

*English summaries**

(in alphabetical order)

V. Bottoni, *Crisi economica: un'interpretazione delle cause strutturali e delle politiche di contrasto (Economic Crisis: Interpretation of Causal Structures and Response Policies)*

The central hypothesis of this paper presents an interpretation of the causes and dynamics that characterize the current economic crisis. This interpretation is developed in light of the Keynesian economic model, alternative to the mainstream one, which refers to the neoclassic principles. The importance of the alternative model is given by the fact that the mainstream model has conditioned the institutional response during the economic crisis. The authors propose an interpretation of the crisis based on the alternative model, primarily focused on the dynamics that have characterized the crisis of the Eurozone, to understand its institutional, social and economic causes. The conclusion presents indications to propose effective economic politics, as an alternative to the current and ineffective economic policies.

A. Di Benedetto, *Un'analisi del concetto di qualità della ricerca nella VQR (An Analysis of the Research Quality Concept in the Italian Research Evaluation Exercise (VQR))*

The beginning of the second Italian Research Evaluation Exercise (known as VQR 2011-2014) is an opportunity to reflect on evaluation criteria used to assess research products, taking into account the previous experience as well: the VQR 2004-2010. The central concept of VQR is the quality of research, as its definition is essential for evaluation. The definitions of the criteria for the VQR 2011-2014 (originality, methodological rigor and certified or potential impact), and for the VQR 2004-2010 (relevance, originality/innovation and internationalization) are analyzed from a methodological point of view. This re-

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flection does not touch the objectives of the evaluation nor does it discuss the choice of the criteria; instead it considers the definitions of the evaluation criteria following the scheme proposed by Sartori for concept analysis.

P. Donati, R. Solci, *Misurare l'immateriale: il caso dei beni relazionali (Measuring the Immaterial: the Case of Relational Goods)*

The paper discusses how to measure the social intangible goods called «relational goods» (BR). In order to define these goods and carry out a survey to measure them, the authors adopted the paradigm of relational sociology which has been developed in Italy in the last three decades. After clarifying the sociological definition of the relational goods, the authors operationalize the concept in a multidimensional way, as constituted by two relations, the intersubjective relationship (RS) and the reflexivity relation (RI). The methodological and empirical analysis is carried out along various dimensions, from both quantitative and qualitative perspectives. The different dimensions of the relational goods are measured through the introduction of items, indicators and sub-indexes, and the use of vector (not scalar) quantities. The empirical survey has been applied to groups of mutual and self-help (third sector) and for profit enterprises. The empirical results show that the proposed model of investigation is valid. It allows the assessment of relational goods produced in different spheres of society, on the basis of the quality and causal power of the social relations constituting these intangible goods.

R. Fontana, *Ricerca su percorsi culturali, identità e carriera nelle istituzioni accademiche (Research on Cultural Paths, Identity and Careers in Academic Institutions)*

The paper summarizes the initial results of the study conducted by a group of researchers on the disadvantages of women in the field of social research. Twenty-one professors were interviewed on the following topics: gender inequalities, with focus on different career opportunities for men and women; the persistence of «automated responses», which indicate hostility towards strategies and practices to facilitate change in relationships between genders; obstacles that limit the redefinition of identity to develop new symbolic and material spaces to support women.

The issues examined are intertwined and affect each other, presenting a generally problematic framework. Furthermore, this happens in a cultural environment that should be by definition open-minded and prioritize the passion for knowledge rather than resistance toward gender equality, which, ultimately, penalize women, men and institutions.

L. Di Giammaria, S. Cataldi, M. Di Folco, *Associazionismo cattolico e politica. Tensioni valoriali e dissonanze cognitive (Catholic Associations and Politics. Tensions in Values and Cognitive Dissonance)*

Is there a specific typical Catholic in terms of voting orientation and representation of politics? The results of the study presented below are aimed to try

and find answers to this question. The study is part of a series of in-depth studies of the Electoral Sociology Observatory of the Department of Communication and Social Research, of the «Sapienza» University of Rome, and focuses on the values and political orientations of Catholics belonging to the varied world of associations and activism.

The analysis was carried out through an *ad hoc* survey, and focus groups were conducted to highlight the concept of politics and Catholic activism in Rome at the eve of the elections in February 2013.

M. Gilli, *L'identità di un sistema organizzativo: riflessioni sul brand (Identity of an Organizational System: Reflections on Brands)*

Although branding initiatives can be a decisive factor in the success of a business, the subject is treated more often in marketing literature than in that of organizational sociology. This paper aims to establish the importance of brands for organizational identity, and to review differences between the two literatures. Brands are a powerful creator of organizational identity: they can create a feeling of security, trust, loyalty, and even a sense of belonging, going beyond the initial terms of the economic relationship, and giving the company an almost «human» identity. Of course, any branding initiative has to deal with the company's culture, which is crucial in building its identity, both internally and externally. Acting on the culture, however, is not as simple as some marketing literature would seem to suggest. First of all, culture is not monolithic: values, norms and practices may be different, and often contradictory. It is therefore difficult to outline a brand that «represents» the entire company. Secondly, the company is an adaptive system, and therefore its culture involves not only adapting to the New but also preserving the Old, in other words, the collective practices, the sense of self, and continuity. Any branding initiative should be consistent with the cultural tradition of the organization to prevent uneasiness, avoid being overwhelmed by change, and having the company's identity threatened.