

# ROSTOCK SOCIAL SCIENCE NEWS

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No. 152

What's on Next Week?

21. - 25.10.2019

## Montag, 21.10.2019

Vortrag  
17 Uhr, SR 134, Ulmenstraße 69

Thomas Alan Schwartz (Vanderbilt University, Nashville, USA):  
Vortrag: *"America's Foreign Policy and German Reunification"*

## Dienstag, 22.10.2019

Süßmilch Lecture Series  
15 Uhr, MPI, Konrad-Zuse-Str. 1

Kelly Musick (Cornell University)  
Vortrag: *"His and her earnings following parenthood in the United States, Germany, and the United Kingdom"*

## Mittwoch, 23.10.2019

Forschungskolloquium zum  
Dienstleistungsmanagement  
17 Uhr, SR 118, Ulmenstraße 69

Marcel Zondag (Western Michigan University, USA): Vortrag:  
*"Consumption as Social Action: The Future of Experiential Marketing"*

## Donnerstag, 24.10.2019

9 Uhr, HS A.-Esch II, Ulmenstraße 69

Herbsttagung der DGS-Sektion *"Soziale Ungleichheit und Sozialstrukturanalyse"* im Gedenken an Peter A. Berger

## Freitag, 25.10.2019

8.30 Uhr, HS A.-Esch II, Ulmenstraße 69

Herbsttagung der DGS-Sektion *"Soziale Ungleichheit und Sozialstrukturanalyse"* im Gedenken an Peter A. Berger

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Montag, 21.10., 17 Uhr, SR 134, Ulmenstr. 69: **Thomas Alan Schwartz** (Vanderbilt University, Nashville, USA):  
Vortrag: "America's Foreign Policy and German Reunification"



#### Gastvortrag zu "US-Foreign Policy and German Unification"

America's Foreign policy elite viewed the relationship with Germany as a central priority of its foreign policy. To a certain extent these views came to fruition during the crucial period after the fall of the Berlin Wall.

Dienstag, 22.10., 15 Uhr, MPI, Konrad-Zuse-Str. 1: **Kelly Musick** (Cornell University), Vortrag: "His and her earnings following parenthood in the United States, Germany, and the United Kingdom"



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This paper examines how parenthood plays into gender equality within couples over the life course, and how country context in turn shapes couple dynamics and inequality across households. We use long-running harmonized panel data from the Cross National Equivalent File (N=4,117 couples and 28,490 couple-years) and a fixed-effect approach to examine couples' earnings trajectories following first birth in the 1990s and 2000s in the United States, Germany, and the United Kingdom. Variation in these policy and normative contexts should play into couple earnings dynamics following birth, and should do so differentially by mother's education.

We find steep declines in wives' share of couple earnings following first birth in the U.S., U.K., and Germany that persist over 8 years of follow-up. Declines are smallest in the U.S., due largely to the longer work hours of U.S. mothers. Declines are also smaller among wives without a college degree in the U.S., where mothers are less buffered by public work-family support, but also have fewer options to manage work and family on one income. Our results highlight the importance of better understanding work hour differences across countries and how they play into gender inequality and broader notions of well-being.

#### About the speaker

Kelly Musick is Professor and Department Chair of Policy Analysis and Management, Director of the Cornell Population Center, and Professor of Sociology (by courtesy). She received her M.P.A. in economics and public policy from Princeton University in 1996 and her Ph.D. in sociology from the University of Wisconsin-Madison in 2000. She was on the sociology faculty at the University of Southern California before moving to Cornell in 2008. Her research focuses on family change and social inequality. She has published on women's childbearing intentions, the quality and stability of cohabiting relationships, social class differences in family formation, well-being in parenting, and the mechanisms linking family environments and child well-being. Current projects expand on these themes to address issues at the intersection of parenting, work, and well-being from a cross-national perspective. Musick's research has been funded by the Eunice Kennedy Shriver National Institute of Child Health and Human Development, the Russell Sage Foundation, and the Swedish Research Council. She is editorial board member of the *American Sociological Review*, founding member of the Work and Family Researchers Network, and an International Collaborator of Stockholm University's Linnaeus Center for Social Policy and Family Dynamics in Europe.

Mittwoch, 23.10., 17.00 Uhr, SR 118, Ulmenstraße 69: **Marcel Zondag** (Western Michigan University, USA): Vortrag: „Consumption as Social Action: The Future of Experiential Marketing“



How consumers shop and consume products and services has drastically changed over the last ten years. E-commerce and technology have changed marketing channels, i.e., how we shop. At the same time, new forms of ownership, for instance, through the sharing economy, have changed the perception and value of ownership and the 'consumption' of products and services in general. Traditional marketing models focus on utilitarian exchanges and economic outcomes. These models no longer serve to explain and predict consumer behavior, which now centers on customers' experiences and interactions with brands and retailers along the entire customer journey, pre-, during, and post-shopping. In this lecture, Prof. Dr. Marcel Zondag from Western Michigan University in the USA will discuss the paradigm shift in marketing scholarship that has brought us to this point, where there is an urgent need for interdisciplinary research and new methodologies. The future of marketing research and practice will have to rely on combining elements from sociology, psychology, and economics. Using examples from FMCG retailing, Dr. Zondag will highlight the many opportunities and challenges faced by business scholars and managers.

Donnerstag, 24.10., ab 9 Uhr und Freitag, 25.10., ab 8.30 Uhr, HS A.-Esch II, Ulmenstraße 69:  
Herbsttagung der DGS-Sektion „Soziale Ungleichheit und Sozialstrukturanalyse“ im Gedenken an Peter A. Berger

Tagung  
„Soziale Ungleichheit, Individualisierung,  
Lebenslauf“  
Herbsttagung der DGS-Sektion  
„Soziale Ungleichheit und Sozialstrukturanalyse“  
im Gedenken an Peter A. Berger  
Tagungsprogramm  
Am 24. und 25. Oktober 2019



Universität Rostock  
Wirtschafts- und Sozialwissenschaftliche Fakultät  
Campus Universitätsallee  
11000 Rostock 49  
Arno-Esch-Platz 11

Die Herbsttagung der DGS-Sektion "Soziale Ungleichheit und Sozialstrukturanalyse" findet an der Universität Rostock unter dem Titel „Soziale Ungleichheit, Individualisierung, Lebenslauf“ statt. Diese Tagung ist dem Gedenken an Peter A. Berger gewidmet.

Prof. Dr. Peter A. Berger (†14. September 2018) hat sich einer vielfältigen Forschungsagenda innerhalb der soziologischen Ungleichheitsforschung an der Universität Rostock verschrieben und als langjähriger Sprecher der DGS-Sektion „Soziale Ungleichheit und Sozialstrukturanalyse“ gewirkt. Seiner Arbeitsweise folgend werden an zwei Tagen aktuelle Beiträge zu nationalen und internationalen Sozialstruktur- und Ungleichheitsforschung, der Lebenslaufforschung, der Forschung zu sozialer Mobilität und Lebensstilen zu hören sein.

Der erste Teil der Tagung wird durch die Würdigung und Reflektion Peter A. Bergers Forschungstätigkeit, sowie durch die Verleihung des Peter A. Berger Preises gerahmt. Im zweiten Teil der Tagung werden geschlechterspezifische Ungleichheiten auf dem Arbeitsmarkt, Dynamiken sozialer Mobilität und Distinktion, die Entwicklung atypischer und prekärer Beschäftigung, sowie die Akkumulation von Ungleichheiten im Lebenslauf in vier Sessions in den Blick genommen.

Das Tagungsprogramm finden Sie hier: <https://www.isd.uni-rostock.de/isd/neues/nachrichten-newsletter/details-demnaechst/n/sektionstagung-soziale-ungleichheit-individualisierung-lebenslauf-49457/>

**Anmeldung:** Bei Interesse an einer Teilnahme erbitten wir eine Anmeldung bis spätestens zum 22. September 2019 an: [lisa.richter2@uni-rostock.de](mailto:lisa.richter2@uni-rostock.de)