to the definition and perception of citizenship. The convenors of this Conference welcome ethnographic analyses that examine these issues at the local level and address their broader sociological relevance against the background of the role played by the wide range of local activities in and between the 'informal' and the formal sectors of the economy and by the attending culture. In such a context, anthropological investigation takes fully into account both the increasingly relevant role played by immigrants in the interstices between legal activities and illegal activities and their cultural relationships with traditional residents.

More broadly, in the face of changing patterns of entrepreneurialism in traditionally mixed settings, inter-ethnic cooperation often challenges rules and regulations. Important issues emerge, particularly in relation to 'the powerful' riding roughshod over grassroots moralities, culture and interests that, alongside misguided policies that engender marginalization of sections of society, seem to make more difficult the coexistence of different cultures.

The argument has been made that responsible governance must heed the motivations that underlie such negotiated activities, take stock of their practical results and recognize their right to full integration. The very legitimacy of those who have the responsibility to govern and the institute of governance itself are at stake. Such a task at once encompasses and goes beyond efficient economic and legal policy, for it links strongly and directly to the task of establishing, *and* maintaining, the kind of working, solid relationship between governance and the governed that is critical to the democratic contract.

Contributions will explore such a problematic looking at the complex ways in which it is negotiated in daily life. Recent anthropological literature has highlighted that what is dictated 'from above' makes little sense, or is seen as a hindrance to real life, and is accordingly disregarded. Instead, observable behaviours and the attendant choices appear to be consistent with local people's material and non-material interests and commitment to moral and normative order. In significantly comparable situations such behaviours and choices engender both economically influential ethnic enterprise and business based on various kinds of cooperative action. The different kinds of 'mixed' enterprises in mixed cities and their actual and potential contribution to society will be an important topic of discussion and debate in this Conference.

3. Corporate Social Responsibility (CSR) and Urban Development

1 November 2010 saw the launch of one of the most eagerly awaited ISO International Standards of recent years, ISO 26000, which provides guidance to both business and public sector organizations on social responsibility (SR) with particular reference to individual and public health and sustainability.

Pointing directly to the thorny issue of a 'moral economy', enterprise is not only a kind of economic activity, but also a kind of social and cultural activity. Notwithstanding early, unreported though eminent efforts, anthropology has recently moved in a significantly strong way into the study of modern corporations and business organizations. As it has emerged in Europe, North and South America and the Asia-Pacific Region since the 1990s, Corporate Social Responsibility (CSR) is an important issue that at once raises and more or less potentially addresses key issues of legitimacy and legitimation. There is as yet no widely agreed definition of CSR. CSR is a globally applicable concept but its interpretation varies from country to country, industry to industry and company to company, because of differing local situations and differing demands of stakeholders in different locations and industries. Although some believe that CSR is a culturally specific, Western, concept, it would be wrong to assume that CSR practices are less developed.

Anthropological analyses have highlighted significant cases in which enterprise is not driven merely by the need to maximize profit for shareholders and owners and surplus is reinvested both in the business and in the community. Whether, and to what extent, such instances enjoy recognition and legitimacy in society involves ongoing complex analytical assessment. Contributors will be encouraged to investigate and reflect on the implications brought out by such an assessment focusing specifically on the practical, legal and ethical issues raised by the principle of CSR and, more broadly, of the Social Responsibility of business and entrepreneurialism.

4. Entrepreneurialism, Neo-Liberalism and Socio-Economic Policy

This Conference aims at encouraging both reflection on the distinction between individual action and individualistic goals and debate on the relationship between the public and the private, and that between the rulers and the ruled, also raising issues of legitimacy and responsibility in socio-economic action and the management of political decision-making.

Political ideologies, such as Socialism and Liberalism, have influenced notions of citizenship and the ways in which people's participation in the decision-making process has been either encouraged or frustrated. Classical Liberalism advocates the individual's entrepreneurial role in the political, cultural and economic development of society. It has been concerned with urban problems, such as poverty, housing and education, arguing for minimum state intervention to give individuals an opportunity to develop their potentialities and improve their social position, thus benefiting society.

Since the 1970s most of the democratic world governments have focused on the primacy of economic individual rights, rules of law and roles of the governments in moderating relative free trade. The geo-political events of the late-twentieth century have brought about a resurgence of Liberal approaches based on tolerance, pluralism, individual freedom and opportunity for all. However, not always such Liberal ideals have produced positive results. In many cases, the neo-Liberal demand for a flexible labour market and global restructuring have both produced uncertainty and precariousness and failed to encourage equal opportunities and inclusive growth. Infamously, transformations of urban life and systems as a result of neo-liberalism, have boosted urban unemployment, informal employment, urban inequality, poverty and crime. Regions such as Latin America and India encapsulate such effects exemplifying the differential impact these policies have had on the living standards of the well-to-do and on the livelihood of the vast masses of the poor.

In short, not always has the global restructuring that marks neo-Liberal policies stimulated healthy competition between communities, regions and countries; the implications of trade liberalization, fiscal policy and deregulation remain problematic and hotly debated.

Parallels have been noted between neoliberal principles, governance, development and market capitalism, particularly though not only in post-socialist societies with their background of social engineering and education of the masses. Transformation, as opposed to transition, in such settings is a key problematic raised by the shift from state to market, particularly in urban settings, and the attendant changes in governance. Such a problematic and its complex ramifications has been addressed by anthropologists but not taken widely on board in disciplinary debates.

Given the necessary condition of distinguishing conceptually between socially, morally and economically oriented individual action and individualism, case studies from Western countries and from the emerging economies of China, India and parts of Latin America show that this complex situation increasingly affects urban and national life across the world and needs to be urgently understood and addressed specifically and comparatively. Given their commitment to in-depth and detailed empirical research, anthropologists are particularly well suited to offer invaluable insights into such a complexity. Ethnographically varied contributions will help to build up an informed comparative understanding.

5. Women Entrepreneurs: Between Socio-Cultural Hindrance, Challenged Integration and Economic Success

Women are present in increasingly significant ways in the formal and informal sectors of the entrepreneurial world, their role encapsulating complex (often unresolved) issues of legitimacy and, to paraphrase Olympe de Gouges, of equal citizenship rights. Empirical studies have brought out women's contribution to entrepreneurialism, often against the odds. In particular, while taking fully into account the socio-cultural instances which in too many cases continue to hinder women's full integration into social and economic life, anthropological analysis has moved away from a narrow focus on 'exploited women' in the 'black economy', whereby they played a subservient social and economic role, the latter supposedly limited to contributing to the

survival of the downtrodden. There is a growing body of literature pointing to the active and constructive role that women often play in the running, establishment and development of enterprises. In many cases, both as immigrants and in their own countries women entrepreneurs account for a sizeable part of the economy.

This Conference intends to stimulate the development of an analysis that takes fully into account women's economic role across the spectrum, from micro- and small-level businesses to medium- and large-scale companies that, in a number of cases, have global impact. Women entrepreneurs play a significant role in this field. Classic anthropological literature, for example on Ibo women of Nigeria, alerted us to women's economic role both in the market and in events of geo-political importance. The Italian cases of the Tuscan textile enterprises and companies such as, to mention only a few well-known cases, Fendi, Chanel, The Bodyshop, Laura Ashley and Benetton offer diverse examples of such a role in the formal sector. Examples of a similar role in the informal sector and in the interstices between the two sectors abound and need appropriate attention against the background of the listed issues and difficulties. In many instances, women have achieved top positions in business institutions and associations. However, even in developed capitalistic countries, women still generally struggle to break through the 'glass ceiling', the invisible barrier that prevents them from reaching high managerial positions. The introduction of 'quotas' for women has proved to be a false solution, often engendering negative ramifications. Given the aforementioned dependence of the legitimacy of governance on an in-depth understanding of what actually goes on in this field and on a correspondent 'enlightened' legislation, understanding the economic and social significance, and ramifications, of such a role is imperative in today's global scenario.

<u>CONFERENCE SCHEDULE</u>			
TIME	PLENARY SESSIONS AND PANELS		
Monday 10			
9.00 (start time)	REGISTRATION Hall - Palacongressi, Right Wing		
11.00-13.00	PLENARY OPENING SESSION Sala Ischia		
13.00-14.30	WELCOME RECEPTION – BUFFET Foyer – Palacongressi, Right Wing		
14.30-17.00	Panel 1 <i>Questioning Legitimacy: Informality, Illegality and Legislation</i> Sala Sardegna	Panel 2 <i>Cross-Cultural Analysis and Cultural Sensitivity in Indian Cities</i> Sala Stromboli	Panel 3 <i>Women Empowerment, Micro-credit and Socio-cultural and Economic Challenges of Development</i> Sala Panarea
17.00-17.30	TEA BREAK Foyer – Palacongressi, Right Wing		
17.30-18.30	PLENARY SESSION Key-note Address by Christian Giordano <i>Domination, Legitimacy and Trust: Socio-Anthropological Considerations</i> Sala Ischia		
Tuesday 11			
9.00-11.00	Panel 4 <i>Ethnicity, Urban Change and Economic Practices</i> Sala Sardegna	Panel 5 <i>Women Entrepreneurs: Challenges and Economic Success</i> Sala Panarea	Panel 6 <i>Imagining Economic Strategies: Empowerment Paths in the Neoliberal Stage - Rhetoric and Practices</i> Sala Stromboli

11.00-11.15	COFFEE BREAK Foyer – Palacongressi, Right Wing		
11.15-13.30	Panel 7 <i>Ethnic Business and Cross-cultural Encounters</i> Sala Panarea	Panel 8 <i>Corporate Moralities and Social Responsibility</i> Sala Sardegna	Panel 9a <i>Sustainable Development in China: Urbanization, Industrialization and Ethnic Culture</i> Sala Stromboli
13.30-14.30	LUNCH BREAK BOOK PRESENTATION by Jerome Krase, Rosemary Harris and Wolfgang Kaltenbacher <i>Anthropology in the City: Methodology and Theory,</i> I. Pardo and G.B Prato eds, Ashgate 2012 Sala Sardegna		
14.30-17.00	Panel 10 <i>Entrepreneurial Ethics, Informality and Innovative Networks</i> Sala Sardegna	Panel 11 <i>Small and Micro Entrepreneurs: Between the Formal and the Informal</i> Sala Panarea	Panel 12 <i>New Challenges to Legitimacy and Women Entrepreneurship in Growing Metropolitan Areas</i> Sala Stromboli
Wednesday 12			
9.00-11.00	Panel 9b <i>Sustainable Development in China: Urbanization, Industrialization and Ethnic Culture</i> Sala Stromboli	Panel 13 <i>Global Neoliberalism and Local Trajectories: Ethnographies of the Reorganization of Capitalism in Italy</i> Sala Panarea	Panel 14a <i>Territorial Governance: Public and Private Interests</i> Sala Sardegna
11.00-11.15	COFFEE BREAK Foyer – Palacongressi, Right Wing		
11.15-13.30	Panel 9c <i>Sustainable Development in China: Urbanization, Industrialization and Ethnic Culture</i> Sala Stromboli	Panel 15a <i>Women Entrepreneurs in a Globalizing World</i> Sala Panarea	Panel 14b <i>Territorial Governance: Public and Private Interests</i> Sala Sardegna

13.30-14.30	LUNCH BREAK Book Series Presentation by Zhang Jijiao <i>Anthropology and Ethnology Today: The XVI World Congress of the IUAES</i> Sala Sardegna		
14.30-17.00	Panel 9d <i>Sustainable Development in China: Urbanization, Industrialization and Ethnic Culture</i> Sala Stromboli	Panel 15b <i>Women Entrepreneurs in a Globalizing World</i> Sala Panarea	Panel 16 <i>Neoliberal Policies and Urban Regeneration</i> Sala Sardegna
17.00-17.30	TEA BREAK Foyer – Palacongressi, Right Wing		
17.30-18.30	PLENARY Key-note Address by Martha Schteingart <i>Urban Research in México and Latin America: A Sociological Approach</i> Sala Ischia		
Thursday 13			
9.00-11.00	Panel 9e <i>Sustainable Development in China: Urbanization, Industrialization and Ethnic Culture</i> Sala Stromboli	Panel 17a <i>Labour Precariousness, Social Ties and Collective Action in the Urban Global Economy: A Comparative Perspective on Italy and México</i> Sala Panarea	Panel 18 <i>Neoliberalism, Entrepreneurialism and New Cultural Values</i> Sala Sardegna
11.00-11.15	COFFEE BREAK Foyer – Palacongressi, Right Wing		
11.15-13.30	Panel 19a <i>Urban Immigrant Entrepreneurs, "Rich" Immigrants?: Gender and Ethnicity in a Comparative Perspective</i> Sala Stromboli	Panel 17b <i>Labour Precariousness, Social Ties and Collective Action in the Urban Global Economy: A Comparative Perspective on Italy and México</i> Sala Panarea	Panel 20a <i>Narratives and Practices of Informality: Alternative Ways to Challenge Structural Inequality</i> Sala Sardegna

13.30-14.30	LUNCH BREAK Ethnographic Film <i>Tirana 2007: People in Cities</i> A 20 min. video by Danila Mayer Sala Sardegna		
14.30-17.00	Panel 19b <i>Urban Immigrant Entrepreneurs, "Rich" Immigrants?: Gender and Ethnicity in a Comparative Perspective</i> Sala Stromboli	Panel 21 <i>Migration, Vulnerability and Rights in Latin American Cities</i> Sala Panarea	Panel 20b <i>Narratives and Practices of Informality: Alternative Ways to Challenge Structural Inequality</i> Sala Sardegna
17.30-19.00	CUA BUSINESS MEETING Sala Sardegna		
19.30	CONFERENCE DINNER Teatro Mediterraneo - Sala Italia		
Friday 14			
9.00-11.00	Panel 19c <i>Urban Immigrant Entrepreneurs, "Rich" Immigrants?: Gender and Ethnicity in a Comparative Perspective</i> Sala Stromboli	Panel 22 <i>Urban Agriculture: Emerging Economic Opportunities for the Urban Poor</i> Sala Sardegna	Panel 23 <i>Corporate Social Responsibility and Development</i> Sala Panarea
11.00-11.15	COFFEE BREAK Foyer – Palacongressi, Right Wing		
11.15-13.30	PLENARY Round Table <i>On the Social Relevance of Empirical Research</i> Sala Ischia		

OPENING SESSION

Monday 10, 11.00-13.00, Sala Ischia

Welcoming Addresses

Giuliana B. Prato, Chair of the IUAES Commission on Urban Anthropology

Zhang Jijiao, Chair of the IUAES Commission on Enterprise Anthropology

Rosemary Harris, University College London

Alfonso Ruffo, CEO Il Denaro Group

Clelia Mazzoni, Head of Economics, Second University of Naples

Gaetano Manfredi, Vice-Rector, University of Naples Federico II

Maurizio Maddaloni, President, Chamber of Commerce Naples Province

Introduction to the Conference

Italo Pardo, University of Kent

KEY-NOTE ADDRESSES

Key-Note Address 1

Monday 10, 17.30-18.30 - Sala Ischia

Domination, Legitimacy and Trust: Socio-anthropological Considerations

Christian Giordano
(University of Fribourg, Switzerland)

Chair: Italo Pardo, University of Kent, U.K.

The social sciences have tackled the question of legitimacy in the various forms of domination thanks to the distinction formulated by Max Weber between domination (*Herrschaft*) and power (*Macht*). However, it was chiefly the anthropologist Georges Balandier who forcefully underscored that power, inherently arbitrary, stands no chance to last long, whereas domination based solely on the exercise of physical force and violence is constantly at risk. Therefore, whoever seeks to govern must perforce establish their own legitimacy (not to be confused with legitimation) through the production of images, the manipulation of symbols and their organization within a ceremonial context. These social representations and practices are essential to foster in the governed that credence in their governors' legitimacy that Max Weber called *Legitimitätsglauben* or *Legitimitätsgeltung*. Moreover, credence in legitimacy is also based on the trust of the governed in their governors. Notoriously, though, trust cannot be defined as an objective certainty, but solely as the subjective probability of not being deceived.

In line with this theoretical reference frame, the presentation aims to analyze primarily legal forms of domination, which, however, display a mutual lack of trust between citizens and governors (politicians and bureaucrats). Accordingly, it centers on the organization of social relationships in societies that may be defined as societies of public distrust. These cases, therefore, display a permanent tension between legality (rooted in state law) and legitimacy since, contrary to Max Weber's thoughts, legality is perceived as illegitimate whereas illegality is considered legitimate.

Key-Note Address 2

Wednesday 12, 17.30-18.30 - Sala Ischia

Urban Research in México and Latin America. A Sociological Approach

Martha Schteingart
(El Colegio de México)

Chair: Victoria Chenaut, CIESAS, México

With an emphasis on the relationship between urban sociology and anthropology, especially on the social division of space, this presentation will focus on urban research that adopts a sociological approach also taking on board the contribution of other closely related disciplines.

Most of the topics that will be discussed in this presentation have developed within the field of Urban Sociology. However, some of them, mainly those linked to the environment, display an interdisciplinary character because of the intrinsic nature of this subject. At the same time, in recent years, sociological studies have received an important input from urban anthropology, particularly on the study of the poorer and segregated areas.

The paper addresses topics such as housing and land issues, social and urban policies, irregular settlements and their regularization and upgrading, the social division of space and globalization, the environment, violence and the lack of safety in cities. If these issues are compared with the recommendations for a research agenda developed in the 1990s out of an evaluation of urban research carried in that decade, it seems that considerable progress has been made in urban social research in many Latin American countries. The analyses of urban research in Latin America are mainly drawn from an evaluation carried out by researchers of different countries of the Region (Global Urban Research Initiative) while a balance sheet of urban studies in México is based on my own research experience.

LUNCH TIME PRESENTATIONS

Book Presentation 1

Tuesday 11, 13.30-14.30, Sala Sardegna

Jerome Krase, Rosemary Harris and Wolfgang Kaltenbacher Present

Anthropology in the City: Methodology and Theory, Edited by Italo Pardo and Giuliana B. Prato
(Ashgate Publishers, August 2012)

With half of humanity already living in towns and cities and that proportion expected to increase in the coming decades, society - both Western and non-Western - is fast becoming urban and even mega-urban. As such, research in urban settings is evidently timely and of great importance. *Anthropology in the City* brings together a leading team of anthropologists to address the complex methodological and theoretical challenges posed by field-research in urban settings, clearly identifying the significance of the anthropological paradigm in urban research and its centrality both to mainstream academic debates and to society more broadly.

With essays from experts on wide-ranging ethnographic research from fields as diverse as China, Europe, India, Latin and North America and South East Asia, this book demonstrates the contribution that empirically-based anthropological analysis can make to our understanding of our increasingly urban world.

Book Presentation 2

Wednesday 12, 13.30-14.30, Sala Sardegna

Zhang Jijiao Presents the Books Series

Anthropology and Ethnology Today: The XVI World Congress of the IUAES

The Series *Anthropology and Ethnology Today* was launched in 2012 by the China Union of Anthropological and Ethnological Sciences. The Series includes 19 books in English and 11 books in Chinese. The books in English are: *Keynotes in Anthropology* (Eds Peter Nas, Hao Shi-yuan and Zhang Xiao-min); *Issues of Language Endangerment* (Eds Xu Shi-xuan, Cecilia Brasst and Tjeerd de Graaf); *Human Ecology* (Eds Anna Siniarska and Napoleon Wolański); *Labor Migration and Social Mobility in Asia and the Pacific Region* (Eds Ellen R. Judd and Zhang Jijiao); *Ethnic Relations* (Eds E.L. Cerroni-Long and Zhou Jian-xin); *Setting an Agenda for World Anthropologies* (Ed. Gustavo Lins Ribeiro); *Applied Anthropology, Development and Cultural Diversity* (Ed. P.R.G. Mathur); *Indigenous Knowledge and Sustainable Development* (Eds Dorothy Billings and Viatcheslav Rudnev); *China's Environmental Issues: The Perspective of Multi-disciplines* (Eds Li Yujun and Nakawo Masayoshi); *Perspectives on Visual Culture from China: Methodology, Analysis and Filmic Representations* (Ed. Zhuang Kong-shao); *Enterprise Anthropology: Applied Research and Case Study* (Eds Zhang Ji-jiao and Voon Phin Keong); *Humanity Development and Cultural Diversity* (Ed. P.R.G. Mathur); *Physical Anthropology* (Ed. Huan-jiu Xi - Co-Editors: Lian-bin Zheng, You-feng Wen, Fei Xu and Xiao-ping Gao); *Human Rights* (Ed. Buddhadeb Chaudhuri); *Educational Anthropology* (Eds Chen Bateer, Chen Xiao-ying and Paul Maxim); *Modern Pastoralism and Conservation: Old Problems, New Challenges* (Eds Dawn Chatty and Troy Sternberg); *Studies in Yunnan* (Eds He Shao-ying and He Ming); *Language Change and Ecology* (Ed. Zhou Qing-sheng; Associate Editor: Dong Jie); *Humanity, Development and Cultural Diversity: Reports on the Academic Sessions in the 16th World Congress of the IUAES* (Ed. Huang Zhong-cai).

The books in Chinese are: *Humanity, Development and Cultural Diversity: Reports on the academic sessions in the 16th World Congress of the IUAES* (Eds Zhou Mingfu and Huang Zhongcai); *The Classics and Vigour of Dermatoglyphics* (Ed. Zhang Haiguo); *Interpretation of Hakka History and Culture in Anthropological View* (Ed. Fang Xue-jia; Co-editors: Xia Yuan-ming and Song De-jian); *Urban Ethnic Groups and Their Relationship* (Ed. Xu Xian-long); *Diversity and Change: Cross-Cultural Perspectives on Marriage and the Family* (Eds Qu Ming-an and Shi Chuan-gang); *Minzu Harmony in the Context Cultural Diversity* (Eds He Xing-liang and Guo Hong-zhen); *Religious Harmony in the Context of Cultural Diversity* (Eds He Xing-liang and Guo Hong-zhen); *Folk Culture and Religion* (Ed. Se Yin); *Ethnic Minority Women's Health and Eco-Environment in the Gender Perspective* (Ed. Yang Guo-cai); *Cultural Diversity and Legal Pluralism: Legal Anthropology Perspectives* (Ed. Zhang Guan-zi); *A Global Event, Fruitful Results - New Academic Achievements in the 16th IUAES World Congress* (Eds Huang Zhong-cai and Zhang Ji-jiao).

Ethnographic Film

Thursday 13, 13.30-14.30, Sala Sardegna

Tirana 2007: People in Cities

A 20 min. video by Danila Mayer (danila.mayer@hotmail.com)

Danila Mayer aka Iman Ithram tries to catch Tirana's spirit in August 2007. The video takes the Silver Jubilee Conference of the Commission on Urban Anthropology into view and includes a visit to the Helveti Teqe in Tirana's centre.

PANELS AND ABSTRACTS

PANEL 1

Monday 10, 14.30-17.00 – Sala Sardegna

Questioning Legitimacy: Informality, Illegality and Legislation

Chair: *Davide Torsello*

Discussant: *Italo Pardo*

Papers

Networked Criminal Powers in the Naples Region in the International Market: The Need for Concerted Legal Action

Franco Roberti, Attorney General, Salerno

This paper explores transnational criminal business. Drawing on evidence from the Naples region, the discussion looks at how local organized criminals both quickly identify new markets and expand their reach in the regional market, now involving alliances between native criminals and locally-based gangs of East-European, Latin-American, African and Chinese origins. I shall look at evidence on profitable alliances between local and foreign organized crime cartels in capitalizing on the demand for drugs, arms, fake goods and the collection, storage and transportation of rubbish. The analysis goes on to address the links between organized criminals and legitimate business, looking at the way in which such links further distort the market, also encouraging the informal sector of the economy; at the significance of the injection of 'dirty' money into legitimate business (through profitable forms of money-lending for both parties); and at the impact that such 'legitimate enterprises' financed through laundered money have on the economy. Finally, drawing on empirical material, I briefly address the alliances among politicians, entrepreneurs, various professionals and criminals and their significance both in terms of management of power and in terms of illegal profit. I conclude arguing for internationally concerted action at level of both production and imposition of the law.

Access to credit and the rate of victimization in an entrepreneurial community

Giacomo Di Gennaro, University of Naples 'Federico II' giadigen@unina.it; Riccardo Marselli University Parthenope, Naples marselli@uniparthenope.it

Social disorganization caused by the failure of social institutions and organizations (e.g. schools, courts, group networking) in certain communities or neighbourhoods is commonly referred to as one of the main determinants of both crime rates and an irrational demand for justice (e.g. stiffer penalties). Living in a community affected by social disorganization thus increases the probability of being victimized. As for entrepreneurs, any failure in the right to access credit increases the risk of victimization, for those who are credit-constrained may be drawn to informal or even criminal sources of funding. Moreover, if access to credit in a given community is not guaranteed, this failure in social organization can increase the frequency of crime rates. This paper investigates the relationship between entrepreneurial victimization, access to credit and demand for justice drawing from material collected among entrepreneurs in the Campania region.

The Urban Informal Sector Development Agenda in Nigeria

Geoffrey I Nwaka, Abia State University, Uturu, Nigeria geoffreynwaka@yahoo.com

This paper reviews the ongoing debate on the entrepreneurial potential of the informal sector in national development and poverty reduction and examines the complex strategy for the promotion of the informal sector and management in Nigeria. The urban informal sector is now a major part of the indigenous private sector in Africa, and has become the focus of increasing debate and controversy in African development discourse. Many see this sector as a vital source of employment and income for the poor, a seedbed of local entrepreneurship and a potent instrument in the campaign to alleviate poverty. Critics, however, dismiss this sector as an anomaly, a source of disorder and exploitation and an obstacle to the development of a modern market economy. The main policy concern appears to be how best to support and regulate this sector in a way that promotes employment, shelter and livelihood for the poor, while ensuring a safe, healthy, productive and socially acceptable environment. This paper examines how the informal sector has evolved in Nigeria and other African countries over the last 50 years; the extent to which government policies and programmes have helped or constrained this sector and how informal sector enterprises and settlements can be upgraded and integrated into the urban and economic mainstream. I will argue that, rather than trying to outlaw the informal sector, programmes that encourage entrepreneurship, self-employment and small credit to the poor should be strengthened and that those in the informal sector should better organize and self-regulate themselves to become more productive and to engage more constructively with government and other development agencies.

PANEL 2

Monday 10, 14.30-17.00 – Sala Stromboli

Cross-Cultural Analysis and Cultural Sensitivity in Indian Cities

Convenors: *H.M. Maralusiddaiah Patel, Anthropological Survey of India patel.anthro@gmail.com*

Kumar Hanumanthappa Govindswamy, Department of Transport, Bangalore

Chair: *H.M. Maralusiddaiah Patel*

Abstract

Knowledge of human beings and their societies and cultures, their ways of living and solving existential issues, their thought processes and their extraordinarily rich cultural heritage offers a critical and a detailed perspective on cross-cultural situations and sensitivities. We live in an age of rapid technological advance and are capable of breaking the boundaries between the nations

and between the continents. However, anthropologists have long observed that cultural practices are usually slow to adjust to fast change, as people often tend to be conservative and sceptical. This process could be referred to as a 'cultural lag'. The issue of cross-cultural sensitivity becomes therefore important, especially in today's world of giant multi-national corporations; a world infinitely linked through the Internet. Anthropologists have described the different cultures in great length and detail, have been at the forefront in recognizing the ingenuity of the cultures under study and have indisputably demonstrated that each culture is as imaginative as any other. This message has the power to bring people together, help them understand and respect each other's culture, thus bringing about change. This panel seeks to promote new visions on economic change. The contributions address the ways in which cultural sensitivity specific to different cities relates to economic change drawing on empirically-based analyses that illustrate cross-culturally the ways in which such change is received at the grass roots.

Papers

Changing Soliga Tribes: A Socio Cultural Perspective

Krishna Prasad Siddappa and H. T. Chandrashekaraiyah, KPSC UDOYGA Soudha, Bangalore

This paper examines the hill tribes Soligas in the Biligirirangana hills, whose way of life has slowly changed under the influence of rural-urban culture. Apparently, their food habits, clothing and shelter are changing slowly. There is considerable pressure for them to adopt a new style of living but their illiteracy and poor economic conditions do not help them cope with the demands of urban society. To facilitate compatible change, proactive programmes for economic security are needed for landless tribal people to meet their needs; in particular, provision of food grains, suitable clothing and houses in the forest areas. Women are the most affected because they are either poor or helpless to overcome the difficulties they face to adjust to the new demands. Research findings suggest that cultural changes are determined by socio-economic factors that are crucial to tribal people's livelihood. This paper examines the changes that have taken place among the hill tribal communities and the issues raised by the socio economic changes that the Government intends to bring about.

Cultural Sensitivity among Some Communities in Bangalore City

M. C. Ramesh, Department of Youth Services and Sports, Bangalore ramesh.adys@gmail.com; *V. N. Mahadevaiah*, Department of Anthropology, Mysore

Anthropology has exerted a strong influence on the development of cross-culturalism, which implies addressing more than one culture. Cross-cultural analysis is concerned with exchange beyond the boundaries of the nation or cultural group and with situations involving significant cultural divergence. It is important to understand the extent to which the ethnic/cultural characteristics, experiences, norms, values, behavioural patterns, and beliefs of a given population, as well as the relevant, historical, environmental and social forces interact. In India, the impact of globalization has engendered rapid changes in the smaller cities. The economic rise of the middle class is explained by their technical skills, especially in the field of *information and biotechnology*. The transformation of smaller cities has highlighted the role of cultural differences in learning patterns and in people's behaviour. Cultural sensitivity plays an important part because it contributes to mutual cooperation as a prerequisite for mastering new skills, while recognizing cultural differences.

Cultural Survival of the Self-determined Mobile Minority Narikurawar of Tamil Nadu, South India.

M. S. Tangam, Sarah Tucker College, Tamilnadu, India.

The Narikurawar are a nomadic group living in many Indian states. They are called 'Hakki-Pikki' in the state of Karnataka, 'Naklavala' and 'Petla-vala' in Andhra Pradesh and 'Gulgulya' in Northern India. The Narikurawar of Tamil Nadu, especially in the Tirunelveli district, are believed to originate from the states of Rajasthan and Gujarat. They also claim to be the offshoot of another migrant nomad group from Andhra Pradesh. In the areas of Thiruvannamalai and Trichi of Tamil Nadu, they are called 'Kuruvikarar'. Their names are directly associated with nature, especially birds and animals. These self-determined nomads strive hard to preserve their tribal identity in the midst of a cosmopolitan, commercial and globalized society. They live in large cities, surrounded by so-called civilized people but separated from them by a wide gap. Relegated to the lowest stratum of society, they are marginalized. As nomads, they are deprived of the benefits enjoyed by other caste groups and their existence is not always peaceful. Sometimes the majority attempt to impose their own religious and cultural values on them. Thus, in order to preserve their ethnic, cultural, linguistic and religious identity, they search for greater self-determination, autonomy and even secession.

Applying 'Cultural Relativism' in Understanding Current Social Dynamics

Aneela Sultana, Quaid-i-Azam University, Islamabad, Pakistan

This paper analyses the scope of relativistic approaches to the study of social change from a viewpoint other than the normative perspective. For anthropologists who take a cultural relativistic approach, cross-cultural variation is the yardstick to understand social life. Attention to complex human relations shows that social behaviour is influenced by socio-cultural factors and cannot be understood in isolation; it is always relative and unique in the cultural context in which it is practiced and it is therefore unlikely to bring a general normative consensus. The main of this paper aim is to reflect on how to deal with the conflicting cultural traits found in different cultures and societies and with the way in which they tend to change and become part of social change and dynamics. I argue that a relativistic perspective proves to be an 'objective' way to understand varied cultural systems.

Cultural Changes among the Paraiyars of Tamil Nadu

V. Pragathi, Pudhucherry Institute of Linguistics and Culture, Lawspet Pragathirajkumar@yahoo.co.in and *G. Saraswathi*, Azim Premji Foundation for Development, Karnataka, India saraswathi@azimpremjifoundation.org

Illness, a biological and cultural universal, is the most predictable of human conditions. All cultures, have a set of ideas for defining and treating disease, ways of prescribing cures or easing pain, and statements about biological response to illness. Ethno-medicine includes many aspects of folk taxonomy of illnesses, magic-religious and other therapies, indigenous features, the role played by the ethno-medical experts and the relationship between medical phenomena and the socio-cultural setting. The Paraiyars are one of the big Scheduled Castes of Tamil Nadu and Pondicherry Union Territory of South India. They were the

original settlers in the land, who were later displaced by those who imposed the caste system. They are the numerically largest community and are economically backward, as they are mostly landless and work as agricultural labourers. This paper studies significant illnesses and ethno-medical practices among them.

Tribal culture and Disease in Hilly Areas

B.K. Ravindranath, Department of Linguistics, Manasa Gangotry, Mysore; *M. N. Padma*, Tribal Research Centre, Kuvempu Nagara, Mysore

In India, the word tribe is used to refer to an ethnic category defined by descent and characterized by a collective self-image and by a wide range of commonly shared cultural traits. Anthropologists believe that culture is learned and is greatly variable, and that it allows human groups to adapt to their natural and social environment. The concept of disease and health varies from culture to culture. The present paper attempts to assess the effect of culture on disease among the Jenu kuruba, a primitive tribal community inhabiting the Mysore district of Karnataka. Traditionally, they are forest dwellers experienced in curing diseases by using their traditional medicinal knowledge. Field research among them suggests that the Jenu kuruba believe that disease will injure culture beyond renewal, so the whole community strives to put an end to the spread of disease.

PANEL 3

Monday 10, 14.30-17.00 – Sala Panarea

Women Empowerment, Micro-credit and Socio-cultural and Economic Challenges of Development

Convenors: *Buddhadeb Chaudhuri*, Chair, Commission on Human Rights buddhadebc@gmail.com
Sumita Chaudhuri, University of Calcutta sumita_chau@hotmail.com

Chair: *Buddhadeb Chaudhuri*

Abstract

In many developing countries women have a lower status compared to men. It is a well-established fact that in patriarchal societies men have the power to control households and society as a whole while women are often confined in their homes. Empowerment is a process which helps people to gain control over their lives and to build a base for social change; it means freedom to make choices and decisions, and to gain access and control over productive resources. In the patriarchal set up, women's empowerment, an essential precondition for safeguarding human rights, is difficult to achieve. The Millennium Development Goals, endorsed by nearly 190 countries at the UN Summit, are aimed at promoting gender equality and the empowerment of women. In recent years, government and non-governmental Organisations (NGOs) in developing countries have introduced micro-finance programmes offering financial services to low income households as a tool for women's empowerment. Many NGOs focus their development projects on such programmes. The Asian Development Bank has also promoted a micro-finance development strategy to allow poor people, especially women, to obtain small loans for different purposes. Micro-credit, is an important instrument to generate economic activity among women. As the most widely recognised anti-poverty tool, over the last few years it has become a popular concept throughout the world. The micro-finance movement has consistently aimed at removing women's disadvantages, endeavouring to support poor women in obtaining small loans to start their own business or other economic activities. In spite of these efforts and institutional support, various socio-cultural and other factors have often combined in frustrating the desired results. This Panel will address these issues through cross-cultural analysis.

Papers

Women Empowerment, Micro-credit and the Socio-cultural and Economic Challenges of Development

Sumita Chaudhuri, University of Calcutta, India sumita_chau@hotmail.com; *Buddhadeb Chaudhuri*, Chair, IUAES Commission on Human Rights, Kolkata, India buddhadebc@gmail.com

Empowerment can play an important role in encouraging social change, particularly in developing countries, where women tend to have a low status. Micro-finance has become widely recognised as an anti-poverty tool. Some governments and Non-Governmental Organisations (NGOs) in developing countries have introduced micro-finance programmes, as an important financial instrument to generate economic activity, particularly among women. The Asian Development Bank has joined this effort, it became a popular concept in the whole world during last few years. These efforts have not always been successful. This paper offers a comparative view of the various factors (socio-cultural, etc.) that have played a frustrating role.

Economic and Socio-Cultural Situation of Stateless Women in the Informal Sector: A Case Study

Samar Kumar Biswas, University of North Bengal, India smrkbis@yahoo.co.in

In developing and under-developed countries, women often have low status and are socially, economically, educationally and politically backward. In many cases, they are being thrown away like a broken earthen pot. When political turmoil or other unrest occur, women tend to be the worst affected. They are often abused in various ways by the males. When marginal people are forced to migrate to other places, they mainly work in the informal sector often have no true citizenship. They do not even have access to micro-finance, as they are not treated as citizens of India. Among this kind of stateless people, the womenfolk work in various informal sectors to support their families and also do domestic work, but they fail to enjoy the benefits of their earnings and services. Instead, they are tortured, exploited and deprived in various ways. These women may be stateless, but they have the right to live with status and dignity. Of course, if they would get micro-finance from the banking sector, they could develop their socio-economic situation and if they could get citizenship, they would enjoy civil rights. But how can this happen? This paper examines these issues drawing on evidence from sub-urban and urban areas of Siliguri, India.

Poverty and Women Entrepreneurship: Emerging Issues and Challenges

Somenath Bhattacharjee, Assam University, India bhattacharjee_somenath@rediffmail.com

Particularly in rural India, poverty is as a major social problem worsened by strong gender discrimination. Socially, economically, politically and educationally women have very lower status and are often violated in several ways. Most women have to depend on the men for their common minimum livelihood. Given that any type of inequality jeopardizes the overall development of society, the present discussion attempts to highlight the impact of poverty on women, particularly in rural areas, and examines entrepreneurship and its role in women's empowerment.

The Empowerment of Tribal Women of Saral, Namkum, Jharkhand, India

Satya Narayan Munda, Ranchi University, India satyamunda@yahoo.com

In India, 8.01% (census 2001) of the population are tribal people; tribal women are the backbone of the family, clan kinship, village, society and, by extension, of the nation. Economically they are the responsible partner of the family and the force of leadership in the family and in society. Saral/Srawal, P.S.No.-334 is a Munda Tribal Village 20 Kilometres South-East of Ranchi, the Capital of Jharkhand, on the New Ring Road. The Munda, Mahto, Swansi, Lohra, Oraon, Ghasi communities reside in this village. They have a strong sense of community and are educationally backward. While the Munda have enough land for agriculture, other communities do not. Villagers make a living from agriculture, labour and small business selling local produce. The main objective of this study is to highlight psychological, social, cultural, educational and biological weaknesses of the tribal women of Saral. Suggestions will also be made for their educational, socio-cultural and economic empowerment, which is key to the survival and development of the Nation and to human rights.

Women Empowerment and Socio-cultural and Economic Challenges of Development: The Situation of Nepal

Tilottam Paudel, Tribhuvan University of Nepal tilottampaudel@hotmail.com; *Debaki Acharya*, Nil Barahi Higher School, Kalimati, Nepal

Nepal has one of the highest marital mortality rates in the world, one of the lowest female literacy rates, income per-capita, and participation of women in decision-making bodies. In spite of the ambitious programmes implemented by government and non-governmental organizations over many years, women's status and situation have not changed significantly. Culturally, the women's situation is quite favourable in several ethnic groups but their socio-economic status is in sharp contrast with such a picture. On 30 May 2006 the House of Representatives passed a landmark resolution scrapping existing patriarchal citizenship laws and asked Government to reserve at least 33% of posts in state bodies for women. This resolution has amended one of the most controversial constitutional provisions on citizenship. The Government also decided to secure priority for the women in every sector. While conditions have greatly improved, statistics show that women are subject to both unemployment and underemployment. Total unemployment rates are: female 9.2%, male 7.0%. The total employment rate is 8.1%. The majority of women are self-employed. Economically, they are weak and work in low-paying, unskilled jobs. 71.7% of males aged 10 and above are economically active against 43.4% females. Household work, including child-rearing, is not recognized as a significant job, socially and economically. This paper examines these issues empirically.

PANEL 4

Tuesday 11, 9.00-11.00 – Sala Sardegna

Ethnicity, Urban Change and Economic Practices

Chair: *Christian Giordano*

Papers

Ethnic Entrepreneurs as Agents of Community: Visual Inclusion/Exclusion

Jerome Krase, Brooklyn College, City University of New York jkrase@brooklyn.cuny.edu

A frequent focus of the literature on immigrants to urban areas is the role of ethnic enclaves and ethnic entrepreneurs in facilitating their own incorporation in the host society by generating informal resources, networks and institutions that provide linguistic and cultural services and products. More recently, immigrant settlements have been transforming urban landscapes not only by renewing older enclave formations but creating numerous multi-ethnic, multi-racial neighbourhoods, indeed they have been helping to create 'Mixed Cities' as a whole. Through visual and otherwise ethnographic research in these 'Glocal' sites, this paper examines how this local context not only shapes immigrant experiences and their prospects for building community in a multi-ethnic context, and how such activities might contribute to a broader sense of city and society-wide community. Building on Krase, Krase and Hum, Hum and Krase and Shortell, I will explore how immigrant and other ethnic entrepreneurs help to create a sense of closed community as well as openness to others via their quotidian social and economic activities on the stage of 'glocalized' vernacular landscapes. It is argued that consideration of these different kinds of 'mixed' enterprises in mixed cities will help to evaluate their actual and potential contribution to society. Since such activities come under the purview of political authorities as well as local sentiments, it can be argued, they are strongly linked to the task of establishing, and maintaining, the kind of working, solid relationship between governance and the governed that is critical to the democratic contract.

The Construction of a New Periphery in Israeli Major Cities

Moshe Shokeid, Tel Aviv University shokeid@post.tau.ac.il

The relationship between 'centre and periphery' has been a continuing topic among sociologists, anthropologists, economists and geographers. That discourse, however, has often designated the periphery as a social-economic-cultural entity physically separate and typically remote from the national more prosperous central concentrations. The purpose of my presentation is to introduce the Israeli case illustrating the recent unpremeditated emergence of 'peripheral' enclaves, hosting in the midst of its major cities segregated neighbourhoods of Jewish immigrants from Ethiopia, as well as a growing constituency of foreign labour (legal and

illegal) and refugees (mostly from Africa) occupying low-class neighbourhoods in down-town Tel Aviv in particular. Governmental, municipal, civic agencies and public opinion have offered conflicting responses to that phenomenon threatening the plethora, real or imagined, of an integrated urban civil society. Based on ethnographic observations and a review of the research available, I intend to inquire the forces and the processes initiating these developments that seem to contradict the history of nation-building, the common perception and the sociological discourse about the presentation of 'centre and periphery' in Israeli society.

Specific Features of the Ethnic Economy in the Czech Urban Milieu

Zdenek Uherek, Academy of Sciences of the Czech Republic uherek@eu.cas.cz; *Veronika Beranská*, Academy of Sciences of the Czech Republic veronica.beranska@seznam.cz

The ethnic economy in the Czech Republic is relatively young and reflects the following processes:

- A strong trend towards a non-regulated market economy of the 1990s and the early twenty-first century, which in the Czech Republic superseded the planned economy of the Communist era;
- A strongly pragmatic behaviour of both the consumer and the producer, who is willing to do anything for profit;
- A xenophobic milieu, which leads to the exploitation of immigrants by Czech entrepreneurs as well as the immigrants and minorities among themselves.

This paper focuses on the specific reactions of mainly Russian-speaking immigrants in the Czech Republic to this situation. A Russian-speaking entrepreneur who lives long-term in Prague and an entrepreneur of Czech origin from Ukraine who lives in a medium-sized town close to Prague with his family exemplify the ethnically closed entrepreneurial enclaves. A second example is provided by the immigrant entrepreneurs who develop their trade between their country of origin and the new country. A third example is provided by a shaman from Tuva occasionally coming to the Czech Republic. The basic question will be asked: what is specific about their economic behaviour and where can global trends be identified?

PANEL 5

Tuesday 11, 9.00-11.00, Sala Panarea

Women Entrepreneurs: Challenges and Economic Success

Chair: *Michel Rautenberg*

Papers

Hispanic Women in Leadership: Perceptions of Their Roads to Successful Careers

Natalia Campbell, Lincoln Memorial University, U. S.A. besalaman@yahoo.com

This paper examines the perceptions of Hispanic women in leadership positions as they progressed in their successful careers. Key questions are: how Hispanic female leaders manage to achieve professional success in the United States, what barriers they encounter and what strategies they use to overcome the obstacles. I have used a hermeneutic phenomenological framework to obtain, analyse and interpret rich descriptive data in order to answer these questions. Standardized, semi-structured, digitally recorded interviews with twelve Hispanic females in leadership positions in academia, government and the private sector offer rich descriptive material. Seven essential themes have emerged from the coding and data analysis, which are common ground among the participants and explain their professional success. They are: a) family; b) winner mentality; c) desire to give back to the community; d) religious beliefs, spirituality and luck; e) opportunities; f) keeping their Hispanic roots; and g) mentoring. The findings suggest that family support, hard work, self-respect, self-determination and goal-orientation have helped the participants to accomplish their career aspirations. Also important revealed were a drive for success and a lack of a pre-conceived sense of inequality. In my conclusions I suggest that it is important to create additional centres for English language training and establish mentoring programs for aspiring Hispanic professional females who move to the US.

The Careers of Women-Entrepreneurs in Multilevel Direct-Sales Organizations in Russia: Between Social Stigmatization and Recognition.

Natalia Savelyeva, Russian Academy of Science, Moscow natasha-saveleva@yandex.ru

Usually, the activity of distributors who collaborate with multilevel direct-sales organizations in Russia is seen as a second-rate and unqualified job. In Russia, as in many other countries, it is seen as work for housewives and 'losers' which cannot be seen as a real alternative to 'normal work' or 'normal business'. This paper questions these assumptions, through an analysis of social trajectories and careers of women-entrepreneurs within DSOs. The discussion shows their strategies in dealing with the social stigmatization of their activities. Firstly, I describe the social circumstances that predispose women to collaborate with DSOs. Then, I analyse different types of careers in DSOs looking at temporal dynamics and at internal (recognition by DSO and other distributors) and external (recognition outside DSO, among family members, friends, etc.) success. Drawing on material collected through 40 interviews with women-entrepreneurs who collaborate with multilevel DSOs in Russia, I will suggest that for distributors to engender supplementary values (such as, 'personal fulfilment', 'changing the lives of other people', etc.) and to give professional credentials to this activity (by visiting special courses, etc.), they must rethink their own prejudices about distributors' activity and take into account the fact that the level of income plays an important role in the social environment.

Mary Nzimiro's Life: Lessons for Rural Women's Entrepreneurship in Eastern Nigeria

Emmanuella Uzoma-Onyenechere, Imo State University, Nigeria emmazob@yahoo.com

The paper examines the extraordinary business career and life history of Mary Nzimiro, a prominent woman entrepreneur. Her life spanned the difficult but eventful period of transition in the economic and administrative history of Nigeria, and provides a suitable case study of the factors and processes of economic and political transformation of Nigeria in the late colonial and early independence periods. Mary Nzimiro started her remarkable career in the 1920s, in her hometown Oguta. As an entrepreneur she

recruited, trained and financed other women without fear of rivalry and competition, and assisted some to obtain credit from the European commercial firms. With business success she acquired political prominence, and was active in the politics of the decolonization and early independence periods. She indeed carved out a place for herself in the annals of eastern Nigeria in the areas of commerce, for which there are lessons to be learnt for the enhancement of the future of rural women entrepreneurship.

PANEL 6

Monday 11 9.00-11.00, Sala Stromboli

Imagining Economic Strategies: Empowerment Paths in the Neoliberal Stage - Rhetoric and Practices

Convenors: *Cecilia Navarra*, University of Turin, Italy cecilia.navarra@unito.it
Alex Vailati, Federal University of Santa Catarina, Brazil alexvailati@gmail.com

Chair: *Alex Vailati* and *Cecilia Navarra*

Abstract

The neoliberal rhetoric often describes economical transformations as necessary or urgent. Nowadays, individual or collective empowerment seems to have stopped being an aim in itself, becoming instead an instrument to promote security, efficiency and competition. Whether emic or heteronymic, these categories often become fetishes that are used to stimulate or impose social change. Thus individuals and groups need to deal with knowledge-selection processes. This Panel focuses on the adoption of new strategies and its consequences. The papers study individual or groups transformation of economic strategies, both in urban and rural environments. Through a comparative analysis of case studies, we contextualize the role of categories such as security/insecurity and their social impact. If security can be justly considered an aim to reach, we analyse how the use of this category affects – positively or negatively – people’s imagination and the social organization linked to the different connotations of ‘security’. Globalization and the inter-connections between international or national institutions and the local context need to be considered on two levels. The first is related to the categories, ideologies and other institution that we can consider as imaginary. The second level is the investigation of economic and social change and the consequences of innovation. The links between economics and anthropology will be of help to grasp processes of local transformation and their global implications.

Papers

On the Need of Education: Youth Empowerment Strategy in a Southern Brazilian Coastal Community

Alex Vailati, Federal University of Santa Catarina, Brasil alexvailati@gmail.com

I offer an analysis on how education affects young people’s life. Consequent to international political rhetoric, the youth are becoming a globalized subject for policies and educational projects. This leads to a huge transformation of their emic social role. The imperative of education, sometimes in contrast with other emic educational tools, leads to the creation and re-creation of new identities and put the young into a dilemma. This paper is based on an ethnographic research in the Isle of Florianópolis, Brazil, where the tourism industry and property speculation are rapidly changing the way of life of many local communities, and the knowledge that underpins it. Youth’s education appears to be a useful tool for many communities to confront these ‘modernity trends’. However, if in many cases this is a useful strategy for individual empowerment, in other cases, it seems to have ambiguous consequences. The analysis focuses on young people’s strategies in coping with these processes, in order to examine how education, increasingly based on neoliberal symbols, affects their imagination.

Market Integration of Peasants in ‘Developing Countries’: Rhetoric, Actual Constraints and (Un)intended Consequences.

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The need for producers’ integration into markets is a crucial aspect of development agencies’ rhetoric on rural contexts in the ‘Developing World’. Public policies and international interventions often seek to reach this goal, but there is evidence that the rural poor do not benefit from such an approach and often resist dependency on markets for their livelihood. The literature on the market integration of rural producers underlines some reasons why peasants choose not to trade their products, or convert part of their production from food crops to cash crops: they may not want to depart from subsistence production or may experience the negative effects of market integration; that is, exclusion of the weaker producers or an increase in inequality between those who manage to enter the market and those who do not. Scale economies, and producers’ bargaining power, risk-bearing capacity and asset endowment are some of the key issues. Are peasants endowed with means to participate profitably in the local or global markets? Do public policies in neoliberal times allow for the sustainable integration of peasants into these markets? This paper analyses the consequences of peasants’ market integration drawing on Mozambican and Senegalese cases.

Asylum Seekers and the Welcoming System: The Ambiguous Construction of Identities and Needs

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This paper is based on a case study carried out in Turin in 2009 on the welcoming system for asylum seekers. The findings highlight the discrepancy between the needs of individuals and the approach of ‘the welcoming system’ and the related measures. In political discourses, refugees are usually described as passive victims or as a ‘social problem’. Humanitarian associations concur in strengthening this view and local institutions use it instrumentally. Welcoming projects and plans are increasingly based on ‘assistance’, as opposed to fostering individual empowerment. Those discourses influence public opinion and political discourse on forced migration. Unequal power relations between asylum seekers and their caretakers are equally critical. As a consequence, the right to asylum becomes merely a right to basic services that local institutions must provide. Thus, the welcoming system for refugees loses its main purpose and becomes an economic and business matter.

Using 'Local knowledge' in Development and Conservation: Notes for an Anthropological Critique

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Over the last two decades the 'decentralization of aid' and the search for new paths to economic development in the global South, have generated key concepts, such as 'participation' and greater appreciation of 'local knowledge'. Earlier failures in post-colonial contexts have been conceptualized as the failure of top-down approaches and of central states, while de-centred and grassroots patterns of intervention are hoped to be more successful. Institutions such as the World Bank, UNESCO or the IUCN (International Union for the Conservation of Nature) have implemented several programmes on the valorisation of local knowledge. NGOs and academics support this new trend. However, local knowledge tends to be seen as a tool for fixing unsuccessful policies rather than an aspect of human action and social life that needs to be addressed in its complexity. Born at the junction between applied anthropology and aid work, the literature on local knowledge has – with some notable exceptions – seldom taken into account broader theoretical contributions. Drawing on fieldwork in West Africa on development and conservation projects aimed at improving participation and empowerment through a focus on local knowledge and on the study of the literature produced by development actors and organizations, this paper seeks to contextualize and to deconstruct the debate on the uses of indigenous or local knowledge in development and conservation.

Financial Crisis and Neoliberal Turns: The Role of Fear in Shaping Public Policies

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In an attempt to understand the role of fear in shaping economic behaviour, this paper revisits the story of the Washington Consensus paradigm in the light of the sociological literature on fear and its effects at individual and social level. Drawing on Bachrach's and Baratz's classical contribution on relations resting on power and authority, as well as on the sociological literature on expert systems, we identify two fear-producing mechanisms involved in the use that international financial institutions made in the 1990s of the Consensus paradigm as policy prescription for development. While stressing these institutions' role in pressing for the Consensus reforms in return for financial assistance to emerging and crisis-hit countries, we examine the sense of fear which was produced and nurtured by the process through which expert systems and institutions establish their reputation and acquire legitimacy. We discuss the consequences of this kind of fear in developing countries. We then examine the crucial role played by fear in shaping public policies in developed countries facing the current financial crisis. The cases of Greece and Italy exemplify these two fear-producing mechanisms. Having studied their effects on these two countries' room for manoeuvre, the paper concludes with general remarks about the relationships between fear, expert systems and national policy space.

Women's Economic Empowerment: Views from Mozambique and South Africa

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Economic empowerment has been defined as the ability of women and men to participate in, contribute to and benefit from growth processes in ways which recognize the value of their contributions, respect their dignity and make it possible to negotiate a fair distribution of the benefits of growth. Starting from this broad definition, international cooperation interventions aimed at the economic empowerment of women focus on increasing women's access to economic resources and opportunities, including jobs, financial services, property, skills development and market information. The largest share of bilateral aid to gender equality and women's empowerment in the economic and productive sectors is committed to agriculture and rural development, emphasizing the fact that women's economic empowerment is both an issue of rights/social justice and of 'smart economics'. However, the impact of these interventions in the rural Africa countries is often limited by private investors; by policies supporting public-private partnerships in which women are often left out and by the lack of a thorough analysis of rural contexts. This paper aims at reviewing the current discourse of international development agencies on women's economic empowerment and at analysing relevant initiatives in this field in Mozambique in order to discuss the pitfalls of this concept.

PANEL 7

Tuesday 11, 11.15-13.30 – Sala Panarea

Ethnic Business and Cross-cultural Encounters

Chair: Zdenek Uherek

Papers

Cross-cultural Agriculture Companies on the United States/México Border

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McAllen, Pharr, and Edinburg, are small cities in the south of Texas, on the border between México and the United States, in a highly technological agricultural region that was called the 'winter greenhouse' of the U.S.A. Starting in the late nineteen fifties, Texan entrepreneurs expanded their investments to most productive agricultural areas of México, to satisfy the increasing demand from the United States and Canada for fresh vegetables and fruit (FVF) in the winter. Subsequently, large Mexican agricultural producers set up companies in these border cities in order to commercialize their FVF directly in North America. Our reflection focuses on the following aspects of the *cross-cultural enterprise field (CEF)* that has crossed the national frontiers: 1) the significance of borders and their legal and logistical implications for the operation of US and Mexican companies; 2) a comparative study of the role played by the governments of the U.S.A. and México in building the CEF through regulations applied to commerce, migration, safety and quality matters; 3) the governance of the fruit and horticulture enterprise field: coordination, competition, and power relations between producing and selling companies; and 4) multiculturalism in the businesses' strategies (language, entrepreneurs' careers and vision of cross-border trade).

Locational Distribution of Ethnic Businesses in the Early Stage of Immigrant Settlement

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Locational distribution of co-ethnic organizations during the early stage of settlement by an immigrant group affects the development of their ethnic community and shapes their future relationship with other groups. Ethnic business is a prime example of co-ethnic organizations that affect the ethnic community. The location of ethnic businesses at the early stage of immigrant settlement shapes their subsequent opportunities to interact with other groups, their development of an ethnic community and their social ties among co-ethnic members. In spite of such importance, very few studies have addressed the location of ethnic businesses at the early settlement stage of ethnic groups. This study attempts to fill this significant gap. Using three sources - the 2001 Canadian census, the 2000 York Region (suburban area north of Toronto) and Toronto business directories and the Toronto assessment roll records from 1980 to 1995 - I explore two related questions: how neighbourhood characteristics are related to locational clustering and how ethnic businesses clustered in the early stage of Koreans' settlement in Toronto, as large number of Koreans started arriving in Toronto in the 1990s. I shall argue that the size of the potential customers, Koreans in this case, is the most critical neighbourhood characteristic associated with early-stage business clustering.

Ethnic Entrepreneurs and Neapolitan Society

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The complexity of migratory dynamics and integration processes do not easily allow scholars to identify analogous paths. Nevertheless, it is important to analyse the trajectories of some immigrants, the fortunes of which attest to the entrepreneurial capacities of the Neapolitan area. Although most immigrants integrate into the job market predominantly in unskilled labour, there are clear examples of success in business and effective integration into the local productive social fabric. This paper aims to analyse two ways in which immigrants participate in the Neapolitan production industry. First, we examine the craftsmen who integrate into local manufacturing and traditional craftsmanship. Second, we look at some entrepreneurs who start their own ethnic business in the restaurant industry or in the retail and wholesale trade. We will examine the transformations in the roles and positions of immigrants in the metropolitan economy. We will consider their sense of belonging to transnational communities, and we will examine how their activities affect the changes in the image of migrants among local residents.

Russification in the Bay of Kotor: Urbanization According to the Standards of Russian Immigration

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Multiculturalism as a political and cultural strategy of the modern state is often based on the urbanization politics in the old city centres. Drawing on ethnography from the Bay of Kotor, I will analyse patterns of urbanization in the old city according to the standards of foreign residents (Russians), related to the accelerate construction of houses overlooking the sea and the reorganization of tourism in accordance with their needs. My aim is to answer key questions concerning the ways in which local residents receive people with a different cultural identity. I then examine the flows of currency and the distribution of power, as well as changes at the level of legislation, education, public information, and so on. The discussion will try to ascertain the extent to which urbanization affects cross-cultural cooperation between different nationalities in a small space, and will ask whether these processes truly contribute to the differentiation of this region in relation to the state, of which it is an integral part. I will also raise the issue of Russian business activity in the Bay, which links both to why they are there and to their influence in the urban construction. In short, the emphasis will be on the process of urbanization and business economics that can be viewed as a kind of catalyst for changes that over the last three years have become visible at all social levels.

PANEL 8

Tuesday 11, 11.15-13.30, Sala Sardegna

Corporate Moralities and Social Responsibility

Chair: *Talbot Rogers*

Papers

Morality in Integrity Business Education: Negotiating Legitimacy

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The problem of improving business standards for transparency and integrity has acquired dramatic intensity over the last two decades, after the collapse or crisis of large multinationals. Generally speaking, there have been two tendencies to address this problem. The first is to strengthen policy and legal measures to implement and control integrity at country and international level. The second is to implement a number of educational and training projects aimed at contextualizing the notion of integrity and improving companies' forms of investment in corporate social responsibility. In this paper I argue that these measures, although ground-breaking, are often insufficient to curb and control successfully corruption, general losses of morality and legitimacy in the private sector. Drawing on the experience of one major educational project on integrity, developed by Siemens, I will outline some of the main problems that managerial-level employees face when confronted with lack of integrity. It is through a careful renegotiation of legitimacy and trust among the different actors of integrity education (managers, shareholders and compliance officers) that new forms of morality are being constructed and transmitted and can gain significance.

CSR: To be Ungoverned in a Space without Governance

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Corporate Social Responsibility has become a significant financial technique of corporations since the new governance trends of the 1990s. Most anthropologists would be well aware of CSR-like programs linked with development. In this paper, I do not

examine the incapacity of the state to marshal resources in remote or rural areas to finance what might have been 'traditionally' state responsibilities. Instead here, I consider an organization employing CSR in the context of the state as corrupt, distracted and inhibiting. It is here that I think we need to be mindful of the tendency to think of neoliberal practice as universally imposing 'best' practices and instead detail and interpret how these practices are entangled and modified by local reality. The problematic governance conditions in Naples, makes it an ideal site to examine how this seemingly universalized form of corporate governance becomes modified, subverted and re-imagined in this locally specific context. In particular, I focus on an Italian organization instated a CSR program in 2008-2009 to respond to the presence of irregular migrants.

Promoting Volunteerism as Part of Corporate Social Responsibility: Contributing to Urban Development

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Volunteerism plays a significant role in socio-economic development, especially in developing countries. Volunteer mobilization is a key factor in advancing education and health-care services together with promoting Human Rights and social justice. In recent times, the spirit of Volunteerism has become widespread among people of different ages gender, religion and occupation. With the growth of entrepreneurs in urban areas, the concept of corporate volunteering is also growing as a part of Corporate Social Responsibility. Economically disadvantaged people, orphans, deprived women and slums are benefiting; and Cultural and Natural heritages in urban areas are being conserved through Volunteerism promoted by corporate businesses. Corporate Volunteering is also providing a platform for Entrepreneurs to reach people directly, while contributing to their business growth. It is a cost-effective way of delivering a range of social and welfare services. Nowadays, Volunteering is considered as a Win-Win strategy that benefits volunteers, businesses and receivers. Volunteering is becoming as a way to build consumer trust and foster social, cultural and environmental development in urban areas. Addressing the needs of urban areas can be accomplished with an enlightened self-interest to serve society. This paper argues that Volunteerism as part of Corporate Social Responsibility is the best option to foster socio-economic and environmental development in urban settings.

Where the Girls Are: Women, Education and Prison

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Corporate Social Responsibility does not apply to women who are the poorest of the poor. In the United States, poor women, often young girls as young as fourteen or fifteen years of age find themselves victims of corporations which benefit from keeping them imprisoned. Therefore, it is not the responsibility of a corporation to rehabilitate a prisoner or to improve their lot in life by educating them and providing them opportunities to be successful in the outside world. It is more economically beneficial for corporations to keep as many prisoners in the system as possible – and young, uneducated women are the easiest population to target as “perpetual” prisoners because they have no one to advocate for them, and they are unable to advocate for themselves. This paper will examine the breakdown of corporate responsibility for women in prison by giving a statistical profile of who these women are and how they have found themselves where they are. It will also provide case studies of a few of these women, giving a personal “face” to the problem. It will conclude with recommendations for exercising Corporate Social Responsibility through education.

PANEL 9

Sustainable Development in China: Urbanization, Industrialization and Ethnic Culture

Convenors: *Huang Zhongcai*, Secretary-General, CUAES hzc0827@163.com

Zhang Jijiao, Chair, Commission on Enterprise Anthropology, IUAES jjzhang@cass.org.cn; zhang.jijiao@utoronto.ca

Abstract

China's overall strength has grown considerably. Its total economic output reached US\$5.88 trillion in 2010, over 16 times that of 1978, rising to 9.3% of the world's total from 1.8% in 1978. The share of China's per capita income comparable to the world average grew from 24.9% in 2005 to 46.8% in 2010. A historic transformation from a highly centralized planned economy to a dynamic market economy has been achieved in China. Steady progress has been made in turning China into an industrialized, information-based, urbanized, market-oriented and internationalized country. Ethnic minorities have always been an integrated part of development reality. The People's Republic of China is a united multi-ethnic country. So far, 56 ethnic groups have been identified and recognized by the central government. The population of various ethnic groups differs greatly. In most of China's cities and towns, two or more ethnic groups live together. Taking shape over China's long history, this circumstance of different ethnic groups 'living together in one area while still living in individual compact communities in special areas' continues to provide the practical basis for political, economic and cultural intercourse between the Han and the various minority peoples, and for the functioning of the autonomous national minority areas system. This Panel will discuss sustainable development in ethnic areas of China.

9a

Tuesday 11, 11.15-13.30, Sala Stromboli

Chair: *Zhang Jijiao*

Papers

International Development and Cultural Adaptation of Chinese Enterprises in Zimbabwe

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This paper is based on fieldwork carried out between 2011 and 2012 on Chinese enterprises in Africa from the perspective of economic anthropology. During three separate field trips, I visited a number of Chinese enterprises in Zimbabwe and interviewed several Chinese entrepreneurs and Chinese and Zimbabwean employees. The paper addresses the issue of why many Chinese

enterprises operate in Africa, then, it offers an outline of the current situation of Chinese enterprises in Zimbabwe. The analysis looks at 'A' Company, one of the most successful examples, to study in detail the way in which a typical Chinese enterprise adapts itself to the cultural challenges it faces while achieving business success in Zimbabwe.

Burden or Opportunity? African Migrants in Guangzhou and the Emergence of 'Chocolate City'

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Since the mid-1990s migrants from different parts of Africa have busily developed business transactions, commercial ties, social activities and religious practices in an area which has become known as 'Chocolate City'. The expression 'Chocolate City' was first introduced in 2008 by a Chinese journalist referring to a zone in central Guangzhou city, covering a radius of about 10 km. At first it served as a marketplace, while also providing accommodation and religious worship services for at least 20,000 Africans in Southern China. Following a conflict between Africans and Chinese law enforcers in 2009, the expression was rapidly picked up in the international media and by scholars and Chinese policymakers. In this paper, I will critically probe into the representation of this space by the media and the city government. While the media have a tendency to aggrandize the conflict-ridden dimension through recurring reporting and to engage in the 'othering' process of African migrants, the Guangzhou City government aims to eradicate this space altogether as it hampers the crafting of a modern and sanitized image of the city, void of illegal and informal activities and transactions in counterfeit goods by (semi)legal migrants. Yet, from a different perspective and in another (Western) context this neighbourhood could be transformed into an area of leisure and consumption. I discuss critically these different perspectives.

Urbanization and the Adaptation of Eco-migrants from the Three Rivers Region in Qinghai Province, China

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Urbanization is regarded as an important way to improve people's living standards, and as an effective way to address poverty in the vast western areas of China. The quality of urbanization in China's western region is much lower than in the eastern part. In the western region, big cities develop better, while small and medium-sized cities and small towns lack development. The ecological resettlement project, started in 2005 in the Source Region of the three Rivers in Qinghai Province in China (which is part of the western region) is reported to have promoted the urbanization process of the Pasture area. The resettlement project originally aimed to protect the natural environment of the source region of the Three Rivers. The eco-migrants and the migrant villagers made great efforts to adapt to the new life near towns in houses, as opposed to tents. This paper offers case studies of their adaptation.

CSR Development in China and Its Prospects - An Analysis from the CSR Report

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Corporate social responsibility (CSR) is becoming an increasingly hot topic around the world, as well as in China. In this paper, I draw on my experience of a leading state-owned enterprise in China to analyse CSR development and its prospects in China from the perspective of CSR reporting. The discussion divides CSR development into four phases including passive acceptance, responses, active communication and strategic integration. I argue that CSR reporting in China is in a second phase, whereby CSR is used for public relations. In conclusion, I propose an initial 'bottom-up' approach of CSR development followed by a 'top-down' approach that integrates CSR in the value chain process of a company, and then offer suggestions on CSR reporting.

Commercial Banks of Ethnic Regions, Cross-regional Capital Flows and Vulnerability: The Case of the Preparatory Work of the Guiyang Chongqing Branch

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With globalization and the large-scale flow of financial capital to ethnic regions, the competition of the financial industry in these regions is increasingly fierce. Capital flow to developed areas has become an important way for commercial banks to seek development there. Regional commercial banks in ethnic regions show vulnerability in the face of a new and a more intensely competitive market. This study focuses on the Guiyang bank, which is in the process of extending to Chongqing. Such process is limited by structural barriers, including government policy and banking competition. Such structural barriers make it difficult for the bank to acquire customers and social network. The bank has responded through a social network based on the geographical identity. The expansion of its business relies on the Guizhou Chamber of Commerce and on Guizhou enterprises. However, this limits Guiyang bank's participation in the modern financial competition. This study discusses the relationship between traditional relational capital and modern financial competition and that between government involvement and the development of commercial banks in ethnic regions.

Economic Cooperation and Ethnic Development: A Study in Laifeng County and Longshan County of Wulin Mountains

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The Laifeng County and Longshan County are divided, respectively, between the Hubei and Hunan provinces; two inter-provincial borders in the Department. The two counties are densely-populated and their economic development is marked by symbiosis and dependence. From the perspective of regional economic cooperation, this paper focuses on the promotion of bilateral national development and social progress and on the initiatives taken at national level in this sense. We look at how the national culture acts as a tie to economic cooperation and at how social development is stimulated by close kinship ties and by competition and cooperation. Finally, we address key issues of cultural heritage, educational cooperation, peasant-workers' egress and the problems faced by the farming industry. In the concluding remarks we offer tentative suggestions on how to address these issues.

Wednesday 12, 9.00-11.00 – Sala Stromboli

Chair: Huang Zhongcai

Papers

Cross-cultural and Ethnic Business Strategies in the Process of Urbanization: A Case Study on Chinese Muslim Farmers

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In the currently rapid urbanization of China, running ethnic business is one of Chinese Muslim farmers' important strategies. Most ethnic businesses are informal and the entrepreneurs are self-employed. They face various problems of cultural adaptation in the mixed cities. This paper discusses their cross-culturally run strategies and their dilemma during their urbanization.

Urbanization and the Development of Enterprises Making Special Commodities for Chinese Ethnic Minorities: A Case Study of Enterprises Making Products for the Korean Ethnic Group

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As the urbanization process of the ethnic minority regions has accelerated, social life has experienced tremendous changes and the customs and traditions of the ethnic minorities have also undergone changes since the reform and opening-up policy implemented in China 30-odd years ago. In this context, the enterprises making special commodities for ethnic minorities, which were supported by the State to cater for the needs of ethnic minorities, face great challenges as they have to address their own development while coping with an urbanization process that involves the traditional cultures of the ethnic minorities.

The Coordination and Development of Multi-ethnic Business in the Process of Urbanization

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With the accelerated pace of urbanization, more and more ethnic minorities are moving to cities. At the same time, following the policy of reform and opening in China, increasing foreign ethnic people have established themselves in urban settings. Urban China has thus increasingly acquired a multi-ethnic outlook. The diverse features of these groups are evident in various ethnic businesses. On one hand, in the course of urbanization, different ethnic businesses interact with each other, contributing to multicultural urban coexistence. On the other hand, conflict and confrontation between ethnicities also frequently occur. This paper addresses this situation looking at ways that help to coordinate the economic development of urban ethnicities, while respecting their customs and religions. I ask whether the heritage and development of ethnic business can be understood from the perspective of cultural relativism, and how ethnic business contributes to urban development.

Rapid Urbanization and the Aspirations and Challenge of Second Generation Rural-urban Migrants

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In the process of rapid economic development and urbanization in China, new groups have appeared in the large-scale rural-to-urban flow of population. Rural-urban migrant workers increasingly give birth to and bring up their children in the receiving city. As a result, most migrant children are socialized in the city and lack experience of village life. They adopt the life style, value and goals of city dwellers. At the same time, they are excluded from urban communities and cannot identify with the city. Although they hope to change the marginal position of their parents through work, the unequal opportunities after compulsory education, and the unstable studying environment inhibit their right to education and social mobility. Their lack of education and skills and their non-citizen status limit their work and continuing education opportunities. The situation of second generation rural migrant people who find work remains the same as their parents', with little chance to become citizens; instead, poverty and marginal position continue to be transferred from generation to generation. I argue for the need to build a social system that makes it possible for second generation rural migrants to realize intergenerational mobility through education and individual effort.

9c

Wednesday 12, 11.15-13.30, Sala Stromboli

Chair: Zhang Xiaomin

Papers

Whose Industrial District is this? Chinese Migrants and the Prato's Industrial District

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Prato, a mid-sized city in Tuscany, Italy has become famous for two reasons. First, as a success story in the literature on industrial districts and flexible specialization; the informal contractual and cooperative relationships developed in Prato, as well as its cohesive socio-economic milieu, have induced many to describe it as the archetypical industrial district. Second, this has become one of the areas in Europe with the highest concentration of Chinese population. Since the early 1990s, growing numbers of Chinese migrants have settled in the industrial district first operating small supplier firms and later also as manufacturing firms in the apparel industry; i.e. not in the district's textiles core industry. While, at least in theory, the two activities can be considered complementary to one another, economic integration is taking place only partially, as the local socio-economic players are unable to develop an explicit integration project. This paper unravels the question of how and how much the Chinese migrants have contributed to the repositioning and rescaling of the Prato industrial district and how the changes taking place over the last twenty years - linked not only to the arrival of Chinese migrants but also to the crisis of textile productions in developed countries - have been perceived and narrated by the Italian and Chinese local actors.

The Cultural Meaning of Minority Economy

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In the ghettos, the national economy plays a ramified economic role. In the ethnic, or mixed, areas, the cultural implications of national economy are particularly highlighted. The national economy does not directly produce physical material, but things

related to travel, food and cultural life products. The proportion of directly-created social material wealth is not the pillar of the local economy.

Industrial Transfer from the East to the Midwest, China: An Analysis of Multi-discipline

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The industrial transfer from the East to the Midwest is not a simple 'business move'. It will involve a huge process of industrialization and urbanization in the Midwest. For Eastern enterprises, relocation decisions must address more than the cost of raw materials, labour and land rent. Although in the Midwest labour, land, resources, etc. are cheaper, there are constraints in terms of supporting capacity, logistics systems and soft environment. Once the low factor cost is offset by the logistics and transaction costs, the Midwestern region will lose its comparative advantages. At present, the Midwestern regions are actively exploring new approaches to attract and undertake the industrial transfer. This paper explores the influencing factors of the industrial transfer from two perspectives: 1) the impact on the Eastern region 2) and the impact on the Midwestern region.

An Investigation of the Ethnic Tourism Commodity Market at Lugu Lake from the Perspectives of the Anthropology of Business

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This paper draws on field research to study in depth ethnic tourism commodity markets at Lugu Lake, at the border between the Yunnan and Sichuan provinces, in the current situation. The discussion offers an analysis of the tourism commodity markets in major villages along Lugu Lake that are involved in the tourism business. It explores the development process and features of ethnic cultural tourism and tourist shopping, pointing out major problems; specifically, very few products represent Mosuo culture and the Lugu areas, shops are mostly retailers and small-scale selling homogenous goods lacking product brand; no Lugu Lake brand product is distributed nationwide. The analysis suggests solutions to those problems drawing on insights from the anthropology of business anthropology, with particular reference to the study of markets and of consumer behaviour.

Uyghur Survival and the Development of Enterprise in Guangdong

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Since China's opening up, people from ethnic minorities have gradually moved to the developed coastal areas, in the form of government labour export and free civil labour flow. Uyghur immigrants account for a certain percentage of total employees in enterprises in the Guangdong Province. However, cultural differences, urban-rural differences and regional differences, as well as this minority ethnic group's competition with local residents over employment opportunities, raises problems which both hinder their integration in local enterprises and endanger ethnic relations. This situation makes particularly interesting and in-depth study of the Uyghur's economic strategies, particularly in relation to the development of enterprise in Guangdong.

9d

Wednesday 12, 14.30-17.00, Sala Stromboli

Chair: *Zhang Jijiao*

Papers

The Chinese New Year in Paris: Make a Community and Build a Cultural Identity

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The Chinese New Year in Paris is the most important festival for Asians and the Chinese who emigrated from Southeast Asia. It has become the unavoidable cultural event in Paris in last fifteen years, involving from 4000 to 5000 participants in costumes and between 100 000 and 200 000 spectators. How to define the term of 'Chinese community in Paris'? What is the perspective of the Chinese New Year's festival in Paris? The first issue is located within the community itself. The Chinese identity is constructed, particularly through the activities organized by the associations, by transplanting historical elements of Chinese culture and transmitting them from generation to generation. Moreover, Chinese businesses and French companies have seized this ethnic festival becoming main traders in the development of an ethnic economy. Held in the public space, the Chinese New Year also plays a central political role. On the one hand, the reception given by Paris' political representative gives a measure of the event's economic weight in the city's landscape. On the other hand, the presence of the representative of the People's Republic of China at the festival marks the interest of the Chinese government in establishing of a deep link between the two sides.

Re-presentation of Cultural Identity and Urban Development: The Case Study of Cixi City of Eastern China

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This paper explores the cultural re-development of Cixi City in Eastern China, which has a population of one million local people and one million guest workers. Although the economy and industrial development are blooming, the city is struggling to develop its cultural identity. Yet, Cixi City has a rich history. Over several thousand years, Cixi's land has been claimed from cultivating salt fields along the coastline. The City claims to have 5,000 bridges through a network of canals. Set among breath-taking mountains and lakes, it includes archaeological sites and is known for the manufacture of porcelain. This paper argues that the challenges raised by the development of cultural identity in Cixi City are not uncommon in urban China, and explores the potentials and the possible strategies for achieving such an objective.

Diversity and Complexity of Migration in Urban China: Mobility in the Fastest-Growing Economy

Rumin Luo, Max Planck Institute for the Study of Religious and Ethnic Diversity, Germany luo@mng.mpg.de

In February 2011, China replaced Japan as the world's second largest economy. In the meantime, China has experienced more than two decades of rapid urbanization. The level of urbanization increased from 21 per cent in 1982 to 40 per cent in 2003 and is

expected to exceed 50 per cent by 2015. Migration from the countryside to the city has been the main source of urban growth. Rural-urban migration is also playing an increasingly important role in shaping the economic and demographic landscape of Chinese cities. After considering the Hukou system and its role in Chinese social life, I will explore the diversity and complexity of Chinese migration by paying special attention to the various definitions of migrants, historical trends in internal migration, its relation to GDP growth and the contemporary situation of migrants in the country's urban centres. The analysis draws on annual population and economic data from the National Bureau of Statistics, including data from the 1982, 1990, 2000 and 2010 National Censuses, and from the 1995 and 2005 China One Per cent Population Sample Surveys.

The Cultural Diversity and Symbiosis of Minorities in Yunnan, China

Yang Guocai, Yunnan University for Nationalities, Kunming, China guocaiyang@163.com

Yunnan is located in the south-western border of China, with complex and diverse natural conditions. The province's total population is 42.36 million, of which the minority population is 14.1519 million, that is 33.143% of the total population of the province (2000). Yunnan is the province with most minorities. There are 25 minorities, such as the Yi, Bai, Hani, Zhuang, Dai, Miao and other native groups, of which population are more than 5,000, including 15 minorities exclusively exist in Yunnan, and 16 minorities live crossing the border. It can be said that Yunnan is a typical epitome of the united and multi-ethnic motherland. In the long-term process of survival and development, while preserving their differences, all minorities seek common ground to get along with each other, influence and learn from each other and develop together. In the process, they create various forms of cultural expression that are colourful, magical and magnificent. Drawing on Yunnan ethnographic material, this paper suggests that diversity of culture, language, literature, religion, clothing, traditional arts and crafts, residential architecture, music and dance is fundamental to the province's survival and development.

Field Research on Gesar Epic and Gesar Artists

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The Tibetan Epic of King Gesar, known as the longest heroic epic in the world, is included in the Intangible Heritage of Humanity List in 2009. The Epic is central in China's Ethnic Culture, which is dealing with a difficult situation of its Sustainable Development in the period of Modernization, Urbanization, and Industrialization. The Epic, is a complex art often communicated verbally and mainly performed by nomad and farmer artists in Tibetan areas. There are more than 100 Gesar men and women singers. In this paper I suggest that it is economically and culturally important to preserve and develop the Gesar Culture in today's context. Pointing out that further research is needed on this topic, I argue that a cultural space suitable for expansion of Gesar Culture needs to be created; that incentives must be devised for the artists who make a living from narrating and chanting Gesar; that various forms of support need to be put in place for folk organizations engaging in the Gesar Culture; and that formal recognition of the Gesar Culture must be established.

9e

Thursday 13, 9.00-11.00, Sala Stromboli

Chair: *Huang Zhongcai*

Papers

The Reform and Opening-up: Thirty years of Research among the Chinese Xibe

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The Chinese government attaches great importance to minority cultures in the border areas and to efforts to further support such cultures are increasing. The Xibe study has produced outstanding achievements, bringing out new features and trends. Following the Xibe study, society organizations have been established and a part-time study group has been formed. Research areas continue to expand, yielding increasingly rich findings. The scope and number of academic highly productive research is growing year by year, continuously improving the quality of research methods and theoretical output on diversification and integration. Academic debate has become increasingly active, promoting the Xibe's rich cultural tradition. This paper summarizes the findings of more than 30 years of research in the state of Xibe to develop ideas for a more comprehensive analysis and assessment.

The Transformation of the Yi Religion in Southwest China

Wu Da, Shanghai University and Max Planck Institute for the Study of Religious and Ethnic Diversity wu.da@hotmail.com

The Yi are an indigenous people living throughout the Sichuan, Guizhou, Yunnan and Guangxi Provinces in Southwest China. The Yi have their own language, food, clothing, religion and so on. The interaction between the Yi and the majority Han Chinese has increased over the past half century; that is, since the foundation of People's Republic China in 1949 and particularly since the start of the policy of reform and opening in 1978. Some traditional Yi life-styles have been transformed by the increasing ethnic and cultural interactions with the between Han. This paper discusses the transformation of Yi religion in the context of globalization, drawing on long term anthropological fieldwork.

Religion and Modernization in Southwest China: The Case of the Christian Movement in a Village of Shimenkan of Miao(Hmong) in the Guizhou Province, China

Tao Ye, Shandong University, China taoye21cn@gmail.com

This paper describes the sketchy process of Christianity from 'missionization' to variation in a village called Shimenkan, in Miao (Hmong), southwest China. The purpose is to outline the prospects of social development in a context marked by the transfiguration of Christianity. The discussion focuses on current changes, looking at how 'the culture of Christianity' is exhibited and used by the local government for social-economic development. In the process, the village is changing from a symbolic religious centre to a regular market, in the form of a religious museum. I suggest that this case invites reflection on the diversity of modernity in relation to religion among minority communities in China.

Sustainable Development and Climate Change in China: The Reactions of Farmers and Entrepreneurs

Meine Pieter van Dijk, UNESCO-IHE Institute for Water education, Netherlands m.vandijk@unesco-ihe.org

China faces challenging issues with regard to sustainable development. This paper studies to what extent entrepreneurs and farmers are participating in current government policies concerning climate change and which initiatives they are taking to deal with droughts. The government has initiated policies to deal with climate risk/hazard, especially drought, at national level. I will assess to what extent initiatives initiated by the government to deal with climate change are actually working at the local level. I analyse initiatives taken by entrepreneurs in dealing with increasing droughts provoked by climate change. After looking at the government's top-down approach, I will examine the initiatives of farmers and of other local entrepreneurs and will assess the role of the government in these initiatives. At the end of the paper I draw some theoretical and practical conclusions.

Will Sustaining the Chinese Urban-industrial Economy be at the Expense of Rural China's Society and Environment?

Tony Fuller, COHD, China Agricultural University, Beijing, tfuller@uoguelph.ca

The complex issue of sustainability is a question facing most nations in the world. It is especially relevant in China, where sustaining the economy is of critical importance for China and for the world economy. Sustainable development is, however, a different matter. It means 'sustaining the economy' but not at the expense of the environment or the wellbeing of society, now or in the future. Implicit is the interdependence of the component parts of the system and that sustaining one element should not be at the expense of another integral element. This paper examines the 'rural' element of the current economic system in China: the contribution of agricultural produce, minerals, aggregates and labour to China's urban and industrial system is of paramount importance for sustaining economic growth, yet the cost of such contribution in terms of environmental and human damage is seldom accounted for. There are key questions to be asked. Is such contribution in its present form sustainable? Perhaps more importantly, will the future changing demands of a modern urban-industrial economy be consistent with the rigidities endemic in the rural supply of human and physical resources? Although it is not possible to answer these questions empirically, it is worth stimulating a discourse on the future costs of rural supply of resources.

PANEL 10

Tuesday 11, 14.30-17.00, Sala Sardegna

Entrepreneurial Ethics, Informality and Innovative Networks

Chair: *Moshe Shokeid*

Papers

Legitimacy in International Innovative Networks

Alina Žvinklienė, Lithuanian Social Research Centre, Vilnius alinazvin@gmail.com

The concepts of honour and reputation have been recently neglected by social anthropologists and sociologists. However, reputation sometimes modified and renamed as legitimacy is elaborated by theorists and practitioners of business management. In this case, legitimacy refers to an organization conforming to public standards, norms and values. Hence, legitimacy is broadly related to social phenomena such as trust and confidence. Using material from fieldwork conducted in 2012, the main aim of this presentation is to demonstrate how legitimacy affects formation and operation of significant networks, particularly international innovative networks. The discussion focuses on internal legitimacy – actors' mutual perception – rather than on external legitimacy – the acceptance of the organization by the broader societal environment, including significant others.

Social Innovation Networks: Facilitating Social Entrepreneurship

Ingrida Gečienė, Lithuanian Social Research Centre, Vilnius gecieneingrida@gmail.com

Social entrepreneurship is one of the most interesting issues for social scientists who seek to find out how 21st century societies challenged by the global economic downturn deal with increased social problems. Innovation is critical to social entrepreneurship. As Robert Gunn states, social enterprise is an inherently innovative business model. According to Luecke and Katz, innovation can be understood as 'the introduction of a new thing or method', as 'the embodiment, combination, or synthesis of knowledge in original, relevant, valued new products, processes, or services'. Social networks can be viewed as a platform for the creation and diffusion of social innovations and, therefore as one of most successful ways to facilitate social entrepreneurship. This paper aims to show how social innovation networks can be created and supported in order to promote social entrepreneurship. In particular, I examine the experience of the EU EQUAL program, which aimed to search for new solutions to social problems in Europe. The discussion focuses on case material and network analysis of one particular social innovation network aimed at strengthening the inclusion of socially disadvantaged youth in Lithuania, Sweden, the Netherlands and Slovenia.

Urban Development, Innovation Culture and the Evolution of Entrepreneurship

Amedeo Lepore, Second University of Naples amedeo.lepore2@unina2.it

The beginning of the twenty-first century has been marked by a profound evolution of urban systems; featuring an intensity and depth similar to those which generated the model of 'industrial city' in the past centuries. In fact, a new phenomenon has arisen, i.e. the birth of 'megacities' marked by a multitude of areas for living, studying and working, as well as by a diversification in habits and behaviours, whereby many people belong to more places at the same time, within an increasingly global factual reality. This process has produced 'urban constellations' over very large territories; i.e. functionally integrated areas which are economically and socially differentiated. Furthermore, innovations in telecommunications, such as the Internet, together with the spread of rapid transport systems, have resulted in a new geography of space, increasingly dominated by virtual communities and online socializing. Metropolises, however, have not been erased by virtual networks: they have been transformed by the interaction of cultural content, the expansion of electronic media and the development of human relations, thus generating a unique

combination of places, individuals and networks. I argue that business and enterprise that have moved from a Fordist paradigm to new features marked by the segmentation of markets are a driving force in the development of these new urban forms.

The HUB Experience and Social Innovation in Sicily: The Third Sector and its Role in Democratizing the Economy

Maria Olivella Rizza, University of Catania, Italy rizza@unina.it - olivella.rizza@gmail.com

Southern Italy is caught in an 'institutional trap' that severely inhibits economic development. Modern development theories suggest that if endogenous change does not happen spontaneously, underdevelopment can be challenged exogenously by actions that induce discontinuity. Other scholars suggest that the lack of civil society institutions is a main cause of the persistence of 'institutional traps'. The HUB Siracusa in Sicily is a community initiative that seeks to disseminate social innovation. Through an analysis of this case, this paper examines the role of the third sector, describing its relationship to exogenously inducing a discontinuity in the behaviour of citizens, consumers, entrepreneurs and politicians aimed at overcoming the local underdevelopment 'trap'. I use this example as an 'instrumental case study' (in the sense of Stake). Reference to community experience and theory characterizes the HUB approach to community-building through a participatory method. Building on social capital and modern economic development theories, I offer theoretical insights into the third sector and social innovation.

Delocalization, Precariousness and Informality: Two Case Studies from Italy

Valeria Siniscalchi, Ecole des Hautes Etudes en Sciences Sociales, France valeria.siniscalschi@ehess.fr; *Cristina Papa*, University of Perugia, Italy cpapa@unipg.it

This paper analyses the small and micro-entrepreneurial activities emerging from different processes of delocalisation. Two case studies will shed light on the production of precariousness that marks delocalization processes. The first case concerns a South Italian industrial 'district' that is a result of delocalisation of firms from Northern Italy. The second case concerns Italian enterprises that have delocalized part of their production to Rumania. We look at the complex articulation between formal and informal aspects of entrepreneurial activities in dealing with precariousness; in some cases workers and entrepreneurs share informal practices. Informality covers a large spectrum of practices that also involve illegal activities; it is not a residual phenomenon but a structural one that is part of a larger process of globalization. This compels us to look at the interactions between different sectors of activity (for example, industrial and agricultural) and to rethink the notion of informality.

PANEL 11

Tuesday 11, 14.30-17.00, Sala Panarea

Small and Micro Entrepreneurs: Between the Formal and the Informal

Convenor: *Tanya Chavdarova*, University of Sofia 'St. Kliment Ohridski' tania@scig.uni-sofia.bg

Chair: *Tanya Chavdarova*

Abstract

Small- and micro-entrepreneurship plays a major role in people's managing existence, especially under the neo-Liberal conditions of re-commodification of labour, which have produced uncertainty and precariousness. The empirical study of small- and micro-scale businesses in different settings has repeatedly shown that, being quite flexible, they easily operate at the margins between the formal and informal sectors. Many small and micro entrepreneurs' practices can be seen as blurring the boundaries between economic formality and informality, which has a profound impact on institutions' functioning, on the moral order of the market and on entrepreneurial culture. Semi-legal entrepreneurialism draws on access to community resources beyond official allocation and defies attempts of the state to monitor, regulate and extract revenue. This panel addresses – theoretically and empirically – the following questions. How important are informal networks and institutions to small entrepreneurship? What entrepreneurial culture do they produce? To what extent small businesses' informality can be considered transitional or structural in emerging and in established markets? Does it depend on the level of modernisation of a country? What is specific to the relationship between formal and informal institutions, in which the activities of small and micro entrepreneurs are embedded? To what extent the informal networks of the small businesses could subvert the formal market institutions? How should we conceptualise the contradiction between the illegality of informal activities and the social legitimacy that they often enjoy at the grassroots?

Papers

The Institutional Embeddedness of Small Businesses in Bulgaria

Tanya Chavdarova, University of Sofia 'St. Kliment Ohridski' tania@scig.uni-sofia.bg

This paper draws on qualitative research and surveys done in between 2002 and 2009 to explore the institutional embeddedness of small businesses in Bulgaria; their connections, that is, with the institutional environment. The discussion focuses on the character and effectiveness of formal institutions (public market order) and on the nature of informal institutions (private market order) which both shape the institutional environment of entrepreneurial initiatives. The central question is to what extent the informal practices of small businesses, such as pulling string through networks and corruption, have acquired the conventional character of informal institutions and what is their relationship with the formal market. Are informal institutions alternative to or competitive with formal institutions? It is suggested that informal practices have been highly institutionalised, thus legitimized, in the Bulgarian post-socialist context since they help to cope with the pressures of market uncertainty and competition.

Between Formality and Informality: Cross-border Trade among Small Entrepreneurs in Turkey and Northern Iraq

Z. Nurdan Atalay-Güneş, Mardin Artuklu University, Turkey Znurdan.atalay@yahoo.com; *Sibel Kalaycıoğlu*, Middle East Technical University, Turkey ksibel@metu.edu.tr

What regulates market relations between two countries? In the literature, the answers vary with reference to institutional regulations, international institutions and on bilateral treaties between countries. On the other hand, what happens when all these regulations do not cover and/or cannot regulate the existing market relations? This paper seeks to answer this question by

focusing on the articulation of global and local relations in the economic field in the case of Mardin, a province in South-eastern Anatolia close to the border with Iraq. Field research is based on the grain producers in Mardin and the market networks they have built between Turkey and Northern Iraq, based on family, ethnic identity bonds and networks of friends. Grain producers in Mardin export mostly to Northern Iraq. The cross-border informal links among entrepreneurs provide a 'trustworthy' ground for market relations. In what they see as the absence of 'fair' and working institutional frameworks, small entrepreneurs limit their business to Northern Iraq and to the region where they can rely on their informal networks.

The Attraction of Informality as a Coping Strategy: The Case of Solid Waste Recycling Business in Ankara, Turkey.

Sibel Kalaycıoğlu, Middle East Technical University, Turkey ksibel@metu.edu.tr

This presentation will discuss the significance of the informal sector and its role in the Turkish economic system. Given that the formal and informal sectors should not be understood as mutually exclusive, the aim is to show their interdependency in the solid waste recycling business in Ankara. It will be argued that all actors have the potential to engage in informal economic activities as a kind of adjustment or survival strategy in extremely competitive local and global markets. Some would otherwise not be able to survive. Field research in Ankara included in-depth interviews with officials key to the new legislation about solid waste-recycling; with operators in small recycling firms who mostly operate informally despite new regulations; with operators in a large, formal recycling firm; with waste collectors, who are mostly poor and unemployed migrants; with operators in the organizations of these waste collectors; with operators in formal recycling firms authorized by the municipalities; with operators in the recycling NGOs. These people's contrasting views and practices, and especially the relationships between informal recycling firms and authorized firms, bring out the complex relationship between the formal and the informal. The findings suggest that in the recycling chain small firms (the weaker party) have to operate in the informal sector but become resources for more powerful actors in the formal sector who use informal methods relating to work, workers, wages and marketing.

Formal and Informal Relationships: The Case of Small and Micro Enterprises in Bulgaria

Ivanka Petrova, Bulgarian Academy of Sciences, Sofia ivpetrova@yahoo.com

This paper is based on empirical investigation of small- and micro-scale businesses in Bulgaria. The use of informal networks for the establishment and functioning of informal (and often illegal) small and micro enterprises marks the transition period, in a situation in which legal economic practices are difficult to establish. The analysis will also look at the benefits that entrepreneurs and employees draw from informal relations in a formal business environment and at the problems which arise at both individual and social level. The economic effects of such phenomena will be discussed; for example, better access to credit, encouragement of informal economic activities, etc. The discussion is cast in the context of the country's EU membership and examines the transformation of formal relations in small enterprises and of established formal contacts in the institutions.

Women in the Bulgarian Tourist Industry: Between Informal Work and Successful Entrepreneurship

Ana Luleva, Bulgarian Academy of Sciences analuleva@gmail.com

Before 1989, women accounted for a significant proportion of employees in the managerial and service structures of the Bulgarian tourist industry. This paper addresses the key questions, how they manage to survive the post-socialist transformation and privatisation in this sector, what are the strategies for successful entrepreneurship, what are the gender differences. The discussion is based on ethnographic research in one of the famous Bulgarian mountain resorts and the nearby small town.

PANEL 12

Tuesday 11, 14.30-17.00, Sala Stromboli

New Challenges to Legitimacy and Women's Entrepreneurship in Growing Metropolitan Areas

Convenor: *Amlan Kanti Ray*, IVF & Infertility Research Centre, Calcutta, India humanedestiny@gmail.com

Chair: *Amlan Kanti Ray*

Abstract

In many ways, women's access to economic activities has coincided with rapid urbanization. Women have become predominantly engaged in informal sector developments. Their association with entrepreneurship is not confined to the '...application of energy and passion towards the creation and implementation of new ideas...' (Kuratko & Hodgetts, 2004); instead, it takes place through compulsion, for non-specifically economic reasons. Women entrepreneurs' legitimate status could be viewed dichotomously, whereby their status in the family (social legitimacy) conflicts with their informal economic activities (economic legitimacy). Examples are, the involvement of women in microfinance in Bikaner of Rajasthan, in domestic help in Delhi, in the health service in Calcutta and in the informal market in Dimapur city. Urban dwellers attach economic legitimacy to various entrepreneurial activities in view of the relationship between the service provider (woman) and the interest of the consumer (urban people) to gain reasonable access to resources. On the other hand, strong issues of social legitimacy arise in the family structure, which challenge the establishment of economic legitimacy. It would appear that a third kind of legitimacy is generated by the social, economic and political need either to negotiate the aforementioned opposition in the interest of economic empowerment or to get rid of the social hindrances unrelated to the earning pattern. This Panel intends to stimulate reflection on these emerging issues.

Papers

Women's Engagement in the Informal Sector: Characteristics and Legitimacy in an Intergenerational Context

Roumi Deb, Amity University, Nodia, India rdev@amity.edu; *Divya Avasthy*, Amity University, Nodia; *P. R. Mondal*, University of Delhi prmondal1@rediffmail.com; *Amlan Kanti Ray*, IVF & Infertility Research Centre, Calcutta humanedestiny@gmail.com

The informal sector of the economy is a quasi-universal off-shoot of rapid urbanization. It is omnipresent in everyone's daily life and is capable of challenging the formal sector and the political structure of the nation. The involuntary entry in the informal

sector of migrant women who provide domestic help, child care, house cleaning, shopping, cooking, and so on for the urban nuclear family is an almost normal occurrence that enjoys a certain level of legitimacy. Women's entrepreneurship in the informal sector does not follow the guidelines laid down in the formal entrepreneurial business arena, as has been observed in relation to the involvement of migrant women (from West Bengal) in the Delhi/NCR region. Some operate in this sector simply to survive in an urban economy based on indirect subsidence; others endeavour to establish their own business in order to give employment to their children or raise money to provide them with the education necessary to aspire to a better future. This paper explores the relationship between quasi-legitimate earning patterns and their social relevance to family life and betterment.

Women as Informal Health Providers: Emerging Issues of Legitimacy

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Informal sector developments in the health industry are a source of employment for women who, after six-month 'nursing' training, offer their services as 'sisters' in the ever-increasing number of urban health clinics. Women who have migrated from the city's outskirts have injected a work force specializing in the health industry. They not only fill the gaps left by the inadequate number of 'registered nurses'; they also bring about new thinking on the legitimate status of their profession, drawing on the indirect endorsement of the government, which encourages health entrepreneurs to run their establishments with the help of such informal health providers. This paper focuses on this workforce examining their legitimacy as workers in the private clinics and as 'aya' who look after old and aging patients in their homes. The discussion concludes with reflections on the ways in which the potential recruitment of young women in such 'profession' is influenced by pressure from their peers or their mothers and by a willingness among lower and middle income groups to see such a profession as a legitimate way to make a living in urban areas.

Fertility and Women's Entrepreneurship in North-East India

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Recent literature suggests that women invariably display lower entrepreneurial activity than men, with the entrepreneurial span of mothers being related to their fertility. This paper examines the consequences of entrepreneurial behaviour on the fertility of 1650 married women between the age of 15 and 39 from six semi-urban population groups of North-east India. The lowest mean of live births was found among women entrepreneurs as compared to housewives, private employees and government employees. Women between 15 and 19 years of age were not engaged in any entrepreneurial activity. However, the percentage of women entrepreneurs gradually increased with age, from 20 to 24 years onward, showing an inverse proportionality between women's entrepreneurship and mothers' age. Late-age entrepreneurship jeopardises the development of entrepreneurial skills and professionalism. The most potentially productive years are invested in child-rearing. The entrepreneurial womenfolk in these population groups are older and have less access to business networks than their male counterparts. Individual and social attitudes towards women's entrepreneurship are a problem. Legitimacy and gender equality in terms of economic participation can be fostered through intervention that involves women in innovative economic activities.

The Impact of Land Acquisition among Neighbouring Women: A Case from Semi-urban South Bengal

Bidhan Kanti Das, Institute of Development Studies, Calcutta bidhand@gmail.com and *Nabanita Guha*, Institute of Development Studies, Calcutta neetspiu@gmail.com

Research in semi-urban South Bengal has identified several factors, such as education, job-market opportunities, households' economic conditions, social norms and cultural traditions that help to explain low participation in the labour market in developing countries. Large-scale acquisition of agricultural land for rapid industrialization destroys the existing productive framework and leads to the marginalisation of the affected people. This paper explores what the latter, particularly women-folk, do when productive assets such as agricultural lands are acquired for industrialization. The discussion then examines the impact on neighbouring families, particularly on women whose land has not been acquired. The analysis of empirical material from the industrial area of South Bengal suggests that land acquisition has forced the local people, including women, affected by this phenomenon to go outside their village to earn a living, thereby enhancing their position in the family. This has had a positive impact on neighbouring women, who have acted similarly, thus breaking cultural tradition among traditional farmers.

On the Autonomy of Himalayan Highlanders of India: The Case of Kinnaura, Himachal Pradesh

Rajesh K. Gautam, Gour Central University, Madhya Pradesh, India goutamraj@rediffmail.com

Ethnographic findings in Kinnaura raise two issues. One is Kinnaura's strategic importance, given its location on the Indo-Tibet border. The other is the people-nature bond, encapsulated by the beneficial management of natural resources with the legitimate support of local and state agencies. Growing urban dependence on horticultural produce has become the mainstay of village economy. Social integration benefits from the support of the government and the ITBP police. The border communities find it easier to obtain strategic protection from the government and, while government legitimacy strengthens in the everyday life of Kinnaura, due to access to electricity and telephone, to urban dependence on horticultural produce and to the relationship with the markets in the context of sustainability vis-a-vis village-based welfare and development, the villages maintain the exclusive nature of rural life. This paper examines the relationship between the local administration, inextricably linked with the ITBP police, and the local political autonomy - at once linked to tradition and benefiting from the market economy.

The Legitimacy and Health of Traditional Lamani Society and the Effects of Acculturation

V. Jagadeesh, Karnatak University, Dharwad drvjagadeesh@gmail.com

Isolated traditional societies like the Lamanis are well adapted to their environments and their members are healthy and nourished. Following continuous contact with industrialized society, their adaptation becomes disrupted and their health

jeopardized. They endure endemic infections and minor nutritional deficiencies. In the recent past, the establishment of iron ore industries at the outskirts of Lamani settlements (Appenahalli), 38 Kilometres from the Bellary district of Karnataka, has damaged their environment and affected their culture. Effects of Iron ore industries can be deleterious to the health of these groups because of the sudden breakdown of their geographic isolation, of the growing instability of their group sizes due to migration, epidemics, reduction of the complexity and diversity of the surrounding fauna and flora, and of the introduction of a store-bought diet deficient in proteins, vitamins and fibre and rich in carbohydrates. The present paper is an attempt to understand the knowledge, attitudes, perceptions and practices relating to the legitimacy and health of traditional Lamanis.

PANEL 13

Wednesday 12, 9.00-11.00, Sala Panarea

Global Neoliberalism and Local Trajectories: Ethnographies of the Reorganization of Capitalism in Italy

Convenor: *Fulvia D'Aloisio*, Second University of Naples fulvia.daloisio@unina2.it

Chair: *Fulvia D'Aloisio*

Abstract

This panel addresses the way in which the increasingly neo-liberal market organization of the globalized economy is influenced by historically different conditions and embedded in the broad frame of social and familiar networks in several areas of Italy. Three ethnographic case-studies focus on recent economic and cultural change in small and medium enterprises in Como, Valdelsa and Brianza (central and northern Italy). The Como silk industry demonstrates that 'affective labour' – which some have theorized to be at odds with the hegemony of industrial labour - has always been central to industrial labour and enterprises in Italy, and continues to be so in today's neoliberal and post-industrial economy. The Valdelsa industrial district provides a good example of a 'social integrated capitalism' in which the role of individual agency was underestimated in favour of a more widely-held social explanation of economic growth. Likewise, research on woodworking artisans in the industrial district of Brianza demonstrates the difficulties currently faced by regional economies in relation to increasing outsourcing, to the generational transition of entrepreneurship and to the transfer of craftsmanship and know-how. Two other papers present ethnographic case studies respectively on the strongest face of neo-liberal capitalist organization and its weakest face. The first study is of FIAT, the largest Italian factory in the South, which has managed to impose its organizational production model in spite of workers' resistance. The second is of micro and individual enterprises in road freight transport where a small number of big operators now control the circulation of freight, while at the same time delegating actual physical transfer to a large number of unqualified small carriers competing in a highly deregulated market. Taken together, these cases show that the neo-liberal organization produces complex and contradictory effects. Its logic and practices are shaped by historically-specific political and social contexts which transform enterprises, occupations, work and livelihoods in diverse ways.

Papers

Working in Road Freight Transport in Italy: Practices and Representations

Francesco Bogani, University of Siena francesco.bogani@gmail.com

This paper is based on ethnographic research on Italian micro enterprises of road freight transport (often consisting of an individual driving his own truck). Work in road freight transport is an important object of study to assess the impact of neo-liberal policies on workers' lives. Here micro enterprises are numerically predominant and economically dominated. A restricted number of big operators control freight circulation, delegating the actual transfer to a large number of small carriers, who are unqualified and compete in a highly deregulated market. The intensity of labour, combined with the mobility specific to freight transfer operations, produces peculiar consequences. Truck-drivers spend a large part of their rest time in the spaces of production. The private sphere in their life is greatly limited. Nevertheless, their self-representation is marked by a strong symbolic enhancement of their profession, based on a variety of abilities and attitudes that cannot be reduced to formalized technical knowledge, for they involve the affective domain, including values such as sacrifice, passion, responsibility and care.

Post-Fordist Job Organization and Local Contradictory Development: The case of FIAT-SATA in Melfi (Southern Italy)

Fulvia D'Aloisio, Second University of Naples fulvia.daloisio@unina2.it

This paper presents an ethnographic case-study conducted in Melfi, in the Basilicata region, to analyse the transformation of the Fiat car production following the introduction of the Japanese model in the 1990s. In 1994, the local peasant background and high rate of unemployment (particularly female, 18% of the entire workforce) made the new factory an important element of economic and cultural change. This resulted in several processes of cultural hybridisation, including new job roles and family organization and new professional values and daily life. Recently, new contracts have been introduced at national and local level, which have produced a mix of certain and uncertain expectations, arising from FIAT re-organization in the global frame. This case provides a good example of the problematic consequences of contemporary neo-liberalism and de-regulation of the job market; at the same time, it sheds light on such processes, caught between the new political and industrial choices at the global level and new kind of jobs that have problematic effects on work identities, family and kinship.

'Weak Niche': The Disappearance of the Local Know-how.

Simone Ghezzi, University of Milan Bicocca simone.ghezzi@unimib.it

Italy is renowned for her numerous 'industrial districts'; i.e. areas of localized production. The well-known argument is that a homogeneous system of values and views and a widespread social consensus characterize the local communities of these regions. Local governments provide an institutional framework which creates the conditions for retaining the development process. The dynamism and economic success of the industrial district, it is argued, also depends on the balance between co-operation and competition among the firms, which are enmeshed in a social web that facilitates the circulation of technological knowledge and

of a skilled labour force. The current situation shows a different picture and points to a gloomier scenario. Drawing on recent fieldwork among woodworking artisans and workers, this paper addresses the difficulties faced by regional economies in relation to increasing outsourcing and to generational transferral of entrepreneurship and of know-how.

The Immaterial in the Industrial: Affective Labour in Production Networks

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It has been recently argued that the capitalist mode of production has moved from a modern era dominated by 'industrial labour' to a postmodern era in which 'non-material labour', including 'affective labour', has become predominant. This paper draws on ethnographic research on the Como silk industry in the 1980s and 1990s and on today's outsourcing of Italian manufacturing of textiles and clothing to China to demonstrate that 'affective labour' has always been central to industrial labour and enterprise in Italy. Industrial manufacturing traditionally relied on an 'informational economy' pervaded by affect. While not digital or high-speed, for most of the 20th century these circuits of information, communication and cooperation were highly 'social'. What has changed with the outsourcing of manufacturing is not the communicative character of industrial labour but its geospatial organization. This, in turn, has significant consequences for entrepreneurial opportunities, social mobility and class dynamics.

From Social Capitalism to Pre- Post-modern Labour Organization: The Unexpected Destiny of an Industrial District in Central Italy

Francesco Zanutelli, University of Messina francesco.zanutelli@gmail.com

Historically, industrial districts in Central Italy have been studied as good examples of the growth and success of a 'social integrated capitalism', based on the integration between a family-oriented entrepreneurial attitudes, an institutional and political willingness to encourage micro-industries and a context of know-how circulation and 'limited solidarity' among competitors. Through the analysis of oral memories and archival material, this paper examines the socio-cultural processes that produced this mix in the specific sector of furniture production during the economic boom of the 1950s and 1960s in the Valdelsa area, in Southern Tuscany. Local factors such as urban vs rural roots, relations of trust among peers and generational enfranchisement help to explain the impressive success of this economy, stressing the role of individual agency, widely underestimated by dominant social analyses. Furthermore, it is noted that the economic crisis of the 1970s brought out the limits of a model that needs to be understood from a long-term perspective. The ethnographic findings cast doubts on integration between social (family), political (the party) and economic (the enterprise) factors, suggesting that the post-modern dominant labour organization relies on pre-modern dependence relations.

PANEL 14

Territorial Governance: Public and Private Interests

Convenor: *Paola De Vivo*, University of Naples Federico II padevivo@unina.it

Abstract

This Panel focuses on the implementation of territorial policies and of the multi-level governance model legitimised by the European Union. Governance is the capacity of public and private bodies to build an organisational consensus involving different actors in order to define common objectives and develop a common vision for the future of their territory and create sustainable competitiveness and a cohesive development. Territorial governance is based on a bottom-up process in which institutions play a key strategic role. However, the structuring of multi-level governance depends considerably on the national institutional setting, which may provide either favourable conditions to the adaptation processes or impede them. Decision-making involves a great variety of actors, with different kinds of interests and in such a multi-level structure it may be impaired by the complexity of co-ordinating a large number of participants and arenas of policy-making. Rising transaction costs and procedural complications limit the number of actors participating in intergovernmental negotiations. A further aspect of this complexity can be identified in the search for strategic solutions. One approach (with neo-liberal overtones) is centred on private goals and interests and on the competitiveness of local systems and of human capital development. Another (of social democratic origin) focuses on public goals such as social inclusion, active citizenship and people's well-being. In the context of multi-level governance, policy-makers who are to contextualise EU policies taking into account local characteristics, must often mediate between these two divergent approaches. Looking at specific policy strategies, the Panel examines such mediations in order to understand the balance between local and supra-local networks and the way in which private and public interests are mediated. What forms of involvement are created? How are the local actors mobilised? How the territorial governance paths are institutionalised? This requires reflection on the conception and implementation of public policies on work, education, economic growth, social cohesion, urban requalification, administrative devolution, and so on. The discussions will help to improve our understanding of the way in which the processes of territorial governance have contributed to modify institutional behaviour in economically backward regions.

14a

Wednesday 12, 9.00-11.00, Sala Sardegna

Chair: *Paola De Vivo*

Papers

Urban Change in Naples: Policies and Actors

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Naples is in need of a new urban vision capable of overcoming the negative effects of its recent history. Drawing on the theoretical framework of territorial governance, this paper will focus on changes in urban policies in Naples. I offer a descriptive analysis of

the significance of local government to the city's redevelopment looking at the main actors in the dynamics of urban change. The discussion examines the critical role played by the local institutions in the process of urban transformation and its impact on the city. The literature on the topic recognizes that the role of local government in the development of the new urban space is often direct and forceful. In this perspective, territorial governance becomes a collective action based on cooperation and coordination among actors, both 'vertically' and 'horizontally'; referring respectively to multi-layered relationships of governance from the local to the national level, and to the relations among local actors. Coordination between these vertical and horizontal relationships leads to a coherent integration of responsibilities, competences and visions. In the case of Naples, the strategic policies for the renewal of the city have not taken fully into account citizens' needs and it is unclear who the major beneficiaries are. I shall look at two examples to determine how economic and political forces are driving the city's development, the extent to which local agencies are understood as entrepreneurial, profit-seeking and pro-growth, the relationship between them and other stake-holders in local development, and to see who has benefited from such policies. Focusing on these processes, I argue, has important implications for both theory and practice, as it sheds light on the actors and interests that are driving change.

Public Interest in Regional Policy Making: The Case of the Campania Region.

Claudia Avolio, IUAV, University of Venice, Italy claudia.avolio@gmail.com

This paper explores what relevance the pursuit of public interest has in the Campania's Regional Administration. Following the reform of public management and the introduction of forms of joint management (public and private) public administrations have introduced important changes in their action. On the one hand, they have implemented criteria and methods of administrative management inspired by the logic of the market (e.g., the idea of the citizen-customer or the imperative of efficiency for the managers). On the other hand they have implemented criteria that although aimed at achieving efficiency and legitimacy of public decisions involve collective actions that recover potentially the social and public dimensions of individual action. Taken together, these changes amount to a new way of conceiving the governance through the redefinition of the roles of the administrators. The discussion addresses the tension between safeguarding the public interest and opening to private interests. Regional administrations offer an interesting vantage point and in this sense the region of Campania offers good analytical insights.

Development Strategies and Territorial Autonomy: The Case of the European Cohesion Policy

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This paper is based on the study of documents produced at regional level to define long-term development strategies, namely Regional Operative Plans (ROP), and on empirical material collected through in-depth interviews with key people involved, at different levels, in the conception and execution of the cohesion policy. I examine the degree of autonomy given to, or achieved by, Southern Italian regions through such programmes. I focus on the spatial dimension of change, on the participation of individual and collective actors and on the representation of a participative and inclusive social model, in view of the tension between such a political agenda and the need for territorial development strategies to take into account local specificities. I examine Southern Italian regions' response to the EU's cohesion policy and the multilevel governance model associated with it, tentatively suggesting that during the budget cycle of structural funds 2007-2013 these regions have managed to achieve a degree of institutional autonomy that appears to have significantly influenced their development strategies. It is assumed that the planning method centrally established by the EU has initiated a process leading to a growing normative homogenization at the expense of the local know-how and resources. I suggest that the evidence appears to testify to these regions' rethinking their development-related governance in a way that takes into account the economic and social complexity specific to their territories.

Public Purposes and Private Interests in the Energy Co-Provision from Renewable Mini-Plants: The Case of Basilicata

Ivano Scotti, University of Naples Federico II ivano.scotti@gmail.com

In this paper I present the main results of a research conducted in the Basilicata Region on mini-plants of renewable energy because this Region seems exemplify the strengths and weakness in the use of green energy in Southern Italy. The main goal is to understand how public purposes and private interests are combined in practice in this field. I borrow from Habermas concepts such as public sphere, discourse, advocacy and rational communication. Mini-plants can provide electricity and heat for buildings, farms, factories, etc. and their widespread adoption would change the structure of energy provision from a pyramidal structure – with few big providers who control energy provision – to a net-structure involving several co-providers that are at the same time producers and consumers of energy. However, the mini-plants' scenario does not seem sufficiently developed, especially in comparison of big plants. According to the EU's strategies (e.g. Directive 2001/77/CE), Italy supports (e.g. Law 387/2003) the use of green energy through the concession of profitable economic incentives and some Regions have adopted their own Energy Plans. Nevertheless, these norms do not appear to promote mini-plants, the implementation of which seem to be in need of advocacy from human (social movements, corporations, local governments) and not-human (nature, technologies) actors.

14b

Wednesday 12, 11.15-13.30, Sala Sardegna

Chair: Paola De Vivo

Papers

Social Movements, Citizens' Participation and the Crisis of Legitimacy in Urban Transformation Processes in Post-Socialist Croatia

Ivana Venier, IUAV, University of Venice, Italy ivana.venier@gmail.com

Over the past few years, a nationwide urban social movement has spread in Croatia in order to promote the right to public spaces and goods. Various voluntary associations were founded across the whole country with the purpose of involving citizens in the urban planning processes, raising awareness of the existing level of corruption and inviting politicians to undertake morally and

ethically acceptable activities and to explore what self-management can offer to contrast neo-liberalisation and privatisation. The movement calls for an alternative kind of economic and social development and for a new system based on self-organisation and experimentation, and therefore for a transition towards 'post-capitalism'. As it signals a crisis of legitimacy, it is useful to explore its role in promoting a different kind of participation processes, bringing change and social innovation in various urban realities. This movement suggests the need to study transition processes under different terms than those widely acknowledged; i.e. focusing on how a period of exceptionality can be 'used' rather than on the differences it has brought with regard to the past.

Autonomy or Unanimity? Local Net Welfare and European Welfare: A Comparative Analysis Intra- and Cross-national.

Gabriella Punziano, University of Naples Federico II gabry.punziano@libero.it

Two lines of development mark EU social policies. One is the convergence of the national contests towards a unitary system, the *European welfare*, consistent with the Europeanization process. The other, takes into account the micro-level and the interest in a locally-governed welfare system, the *local net welfare*: the development, that is, of *multi-level governance* based on *territorial goals* that involve different local *actors, interests and strategies of policy translation* between the EU and the regional contexts. I look at a new welfare system typology that though macro-oriented does not underestimate the micro-level and addresses the different forms that EU integration takes locally. I discuss an analytical model that combines a macro-perspective multilevel analysis the study of specific projects in local contexts through the application of network analysis.

The CDM Projects of Salta

Tommaso Napoli, IUAV, University of Venice, Italy tommaso.napoli@gmail.com

This paper addresses the implementation of the Kyoto Protocol in the region of Salta, in Argentina. I examine a case of potentially best practice and one of failure to show how both need efficient governance. In both cases, the CDM mechanism of the Kyoto Protocol for developing countries, emphasizes that governance cannot be only market-oriented. The first case is of a potentially high-quality standard. Within one year, the Ingenio Tabacal, a Canadian multinational company leader in sugar market, obtained registration, approval and funds for his CCPP project (from the Canadian-core of the Company), they are now considering matters of taxation and State incentives. The second is a case of failure. For three years, the LNG plant in Salta city was run by the City Council with the partnership of World Bank. The City Council paid for the expensive international certificates required by the Kyoto standards. To raise the funds, it sold 65.000 Carbon credits (estimated product of six-year work at full capacity) to the World Bank. The project is awaiting approval. Alongside technical issues, this situation finds explanation in an unequal distribution of knowledge about Kyoto's standards concerning the intergovernmental dimension of regional development policies. This suggests that in a situation of unequal competition the moral importance of controlling CO2 emissions does not engender non-economic cooperation and frustrates the projects that need to be funded. These two cases also suggest that without a balanced mixture of co-operation networks, hierarchy and competition even the potentially best practices are deadlocked.

Multilevel Governance and Local Development in Sicily: Running the Erdf Regional Plan

Valentina Riegel, University of Naples 'Parthenope' valentina.riegel@gmail.com

The European Regional Development Fund contributes towards financing: 1) productive investment to create and safeguard sustainable jobs; 2) investment in infrastructure in regions covered by Objective 1; 3) development of local potential through measures which support local development, employment initiatives and the activities of small- and medium-sized enterprises; 4) investment in education and health. Sicily's ERDF plan of 'Urban Sustainable Development' Priority Axis, involves € 6.5 mln. In spite of delays and various difficulties, Sicily has started decentralized planning. The implementation of ERDF is run by Regional and Municipal Authorities through local plans called PIST (Integrated Strategy Territorial Plans) and PISU (Integrated Strategy Urban Plans) aimed at addressing the highest priorities and identifying the drivers of local development. The logic is to balance the investments by the Municipalities (i.e. services and infrastructures) throughout the PIST/PISU area. The discussion draws on empirical material to investigate the way in which the economic crisis and the opposition between centralization and devolution have been addressed in Sicily, a Region considered less developed and without a tradition of social cohesion.

Panel 15

Women Entrepreneurs in a Globalizing World

Convenor: *Subhadra Channa*, University of New Delhi channa.subhadra@gmail.com

Abstract

Women's entrepreneurship intersects with the gendered notions of space and work. Most anthropological works have tended to place women in the dichotomy private/public, often overlooking management of space that illustrates women's creative use of their labour for economic purposes. As suggested in the Conference Theme No 5, the economic can be problematized to include notions of social and cultural values that integrate ethics, morality and profit. Women's closeness to subsistence and to life has often pushed them beyond the daily routine innovatively to seek additional resources, often for the survival of their families and loved ones. Women's skills have thus reinvented themselves under trying situations. This panel focuses on women's innovative activities, skills and survival strategies in facing the challenges posed by a globalizing world. Based on research on marginal, rural and indigenous women and their strategies for survival, the papers investigate urbanizing areas, situations of migration, crises in which women have played a strategic role and situations faced specifically under conditions of globalization, such as replacement of traditional economies with modern markets, demise of subsistence economies, political and economic transformations, etc. The spread of urbanization, changes in life style and a gendered view of development focusing women's strategies are discussed.

15a

Wednesday 12, 11.15-13.30, Sala Panarea

Chair: Subhadra Channa

Papers**Women's Right to Livelihood: How is this Human Right Realized as Part of Women's Rights Discourse.**

Selvy Thiruchandran, University of Colombo, Sri Lanka womedre@slt.net.lk

This paper examines both the success and failure of women entrepreneurs in Sri Lanka to see whether there are structural impediments that hinder their progress and success and to study the role of the ideology of patriarchy. Drawing on case studies, I address the interrelated issues of the feminization of poverty, the inadequate attention paid by the state to alleviating the gender-specific determinants of poverty and the failure of most women entrepreneurs in income-generating activities. I look at whether the loan schemes and repayment factors are affecting their performance; at whether the social value of entrepreneurship is thwarted by stress on profit making; and at whether legal constraints have widened the gap between governance and the governed. I then examine the activities of NGOs and Women's groups to assess whether there are differences in the way women entrepreneurs benefit from the services offered by these providers and whether socio-cultural challenges are taken into account by the service providers. Finally, I examine how the training programmes respond to women's needs and have enhanced their competence, if competence determines success. The conclusions could be made into recommendations for improvement.

Tracing History and Power in women's Entrepreneurship: A Case Study of Tepoztlá

Sidney Perutz, Southern Methodist University, U.S.A. sydnp@sbcbglobal.net

Empowerment—broadly defined as the right to make self-determined decisions—through entrepreneurship requires close attention to the specificities of struggles over time and space. Such knowledge can only be uncovered by examining women's everyday experiences in their crossing worlds of work. Decades of materialist feminist research has appended this caveat to chartering the argument that wage earning is the most attainable route to progressive changes. An impediment has been the tendency to approach so-called small-scale entrepreneurship in terms that differentiate it from the capitalist market system. Because women's wage earning has been isolated from the 'real' (male) economy, we miss the responsive ways that even the most small-scale earners contrive to adapt to volatile economic factors driven by fusions of the local and the global. The history of female entrepreneurship in the ancient Mexican community of Tepoztlán offers good insights in these responses. As residents of one of the first areas of New Spain to be commercially and residentially colonized, Tepoztecas were among the first Mexicans to earn wages in the globalized economy. Today, they continue to be known for their resourceful entrepreneurship. Tracking four generations of a family of working women, I will focus on the market-driven adjustments that have enabled them to be major financial supporters of their families and community in the face of changes which have seldom been in working women's interest.

Money in Her Hand: Does Microcredit Alleviate Poverty for Rural Women in India?

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Women Health Workers (VHWs) in Maharashtra, India, challenge gender and caste inequality by organizing women's clubs that introduce health education and income-generating projects in local villages. This paper examines whether microfinance for women supported by international financial bodies reduces poverty. For almost 40 years, the Comprehensive Rural Health Project (CRHP), a community-based primary health care and development scheme based on principles of empowerment and integration, has addressed drought-prone rural Jamkhed. Central to this participatory model, VHWs promote women's legal rights through education and self-help groups, to put 'money in women's hands.' Village women also benefit from the government poverty programmes (NREGS), and local banks lend money to women under the poverty line, including 90% of villagers. I look at the CRHP programmes, asking whether women's individual projects truly alleviate poverty or these top-down neoliberal schemes are a way to prop-up banks and international financial markets at the expense of rural villagers, and whether the reported advantages of women's income-generation mask the negative effects of microcredit. Do international microfinance schemes shift resources away from addressing the underlying causes of class, caste and gender inequality that are the real sources of poverty?

Peripheral Women Entrepreneurs: Perspectives from Matriarchal Societies in North-East India

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The word entrepreneur is loaded with values of profit linked to the ability to start a new social or economic venture for personal or societal gain. An entrepreneur is often associated with innovation, leadership skills, managerial capacity and risk-taking. This view leans heavily on capitalism. A capitalistic entrepreneur often heads business and corporations, small or big, and their success is measured in terms of marketability and profit. Yet we have many individuals, more often women, who mostly driven by personal or familial reasons start small- or tiny-scale ventures, which needs enterprising qualities. How do we class such persons? Are they marginal, peripheral, failed entrepreneur; or as people who fall outside the general definition of entrepreneur?

15b

Wednesday 12, 14.30-17.00, Sala Panarea

Chair: Subhadra Channa

Papers**Women Entrepreneurs in North-East India: A Case study of Manipuri Women**

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This paper focuses on the activities of matrilineal women of Khasi Hills, Meghalaya. North Eastern India includes the seven sisters-states: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. For socio-economic reasons the Government has added Sikkim, which is referred to as the brother. Compared to other parts of India this region is economically

less developed, many villages have no working roads, proper electricity supply, drinking water or sanitation. Before this region opened to market exchange about two centuries ago, it was marked by a subsistence economy where men and women participated in economic production. The opening to market exchange, urbanism and to a small extent globalization, have had considerable consequences. Although women's economic role has become marginalized in the urban-global set up, they are enterprising and find ways to support their families. Here there are a few successful women entrepreneurs, but there are also many women leading small enterprises that innovate traditional craft such as weaving, commercialize traditional foodstuff or trade to meet market demand. Others engage in small-scale economic ventures dealing in accessories, floriculture or bakeries.

Wayfinding Women: The Generation of Landscapes and Society through Female Entrepreneurship

Cynthia Fowler, Wofford College, U.S.A. fowlerct@wofford.edu

This paper explores the intersection of Agrawal's environmental theory on political economy and Ingold's relational model of society to understand exchange activities among indigenous women and girls on the island of Sumba in Eastern Indonesia. Women entrepreneurs produce natural products and handicrafts, working with their kin and allies in groups composed, for instance, of mothers, daughters, nieces and sister-in-laws to create value, produce goods and generate income in a limited environment. They exchange products informally with each other and with buyers who pass through their hamlets on trading excursions, and work as vendors in biweekly markets. This paper discusses female entrepreneurship in open-air markets and describes the characteristics of the female-driven natural products and craft trades on Sumba. Ethnographic material on the locations where trade objects are produced, processed and exchanged is used to map these processes, providing the basis for an analysis of the connections between exchange-driven way-finding and the production of landscapes. The way-finding practices of women entrepreneurs reveal their power to form economic and political systems.

Street Food: Women's Microenterprises in a Modernizing World

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This paper aims at analysing women's involvement in the informal economic activity of street food vending in Juiz de Fora, a 500.000 population city in Brazil. It reports a research of street vendors in the urban central area, which has demonstrated the importance of this activity as a mean of survival and integration for migrants who have come from rural areas to the local job market. Women have an important role in this activity; which draws upon their traditional skills and offers appreciable advantages, such as low-start-up capital requirements, the reconciliation of household duties with small-scale trading and the possibility of feeding their families at low cost. Although street vendors are in the informal sector, the local government has created a set of rules (not always followed) to regulate such activity. Thus, street vendors move across the borders of legality and illegality, establishing their own composition of these worlds in order to legitimize their right to continue working in the streets.

'It is Brazilian Products that Clients Like Best': *Rabidantes* Women and the Commercial Route Between Brazil and Cape Verde

Andréa Lobo, University of Brasília, Brazil andreaslobo@yahoo.com.br

Although not a new topic for Anthropology, commercial exchanges at the global level have been in the limelight for many contemporary Anthropologists. More specifically, mercantile spaces which do not fit the logic of formality and dominant practices in contemporary economy have occupied many researchers who make reflections regarding informal flows which become concrete in markets, piracy centres and street vendor markets worldwide. This study investigates the modern commercial route between Cape Verde and Brazil created and maintained by the so-called *Rabidantes*, street vendors women from Cape Verde who engage in intensive circulation of merchandise – produced by informal entrepreneurs in Brazil and consumed in Cape Verde markets. By discussing the importance and amplitude of this women commercial route in local contexts, the goal is to analyse the paths taken by flows of people and goods, as well as the meanings these people and goods take on in this context.

"I couldn't just sit around at home!" North African women living in Imperia, Italy.

Jan Delacourt, Independent Anthropologist jandelacourt@gmail.com

These women are busy creating new homes, making contacts, building communities, and earning money as they sideline stereotyping and establish places for exchange not only amongst themselves but with and for Italians and other immigrants. They amply demonstrate Frances Angela's notion of a third space – 'neither the margin nor the co-opted centre, but a locus where women's agency, inclusiveness and solidarity are exercised, and where otherness is converted into a space for building alliances and community.' By maintaining different national and ethnic identities, these migrant women express their resistance to global political and economic forces and at the same time create satisfactory living conditions and occasions for enriching contacts with Italians and other immigrants, in challenging situations marked by insecurity and vulnerability.

PANEL 16

Wednesday 12, 14.30-17.00, Sala Sardegna

Neoliberal Policies and Urban Regeneration

Chair: *Jerome Krase*

Papers

Pussies, Veggies and Booze: The Urban Level Entrepreneurialism and the Class Character of Gentrification

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In recent decades, our contemporary urban societies have followed a common pattern that signals a shift towards neo-liberalism from Keynesian and Socialist public management approaches, albeit still within the logic of what Henri Lefebvre came to name the statist mode of production, since for it to be put into practice, such doctrine demands state support for regulating de-regulation. This so-called neo-liberal turn has also affected the way in which (re-)urbanization programmes are driven, a major

move of which is about the gradual abandonment of the 1970s Bologna-inspired model of municipal historic-centre recovery and the adoption of inter-scalar public investment along with the increasing involvement of private-driven policies. I stress the reach of this neo-liberal turn by looking at the accumulation-by dispossession of social space. Grounded on several interlocked ethnographic sketches drawn from a long-term fieldwork in a gentrifying neighbourhood of the old town of the capital city of Majorca (Balearic Islands – Spain), I contend that neo-liberal (re-)urbanization programmes now require subsumption of the all-encompassing entrepreneurial ethos of those organisations and collectivities that labour at the urban level. Furthermore, while hollowing out the capacity of oppositional class movements, such state-led socio-economic policies expect the demise of whatever form class struggle may take.

City Planning as New Urban Entrepreneurialism. The case of Piraeus

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In this paper I will focus on the way the attempted spatial transformations in the fabric of the urban context decisively affect the trajectories of everyday life of social agents. I support the view that this process is part and parcel of the reproduction of social relations of power which are mediated by the mechanism of capital production, that is, the accumulation of profit, the property on land either built or not as well as the form of employment that takes place in relation to spatial reformulations. In this light, policy makers, urban planners as well as economic investors try to put forward a kind of conception about entrepreneurial activity which symbolizes a new approach both toward the notion of urban ‘citizenship’ and urban economy. From this point of view the notion of gentrification is ‘recruited’ in order to connote the way the so-called new economy has the potential to create a renewed social and economic imagination regarding economic development and social cohesion. In other words, it is suggested that agents have to think differently in terms of values and perceptions concerning urban development resulting thus in post-modern constructions and ways of raising money. The city of Piraeus, where deindustrialization has occurred, exemplifies how urban space is used for new financial activities. I will argue that this process affects both the imagining of urban context and the relation of citizens to urban policies, resulting in the weakening of democratic decision-making and of local prosperity.

Environment, Development and Urban Change in the City of Oaxaca during the Twentieth Century

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Throughout the twentieth century, major cities in México have experienced significant urban changes. These changes have had an impact in two dimensions that are articulated: the social and environmental. First, as it has happened in many other cities, there has been a process gentrification which causes social exclusion resulting in differential access to certain public services and natural resources: land, water or dwelling. Second, continued urban growth has led to significant changes in agricultural production and the environment. The consequences can be seen in the health of residents and the crisis over access to drinking water. In this context, this paper analyses how the different models of development influence the growth of the city of Oaxaca and the kind of problems they generated.

Local Heritage as an Alternative to Capitalism?

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It is often heard that heritage has become a way of experiencing ruptures with the past and reducing them, in a hermeneutic tradition engaged by the German historian Reinhart Koselleck. According to François Hartog, heritage would be frequently called upon to describe and preserve the diversity of culture and to promote local empowerment and sustainable development. In this main view of heritage studies, heritage seems to be reduced to an instrument of public policies or of various apparatuses of power, which are supposed to substitute the weakness of state. However, ethnographic evidence and empirical history show that heritage can also be taken into account by some townspeople to preserve their locality against brutal forms of urban regeneration. Industrial urban landscapes, old factories and workers’ memories are mobilized in order to resist the kind of cognitive capitalism that deeply impacts on the urban way of life. Based on French and British research by historians, sociologists and anthropologists, often in the line of the French Michel de Certeau and of the British Raphael Samuel, this paper aims to examine some of the paths that have been followed to produce credible alternative ways to understand the role of heritage in our modern cities.

From the Ban on Enjoying to the Injunction of Enjoyment: The Case of the Michelin Company in Clermont-Ferrand.

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The Michelin company transformed Clermont-Ferrand into an industrial city with factories and a paternalistic policy, an element of the ‘Michelin spirit’ used to justify the entrepreneurial philosophy and practices attached to it, and widely articulated in the spatial production. However, the role of Michelin in the globalisation and evolution of capitalism lead to internalisation of the manpower, the end of paternalism and the birth of a new driving force with the managerial workers. Now more numerous than the manual workers, they have to be attracted and fidelized with 1) the ‘new spirit of capitalism’ and 2) a quality of life offered by the town through urban projects which integrates the new values of capitalism with the direct help of Michelin. This paper will focus first on this partnership between a firm and a municipality for the transformation of ‘the urban identity’. Second, it will study how the disciplinary and controlled spaces produced for workers, in exchange for security of life through paternalism, has been replaced by new controlled spaces produced for managers, in exchange of enjoyment through cultural and aesthetic consumption in new urban spaces.

PANEL 17**Labour Precariousness, Social Ties and Collective Action in the Urban Global Economy:
A Comparative Perspective on Italy and México**

Convenors: *Angela Giglia*, Universidad Autonoma Metropolitana, Iztapalapa, México giglia.angela@gmail.com
Adelina Miranda, University of Naples Federico II miranda.fiore@wanadoo.fr

Abstract

This Panel draws on the idea, formulated in the Conference Outline, that 'in many cases, the neo-Liberal demand for a flexible labour market and global restructuring have both produced precariousness and failed to encourage equal opportunities and inclusive growth'. We discuss different forms of labour precariousness related not only to the lack of labour stability and social protection but also to the deterioration of salary, which is increasingly complemented - or replaced - by irregular forms of payment. It is suggested that labour precariousness in global economy is not irreconcilable with old and new social ties, solidarity practices and new forms of governance, which may empower workers but may also contribute to maintain labour precariousness. The relationship between labour precariousness and social bonds in urban life will be examined in the light of the similarities and differences between México and Italy. Since the 1980s, the Mexican economy has been affected by aggressive forms of liberalization which have produced increasing deregulation of labour relationships and a large informal and illegal sector. In the Italian case, deregulation is a recent and circumscribed phenomenon and the economic restructuring consequent to the recent crisis takes place in a situation characterized by a strong welfare system. Through a comparative view of labour precariousness, we aim to contribute to an anthropological understanding of the impact of global economic processes on urban realities, focusing on the study of social networks, kinship, labour associations and others forms of collective action among disadvantaged workers.

17a

Thursday 13, 9.00-11.00, Sala Panarea

Chair: *Angela Giglia*

Papers**The Traps of Flexible Jobs**

Mirella Giannini, University of Naples Federico II migianni@unina.it

In this paper I argue that in the current labour market, flexible jobs are rising as the main shape of applications in private and public sectors. Despite all evidence of increasing uncertainty for day life of workers, State, Union and Corporate actions delay building systems of flex-security. Most of the sociological analyses have found that, as inflecting for age, gender and social standing, fixed-term jobs are unlikely to lead to stability, and rather, they turn out to be never-ending traps, especially for young people lacking social and cultural resources.

Notes for the Construction of a Map of Labour Precariousness in Naples

Enrico Rebggiani, University of Naples Federico II rebggia@unina.it; *Giustina Orientale Caputo*, University of Naples Federico II orientale@unina.it

This paper is based on a qualitative and visual approach on precariousness through the study of the biographical experiences of young people in Naples. The aim of the paper is to show different forms of precarious jobs in a context in which old and new forms of survival coexist.

Labour Networks and Family Networks in a Migratory Situation

Adelina Miranda, University of Naples Federico II adelinamiranda@orange.fr

This paper explores the articulation between family networks and labour relationship in two different kinds of immigrants in Naples: Chinese entrepreneurs and women from east Europe. In both cases, family networks have at the same time a positive and a negative effect on labour situation, producing various forms of solidarity but also conflicts, which are situated in local, national and transnational scale.

Poor People's Movements in Naples: The Case of the 'Organized Unemployed' of Vico Banchi Nuovi

Enrica Morlicchio, University of Naples Federico II enmorlic@unina.it; *Stefano Boffo*, University of Naples Federico II stefano.boffo@gmail.com

This paper deals with the analysis of poverty in different countries and focuses on the Neapolitan case as an epicentre of poverty in Italy. I will focus especially on associative forms and collective mobilizations of urban poor people, particularly in the case of the so called movement of Organized Unemployed (*Disoccupati Organizzati*).

17b

Thursday 13, 11.15-13.30, Sala Panarea

Chair: *Adelina Miranda*

Papers**Poverty Networks in Small Cities**

Lucía Bazán Levy, Centre for Research and Advanced Studies in Social Anthropology, CIESAS, México lcbazan@gmail.com

In this paper I study debt generated by elementary needs, especially food needs. In this context, I analyse structure based relationships in local convenience stores, popularly called *tienditas*, both as financial relationships and as part of social networks in neighbourhoods and local communities.

Women's Forms of Saving and the Redefinition of Female Identity in México City

Maria Ana Portal Arosa, Universidad Autonoma Metropolitana, Iztapalapa, México marianaportal@gmail.com

This paper examines the activities of financially poor women, who participate in saving groups sponsored by a private institution as a way to generate new opportunities in their everyday life, and a new self-consciousness and a new role in their communities.

Labour Precariousness and the Construction of Social Networks: Street Vendors in México City

Norma Angélica Jaramillo, Universidad Pedagógica Nacional, México D.F. norjar2000@yahoo.com.mx

This paper analyses the increasing importance of labour associations among street vendors, as a way to cope with competition. The discussion then addresses both the financial precariousness that mark these people's situation and their (mis)treatment by the authorities.

Community Canteens: An Alternative Way to Address Unemployment in México City

Cristina Sanchez Mejorada, Universidad Autonoma Metropolitana, Azcapozalco, México mcsmf1@hotmail.com

In this paper I look at the experience of community canteens promoted by local government in poor neighbourhoods of México City, as a form of employment supported by the local authority and as a way to address the basic needs not only of homeless people but also of poor members of the community, especially children and old people.

Flexible Jobs and Collective Organization: Gasoline Vendors in México City

Angela Giglia, Universidad Autonoma Metropolitana, Iztapalapa giglia.angela@gmail.com

The work of gasoline vendors in México City consists in filling up the cars of clients, from whom they receive a tip. In spite of the fact that they are part of a formal labour situation (involving a relationship of subordination in a place and time strictly established) they do not have a salary and have to rely on tips. The paper investigates the rise of an independent union among these workers and their struggle to obtain a salary.

Panel 18

Thursday 13, 9.00-11.00, Sala Sardegna

Neoliberalism, Entrepreneurialism and New Cultural Values

Chair: *Manos Spyridakis*

Papers**Making Bail for U.S. Universities: Can Education be Reclaimed from the Neo-Liberals?**

Talbot Rogers, Lincoln Memorial University, USA Tobysailing@aol.com

University education is increasingly seen as a core element of corporate power and culture. Public libraries are detached from public debate and viewed increasingly as a waste of public funding. The global economic crisis has been reflected in the overall budgets of public universities, straining them to historically low levels and forcing administrators to particularly cut the funding of many established programs in the humanities. Complicating this are two additional major influences: corporate sponsorship in academic schools and the political vilification of the worth of education except as value-free basic training for business and industry. Any institution that makes a claim to critical dialogue, informed debate, and the primacy of reason is now a threat to a political culture in which in which half-truths, stupidity, and media fabrications have become the only basis for communication.

The Anthropologist as Entrepreneur: Neoliberal Reforms, Social Knowledge and Urban Research in a Post-socialist State

Stanislav Inchevski-Turnin, Bulgarian Academy of Science, Sofia stanis.slav@abv.bg

In Marx's concept of simple social structure, the intelligentsia is a marginalized class. Socialism gives priority to fundamental sciences that are not related with ideological imperatives. Once established, research institutions grow and differentiate, enjoying special status and preferences enter into complex relationships of power involving both confrontation and support through criticism, premised on the internal dynamics of power structures. As knowledge-generating institutions and discourses of social scientific research output is associated with power and its forms of exercise, including the restriction of 'swarming of discourses'. After the political transformation they lose their status as ideological assistants. Now is expected they are to legitimize the economic efficiency of existence. Social disciplines, particularly cultural studies are not economically efficient. Public opinion and government policy require a radical transformation of scientific life in the direction of project orientation, reliance on external funding and market research. In this paper I will present a study of the functioning of informal networks and institutions, transaction transitions, exchange gifts and management of social and symbolic capital, grouping, feuds, networks and strategies in solving everyday professional and existential problems in the Institute of Ethnology and Folklore Studies with the Ethnographic Museum and the Bulgarian Academy of Science. The author seeks alternatives to neoliberalism in the social sciences, which often dictates research subjects, frustrates the development of science, and turn scholars into entrepreneurs and businessmen.

'Hard Times for all': Economic Crisis and Millennial Nationalism in Contemporary Kosovo and Albania.

Nebi Bardhoshi, Albanian Institute of Cultural Anthropology and Arts Studies nebibardhoshi3@gmail.com; *Olsi Lelaj*, Albanian Institute of Cultural Anthropology and Arts Studies, Albania olel001@yahoo.com

The European economic crisis has equally affected Albania and Kosovo. The last official statistics on both countries show that citizens are facing hard times due to unemployment, increase in prices, rise of taxes, and a decrease in public and private investments. Hard times are faced also by the neo-liberal governments of both countries because, crisis aside, frequent reports on corruption, nepotism, political favours and bad-administration have increased people's dissatisfaction with their policies. Furthermore, the major political parties in both counties are facing hard-times too because nationalist parties are gaining more

and more political grounds. Based on comparative ethnographic material, this paper will explore people's discourses, perspectives and daily life experiences in the informal urban areas that have emerged in post-socialist Albania and post-independent Kosovo. The paper will address the following questions: In what way(s) neo-liberal policies implemented by both states as a mean to fulfil EU standards have affected state's image and authority? To what extent the implementation of such policies are responsible for the rising of a nationalist ideology which, in Albanian and Kosovo, is presented as an alternative solution against poverty, informality and neo-liberalism?

The Modern Belgrade Residential Architecture as the Reflection of Disturbed Socio-Economic Conditions

Vladimira Ilic, University of Belgrade sindzulejke@gmail.com

During the Civil War, and following the disintegration of the Socialist Federal Republic of Yugoslavia, the capital of Serbia became a shelter to many refugees, while an increase in poverty and the creation of the new centralized state impelled a significant number of people to migrate to Belgrade. As the city expanded both vertically and horizontally, the residential architecture became of low quality both aesthetically and functionally, which in turn lowered the standard of living. This paper draws on the ethnography of this architecture to study the cyclical process of production and reproduction of the system which enables the building of a specific urban setting. The analysis of the 'visible' content of the new buildings will lead us to the sphere of the 'latent' –the by-products, that is, of a society in crisis. To name only a few: the employment of inadequately trained architects due to disruptions in the labour market; the tendency of the contractors and companies managing this kind of urban construction to gain easy money and big profits, which lowered the quality of construction; the corrupt city government officials who seem to connive with the contractors. The discussion will try to show how the system responsible for the flourishing of the aforementioned architecture is encouraged by the absence of choices and by a certain uniformity of the market for an extended period of time; thus, the development of bad taste among potential buyers.

PANEL 19

Immigrant Urban Entrepreneurs – 'Rich' Immigrants?: Gender and Ethnicity in a Comparative Perspective

Convenors: *Carmen Rial*, Federal University of Santa Catarina, Brazil rial@cfh.ufsc.br

Bela Feldman-Bianco, Brazilian Anthropological Association and UNICAMP bfb@uol.com.br

Abstract

Immigration has been predominantly analysed from its facet of poorly paid manual labour. Nevertheless, together with unskilled labour submit to precarious working conditions abroad, there are other flows of emigrants such as diplomats, international models, businessmen, university students and football players who establish themselves in other countries temporarily or permanently, in more favourable economic conditions. On the other hand, many immigrant labourers that initiate the migratory process in poorly paid jobs, rise socially over time, opening commercial establishments such as ethnic restaurants, clothing cleaners, internet shops, nightclubs, etc., and enjoy another style of life and consumption in the countries chosen. This panel includes papers that address 'white collar' and entrepreneurial immigration with an emphasis on analyses that reflect how gender, class, age, sexual orientation and ethnicity influence these migratory processes of entrepreneurs.

19a

Thursday 13, 11.15-13.30, Sala Stromboli

Chair: *Carmen Rial*

Discussant: *Eveline Dürr*

Papers

Immigration of the Italian elite in Rio Grande do Sul in the First Half of the 20th Century: An Overview

Miriam de Oliveira Santos, Federal University Rural of Rio de Janeiro mirsantos@uol.com.br; *Maria Catarina C. Zanini*, Federal University Rural of Rio de Janeiro, Brazil catarina_costa@hotmail.com

Our study of Italian immigration in Rio Grande do Sul (Brazil) highlights here the role of higher-educated immigrants who have distinguished themselves especially in large urban centres like Porto Alegre, Caxias do Sul, Santa Maria and Passo Fundo. We use the word 'elite' in the sense given to it by Wright Mills: '(...) groups that form the power elite, which emanate from major policy decisions, economic and financial'. We describe the immigration flow to demonstrate that despite the preference of the Brazilian government for farming families several other kinds of immigrants entered at the state of Rio Grande do Sul, especially after the Second World War, when there was a large influx of higher-educated immigrants. We supplemented documentary research with 'in loco' investigation and interviews with descendants of Italian immigrants in Rio Grande do Sul. We suggest that immigration flow to Brazil was different from the South and included a considerable number of businessmen, merchants and highly educated people.

Immigration and Socio-Economic Mobility in the Context of Foreign Colonization at Santa Catarina State - Brazil

Giralda Seyferth, Federal University of Rio de Janeiro gseyfert@gmail.com

Throughout the nineteenth century and the first half of the twentieth century, the Brazilian state of Santa Catarina favoured immigration in order to implement a policy of colonizing vacant lands, it also aimed to encourage activity of colonizing agencies. Most European settlers were allocated in small farms; they were coming from peasant or worker families, therefore, they emigrated with little resources and many of them made loans for purchasing the trip and the land. Even within this settlement context, there was interest in skilled immigration. Thus, the colony regions received not only poor people, but also skilled

immigrants, with professional qualifications and university education, as well as entrepreneurs interested in commercial and hand-craft activities that could provide a upward social mobility. At this present work, I will analyse the trajectory of some European immigrants that enriched or achieved community leadership, ethnic and politics at some colonial nuclei in the Brazilian state of Santa Catarina funded and politically emancipated in the mentioned historic period. Despite the historical range, this analysis will focus in the discussion of migration theories, providing a comparative perspective with the current migration processes.

The Prostitute, Her Lover, Their Landlord and the Police Officer: Sex and Business in Downtown Lisbon.

Cristiana Bastos, Instituto de Ciências Sociais, Universidade de Lisboa bastoscristiana@gmail.com

For centuries, downtown Lisbon (Portugal) has been a place where newcomers and the old stock coexist and enact their interdependency. Restaurants, retail stores, cultural activities and many other businesses bring together people on the move of different age, class, ethnic background and nationality, engendering a multitude of social, and sometimes sexual, intercourse. In this paper I focus on one particular group of professionals and amateurs who surround, expand and complement commercial sex, which was legal and regulated in Portugal until 1961. Starting with a story that involves G., a former prostitute who supported her lover O., a Cuban dancer who exploited her from his auto-inflicted exile in Spain; B., the landlord who served as a witness, and Z., the police officer who registered the case made by G., in the 1930s, I will discuss the economics and mobility of prostitution in downtown Lisbon from the early twentieth century to our days.

The Aftermath of a Rape Case: The Politics of Migrants' Unequal Incorporation in Neo-liberal Times

Bela Feldman-Bianco, UNICAMP, Brazil bf@uol.com.br

Against the background of a shifting global political economy, this paper unveils the conjuncture between gender, race and class and processes of transnational migrants' unequal incorporation in a specific setting. Its focus is the internationally infamous New Bedford 1983 gang rape in which a Luzo-American woman was attacked by a handful of Azorean unemployed immigrant workers in a bar-room. Exacerbated by intense media coverage and a televised trial, that dramatic event incited major political confrontations between 'gender' and 'ethnics' issues, heightening existing xenophobia and discrimination against the 'Portuguese' and ultimately targeting New Bedford as the 'Portuguese rape city of America'. Purposely avoiding the 'ethnic group' as the unit of analysis as well as corollary 'assimilation', 'integration' or 'transnational paradigms', I examine that social drama and its aftermath in the context of the social history of a decaying New England gateway city for immigrants. Once at the vanguard of the global whaling (1815-1860) and textile (1880-1925) economies, the city has been striving ever since to attract manufactures, services industries and more recently tourism. By paying attention to both the global processes restructuring New Bedford and migrants' political mobilization and transnational practices, I underscore the changing positioning of the Portuguese in the city, taking into account the role played by Portugal's entrance in the European Economic Community, the ongoing processes of upward mobility and the ways in which their history and folklore have been incorporated in the marketing of the local historical heritage in present neo-liberal times.

19b

Thursday 13, 14.30-17.00, Sala Stromboli

Chair: *Bela Feldman-Bianco*

Discussant: *Giralda Seyferth*

Papers

Managing Uncertainty in the Bidesh Crisis: Immigration and Entrepreneurship in Lisbon

José Mapril, CRIA-IUL and FCSH-UNL jmapril@gmail.com

From the 1990s until 2009, over 150 businesses run Bangladeshi migrants in the Martim Moniz square and Mouraria neighbourhood in Lisbon catered to street and market peddlers from across the country. This was the main economic activity of most of my informants and it was key in reuniting their families, sending their children to private schools and investing in land in Bangladesh. In the past year, things have changed considerably for these successful probashis (Bengali for migrant), and many are either closing their shops or are engaging in new endeavours. Drawing on the ethnography, this paper explores my informants' economic strategies. Do they continue to invest, and in what business? How do they raise capital in a context marked by a lack of credit? Have they abandoned the idea of being their own bosses? What are the consequences of such economic scenario for their expectations in bidesh (Bengali for foreign lands)? On the whole, the attending contradictory perceptions and fractures affect women more than men, as in the complex social, cultural, economic and political scenario of India's diaspora, women become targets of conflicting pressures, values and expectations. However, over the last two decades women's movements have engendered various transnational organizations, from which various organizations in India are benefiting. The analysis developed here, will contribute to the interdisciplinary debate on diaspora, which often lacks ethnographically grounded insights.

Goods for the Gods: The Trade of Afro-Brazilian Magic in Northern Italy

Giovanna Capponi, University of Bologna, Italy and School of Oriental and African Studies, U.K. giovanna.capponi@gmail.com

The aim of this paper is to describe the socio-economic empowerment of Brazilian immigrants in Italy within the context of Afro-Brazilian cults (such as candomblé) and the provision of magical services. I studied the social dynamics of a terreiro (candomblé house) in Arborio (Vercelli), a rural village in Northern Italy. I was able to notice through interviews and participant observation that most of the Italian devotees who were initiated in the terreiro were primarily interested in acquiring magical services. However, magical practices and rituals do not only appeal to the Italian initiated, but also to occasional customers who are not interested in the religious system. Every year, Brazilian pais-de-santo (religious authorities) travel to Italy as professional

magicians to perform and 'sell' specific rituals. This migration includes a transnational movement of goods and money that engenders an important business network. Thus, the candomblé community spreads its influence from the rural zone of the terreiro to the urban environment, also through cultural festivals, word-of-mouth and television programmes about divination and magic. The trade of Afro-Brazilian magic and the empowerment of Brazilian immigrants is legitimised by a shared idea of 'Brazilianity' identified as the right way to administer the sacred power, the immigrant being seen to possess the 'natural' resources to gain the local's respect and trust.

The Entrepreneurial Immigrations in Place d'Italie, Paris

Carmen Rial, Federal University of Santa Catarina rial@cfh.ufsc.br; *Miriam Grossi*, PPGAS – CNPq Federal University of Santa Catarina, Brazil miriamgrossi@gmail.com

Immigration has been predominantly analysed from its facet of poorly paid manual labour. Nevertheless, together with unskilled labour submit to precarious working conditions abroad, there are other flows of emigrants who establish themselves in other countries in more favourable economic conditions. On the other hand, many immigrant labourers that initiate the migratory process in poorly paid jobs, rise socially over time, opening commercial establishments and enjoy another style of life and consumption in the countries chosen. This paper addresses these 'white collar' and entrepreneurial immigrations of specific area of Paris, Place d'Italie neighbourhood. With date of an ethnographically grounded research we analyse how gender, class, generation, sexual orientation and ethnicity influence these migratory processes of entrepreneurs - Chinese, Pakistanis, Algerians, Moroccans, Mexicans, Chileans, Brazilians, Vietnamese, Indian, owners of ethnic restaurants, clothing cleaners, internet shops, *boulangeries*, convenience stores, super-markets, etc.

New Spaces, New Opportunities: North American Migrants in México

Eveline Dürr, Institute for Social and Cultural Anthropology, LMU Munich Eveline.Duerr@lmu.de

Migration flows across the US-Mexican border have been addressed in a wide range of studies over the last decades. While most scholars scrutinize marginalized populations bound for the affluent North, far less notice is given to border crossing and transnational movements southward, from the US and Canada to México. This paper addresses this lacuna by discussing migration patterns of middle-class North American citizens to México. My research draws attention to the impact of these urban migrants on the social, economic and political realm in Mexican cities and highlights both the interaction and perception patterns on either side. I argue that this form of migration creates new spaces and reshapes local realities, in particular in terms of consumption and economic opportunities.

The Brazilian Taste: Reflections on the Formation of Brazilian Restaurants in Greater Boston

Viviane Kraieski de Assunção, UFSC-Brazil vivianekraieski@gmail.com

The supply of Brazilian food and other products in Greater Boston followed the increased flow of Brazilian immigrants to the region. If in the 1960's and 1970's the Brazilian ethnic markets were virtually non-existent, from the 1980's and 1990's this economy grew considerably, serving both Brazilian and American customers. In addition to that, these entrepreneurship have contributed to change the urban landscape of the region, helping to make the presence of Brazilians visible in the towns and cities surrounding Boston. This paper presents data on some Brazilian restaurants in Greater Boston, highlighting integration strategies in the framework of ethnic economy. The papers also examines the importance of gender and class, as well as other variables, such as the relevance of the length of stay in the host country in the accumulation of social and economic capital and of kinship ties in the composition of the workforce.

19c

Friday 14, 9.00-11.00, Sala Stromboli

Chair: *Cristiana Bastos*

Discussant: *Giovanna Capponi*

Rising Stars: Transition, Mobility and Status in the Indian Community of Lisbon

Rosa Maria Perez, University of Lisbon and Indian Institute of Technology (IIT), Gandhinagar rperez.perez@gmail.com

Different groups from a related background are integrated in the India's diaspora to Europe, and more specifically to Portugal. They comprise transnational families and transnational religions moving within a common world linked together by almost instantaneous communication. They bring along the home traditions that they have to adapt to Portuguese ones, often recreating new cultural systems through complex and ambivalent strategies of adaptation and of integration. The dominant Indian community in Portugal is Gujarati. However, the idea of a homogeneous Gujarati community in Portugal, as the term community might suggest, has to be questioned. In fact, stratification among its members operates through the lines of economic power, allowing for status (re)assertion and reconfiguration of class. A leading economic minority dealing in commerce and business acquired considerable influence in Portugal, ensuring official political representation, social acknowledgment, and increasing power which eventually impacted on India itself, through representation at the local GOPIO (Global Organization of People of Indian Origin).

Foz Cataratas Football Club: Career, Migration and Professionalization of Women Football Players.

Mariane da Silva Pisani, Universidade Federal de Santa Catarina, Brazil marianepisani@gmail.com

Numerous studies problematize the migration of men who play soccer (RIAL, 2009; SON, 1947; DARBY, 2006; Pisani, 2011). Very few address women. The site of the Confederação Brasileira de Futebol - CBF - lists the athletes who left Brazil every year to work in other countries, and there we can find the name of men and women. But for every thousand men, there are only two or three women migrants. Some questions arise: "Is it just such a small amount of women players that goes out of Brazil to play soccer?", "Are these migrations equal to the migration of men?". To get a picture of this migration process, I started with the "feminine"

soccer team Foz Cataras Futebol Clube in Parana, south of Brazil. The interaction with the players allowed me to capture some of the issues related with being a woman who plays soccer in Brazil - life stories, life projects, career trajectories, subjective emotions, family relations-, with help me to understand some aspects of the migration of the women athletes in Brazil today.

New Destinies in International Student Flows: The Case of Peruvian Students in Brazil

Camila Daniel, Federal Rural University of Rio de Janeiro and Pontificia Universidade Catolica do Rio de Janeiro
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This paper aims to reflect on south-south migration through the migration of Peruvian students to Brazil. Studying abroad is not new to Latin America countries. In places such as Brazil and Peru, it was a tradition among the elites to send their children to run courses, particularly undergraduate and graduate, in countries such as France, USA and Germany. However, we have witnessed a diversification of routes taken by international students in higher education. Seeking to distinguish themselves in national and international labour market through an experience abroad, these students will seek different alternatives to make their international project a reality. This is the case of Peruvian graduate and postgraduate students who decide to study in Rio de Janeiro, Brazil. This paper will analyse the strategies developed by Peruvians students to fulfil their projects of studying abroad, which end up bringing them to Brazil. Most of them had dreamt to go to developed countries, but Brazil became an option due to its more favourable conditions, in terms of scholarships, visa requirements and geographical proximity. This paper is based on ethnographical data and informal interviews.

Educated to Set Off? Strategies of Incorporation among Uruguayan Migrants Urban Spain: Age, Ethnicity and Education

Mabel Luz Zeballos Videla, Universidade Federal de Rio Grande do Sul, Brazil and Universidad Rovira i Virgili, Spain
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In the second half of the twentieth century Uruguay was a migration exporting country. In the late 1980s, academic works pointed to young people's propensity to emigrate from Uruguay that reached 33% in Montevideo and 16% in the countryside. The most likely to emigrate were middle and upper class youths with middle or high level of education. The most preferred destinations were countries of the 'developed world'. Following the impact of the 1999-2002 regional financial crises on the labour market, the emigration flow increased. Statistics on emigration show a predominance of young adult men with an educational level higher than the population inside Uruguay. The '1990s Generation' accounts for most of these individuals. I focus on a Montevideo network that maintained an intense sociability in the 1990s, sharing public educative spaces, and whose members currently live both in Uruguay and abroad, participating in a transnational social field. I address the value assigned to 'Uruguayan education' in their experiences of the globalized labour market. I query the relationship between 'native' assessments of the home country and of transnational social networks, and the assessments, demands and expectations of the social actors in destination cities, including differences and hierarchies among migrants of different ethnic origins and, particularly, among Latin American people. This paper is part of a broader discussion about historical and geopolitical relationships between the home country/cities and the destination countries/cities in the contemporary world system.

PANEL 20

Narratives and Practices of Informality: Alternative Ways to Challenge Structural Inequality

Convenors: *Abel Polese*, Tallinn University ap@tlu.ee

Marcello Mollica, University of Pisa, Italy and University of Fribourg, Switzerland marcello.mollica@unifr.ch

Abstract

This panel focuses on informal practices that both generate (re)distribution of welfare in countries marked by structural inequality and help coping with a-symmetric socio-economic relations in divided societies. Complex informal practices may contribute to create a more equitable system functioning parallel to state-driven welfare distribution. This may be the case when a substantial number of actors systematically engage in such practices; the ensuing alternative system may be seen as unofficially reshaping central policies. Most studies of socio-political discontent focus on its visible expressions, such as street protests and electoral preferences, whilst neglecting actions that do not overtly challenge the State real and symbolic order. Starting from Scott's conceptualisation of silent and non-organised resistance this panel aims to add on two interpretative frameworks. One is that silent resistance is not necessarily a temporary solution for a citizen-led (re)negotiated policy. The other is that once a new political measure acquires a persistent nature it may be seen as a solution to structural inequalities and national (socio-economic) threats. The primary aim is to show the persistent and/or systemic nature of the informal sector, bringing together empirically based accounts of how it prompts redistribution of welfare not only in low-income countries but also in better-off ones (including EU member states). The central argument is that informal practices do not necessarily depend on economic (under)development.

20a

Thursday 13, 11.15-13.30, Sala Sardegna

Chair: *Marcello Mollica*

Papers

From Social Networks to Practices of Power: Hierarchy and Domination to Explain the Social Order of Informality

Anna Danielson, Soderton College, Sweden anna.danielson@sh.se

Since the demise of communism, capitalism and market economies have been expected to spread throughout the post-communist world. Huge transformations have taken place but at the same time post-communist countries have been characterised as run down by corruption and informal economic activities. This paper takes as its point of departure the notion that in order to understand the diffusion or non-diffusion of capitalism in this context, increased attention ought to be paid to the power residing within the informal sector as well as the interrelations between various types of informal practices. Via an epistemological

exploration of divergent perspectives on informality, three points are elaborated upon as formed around the notion of a dual theoretical deadlock which limits these approaches from taking power seriously into account. The first deadlock concerns how the dualist, the structuralist and the legalist school all rely on an exogenous understanding of what drives and reproduces informality. The second deadlock concerns the network approach to informality which indeed presents an endogenous account. Lastly, the paper proposes a shift towards exploring informality through a Bourdieuan social theory. Such move would not only demand a greater sensitivity to the socio-historical contingencies of power structures but also imply that informal practices may be analysed in relation to each other as well as in relation to emerging formal practices.

Between Town and Countryside: Social Networks and Personal Trust among Urban Agrarian Entrepreneurs

Christian Giordano, University of Fribourg, Switzerland christian.giordano@unifr.ch

This paper focuses on relations of trust/mistrust, strategies of cooperation and emerging conflicts in the context of post-1989 capitalist reforms in Bulgaria. Trust building, a key challenge for successful transformation, is viewed here as a premise for cooperation and social integration in the process of reforming governance, establishing local institutions, rebuilding civil society and acknowledging the human and natural potential of this 'fragile state'. Particularly significant is the analysis of so-called 'low-trust societies', marked by personalised trust and cooperation and where individuals are wary of systemic trust. Low-trust societies, such as post-socialist Bulgaria, are permeated by an organisational culture based on highly personalised networks. People might consider such relationships, and the related action strategies, as immoral, abhorrent and illegal; however, they enjoy social legitimacy as the best way for individuals to protect themselves from the dangers and traps scattered throughout the public sphere. Empirical analysis suggests that the agents involved in capitalist agriculture do not follow the abstract model proposed by transition/consolidation theories; instead their actions validate S.N Eisenstadt's multiple modernities approach.

Between Illegality and Informality: Post-Socialist Entrepreneurship in Ukraine

Abel Polese, University of Edinburgh apolese@ed.ac.uk

This paper is part of a 3 year joint research project between the University of Edinburgh, the Ukrainian Academy of Sciences and Marmara University of Istanbul, funded by a Marie Curie IOF grant on the role of informal economic practices in regional development. The discussion looks at informal and illegal practices as a way to survive in a post-socialist business environment, drawing on the case of Ukrainian SME entrepreneurs to suggest that informal and (apparently) illegal practices may be a response to state ineffectiveness in some sectors and/or of its inability to tailor development and business policies for specific realities (in our case SME enterprises). On the one hand, the analysis challenges the concept of legality, for socially accepted practices may become illegal as a consequence of policies and rules that are impossible to comply with. On the other hand, it questions the view that informality under post-socialism is transitional, which reflects a long line of 'embedding' literature on industrial relations and economic anthropology, from Harding to Gibson-Graham. The empirical material has been collected since 2003 over several long stays in Ukraine, using participant observation and informal interviews with SME entrepreneurs.

Entrepreneurial Culture and Morality: Redistribution as an Enrichment Strategy

Jeanne-Véronique Pache-Huber, University of Fribourg, Switzerland jeanne-veronique.pache@unifr.ch

The Maheshwaris, who belong to the Marwaris, a well know Indian business community, boast about their ancient and successful business activity; they are proud to count in their ranks clever business men, some being major industrialists. The Maheshwari also take pride in the solidarity that bonds their community, consider it as proof of their high morality and organizational acumen. They display such solidarity publicly in various circumstances to contest the negative stereotypes attached to trading communities, portrayed as greedy, selfish, dishonest and manipulative. The much valued unity (ekta) of the Maheshwari is not spontaneous but is based on their effort to overcome the tensions brought about by their geographical dispersion and cultural diversity, and by economic disparity among them. Based on an intensive fieldwork in Rajasthan (India), this paper examines the problems raised by the caste's internal differentiation focusing on different strategies aimed at promoting the collective prosperity of the caste. In particular, I analyse the strategies of a Maheshwari caste association aimed at redistributing the symbolic, cultural, social and economic capital of the local Maheshwari families, looking at key dynamics of social recognition.

The End of Informality? New Gypsy Palaces and New Visibility in Romania

François Ruegg, University of Fribourg, Switzerland francois.ruegg@unifr.ch

The Roma/Gypsies are seen as marginalised people doomed to poverty. The image of their nomadic habitat, a wagon or tent, reflects this stereotype. But even the habitat of sedentary Roma, the majority in Eastern Europe, is considered 'informal housing', made of poor materials and located in peripheral *mahala* (suburban areas). However, since 1989, wealthy Roma across Romania have designed and constructed a new kind of habitat, the so-called 'Gypsy palaces'. These huge flashy, exotic buildings contradict the stereotypes and renew tensions between the non-Roma and the Roma, particularly when they appear in the city centre. I analyse how the wealthy Roma challenge social representations of informality and marginality.

20b

Thursday 13, 14.30-17.00, Sala Sardegna

Chair: *Abel Polese*

Papers

Individual and Collective Resistance in Post-Conflict South Lebanon: Empirical Insights

Marcello Mollica, University of Pisa and University of Fribourg marcello.mollica@unifr.ch

Pluri-ethnic Lebanese recent history has been marked by high tension between sectarian groups and the state. Minority groups' resistance has often developed into attempts to limit the action of the central authority by embracing alternative loyalties, both trans-national and inter-religious (including former enemies). Makdisi has disproved the fashioned idea that in multi-confessional Lebanon long-standing violence between sects is unsustainable. However, a micro-level analysis based on empirical material

collected in South Lebanon during and after the 2006 war shows that where state and ethno-religious groups fail to find a dialogue tension leads citizens to see the state as alien and other groups as enemies. With reference to the responses of Christian minority groups, I discuss how Hizbullah's post-conflict strategies of reconstruction have been legitimated. Building on Weber's assumption of the state's sole power and Prato's analysis of citizens' loyalties to the state as welfare provider, I analyse the rise of a religion-driven movement in a scenario marked by dramatic economic change to suggest that refusal of the role of the state is most manifest at the local level, where sectarian attitudes (e.g., on land or property issues) take precedence over nationally-based loyalties, and that such refusal is the only perceived means of survival for both the individual and his or her group.

Informal Transitions? Impact and Benefit Agreements in Georgia and their Dynamics

David Jijelava, GeoWel Resarch david.jijelava@gmail.com

This presentation proposes an alternative view on the study of Impact and Benefit Agreements (IBAs) formation process in Georgia. IBA are commonly used in Georgia for large projects as a way to involve local communities in the decision-making processes and in the implementation of projects. They are officially part of an environmental instrument analysis, thanks to which local communities can negotiate their interests. This official narrative is, however, in contrast with what can be seen in reality. The discussion deals with case studies from several projects in different parts of Georgia to explore the formal and, especially, informal mechanisms that are used, and their failure, to involve the local communities and question on whether practices of Social Impact Assessment (SIA) can be really used to achieve long-term efficiency and sustainability in Georgia. The study will be largely qualitative and will attempt to document how IBAs between companies and indigenous communities are formulated, negotiated, conducted and what are the outputs that they deliver.

Trust, Networks and Small-business Culture

Idil Tuncer, Marmara University, Turkey id.tun@marmara.edu.tr

In post-Soviet spaces, a number of reforms aiming at changing the agricultural system inherited from the Soviet past have taken place during the 1990s and in the last years. After a reluctant attitude towards market reforms, the governments of several Central Asian republics have made efforts to introduce a veritable change by a privatisation policy in which land is rented to independent agricultural entrepreneurs on a long-term basis. However, although the dismantling of the collective and state-owned farms (kolkhozes and sovkhozes) nominally decentralises property in the agricultural sector, the de facto situation still imposes severe restrictions to the agricultural producer's freedom. Imposed quotas on production (of cotton especially) and the obligation to sell part of the harvest to state-owned companies at state-fixed prices are still characterising the relations of production, as was the case during the Soviet period. Informed by an ethnographic analysis of a small group of entrepreneurs, who support one another informally, and of their reaction to central development policies that are not tailored for a local reality, this paper will suggest that the ongoing land reform has resulted in unintended consequences on the system of power and the system of production in local agriculture, using both formal and informal channels.

Informal Politics in Informal States: Evidence from the Former USSR

Donnacha Ó Beacháin, Dublin City University donnacha.obeachain@dcu.ie

The world map is deceptively complete, with all territories neatly assigned to respective governments. There are, however, regions which disrupt this outward picture of stability. When the USSR imploded, fifteen new republics secured immediate international recognition, but the process was not seamless. Four regions conducted successful secessionist struggles against the metropolitan centres of Georgia, Moldova and Azerbaijan. These four unrecognized states – Abkhazia, South Ossetia, Nagorno-Karabakh and Transnistria continue to exist in a legal limbo. This paper provides an overview of informal politics in the unrecognized states of the former USSR. It examines how informal mechanisms to secure political institutions, political parties and elections have developed in the absence of international recognition. This presentation is part of a 2 year project funded by the Irish Research Council and material has been collected mainly through interviews with key actors in the four non-recognised republics and participant observation (several stays every year since 2000).

Informal Political and Economic Practices in Post-conflict Kosovo

Gezim Visoka, Dublin City University gezim.visoka2@mail.dcu.ie

This presentation explores the nature of informality that has emerged in post-conflict Kosovo as an expression of local resistance and agency against externally-imposed political and economic policies and as a response to situational and context-related factors, such as persistent poverty, ethnic division and weak and corrupted governance system. It aims to tackle the issue of informal economic practices by studying thoroughly two cases studies that exploit various opportunities of informality to improve the socio-economic and political position. The first case looks at the discourse and practices of an emerging politician, who depends heavily on informal practices to manufacture election results, corrupt and manipulate with the electorate votes and mobilize contested financial sources to fund his campaign. The second case explores the story of an entrepreneur who avoids taxations by corrupting civil servants, benefits from informal economic transactions by releasing fake reports and invoices of economic activity and ensures wider political support and coverage by involving in political party structures. Although these case studies reflect different situations, both show how local agents use informality and hidden transcripts of resistance to articulate subjectivity and agency and to reclaim political and material space and ownership.

Neoliberal Policies, Urban Poverty and the Role of Informal Practices of Welfare in the Turkish Context

Kayhan Delibaş, Adnan Menderes Üniversitesi, Aydın, Turkey and University of Kent, UK kdelibas@adu.edu.tr

In this paper, I examine the customs and implications of informal practices in urban Turkey since the 1990s. Neoliberal restructuring policies have generated a process of rapid urbanisation. By the early 1990s, the population balance shifted from rural to urban centres. Currently 65 per cent of the population live in cities. This process, followed by a growing income gap,

increased urban poverty. In a country where structural inequality is so visible, informal practices of welfare have become an important part of community life. My fieldwork and one-to-one interviews indicate the extent of informally generated and (re)distributed welfare and its crucial role in community life. Such practices have played an important role in the context of socio-political discontent. In particular, through them, pro-Islamist party organizations (such as the AKP) have increased electoral performance and influenced welfare policies. In this paper, I examine how people organise and generate (re)distributive welfare, how these informal activities are perceived and how they are used in electoral party politics. Testing Scotts' (1984) conceptualisation of the art of silent resistance and non-organised resistance, I investigate what role such practices have had in both the electoral success of the AKP and their subsequent three terms in power since 2002.

PANEL 21

Thursday 13, 14.30-17.00, Sala Panarea

Migration, Vulnerability and Rights in Latin American Cities

Convenors: *María Victoria Chenaut*, Centre for Research and Advanced Studies in Social Anthropology, CIESAS, México

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Soledad González Montes, El Colegio de México msonza@colmex.mx

Chair: *Angela Giglia*

Discussant: *Martha Schteingart*, El Colegio de México mschtein@colmex.com

Abstract

Since the 1960s, social scientists have studied rural to urban migration in Latin America. They have described the impact of migration on family dynamics in the migrants' regions of origin and in their new urban environments, at the same time underscoring the role of migration as the main survival strategy in the face of the crisis of small-scale agricultural production. These studies have shown that over the past two decades accelerated urbanization and neoliberal policies have resulted in increased social inequality, poverty and exclusion for recent migrants, due to the lack of social services and social security or to the deterioration of existing services. In some cases, new policies have been aimed at providing social and economic assistance to migrants; in other cases, migrants have organized themselves to overcome their disadvantages and defend their human rights. This panel brings together scholars who will address from different perspectives the problems related to the urbanization processes in Latin American cities drawing on descriptions of how migrants arrive to cities, take up urban spaces and set up organizations to defend their identities and to claim their right to housing, health, education, access to justice, and to the use of the urban space. Attention will be paid to the role played by gender and ethnicity from the actors' point of view and from that of public policies and institutions. Issues of exclusion and violence are of importance to this panel, together with those of agency and the acquisition of new political skills. Case studies from different cities will help to compare various social, economic and political conditions, the challenges faced by men and women and the ways in which they deal with discrimination and racism.

Papers

Cultural Diversity and Social Inequality: The Condition of Indigenous People in México City

Pablo Yanes, Consejo de Evaluación del Desarrollo Sustentable del Distrito Federal pyanes2007@gmail.com

This paper will analyse the magnitude and complexity of cultural diversity in México City, as well as the deep social inequalities under which indigenous peoples live in this urban context. It will explore the diverse indigenous communities in the city, incorporating a gender perspective to the analysis. It will examine the public policies and programs that have been designed and implemented in the last fourteen years, particularly regarding housing, access to justice, the defence of territorial integrity and the management of natural resources. Finally, it will propose an agenda of the main issues that should be incorporated in an integral policy for the recognition of the multicultural condition of cities, which emphasizes the rights of urban indigenous communities and the building of a new kind of social coexistence based on inter-cultural relationships.

Territoriality, Identity and Public Policies: The Case of Indigenous Migrants in Delegación Cuauhtémoc, México City

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This paper will explore the ways in which indigenous migrants take over urban spaces in the Delegación Cuauhtémoc, México City, creating new forms of territoriality and recreating their identities. More specifically, the paper will discuss: a) how these migrants practice and re-signify their identities in México City, b) how they use public space and in what collective spheres they interact and recreate their culture, c) how migrant Indian women experience urban space and how they identify with their ethnic background, d) the role played by women in the leadership of their organizations, and e) what are their needs and specific demands, resulting from their gender, ethnic and migrant condition. The analysis of these experiences helps to envisage alternative public policies which can give adequate responses to the demands of these organizations. This exercise requires new ways of thinking how public policy should be conceived in ethnically diverse urban contexts.

Return Migration, Poverty and Social Vulnerability in Veracruz, México

Rosío Córdova-Plaza, Universidad Veracruzana, México ecordova@uv.mx; *Hipólito Rodríguez*, Centre for Research and Advanced Studies in Social Anthropology, CIESAS, México hipolito@ciesas.edu.mx

In this paper we compare the conditions of return migration in Central and Southern Veracruz, two regions that over the past three decades have experienced a remarkable growth in economic migrants. Some came from indigenous areas and moved to the big agribusinesses located in the North, while others came from rural and urban areas and crossed the border with the United

States. These patterns are now changing. Because of the worsening labour conditions in local economies, indigenous and rural migrants are increasingly joining the international circuit. Different return conditions mark domestic and international migrants. Domestic migrants move legally throughout the country in family groups, working on a seasonal basis and returning periodically to their native localities. On the other hand, international migrants (to the US) move individually and are seen as illegal aliens due to their undocumented status; moreover, border crossing is expensive and dangerous, causing migrants to spend large amounts of time outside their communities with less chances of returning home. We will examine the social vulnerability involved in these two different mobility patterns and their implications in terms of household dispersion, and will address different assets management, remittances and saving capacity.

Changing Perspectives in the Study of Rural-urban Migration to Mexican Cities, 1970-2010

María Victoria Chenaut, Centre for Research and Advanced Studies in Social Anthropology, CIESAS, Golfo vchenaut@prodigy.net.mx; *Soledad González Montes*, El Colegio de México msgonza@colmex.mx

Beginning with the classical anthropological studies of the 1970s, this paper will trace the main issues, theoretical perspectives and debates on rural migration to Mexican cities. The purpose is to highlight how the changes in migration patterns throughout this period, together with the introduction of new paradigms in the social sciences and the emergence of new urban social movements, raised new questions and stimulated new approaches. The discussion will take into account that for a time an important part of the urban population was of peasant origin, and will address the migrants' incorporation into the working class, their adaptation and survival strategies as urban poor, the processes of upward mobility and exclusion of part of this population the establishment of organizations and the emergence of specific public policies. Special attention will be paid to how research has focused on the preservation of identities based in the communities of origin and the acquisition of new ones, and to the more recent increasing preoccupation with how gender and ethnic belonging not only are sources of discrimination and vulnerability, but also part of the human rights agenda claimed by organizations.

Brazil: The New 'Eldorado' for Immigrants?

Sidney Antonio da Silva, Universidad Federal de Amazonas, Brazil ssparanhos@ig.com.br

The newly arrived Haitians in northern Brazil (Amazonas) in search of a better life pose a series of questions for researchers on migration. From a conceptual standpoint, the first challenge is how to classify them, for when they arrive on the Brazilian border they seek refugee status, although the State does not recognize them as such, treating this migration as a 'humanitarian' issue. From the point of view of immigrants, Brazil is a place of opportunity, because of its growing economy which is further stimulated by the work engendered by the great sporting events that will take place in the country in the coming years. This paper discusses the specifics of this situation, focusing on how immigrants insert themselves in the Brazilian context, taking into account the ethnic and gender perspective in the construction of citizenship in the new context.

PANEL 22

Friday 14, 9.00-11.00, Sala Sardegna

Urban Agriculture: Emerging Economic Opportunities for the Urban Poor

Convenors: *Sumita Chaudhuri*, University of Calcutta, India sumita_chau@hotmail.com

Buddhadeb Chaudhuri, Chair, IUAES Commission on Human Rights buddhadbc@gmail.com

Chair: *Sumita Chaudhuri*

Abstract

The urban population grows through birth as well as migration. Migration also largely contributes to the economy of towns and cities. Urban poverty, scarcity of housing and services for the poor are outstanding problems. The economic system often fails to provide sufficient employment and the supply of housing and services is limited. It is not merely a matter of matching supply with demand, for a vast majority of the urban poor is unable to pay. Significantly, a large number of urban poor work in the informal sector doing jobs that require less skill, less education and less capital. In many developing countries, due to the fast pace of urbanization, many rural areas are gradually becoming part of urban settings where urban amenities are lacking and where at least during the initial stages of urbanization open spaces, cultivable land and water bodies remain. In view of environmental concerns, there is often a demand to preserve such open spaces to preserve the environment, which provides an opportunity for some people to earn a livelihood through traditional activities such as cultivation; so urban dwellers get fresh vegetables. These people continue to be linked with the rural world through visits, remittances of money and social, cultural and economic networks, through which workers from rural areas are recruited. This panel brings together papers from different countries to promote a comparative understanding of urban poverty, focusing on job and living conditions and on their effects on people's health, and on rural migrants and their social, cultural and economic integration in the urban environment.

Papers

Indigenous Knowledge and Women Entrepreneurs in the Urban Context: Two Case Studies

Samar Kumar Biswas, University of North Bengal, India smrkbis@yahoo.co.in; *Ashok Das Gupta*, University of North Bengal, India, ashok.dasgupta@yahoo.com

In tribal society women are regarded as an asset because they collect food, fuel, fodder, etc.; they weave nice clothes and other materials and perform most of the work in their family. Meanwhile, women in so-called non-tribal societies also do most of the domestic work and sometimes work outside the house. The women of the potter caste of Matigara sub-urban areas, near Siliguri, the second largest city of West Bengal make various earthen pots, idols and ornaments for traditional house decoration. They design, colour and polish the ornaments, which their family members then sell in the market to urban dwellers. Many women of

Rajbanshi communities use their traditional knowledge to make cakes (*pitha*) from *Aghani* rice powder which they sell in local markets. There is an increasingly large demand for these products also in the nearby sub-urban markets. This paper analyses in detail these cases of women's using their indigenous knowledge to play an active role in supporting their families.

Cross Cultural and Ethnic Business in Mixed Cities

Yadab Prakash Lamichane, Tribhuvan University of Nepal yadabprakashlamichhane@yahoo.com - jcycnepal@hotmail.com

In Nepal various established ethnic groups and cities that have become mixed through ever growing immigration are the focus of much anthropological attention. This paper suggests that their empirical understanding challenges the views that inform established policies. Officially a Hindu country, Nepal has a rich cultural heritage. Around 100 languages are spoken by different ethnic groups. Here, the concept of culture as 'the way of life for an entire society' is particularly true, as every aspect of life, food, clothing, even occupations, is culturally classified. Nepalese culture includes codes for manners, dress, language, rituals, behaviour and systems of belief. In a unique combination of tradition and novelty, traditions are followed while new customs are created to keep pace with the changing times. It is indeed interesting that a country as poor, illiterate and backward as Nepal shows such flexibility when it comes to incorporating traits from other cultures. The Nepalese are most hospitable people, which explains the country's attraction to tourists. In the context of changing patterns of entrepreneurialism in traditionally mixed settings, inter-ethnic cooperation often challenges rules and regulations. Important issues emerge, particularly in relation to 'the powerful' disregarding people's moralities, culture and interests that, alongside misguided policies that engender marginalization of sections of society, seem to make more difficult the coexistence of different cultures.

Urban Agriculture: Emerging Economic Opportunities for the Urban Poor

Buddhadeb Chaudhuri, Chair, IUAES Commission on Human Rights buddhadebc@gmail.com; *Sumita Chaudhuri*, University of Calcutta sumita_chau@hotmail.com

In many developing countries, due to the fast pace of urbanization, many rural areas are gradually becoming part of urban settings devoid of amenities. Growing environmental concerns motivate demands for the preservation of cultivable land in urban areas in order to preserve the environment. This provides an opportunity for some people to earn a livelihood through traditional activities, such as cultivation. These people continue to be linked to the rural world through visits, remittances and social, cultural and economic networks, through which workers are recruited from rural areas. This paper develops a comparative understanding of urban poverty focusing on job and living conditions and on their effects on people's health, and on rural migrants and their social, cultural and economic integration in the urban environment.

Poverty and Women's Empowerment through Micro-finance: A Case Study of the Scheduled Caste Women in West Bengal

Sovan Chakraborty, University of Calcutta, India chakraborty.sovan@gmail.com

Women's empowerment has emerged as an important issue in recent times. Micro-finance is widely recognized as an effective tool for poverty alleviation and for improving the socioeconomic status of the rural poor. Micro-finance through the network of cooperatives, commercial banks, regional rural banks, NABARD and NGOs is a recent approach. Small, informal and homogenous Self Help Groups have proved effective agents of development in both rural and urban areas. Once formed, the SHGs regularly collect a fixed amount of thrift from each member. The rural poor, with the intermediation of voluntary organizations, join these groups in order to secure better economic growth. This has resulted in the formation of a large number of such groups in the country, which mobilize savings and recycle the resources generated among the members. The Scheduled Tribe constitutes 8.20% of the total population in India and 5.50% of the total population in West Bengal. This paper deals with empowerment of Scheduled Tribe women through micro-finance in West Bengal, India.

PANEL 23

Friday 14, 9.00-11.00, Sala Panarea

Corporate Social Responsibility and Development

Chair: *Giuliana B. Prato* g.b.prato@kent.ac.uk

Papers

Corporate Social Responsibility and Community Development Globally: The Case of an Indian Conglomerate

Soumyadeb Chaudhuri, TATA, Guadalajara soumyadeb.chaudhuri@tcs.com

In the context of Corporate Social Responsibility, companies are supposed to commit to the benefit of society beyond their obligation to comply with legislation, voluntarily taking steps to improve the quality of life for the employees and their families, as well as for the local community and society at large. A number of Asian countries are making rapid economic progress, at the heart of which lies industrial development. A number of Asian corporate power houses are not only focusing on improving their balance sheet and global standing but are also spreading their wings towards philanthropic social responsibility globally. The TATA group, one of the largest Asian industrial conglomerates, has been traditionally responsive to the social needs of the community where it operates, far before CSR became accepted corporate jargon. In line with the TATA tradition, TCS (Tata Consultancy Services), the largest IT Services Company in Asia, has been involved in initiatives across various locations globally while furthering the organization's commitment to the local community. This paper draws on the case study of the philanthropic and development activities of the TATA group to offer an analysis of the CSR model undertaken by TCS globally. The discussion reflects on how TCS is trying to make a positive impact on the marginalized sections of the affected communities and proposes future strategies in long term sustainable social development.

Corporate Social Responsibility (CSR) in Nepal: An opportunity for Sustainable Development?

Surendra Niroula, Universal Group Nepal niroulasuren@gmail.com

Corporate Social Responsibility is a global concept defined by some very basic but binding principles. It involves core business practices, social and ecological aspects and reaches out to stakeholders. It is a business tool to become more creative and sustainable in terms of shaping business practice and it is a chance for societies to deal actively with the impact of globalization. Over the years, the nature of business demands has changed in important ways. Today, CSR is an accepted and effective concept for businesses to help solve social problems and to strengthen their activities. According to the definition of the European Commission (2001), CSR is developing into a tool for social cooperation and the shaping of globalization. Some activities in the field of CSR are currently carried out in Nepal but their visibility is low; they lack coherence and strategy. Since only few companies in Nepal are part of international supply chains, the pressure to exercise CSR is very low. Many of these activities develop in the spirit of philanthropy; marketing in this field is seen as immoral. Therefore the link with core business is often missing. As a starting point these initiatives are valuable, however they need to be connected to job creation, equal employment opportunities, education and to dialogue and cooperation between the different sectors of society. Valuable contributions can be made by the private sector. It is argued that such a process would help to make Nepalese economy more successful.

Economics and Politics: An Investigation of Cow Farming in Heishantou and the Development Nestlé

Huijun Qi, Minzu University of China tgig07@gmail.com

This paper takes cow farming in Heishantou town of Eerguna city in the Inner Mongolia Autonomous Region as an example in order to investigate practical problems in this field and the impact of Nestlé China Ltd, a foreign company, on the construction of new socialist pasture in this multicultural border region. The discussion takes fully into account that the construction of new socialist pasture is a long-term task.

Practical Information

Emergency Numbers

Police: Carabinieri 112; Polizia di Stato 113

Medical Emergency and Ambulance: 118

Other useful numbers can be found at: <http://www.comune.napoli.it/flex/cm/pages/ServeBLOB.php/L/EN/IDPagina/5858>

Currency: The currency in Italy is the Euro.

International dialling code for Italy is +39

Public Transport (Urban buses and trams are run by ANM. Useful tel. number: 800 63 95 25; www.anm.it in Italian).

The *Biglietto Unico* (collective ticket) allows passengers to travel for 90 minutes on all public transport within Naples metropolitan area and part of its province, including bus, tram, metro, cable railway (*Funicolare*), *Cumana* railway and *Circumvesuviana* railway network (to Erculaneum, Pompei, Sorrento). The ticket can be bought at all railway stations and from tobacconists and newsagents. For journeys within the Naples metropolitan area, the ticket's cost is 1.20 Euros. Other tariffs apply to travel outside the city's metropolitan area. *Biglietto Unico* is valid for 90 minutes from the moment of validation. It allows a one-way journey on rail transport (which can combine metro+*Cumana*+ *Funicolare*+*Circumvesuviana*), or a return journey on buses and trams (which can combine a one-way journey on rail networks + a return journey by bus).

Do not forget to validate your ticket

- When travelling by bus or tram, the ticket must be validated at the machines on board.

- When travelling by metro, *Funicolare* or *Cumana*, the ticket must be validated at the machines located at the stations before boarding the train.

Tickets for Regional and National Trains can be bought at the railway stations, including the metro station of Campi Flegrei, near the Conference Venue. Tickets must be validated at the machines located in the station before boarding the train.

Late-Night Public Transport

Many late-night bars and pubs are located in the Chiaia area, including Mergellina, the Riviera di Chiaia, and around piazza dei Martiri (near piazza Vittoria), which can be easily reached from piazzale Tecchio (near the Conference Venue) by public transport. Please note that there are no Metro, *Cumana* or *Funicolare* services throughout the night. Check at the relevant station for the last train before you begin your journey (the last metro is between 22.30 and 23.00, depending on the station of departure and the day of the week. Different timetables apply on weekends and festivities).

Taxi services run throughout the night.

There are seven night bus services within the Naples metropolitan area. The following buses depart every 25/30 minutes **from Piazzale Tecchio** to the Centre of Naples: **Linea N1**: Piazzale Tecchio to the Central Railway Station of Piazza Garibaldi (via C. Posillipo, Mergellina, via Riviera di Chiaia, piazza Vittoria, via S. Lucia, corso Umberto I, piazza Garibaldi); **Linea N2**: Piazzale Tecchio to piazza Vittoria (via Docleziano, discesa Coroglio, via C. Posillipo, via Manzoni, via Petrarca, via Orazio, Mergellina, via Riviera di Chiaia, piazza Vittoria).

Where to Eat

- Within the Mostra d'Oltremare Complex: Bars, Self-service points, Restaurant.

- Outside the Mostra d'Oltremare Complex, many restaurants and *pizzerie* (serving traditional Neapolitan pizza and other snacks) are located near Piazzale Tecchio, and near the entrance from viale J.F. Kennedy. There are also many Bars (Cafes) that offer savoury food. Central Naples offers a wide choice of excellent, reasonably priced restaurants and *pizzerie*.

Taxi Phone Numbers

Radiotaxi la Partenope: 081 5560202

Piazzale Tecchio radio taxi: 081 2396000

Telecontact Centre S.R.L.: 081 444444

Opening Hours

Shops are generally open between 9.30 and 14.00 and between 16.00 and 20.00 (some shops may open earlier), Monday-Saturday. Major supermarkets are open also on Sunday.

Newsagents and Tobacconists: opening times as for shops and on Sunday morning.

Chemists (Farmacie): opening times as for shops, but also have a rotation night service.

Cafes/Bars – Are generally open between 8.00 and 20.00. Some cafes are open 24hr.

Restaurants – Generally, lunch is served until 14.00; dinner is served until 23.00.

Post Offices

Local post offices are generally open between 8.25 and 13.00, Monday-Saturday. Some local post offices re-open in the afternoon. The Central Post Office is open between 8.25-19.10, Monday-Friday; and between 8.25-12.35 on Saturday.

Apart from the post office, stamps can be bought from tobacconists. In most cases, red mail boxes are located outside tobacconists.

Electricity

Electricity supply is 220 V AC. Sockets require plugs with two (or three) vertical pins. A convertor may be needed.

Smoking

Smoking is not allowed at train stations, in restaurants, cafes, pubs and public premises.

Some restaurants and other public places have smoking rooms.

Smoking is allowed in outdoor areas of restaurants and cafes.

Please note that in Naples smoking is also forbidden in public gardens and in proximity of pregnant women.

Museums and places to visit

There are many museums, galleries, castles and places to visit in Naples. Opening times and ticket prices vary. Generally, the entrance is free for people below the age of 18 and above 65. Many museums offer discounts to students or groups.

Most museums are open on Sunday, but they have a day closure during the week.

Closed on Tuesday:

- National Archaeological Museum (Founded in the 1750s by Charles III of Spain. It hosts Greek and Roman artefacts; Renaissance works; the Farnese classic marble statues and collection of engraved gems; Herculaneum papyri; the third largest Egyptian collection in Italy; mosaics from Pompei, Herculaneum and Stabiae; bronze statues; the "Secret Cabinet", a collection of erotic Roman art) - Open hours: 9.00-19.30

- Museum Duca di Martina (National Ceramic Museum), *Villa Floridiana* on the Vomero hill – Open hours: 8.30-14

- Museum Principe Aragona Pignatelli Cortes (Collection of historical carriages) on the Riviera di Chiaia – Open hours: 9.00 - 14.00

- Cappella Sansevero (marble sculptures and anatomical experiments of the Prince of Sansevero), near piazza San Domenico Maggioro – Open hours: weekdays 10.00 - 17.00; Sunday: 10.00 - 13.30

Closed on Wednesday:

- Capodimonte National Museum and Gallery – Royal Hunting Palace in the *Capodimonte* Park

(Farnese Collection of classic monumental sculptures; paintings by Rafael, Titian, El Greco, Botticelli, Artemisia Gentileschi, Bruegel the Elder, van Dick, Hackert, Caravaggio and masterpieces of the Neapolitan School; royal apartments with collections of 18th century furniture, porcelain and majolica) – Open hours: 8.30 - 19.30

- Royal Palace Museum and Piazza Plebiscito – (Renaissance palace; royal living quarters with furniture from different historical periods; hanging gardens overlooking the bay of Naples; the gallery includes paintings from the 16th to the 19th century) - Open hours: 9.00 - 20.00

- San Martino Charterhouse National Museum and Sant'Elmo Fortress. The most visible landmarks of the city, on the Vomero hill (reachable by *funicolare*). Charterhouse (14th century): Frescoes, marble panelling, wood carvings, floor mosaic. The Museum: 70 halls with exhibits from different eras of the city of Naples's history (13th-19th century paintings and sculptures, folk section; marine and Vesuvius sections); it also hosts a famous collection of Neapolitan nativity scenes (*presepe*), from a scene reproduced in an egg shell to the largest nativity scene, the *Presepe Cuciniello*, with 162 people, 80 animals, angels and about 450 miniature objects) – Open hours: 8.30 - 19.30

Closed on Sunday:

Civic Museum of Castel Nuovo - Maschio Angioino Castle (Medieval Castle) – Open: 9.00 - 19.00

Open all week:

- Castel dell'Ovo (and Ethno-prehistory Museum - 12th century Norman castle, with 1st century BC Roman foundations) in the Borgo Marinaro (on the former island of Megaride, now a peninsula, where Greek colonists founded the original nucleus of the city in the 6th century BC) – Open hours: 8.00-Sunset, Mon-Sat; 9.00-14.00, Sunday.

- Santa Chiara Museum Complex (Museo dell'Opera di Santa Chiara), including the Santa Chiara Majolica Cloister - Open hours: 9.30 - 13.00 and 15.30 - 17.30, Mon-Sat; 9.30 - 13.00, Sunday

Other places of interest:

Pio Monte della Misericordia (Art Gallery and home of Caravaggio's masterpiece "The Seven Acts of Mercy"); *Catacombs of San Gennaro* (Christian Catacombs of St Januarius), Capodimonte; *San Lorenzo Maggiore Complex* (Museum and archaeological area), *Nero's Theatre, Napoli Sotterranea* (underground excavations of Naples); *San Carlo Theatre's* Museum and Historical Archives (Opera House, next to the Royal Palace); *Galleria Umberto* (opposite *San Carlo Theatre*), via Roma; *Music Conservatory Museum*; *Museum of Contemporary Arts "Donna Regina"* (MADRe); *Academy of Arts*; *Acquarium* (and zoological station), in the villa Comunale, Riviera di Chiaia; *Botanic Gardens*; *Astronomic Observatory Museum*, Capodimonte; *Natural Science Museum* (University of Naples Federico II); *Galleria Principe di Napoli* (near the Archaeological Museum); *San Gregorio Armeno* (famous street of traditional nativity scene makers, near San Lorenzo Maggiore – *The presepe napoletano* – Neapolitan nativity scene – shows people's everyday life. The tradition goes back to the 16th century; handmade figurines in all variations include detailed copies of household objects, gastronomic delights, exotic animals and sometimes caricatures of contemporary politicians and famous people).

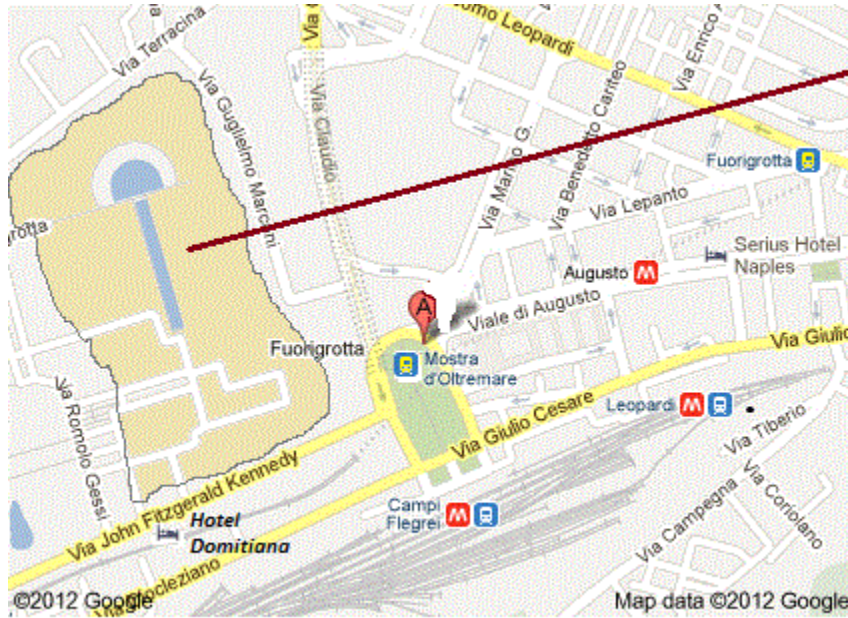
Outside Naples:

Campi Flegrei Regional Park, north-west of Naples (Phlegraean Fields – volcanic and archaeological park); *Mount Vesuvius* (active volcano); *Pompei* (archaeological site, ancient Roman city); *Herculaneum* (archaeological site, ancient Roman city); *Sorrento*; the islands of *Capri*, *Ischia* and *Procida*.

For more information, other places to visit and shopping areas, visit the official website of the City of Naples:

<http://www.comune.napoli.it/flex/cm/pages/ServeBLOB.php/L/EN/IDPagina/16991>

Mostra D'Oltremare & Surrounding Area



CONFERENCE VENUE
Mostra D'Oltremare
Complex

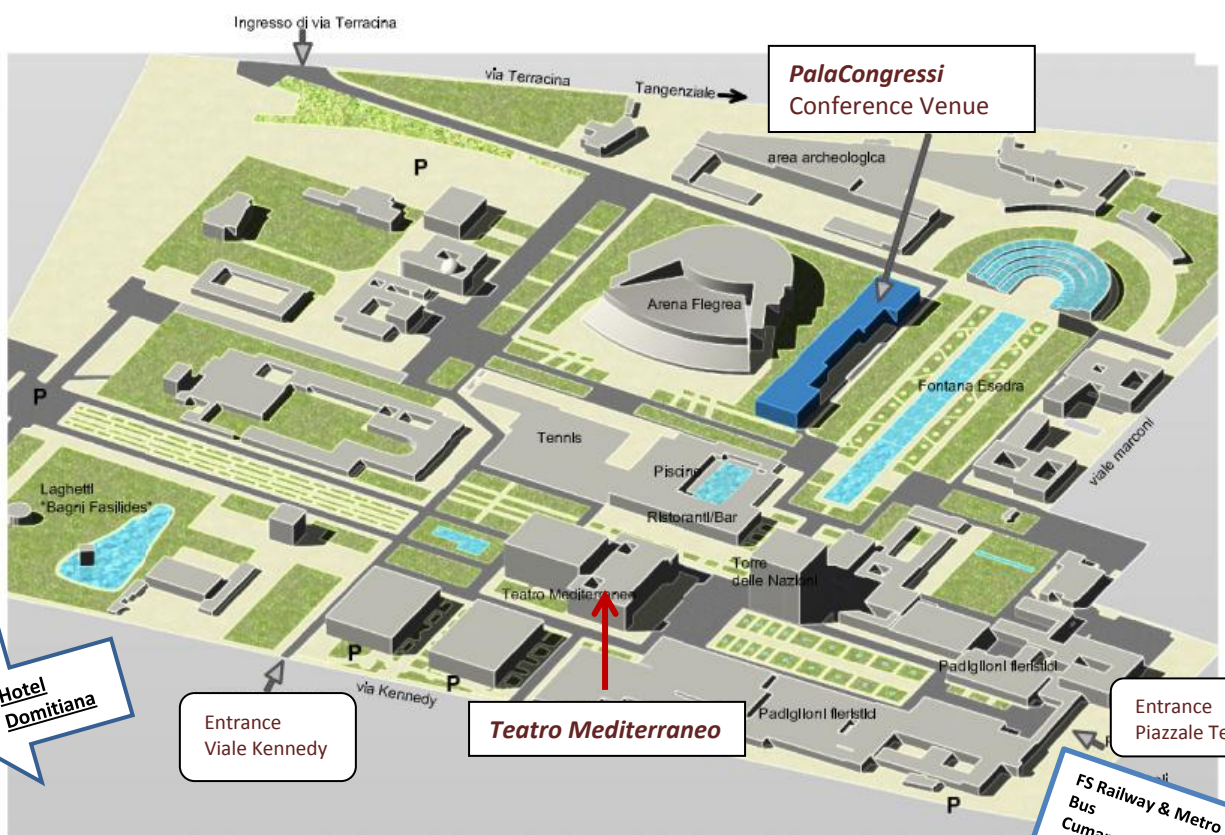
Piazzale
Tecchio

Metro Station

FS Railway Station

Cumana Station

Mostra d'Oltremare Complex



PalaCongressi
Conference Venue

Teatro Mediterraneo

Entrance
Viale Kennedy

Entrance
Piazzale Tecchio

FS Railway & Metro
Bus
Cumana Station

Hotel
Domitiana