

2a Abstracts

1. Reform through Marketization: Ecclesiological Identity in the Evangelical Lutheran Church of Denmark

Using marketization as theoretical framework this paper sums up the preliminary results of the Danish Dean study. Recent research shows that marketization is already present at all levels of the Danish *folkekirke*.

It is the hypothesis of this study that as a consequence of the marketization of the *folkekirke* the ecclesiology of the *folkekirke* has incorporated marketization. The study is undertaken on the dean level of the *folkekirke* giving new insights in the changes of a cultural or religious institution through the changes in governance and organization.

Marketization as a theoretical concept is operationalized through the use of Christopher Hood's (1991) doctrines of New Public Management.

The study is methodologically based on a mixed methods approach: qualitative interviews with deans and key stakeholders is combined with analysis of statistical data on deans as well as source studies in soft and hard law.

Karen Marie Leth-Nissen, Ph.d.-fellow, Faculty of Theology, University of Copenhagen

2. Challenges to Church management by the dominating Neoliberal Market fundamentalism – the case of deregulated welfare in Sweden

The Swedish comprehensive welfare model has the last decades been deconstructed by a strong wave of neoliberal economic philosophy influencing politics, demanding reduced public costs and outsourcing of state-managed activities. This has resulted in greater attention to civil society organisations as potential welfare agents, especially the Church of Sweden as being the largest voluntary organisation. Neoliberal market rationality has implied a demand to establish partnerships between church and state, thereby becoming part of the new welfare system. This means however a conflict between fundamentally different systems of values. The previous state-based welfare model was coherent with the social values of the church, advocating financial solidarity and equal rights to welfare services. But the new market-based model is founded on market principles, stressing the individual's right to freedom of choice, and accepts in practice unequal distribution of welfare. Thus from being advocates of a comprehensive welfare system equal for all, churches are presently invited to become part of a system accepting inequality in welfare provision related to the financial capacity of the individual. Taking the role of the Church of Sweden in welfare as an example, this paper discusses challenges churches identity by the values of Neoliberal market philosophy.

Per Pettersson

Service Research Center-CTF, Karlstad University, Karlstad, Sweden, *and*

Uppsala Religion and Society Research Centre-CRS, Uppsala University, Uppsala, Sweden

Email: per.pettersson@kau.se

3. Funeral pastorals in the Church of Sweden

In this thesis I have chosen to study the approach of the Church of Sweden towards people asking for help in case of a relative's decease. I investigate if the funeral pastorals can tell something about the possible customer orientation of the Church of Sweden. The parishes of the Church of Sweden have been urged to formulate a funeral pastoral and to assure the quality of the funeral enterprise. My sample consisted of 13 funeral pastorals from 18 parishes. Eight of 13 dioceses of the Church of Sweden were represented. My study showed that an overwhelming majority are very customer- and receiver-oriented.

The Very Reverend Helén Lundberg, Dean of Västerås¹

Domprostgården, Box 5, V Kyrkogatan 3, 721 03 Västerås, SWEDEN

4. Prerequisites for entrepreneurship in the Church of Sweden from an organizational perspective

My paper treats the prerequisites for entrepreneurship in the Church of Sweden from an organizational perspective and considers how entrepreneurship occurs within the organization of the Church of Sweden. The organizational conditions and occurrence of entrepreneurship have been investigated through analysis of the processes, structures and cultures that occur in the organization. As a theoretical model a combination of the theories of Fayolle², Sahlman³, and Bakksa, Fivelsdal & Lindkvist⁴ was used. In summary, these theories suggest that in a situation where entrepreneurship can arise within an organization, there are people and resources that can be combined in various ways. In order for an entrepreneurial situation to arise, it is necessary to discover what situations within the organization can lead to entrepreneurship, and to systematically bring together these systems and contexts in order to benefit entrepreneurship. This is basically governed by agreements and structures.

How all this exists within the Church of Sweden is illuminated through interviews and analysis of control documents. The analysis is based on theories of entrepreneurship and organization. The results are based both on a collective way of seeing things and on individual perspectives. It is possible to find occurrence of, and prerequisites for, entrepreneurship from an organizational perspective, but while there may be prerequisites to develop entrepreneurship, at the same time there may be phenomena that counteract it.

Maria Åkerström, Department of Education, Uppsala University, maria@pakab.se

¹ Master Thesis 2010, Uppsala University, Department of Education, DiVA: [diva2:415023](https://diva2.org/415023).

² Fayolle, A. (2003): Research and researchers at the heart of entrepreneurial situations. In Steyaert, C., & Hjorth, D. (Ed.) *New movements in entrepreneurship* (s. 35-50). Edward Elgar: Northampton

³ Sahlman, W. A. (1999). Some Thoughts on Business Plan. In Sahlman, W. A, Stevensson, H.H. Roberts, J.R, Bhidé A. (Ed.) *The Entrepreneurial Venture* (ss. 138-176). Boston: Harvard Business School Press.

⁴ Bakka, J., F., Fivelsdal, E., & Lindkvist, L. (2006): *Organisation Struktur Kultur Processer*, Liber: Malmö