## **Table of Contents**

List of Tables	vii
About DIOSCURI	ix
Prologue: Going beyond Homo Sovieticus  János Mátyás Kovács and Violetta Zentai	1
Part 1. Entrepreneurship: Smooth Hybridization?	15
Repatriate Entrepreneurship in Serbia. Business Culture within Hauzmajstor	17
A Small Miracle without Foreign Investors. Villány Wine and Westernized Local Knowledge	35
From Local to International and Back. Privatizing Brewing Companies in Eastern Europe  Ildikó Erdei and Kamil Mareš	57
Reason, Charisma, and the Legacy of the Past. Czechs and Italians in Živnostenská Bank  Irena Kašparová	71
Managers as "Cultural Drivers": Raiffeisen Bank in Croatia  Drago Čengić	89
The Rise of a Banking Empire in Central and Eastern Europe. Raiffeisen International	105
Part 2. State Governance: Unilateral Adjustment?	125
Transmitting Western Norms. The SAPARD Program in Eastern Europe	127

Cloning or Hybridization? SAPARD in Romania  Florian Niţu	149
Caring Mother and Demanding Father. Cultural Encounters in a Rural Development Program in Bulgaria	167
Becoming European: Hard Lessons from Serbia. The Topola Rural Development Program	183
Part 3. Economic Knowledge: Does Anything Go?	201
Have Polish Economists Noticed New Institutionalism?  Jacek Kochanowicz	203
The Sinuous Path of New Institutional Economics in  Bulgaria	223
Soft Institutionalism: The Reception of New Institutional Economics in Croatia	241
Institutionalism, the Economic Institutions of Capitalism, and the Romanian Economics Epistemic Community	263
Beyond Basic Instinct? On the Reception of New Institutional Economics in Eastern Europe	281
<b>Epilogue:</b> Defining the Indefinable: East–West Cultural Encounters	311
List of Contributors	337
Index	339