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*Alexander Nikulin*

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### Abstract

The article is devoted to a new organizational form of a large private agricultural enterprise (or «oligarchozes») originated from post-Soviet collective-owned enterprises (kolkhozes). The fieldwork was conducted in several villages of Perm region in 2008. The author tries to find answers on the following questions: where did «oligarchozes» come from? what relations are being formed between local rural communities, the state and new Russian rural oligarchs? what are major similarities and differences between old-type postkolkhozes and new «oligarchozes»?

*Keywords:* agricultural enterprises; agricultural oligarchs; family economy; state and agriculture.

## New Translations

*Paul DiMaggio, Walter W. Powell*

The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields (translated by <i>G. Yudin</i> ) .....	34
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### Abstract

What makes organizations so similar? We argue that the engine of bureaucratization and rationalization has moved from the competitive marketplace to the state and the professions. Once a set of organizations emerges as a field, an unusual paradox arises: trying to change them actors make organizations similar. We describe three isomorphic processes — coercive, mimetic, normative — contributing to this outcome. Then we formulate hypotheses about the impact of resource centralization and dependency, goal ambiguity and technical uncertainty, and professionalization and structuration on isomorphic change. Finally we suggest some implications for theories of organizations and social change.

*Keywords:* production markets; bureaucratization; rationalization; institutional isomorphism; homogeneity of organizational forms; organization changes; structuration of organizational fields.

## Insight from the Regions

*Anna Vtorushina*

A Structural Approach to the Market Culture (The Case of Retailing Organizations of Magadan City) ..... 57

### *Abstract*

The paper investigates market culture from the structural perspective. This analysis focuses on the Magadan grocery retail trade represented by four different organizational types: open-air market, traditional grocery store, supermarket, and chain stores. The author raises the following questions: how do social ties' configurations reflect the market culture? How do social practices of market actors turn out to be an important principle of structuration of the market culture?

*Keywords:* market culture; trade formats; retailing organizations; structural approach.

## Debut Studies

*Maria Zemko*

Product Placement: Enclosing of Culture and Commerce in Modern Russian Cinema ..... 84

### *Abstract*

The paper describes how the market meets culture in modern Russian cinema through the technologies of product placement. Interpreting data of the expert interviews and using content analysis of modern Russian blockbusters, the author reveals peculiarities of product placement in contemporary Russian cinema. Commercialisation of domestic film production industry is also analysed.

*Keywords:* product placement; Russian cinema; advertising; culture commercialization.

## Professional Reviews

*Elena Berdysheva*

Studies of Pricing in the New Economic Sociology: Premises and Prospects ..... 111

### *Abstract*

Economic sociologists demonstrate an increasing interest to the issues of pricing in the consumer goods markets. This paper presents a systemic overview of studies in economic sociology on pricing. It relates new research to the classical sociological concepts and indicate key research problems for the new economic sociology in the field.

*Keywords:* price; pricing; market; calculation; legitimacy; social coordination; institutional logics.

## New Books

*Natalia Bogatyr*

Of Things, Markets, and Material Embeddedness (A Book Review: Pinch T., Swedberg R. (eds.). 2008. Living in a Material World: Economic Sociology Meets Science and Technology Studies. Cambridge, MA; London, England: MIT Press.) ..... 128

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