

14 Mar 2019, 07:30 - 15:00

Dissertation Colloquium

Chair: Ed Balleisen

14 Mar 2019, 08:30 - 18:00

Latin American Business History Workshop

Chair: Carlos Davila (Universidad de Los Andes (Colombia))

14 Mar 2019, 12:00 - 15:00

Paper Development Workshop: Histories of Business Knowledge

Chair: Christina Lubinski (Copenhagen Business School)

More information can be found here

www.thebhc.org/paper-development-workshop-%E2%80%9Chistories-business-knowledge%E2%80%9D

14 Mar 2019, 14:00 - 15:30

Workshop: Digital Archives and Other Electronic Resources for Business Historians

Chair: Albert Churella (Kennesaw State University)

More information can be found here

www.thebhc.org/digital-archives-and-other-electronic-resources-business-historians

14 Mar 2019, 15:00 - 17:30

Workshop: Interdisciplinarity: Risks and Opportunities for Navigating a Business History Career

Chair: Karolina Hutkova (London School of Economics)

More information can be found here

www.thebhc.org/interdisciplinarity-risks-and-opportunities-navigating-business-history-career

Trustees Meeting

14 Mar 2019, 17:30 - 18:00

Annual General Meeting of the BHC

14 Mar 2019, 18:00 - 20:00

Krooss Prize

14 Mar 2019, 20:00 - 21:00

Opening Ceremony

14 Mar 2019, 21:00 - 21:30

Reception

15 Mar 2019, 07:30 - 08:30

Emerging Scholars Networking Breakfast

15 Mar 2019, 08:00 - 19:00

Registration

15 Mar 2019, 08:30 - 10:00

Session 1-A: The American Health Sector: Power and Inequality

Chair: Paloma Fernandez

Discussant: Christy Chapin

Peter Hilsenrath (University of the Pacific)

Role and Responsibility of Business in Shifts of Power, Wealth and Inequality

Andrew Simpson (Duquesne University)

Air Bridges and International Affiliations: The Evolving Business of Global Specialty Medicine in the Late 20th Century

Jessica Adler (Florida International University)

A Global Paradigm and Domestic Realities: "Well-Functioning Health Systems" and Stakeholder Activism

Session 1-B: Starting Small Going Global

Discussant: Bram Bouwens

Marcelo Bucheli (University of Illinois (Urbana-Champaign)), Luis Felipe Saenz (University of South Carolina)

Caffeinated Memories: The Creation of Historical Narratives as Public Goods: Evidence from the Colombian Coffee Industry

Ebes Esho (University of Johannesburg), Adeleye Ifedapo (Georgetown University), Grietjie Verhoef (University of Johannesburg)

Beyond National Markets to Global Companies: The Case of Emerging African Multinationals

Jeffrey Fear (University of Glasgow)

Emerging (Mittelstand) Multinationals

Session 1-C: Gender in Business

Chair: Meg Graham

Discussant: Pal Sandvik

Sabine Effosse (University of Paris Nanterre)

Banking, Consumption and Feminine Finance: Did the "Bastille Day Law" (July, 13th, 1965) Usher in a New Era of Empowerment for French Women?

Katherine Lacson (Ateneo de Manila Univer)

The Images of the Manileña Businesswoman During the American Occupation, 1898-1938

Mary Yeager (University of California Los Angeles)

GENDER, RACE, AND ENTREPRENEURSHIP

Session 1-D: Public and Private Policies on Wealth Distribution

Chair: Rowena Olegario

Discussant: Neil Rollings

Albert Churella (Kennesaw State University)

Empowered to Redistribute Wealth: Public Policy and the Curtailment of Executive Compensation during the 1930s

Richard John (Columbia University)

Economic Inequality, the Problem of Monopoly, and the Challenge of Henry George

Kathryn Steen (Drexel University)

Radio, Patents, and Monopoly: RCA and the Department of Justice

Session 1-E: Women in Corporate Networks

Chair: Susie Pak (St. John University)

Discussant: Lucy Taksa

Stephanie Ginalska (UNIL)

How Women Broke into the "Old' Boys" Swiss Corporate Network

Andrea Lluch (Universidad de la Pampa/CONICET, Argentina and Universidad de los Andes, Colombia), Erica Salvaj (Universidad del Desarrollo)

Women May be Climbing on Board, But Not in First Class: Female Board Participation in Chile and Argentina, 1901-2010

Alberto Rinaldi (University of Modena and Reggio Emilia), Giulia Tagliazucchi (University of Modena and Reggio Emilia), Michelangelo Vasta (University of Siena)

Women Directors in Italy, 1913-2010

Chinmay Tumbe (Indian Institute Of Management Ahmedabad)

Women's Representation on Corporate Boards in India, c. 1920-2010

Session 1-F: Merchants, Traders and Port Cities: Establishing Global Trade

Chair: Carlos Gabriel Guimarães

Discussant: Manuel Llorca-Jana

Carlos Guimarães (Universidade Federal Fluminense)

The Foreign Presence in the Brazilian Importer and Exporter Trade: The Case of the Jersey's firm Francis Le Breton & Co, c.1810-c.1850

Session 1-F: Merchants, Traders and Port Cities: Establishing Global Trade

Steven Ivings (Kyoto University)

Western-Chinese Commercial Cooperation in the Japan Trade: The Case of Hakodate, 1855-1885

Sean Kelley (University of Essex)

From Senegambia to Cartagena: Luso-African Credit Networks and the Business of Slave Trading, 1580-1640

Session 1-G: Diplomacy in Global Business

Chair: Ann Carlos (University of Colorado Boulder)

Jorge Muñoz-Sougarret (Universidad de Los Lagos)

German Entrepreneurs and Diplomatic in the South Pacific: A Study About His Role in the Concession of Productive Land to German Enterprises in the Province of Llanquihue, Chile, 1890-1914

Lindsay Schakenbach Regele (Miami University, Ohio)

State Department Business: Joel Roberts Poinsett and Latin American Independence, 1811-1829

Nina Kleinoeder (University of Marburg)

A "Place in the Sun" (Bernhard von Bülow, 1897)? German Business in Colonial Railway Building in Africa, 1880-1920

Session 1-H: Business and Indigenous History

Chair: Michael Lerma (Dine College)

Clinton Hough (Florida International University)

A Propensity to Truck, Barter, and Exchange: The Indian Trade in Colonial Florida

Elizabeth Rule (Brown University)

The Chickasaw Press: A Case Study in Indigenous Enterprise and Innovation

Adrian Lerma (Yahuaca Knowledge Distribution LLC), Michael Lerma (Diné College - Dean, Business and Social Science)

Breaking Dependency: Economic Innovation and the Future of the Navajo Economy

Session 1-I: Financial Markets and Capital Flows

Chair: Ioanna Pepelasis (Athens University of Economics and Business)

German Forero-laverde (Universidad Externado de Colombia)

Is There a Global Financial Cycle in the Stock Market? The Case for Developed Economies Since the Interwar Years.

José Augusto Miranda (Ibmec Business School/Rio de Janeiro)

Glocal Finance in Latin America: The Market for Latin American Municipal Bonds in the London Capital Market, 1880-1929

Carolyn Keber (The Open University, UK), Janette Rutterford (The Open University, UK), Dimitris Sotiropoulos (The Open University, UK)

Globalization and Capital Flows: The English Investment Trusts before World War I

Session 1-I: Financial Markets and Capital Flows

Joseph Wallace (Johns Hopkins University)

Alexander Brown & Sons: From Irish Immigrants to American Innovators of Global Finance and Urban Development

15 Mar 2019, 10:00 - 10:30

Coffee Break

15 Mar 2019, 10:30 - 12:00

Session 2-A: Alternative Capitalisms

Chair: Patrick Fridenson (Ecole des Hautes Etudes en Sciences Sociales)

Discussant: Susie Pak

Ai Hisano (Kyoto University)

Capitalism of the Senses: Food, Color, and the Creation of Modern Visual Culture

Geoffrey Jones (Harvard Business School)

Anthroposocial Capitalism: Esoteric Beliefs and the Creation of Modern Business Enterprises

Adam Frost (Harvard Graduate School of Arts and Sciences)

Illicit Capitalism in Socialist China

Session 2-B: Retail Chains across Borders, 1920s - present

Chair: Pam Laird

Discussant: Vicki Howard

Lin Yanying (Guangdong University of Foreign Studies)

The Decline of Small Retailers after 1980s in Japan

Florence Brachet Champsaur (Ecole des Hautes Etudes en Sciences Sociales (EHESS))

Looking for Inspiration. From the American Model to the European Network. The 1953 Italian Fair at Galeries Lafayette Paris

Shane Hamilton (University of York)

Necessary Failures: Private Standards and the Transformation of Risk Management in Agrifood Supply Chains

Rui Shi (Kyoto University (Japan))

The Decline of Physical Retailers in China in the Post-1978 Reform Period

Session 2-C: International Financial Crises and Regulatory Responses

Chair: Sharon Murphy

Discussant: Mary O'Sullivan

Pierre-Christian Fink (Columbia University)

The Leading Edge of a New Regime: How the U.S. Financial Crisis of 1974 was Like and Unlike 2007-9

Session 2-C: International Financial Crises and Regulatory Responses

Christoph Nitschke (University of Oxford)

The "Slop Shop American Style": American Private Bankers, Bond Marketing, and the United States Abroad before the Panic of 1873

Natalya Vinokurova (University of Pennsylvania)

Remembrances of Markets Past: The Role of Institutional Forgetting in the Emergence of Mortgage-Backed Securities in the U.S.

Session 2-D: Finance Unbound: Offshore Banking in the Postwar Era

Chair: Charlotte Natmessnig

Discussant: Sean Vanatta

Erin Cully (CUNY Graduate Center)

Edge as Wedge: The Impact of the Edge Act on Interstate Banking

Seung Woo Kim (Korea University)

Inter-state Solution in the Stateless Market: National Sovereignty and the Global Supervision of the Eurodollar Market, 1975-1979

Sebastián Alvarez (Oxford University)

Banking globalization and financial crisis in Mexico and Brazil, 1973-1982

Session 2-E: Brokers of Globalization: Transnational Private Organizations and Business

Chair: Joost Dankers (Utrecht University)

Neil Rollings (University of Glasgow)

The Development of Transnational Business Associations over the Twentieth Century

Craig Murphy (Wellesley College), JoAnne Yates (MIT)

Voluntary Standards Organizations: Engaging and Shaping Global Business

Thomas David (University of Lausanne), Pierre-Yves Donzé (Osaka University), Pierre Eichenberger (University of Zurich)

When Global History Meets Business History. The International Chamber of Commerce as a Business Opportunity, 1920-1960

Session 2-F: Making Southern Capitalism: Credit, Specie, and Slavery

Chair: Caitlin Rosenthal

Kathryn Olivarius (Stanford University)

Immunocapitalism: Disease, Risk, and Creditworthiness in Antebellum New Orleans

Ann Daly (Brown University)

"Men of Honor and Intrinsic Worth": Honor, Trust, and Money at the New Orleans Mint

Amanda Mushal (The Citadel)

An Agency Shooting: White Masculine Honor Violence and the Business of Credit Reporting

Session 2-G: Dealing with Multinationals

Chair: Erica Salvaj (Universidad del Desarrollo)

Colette Perold (New York University)

Pan-American Tabulation and Brazilian Foreign Debt: IBM in Brazil before Computation

Pål Sandvik (Norwegian University of Science and Technology), Espen Storli (Norwegian University of Science and Technology)

Small states and Monopoly Power: The International Oil Industry and the Scandinavian Market, 1890-1930

Stefano Tijerina (University of Maine)

Globalizing the Americas: Canada's Business Expansion in Colombia During the First Half of the Twentieth Century

Session 2-I: Economic Nationalism and Business in Emerging Markets in the Mid-Twentieth Century

Chair: Carlos Davila (Universidad de Los Andes (Colombia))

Marcelo Bucheli (University of Illinois (Urbana-Champaign)), Stephanie Decker (Aston Business School)

The History of Economic Nationalism and Expropriations in Latin America and Sub-Saharan Africa Compared

Shakila Yacob (University of Malaya)

Championing Economic Independence and the Responses of Foreign-Owned Businesses during Decolonisation: The Case of Malaysia

Christina Lubinski (Copenhagen Business School)

Global Business and the Nation State: A Neo-Listian Approach to Business History

Rory Miller (University of Liverpool)

Foreign Firms and Economic Nationalism in Mid-Twentieth-Century Latin America

15 Mar 2019, 12:00 - 13:30

Business Historians in Business Schools Lunch

Lunch

15 Mar 2019, 13:30 - 15:00

Session 3-B: Business History and the Law

Chair: Ed Balleisen

Takashi Shimizu (University of Tokyo)

The Historical Development of "Japanese-style" Corporate Governance

Victoria Barnes (Max Planck Institute for European Legal History), Lucy Newton (Henley Business School, University of Reading)

Shifts of Wealth, Capital and Responsibility: Litigating in London about Shareholder Rights in Canada and the Commonwealth

Session 3-B: Business History and the Law

Sarah Wilson (York Law School, University of York, UK)

Fostering Interdisciplinary Approaches in Management History: Making Connections with the Disciplines of History and Law through Exploring 'Financial Crime' History

Session 3-C: Corporate Cultures and Business Elites

Chair: Thomas David

Alejandro Caceres (IESA Management School / Universidad Catolica Andres Bello)

The Globalization of Management by MNEs in Latin America: The "Venezuelanization" of Managerial and Executive Levels of Royal Dutch Shell in Venezuela 1945-1975

Sven Kube (Florida International University)

Communist Corporate Culture: Enterprise between Political Principle and Profit Pursuit

Saša Vejzagić (European University Institute)

Making of the Socialist Business Class: Integration of Yugoslav Business Sector into the Global Market and Career Patterns of General Managers between 1965 and 1978

Session 3-D: Global Connections and Local Business in India

Chair: Geoffrey Jones (Harvard Business School)

Discussant: Naotoshi Umeno

Stefan Tetzlaff (German Historical Institute, Washington DC)

Local Business Prerogatives and Foreign Assistance: Vocational Education in mid-20th Century India

Sudev J Sheth (Harvard Business School)

Textiles, Trusteeship, and Technology: Ahmedabad's Arvind Group and Modernizing a Family Business

Chinmay Tumbe (Indian Institute Of Management Ahmedabad)

Placing Engineers as Managers: IITs, IIMs and the Rise of India's Managerial Elite

Session 3-E: Industry Dynamics and the Development of Competitive Strategy

Chair: JoAnne Yates (MIT)

Joost Dankers (Utrecht University)

Dutch Steel Industry between Globalisation and De-globalisation

Hideki Nakamura (Tokyo University of Science)

The History of Computer Industry Competition from Supply Chain Globalization View

Hiromi Shioji (Kyoto University), Eiko Tomiyama (Graduate Institute for Entrepreneurial Studies)

Parts Localization Lifecycle in the Auto Industry

Stig Tenold (NHH Norwegian School of Economics)

Globalization and the Maritime City in the Second Half of the 20th Century: The Case of Bergen, Norway

Session 3-F: The Role of Large-scale MNEs in Emerging Market Economies

Israel García Solares (El Colegio de México)

Underground Leviathans. The United States Company and the Mining Multinationals in the Americas, 1901-1971

Norma Silvana Lanciotti (CONICET- University of Rosario)

The Role of Big Companies in Economic Development. Argentina, 1913-1971

Álvaro Ferreira da Silva (Nova School of Business and Economics, Universidade Nova de Lisboa), Pedro Neves (Lisbon School of Economics and Management, Universidade de Lisboa)

The Paradox of the Nationality of the Firm: Foreign Investment in Portuguese Africa, 1850-1974

Gerarda Westerhuis (Utrecht University)

Overseas banks and financial conglomerates: Comparing strategies of Dutch banks in Brazil in two different phases of globalization

Session 3-G: Strategies and Initiatives for Development

Chair: Maria Eugenia Mata (Universidade Nova de Lisboa, Faculdade de Economia , Nova SBE)

Jairo Campuzano-Hoyos (Universidad EAFIT)

Colombian Progress Brokers: The Circulation of Ideas and the Search for Models of Material Progress in a Globalizing Latin America, 1880s-1890s

Anne Hanley (Northern Illinois University), Renato Marcondes (University of Sao Paulo - Ribeirao Preto)

Native Capital, Foreign Capital: Banking and Business Development in Turn-of-the-Twentieth-Century São Paulo, Brazil

Ioanna Sapfo Pepelasis (Athens University of Economics and Business), Mara Vidali (Athens University of Economics and Business)

An Empirical Model of Joint Stock Company Births, Greece: 1840-1939

Julia Yongue (Hosei University)

Siam Then Thailand Now: Contextualizing the Development of Thai Capitalism through two Eras of Globalization

Session 3-H: The Private Sector and the Mexican State: Corruption and Monopolies

Chair: Rory Miller (University of Liverpool)

Andrew Paxman (CIDE)

Why Has Mexico Tolerated Monopolies? Three Cases of Symbiotic Relations, 1941-2014

Aurora Gómez Galvarriato (El Colegio de México)

Maseca-Gruma: The Building of a Corn Flour and Tortillas Global Emporium. Innovation or Cronyism?

Gustavo A. Del Angel (CIDE)

Intentionally Arrested: Rural Insurance Markets and Credit in Mexico, 1960-2000

Session 3-H: The Private Sector and the Mexican State: Corruption and Monopolies

José Galindo (Universidad Veracruzana)

Crony Capitalism and International Investment: The Case of Canadian Companies in Mexico

15 Mar 2019, 15:00 - 15:30

Coffee Break

15 Mar 2019, 15:30 - 17:00

Session 4-A: Creating Global Business Education

Chair: Rolv Petter Amdam

Adoración Álvaro-Moya (CUNEF), Nuria Puig (Complutense University)

Foreign Aid and the Globalization of Business Education. Lessons from Southern Europe in the Early Cold War

Valeria Giacomini (Copenhagen Business School), Geoffrey Jones (Harvard Business School), Erica Salvaj (Universidad del Desarrollo)

Business Leaders and Investment in Education: Evidence from Emerging Markets since the 1960s

Gabriela Recio (Independent Scholar)

Engineers, Innovation and Globalization in Mexico: The MIT Education, 1880-1920

Michael Rubens (KU Leuven)

Managerial Education, Productivity and Technology Choice: Evidence from US Mining Colleges

Session 4-B: Innovation in Global Marketing and Product Development

Chair: Mary Quek

Matthew Bellamy (Carleton University)

Into the Blue: Licensing Agreements and the Globalization of Canada's Labatt Brewery

Jing Han (University of York)

An Analysis of the Supply Side of Non-deceptive Counterfeiting Business in the Luxury Fashion and Apparel Industry in China

Qunyi Liu (Peking University)

Mei ZHU and Beer Industry in China: A Discourse on Entrepreneurship in Developing Countries

Takeshi Ohtowa (Kanto Gakuin University / Hiroshima City University), Kazuo Doi (Kyushu Sangyo University), Tsutomu Kita (Hiroshima City University), Tomomi Shiosaki (Kyushu University)

Sustainable Transformability Possible Among Traditional Companies: A Case of Japanese Traditional Brush Maker

Session 4-C: Globalization and De-Globalization in Twentieth Century Banking

Chair: Grace Ballor (European University Institute)

Discussant: Youssef Cassis

Grace Ballor (European University Institute)

Paribas, Globalization, and European Integration: How the FDI of a French Investment Bank Shaped Europe and the World

Carlos Caballero-Argaez (School of Economics, Universidad de los Andes), Carlos Eduardo Hernandez (School of Management, Universidad de los Andes), Jorge Tovar (School of Economics, Universidad de los Andes)

Policy Reversals on Foreign Investment: Colombian Banking during the Late XXth Century

Joaquim Cuevas (University of Valencia), Pablo Martin-Acena (University of Alcala), Angeles Pons (University of Valencia)

Exploring the Roots of Internationalisation: The Compared Trajectories for Two Big Spanish Banks, BBVA and Santander

Ghassan Moazzin (The University of Tokyo)

Multinational Banks, Political Risk and the Chinese 1911 Revolution

Session 4-D: The Developmental State in International Competition

Chair: William Hausman

Kellen Backer (Syracuse University)

Food, Industry, and National Defense: World War II's Uneven Reshaping of the Food Industry and Military Subsistence

Julian Lamberty (University of Southern Denmark), Jeppe Nevers (University of Southern Denmark)

The Danish Robotics Cluster: The Role of the Public Sector in the Development of a Successful Industrial Cluster

Matthew Gobey (Manchester Metropolitan University), Mitchell Larson (University of Central Lancashire)

The Political and Societal Forces that Shaped Colombian Liberalisation and the Decline in Manufacturing Productivity

Yugin Xu (Meiji University)

The Linkage between Institutional Transitions and Intellectual Property (IP) Strategies of Pharmaceuticals: Japanese Pharmaceutical Industry, 1970-2017

Session 4-E: Internationalization of the Family Firm

Chair: Hartmut Berghoff (Universität Göttingen)

Discussant: Álvaro Ferreira da Silva

Juan Baños (Universidad Pablo de Olavide, de Sevilla), Francisco Javier Fernández-Roca (Universidad Pablo de Olavide, de Sevilla)

The Internalization Processes in Past Times: The Case of Carbonell, 1866-1917

Julien del Marmol (Université Libre de Bruxelles)

Internationalisation and the Family: The Case of Belgian Brewers Artois and Piedboeuf, 1970-2000

Session 4-E: Internationalization of the Family Firm

Paloma Fernández Pérez (Universitat de Barcelona)

Pioneers and Challengers in the Global Plasma Protein Industry, 1915–2015

Session 4-F: Business Groups

Chair: Maria Inés Barbero (Universidad de Buenos Aires (Argentina))

Kanda Naknoi (University of Connecticut)

The Thai Military as a Business Group, 1957–2016

Reddy Niall (New York University)

The Fragmentation of the South African Corporate Network, 1993–2018

Beatriz Rodríguez-Satizabal (Queen Mary University of London and Universidad de los Andes)

Colombian Business Groups: Patterns and Explanations, 1950–2000

Akira Tanaka (Kyoto University)

How and Why Japanese Horizontal Keiretsu became Zombies?

Session 4-G: International Financial Flows and Domestic Politics

Chair: Niels Viggo Haueter

Carlo Edoardo Altamura (Lund University)

Credit Where Due? Banks, Debt, and Dictatorships in Latin America, 1973–1982

Akram Beniamin (Henley Business School, University of Reading)

British Banks in Egypt: Exploitation or Coordination, the Case of the Ionian Bank, 1907–1956

Adriana Calcagno (University of Geneva), Juan Flores Zendejas (University of Geneva / Colegio de México)

Making Money Flow: Latin American Central Banks at the Onset of the Great Depression

Jane Knodell (University of Vermont), Catalina Vizcarra (University of Vermont)

The Political Economy of Coinage Production in the Americas: Massachusetts Bay and Peru, 1600–1700

Session 4-H: Strategies for Mitigating Risk in the Long Eighteenth Century

Chair: Steven Ivings

Discussant: Barbara Hahn

Hannah Tucker (University of Virginia)

Dangers of the Winds and Seas: Sea Captains' Investment Strategies, 1720–1760

Hunter Harris (University of Michigan)

Specialization, Diversification, and Partnership Investment in Glasgow, 1750–1800

Scott Miller (International Center for Jefferson Studies)

Strategy of Flexibility: Combining Risk and Diversification to Command Markets in Napoleonic Era Europe

Session 4-I: MNEs and Managing IP: Patent Law in Emerging Markets

Pierre-Yves Donzé (Osaka University), Shigehiro Nishimura (Kansai University)
Patent Strategy and Global Competition in the Electric Appliance Industry: Siemens, 1880-1945

Jose Manuel Carrasco (Universidad del Pacífico), Martin Monsalve Zanatti (Universidad del Pacífico), Alejandra Osorio (TECHNISCHE UNIVERSITÄT DARMSTADT)
Adoption of Technology and Globalization, the First Development of Peru's Patent System, 1890-1930

Amy Nguyen (University of York)
Foreign Direct Investment Inflows and Intellectual Property Strategies for Multinational Corporation in Emerging Markets: The case of Vietnam in Historical Perspective

Shigehiro Nishimura (Kansai University)
Globalizing Patent Portfolio: Foreign Direct Investment and Intellectual Property Management

15 Mar 2019, 17:30 - 17:45

Bus to Keynote Venue

15 Mar 2019, 18:15 - 19:00

Keynote

15 Mar 2019, 19:00 - 20:00

Reception

16 Mar 2019, 08:00 - 12:00

Registration

16 Mar 2019, 08:30 - 10:00

Session 5-A: Global Value Chains

Chair: Espen Storli (Norwegian University of Science and Technology)

Marc Levinson (Independent Scholar)
The Rise and Retreat of Global Supply Chains

Bastian Linneweh (University of Göttingen)
In Search of "De-Globalization": Evidence from the Global Rubber Markets, 1914-45

Michael Stamm (Michigan State University)
Canadian Trees, American Policy, and Latin American Journalism: A Hemispheric History of Newsprint in the Mid-Twentieth Century

Mengxing Yu (Kyoto University)
The Global Procurement's System of China's Pulp and Paper Industry: The Case of Fuyang District after 1978

Session 5-B: Constructing Global Infrastructure

Chair: Javier Vidal

Bram Bouwens (Utrecht University (Netherlands))

Carriers of Globalization: Airline Development between Globalization and De-globalization, 1980-2010

Gelina Harlaftis (Institute for Mediterranean Studies-FORTH & Ionian University, Greece)

Aristotle Onassis, a Pioneer in the Architecture of the Global Shipping Firm

George Deltas (University of Illinois at Urbana-Champaign), Richard Sicotte (University of Vermont)

The Transformation of Transatlantic Passenger Transportation, 1946-1970

Session 5-C: Global and Local Dimensions of Postwar East Asian Business History

Chair: Bill Childs (Ohio State University)

Discussant: Takafumi Kurosawa

Thomas David Dubois (Fudan University (Shanghai))

Milk from the Butterfly Spring: Dairy Enterprise and Regional Development in Socialist China

Patrick Fridenson (Ecole des Hautes Etudes en Sciences Sociales)

Facing Obstacles and Overcoming Difficulties: Honda's Entry into the Design and Production of Four-wheel Vehicles

Philip Scranton (Rutgers University (USA))

Nationalizing the Local: Maintenance, Repair and Recycling in the People's Republic of China

Session 5-D: Governance and Creation of Capitalism

Chair: Caitlin Rosenthal

Gregory Hargreaves (University of Delaware)

Edge-Effect Capitalism & Iron Plantations on the North American Fall Line

Rafael Pardo (Emory University)

Federally Funded Slaving

Bryan Turo (Concordia College NY)

The Making of a Market Borderland: The Overlapping Economies of the Santa Fe Trade Area in the 19th Century

Richard Yntema (Otterbein University)

The Globalization of Tea and Coffee: The Political Economy of Tea and Coffee Consumption in 18th Century Holland

Session 5-E: Business Responses to Social Change in the 1960s-1970s

Discussant: Benjamin Waterhouse

Gavin Benke (Boston University)

You Have Done Much to Awaken our Business Community to the Problems and Potentials Ahead: Nixon's White House Contemplates the Economy in 1990

Andrew Busch (Coastal Carolina University)

Reconsidering Neoliberalism: Social Fracture and the Role of Business Schools in Promoting Economic Change, 1968-1982

Jeanette Estruth (Harvard University)

Against the Great Society: Midcentury Corporate Opposition to Medicare

Session 5-F: Risk and Insurance

Erika Vause (St. John's University (NYC))

Your Money and Your Life: The Pommerais Trial and Life Insurance in 19th Century France

Mark Jakob (University of Marburg)

Securitization of Exports? The Creation and Development of State-Backed Trade Credit Insurance in the Interwar Period

Niels Viggo Haueter (Swiss Re)

The impact of insurance in the making of global business

Session 5-G: Markets Strategies for Local Brands in Global Contexts

Chair: Julio Moreno (University of Virginia)

Nur Suhaili Binti Ramli (Ca' Foscari University of Venice)

Marketing Strategy Analysis in the Italian Textile Industry: The Case of Marzotto, 1836-2004

Ludovic Cailluet (EDHEC Business School)

Space as a Strategic Resource: The Case of Retail Pharmacy and Cosmetics in France post-1945

John Wong (The University of Hong Kong)

The Emergence of a "Local" Product through a Global Discourse: The Making of Vitasoy in Post-WWII Hong Kong

Susumu Harada (Meji University)

Market's Priority and Global Brand Management Change: The Case of Lexus from 1989 to Present

Session 5-H: Markets on the Margins

Chair: Juliette Levy (University of California, Riverside)

Discussant: Louis Hyman

Brent Cebul (University of Pennsylvania)

Business' War on Poverty: Or, How Businesspeople Learned to Stop Worrying and Love the Poor and Marginalized

Session 5-H: Markets on the Margins

Jennifer Le Zotte (University of North Carolina at Wilmington)

Seeing Straight: Policing Sexualities in New York's Early Commercial Nightlife

Joshua Davis (University of Baltimore)

More than a Store: Activist Businesses in Baltimore, 1826-2018

Session 5-I: Business between Globalisation and Pan-European Cooperation

Chair: Youssef Cassis (European University Institute)

Discussant: Juan Flores Zendejas

Emmanuel Mourlon-Druol (University of Glasgow)

Western European Commercial Banks in the Run-up to the Polish Debt Crisis, 1965-1981

Angela Romano (European University Institute)

Getting Involved, via Europe First: The Strategies and Choices of European Socialist Countries Vis-à-Vis the 1970s Globalising Trends

Alexis Drach (University of Glasgow)

European Banking Clubs between Europe and the World, 1970s-1980s

16 Mar 2019, 10:00 - 10:30

Coffee Break

16 Mar 2019, 10:30 - 12:00

Session 6-A: Globalization in Institutional Practice: Tax Havens, Offshoring, and Corporate Investigations

Chair: Kenneth Lipartito (Florida International University)

Marten Boon (University of Oslo), Ben Wubs (Erasmus University Rotterdam)

"Safe haven Curaçao": The Origins of a Dutch Offshore Centre, 1915-1960

James Hollis (University of Oxford), Christopher McKenna (University of Oxford)

The Emergence of the Offshore Economy, 1914-1939

Elena Egawhary (Columbia University)

Kroll: Globalization and the Corporate Investigation Business

Christophe Farquet (University of Geneva)

The Marriage of Heaven and Hell: The History of Tax Havens, à Cheval between Regulation and Globalization

Session 6-B: Entrepreneurial History: Conceptual and Critical Perspectives

Chair: Christina Lubinski (Copenhagen Business School)

Andrea Colli (Bocconi University)

European Capitalism: Culture, Institutions and Entrepreneurship. Insights from Prosopography

R. Daniel Wadhvani (University of the Pacific)

Death and Rebirth of the Entrepreneurial Hero

Session 6-B: Entrepreneurial History: Conceptual and Critical Perspectives

Benjamin Waterhouse (University of North Carolina, Chapel Hill)

Entrepreneurship Comes Home: American Women and the 'Home-Based Business Movement' in the 1980s

Andrew Popp (University of Baltimore)

Nostalgia and Ordinary Enterprise in the Age of Populism

Session 6-C: Globalization, Business Standards, and the Market

Chair: Andrea Lluch (CONICET and Los Andes University)

Discussant: Meg Graham

Stephen Mihm (University of Georgia)

Current Standards: The International Electrotechnical Commission and the Origins of Global Governance

Jason Scott Smith (University of New Mexico)

Going Global: Multinational Firms, Construction Standards, and the Infrastructure of American Capitalism

Ashton Merck (Duke University)

Privatization and Internationalization in Food Safety Standards

Session 6-D: Family Firms and the Varieties of Capitalism

Chair: Sudev Sheth

Discussant: Araceli Almaraz

Hartmut Berghoff (University of Goettingen, Germany)

Family Capitalism in the United States and Germany: An Institutional and Cultural Perspective

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

Born Global with Traditional Products: The Luca de Tena's Internacionalization

Andrea Schneider-Braunberger (Gesellschaft für Unternehmensgeschichte (GUG))

Family Firms as Variance of Capitalism: Survivability in Changing Phases in History

Session 6-E: International Business Strategy

Chair: Norma Lanciotti (Universidad Nacional de Rosario-CONICET (Argentina))

Jørgen Burchardt (National Museum of Science and Technology)

Dissemination of Knowledge Through Multinational Companies

Bernardo Batiz-Lazo (Bangor University), Sergio Castellanos-Gamboa (Bangor University)

Optimal Adoption of Automated Teller Machines ATMs in the US, Europe, Asia, and Latin America

Sabine Pitteloud (University of Geneva)

Swiss Multinationals Facing the Creation of International Guidelines in the 1970s: Between Foreign Diplomacy and Coordinated Capitalism

Session 6-E: International Business Strategy

Naotoshi Umeno (Osaka University of Commerce)

Historical Analysis of Subsidiary Evolution: A Case Study of Hala Gelatin Development by Nitta Gelatin India Limited (NGIL)

Session 6-F: Public Policy and Business History (Organized by Marcello Bucheli. will be contacted by the organizer)

Juan Carlos Echeverry, Garciela Marquez (-), Adolfo Meisel (Universidad del Norte)

Session 6-G: Currents of Thought Among Big Business in Latin America

Chair: Mark Rose (Florida Atlantic University)

Rita Giacalone (Universidad de Los Andes, Venezuela)

Relationship, Reputation and Wealth, Keys to the Colombian Business Discourse on Asia-Pacific

Alejandra Salas Porras (UNAM-FCPyS)

Think Tanks and Big Business. Why do Mexican Big Business Promote Think Tanks?

Mariel Aguilar-Støen (University of Oslo, Norway), Benedicte Bull (University of Oslo, Norway)

An Institutional Turn? Changes in Business Discourses in El Salvador and Guatemala

Carlos Huneeus (University of Chile), Tomas Undurraga (Universidad Alberto Hurtado, Chile)

Old Wine in New Bottles: New Justifications for Old Business Practices in Post-Transition Chile, 2010–2017

Marcia Barbero (University of the Republic, Montevideo, Uruguay), Miguel Serna (University of the Republic, Montevideo, Uruguay)

Gender Discrimination in Business Careers: Between Denial and Blame for Uruguayan Women

Claudio Castro (Universidad Argentina de la Empresa)

AAPRESID: A Business Thinking to Establish and Spread the Knowledge Society in Argentine Agriculture

Session 6-H: The Latin American Entrepreneurial State in Historical Perspective Part I

Chair: Pedro Neves

Bernardita Escobar Andrae (University of Talca, Chile)

Continuity or Change? Corporate Governance in Chilean State-owned Enterprises, 1884–2018

Matías Kulfas (UNSAM-UBA)

Rise, Decline and (a Weak) Reappearance of the Entrepreneurial State: The Recent Argentine Experience in Historical Perspective, 1950–2015

Juan Odisio (UBA-CONICET), Marcelo Rougier (CONICET-UBA)

Military Strategy and Entrepreneurial State Argentina: Two Tactics for the Development of the Basic Industry During the 20th Century

Session 6-H: The Latin American Entrepreneurial State in Historical Perspective Part I

Gail Triner (Rutgers University)

From Entrepreneurial State to Regulatory State? Brazilian Political Economy in the Wake of Privatization

Session 6-I: Beyond Public and Private: Business Influence on Domestic and Global Politics

Bamidele Aly (Panthéon-Sorbonne University)

The Nigerianization of the Private and Public Sectors, 1948-1980

Pérola Maria Goldfeder Borges de Castro (University of São Paulo)

Beyond the "Idea of Profit": Public Policies and Private Entrepreneurs and the Establishment of Postal Services in Nineteenth-Century Brazil, 1829-1844

Diana Londono-Correa (Universidad EAFIT), Luz Maria Rivas (Universidad EAFIT)

Organizational Structures for Corporate Political Activities of a Colombian Business Group: A Case Study, 1960-2006

Juan C. Lopez (Universidad EAFIT)

The Tennessee valley authority: A model for Medellin's utility company (1933-1955)

16 Mar 2019, 12:00 - 13:30

Lunch

Women in Business History Lunch

16 Mar 2019, 13:30 - 15:00

Session 7-A: Innovation and Growth

Chair: Xavier Duran

Apostolos Delis (Institute for Mediterranean Studies/FORTH)

How Global Greek-owned Tramp Shipping became with the Advent of the Steamers?

Eric Hintz (Lemelson Center, Smithsonian Institution)

Does America Need More Innovators?

William Lazonick (The Academic-Industry Research Network), Yin Li (Fudan University)

Innovative Enterprise and China's Economic Growth

Ryan McDonough (Rutgers Business School), Paul Miranti (Rutgers Business School),

Michael Schoderbek (Rutgers Business School)

Measuring Innovation in Large Firms and Alfred Chandler's Integrated Learning Base

Session 7-B: History Beyond the Academy: A Roundtable Discussion

Chair: Andrea Schneider-Braunberger (Gesellschaft für Unternehmensgeschichte (GUG))

Stephen Chambers (Winthrop Group)

History Beyond the Academy

Session 7-B: History Beyond the Academy: A Roundtable Discussion

Kenneth Lipartito (Florida International University)
History Beyond the Academy

Jairo Campuzano-Hoyos (Universidad EAFIT)
History Beyond the Academy

Juan C. Lopez (Universidad EAFIT)
History Beyond the Academy

Gabriela Recio (Independent Scholar)
History Beyond the Academy

Session 7-C: The Global Appeal of Entertainment: Entrepreneurship in Creative Industries

Chair: Ben Wubs (Erasmus University Rotterdam)

Samuel Backer (Johns Hopkins University)
Middlemen in the Middle West: The Western Vaudeville Manager's Association and the Business Structure of Mass Entertainment

Peter Miskell (University of Reading)
Festivals: An Emerging Hub of the Global Creative Industries, or a Reaction Against Globalisation?

Denise Sutton (CUNY-City Tech (New York City College of Technology))
Markets of Gold: The Global Expansion of Romance Publishing Companies Mills & Boon and Harlequin Enterprises, 1930-1990

Cristina Stanca-Mustea (-)
"Carl Laemmle Presents" : a Story of Political and Cultural Risk in Germany 1917-1934

Session 7-D: Making Managers in Emerging Markets

Chair: Gail Triner (Rutgers University)
Discussant: Rory Miller

Rolv Petter Amdam (BI Norwegian Business School), Carlos Davila (Universidad de los Andes)
Introducing Executive eEducation in Latin America: Comparing Colombia, Peru and Central America, 1960-1980

Andrea Lluch (Universidad de la Pampa/CONICET, Argentina and Universidad de los Andes, Colombia)
Multinationals' Staffing Strategies and the Evolution of Management Education in Argentina, 1940s-1960s

Yun Wu (Tukuyama University)
The Western and Japanese Impact on China's Management Modernization: Path, Method, and Mechanism of Management Learning 1978-1990

Session 7-E: Political Risk and National Strategy

Chair: Elina Kuorelahti

Malin Dahlström (University of Gothenburg)

Can the History Tell Us Anything About the Sustainability Conflicts of today? A case study of Limestone Quarries and Cement Production in Sweden

Maria Eugénia Mata (Universidade Nova de Lisboa, Faculdade de Economia , Nova SBE)

Portuguese decolonization: The Role and Responsibility of Shifts of Power on Business Failure and Social Wealth

Knut Sogner (BI Norwegian Business School)

Bankrupted in the Baltic: The Fall of Nordic Leadership in the Nordic Wood Industry, 1910-1928

Session 7-F: Management Practices and Concepts

Chair: Christopher McKenna (University of Oxford)

Discussant: Ludovic Cailluet

Eric Godelier (Ecole Polytechnique (France))

Nationality: A Useful Concept for Business History?

Daniel Raff (The Wharton School)

Business History and Management Academia in the High Social Science Style: Stalking the Beast with Gun and Camera

Peter Scoblic (Harvard Business School)

The Postwar Development of Tools to Mitigate Uncertainty: Frank Knight, the RAND Corporation, and the Pursuit of "Ersatz Experience"

Session 7-G: Sugar, Money, and Meat: Jewish Business Practices and the Global Economy

Chair: Mads Mordhorst

Discussant: Emanuela Scarpellini

Roger Horowitz (Hagley Library)

The Global Kosher Chicken: Jewish Migration, Religious Law, and the Industrialization of Food

Yda Schreuder (University of Delaware)

Amsterdam's Sephardic Merchants and the Atlantic Sugar Trade in the Seventeenth Century

Rebecca Kobrin (Columbia University)

Too Big To Fail in 1930: The Bank of United States, Global Remittances and the Long Shadow of Immigrant Banking

Session 7-H: The Latin American Entrepreneurial State in Historical Perspective Part II

Chair: Andreas Sanders

Ivonne Barragán (CONICET-UBA)

The National Will": Military Management of Public Companies. The Argentine Navy in the "Rio Santiago Shipyard, 1953--973

Adrián Escamilla Trejo (UNAM-UAM), Juan Odisio (UBA-CONICET)

The State-Owned Industry in Mexico, Between Productive Expansion and Financial Deterioration: Pemex Petroquímica and Complejo Industrial Sahagún, 1952-1988

Xóchitl Ninel García Vázquez (UNAM)

The Promotion of National Industrialization from the Bureau of Industrial Research of the Banco de México

Milagros Rodríguez (CONICET-UBA)

The Privatization Project of Nuclear Power Plants During Neoliberal State: The Argentine Case, 1994-1999

Session 7-I: Preserving the Future: The Historian's Moral Responsibility

Chair: Stephen Mihm

Discussant: Jonathan Coopersmith

Anders Houltz (Centre for Business History, Stockholm)

To Have a History is to Have a Future: A Common Responsibility for Historians, Archivists and Corporations

David Kirsch (University of Maryland)

How Startups End

Erik Rau (Hagley Museum and Library)

Calling Up the Reserve Army of Appraisers (You)

16 Mar 2019, 15:00 - 15:30

Coffee Break

16 Mar 2019, 15:30 - 17:00

Session 8-A: Illicit trade in Narcotics

Discussant: Bartow Elmore

James Bradford (Berklee College of Music)

From Hippies to Smugglers: Hash, Globalization, and the Future of the Afghan Drug Trade

Xavier Duran (Universidad de Los Andes, Colombia)

Why Colombian traffickers Became Leaders in the Cocaine Market, 1960-1990?

Alastair Yuanhao Su (Stanford University)

"A Marvellous Affair": Opium and the Panic of 1839

Session 8-B: Globalization and Anti-globalization

Chair: Franco Amatori

Rivers Gambrell (University of Oxford)

Globalising the Gridiron: The NFL and the Forgotten Legacy of the World League of American Football

Thomas Mackaman (King's College)

Globalization and Organized Labor: The Decline and Transformation of the United Auto Workers in the 1980s

Shaun Nichols (Boise State University)

Globalization from The Ground Up: International Labor Unionism and the Transformation of Postwar U.S. Business

Session 8-C: Business Lobbying, FDI and Trade Policy

Chair: Jeffrey Fear (University of Glasgow)

Discussant: William Lazonick

John Mohr (The University of Alabama in Huntsville)

Stars Fell on Alabama: The Global Auto Industry and the Landscape of Modernity in the American South

Dael Norwood (University of Delaware)

From the "China trade" to the "China market": Globalization and Deglobalization in the Gilded Age United States

Elina Kuorelahti (University of Helsinki)

Who wants a cartel? Regulating European Timber Trade in the 1930s

Session 8-E: Business Strategy and International Political Risk

William Hausman (College of William and Mary)

The Cuban Electric Company, 1922-1960: From Local to Global to Domestic

Andrew McGee (Carnegie Mellon University)

Our Machine in Havana: IBM, the Cuban Revolution, and Business Litigation Over Information Processing Machines

Julian Faust (University of Marburg)

„Investing in India is foolish. Not investing in India is even more foolish“: Expectations and Strategies of German Business to Re-capture the Indian Market during Decolonization, 1947-1970

Session 8-G: Competition versus Stability: Structuring Financial Institutions

Chair: Mary O'Suillvan

Discussant: Rowena Olegario

Manuel Bautista Gonzalez (Columbia University in the City of New York)

Economic and Social Aspects of Monetary Plurality in Antebellum New Orleans, 1839-1862

Christy Chapin (University of Maryland Baltimore County)

Just How Stable Were US Banks Following World War II?

Session 8-G: Competition versus Stability: Structuring Financial Institutions

Juliette Levy (University of California, Riverside)

Credit before Banks: Credit Cooperatives and Unions in 19th-Century Mexico

Session 8-H: The Latin American Entrepreneurial State in Historical Perspective Part III

Chair: Martín Monsalve Zanatti (Universidad del Pacífico (Peru))

Pilar Acosta (Universidad Icesi- Department of management), Hanni Jalil (Universidad Icesi- Department of arts and humanities), Julio Zuluaga (Pontificia Universidad Javeriana Cali- Department of management)

Friends of Foes? The Historical Evolution of Private Actors in the Provision of Public Goods

Javier Jasso Villazul (UNAM), Juan Boggio Vázquez (Universidad del Caribe)

The Banco de México as an Entrepreneur: Creation of a Tourist Destination

Enrique Nava Rodríguez (UNAM)

The Automotive Sector Regulation in Mexico: Diesel Nacional Company Case

Andrés M. Regalsky (CONICET-UNLu-UNTreF)

Entrepreneurial State in the Realm of Finance: The Banco de la Nación Argentina as an Instrument of Public Policy, 1914-1930

Session 8-I: African American Women and Informal Economies in the 20th and 21st Centuries

Chair: Mary Yeager (University of California Los Angeles)

Shennette Garrett-Scott (University of Mississippi)

Rituals of Risk and Respectability: Black Women and Quotidian Credit before WWI

LaShawn Harris (Michigan State University)

Can't Knock the Hustle: African American Women & Labor in Early Twentieth Century New York City

Tiffany Gill (University of Delaware)

Beauty, Blackness and #Hashtags: Rethinking Black Entrepreneurship in Digital Era

16 Mar 2019, 17:00 - 17:30

Book Auction

16 Mar 2019, 18:00 - 19:00

Presidential Address

16 Mar 2019, 19:00 - 19:30

Chris Kobrak Emerging Scholars Reception

16 Mar 2019, 19:30 - 22:00

Gala Dinner