

**22 June 2022, 12:00 - 17:30**

**Workshop W01: Collective Entrepreneurship, Innovation and Internationalization in the service industry (1900-2017)**

**Organizer:** Águeda Gil-López (Universidad Complutense de Madrid), Elena San Román (Universidad Complutense de Madrid), Espen Storli (Norwegian University of Science and Technology)

**Workshop W02: Revista de Historia Industrial-Industrial History Review session Quantitative Business History**

**Organizer:** Veronica Binda (Bocconi University), Anna Spadavecchia (Hunter Centre for Entrepreneurship, University of Strathclyde)

**22 June 2022, 18:00 - 19:00**

**Keynote (Assembly Hall), G. Jones (HBS) "Business and Resilience: the Bad, the Ugly and the Good"**

**23 June 2022, 09:00 - 10:30**

**Session A1, Room F1.1: Fashion Systems around the World in the Twentieth Century**

**Chair:** Susana Martínez Rodríguez (Universidad de Murcia)

Pierre-Yves Donzé (Osaka University)

*Fashion as a Business System*

Emanuela Scarpellini (University of Milan)

*The Italian fashion system: between historical heritage and industrial districts*

Ben Wubs (Erasmus University)

*West-Germany's Fashion System after 1945* 

Wessie Ling (London Metropolitan University)

*Fashion System with Chinese Characteristics*

**Session A2, Room F1.2: Embracing the Brand Beyond Conventional Boundaries**

**Chair:** Pedro Neves (ISEG Lisbon School of Economics and Management)

**Discussant:** Patrick Fridenson (EHESS-CRH)

Paul Duguid (University of California at Berkeley)

*"Beyond the Brand: Understanding Trade Marks through the Lens of Information"*

Sergio Barbosa (Universidad Autonoma de Madrid), Javier Bas (Universidad de Alcala), Patricio Saiz (Universidad Autonoma de Madrid), José Luis Zofio

(Universidad Autonoma de Madrid)

*"Unravelling the Brand: Does Trademark Graphic Information Really Matter?"*

## Session A2, Room F1.2: Embracing the Brand Beyond Conventional Boundaries

Teresa da Silva Lopes (University of York), Andrea Lluch (Universidade de Los Andres, CONICET)

*Learning and Coordination of Multinational Strategies for the Protection of Intellectual Property Rights through Trademarks in Latin America, 1870s to 1930s*


## Session A3, Room E1.1: The Making of Management

Chair: Dan Wadhvani (USC Marshall School of Business)

Mathias Krusell (University of Gothenburg)

*Adopting diagnosis -Changing management practice during structural change* 

Juha-Antti Lamberg (Jyväskylä University School of Business and Economics), Mirva Peltoniemi (Jyväskylä University School of Business and Economics), Jarmo Taskinen (Jyväskylä University School of Business and Economics)

*Closing down or opening up? Impact of early career moves to overall career development of the Finnish paper engineers in the late 20th century* 

Yun Wu (Tokuyama University)

*The Introduction of Scientific Management and the “National Goods Movement” and in Republican China: Symbiosis and Constraints* 


Adoración Álvaro-Moya (CUNEF Universidad), Pal Nygaard (Norwegian Business School)

*Management education at engineering schools: Content and implications for the engineering practice in Norway and Spain*

## Session A4, Room E1.2: Business Associations Reactions on the Ideological Offensive

Chair: Neil Rollings (University of Glasgow)


Marco Marigliano (Università Cattolica del Sacro Cuore - “Mario Romani” Department of Economic and Social History and Geographical Sciences)

*“To all breeders of good will”: livestock firms facing the reconstruction after the Second World War* 


Pierre Eichenberger (University of Lausanne), Matthieu Leimgruber (University of Zurich)

*Swiss companies on the political offensive: the Gesellschaft zur Förderung der schweizerischen Wirtschaft (1942-2000)*

Rikard Westerberg (Stockholm School of Economics)

*Swedish business as a social movement. Mobilizing the masses against wage-earner funds, 1975-1991* 

Niklas Jensen-Eriksen (University of Helsinki), Maiju Wuokko (University of Turku)

*The Underdogs or Fighting Dogs? Small and medium-sized enterprises' associations in the Finnish economic and labour market policy since the 1970s* 

## **Session A5, Room F2.1: Gas Companies in Latin Europe between State Intervention and Competition**


**Chair:** Nuria Rodríguez-Martín (Universidad Complutense de Madrid)

**Discussant:** Antonio J. Pinto-Tortosa

Mercedes Fernández-Paradas (University of Málaga), Alberte Martínez-López (The University of A Coruña), Jesús Mirás Araujo (University of A Coruña)

*Gas companies in Latin Europe meeting the challenges of World War II* 


Ana Cardoso de Matos (University of Evora), Alexandre Fernandez (University of Bordeaux-Montaigne), Carlos Larrinaga (University of Granada)

*State intervention and attempts to municipalise gas and electricity in Spain, Portugal and France up to 1920* 

Antonio R. Fernández-Paradas (University of Granada), Nuria Rodríguez-Martín (Universidad Complutense de Madrid)

*A soft Battle: The Fight between Gas and Electricity Companies through advertising and marketing in France and Spain, 1890-1936* 


Mercedes Fernández-Paradas (University of Málaga), Carlos Larrinaga (University of Granada), Antonio J. Pinto Tortosa (Universidad Europea)

*Gas companies in the electricity sector in Spain and France, between late 19th Century and early 20th Century* 

## **Session A6, Room F2.2: Challenges in the Beginning of Industrialisation**

**Chair:** Edward Legon (Queen Mary University of London)

Stefania Licini (University of Bergamo, Italy)

*Reacting to crisis: the case of the silk industry in Nineteenth century Lombardy* 

Karolina Hutkova (LSE)

*Trade Policies in the British Empire, Sugar Business and Entrepreneurship in Nineteenth-Century Mauritius* 

Karolina Hutkova (LSE), Noam Yuchtman (LSE)


*Transaction costs of doing business in eighteenth century: merchants, customs and the British fiscal state*

## **Session A7, Room E2.1: Business Mediators with China: Joint Ventures, Exporters and Foreign Banks**

**Chair:** Carles Brasó Broggi (Universitat Oberta de Catalunya)

**Discussant:** Guiles Guiheux (Université Paris Cité)

Carles Brasó Broggi (Universitat Oberta de Catalunya)

*The rise of Hong Kong's textile industry, 1945-1973. The role of the Hong Kong Spinners Association* 

Yi Liu (Ruhr University of Bochum)

*The Emergence of Hong Kong as a Global Financial Centre since the late 1970s: Evidence from German Banks*

## **Session A7, Room E2.1: Business Mediators with China: Joint Ventures, Exporters and Foreign Banks**

Yuan Jia Zheng (Universitat de Barcelona)


*The Metamorphosis of China's Automobile Industry: The Establishment of International Joint Ventures (1978-2000)* 

**23 June 2022, 11:00 - 12:30**

## **Session B1, Room F1.2: Embracing Complexity Through Contradiction: Paradox theory and business history 2**

**Chair:** Charles Harvey (Newcastle University Business School)

Klas Eriksson (Stockholm University), Christofer Laurell (Royal Institute of Technology), Christian Sandström (Jönköping International Business School)

*Why David wins over Goliath in politics but loses in business: Explaining paradoxical entrant-incumbent dynamics in the telecommunications sector 1980-1990* 


Andrew C. Godley (University of Reading, Henley Business School), Shane Hamilton (University of York, School of Business and Society)

*Context as Paradox: A Historical Analysis of Agrifood Standards* 

Christopher A. Hartwell (International Management Institute, ZHAW School of Management and Law), Vladimir Korovkin (Moscow School of Management - SKOLKOVO)

*Sitting on the Riverbank: Paradoxes, Strategic Inaction, and the Success of Sberbank* 

Ola Innset (BI Norwegian Business School)

*The making of «vipps»: The paradoxes of innovation within a state-owned enterprise hybrid* 

## **Session B2, Room E1.2: Business and Environmental Governance**

**Chair:** Veronica Binda (Bocconi University)

**Discussant:** Geoffrey Jones (Harvard University)

Ann-Kristin Bergquist (Umeå University), Thomas David (Lausanne University)

*Business Inaction: The International Chamber of Commerce and responses to Climate Change 1970s—1980s*

Mattias Näsman (Umeå University), Sabine Pitteloud (Harvard Business School/ u)

*Swiss-Swedish Linking of Car Emission Standards in the 1970s and 1980s* 


Maiju Woukko (University of Turku)

*Who Cares, about What, and Why: Introduction of Chemical Industry's Responsible Care Programme in Finland in the 1990s* 


## Session B3, Room E1.1: Reputation in Uncertainty

**Chair:** Teresa da Silva Lopes (University of York)

Javier Fernández-Roca (Universidad Pablo de Olavide), Jesús D. López- Manjón (Universidad Pablo de Olavide de Sevilla)

*Commercialization Strategies for Andalusian Olive Oil (1900–1930): SMAs and country-of-origin effect* 

Matthew Bellamy (Carleton University)

*Beer Under Pressure: The Public Relations Campaign of the Canadian Brewers During WWII* 


Giulio Mellinato (Università degli Studi Milano - Bicocca), Valerio Varini (Università degli Studi Milano - Bicocca)

*The Globalization of Italian Spirits XIX – XX Century* 


## Session B4, Room F1.1: Between Public Interests and Private Businesses

**Chair:** Javier Vidal (Universidad de Alicante)

Adrian Cozmuta (University of Glasgow and Kyoto University)

*Selling ‘The World’s Favourite Airline’: British Airways’ privatisation and the motives behind it* 

Francesca Fauri (University of Bologna), Tito Menzani (University of Bologna)

*From winding-up to relaunch: the role of the State in Italy’s aeronautical industry after the Second World War* 

Alexandra Papadopoulou (Institute of Mediterranean Studies - FORTH)

*"Between national interest and corporate strategy. The formation and evolution of the Greek national flag air carrier, Olympic Airways S.A."* 


Laurent Beduneau-Wang (Africa Business School - Université Mohamed VI Polytechnique)

*Married for Better or Worse: public-private collaboration to face the “Problem of Water” in the suburb of Paris (1859-1923)* 


## Session B5, Room F2.1: Narratives Challenged

**Chair:** Joost Dankers (Utrecht University)


Rafał Staszek vel Staszewski (Kozminski University)

*When in Rome: Corporate histories and narratives of foreign multinationals operating in Poland* 

Christina Lubinski (Copenhagen Business School)

*Leviathan Unleashed: The German India Business and the Challenge of Indianization, 1950s to 1980s* 

Per Hansen (Copenhagen Business School)

*“Fiction In the Archives”? Writing the Early History of the 1931 Financial Crisis in Europe* 

## **Session B5, Room F2.1: Narratives Challenged**

Volodymyr Kulikov (Central European University)

*Industrial Heritage in the Service of the Market: Museum Narratives by Corporate Enterprises* 

## **Session B6, Room F2.2: Health, Welfare, and Business in the 20th century: Diversity and Change in the Health Systems**

**Chair:** Miguel A. López-Morell (Universidad de Murcia)

**Discussant:** Jerònia Pons (Universidad de Sevilla)

Paloma Fernández Pérez (Universitat de Barcelona)

*Health, Welfare and Business in the early 20th century: The emergence of an innovative district of X Ray Diagnosis and Therapy in Barcelona*

Daniela Felisini (University of Rome Tor Vergata), Fernando Salsano (University of Rome Tor Vergata)

*Between State and market: private healthcare businesses in Italy (1978-2018)* 

Pierre-Yves Donzé (Osaka University)

*Hospital equipment for world markets: The development of CT scanners by General Electric, 1970-2000*

## **Session B7, Room E2.1: Cooperate Behaviour under Exogenous Pressures in Modern China and Japan**

**Chair:** Tao Chen (Tongji University)

**Discussant:** Ghassan Moazzin (Hong Kong Institute for the Humanities and Social Sciences)


Chaoqun Gao

*Social Change and the Establishment of a Modern Property Rights System in China*

Rixu Lan (Central University of Finance and Economic), Fen Qin (Central University of Finance and Economic)

*Changes of Corporate Governance Mechanism in Modern China: the case of Benxihu Coal and Iron Company* 

Ning Cao (Fujian Normal University), Liqiang Lin (Fujian Normal University)

*Crisis and Countermeasure: A Study of Fujian Province Enterprise Special Share Limited Company during the Anti-Japanese War in China* 

Yanying Lin (Hirosaki University)

*The Decline of Small Family Businesses in Japan after the mid-1980s*

**23 June 2022, 13:45 - 15:15**

**Session C1, Room F1.2: Embracing Complexity Through Contradiction: Paradox theory and business history 3**

**Chair:** Mairi Maclean (University of Bath)

Paula Jarzabkowski (The University of Queensland and Bayes Business School, City, University of London), Wendy Kilminster (Bayes Business School, City, University of London)

*The persistence of paradox: a historical analysis of the management of paradox in the Lloyd's of London insurance market*

Wen Zhang (Shandong University)

*Paradox and Reform: Competition and Cooperation Relationship of the Four Northern Banks (1920-1937)*

Florian Bauer (Lancaster University Management School), Bingbing Ge (Lancaster University Management School), Lara Pecis (Lancaster University Management School)


*The Strategic Realignment of Family Business and Stakeholder Goals: A Rhetorical History Perspective* 

Patrick Lê (NEOMA Business School), Camille Pradies (EDHEC Business School), Andrea Tunarosa (Sykes College of Business, The University of Tampa)

*Coffee wars and paradox revitalization in the field of specialty coffee*


**Session C2, Room F1.1: Banking and Crises**

**Chair:** Youssef Cassis (European University Institute)

Joaquim Cuevas (University of Valencia), Maria Pons (University of Valencia)  
*Who Determined the Rules of the Game in the Spanish Financial Reforms, 1970-1990?* 

Ian Jones (Northumbria University Newcastle), John Wilson (Northumbria University Newcastle, UK)

*Strategy and Governance in British banking, 1980-2000.* 

Carlos Gabriel Guimarães (University Federal Fluminense/University of York/CEGBI)  
*The War of the Triple Alliance and banking activity in Rio de Janeiro, c.1865-c.1870:* 

Enrique Jorge-Sotelo (Universitat de Barcelona)

*Politicians, bankers and the Great Depression: the Spanish banking crisis of 1931*

**Session C3, Room E1.2: The Origins and Evolution of Professional Football**

**Chair:** Tomàs Fernández-de-Sevilla (University of Barcelona)

**Discussant:** Kevin Tennent (University of York)

Tomàs Fernández-de-Sevilla (University of Barcelona)

*The Origins of Professional Football in Spain: The Birth and Rise of FC Barcelona, 1899-1922*

### **Session C3, Room E1.2: The Origins and Evolution of Professional Football**

Alex G. Gillett (University of York), Kevin D. Tennent (University of York), Alan Tomlinson (University of Brighton)

*From Gentleman's Pastime to Global Consumption: Exploring the Emergence of Soccer as an Entertainment Product during its First Hundred Years*

Francesco Maccelli (University of Siena), Luciano Segreto (University of Florence - Gdansk University of Technology)

*Organizational strategies and business constraints: AC Fiorentina as a case study (1946-2002)*

Saydash Miftakhov (Skoltech, New Economics School, Moscow)

*Sport in Autocratic Regimes: Political Connections in the Soviet Football?* 

### **Session C4, Room E1.1: Family Business and Resilience**

**Chair:** Andrea Colli (Bocconi University, Milan, Italy)

**Discussant:** Roman Köster (Bavarian Academy of Science)

Tomasz Olejniczak (Kozminski University), Anna Pikos (Kozminski University)

*Bouncing back but not beyond: Organizational resilience of a long-lived firm.* 


Juan baños (Universidad Pablo de Olavide), Paula De la Cruz (University of Florida),

Javier Fernández-Roca (Universidad Pablo de Olavide)

*Gender and Entrepreneurship in 19th-century Spain* 

Kazuo Doi (Kyushu Sangyo University), Tsutomu Kita (Hiroshima City University),


Takeshi Ohtowa (Kanto Gakuin University), Tomomi Shiosaki (Kyushu University)

*The historical evolution of traditional Japanese family companies into "global niche top" companies* 

### **Session C5, Room F2.1: Debates and Answers to Taxation and Regulation**

**Chair:** Hartmut Berghoff (University of Göttingen)


Paolo Bozzi (Humboldt University of Berlin)

*The Political Economy of Modern Taxation in Italy. Taxes, inflation, and the reshaping of the Italian fiscal contract, 1962 - 1986* 

Ana Rosado-Cubero (Universidad Complutense de Madrid)

*American Guidelines: Corporations and the Law* 

Neil Forbes (Coventry University), Ben Wubs (Erasmus University)

*Enterprise, Tax Avoidance and Tax Havens: Anglo-Persian Oil Company and Unilever* 

José Antonio García-Barrero (University of Barcelona), Carles Manera (University of the Balearic Islands)

*The role of the shadow economy in wage formation and firm management in the textile industry in Spain, 1891-1973*



## Session C6, Room F2.2: Food, Drink and Diplomacy

**Chair:** Espen Storli (Norwegian University of Science and Technology)  
**Discussant:** Paul Duguid (University of California at Berkeley)

Qing Xia (Osaka University)

*Innovation in the Japanese green tea industry, 1970-2020* 


Rolv Petter Amdam (BI Norwegian Business School), Teresa da Silva Lopes (University of York), Trudi Henrydotter Eikrem (Volda University College), Maria Eugénia Mata (Universidade Nova de Lisboa)

*Cod Fish and Port Wine: The Impact Bilateral Trade Agreements on Firm and Industry Dynamics, 1914-1940*

Kasper Hage Stjern (Department of Economic History, Uppsala University), Henric Häggqvist (Department of Economic History, Uppsala University)

*Alcohol policy and market response: Norwegian and Swedish brewery market structure, ca 1910-1950* 

María Vázquez-Fariñas (University of Málaga)


*Responses to the agricultural crisis in the Marco del Jerez area at the end of the 19th century: a case study* 

## Session C7, Room E2.1: British Empire, Trade and Regulation

**Chair:** Michael Aldous (Queen's University Belfast)

**Discussant:** Karolina Hutkova (LSE)


Edward Legon (Queen Mary University of London)

*Councils and of Trade and Seventeenth Century English Clothmakers: Producers, Petitions, Politics* 

Martha Prevezer (Queen Mary University of London)

*Board of Trade, two empires and three industries in 18th century Britain* 

Perri 6 (Queen Mary University of London)

*The Board of Trade, regulation and business in the long nineteenth century 1815-1914* 

Martha Prevezer (Queen Mary University of London)

*Overview of panel on British empire, trade and regulation* 

**23 June 2022, 15:45 - 17:15**

**Dissertation competition (Assembly Hall)**

**23 June 2022, 17:15 - 18:15**


**AGM (Assembly Hall)**

**24 June 2022, 08:30 - 10:30**

### **Session D1, Room F1.1: Crises and Catastrophes**

**Chair:** Takafumi Kurosawa (Kyoto University)

Susanne Berghofer (Stockholm University Sweden)


*The Swedish textile- and clothing industry. Crises and opportunities when markets opened and trade barriers diminished, 1957-1960* 

Marta Herrero (York University), Ian Jones (Northumbria University Newcastle), Andrew Smith (University of Liverpool), Nicholas Wong (Northumbria University)  
*Bourdieuian Capital Conversion During Crises of Legitimacy: An examination of the emergent strategies of Barclays Bank in sponsoring the arts in the UK, 1972 to 1987* 

Sumohon Matilal (University of Sussex)

*In the shadows of the 1984 Bhopal crises: DOW's business in India*

Adrián Dios-Vicente (Universidade de Santiago de Compostela), Raúl Ríos Rodríguez (Universidade de Santiago de Compostela)

*Following the "Perfect Storm": Spanish electricity companies facing supply and financial crisis during the 80'. The case of Unión Fenosa* 

### **Session D2, Room E1.1: Technology as a Driving Force**

**Chair:** Eric Godelier (École Polytechnique)

Harilaos Kitsikopoulos (Unbound Prometheus Program of Advanced Seminars, New York)

*Dead Ends in the History of Technology: The Case of British Steam Cars* 

Maki Umemura (Cardiff University)

*Hydrogen aspirations: Building systemic readiness* 

Fabio Lavista (Università di Pisa)

*Frontier innovation and catching-up: are they really that different? Hints from the Italian case, 1949-2019*

### **Session D3, Room E1.2: Regions, Business and Reconstruction**

**Chair:** Niels Viggo-Haueter (Swiss Re)

Chris Corker (York Management School, University of York), Joe Lane (Henley Business School, University of Reading), John Wilson (Northumbria University Newcastle, UK)

*Knowledge flows and industrial clusters: assessing the sources of competitive advantage in three English regions.* 

Igor Goñi-Mendizabal (University of the Basque Country)

*Handguns for the allies. Basque Gun Making industry during the First World War.* 

### Session D3, Room E1.2: Regions, Business and Reconstruction

Amedeo Lepore (University of Campania Luigi Vanvitelli), Stefano Palermo (Università Telematica Pegaso), Andrea Ramazzotti (London School of Economics and Political Science (LSE))


*Policy Models for Industrial Development. A New Sectoral and Geographical Analysis of the Cassa per il Mezzogiorno's Incentives to Southern Italy's Enterprises (1957-1993)*

Valentina Fava (Venice School of Management | Università Ca' Foscari Venezia), Giovanni Favero (Università Ca' Foscari, Venice School of Management)  
*Towards a connected business history of Europe: the Westen Group and its legacy*


### Session D4, Room F1.2: Adapting to Regulation

**Chair:** Luciano Segreto (University of Florence - Gdansk University of Technology)


Jorge Lafuente del Cano (University of Valladolid), Alonso Villa Pablo (University of Valladolid), Ortúñez Goicolea Pedro Pablo (University of Valladolid)

*With fear and hope: Spanish companies on the Spain's entry into the EEC (1975-1986)* 

Daniel Raff (The Wharton School and NBER)

*Limited Partnerships and the Genesis of the American Venture Capital Industry and All It Wrought* 

Marco Marigliano (Università Cattolica del Sacro Cuore - "Mario Romani" Department of Economic and Social History and Geographical Sciences), Nicola Martinelli (Università Cattolica del Sacro Cuore - Milan)

*The Italian pharmaceutical industry facing new rules: evolution, strategic choices and structural change (1960-1978)* 

Tomáš Gecko (Masaryk Institute and Archives of the Czech Academy of Sciences)  
*Espionage, security, and competitiveness. Images of science and business in Czechoslovakia during the Great Depression of the 1930s*

### Session D5, Room C0.1: Remembering, Misremembering, Forgetting Financial Crises (1982-2022)

**Chair:** Laure Quennouëlle-Corre (EHESS-CRH)

Youssef Cassis (European University Institute)

*The Global Financial Crisis of 2007-2008: Memory, History, Legacy*

Bruno Pacchiotti (European University Institute), Giuseppe Telesca (University of Florence)


*The 1982 International Debt Crisis as 'Forgotten' Crisis. Oblivion or a Problem of Perspective?*

Tobias Pforr (European University Institute), Niccolò Valmori (European University Institute)

*The Crises That Didn't Count: Memories of Derivative Losses in the 1990s and their Failure to Change Regulatory Approaches*

## **Session D5, Room C0.1: Remembering, Misremembering, Forgetting Financial Crises (1982-2022)**

Niccolo Valmori (European University Institute)

*Banking in times of crisis: a prosopographical study of global financial elites, 1982-2007.* 

## **Session D6, Room E2.1: New Perspectives on Gender in Business History**

**Chair:** Janette Rutterford (Open University)

Lluch Andrea (CONICET-Argentina)

*Entrepreneurship in Emerging Markets: Female Entrepreneurs in Colombia since 1990 (WITH CARLOS DAVILA)*

Rodríguez-Satizábal Beatriz (Universidad del Pacífico)

*Women entrepreneurs in Peru: Between the traditional with a secret touch and headlong into the new (WITH MARIA JOSE DIBOS)*

Susana Martínez Rodríguez (Universidad de Murcia)

*The silence female shareholders: the Banco de España during the second half of the nineteenth century. (WITH RUBEN VILLAVERDE, LAURA LÓPEZ)*

Verónica Cañal (Universidad de Oviedo), Luisa Muñoz-Abeledo (University of Santiago de Compostela)

*Women Entrepreneurs in Iberian Port Cities during the First Globalization*

## **Session D7, Room E2.2: International Economic Governance and Business Interest Organizations in Times of Uncertainty and Change**

**Chair:** Charlotte Natmeßnig (WU Vienna Economic University)

Elina Kuorelahti (University of Helsinki)

*League of Nations, raw materials and trade wars: cartels or tariffs 1928-1934?*


Nikolas Glover (Department of Economic History, Uppsala University, Sweden)

*Swedish industry and the regulation of multinational corporations in the 1970s: Influencing policy abroad, swaying opinion at home*

Susanna Fellman (University of Gothenburg), Martin Shanahan (Professor of Economic and Business History at the University of South Australia and Elof Hansson Visiting Professor at the University of Gothenburg.)

*Sidestepping governments or smoothing international tension? International cartels shaping international markets and governance after WWI*

Elin Åström Rudberg (Stockholm University, Dept. of economic history and international relations)

*European business, market integration, and the ideal of free competition in the 1950s* 

**24 June 2022, 11:00 - 12:30**

**Session E1, Room C0.1: Business History beyond the Academy**

*Chair:* Laurence B. Mussio (Long Run Institute)


Michael Aldous (Queen's University Belfast), Geoffrey Jones (Harvard University),  
Andrea Schneider-Braunberger (GUG), Rolf Strom-Olsen (School of Arts &  
Humanities, Instituto de Empresa Universidad)

*Business History Beyond the Academy (roundtable)*

**Session E2, Room F1.2: Embracing Complexity Through Contradiction:  
Paradox theory and business history 1**

*Chair:* Stewart Clegg (University of Sydney)

Andrew Burns (University of Edinburgh), Chris Carter (University of Edinburgh  
Business School), Ron Kerr (University of Edinburgh Business School)

*Organising Politics: Power and paradox in constructing and institutionalising a new  
Parliament* 

Catherine Casler (Stirling Management School), Leo McCann (University of York),  
Dean Pierides (Newcastle University)

*Habit as history: managing latent paradoxes pragmatically*

Jean-François Chanlat (PSL University Paris-Dauphine), Hervé Grellier Bidalun  
(Mondragon University)

*Identity paradoxes within the Mondragon Group, the world's leading industrial  
cooperative* 

Andrea Casey (George Washington University), Sonia Coman (Washington National  
Cathedral)

*From a distant past to a distant future. Layers of time in organizational identity*


**Session E3, Room F1.1: Business History: Past, Present & Future**

*Chair:* Susie Pak (St Johns University)

Anna Tilba (Durham University), John Wilson (Northumbria University Newcastle,  
UK)

*Whither Business History?* 

Michael Heller (Brunel University, UK), Michael Rowlinson (Exeter University, UK)

*An Institutional History of Internal Communications in the UK: A case study of a  
successful ESRC grant application through industrial partnership* 

Roberto Garcia (University of Sabana, Columbia), Ulf Thoene (University of Sabana,  
Columbia)

*Partnering with the Armed Forces: A case study of the development of the  
Colombian Military Museum*


Francois Bastien (University of Victoria, Canada), William Foster (University of  
Alberta, Canada)

*Collective Action Through the Past: The impact of past occurrences*

## Session E4, Room E2.2: The Uncertainty of Ship Owning

**Chair:** Gelina Harlaftis (Institute of Mediterranean Studies (FORTH) and University of Crete)

Saara Matala (Chalmers University of Technology), Christian Stutz (Jyväskylä School of Business and Economics, Finland)

*Working Through the Nation: Nationalistic Discourses for State Support in Maritime Clusters in Finland, 1952-2016* 


Sungshin Cho (Kyoto University, Master in Economics)

*Changing value-chain in the shipping industry: Hidden function of shipowners* 

Apostolos Delis (Institute for Mediterranean Studies/FORTH)

*The Globalization of Greek-owned shipping* 

Angelos Drougoutis (PhD student University of Crete & Institute for Mediterranean Studies -FORTH, Greece)

*A business group under pressure. The case of the Andreadis' Business Group (1973-1975)* 

## Session E5, Room E1.1: Environmental Tensions


**Chair:** Maria Eugénia Mata (Universidade Nova de Lisboa)

**Discussant:** Ann-Kristin Bergquist (Umeå University)

Jørgen Burchardt (Museum Vestfyn)

*Public regulation of environmental threats. Introduction of synthetic pesticides in Denmark, 1943-1954.*

Adam Grzywacz (Faculty of Management, University of Warsaw), Aleksandra Wasowska (University of Warsaw)

*International growth under the conditions of environmental discontinuity: the stabilizing role of family identity. Case study of J.A. Baczewski (1782-2020)* 

Guillermo Antuña (Universidad de Barcelona)


*Wind for change: Grupo Daniel Alonso from steelworking to renewables* 

## Session E6, Room E1.2: Evolving Forms of Capitalism


**Chair:** Leslie Hannah (London School of Economics)

**Discussant:** Giovanni Favero (Università Ca' Foscari, Venice School of Management)

Paolo Di Martino (University of Turin (Italy))

*Business history in Italy, Italy in business history: the state of the art and a survey of the literature (1998-2021)* 


Hartmut Berghoff (University of Göttingen)

*Varieties of Family Capitalism. Results of a Comparative Project on Germany and the United States* 

Sverre Christensen (Norwegian Business School BI), Mikael Lönnborg (Södertörn University), Pasi Nevalainen (Aalto University), Jeppe Nevers (Odense University)  
*Ownership and Capitalism in Nordic Countries*

## Session E6, Room E1.2: Evolving Forms of Capitalism

Jamieson G. Myles (Université de Genève)


*Accommodating Agrarianism in U.S. Capitalism: Cotton, Cooperatives and Credit in the Early 20th Century* 

## Session E7, Room E2.1: Cultural Industries Reloaded

**Chair:** María Fernández-Moya (CUNEF University)

**Discussant:** Ben Wubs (Erasmus University)

Peter Miskell (University of Reading)

*Americanisation in reverse? Hollywood films, international pressures and US audiences* 

Hiromichi Hasebe (Kyorin University), Hikaru Kondo (Nihon University), Kenichi Miyata (Meiji University)

*Emerging a New Combination toward a Media Mix of Music and Anime: A Twist and Turn of Nippon Columbia and the Rise of the Anison, Genre in the 1960s and 1990s* 

Nuria Puig (Universidad Complutense de Madrid)

*Educational Books and the Making of an Iberoamerican Market, 1960s-2000s* 

**24 June 2022, 13:45 - 15:15**

## Session F1, Room E1.2: Internationalisation Strategies

**Chair:** Andrea Lluch (Universidade de Los Andres, CONICET)


Ramiro Villasana Villalobos (Universidad Autónoma de Zacatecas)

*Spanish entrepreneurs and investments in the world market: 1900-2021.* 

Aleksandra Wasowska (University of Warsaw)

*From 'red globalisation' to global market economy: case study of Poland's 'Navimor'*

Esther M. Sánchez Sánchez (University of Salamanca)

*Business under major world events' pressure: French multinationals and the Spain of 1992* 

Bernardo Batiz-Lazo (Northumbria University), Miguel A. López-Morell (Universidad de Murcia)

*Expanding and integrating Spanish banks networks and systems in Latin America.* 

## Session F3, Room E2.1: Sustainability - a Global Challenge

**Chair:** Niklas Jensen-Eriksen (University of Helsinki)

Louise Karlskov Skyggebjerg (Centre for Business History, Copenhagen Business School)

*Promoting good living? Purpose and practice in savings bank foundations* 

Bram Bouwens (Utrecht University), Joost Dankers (Utrecht University)

*Transitions 'in the making': an inventory* 

### Session F3, Room E2.1: Sustainability - a Global Challenge

Tobias Pforr (European University Institute)

*Is there hope for Climate Action: How memories of the Great Financial Crisis shape imagined Futures*

### Session F4, Room E2.2: Innovating in Marketing

Chair: Rafael Castro (Universidad Autónoma de Madrid)

Discussant: Alfred Reckendrees (Copenhagen Business School)

Daniela Pirani (University of Liverpool)

*Invented market traditions: the marketing of Italian breakfast (1973-1996).* 

Jiakai Jeremy Chua (University of Southern California)

*Space, Cartographic Futurities, & Unstable Currencies: A History of Frequent Flyer Programs and the Shifting "Values" of Loyalty*

Ai Hisano (University of Tokyo)

*Modern Smile: Affective Labor and Japanese Department Store Restaurants, 1900s-1930s*

### Session F5, Room F1.2: Governing Enterprises

Chair: Albert Carreras (Universitat Pompeu Fabra)

Jan-Peter Gustafsson (University of Jyväskylä), Juha Kansikas (University of Jyväskylä)

*Financial Interlocks at The Context of Business Elite Freemasons 1950-1980* 


Antonis Kyparissis (The Open University)

*How do institutional investors meet challenges? The historical paradigm of the British Investment Trust Companies in the aftermath of WWI.*

Leslie Hannah (London School of Economics), Janette Rutterford (Open University)

*The unsung activists: UK shareholder investigation committees, 1888-1940*

Pasi Nevalainen (Aalto University), Elias Nordman (Aalto University)

*People behind the faceless owner: A study of the supervisory boards of state-owned companies in Finland from the 1930s to the present* 

### Session F6, Room E1.1: Business, Religion and Ethnicity

Chair: Andrew Godley (Henley Business School, University of Reading)

Neveen Abdelrehim (Newcastle University Business School), Vijay Pereira (NEOMA Business School), Hussain Rammal (Adelaide Business School, University of Adelaide), Shakila Yacob (University of Malaya)

*The Emergence and Institutionalisation of Islamic Banking and Finance (IBF)*

Nicholas Wong (Northumbria University), Nic Burton (Northumbria University), Ellie Charalambous (Northumbria University), Allan Discua Cruz (Lancaster University), Andrew David Smith (University of Liverpool Management School)

*The Organizational Paradox of Overseas Worker Exploitation in Quaker-Managed Confectionary Firms: 1890 to 1917*



## Session F6, Room E1.1: Business, Religion and Ethnicity

Luciano Segreto (University of Florence - Gdansk University of Technology)  
*From the brain to the arm: the changing role of the merchants' community of Danzig in the timber value chain (1919-1939)*

## Session F7, Room F2.1: The Management Knowledge Industry. An Holistic Approach

**Chair:** Susanna Fellman (University of Gothenburg)

**Discussant:** Andrea Colli (Bocconi University, Milan, Italy)

Rolv Petter Amdam Amdam (BI Norwegian Business School)  
*ILO as provider of management development programs for developing countries, 1950s to 1970s*

Felix Bühlmann (University of Lausanne), Thomas David (Lausanne University),  
Matthias Kipping (Schulich School of Business of York University in Toronto)  
*Americanization through alumni? A study of former McKinsey consultants*

Martín Monsalve Zanatti (Universidad del Pacífico)  
*The modernization of business education in Peru 1960-1970s*

Adoración Álvaro-Moya (CUNEF Universidad), María Fernández-Moya (CUNEF University)  
*The rise of knowledge industries in Spain (1950s - 2000)*

**24 June 2022, 15:45 - 17:15**

## Session G1, Room C0.1: The Institutional Environment and the Future of Business History (Roundtable)

**Chair:** Teresa da Silva Lopes (University of York)

Takafumi Kurosawa (Kyoto University), Susie Pak (St Johns University), Neil Rollings (University of Glasgow), Ben Wubs (Erasmus University)  
*The Institutional Environment and the Future of Business History*

## Session G2, Room F1.1: State, Entrepreneurs and Internationalization

**Chair:** Bram Bouwens (Utrecht University)

**Discussant:** Giulio Mellinato (Università degli Studi Milano - Bicocca)

Marc Prat (Universitat de Barcelona)  
*The American adventure of the Spanish motorcycle industry* 


Shoya Fugetsu (Graduate School of Economics, Kyoto University, PhD)  
*Warship Contracts in Britain in the Seventeenth Century: State and Entrepreneurs* 

Roman Köster (Bavarian Academy of Science)  
*The Men's Shirt in Hong Kong: The Relocation of West Germany's Clothing Production to East Asia since the late 1960s.* 


## **Session G4, Room F1.2: Food, Agribusiness, and the History of Capitalism: Innovation and Marketing**

**Chair:** Marco Marigliano (Università Cattolica del Sacro Cuore - "Mario Romani" Department of Economic and Social History and Geographical Sciences)

Fernando Collantes (University of Oviedo)

*Working on a Galbraith moment: product innovation and upgrading in Spain's dairy chain (1990 to the present)* 

Andrew Godley (Henley Business School, University of Reading)

*Risk and Control. Comparing the Emergence of the different Agribusiness models in the United States, UK and Italy, 1945 to 1980 – the case of the poultry industry* 

Xaq Frohlich (University of Auburn)

*What is the Mediterranean diet?: The reinvention of a traditional diet as bio-cultural capital*

Claudio Besana (Università Cattolica del Sacro Cuore (Milan)), Andrea Maria Locatelli (Università Cattolica del Sacro Cuore (Milan)), Ilaria Suffia (Università Cattolica del Sacro Cuore (Milan))

*Italian dairy Industries under pressure: the challenges after the 1929 crisis and after World War II*

## **Session G6, Room E1.2: Varieties of Socialism: To be an Entrepreneur in Socialism**

**Chair:** Antonie Doležalová (Charles University)

**Discussant:** Daniel Raff (The Wharton School and NBER)

Lenka Krátká (Institute of Contemporary History, Czech Academy of Sciences, Prague)

*Entrepreneurs in pre-1989 Czechoslovakia*

Maciej Tymiński (Faculty of Economic Sciences, University of Warsaw)

*Self-governmental entrepreneurship in socialist factory. The case of Cable Factory in Ożarów in the time of Polish Thaw (1956-1957)* 

Mariusz Jastrząb (Collegium Civitas, Warsaw, Poland)

*Entrepreneurs and the State. Polonia Firms in Late Socialist Poland* 

## **Session G7, Room F2.1: Consulting beyond Business**

**Chair:** Alina Marktanner (RWTH Aachen University)


**Discussant:** Matthias Kipping (Schulich School of Business)

Adoración Álvaro-Moya (CUNEF Universidad), Rafael Castro (Universidad Autónoma de Madrid)

*Engineering consulting within the public sector. The case of the INI group (1942-1975)*

## Session G7, Room F2.1: Consulting beyond Business

Adam Grzywacz (Faculty of Management, University of Warsaw), Aleksandra Wasowska (University of Warsaw)

*Management Consulting in Turbulent Times: the Case of Post-Communist Transition in Poland* 

Chris Hurl (Concordia University)

*Value-for-Money Genealogies: Following Financial Imaginaries from Extractivism to Public Private Partnerships*

**24 June 2022, 20:00 - 00:00**

**Gala dinner (Museo del Traje)**