

Forschungsarbeit des Monats

Januar 2012



Thema der Dissertation:

„Local business networks as actors of urban (district) development:
Inter-sectoral stresses and motivations”

Gabriele Gollnick

European University Viadrina, Frankfurt/Oder

Stand der Arbeit: Endphase

Abstract

This empirical study comparably reconstructs the emergence, development and specific constraints of four local business networks in Berlin. These networks were identified, on the one hand, as institutional entities wherein approaches of urban district development were supported by corporate actors; on the other hand, they are marking an arena of encounter between the first and the second sector, connected with the normative imperatives of CSR and the claims of business acting as corporate citizens for the benefit of the location and other local stakeholders.

From the perspective of the local administrative and political actors, an integrated and participative approach of urban governance ought to be implemented, local challenges be addressed and private actors activated in order to utilize the full range of local capital and capacities; on the other hand, the representatives of small and medium sized enterprises (SME) strive to simultaneously please these external (public, administrative, political) expectations as well as their (limited) joint (economic) interests.

In result, a context-specific mixture of economic, philanthropic/ reciprocal altruistic as well as hedonistic motivated projects across company borders at a local level emerged, which somehow challenges the idea of the overall dominance of the purposive rationality of economic actors.

Kontakt:

Maecenata-
Forschungscollegium

Wilhelmstrasse 67

D - 10117 Berlin-Mitte

Tel.: +49-30-28 38 79 09

Fax: +49-30-28 38 79 10

E-mail: fvzf@maecenata.eu

www.zivilgesellschaftsforschung.de

Gabriele Gollnick über das Forschungscollegium:

„The meetings of the FC are an always challenging, yet constructive opportunity to reflect on our PhD/M.A.-projects. The special attraction of the event is the encounter of encouraged young junior scientists and experienced senior colleagues with heterogenic backgrounds, enabling interdisciplinary perspectives, valuable insights and new ideas.”