

## Workshop

# Moral Struggles in and around Markets

November 11–12, 2016 | University of Neuchâtel

Institute of Sociology  
Faubourg de l'Hôpital 27, Neuchâtel

## Organizers

Philip Balsiger (University of Neuchâtel)  
Simone Schiller-Merkens (MPIfG)

## Keynotes

**Patrik Aspers (Uppsala University):** « Morals in Forms of Markets »

**Klaus Weber (Northwestern University):** « Material Moralities in Markets »

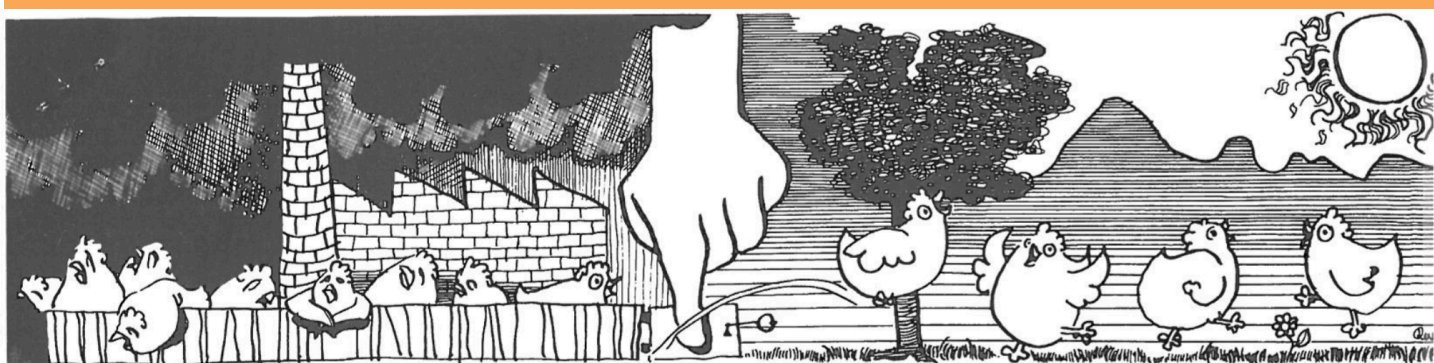
Economic activity is always “morally embedded”. Adopting a sociological view of morality as historically and socially located norms and beliefs about what is right and wrong, good and bad, worthy and unworthy, a number of studies have investigated how ethics and economic activity intermingle. That markets are “the theater of a morality play” (Marion Fourcade) becomes especially visible in moments of moral struggles, where different moral views on market exchanges clash. Moral struggles often relate to market boundaries, when the exchange of certain goods on markets provokes moral opposition - for instance, organs, life insurance, arms, cannabis or sex. But moral struggles also arise in relation to specific practices in markets that are deemed unjust or immoral, including practices relating to conditions of production, salaries, price setting, or greed. One expression of this critique is the rise of alternative markets with explicit moral goals, such as fair trade, local agriculture networks, or social investment.

This workshop brings together a range of researchers who have been studying “morals and markets” with divergent theoretical perspectives.

Conference venue:

University of Neuchâtel  
Institute of sociology  
Faubourg de l’Hôpital 27  
2000 Neuchâtel

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## Provisional program

Friday, November 10

8.45–9h Welcome address

9h–10h **Keynote 1** - Patrik Aspens (Uppsala University) – ***Morals in Forms of Markets***

10–10.30h Coffee break

10.30–12h Session 1 – **Balancing Moral and Economic Constraints**

Sarah Lenz (Goethe University Frankfurt) & Sighard Neckel (University of Hamburg) – ***Moral Struggles in Ethical Banking***

Lisa Suckert (MPIfG) – ***Playing Both Sides. How Market Actors Cope with the Moral Difficulties of Distributing Organic Milk via Discount Stores***

Luisa Piart (University of Bern) – ***Adverse Entrepreneurs and Moral Struggles in Istanbul's Garment Industry***

12–13.30h Lunch break

13.30–15h Session 2 – **Organizations as Moral Agents**

Marylène Lieber (University of Geneva) & Ellen Hertz (University of Neuchâtel) – ***A Question of Personal Development? Labor Rights Hotlines in Southern China***

Verena E. Stöckl (University of Innsbruck), Marius K. Luedicke (Cass Business School) & Andrea Hemetsberger (University of Innsbruck) – ***The Brand as Protestor: An Investigation of Rhetorical Strategies of Moral Entrepreneurs***

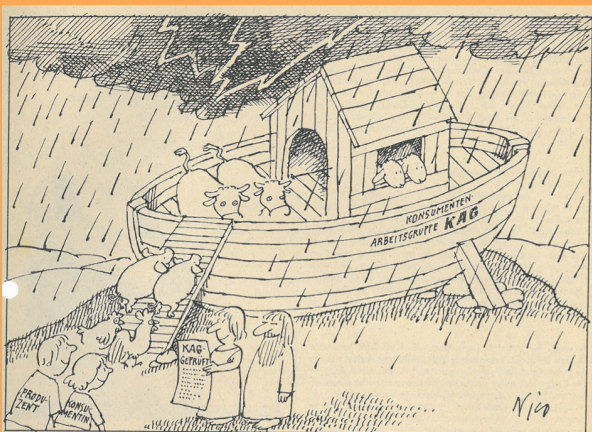
Eva Nadai (University of Applied Sciences Western Switzerland) & Alan Canonica (University of Basel) – ***The Moralization of Labor: Promoting the Employment of People with Disabilities***

15–15.30h Coffee break

15.30–16.30h Session 3 - **Morality in Markets**

Veronika Siegl (University of Bern) – ***Paid Labour or Compensated Gifting? Exploring the Moral and Emotional Dimensions of Surrogacy in Russia and Ukraine***

Alice Valierge (CSO, Sciences Po Paris) – ***The Creation and Development of the Voluntary Carbon Market Through Moral Struggles***





Saturday, November 11

9h–10h **Keynote 2** – Klaus Weber  
(Northwestern University) – **Material  
Moralties in Markets**

10h–10.15 Coffee break

10.15–11.45h Session 4 - **Contested  
Markets**

Mateusz Falkowski (Polish Academy of  
Sciences, Warsaw) – **Social Movements  
and Underground Markets:  
Justifications and Logics of Action in  
the Underground Publishing Movement  
in Communist Poland, 1976–1989**

Philippe Steiner (Université Paris IV,  
Gemass) & Marie Trespeuch (Orange  
Labs) – **Contested Markets: Morality,  
Market Devices, and Vulnerable  
Populations**

Daniel Waeger (University of Amsterdam) &  
Sébastien Ména (City University of London)  
- **Contested Diffusion, Path Generation  
and Abeyance: The Spread of Pension  
Funds' Participation in Corporate  
Governance from the United States to  
Switzerland**

11.45–12.30h Coffee break and  
sandwiches



12.30–13.30h Session 5 – **Clashing Moral  
Economies**

Jorg Wiegratz (Leeds University) – **The  
Politics of Neoliberal Moral Economy:  
The Case of Uganda**

Jean-Michel Bonvin et Aris Martinelli  
(CESCAP – University of Geneva) – **Moral  
Struggles in the Contemporary Firm:  
Case Studies in the Swiss Metal and  
Retail Sectors**

13.30–13.45h Coffee break

13.45–14.30h Wrap up session