

From Value Generation to Value Realization – Current Digitalization as a Phenomenon of Distributive Capitalism

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<https://digitalisierung-der-arbeitswelten.de>

Increasing use of the term.
Historical shift from
production to digital.
From producing material
things towards managing/
coding immaterial
knowledge.

Could/should we
assign the adjective
„digital“
to today's
capitalism?

This is a Western
centric view.

In terms of quantity.

Humanity has never produced,
moved and consumed such vast
quantities of material goods as it
does today.

In terms of strategy.

China.
Paradigm Shift/Industry 4.0

Or does the term „digital
capitalism“ stand for
an analytical position
that capitalism itself has
changed substantially -
in its essence, not its
phenomena?

Dan Schiller
Philipp Staab
Michael Betancourt
Scott Lash
Paul Mason
Shoshana Zuboff
...

Immateriality is key?

?

So, is digital capitalism
defined by production
gone immaterial?

?

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defined by production
gone immaterial?

The seeming immateriality of the
web economy relies on material
infrastructure.

Cobots, 3D-Print, IoT, drones:
pretty much material.

Algorithms and apps are material
in an abstract way.

Two things are still key:
Ownership of means of
production.

Who produces the surplus value
and who collects it.

Materiality is alive
and kicking.
And value creation still
needs human labour.

!

?

Or, is digital capitalism
defined by the relevance of
the newest capitalists and
business models?

?

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Wet dream of capitalism?

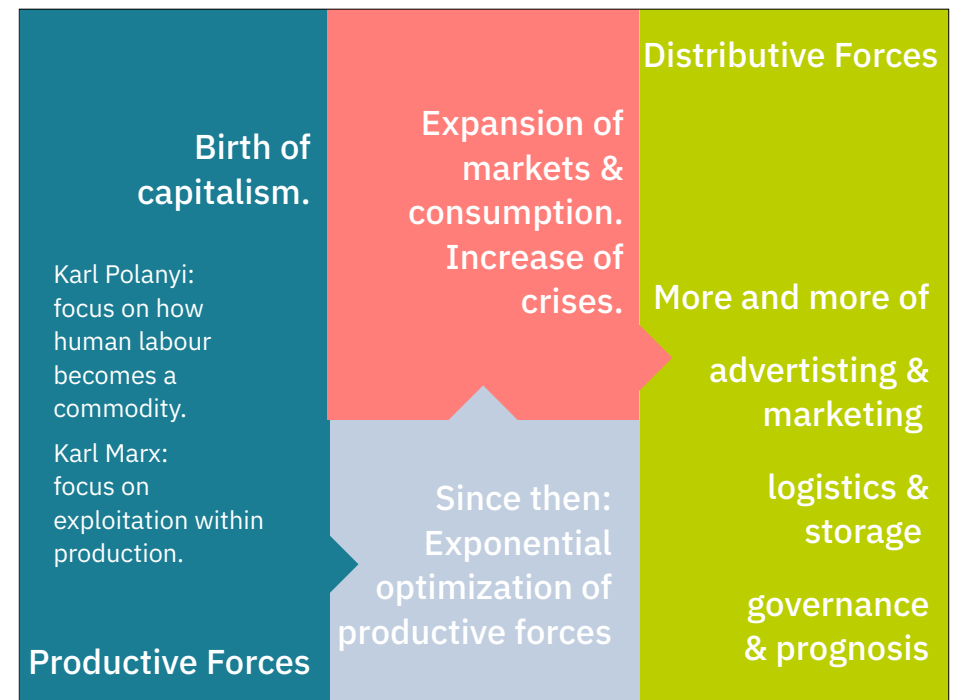
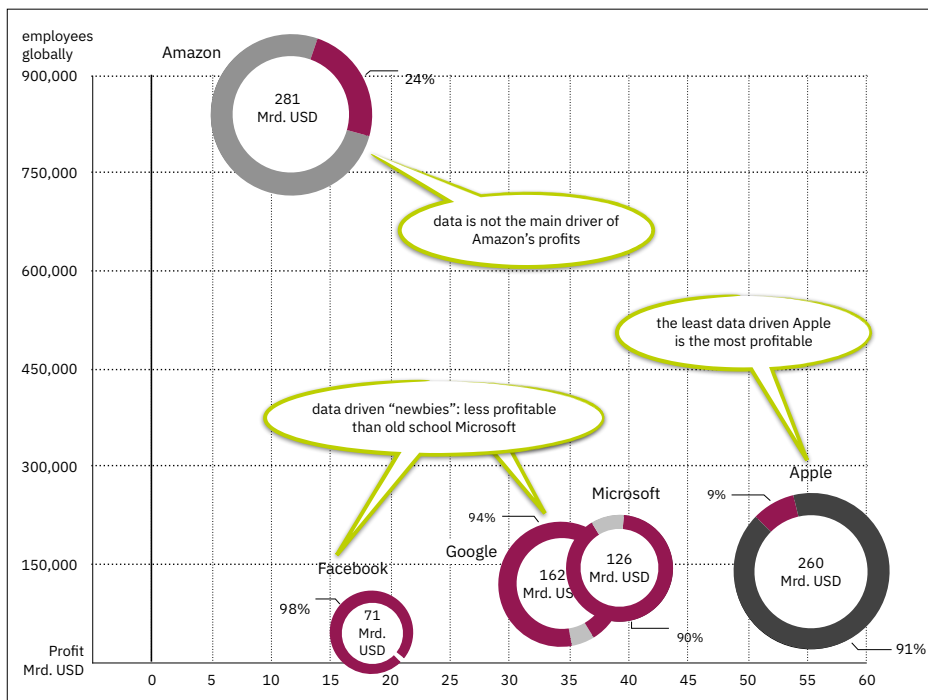
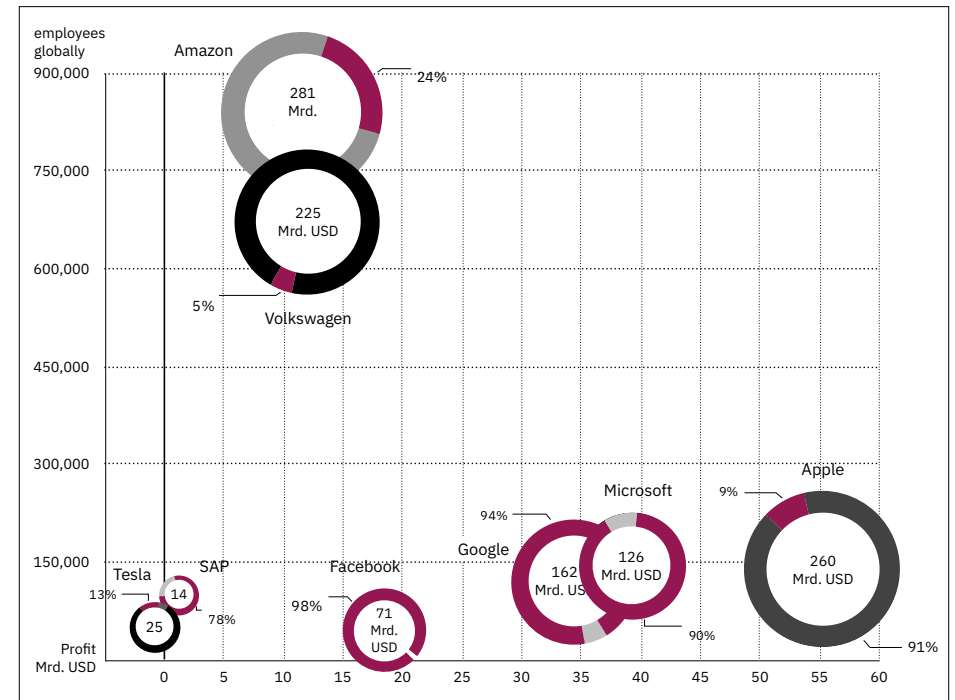
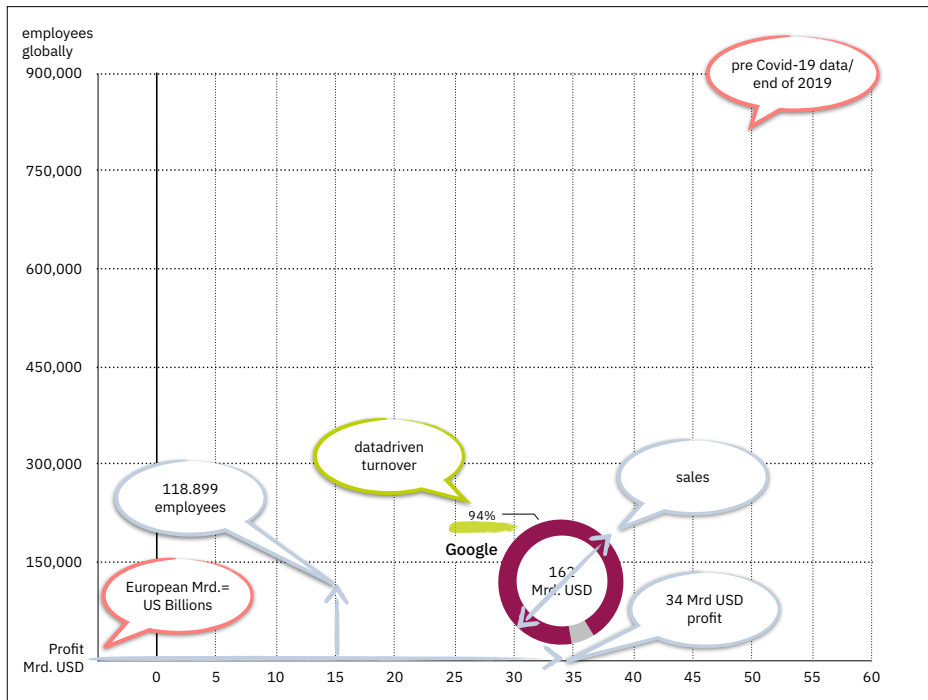
GAFAM – heirs of the steel
magnates of earlier times?

Largest profits and/or the
highest stock market listings.

Winners of the intangible
production.

Is digital capitalism
defined by surplus
production gone digital?
With digital means of
production and new
capitalists on board?

!



Distributive Forces Value/surplus realisation

- In the developed capitalism of our days, the central problem is the realisation of created values in markets.
- Strategies of market expansion and consumption are becoming a more relevant field for competition.
- In addition to the productive forces directed towards the generation of value, those directed towards the realisation of value are gaining dominance.

Value/surplus creation
Productive Forces

Distributive Forces Value/surplus realisation

- Include all technological and organisational measures and activities associated with the realisation of value
- With the intention to extend this realisation of value as guaranteed as possible, to secure it in the long term and to do so with the lowest possible circulation costs.

Value/surplus creation
Productive Forces

business model/technology		value generation/ produktive forces			value realisation / distributive forces			circulation promise	
		innovation	absolute surplus	relative surplus	advertising & marketing	logistics & storage	governance & prognosis	market expansion	ubiquitous consumption
platform economy	Google								
	Amazon								
	Facebook								
	Apple								
	Microsoft								
	Crowd Work								
	Crowd Funding								
	Brokering Platforms								
digital technologies	Internet of Things								
	Additive/ 3D print								
	Collaborative robotics								
	Wearables								
	Autonomous transport								
	AI / Machine Learning								

Digital Business models & digital technologies match best (but not fulfilling) immanent needs of developed capitalism.

So it is more a capitalism of distributive forces than a digital capitalism.

Could/should we assign the adjective „digital“ to today's capitalism?

