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["Actually I am different." Subjective constructions of ethnic identity in a migration context and new ways in psychological acculturation research]

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## The Role of Volition in Organizational Learning: The Case of Automotive Product Recalls.

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## **Abstract [English]**

"this discussion paper presents the first results of a study on valorization alliances and agencies, one of the projects being carried out in the research unit 'cultural sources of newness'. empirically, this project focuses on the development of hydrogen and fuel-cell technology in germany from 1970 to 2010. with reference to the work of boris groys, innovation in this field of technology has been examined from a specific cultural-based perspective, namely as valorizing or reassessment processes, this cultural perspective enables us to systematically study innovation factors which have hitherto received little or no consideration. the valorization of hydrogen and fuel cell technology has had a very changeful existence over the past two hundred years in which many different valorization dynamics can be observed. for the past decade, this technology has had a surprising upswing in germany. it has been shown that this is primarily the result of the work of valorization alliances which have developed a specific form of valorization management enabling hydrogen and fuel-cell technology to be implemented in broader social contexts. this valorization management consists mainly due to the fact that the alliances have developed practices such as 'agency creating', 'agenda setting' and 'networking' which were adapted to various valorization levels, e.g. economic, political, regional, european and ecological. the valorization agencies created through this alliance play a central role. this becomes particularly clear in the case of the national organization of hydrogen and fuel-cell technology (now), the main valorization agency for this technology in germany." (author's abstract)

Keywords: Ethnic identity, acculturation orientations, domain specificity

## **Abstract [Deutsch]**

"in dem vorliegenden discussion paper werden erste ergebnisse des projektes 'valorisierungsallianzen und valorisierungsagenturen' vorgestellt, das auf der basis und im rahmen des forschungsprogramms der abteilung 'kulturelle quellen von neuheit' entwickelt wurde. empirisch ist das projekt auf die karriere der wasserstoff- und brennstoffzellentechnologie in deutschland von 1970 bis 2010