

## **Personal Control and Structural Control**

Kazuhiko Murata

### **Abstract**

This paper examines the theory of corporate control by Prof. John Scott and asks four questions: (1) How is the concept of “control” defined? (2) Is transformation of the modes of control found? (3) If so, what factors have generated this transformation? (4) What effects does the transformation of the modes of control have on corporate behavior and reproduction of a capitalist class?

As a result, the following have been identified:

- (1) The concept of “control” consists not in “decision-making,” but in “constraint.”
- (2) A transformation of the modes of control from “personal control” to “impersonal or structural control” has been identified. The controllers are not individual shareholders, but institutional shareholders.
- (3) The driving force of this transformation is the change in ownership structure from “personal possession” to “impersonal possession.”
- (4) “Impersonal or structural control” has brought about (a) corporate behavior that seeks not a particular proprietary interest, but the general proprietary interests of the principal owners of capital, and (b) re-integration between capital reproduction and class reproduction through the education system.

**The Formation of the Modern Medical System and a Business  
Activity of the Japan Medical Association: A Business History  
of the Nippon Medical Mutual Life Insurance Company, 1919–1933**

Takau Yoneyama

**Abstract**

The goal of this study is to clarify the foundation and management of the Nippon Medical Mutual Life Insurance Company by its business archives. In 1919, it comprised only people engaged in medical services. There were 1,700 founders, who were mainly medical doctors. Thus, to understand this company, we should deepen our understanding of the Japanese modern medical system. It is, however, unfortunate that previous studies have not elucidated the formation of the early medical system.

The study will be composed of three parts. The first part, which is this paper, makes up for the lack of previous studies, and makes new findings using materials of early local medical associations. Three results are obtained. First, although most studies emphasize the conflict among doctors on “Western versus Chinese medicine,” this was not essential especially for local medical doctors. Second, it was important for our understanding of the early medical system to analysis early medical doctors’ associations. Lastly, the formation of the Japanese medical system depended not only on the medical policy of the authorities, but also on local, traditional medical doctors. This is a reason that doctors in private practice have been the mainstream of the Japanese medical system up to now.

## **Four Types of Consumer Society Critique**

Takeshi Matsui

### **Abstract**

This paper reviews critiques on consumer society in social theory and discusses the strengths and weakness of these arguments. This paper classifies them into four types. The first is Critical Theory, elaborated by the Frankfurt School. They criticized the penetration of the commodity form into all sectors of life as destroying traditional culture and humanity. For example, Horkheimer and Adorno (1947) argued that “cultural industries” like film and radio changed art into mere mass product. The second are views on manipulation such as the argument on the “dependence effect” by Galbraith (1984). They insist that advertising and salesmanship by producers manipulates consumers’ needs, so the “consumer sovereignty” assumed in orthodox economics is fallacious in advanced capitalism. The third are sociological arguments about the problem of agency. These claim that consumer sovereignty is limited not by the force of corporations but by the structural pressure of the society to which they belong. The fourth are views on competitive consumption, famous for “conspicuous consumption,” analyzed by Veblen (1899). These views emphasize that consumers overspend on unnecessary goods because they feel they have to keep up with the Joneses.