

Invitation for WORKSHOP Participation and SEMINAR TALK

30 – 31 May 2023

**Place: Sociology Institute at University of St. Gallen,
Müllerfriedbergstrasse 8, Room 52-5120**

**WORKSHOP (May 30): The Empirical Analysis of the Social
Infrastructure of Marketplaces: Insights from the Field**

SEMINAR TALK (May 31): How Does Sales Work Shape Marketplaces?

This workshop is designed to discuss empirical methodologies to analyze the social infrastructure of marketplaces, including the institutions, conditions and forms of interactions that shape them, and the hierarchical and collegial ties between marketplace actors that enable trade. The social infrastructure of marketplaces is composed of material and symbolic elements. Some are decided by society at large, local business cultures and marketplace organizers. Other elements represent grass-roots movements or the emergent social order. The complexity of the social infrastructure of marketplaces presents an empirical challenge, and the discussion of ways to address these challenges stands at the core of the workshop. We will consider examples of marketplace interactions from studies of various types of marketplaces [industrial, mass-consumption and online marketplaces]. We will also investigate how the analysis of the content and structure of framed marketplace interactions can help us build middle range theory pertaining to the social infrastructure of marketplaces. Finally, we will look at empirical examples of how the socio-cultural institutions of gift giving can serve as a powerful analytic tool to provide insights into the social making of marketplaces. The workshop is intended for Ph.D. Students and other young researchers in economic sociology and particularly the sociology of markets, who are currently working on or writing up their research project.

WORKSHOP schedule: May 30, 2023, between 14:00 and 16:00

PROGRAMM

14:00-14:45: A brief presentation of the **theoretical framework** used for the analysis of market interactions, followed by an **analysis of examples of ethnographic field excerpts** from industrial, mass consumption and online marketplaces.

14:45-15:00 break.

15:00-15:50: Presentation and analysis of **examples from the participants research field.**

Workshop participants are encouraged to present short examples of market interaction from their own field research, followed by a brief **group discussion** and **suggestions to the researchers.**

Participants who wish to briefly present their own work are welcome to **contact the workshop organizer Asaf Darr: adarr@univ.haifa.ac.il** to coordinate their short presentation.

Registration to the workshop until 23 May 2023: Please pre-register by contacting Miriam Augustine miriam.augustine@unisg.ch from the [Sociology Institute](#) at the University of St. Gallen where the workshop takes place at Müllerfriedbergstrasse 8, 9000 St. Gallen

Room: 52-5120 (fifth floor).

Workshop organizer: The workshop will be offered by Asaf Darr, Professor of Sociology at the University of Haifa. His research focuses on the intersection of the sociology of occupations and professions and the sociology of marketplaces. Relevant research includes *Selling Technology: The Changing Shape of Sales in an Information Economy* [Cornell University Press, 2006]. In 2013, along with Trevor Pinch, he published “Performing Sales: Material Scripts and the Social Organization of Obligation” in *Organization Studies*, 34(1):1601-1621. Together with Nurit Bird-David, in 2009 he published "Commodity, Gift,

and Mass-Gift: On Gift-Commodity Hybrids in Advanced Mass Consumption Cultures" in *Economy and Society*, 38(2): 304-325.

Recommended readings for the workshop

Aspers, Patrik and Darr, A. 2022. 'The Social Infrastructure of Online Marketplaces: Trade, Work and the Interplay of Decided and Emergent Orders. *British Journal of Sociology* 73(4): 822-838.

Darr, Asaf. 2022. 'Gift-giving as a Conversion Device in Online Marketplaces.' First Online, *Social Media and Society*.

Gonos, G. (1977). 'Situation' Vs. 'frame: the 'interactionist' and the 'structuralist' analysis of everyday life. *American Sociological Review*, 42, 6, 854-867.

SEMINAR TALK May 31, 2023

Prof. Asaf's current research project

Room: **52-7024** (7th floor)

How Does Sales Work Shape Marketplaces?

PROGRAMM

14:00-14:45: Presentation of Asaf Darr's current research project

14:45-15.45 Discussion among the participants