

# Transições nas Variedades de Capitalismo: Saída da Armadilha da Renda Média?

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# **Agenda**

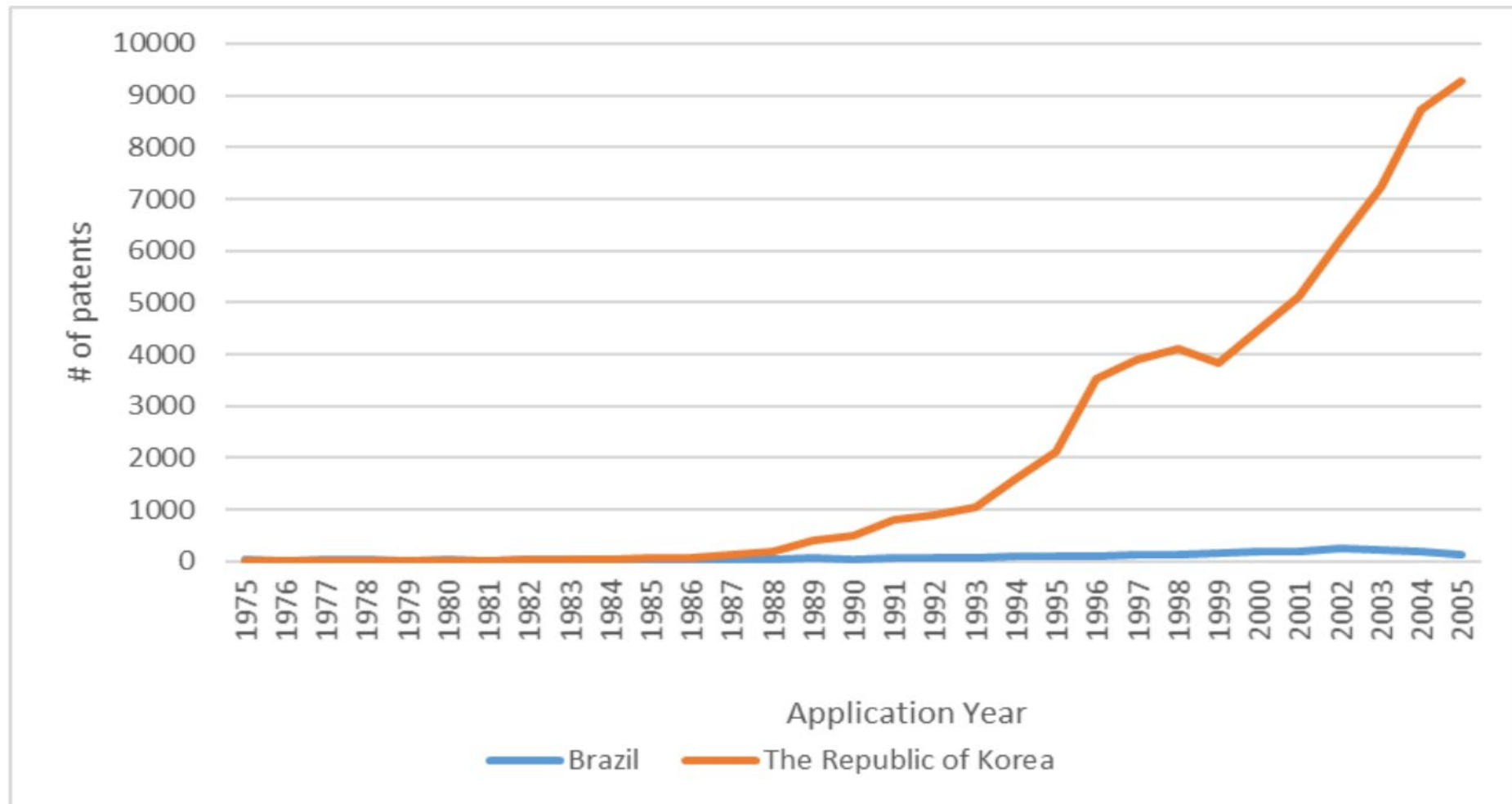
- **O Brasil e a Armadilha da Renda Média**
- **Variedades de capitalismo na globalização**
- **Transições para economia do conhecimento**
- **Mudanças nos modelos Variedades de Capitalismo**
  - **Variedades de Capitalismo & Globalização Produtiva**

# O Brasil e a Armadilha da Renda Média (ARM / MIT)

- De 1965 a 1980, o Brasil mostrou crescimento estável em uma taxa média anual de 5,6% per capita, bastante semelhante a taxa de crescimento média anual de 6,5 por cento experiência pela Coreia do Sul, entre 1965 e 1986 (Kharas e Gertz 2010).
- No entanto, enquanto a Coreia do Sul foi capaz de continuar a crescer a taxas sustentadas (a uma taxa anual de cerca de 5,5% per capita por mais de vinte anos) e alcançar uma economia baseada na inovação.
- Brasil, com taxas de crescimento per capita, com média de 0,7 % ao ano entre 1980 e 2012, renda hoje per capita é apenas ligeiramente mais elevada do que eram há trinta anos.
- De fato, em comparação com as médias da OECD, em 2012 PIB per capita no Brasil voltou para onde estava em 1960, cerca de 34%.



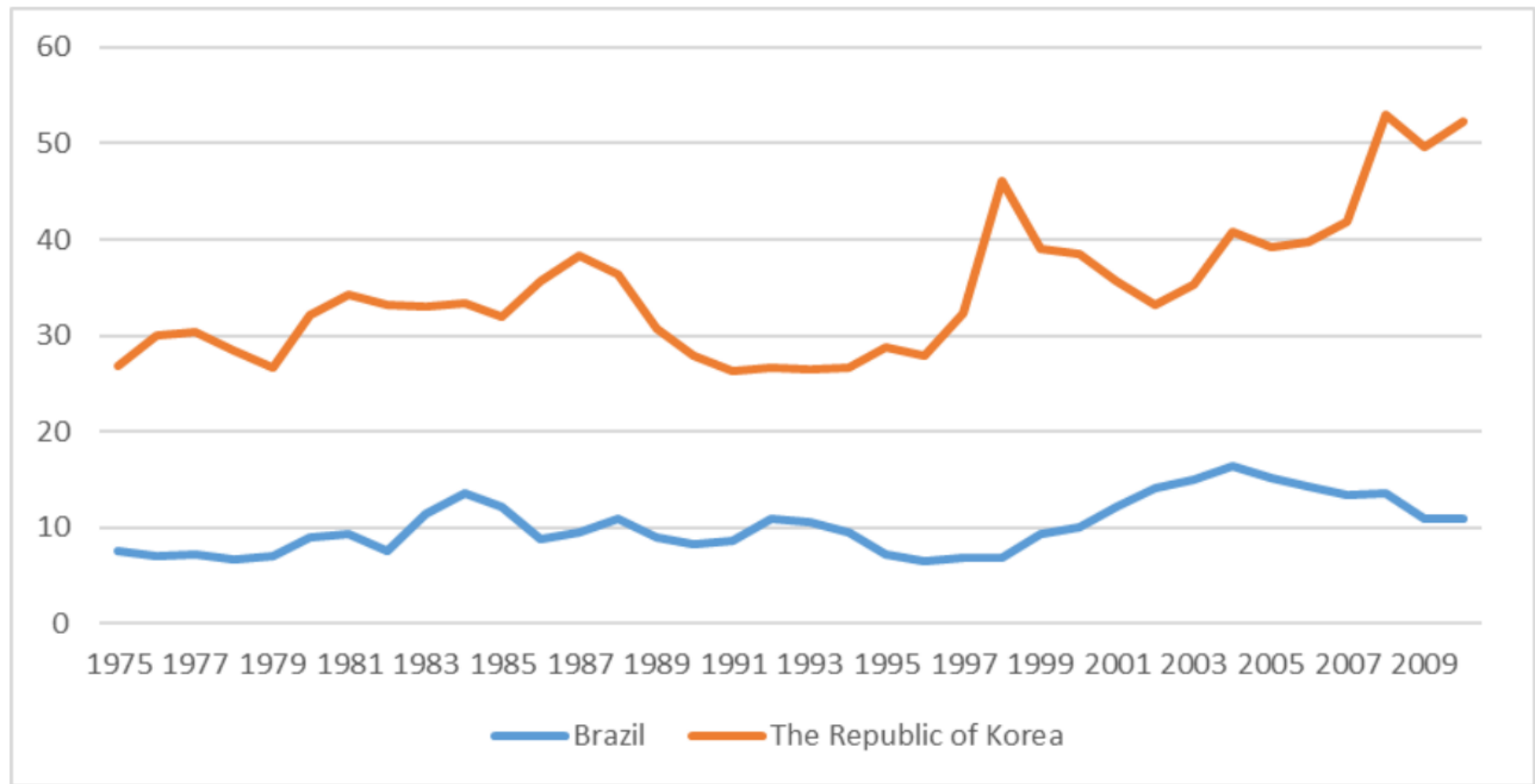
**Figure 5: The number of patents assigned in both Brazil and the Republic of Korea from 1975 to 2005**



Source: Authors' analysis of U.S. Patent and Trademark Office data

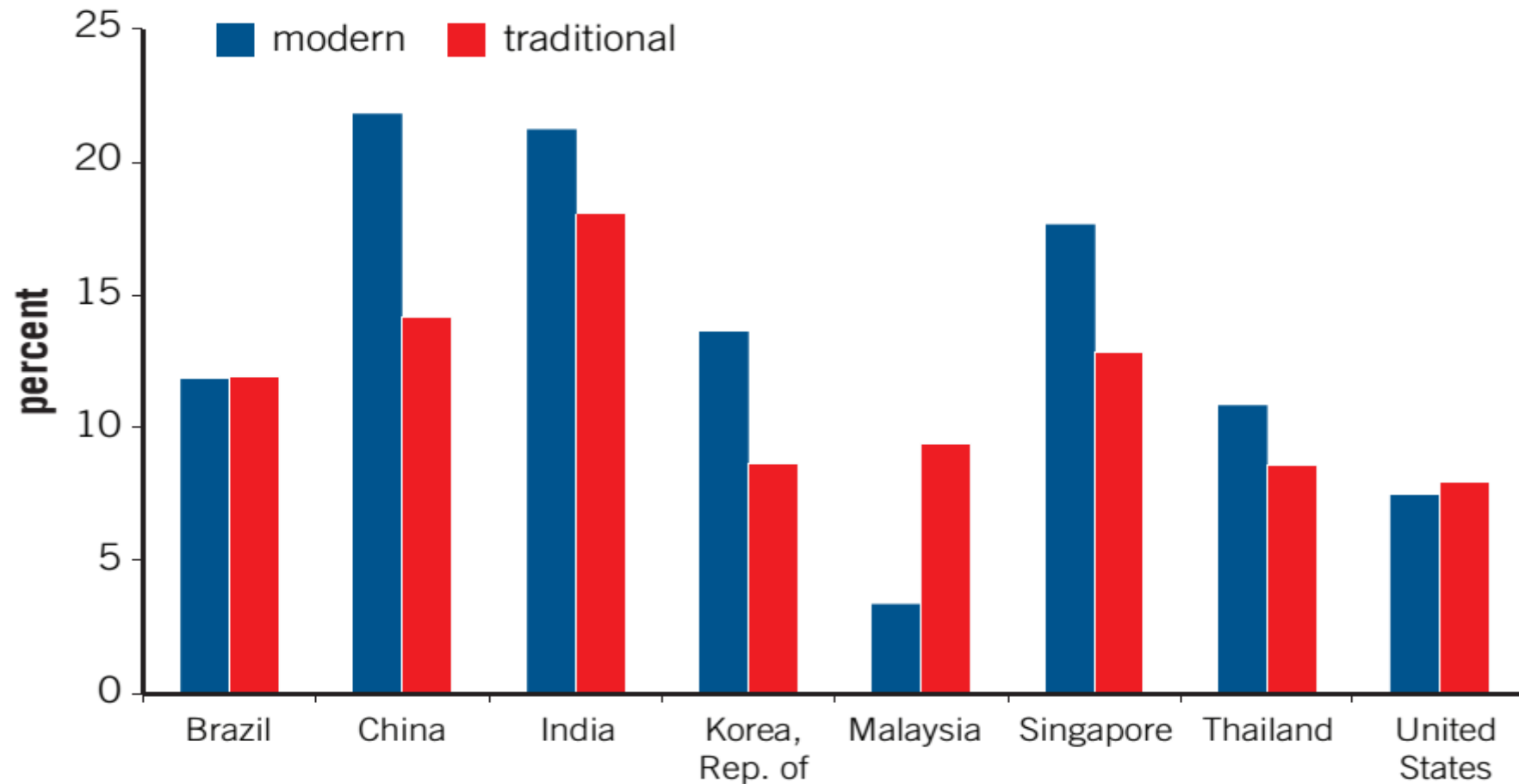


**Figure 2: The flow of export as a percentage of GDP in Brazil and the Republic of Korea from 1975 to 2009**



Source: World Bank. World Development Indicators

**Figure 5. Modern and Traditional Services Export Growth, 2000–2009**



Source: IMF Balance of Payments 2009.

Note: Modern services include exports in telecommunications, computer and information services, other business services, financial services, insurance, royalties, and license fees. Traditional services include travel, transportation, construction and personal, cultural, and recreational services exports.

Variedades de capitalismo VdC/VoC

&

Cadeias Globais de Valor (*GVC*) /  
Cadeias Globais de Produção (*GPN*)

TABLE 1. Comparison of Varieties of Capitalism and Global Production Networks

<i>Dimension</i>	<i>Varieties of Capitalism</i>	<i>Global Production Networks</i>
Theoretical orientation	Institutional analysis	Organizational analysis
Unit of analysis	Countries	Interfirm networks
Empirical focus	Advanced industrial economies/ capitalist democracies	Linkages between developed and developing countries
Methodological preference	Rational actor; multivariate analysis	Comparative/historical analysis across industries, firms, and countries
Research style	Quantitative, cross-national; country case studies	International, industry-based field research; political economy interpretations
Ideal types	Liberal and coordinated market economies	Producer-driven and buyer-driven commodity chains
Main challenges/ collective action problems	Coordination problems in developed countries	Industrial upgrading in developing countries
Key concepts	Institutional complementarities	Lead firms; economic rents; learning through networks



## Hierarchical Market Economy (HME)

- As instituições chaves:
  - grupos empresariais diversificados,
  - presença importante das multinacionais,
  - mercados de trabalho segmentados (formal X informal),
  - baixos níveis de qualificação profissional,
  - atomização nas relações de trabalho.
- Complementaridades disfuncionais ao desenvolvimento

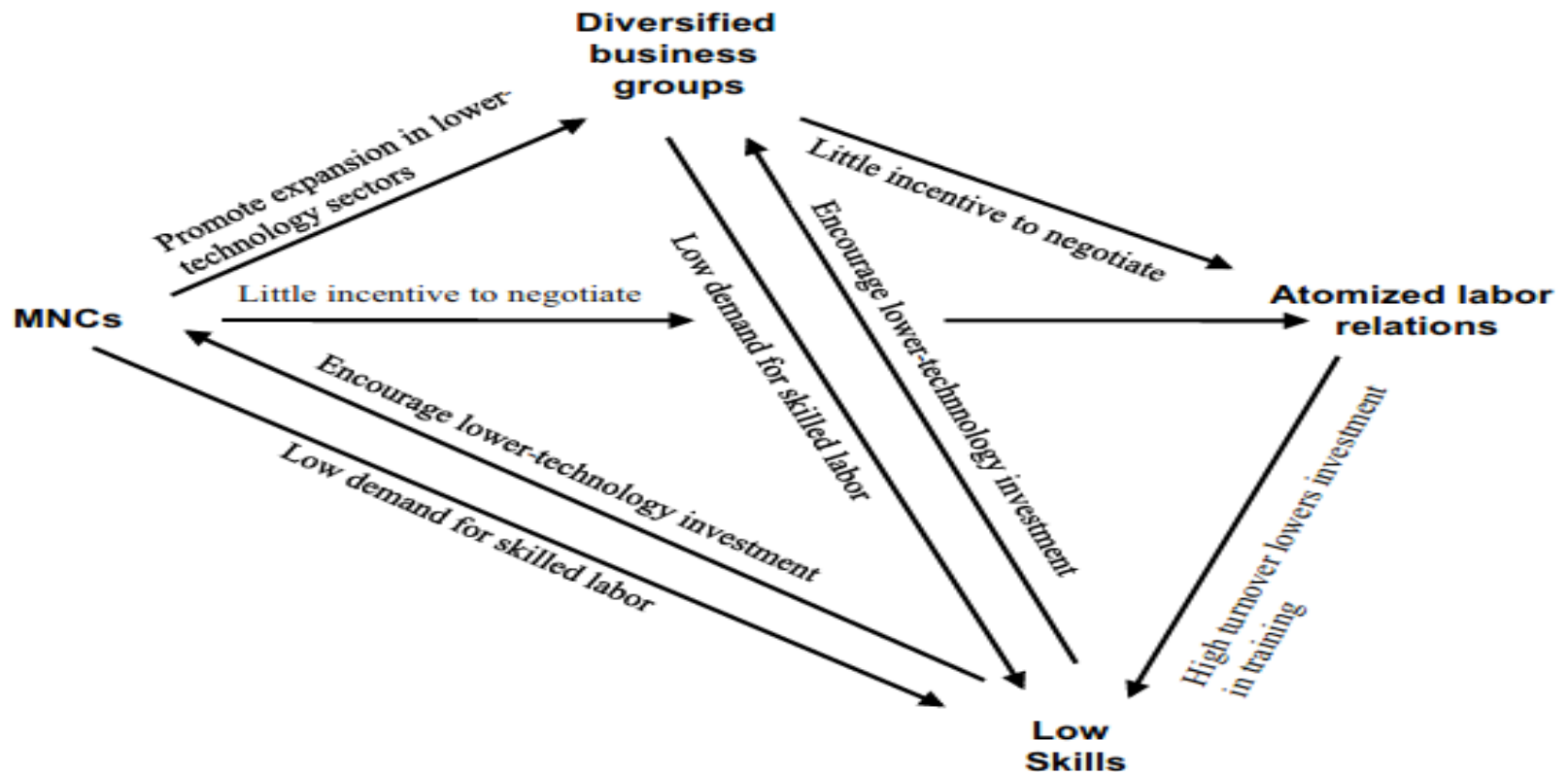
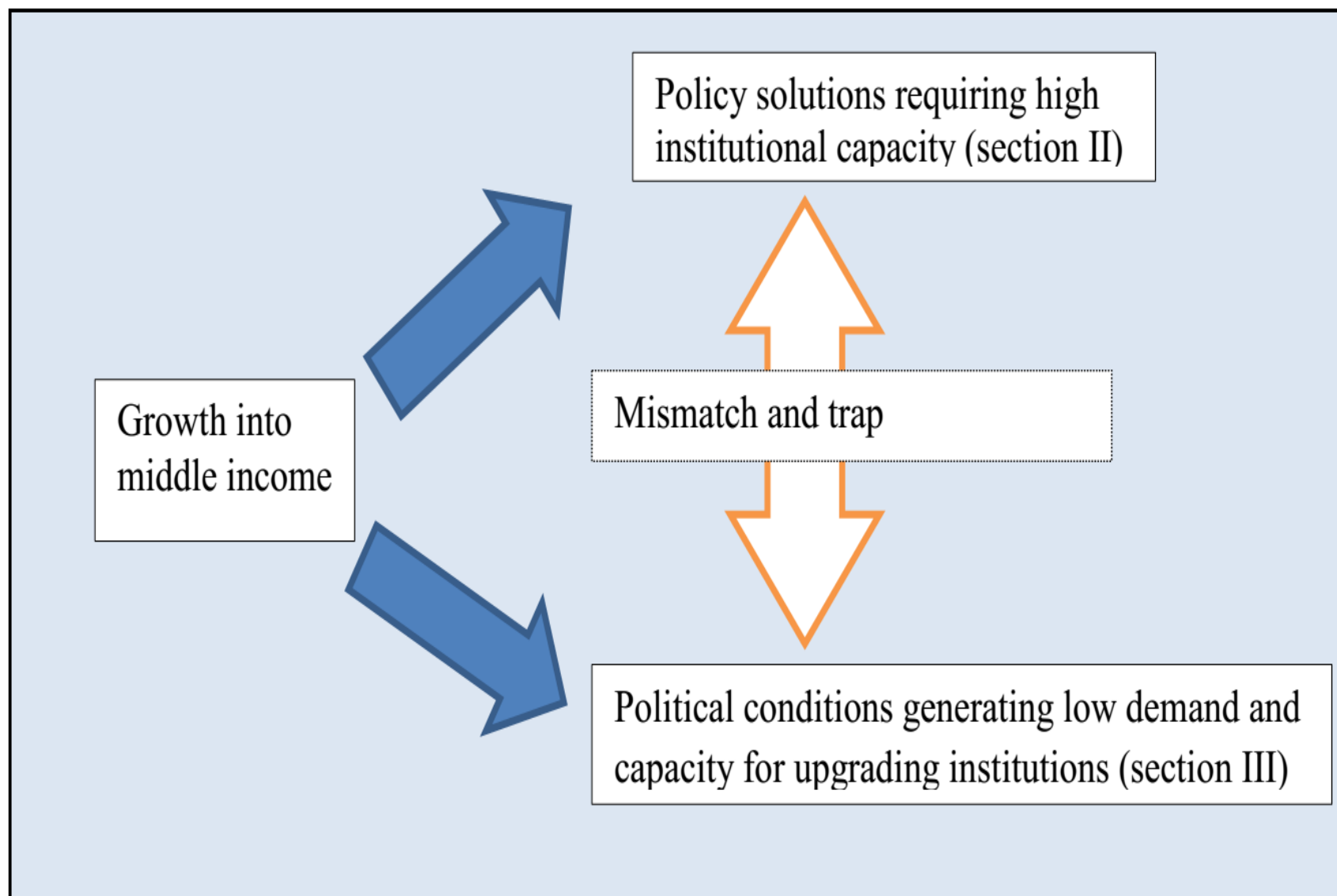


FIGURE 2.1. Core Complementarities in Hierarchical Capitalism

**Figure 1. Political Economy of the Middle Income Trap**



# Transições para economia do conhecimento

Kathleen Thelen, **Transitions to the Knowledge Economy in Germany, Sweden, and the Netherlands.** Comparative Politics, 51(2), January 2019

*The advanced economies are experiencing a set of shared challenges in the transition to a new “knowledge economy” characterized by rapid technological innovation and associated with a heightened premium on higher education.*

*Each has adapted differently to the challenges and opportunities of the new knowledge economy:*

***Germany** has vigorously defended its strength in high quality manufacturing through the digital transformation of products and production within the traditional industrial core.*

***Sweden**, by contrast, has moved more strongly to compete directly in high-tech sectors, especially information and communications technologies (ICT).*

*The **Dutch** increasingly turned to high-end business services, deploying new technologies to return to the country's historic strengths in trade and finance.*

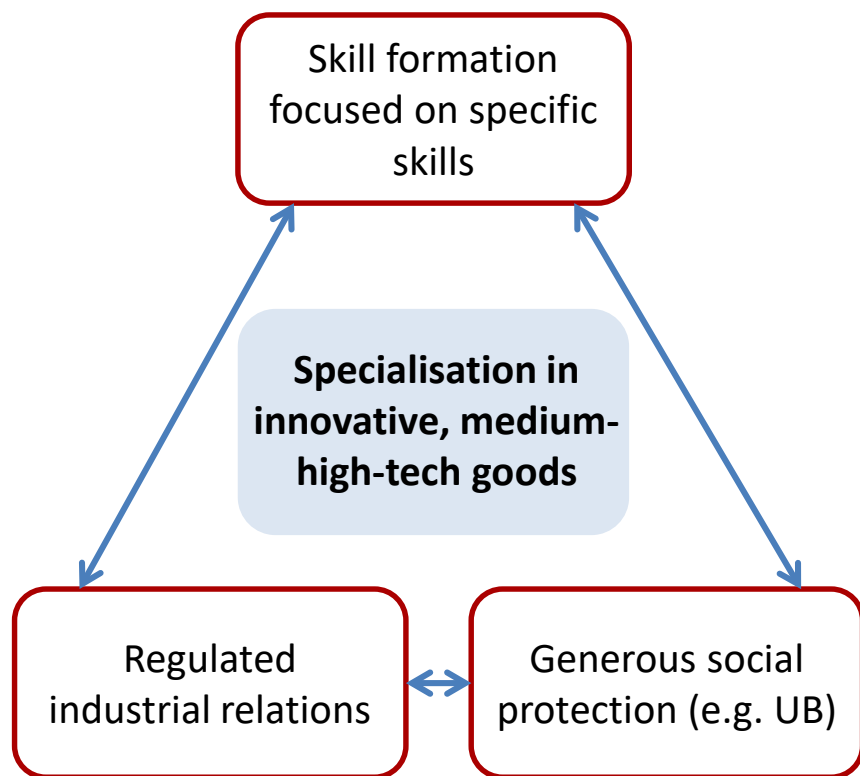
# Mudanças nos modelos VoC

Sebastian Diessner (LSE), Niccolo Durazzi (Edinburgh), and David Hope (KCL).  
**Rethinking institutional complementarities: German manufacturing in the knowledge economy.** SASE Annual Meeting, New York, 28 June 2019.

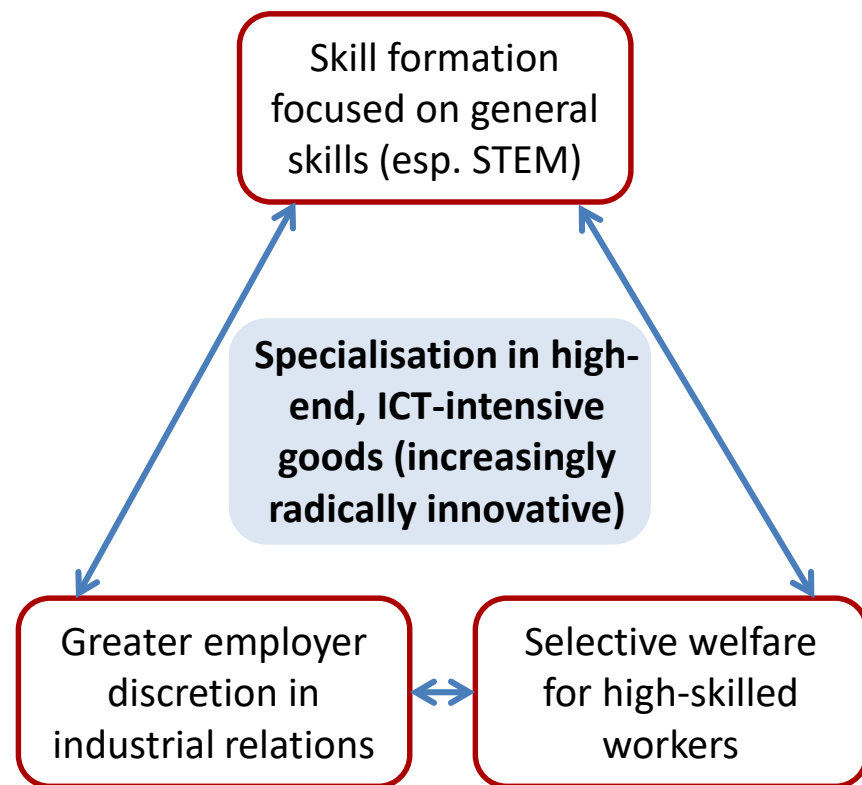
- ▶ The ICT intensity of German manufacturing has increased dramatically during the transition to the knowledge economy
- ▶ This has biased skills needs of manufacturing firms away from intermediate skills and towards tertiary education (as complementary with ICT), especially in STEM
- ▶ Liberalisation of industrial relations and social protection used to cut costs at bottom end but also used to recruit and retain high-skilled workers that are central to success in high-quality export markets in the knowledge economy

# Changing institutional complementarities

## Manufacturing in the archetypal coordinated market economy (CME):



## German manufacturing in the knowledge economy:



# The role of manufacturing employers and the government

## Manufacturing employers sought to actively shape the expansion of HE:

- ▶ Business leaders mobilised to ensure that universities supplied the high skills needed for the advanced manufacturing sector, primarily STEM skills (Durazzi 2018; Interviews 14, 16)
- ▶ Bi-annual reports from *Gesamtmittel* and *BDA* that monitor supply of STEM skills, as well as public campaigns on importance of STEM for continued export success

## Higher education policy reflected employers' demands:

- ▶ The Higher Education Pact (HEP) was launched in 2007 to fund university expansion, but tied disbursement of funds into the promotion of STEM subjects (Durazzi 2018; Interviews 15)
- ▶ HEP used to fund 'dual study programmes' in some länder; significant employer involvement, focus on engineering, used to tie skilled workers into firms early (Durazzi and Benassi 2018; Graf 2013, 2017; Thelen 2019)



# Variedades de Capitalismo & Globalização Produtiva

**Gary Herrigel (2017; 2018):** Trazendo de volta o Capitalismo na dinâmica da firma

# Germany Traditional Model: Exports, quality, cooperation, skill and state support for domestic innovation

- Exports
- High quality products
  - Compete on quality not on price
- Cooperative industrial relations
  - Skilled workers
  - Codetermination (works councils)
  - Industry focus
- Industrial policy & training infrastructure
  - reproduce skilled worker cohorts
  - support innovation in firms

# Generic Problem for National Industrial Models: Uncertainty, Globalization & Disintegration

## **Hierarchical Models are destabilized by contextual change**

*Growing global competition pushes technological and product change*

- Pressures for innovation & flexibility

- Uncertainty

*Growth of Emerging Markets (Brics)*

- Demand Growth higher abroad than at home

- Increasingly can't be serviced by exports

*Producer Responses:*

- Disintegration of Production

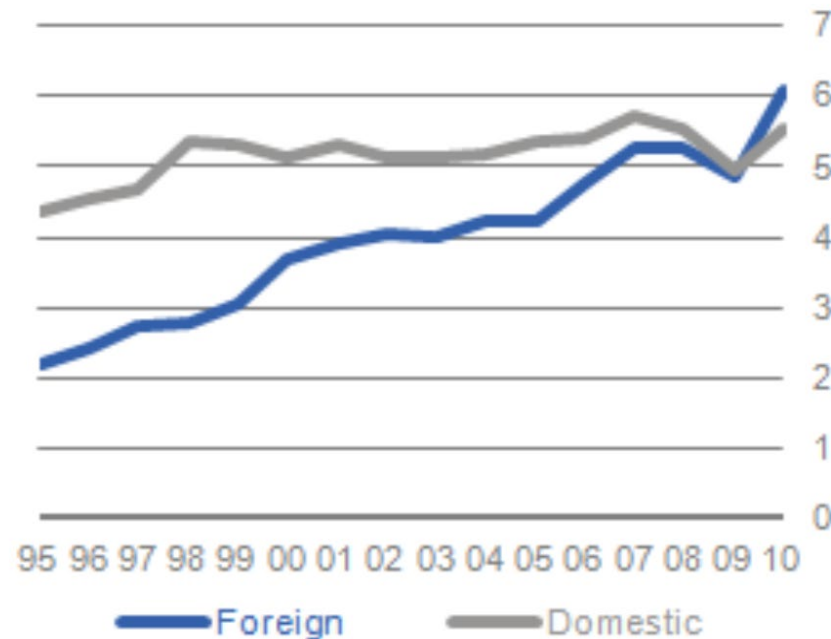
- Global Production (Produce where you sell)

**=> Emergence of new practices and forms of governance outside of arrangements that defined old models**

**=> Need for dynamic theories of social process and recomposition**

# Germans produce more cars abroad than domestically

Foreign output higher than domestic production  
Cars produced by German automakers (million)



Source: VDA

# Germany Traditional Model Confronts Disintegration and Globalization

## Re-allocation of competences:

### More production in foreign markets relative to home/European markets

- Localization of design, production and sourcing

### Shrinkage of production workforce in home market

- Servicing of more slowly growing demand

- Continued linkage of production & product development

  - Despite global reallocation of competences, production viewed as indispensable contributor to value creation

### Expansion of technician and engineering workforce in home market

- Global product development

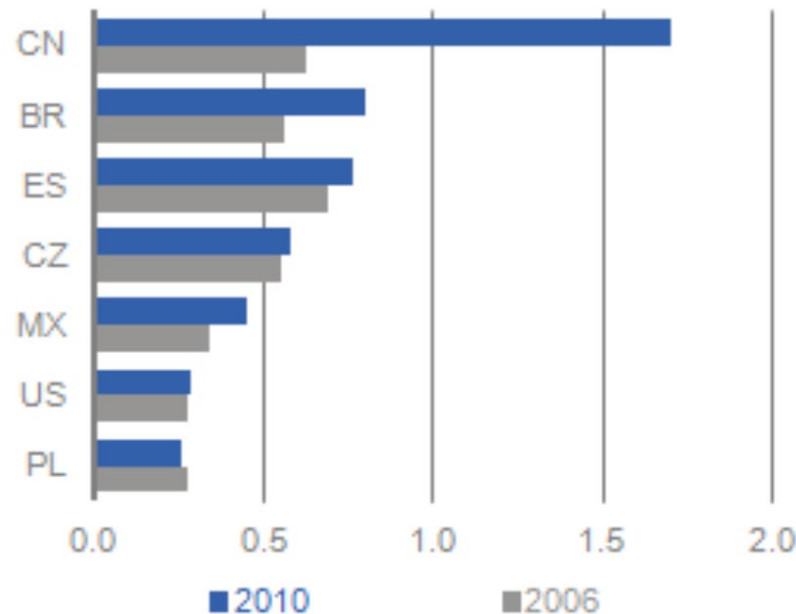
- Global product adaptation support

- Home market product development

# Cars produced abroad by German automakers: China & Brazil are off shore drivers

## China the biggest foreign location

Cars produced abroad by German automakers  
(million)



Source: VDA

Chinese upgrading (where it has occurred) has succeeded because integration between indigenous Chinese producers and foreign direct invested Multinationals and off shore foreign industrial customers induced learning.

- Active engagement by foreign firms, over time, taught Chinese producers what was necessary to produce Western technologies at the quality levels and in the rhythms of continuous improvement and self-recomposition that Western customers required.

All further (might) agree that upgrading (where it occurred) involved the embrace of Western experimentalist, self-optimizing practices by Chinese producers.

- The Chinese, in effect, used sub-contracting and FDI joint ventures with Western firms as a form of apprenticeship learning.

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