

Jahrbuch für Wirtschaftsgeschichte 2017 Band 58 Heft 2

Abhandlungen

Ulrike Schulz und Swen Steinberg: Unternehmen im Transformationsprozess: Ostdeutsche und osteuropäische Perspektiven. Eine Einführung

Abstract: This special issue presents East German as well as East European perspectives on the transformation phases after 1945 and 1989 and advocates the long-term analysis of corporations in the socialist planned economies as an independent research field. This includes not only economic questions but also cultural phenomena of everyday life, as well as questions of identity, milieu, confession or tradition. Ultimately, the aim is to extend this perspective to Eastern Europe. Again, the focus is not on the Comecon countries and their corporations alone. The interdependencies and interconnections between the East European and Western markets should also be taken into account.

JEL-Codes: A 11, B 21, B 22, D 00, D 20, D 23, F 02, F 50, F 60, H 00, N 14, N 44, N 84, P 14, P 20, P 21, P 26, P 27, P 31, P 33

Keywords: Transformation, Tradition, Wirtschaft, Verstaatlichung, Privatisierung, transformation, tradition, economy, nationalization, privatization

Ulrike Schulz

Dr. phil. Ulrike Schulz is the project coordinator of and a researcher in the Independent Commission of Historians Investigating the Reich Ministry of Labor. Her research focuses on the social and economic history of Germany and Europe in the nineteenth and twentieth centuries. She received her PhD from the University of Bielefeld in 2011 (Simson: *Das unwahrscheinliche Überleben eines Unternehmens, 1856-1993* (Göttingen: Wallstein, 2013)). Before joining the research project on the Ministry of Labor, she was a Visiting Researcher at Yale University and taught at the University of Bielefeld.

Swen Steinberg

Dr. Swen Steinberg is research assistant at the chair for regional history at Dresden University. His research focuses the history of knowledge / history of science, exile studies, corporate culture and economic transformations in the nineteenth and twentieth century. He received his PhD from the University of Dresden in 2013 (*Unternehmenskultur im Industriedorf. Die Papierfabriken Kübler & Niethammer in Sachsen, 1856-1956* (Leipzig: Unoiversitätsverlag, 2015)). From 2014 to 2016 he was a post-doc fellow of the German Research Foundation (Deutsche Forschungsgemeinschaft) and affiliated to the University of California in Los Angeles, recent project: "A Transnational History of Knowledge on Mountains and Woods: Transfers Practices in Forestry and Mining between Europe and the US., 1840-1960".

Ulrike Schulz (Dr.), Unabhängige Historikerkommission zur Geschichte des Reichsarbeitsministeriums im Nationalsozialismus, Institut für Geschichtswissenschaften, Humboldt-Universität zu Berlin, Unter den Linden 6, D-10099 Berlin, E-Mail: u.schulz@hu-berlin.de

Swen Steinberg (Dr.), Lehrstuhl für sächsische Landesgeschichte, Institut für Geschichte, Technische Universität Dresden, D-01062 Dresden, E-Mail: Swen.Steinberg@tu-dresden.de

Ulrike Schulz und Thomas Welskopp: Wieviel kapitalistisches Unternehmen steckte in den Betrieben des real existierenden Sozialismus? Konzeptionelle Überlegungen und ein Fallbeispiel

Abstract: The article offers a new perspective on the economic and business history of the German Democratic Republic (GDR). It argues that the historiographical emphasis on the “failure” of the East German planned economy should be replaced by an analysis of those factors which allowed the GDR economy to exist as long as it did and the effects they had on the system as a whole. To do so, the article first provides an overview of the structural conditions that characterized the East German economy and looks at the position and role of the publically-owned companies within the “Budgetverwaltungswirtschaft” (budget administration economy). To determine in which ways the East German companies functionally differed from capitalist ones, the article investigates in a second step the characteristics of capitalist economies, specifically the relevance awarded to companies and entrepreneurs as constitutive elements of the market. By distinguishing analytically the distribution of property rights bundles awarded to the different actors in the economy, the article provides a basis for comparing the functions of companies in capitalist and non-capitalist systems without assuming an essential difference between the two types of companies a priori. Finally, the article demonstrates the methodological insight gained from the comparative analysis by drawing on examples from the company Simson.

JEL-Codes: B 10, B 14, B 15, B 20, B 21, B 26, B 41, B 51, B 52, D 01, D 02, D 04, D 21, D 22, D 23, D 73, H 10, H 11, H 32, H 50

Keywords: Economic Thought, Theory of the Firm, Socialist Planning System, Transformation East Germany 1945, Economic History GDR, Transformation East Germany 1989

Ulrike Schulz

Dr. phil. Ulrike Schulz is the project coordinator of and a researcher in the Independent Commission of Historians Investigating the Reich Ministry of Labor. Her research focuses on the social and economic history of Germany and Europe in the nineteenth and twentieth centuries. She received her PhD from the University of Bielefeld in 2011 (Simson: *Das unwahrscheinliche Überleben eines Unternehmens, 1856-1993* (Göttingen: Wallstein, 2013)). Before joining the research project on the Ministry of Labor, she was a Visiting Researcher at Yale University and taught at the University of Bielefeld.

Thomas Welskopp

is professor for the history of modern societies at Bielefeld University. 2008/2009 he was fellow at the Historisches Kolleg in Munich. 2003/2004 fellow at the Center for Advanced Study in the Behavioral Sciences, Stanford, CA. He is the author of: *Das Banner der Brüderlichkeit. Die deutsche Sozialdemokratie vom Vormärz bis zum Sozialistengesetz* (J.H.W. Dietz 2000) and *Amerikas große Ernüchterung. Eine Kulturgeschichte der Prohibition* (Schöningh 2010). Most recent book publication: *Unternehmen Praxisgeschichte. Historische Perspektiven auf Kapitalismus, Arbeit und Klassengesellschaft* (Mohr Siebeck 2014).

Ulrike Schulz (Dr.), Unabhängige Historikerkommission zur Geschichte des Reichsarbeitsministeriums im Nationalsozialismus, Institut für Geschichtswissenschaften, Humboldt-Universität zu Berlin, Unter den Linden 6, D-10099 Berlin, E-Mail: u.schulz@hu-berlin.de

Thomas Welskopp, (Prof. Dr.), Fakultät für Geschichtswissenschaft, Philosophie und Theologie, Arbeitsbereich Geschichte moderner Gesellschaften, Universität Bielefeld, D-33501 Bielefeld, E-Mail: thomas.welskopp@uni-bielefeld.de

Andrew I. Port: Rethinking Regime Stability: The Life Stories of “Loyal” East German Activists in the Early German Democratic Republic

Abstract: In the early 1950s, East German officials at the storied Maxhütte steel mill in Thuringia collected short CVs or “life stories” (*Lebensläufe*) written by approximately 370 blue- and white-collar workers who had recently become Stakhanovite “activists”. These documents, which all contain the same basic biographical information about the authors – from their socioeconomic background to their political activities – shed light on a group that has received little systematic scholarly attention, namely, ostensibly loyal and *ordinary* East Germans at the grass roots. Their early support of the SED state and its economic goals ensured the longer-term stability of a largely unloved regime. These valuable documents thus provide important clues for understanding the puzzling political and economic viability of the German Democratic Republic.

JEL-Codes: J 11, J 16, J 21, J 24, J 53, J 61, L 61, N 14, N 34, N 64, N 84, N 94, Y 10, Z 13

Keywords: labour history, labour relations, Stakhanovism, East Germany, ego documents

Andrew I. Port

is Professor of History at Wayne State University and Editor-in-Chief of the journal *Central European History*. He is the author of *Conflict and Stability in the German Democratic Republic* (Cambridge University Press, 2007), which appeared in German translation as *Die rätselhafte Stabilität der DDR* (Ch. Links, 2010; Bundeszentrale für politische Bildung, 2010). He is also the co-editor, with Mary Fulbrook, of *Becoming East German: Socialist Structures and Sensibilities after Hitler* (Berghahn, 2013). Port is a recent recipient of the DAAD Prize for Distinguished Scholarship in German and European Studies, and was a Senior Fellow at the Freiburg Institute of Advanced Studies (FRIAS). His current project looks at German reactions to post-Holocaust genocide in other countries.

Andrew I. Port (Prof. Dr.), Wayne State University, College of Liberal Arts & Sciences, 3094 FAB, 656 W. Kirby, Detroit, MI 48202, USA, E-Mail: ar6647@wayne.edu

Eszter Bartha: Transforming Labour: From the Workers’ State to the Post-Socialist Re-Organization of Industry and Workplace Communities. Carl Zeiss Jena (East Germany) and Rába in Győr (Hungary)

Abstract: The article seeks to place the workers’ road from socialism to capitalism in East Germany and Hungary in a historical context. It offers an overview of the most important elements of the party’s policy towards labour in the two countries under the Honecker and the

Kádár regime respectively. It examines the highly paternalistic role of the factory as a life-long employer and provider of workers' needs for the large industrial working class which the regime considered to be its main social basis. Given that the thesis of the working class as the ruling class was central to the legitimating ideology of the state socialist regimes, dissident intellectuals challenging this thesis were effectively marginalized or forced into exile. After the change of regimes, the "working class" again became an ideological term associated with the discredited and fallen regime. The article analyses the changes within the life-world of East German and Hungarian workers in the light of life-history interviews. It argues that in Hungary, the social and material decline of the workers – alongside the loss of the symbolic capital of the working class – reinforced ethno-centric, nationalistic narratives, which juxtaposed "globalization" and "national capitalism", the latter supposedly protecting citizens from the exploitation by global capital. In the light of the sad reports of falling standards of living and impoverishment, the Kádár regime received an ambiguous, often nostalgic evaluation. While the East Germans were also critical of the new, capitalist society (unemployment, intensified competition for jobs, the disintegration of the old, work-based communities), they gave more credit to the post-socialist democratic institutions. They were more willing to reconcile the old socialist values which they had appreciated in the GDR with a modern left-wing critique than their Hungarian counterparts, for whom nationalism seemed to offer the only means to express social criticism.

JEL-Codes: A 14, J 81, J 82, N 34, O 17

Keywords: workers, East Germany, Hungary, enterprise transformation, life-histories, memory of socialism

Eszter Bartha

Dr. habil. Eszter Bartha is Associate Professor at Eötvös Loránd University (ELTE) of Budapest, Hungary (Department of East European Studies). She holds a PhD in History (Central European University, Budapest) and a PhD in Sociology (Eötvös Loránd University of Sciences, Budapest). Her main research field is the post-war social history of Eastern Europe, with an emphasis on labour history. She has written extensively on the state socialist era and the working class including her book *Alienating Labour: Workers on the Road from Socialism to Capitalism in East Germany and Hungary* (2013) published by Berghahn. Her current research focuses on the industrial workers of multinational companies in Germany and Hungary.

Eszter Bartha (Dr. habil.), Eötvös Loránd University (ELTE) of Budapest, Department of East European Studies, Sopron, 9400, Hátsókapu u. 3, Hungary, E-Mail: barthaeszter@hotmail.com

Verena Wasmuth: Das verstaatlichte Glasgewerbe der Tschechoslowakei: Systemdefizite als Chancengeber für Qualitätssicherung und Innovationsfähigkeit

Abstract: Following the political and territorial events of 1918, 1945, and 1989, the Czechoslovak glass industry was facing similar adversities in the search for new markets. The cooperation between industry, trade, and professional designers proved a successful way out of the crisis. A closer look at the players involved in the economic transformation reveals that the diversified promotion of design ensured the long-term survival of the manufacture and finishing of glass in the Czech Republic, and thus the traditional reputation of the industry as a whole.

JEL-Codes: A 14, P 21, N 34, Z 11

Keywords: Glasindustrie, Planwirtschaft, industrielle Formgestaltung, Nationalunternehmen, institutionelle Designförderung, Glass industry, planned economy, industrial design, nationalized companies, institutional design promotion

Verena Wasmuth

hat Kunstgeschichte und Klassische Archäologie an der Westfälischen Wilhelms-Universität Münster studiert sowie den Master-Studiengang History of the Print am University College London in Kooperation mit dem British Museum absolviert. Sie arbeitet als freie Kuratorin und konservatorische Beraterin für Stiftungen und Museen und forscht über Glas des 20. Jahrhunderts. 2014 wurde sie mit einer Monographie über Glasgestaltung in der ČSSR an der Humboldt-Universität zu Berlin promoviert. Aktuell unterstützt sie als wissenschaftliche Mitarbeiterin das Potsdam Museum - Forum für Kunst und Geschichte bei einer Ausstellung über Glas des Barock aus brandenburgisch-preußischer Produktion. Sie ist Mitglied der Gesellschaft für Designgeschichte e.V., im wissenschaftlichen Kuratorium der Steinberg Foundation und engagiert sich redaktionell im Netzwerk glasspool e.V.

Verena Wasmuth (Dr.), Schwedter Str. 34b, D-10435 Berlin, E-Mail: verenawasmuth@web.de

Pavel Szobi: Lizenz- und Gestattungsproduktion westdeutscher Unternehmen in der ČSSR und der DDR

Abstract: The article deals with economic relations between the Federal Republic of Germany, German Democratic Republic and Czechoslovakia during the Cold War. Using the example of licensed production, its aim is to illustrate that in spite of ideological boundaries, business relations between West and East flourished in the period of the 1970s and 1980s. The author characterizes institutional conditions for this cooperation, names individual cooperation attempts, and uses the example of the well-known German brand Nivea as a symbol of the West and an example of a successful cooperation. The article reveals the intensive activities of West German companies and their investments in the GDR and Czechoslovakia long before 1989 and shows the potential of analyzing the German-German and the European transformation after 1989 more under the perspective of continuities and discontinuities.

JEL-Codes: N 34, N 44, N 64, N 74, N 84, O 14, O 31, O 33, P 33, P 36

Keywords: Tschechoslowakei, Deutsche Demokratische Republik, Lizenzproduktion, Gestattungsproduktion, Kosmetikindustrie, Czechoslovakia, German Democratic Republic, licensed production, authorized production, cosmetics industry, Beiersdorf

Pavel Szobi

(1983) holds an MA and Ph.D. in History from the Charles University in Prague and works as research associate in the PanEur1970s Project at the European University Institute in Florence. He specializes in history of Czechoslovakia after 1945 and history of Eastern Bloc.

Pavel Szobi (Dr.), European University Institute, Department of History and Civilization, Via Bolognese 156, 50139 Florence, Italy, E-Mail: pavel.szobi@eui.eu

Marcus Böick: Eine Behörde als simuliertes Unternehmen. Die Treuhandanstalt in der Unschärferelation zwischen Transformationspolitik, Wirtschaftsombau und Umbruchgesellschaft

Abstract: After the fall of socialism in East Germany, a special organization known as the “Treuhandanstalt” organized the crisis-ridden transformation of about 8,000 formerly state-owned corporations from the planned to the market economy. Most of the time, this organization operated under much criticism and pressure from outside, but internal operations were also characterized by conflicts about “corporate identity”. While some saw the “Treuhand” as a politically dependent state bureaucracy, others regarded it as an autonomous corporation. This article examines this conflict zone between internal as well as external perceptions of the “nature” of the Treuhandanstalt. It concludes that this was a state organization, set up in exceptional times, as an administration simulating a corporation.

JEL-Codes: B 15, B 52, H 80, L 33, N 44, N 64, P 26, P 31, Z 10

Keywords: reunification, transformation, privatization, economy, administration, corporation, managers, post-socialism

Marcus Böick

ist seit 2014 wissenschaftlicher Mitarbeiter an der Professur für Zeitgeschichte der Ruhr-Universität Bochum. Nach dem Studium der Geschichte, Politikwissenschaft, Soziologie und Sozialpsychologie wurde er im Jahr 2016 mit einer unter anderem von der Bundesstiftung zur Aufarbeitung der SED-Diktatur geförderten Doktorarbeit zur Geschichte der Treuhandanstalt und ihres Personals promoviert. Bisherige Veröffentlichungen u.a. zur DDR-Geschichte, zur Geschichte der „Bonner“ und „Berliner“ Republik, zu zeitgeschichtlichen Theorien und Methoden sowie zum Zusammenhang von Wirtschafts- und Kulturgeschichte.

Marcus Böick, Ruhr-Universität Bochum, Fakultät für Geschichtswissenschaft, Historisches Institut, Professur für Zeitgeschichte, Universitätsstraße 150, D-44780 Bochum,
E-Mail: marcus.boeick@rub.de

Veit Damm: „Keine Wende“? Finanzhilfen für ostdeutsche Betriebe und Kontinuitäten der Subventions- und Strukturpolitik in der „Ära Kohl“ nach 1989

Abstract: This article examines financial aid for companies and the guidelines of subsidy policy in East Germany after 1989 in the context of German structural policy in the “Helmut Kohl era” (1982-1998). It comes to the conclusion that – after a short period of fast structural change in East Germany – efforts increased to rescue existing businesses and industrial sites, as well as the jobs they provided after the end of 1992, primarily through the initiative of regional actors. Financial aid for companies – particularly for funding industrial investments in modernisation and new plants – played a key role in the rescuing and restructuring process. At the same time, structural policy gradually converged with the patterns that had been formed during the political management of structural change in the “former” Federal Republic. Only the short period of the post-reunification years 1991 and 1992 was characterised by the steering of structural change and the redefinition of East German industry by the markets as well as by a renunciation of subsidies for the preservation of existing jobs.

The temporary retreat of the state from structural policy was partly a result of the experience of the 1980s, when structural policy was criticized for slowing down German economic growth and impeding structural change.

JEL-Codes: L 52, N 64, P 2

Keywords: Transformation 1989, Strukturpolitik, Subventionspolitik, Geschichte der Bundesrepublik Deutschland seit 1982; transformation 1989, structural policy, subsidy policy, history of the Federal Republic of Germany since 1982

Veit Damm

Dr. Veit Damm, wissenschaftlicher Mitarbeiter am Historischen Institut der Universität des Saarlandes, forscht zum Thema: Subventionspolitik in der Bundesrepublik Deutschland und in Westeuropa in einem Projekt der Fritz Thyssen Stiftung; veröffentlichte u.a.: Stahlunternehmen und ihre Standorte in den Transformationsprozessen der „langen“ 1970er Jahre (1967-1984), in: Hémecht. Zeitschrift für Luxemburger Geschichte 64 (2012), S. 99-111; Ostdeutsche Unternehmen im Transformationsprozess 1935 bis 1995, in: ZUG 56, 2011, S. 187-205 (gemeinsam mit U. Schulz/S. Steinberg/S. Wölfel); Selbstrepräsentation und Imagebildung. Jubiläumsinszenierungen deutscher Banken und Versicherungen im 19. und frühen 20. Jahrhundert, Leipzig 2007.

Veit Damm (Dr.), Abteilung Wirtschafts- und Sozialgeschichte, Universität des Saarlandes, Historisches Institut, Postfach 151150, D-66041 Saarbrücken, E-Mail: v.damm@mx.uni-saarland.de

Forschungs- und Literaturberichte

Ralf Martin König: Zwischen Ausbeutung, Förderung und Reglementierung: Textile Kriegsheimarbeit in Deutschland 1914 bis 1918

(Anmerkung: Ralf Martin König (M.A.) verstarb im März 2017. Die Redaktion dankt den Mitarbeitern des Instituts für Geschichte an der TU Darmstadt für die Mithilfe zur Veröffentlichung des Beitrags.)

Abstract: This essay intends to provide an introduction into an interesting aspect of the German war economy of the First World War not previously examined in detail: home-based outwork for the production of military supplies. In particular, this type of home-based outwork enjoyed great popularity amongst women with no previous experience of this form of work, such as soldiers' wives and war widows. They were supported by various charitable welfare societies and women's organizations which campaigned for public welfare during the war. Their efforts included the establishment of sewing rooms in which military home-based outwork was provided as emergency work. Orders were supplied by the military procurement bodies of the German Reich. Although many potential workers were thus withheld from the armaments industry, the development was not seen as a problem by the military administration. However, it did react critically to the many cases in which particularly female home workers were duped by firms when picking up their work. Especially in the area around Berlin, the military authorities intervened vigorously to enforce standard wages for the home workers sewing military uniforms.

Nevertheless, the year 1916 marks a turning point: This benevolent stance on home-based outwork changed under the pressure of new employment priorities. New contract regulations made military home-based outwork difficult for unskilled male and female workers to access. These were in theory then available to work in the armaments industry and in agriculture, areas both struggling to meet labour demands. Moreover, the changes led to an organizational separation between sandbag sewing and other home-based outwork involved in producing textiles for the military. In the case of sandbag sewing, a separate war committee was responsible for the planned distribution of sandbag orders throughout the whole Reich.

JEL-Codes: N 34, N 44, N 64, I 3

Keywords: Heimarbeit, Kriegerfrauen, Sozialpolitik, Kriegswirtschaft, Home-based outwork, soldiers' wives, welfare policy, war economy

Ralf Martin König

geboren Schumacher, 1987 in Neustadt an der Weinstraße, schloss 2013 sein Magisterstudium der Mittleren, Neueren und Neuesten Geschichte und der Germanistik an der Johannes Gutenberg-Universität Mainz ab. Von 2014 bis zu seinem Tod 2017 war er Wissenschaftlicher Mitarbeiter an der Technischen Universität Darmstadt im DFG-Projekt „Politische Korruption: Praktiken der Begünstigung und öffentliche Debatten in Deutschland und Frankreich (19. bis 20. Jahrhundert)“. In seiner Dissertation beschäftigte er sich mit dem Umgang der deutschen Militärverwaltung und Öffentlichkeit mit umstrittenen Geschäftspraktiken von Heereslieferanten zwischen 1914 und 1921.

Jahrbuch für Wirtschaftsgeschichte – Redaktion, Ruhr-Universität Bochum, Historisches Institut, Lehrstuhl für Wirtschafts- und Unternehmensgeschichte, D-44780 Bochum, E-Mail: redaktion-jwg@rub.de

Harald Wixforth: Das Universalbanksystem – Ein Erfolgsmodell auf den Finanzmärkten?

Abstract: The recent debate on the structure of financial systems created harsh criticism of the business policy of the great universal banks. Economists as well as prominent experts in banking demanded a strict control of their business or even their liquidation. On the other hand, the banks themselves, together with representatives of economic interest groups, defended the status quo. Their argument is that the universal banking systems created great benefits for the economy in several central European countries during the last 150 years. Historical evidence, however, reveals that this is not true. Universal banks were not an instrument to stabilize economies in times of crises. On the contrary, crises were aggravated by their business policy on several occasions. In sum, historical analysis shows that the actual business operations and influence of universal banks in modern economies have to be scrutinized closely.

JEL-Codes: G 00, G 01, G 10, G 18, G 20, G 21, N 24

Keywords: banking, relations to banking industry, financing, industrial performance and business strategies, economic and financial crisis, banking crisis 1931

Harald Wixforth

geb. 1959, Dr. phil., Promotion 1991 danach Geschäftsführer des SFB 177 „Neuzeitliches Bürgertum“. Ab 1995 Mitarbeiter in zahlreichen großen Forschungsprojekten, darunter „Die Dresdner Bank im Dritten Reich“ und „Thyssen im 20. Jahrhundert“. Zahlreiche Veröffentlichungen zur Banken- und Finanzgeschichte, zur modernen Unternehmensgeschichte sowie zur regionalen Wirtschaftsgeschichte. Derzeit Lehrbeauftragter an der Universität Bremen und Senior Expert am Deutschen Schifffahrtsmuseum Bremerhaven.

Harald Wixforth (Dr. phil.), Detmolder Straße 133, D-33604 Bielefeld,
E-Mail: harald-wixforth@t-online.de