

Programme at a glance

11 July • ISEG (R. Francesinhas 21, 1200-675 Lisbon)

10:00 - Registration opens

16:00 – 17:30 - Meet the Editor: Journal of Evolutionary Studies in Business

18:00 – 19:15 - EBHA 30 Years Anniversary Session

19:15 - 30th Anniversary Cocktail

12 July • Nova SBE (R. da Holanda 1, 2775-405 Carcavelos)

9:00 – 10:30 - Parallel Sessions A

10:30 – 11:00 - Coffee break

11:00 – 12:30 - Parallel Sessions B

12:30 – 13:45 - Lunch break

13:45 – 14:45 - Keynote lecture

14:45 – 15:15 - Coffee break

15:15 – 16:45 - Parallel Sessions C

16:45 – 17:15 - Coffee break

17:15 – 18:45 - Parallel Sessions D

18:45 - Nova SBE Sunset Party

13 July • Nova SBE (R. da Holanda 1, 2775-405 Carcavelos)

9:00 – 10:30 - Parallel Sessions E

10:30 – 11:00 - Coffee break

11:00 – 12:30 - Dissertation Prize

12:30 – 13:30 - Lunch break

13:30 – 15:00 - Parallel Sessions F

15:00 – 15:30 - Coffee break

15:30 – 17:00 - Parallel Sessions G

17:00 – 17:30 - Coffee break

17:30 – 18:30 - EBHA General Assembly

20:00 - Gala Dinner

[Map with location of venues and hotels](#)

ISEG, Lisbon School of Economics and Management (Lisbon)

Thursday 11 July, 16:00 – 17:30

Meet the Editor: Journal of Evolutionary Studies in Business (Room TBA)

Organisers and participants:

Co-editor in chief: Paloma Fernandez-Pérez, Universitat de Barcelona

Associate editors: Javier Vidal (Universidad de Alicante), Elena San Roman (Universidad Complutense de Madrid), Maria Fernández Moya (CUNEF Universidad)

This session aims to encourage meeting editor/s of this journal to interested scholars, particularly young researchers interested in the evolution of businesses with an interdisciplinary perspective. The meeting would take around one hour and a half answering questions about how to submit article and special issue proposals, and about the review and ethical policies followed in the journal.

Thursday 11 July, 18:00 – 19:15

EBHA 30 Years Anniversary Session (Room CGD)

Welcome: João Duque (Dean of ISEG, University of Lisbon), Pedro Neves (ISEG, University of Lisbon), Álvaro Ferreira da Silva (Nova School of Business and Economics)

Chairs: Teresa da Silva Lopes (University of York) and Eric Godelier (Ecole Polytechnique)

Panelists

Geoffrey Jones, Harvard Business School

Tony Slaven, University of Glasgow

Youssef Cassis, European University Institute

Franco Amatori, Bocconi University

Rolv Petter Amdam, BI Norwegian Business School

Andrea Schneider, Gesellschaft für Unternehmensgeschichte GUG

Keetie Sluyterman, Utrecht University

Paloma Fernandez Perez, University of Barcelona

Susanna Fellman, University of Gothenburg

Adoración Álvaro Moya, CUNEF

Nova SBE, Nova School of Business and Economics (Carcavelos)

Friday 12 July, 9:00 – 10:30

Session A1: Business History with Big Data: Central Europe between the World Wars
(Room B002)

Organiser: Tamás Vonyó, Bocconi University

Chair: Tamás Vonyó, Bocconi University

Spoils of War: Military contractors of the Habsburg Empire in World War I

Tamás Vonyó, Bocconi University

The business of war: The growth of big industry in Central Europe, 1914-29

Mária Hidvégi, Bocconi University

Tamás Vonyó, Bocconi University

Toward a database of joint-stock companies in interwar Poland: pilot study of insurance companies

Tomasz Olejniczak, Kozminski University

Jerzy Łazor, Warsaw School of Economics

Session A2: Innovations and transformations in healthcare (Room B003)

Chair: Maria Eugénia Mata, Nova School of Business and Economics

Discussant: Pierre-Yves Donzé, Osaka University

Life-saving business: the new relationship between the business sphere and healthcare on the example of the transformation of the emergency medical service in Czechoslovakia and the Czech Republic (1992–2003)

Jiri Hlavacek, Institute of Contemporary History of Czech Academy of Sciences

How could radical healthcare innovations reach the sick and the poor before WW II? Deals and negotiations around radium trade between the Compagnie Minière du Haut Katanga and the Hospital Sant Pau of Barcelona in the 1920s.

Paloma Fernández Pérez, Universitat de Barcelona

Institutionalization of Japan's 'Ningen Dock' Health Service: Confluence of Physicians' Evangelism, Technological Innovation, and Corporate Welfare, 1954-2023

Ken Sakai, Hitotsubashi University

Yuki Tsuboyama, Hitotsubashi University

Masatoshi Fujiwara, Hitotsubashi University

The business history of health care: exploring the growth of Italian private companies

Daniela Felisini, University of Rome Tor Vergata

Fernando Salsano, University of Rome Tor Vergata

Session A3: Business Groups and Corporate Networks (Room B004)

Chair: Sabine Pitteloud, UniDistance Suisse

Discussant: Sabine Pitteloud, UniDistance Suisse

Common Interests? Industrial Relations and Urban Reform in Rotterdam, 1930-1945

Hilde Sennema, Erasmus School of History, Culture & Communication

Paul van de Laar, Erasmus School of History, Culture & Communication

[Evolving Narratives of Zaibatsu: Rethinking Big Push Dynamics in Japan's Business Groups](#)

Hideaki Sato, Osaka University

[Multinational enterprises in the Italian corporate network, 1913-2017](#)

Andrea Colli, Bocconi University

Alberto Rinaldi, University of Modena and Reggio Emilia

[The Federation of Hungarian Industrialists in the interwar period: operation and interlocks](#)

Márton Simonkay, Eötvös Loránd University

[Session A4: Companies as Fields of Social Action: Business History meets Labour History \(Rooms B005\)](#)

Organiser: Alfred Reckendrees, Copenhagen Business School

Chair: Alfred Reckendrees, Copenhagen Business School

Discussant: Stephanie Decker, Birmingham Business School

[Companies as Fields of Social Action. Conceptual perspectives](#)

Alfred Reckendrees, Copenhagen Business School

[Humanisation as a factor for economic change. Practices of humane workplace design in the 1970s and 1980s](#)

Nina Kleinöder, University of Bamberg

Sebastian Knoll-Jung, University of Bamberg

[Makers or breakers? The Finnish employers and centralised labour market model 1940s–2020s](#)

Maiju Wuokko, University of Helsinki

Elina Kuorelahti, University of Helsinki

Niklas Jensen-Eriksen, University of Helsinki

[Session A5: Natural resources and the development of the modern world \(Room B127\)](#)

Organiser: Espen Storli, NTNU Norwegian University of Science and Technology

Chair: Espen Storli, NTNU Norwegian University of Science and Technology

Discussant: Andreas Sanders, NTNU Norwegian University of Science and Technology

[Understanding the history of livestock farming since 1750 – themes, methods and approaches](#)

Bárbara Direito, CIUHCT, School of Science and Technology, Universidade NOVA de Lisboa

[Water, scarcity, and human's conceptualisation of a vital resource](#)

Martin Shanahan, University of South Australia

[Women in mining: a global study of the past two centuries](#)

Dácil Juif, Universidad Carlos III de Madrid

Katharina Mühlhoff, Universidad Carlos III de Madrid

[The historical development of price-setting mechanisms for natural resources](#)

Espen Storli, NTNU Norwegian University of Science and Technology

Session A6: Organization and management knowledge (Room B128)

Chair: Dominique Barjot, Sorbonne University and Académie des sciences d'outre-mer

Discussant: Matthias Kipping, Schulich School of Business, York University

[Flow of the American Management and Organizational Models to Turkish Management Arena: National Productivity Center Case \(1956-1980\)](#)

Enes Kurt

[Traveling for knowledge: the missions abroad of employees of the mining industries of Belgian Congo and Chile \(1905-1960s\)](#)

Kristin Ranestad, Institute for Archeology, Conservation and History, University of Oslo

Véronique Pouillard, Institute for Archeology, Conservation and History, University of Oslo

["Many modern industrial spies are excellent scholars": Corporate Research, Industrial Counterespionage, and the Great Depression of the 1930s in Czechoslovakia](#)

Tomáš Gecko, Masaryk Institute and Archives of the Czech Academy of Sciences

Session A7: Business and Charity in the Iberian Empires (16th-18th Centuries) (Room B129)

Organisers: Lisbeth Rodrigues (Nova School of Business and Economics) and Pedro Neves (ISEG, Lisbon School of Economics and Management, Universidade de Lisboa)

Chair: Pedro Neves, ISEG, Lisbon School of Economics and Management, Universidade de Lisboa

Discussant: Lisbeth Rodrigues, Nova School of Business and Economics

[Endowment Funds and Trade Finance: Religious Associationism in the Financing of the Pacific Trade, 1668-1815](#)

Juan José Rivas Moreno, University College London/Institute of Historical Research

[Piety and Profits: Financing European Private Trade in Asia](#)

Alejandra Irigoien, London School of Economics

[Institutional investors and moneylending in Southern Europe \(Portugal, 18th century\)](#)

Tomás Pinto de Albuquerque, GHES-CSG-ISEG-University of Lisbon

[Entrepreneurship for Charity: Evidence from Early Modern Portugal](#)

Lisbeth Rodrigues, Nova School of Business and Economics

Pedro Neves, ISEG, Lisbon School of Economics and Management, Universidade de Lisboa

Friday 12 July, 11:00 – 12:30

Session B1: European Integration and Corporate Risks? (Room B002)

Organisers: Nina Kleinöder (University of Bamberg) and Philip Schulz (University of Bamberg)

Chair: Nina Kleinöder, University of Bamberg

Discussant: Sigfrido Ramírez Pérez, Max Planck Institute for Legal History and Legal Theory

[European Commerce Against European Policy: Retail Associations and the Social Dimensions of the Single Market Program](#)

Grace Ballor, Bocconi University

[Free Trade against Environmental Norms? Peak Business Interest Organizations and the Risky Choice between National and European Regulations since the 1970s](#)

Sabine Pitteloud, UniDistance Suisse, Brigue

[Inflation, Oil and National Interests: European Steelmakers between conflict and coordination in the 1970s](#)

Philip Schulz, University of Bamberg

[Eurofer and Community steel policy \(1975-1994\)](#)

Dimitri Zurstrassen, LUISS Guido Carli/UCLouvain

Session B2: Industrialisation, Deindustrialisation and Legacies (Room B003)

Chair: Luciano Segreto, University of Florence

Discussant: Alfred Reckendrees, Copenhagen Business School

[Driving Innovation: Sino-French Collaborations in Shaping China's Auto Industry](#)

Yuan Jia Zheng, University of Barcelona

[Dissolution and Reconstruction of the Value of Legacy Technology: A Case Study of Kyoto's Traditional Black Dyeing Industrial District through a Historical Institutionalistic Lens](#)

Muwei Chen, Beijing Foreign Studies University

[Access to Credit for Indonesian SMEs since Independence: Bridging the Gap towards Financial Inclusion](#)

Greta Seibel, London School of Economics and Political Science

Session B3: Political risk and business activities (Room B004)

Chair: Valerio Cerretano, University of Florence

Discussant: Rafael Castro, Universidad Autónoma de Madrid

[Hope and Baring in the Age of Revolutions: War, Economic Crisis, and the Challenges of Corporate Succession](#)

Mark Edward Hay, Erasmus University Rotterdam

[Navigating the Embargo: Exporting Daimler Benz to China in the Early Cold War \(1949-1956\)](#)

Tao Chen, Tongji University

[Learning by doing: experiential knowledge in managing political risk in international business \(1914-1945\)](#)

Álvaro Ferreira da Silva, Nova School of Business and Economics

Session B4: Labour and business history (Room B127)

Chair: Niklas Jensen Eriksen, University of Helsinki

Discussant: Maiju Wuokko, University of Helsinki

[Explaining Variation in Employer Attitudes on Collective Bargaining in Germany, the Netherlands, and the United Kingdom since the 1970s](#)

Dennie Oude Nijhuis, Leiden University

[Beyond Microfinance: Evolution of Financial Inclusion for Women Entrepreneurs in Developing Economies](#)

Raju Ranjan Kumar Paswan, University of Porto

Randhir Kumar, Tata Institute of Social Sciences

[Sectoral minimum wages and industrial firms. The effect of the 1969 wage shock on small manufacturing and the establishment size distribution in Italy](#)

Andrea Ramazzotti, CSEF, Dept. of Economics and Statistics, University of Naples
Federico II

[Telemigrants in Europe: the last phase of digitalization of the labour market. An exploration of online job advertisements through a historical perspective](#)

Cristina Almaraz-López, Institute of Science and Technology Studies of the University of
Salamanca
Santiago M. López, Institute of Science and Technology Studies of the University of
Salamanca

Session B5: Imperialism, Colonisation and Business Activities (Room B128)

Chair: Leonor Costa, ISEG, Lisbon School of Economics and Management

Discussant: Marie Huber, Phillips University Marburg

[The Beira Bridgehead: The Beira Railway Company, “Railway Imperialism” and Global Economic Integration](#)

Andrew Primmer, University of Reading

[Accounting cartography, resources, and space: The tools of French imperialism in West Africa in the early 19th century](#)

Fabien Bartolotti, UMR TELEMMe - Aix-Marseille University/CNRS
Xavier Daumalin, UMR TELEMMe - Aix-Marseille University/CNRS
Antoine Fabre, Paris Dauphine - PSL University
Pierre Labardin, La Rochelle University

[Business and colonial architecture in the Dutch Indies](#)

Joost Dankers, Utrecht University
Petra Timmer, TiME Amsterdam/Utrecht University

[British Influence on Finance and Monetary Policy Reforms in French African Colonies during World War II](#)

Dolly Katiutia Alima Afoumba, Philipps-University Marburg

Session B6: Design and Business: Actors, Products, and Markets in the Twentieth Century (Room B005)

Organiser: Ai Hisano, University of Tokyo

Chair: Patrick Fridenson, École des Hautes Études en Sciences Sociales

Discussant: Patrick Fridenson, École des Hautes Études en Sciences Sociales

[Design as a Business: Commercial Designers as Creative Consultants in the United States, 1930s–1960s](#)

Jan Logemann, University of Göttingen

[Design and the Senses: Creating Aesthetic Capitalism in the Mid-20th-Century United States](#)

Ai Hisano, University of Tokyo

[Branding the German Export Nation: State and Business Synergies during the Second Wave of Globalization](#)

Katrin Schreiter, King’s College London

[Prisunic and Design: Branding Style in a French Retail Chain, 1945-1972](#)

Sophie Chapdelaine de Montvalon, École des Hautes Études en Sciences Sociales, Centre de Recherches Historiques

Session B7: Strategies of Corporate Tax Management (Room B129)

Organiser: Jan-Otmar Hesse, University of Bayreuth

Chair: Jan-Otmar Hesse, University of Bayreuth

Discussant: Neil Forbes, Coventry University

Grey Zones: Tax-saving practices of ARBED in the Interwar Period

Sebastian Knake, University of Bayreuth

Transnational Taxation Networks in the Interwar Period

Ben Wubs, Erasmus University of Rotterdam

Jeroen Euwe, Erasmus University of Rotterdam

Networks of Reconstruction: the role of business in post-war industrialisation policy narratives on taxation, 1945-1960

Lexy Remij, Erasmus University of Rotterdam

Session B8: Entrepreneurship around the world I (Room B130)

Chair: Ludovic Cailluet, EDHEC Business School

Discussant: Takafumi Kurosawa, Kyoto University

From Beets to Railroads: Gustav Hodek's Visionary Approach in the Austro-Hungarian Sugar Industry

Lucie Mařanová, Prague University of Economics and Business, Faculty of Business Administration

Beyond ornamentation: Enterprises and entrepreneurs in the development of Alentejo marble industry (1946-1986)

Armando Quintas, Cidehus - Universidade de Évora

Innovation, Diversification and Entrepreneurship: Small Japanese Sake firms' survival in Late Showa Era

Yun Wu, Shunan University, Nagoya University of Foreign Studies

Friday 12 July, 13:45 – 14:45

Keynote lecture (Amphitheatre D139)

Fluid boundaries and the challenges of multi-disciplinarity: Being a business historian outside a history department

Stephanie Decker, Birmingham Business School

Friday 12 July, 15:15 – 16:45

Session C1: Deglobalisation from a business perspective (Room B002)

Chair: Andrea Schneider, GUG

Discussant: Valeria Giacomini, Bocconi University

St. Majewski: Polish Pencil in the age of deglobalization

Tomasz Olejniczak, Kozminski University

[Deglobalizing capital. The Bank of Italy between Business, Autarky and the War \(1936-1945\)](#)

Valerio Torreggiani, Institute of Social Sciences - University of Lisbon

Marianna Astore, University of Turin and University of Oxford

Mario Perugini, University of Catania

[The Rise of Bata's Global Supply Network During the Interwar Period \(1918-1939\): A View from a Transimperial Perspective](#)

Milan Balaban, Tomas Bata University in Zlin

Dalibor Savić, University of Banja Luka

Pavel Bednař, Tomas Bata University in Zlin

[Session C2: Double session: Disruption, Transformation, Stability: Exploring Industry Dynamics from a Global Perspective – Part I \(Room B003\)](#)

Organisers: Matthias Kipping (Schulich School of Business, York University) and Takafumi Kurosawa (Graduate School of Economics, Kyoto University)

Based on contributions to *The Oxford Handbook of Industry Dynamics* (edited by Matthias Kipping, Takafumi Kurosawa, and D. Eleanor Westney)

Presentation of the Handbook

Nature and Dynamics of Specific Industries: Resources and Manufacturing

Mining – Andrew Perchard (University of Otago) et al.

Food – Ai Hisano (University of Tokyo) and Greg de St. Maurice (Keio University)

Textiles – Roman Köster, Bayerische Akademie der Wissenschaften Munich

Semiconductors – Takafumi Kurosawa, Graduate School of Economics, Kyoto University

Industry Associations – Neil Rollings, University of Glasgow

[Session C3: Corporate Governance and Culture \(Room B004\)](#)

Chair: Marten Boon, Utrecht University

Discussant: Pasi Nevalainen, University of Jyväskylä

[The long-term evolution of an original governance mechanism: statutory rules of profit allocation within Paris-listed firms between 1912 and 1953](#)

Emilie Bonhoure, Kedge Business School

[Is there a European Corporate Culture? Discussions about some Challenges for Business Historians](#)

Eric Godelier, Ecole Polytechnique

[Birth of representative directors: Co-evolution of law and management in Japan before World War II](#)

Takashi Shimizu, The University of Tokyo

[Organizing "Fire Laddies" in the Works: The Variety of Functions of Corporate Firefighters in Hitachi, Ltd., 1910s-1990s](#)

Hironmichi Hasebe, College of Commerce, Nihon University

Session C4: Roundtable - Leveraging archives from Tycoons like Aristotle Onassis to grasp challenges and trends in global business (Room B127)

Chair: Teresa da Silva Lopes, University of York

Invited speakers:

Gelina Harlaftis, Institute of Mediterranean Studies

Martin Iversen, Copenhagen Business School

Paloma Fernandez Perez, University of Barcelona

Bram Bouwens, Utrecht University

Session C5: The Business History of Africa: complexity explored and compared (Room B005)

Organisers: Grietjie Verhoef (Universiteit van Johannesburg); Marie Huber (Phillips University Marburg); Nina Kleinöder (University of Bamberg)

Chair: Grietjie Verhoef, Universiteit van Johannesburg

Discussant: Marie Huber, Phillips University Marburg

Ras Haylu of Gojjam: A Prince entrepreneur in Ethiopia, 1901 -1932

Adane Kassie Bezabih, Policy Studies institute Addis Ababa

A Historical Narrative of indigenous entrepreneurship in the service sector in Nigeria: A Case of two Nigerian entrepreneurs

Belinda Nwosu, Lagos Business School

Aaron Odeniran, Lagos Business School

Les établissements Yacouba Sylla: Grandeur et decadence d'une entreprise commerciale en Côte d'Ivoire (1930-1988)

Cisse Chikouna, Université Félix Houphouet Boigny d'Abidjan

Strategy and cooperation: Dynergy between German-Cameroonian companies to revitalise economic cooperation

Charles Tchoula, Phillips University Marburg

Entrepreneurs unrecorded: the business of women in Africa

Grietjie Verhoef, Universiteit van Johannesburg

Session C6: Creative industries and tourism: how tourism contributed to the development of cultural and creative enterprises. Part I (Room B128)

Organisers: Patrizia Battilani (University of Bologna), Carlos Larrinaga (University of Granada), and Donatella Strangio (Sapienza University of Roma)

Chair: Patrizia Battilani (University of Bologna) and Carlos Larrinaga (University of Granada)

Discussant: Donatella Strangio, Sapienza University of Roma

Creative Industries and tourism: the fabLab

Sabrina Lucibello, Sapienza University of Rome

Donatella Strangio, Sapienza University of Rome

Travel agencies and valorisation of cultural heritage in Spain in the first third of the 20th century

Carlos Larrinaga, University of Granada

The Ibero-American Exhibition of 1929 and the promotion of Spanish culture through ceramics

Víctor Heredia, University of Malaga

Marta Luque, University of Malaga

Session C7: Banking industry and investment funds (Room B129)

Chair: Youssef Cassis, European University Institute

Discussant: Luciano Amaral, Nova School of Business and Economics

[Central bank retail deposits and bank runs: evidence from city-level panel data in Spain 1922-1934](#)

Enrique Jorge-Sotelo, Universitat de Barcelona

[Connecting disciplines by studying financial elites: a prosopographic study of banking elites between 1980s and the Global Financial Crisis](#)

Niccolò Valmori, Robert Schuman Centre, EUI

[Branching vs. Correspondents in 'cross-border' banking expansion? Evidence from Italy, 1870s-1913](#)

Marianna Astore, University of Turin and University of Oxford

Paolo Di Martino, University of Turin

[Asset management during the interwar: UK closed end and open-ended trusts in the 1930s](#)

Dimitris P. Sotiropoulos, The Open University

Janette Rutterford, The Open University

Daniele Tori, The Open University

Session C8: Women entrepreneurship (Room B130)

Chair: Alberto Rinaldi, University of Modena and Reggio Emilia

Discussant: Mary Yeager, University of California Los Angeles

[Invisible Innovation? Female Entrepreneurs in Germany in the 19th Century](#)

Juliane Clegg, University of Stuttgart

[At the cross-road between business and gender history: quantifying women in business in Italy, c. 1911-1981](#)

Giacomo Gabbuti, Scuola Superiore Sant'Anna

Stefania Licini, Università di Bergamo

[Weren't women philanthropist entrepreneurs? Exploring some female experiences and ideas in Italy \(1850-1950\)](#)

Stefania Licini, Università degli studi di Bergamo

Manuela Mosca, Università del Salento

[Women's entrepreneurship in Western Andalusia during the first third of the 19th century](#)

Javier Fernandez-Roca, Universidad Pablo de Olavide

Jesus D. Lopez-Manjon, Universidad Pablo de Olavide

Friday 12 July, 17:15 – 18:45

Session D1: Global Trade and International Business (Room B002)

Chair: Espen Storli, NTNU Norwegian University of Science and Technology

Discussant: António Castro Henriques, ISEG, Lisbon School of Economics and Management

[The shift of Chinese apparel companies from exporters to global retailers, 1990-2020](#)

Juxuan Zhang, Osaka University

[Remittances in old wine casks: the East India madeira wine](#)

Leonor Costa, Lisbon School of Economics and Management, ULisboa

Benedita Câmara, University of Madeira, Department of Management and Economy,
Faculty of Social Sciences

[The birth of a brand: How Norwegian salt-matured codfish became the Iberians faithful friend](#)

Trudi Henrydotter Eikrem, Volda University College

Rolv Petter Amdam, BI Norwegian Business School

[Globalization in a Cup: Italian Rituals and the Leveling-up of the Global Coffee Market](#)

Giulio Mellinato, Università Milano-Bicocca, Milan, Italy

[Session D2: Double session: Disruption, Transformation, Stability: Exploring Industry Dynamics from a Global Perspective – Part II \(Room B003\)](#)

Organisers: Matthias Kipping (Schulich School of Business, York University) and Takafumi Kurosawa (Graduate School of Economics, Kyoto University)

Based on contributions to The Oxford Handbook of Industry Dynamics (edited by Matthias Kipping, Takafumi Kurosawa, and D. Eleanor Westney)

Nature and Dynamics of Specific Industries: Services

Financial Services – Niels-Viggo Haueter, University of York

Healthcare – Pierre-Yves Donzé, Osaka University

Airlines – Bram Bouwens, Utrecht University

Engineering – Rafael Castro (Universidad Autónoma de Madrid) and Adoración Álvaro (CUNEF)

Management Consulting – Matthias Kipping, Schulich School of Business, York University

Why Industry Should Matter to Business Historians

Session D3: Regulation and Corporate Responsibility (Room B004)

Chair: Tomasz Olejniczak, Kozminski University

Discussant: Susanna Fellman, University of Gothenburg

[A Standard Grain of Wheat: Creating Uniformity in International Commodity Markets](#)

Stephen Mihm, University of Georgia

[CSR in corporate magazines: the Pirelli case-study \(1950-2019\)](#)

Ilaria Suffia, Università Cattolica del Sacro Cuore

[The continuous expansion of regulations and their role in the Great Acceleration: A case study on Danish Road Standards](#)

Jørgen Burchardt, Museum Vestfyn

[Corporations among the Supporters of the Hungarian Academy of Sciences before 1945: a Hungarian Case Study on Corporate Social Responsibility](#)

Judit Klement, Eötvös Loránd University (ELTE); HUN-REN Hungarian Research Network

[Session D4: Bridging Management Theory and Business History as a route to strengthen research synergies \(Room B005\)](#)

Organiser: Elena San Román (Universidad Complutense de Madrid)

Chair: Elena San Román (Universidad Complutense de Madrid), Bingbing Ge (Lancaster University), and Ricardo Zózimo (Nova School of Business and Economics)

Discussant: Bingbing Ge (Lancaster University), and Ricardo Zózimo (Nova School of Business and Economics)

[The impact of State visits on Spain's export performance \(1976-2019\)](#)

Jorge Hernández-Barahona, Universidad Complutense de Madrid

Águeda Gil-López, Universidad Complutense de Madrid

[Charting paths: exploring regional variances in historical family business studies](#)

Teresa Mateo López-Mora, Universidad Complutense de Madrid

José María Ortiz-Villajos, Universidad Complutense de Madrid

[The Internationalization of the Spanish Stock Market: A Demand Perspective \(1970-1998\)](#)

Álvaro González Bernardos, Universidad Complutense de Madrid

Águeda Gil-López, Universidad Complutense de Madrid

[The role of networks in shaping entrepreneurial leadership: A longitudinal case study](#)

Águeda Gil-López, Universidad Complutense de Madrid

Marian Iszatt-White, Lancaster University

Elena San Román, Universidad Complutense de Madrid

[Session D5: Roundtable - Why should business historians be interested in climate change? \(Room B127\)](#)

Chair: Teresa da Silva Lopes, University of York

Invited speakers:

Mary Yeager, University of California Los Angeles

Paul Duguid, University of California Berkeley

Andrea Lluch, CONICET, National University of La Pampa, and University of Los Andes

Niels Viggo Haueter, University of York

Marten Boon, Utrecht University

[Session D6: Creative industries and tourism: how tourism contributed to the development of cultural and creative enterprises. Part II \(Room B128\)](#)

Organisers: Patrizia Battilani (University of Bologna), Carlos Larrinaga (University of Granada), and Donatella Strangio (Sapienza University of Roma)

Chair: Patrizia Battilani (University of Bologna) and Carlos Larrinaga (University of Granada)

Discussant: Donatella Strangio, Sapienza University of Roma

[The creation of the destination. The Touring Club of Switzerland \(TCS\): a tourism player between service club and economic promoter \(1920-1970\)](#)

Laurent Tissot, University of Neuchâtel

[Dance hall and orchestras between tourism and popular music](#)

Patrizia Battilani, University of Bologna

[From motorcycle races to the building of racetrack: the role of tourism investment](#)

Daive Bagnaresi, University of Bologna

Session D7: Credit from a comparative perspective (Room B129)

Chair: Agnes Pogány, ELTE Eötvös Loránd University

Discussant: Lisbeth Rodrigues, Nova School of Business and Economics

[Rural Capitalists, indigenous finance and the Co-operative Movement in late-colonial Nigeria. The making of the Co-operative Bank of Western Nigeria, c1945-1966](#)

Mariusz Lukasiewicz, Leipzig University

[Elastic Infrastructure: Payments and Credit in Twentieth Century Global Correspondent Banking](#)

Jamieson G. Myles, University of Geneva/University of Oxford

[Pawnbroking - a functional part of the modernising capital market. The case of Central Europe with an emphasis on the Bohemian lands in the second half of the 19th and the first half of the 20th century](#)

Eduard Kubů, Institute of Economic and Social history, Faculty of Arts, Charles University
Barbora Štolleová, Institute of Economic and Social history, Faculty of Arts, Charles University

[The contract for private trade finance in global long distance early modern trade \(or why did bills not circulate beyond Europe?\)](#)

Alejandra Irigoín, London School of Economics

Session D8: Big Business and Economic Nationalism during the 1930s (Room B130)

Organisers: Roman Köster (Bayerische Akademie der Wissenschaften Munich) and Valerio Cerretano (University of Florence)

Chair: Valerio Cerretano, University of Florence

Discussant: Roman Köster, Bayerische Akademie der Wissenschaft

[Confronting the deglobalization in the 1930s. Industrial policy and big business in the Fascist Italy](#)

Marco Bertilorenzi, University of Padova
Valerio Cerretano, University of Florence
Mario Perugini, Bocconi University and University of Catania

[Foreign Exchange Control and Nazi Autarky: Degussa's shrinking room for manoeuvre in the precious metals business 1933-1939](#)

Ralf Banken, Goethe University Frankfurt

[Coping with economic nationalism: Strategies of Ganz and Tungsram in the 1930s](#)

Maria Hidvegi, Bocconi University

[Autarky and business resilience in the Spanish footwear industry, 1939-1952](#)

José Antonio Miranda, Department of Applied Economic Analysis, University of Alicante
Alba Roldán, Department of Applied Economic Analysis, University of Alicante

Nova SBE, Nova School of Business and Economics (Carcavelos)

Saturday 13 July, 09:00 – 10:30

[Session E1: Internationalization of Italian and Spanish Businesses to Central, Eastern Europe and China during the second half of the 20th century: Strategies and Comparisons \(Room B002\)](#)

Organiser: Irina Yányshev-Nésterova, University of Las Palmas de Gran Canaria

Chair: Valentina Fava, Venice School of Management

Discussant: Elena San Román, Universidad Complutense de Madrid

[Business strategies of the Spanish National Institute of Industry towards the Central and Eastern European and Chinese markets in the second part of the 20th century](#)

Irina Yányshev-Nésterova, University of Las Palmas de Gran Canaria

[ENI as a pioneer of Italian internationalization in China \(1950s-1970s\)](#)

Valeria Zanier, University Alma Mater, Bologna

[FIAT, SEAT and VAZ: three business actors in a complex political context \(1950-1973\)](#)

Jorge Hernández-Barahona, Universidad Complutense de Madrid

Álvaro González Bernardos, Universidad Complutense de Madrid

Elena Prokofeva, Samara State Technical University

[Session E2: Design Management and Global Competitiveness: The Japanese Experience, 1950-2020 \(Room B003\)](#)

Organiser: Pierre-Yves Donzé, Osaka University

Chair: Ben Wubs, Erasmus University Rotterdam

Discussant: Paloma Fernández Pérez, University of Barcelona

[Transfer of Fashion Knowledge and Techniques from Europe to Japan](#)

Rika Fujioka, Kansai University

[The History of Design Management at Toyota: A Case Study of Lexus](#)

Wataru Kikuchi, Rikkyo University

[Global Competition and Design Management in the Watch Industry: Rolex vs. Seiko, 1920-2020](#)

Pierre-Yves Donzé, Osaka University

[Session E3: Cartels and Business Associations \(Room B004\)](#)

Chair: Neil Rollings, University of Glasgow

Discussant: Marco Bertilorenzi, University of Padova

[Turbulent Growth. On the Volatile History of the Air Cargo Industry since the 1990s](#)

Hartmut Berghoff, Universität Göttingen

[Tax policies and business interests in Fascist Italy](#)

Fernando Salsano, University of Rome Tor Vergata

Giacomo Gabbuti, Scuola Superiore Sant'Anna

[From Defense to Offense: Using Business History to Challenge Other Academic Disciplines](#)

Kasper Hage Stjern, Department of Economic History, Uppsala University

[Informal Cartels and Oligopolistic Competition: The International Tyre Market Between the 1960s and 1990s](#)

Fabio Lavista, University of Pisa

Session E4: New Methodologies and the Role of Business History (Room B005)

Chair: Jenny Hoobler, Nova School of Business and Economics

Discussant: Santiago M. López, Institute of Science and Technology Studies of the University of Salamanca

[The AI Historian: Transforming Business History with Generative Technology](#)

Ludovic Cailluet, EDHEC Business School

[Some Concepts for the Business History of Firms with Genuine Strategic Histories and an Application](#)

Daniel M.G. Raff, The Wharton School and NBER

[Business history as an instrument for managing the future?!](#)

Christoph Speitkamp, RWTH Aachen University

Paul Thomes, RWTH Aachen University

[Loving Christophe - Autoethnography, the human and business history methods](#)

Anders Ravn Sørensen, Copenhagen Business School

Session E5: SMEs: going global and facing economic autarky (Room B127)

Chair: Liliana Dinis, Católica - Lisbon

Discussant: Andrea Colli, Bocconi University

[From Spinning to RC: Business Transformation of SMEs in Japan](#)

Fu Cho, Fukuyama University

[Navigating Deglobalization: Managerial Responses of Italian SMEs to Italian Autarky \(1936-1943\)](#)

Francesco Romagnoli, Bocconi University

Valeria Giacomini, Bocconi University

[Transforming Japanese Craft Companies for International Success - One Case Study from Hiroshima](#)

Kazuo Doi, Kyushu Sangyo University

Tutomu Kita, Hiroshima City University

Tomomi Shiosaki, Kyushu University

Takeshi Ohtowa, Kanto Gakuin University

[Going Global. Business strategies of Southern Italy SMEs \(1970-2020\)](#)

Ilaria Zilli, University of Molise – Campobasso

Francesco Izzo, University of Campania 'L. Vanvitelli'

Session E6: Culture, Media and Organisational Innovation (Room B128)

Chair: Donatella Strangio, Sapienza University of Roma

Discussant: Ai Hisano, University of Tokyo

[Friends and Parliaments: Literary social circles and professionalisation in the British Victorian publishing industry](#)

Marrisa Joseph, Henley Business School, University of Reading

[Taming the creativity of piracy and fandom in Japanese cultural industries: The development of Comic Market and corporate sponsoring, 1975-2013](#)

Hikaru Kondo, Nihon University
Hiromichi Hasebe, Nihon University
Kenichi Miyata, Meiji University

[Mutual learning between Japanese and Korean firms on Internet games](#)

Minoru Shimamoto, Graduate School of Business Administration, Hitotsubashi University
Jeon Seongmin, College of Business, Gachon University
Kim Seongmi, College of Commerce and Business Administration, Chungbuk National University

[Consumer cooperatives in Hungary in the first third of the 20th century](#)

Gábor Koloh, The Research Group for Business History at the Eötvös Loránd University

Session E7: New actors and approaches in shipbuilding industry (Room B129)

Chair: Gelina Harlaftis, Institute of Mediterranean Studies

Discussant: Martin Iversen, Copenhagen Business School

[Projectification in the Norwegian shipbuilding industry, 1950-2000](#)

Trond Holmen Erlien, Bergen Maritime Museum
Pål Nygaard, BI Norwegian Business School
Tine Petersen Malonæs, Inland Norway University of Applied Sciences

[How and why did China become the world leader in shipbuilding?](#)

Dominique Barjot, Sorbonne University and Académie des sciences d'outre-mer
Xiaoxuan Shi, Zhejiang University

[Britain's Naval Shipbuilding by Private Yards and – The Revision of the 'Contractor State' with the case of Blackwall Yard \(1688-1714\)](#)

Shoya Fugetsu, Kyoto University & the University of Glasgow

Saturday 13 July, 13:30 – 15:00

Session F1: New perspectives on MNEs historical expansion (Room B002)

Chair: Rolv Petter Amdan, BI Norwegian Business School

Discussant: Grace Ballor, Bocconi University

[Japanese FDI in Spain, 1965-2020: an exploratory study](#)

Adoración Álvaro, CUNEF Universidad
Pierre-Yves Donzé, Osaka University

[Multinationals and Global Value Chains in historical perspective](#)

Valeria Giacomini, Bocconi University
Andrea Colli, Bocconi University

[The Rise and Development of International Tax Services in International Accounting Firms](#)

Ryo Izawa, Faculty of Economics and Business Administration, Tokyo Metropolitan University

Session F2: The economics of the department store in the 20th century (Room B003)

Organiser: Ben Wubs, Erasmus University Rotterdam

Chair: Pierre-Yves Donzé, Osaka University

Discussant: Rika Fujioka, Kansai University

Resurgence with an old recipe for success. The Hertie department stores' group in the Federal Republic of Germany

Ralf Banken, Frankfurt University

The Commercial Logics of UK Department Stores in the 20th Century

Thomas Buckley, University of Sussex Business School, University of Sussex

De Bijenkorf's ownership and control: from fabrics to fashion to a luxury department store

Ben Wubs, Erasmus University Rotterdam

Varieties of Department Stores

Werner Plumpe, Frankfurt University

Session F3: State, Business, and Politics (Room B004)

Chair: Daniel Raff, The Wharton School and NBER

Discussant: Pedro Neves, ISEG, Lisbon School of Economics and Management, Universidade de Lisboa

"From Socialism to Capitalism": Winners and Losers of the Czech/Czechoslovak Economic Transformation after 1989

Lenka Kratka, Institute of Contemporary History, Czech Academy of Sciences

Business diplomacy and the aftermath of the 1982 Falklands War

Andrea Lluch, CONICET/University of Los Andes

Neil Rollings, University of Glasgow

Politics and Institutional Logic in Higher Education in Tanzania: A historical perspective

Paul Wabike, Fontys University of Applied Sciences

Swetketu Patnaik, Fontys University of Applied Sciences

What is a civil war good for? Multidisciplinary lessons of a rebellion: the case of the Brazilian Naval Revolt, 1893-1894

Ádám Tibor Balogh, Eötvös Loránd University

Session F4: Uses of the Past I (Room B005)

Chair: Pål Nygaard, BI Norwegian Business School

Discussant: Joost Dankers, Utrecht University

Patching up the Past: Strategic Use of Anniversaries in a Discontinuous Context

Radoslaw Milczarski, Kozminski University

Tomasz Olejniczak, Kozminski University

Present at the Creation: Rhetorical History in situ at a Corporate Museum

Aki Kinjo, Gakushuin Women's College

Naoya Takayanagi, Taisho University

Thinking business history through architectural heritage. The monumental building of the Centre Technique de l'Aluminium, Paris, 8th arrondissement. When industry takes centre stage

Nathalie Postic, Institute for the history of Aluminium

Olivier Lambert, Aix-Marseille University & Institute for the history of aluminium

Session F5: Entrepreneurship around the world II (Room B127)

Chair: María Fernández Moya, CUNEF Universidad

Discussant: Jan Logemann, University of Göttingen

[Sustaining Communal Economies in the Face of Entrepreneurial Decline in Igboland: A Yester-Future Perspective](#)

Uzoma Vincent Patrick Agulonye, ISEG - Lisbon School of Economics & Management, University of Lisbon

[From artisanal roots to industrial wealth: A historical analysis of espadrille manufacturing in Caravaca de la Cruz \(Spain\)](#)

Laura Lopez-Gomez, University of Murcia

[The role of product manager as an entrepreneur in envisioning the future of computing: Jef Raskin and Steve Jobs in the development of the Macintosh, 1979-1984](#)

Yujiro Hatakeyama, Meiji University

Kenichi Miyata, Meiji University

[Chain Entrepreneurship and Social Networks Among Overseas Chinese: Historical Evidence from Indonesia \(1890-1940\)](#)

Boyu Fang, Universidad Carlos III of Madrid

Session F6: Transport and Tourism (Room B128)

Chair: Eric Godelier, Ecole Polytechnique

Discussant: Patrizia Battilani, University of Bologna

[Reaffirming the entrepreneurial role of the Italian state: the development of Italy's civil aviation from the 1920s to the 1950s](#)

Francesca Fauri, University of Bologna

[An international organisation or a business institution with a social character: the Intergovernmental Committee for European Migration, 1951-1970](#)

Ioannis Limnios Sekeris, Panteion University

[The emergence of a "hospitality industry district" in the Italian Central Alps: the case of Livigno](#)

Andrea Maria Locatelli, Università Cattolica del Sacro Cuore

Nicola Martinelli, Università Cattolica del Sacro Cuore

Ilaria Suffia, Università Cattolica del Sacro Cuore

Session F7: Memory, banking and financial crises (Room B129)

Chair: Janette Rutterford, The Open University

Discussant: Takashi Shimizu, The University of Tokyo

[The memory of the Global Financial Crisis fifteen years after Lehman](#)

Youssef Cassis, European University Institute

Bruno Pacchiotti, European University Institute

Giuseppe Telesca, European University Institute

[Unravelling the relational processes involved in the co-construction of strategic organisational memory: insights from a multinational bank](#)

Ian G. Jones, University of York

Nicholas D. Wong, Northumbria University
Andrew Smith, University of Birmingham

[Contextualizing Historical Storytelling in Multigenerational Family Business](#)

Nicholas D. Wong, Northumbria University
Andrew Smith, University of Birmingham
Ian G. Jones, University of York
Emily Buchnea, Northumbria University
Trevor Israelsen, Smeal College of Business at Penn State

[Aesthetics and Power - Symbolism in Banks' Headquarters Buildings](#)

Yuli Liang, Friedrich Schiller University of Jena

Saturday 13 July, 15:30 – 17:00

Session G1: MNEs face to host market risk (Room B002)

Chair: Thomas Buckley, University of Sussex Business School

Discussant: Nuno Crespo, ISEG, Lisbon School of Economics and Management

[A new type of multinationals? Soviet insurance companies in Hungary 1946–1952](#)

Gyula Horváth, Eötvös Lóránd University (ELTE)

[Navigating Independence and Capitalism: The Evolution of Bata Shoe Company during Decolonization \(1945-1970\)](#)

Jan Herman, Tomas Bata University
Milan Balaban, Tomas Bata University
Lukáš Danko, Tomas Bata University

[Power and Resilience; a longitudinal Study of Industrial Clusters in post-war Northern Ireland - the role of MNEs in shaping industrial development in the region: 1945 – 1973](#)

Alison Hearne, South East Technological University

['Asymmetric' symbiosis. The role of local partners in multinational banking: the case of Paribas in Spain, 1872- c.1970](#)

Rafael Castro, Universidad Autónoma de Madrid
Adoración Álvaro, CUNEF

[Session G2: Trading diasporas in the early modern Spanish Atlantic: The emergence of outsiders' networks in Spain's commercial hubs \(Room B003\)](#)

Organiser: Hillel Eyal (Holon Institute of Technology) and Catia Brillì (University of Insubria)

Chair: Catia Brillì, University of Insubria

Discussant: Leonor Costa, Lisbon School of Economics and Management, ULisboa

[American trade, Spanish Industry, and Genoese entrepreneurs in the eighteenth century](#)

Catia Brillì, University of Insubria

[The rise and fall of French merchant connections in Seville and New Spain, 1620-1640](#)

Eleonora Poggio, Center for Concurrences in Colonial and Postcolonial Studies, Linnaeus University

[Ethnic trade networks in eighteenth-century Cadiz, Spain: A comparative view](#)

Hillel Eyal, Holon Institute of Technology

Session G3: State-owned enterprises across Europe (1900s-2020s) (Room B004)

Chair: Roman Köster, Bayerische Akademie der Wissenschaften Munich

Discussant: Francesca Fauri, University of Bologna

[Individuals Behind Faceless Ownership: A Study of Board Members Elected to State-Owned Companies in Finland from the 1930s to the Present](#)

Pasi Nevalainen, University of Jyväskylä

[The impact of EU policies on enterprises: Snam \(1942-2012\)](#)

Matteo Landoni, University of Brescia

[Shifting Paradigms of State Ownership: A Comparative Historical Analysis of Finland, Sweden, France, and Austria from the Early 1900s to the 2020s](#)

Pertti Ahonen, University of Helsinki

Pasi Nevalainen, University of Jyväskylä

[The tools that couldn't be used - How the historical development of Norwegian SOEs made them unavailable as policy tools for the green transition](#)

Ola Innset, BI Norwegian Business School

Session G4: Uses of the Past II (Room B005)

Chair: Bram Bouwens, Utrecht University

Discussant: Nicholas D. Wong, Northumbria University

[Crafting Elites by Crafting Legacy: A Role of Company History Compilation in Japanese Firms](#)

Ryo Izawa, Faculty of Economics and Business Administration, Tokyo Metropolitan University

Ken Sakai, Graduate School of Business Administration, Hitotsubashi University

[Politics of time around a contested legacy: Caffè Pedrocchi, est. 1831](#)

Camilla Ferri, Venice School of Management, Ca' Foscari University of Venice

Giovanni Favero, Venice School of Management, Ca' Foscari University of Venice

Maria Lusiani, Venice School of Management, Ca' Foscari University of Venice

[From Cartel to Monopoly: Vince McMahon, the wrestling industry, and the rise of sports entertainment, 1982-2001](#)

Ian G. Jones, University of York

Chris Corker, University of York

[Transforming the Past into a Valuable Business Resource. The Case of the Italian Luxury Firm Ferragamo](#)

María Fernández-Moya, CUNEF Universidad

Andrea Colli, Bocconi University

Session G5: Environment, natural resources and family business (Room B127)

Chair: Kristin Ranestad, Institute for Archeology, Conservation and History, University of Oslo

Discussant: Andreas Sanders, NTNU Norwegian University of Science and Technology

[Campaigning for or against ethanol. Pressure groups and EU Commission in the 1980s](#)

Luciano Segreto, University of Florence

Francesco Maccelli, University of Siena

[Crowned Trees: Aristocratic Business and the Bark Beetle in the Late Habsburg Monarchy](#)

Kristýna Kaucká, Masaryk Institute and Archives of the Czech Academy of Sciences

[Strategic intent in the brewing industry: Artois, Piedboeuf and Labatt, 1970-95](#)

Julien del Marmol, Université Libre de Bruxelles

Manuel Hensmans, Université Libre de Bruxelles

[Session G6: The Strength of Institutions in Silk Trade and Industry from the Eighteenth Century to the early Twentieth Century in a Global Perspective \(Room B128\)](#)

Organisers: Tomoko Hashino (Kobe University) and Manuela Martini (Lyon 2 Lumière University-IUF)

Chair: Manuela Martini, Lyon 2 Lumière University-IUF

Discussant: Pierre-Yves Donzé, Osaka University

[Auction Sales and Brokers in Silk Products in the United Provinces in the 18th Century](#)

Anne Wegener Sleswijk, University Paris 1 Panthéon Sorbonne

[Facing Rising Uncertainty on the Lyon Silk Market \(circa 1850-1914\)](#)

Pierre Vernus, University Lyon 2 Lumière

[From Lyon to Kyoto: Technology Transfer, Inflow of Knowledge, and Modernization of Traditional Silk-Weaving District in 19-20th century Japan](#)

Tomoko Hashino, Kobe University

[Session G7: Success and Failure in Europe, 1870s-1970s \(Room B129\)](#)

Chair: Amélia Branco, ISEG, Lisbon School of Economics and Management, Universidade de Lisboa

Discussant: Mária Hidvégi, Bocconi University Milan

[Understanding business longevity in a changing environment: Dynamic capabilities in Cowan & Sons](#)

Yingyong Ding, University of the West of Scotland

Peiran Su, Audencia Business School

[Dynamics of the European players in the Cement Industry: progress and Obstacles in navigating Global Changes since the 1970s](#)

Cécile Coursières, Institut Catholique de Paris

[Psychology of Debt: Reactions to Indebtedness and Bankruptcy in Slovenia between the 1870s and 1930s](#)

Ivan Smiljanić, Institute of Contemporary History, Ljubljana

[Business failures and consolidation strategies in interwar Hungary](#)

Agnes Pogány, ELTE Eötvös Loránd University

Saturday 13 July, 17:30 – 18:30

EBHA General Assembly (Amphitheatre D139)