Visitors and Speakers

Zsuzsanna Vargha is Associate Professor in Management Control at ESCP Europe Business School in Paris. She received her PhD in Sociology from Columbia University, she was a post-doctoral researcher at the Max Planck Institute for the Study of Societies, Cologne, and held positions at the LSE and the University of Leicester. Zsuzsanna’s interests lie in the social studies of finance and accounting, and the sociology of markets and consumption. They include the rise of mass personalization in finance and health, post-socialist economies, financialization, marketing technologies and accounting-legal infrastructures. Her work has been published in *Theory and Society, Economy and Society, Organization, Journal of Cultural Economy*, and *Cultural Studies*, and in collections such as *Constructing Quality* (edited by Beckert and Musshland). Zsuzsanna was the 2015–2016 Editor of *Economic Sociology: The European Electronic Newsletter*.

Greta Krippner is Associate Professor of Sociology at the University of Michigan. As a historical sociologist, she is broadly interested in how the rise of the market has intersected with wider social, cultural, and political transformations in US society in the “long” twentieth century. Her first book, *Capitalizing on Crisis: The Political Origins of the Rise of Finance* (Harvard University Press, 2011), examined the financialization of the US economy in the period since the 1970s, arguing that the turn to finance was an inadvertent response to unresolved distributional dilemmas as post-war growth stalled. Her current book project traces the evolution of methods of risk-based pricing over the course of the twentieth century, asking how the notion that each individual should “pay the cost” of her own riskiness emerged as a widely accepted normative principle governing how risk is distributed in contemporary society.

Jenny Preunkert is coordinator of the Research Unit “Horizontal Europeanization” funded by the German Research Foundation and the Austrian Science Fund. In addition, she is co-head of the project “Europeanization of Social Inequalities,” which is part of the Research Unit, at the University of Oldenburg, Germany. Her main research interest as a sociologist focuses on how the eurozone has changed because of the crisis and the European crisis policy. She asks how first the process of marketization, and then Europeanization and financialization have been altering the government debt markets in the eurozone. In addition, she analyzes the impact of the European crisis policy on national social inequality patterns.

MaxPo Lecture

Greta Krippner’s lecture at MaxPo on Friday, December 7, 2018, from 5 to 7 p.m. is entitled: The Person of the Category: Pricing Risk and the Politics of Classification.