

Annual Congress of the
European Business History Association

EBHA 2024

11 → 13

July

Programme

Carcavelos
& Lisbon

Portugal

11 July • ISEG – Lisbon

10h00 – Registration opens

16h00 – 17h30 Meet the Editor: Journal of Evolutionary Studies in Business

18h00 – 19h15 EBHA 30th Anniversary Session

19h15 – **EBHA 30th Anniversary Cocktail**

12 July • Nova SBE – Carcavelos

9h00 – 10h30 Parallel Sessions A

10h30 – 11h00 Coffee break

11h00 – 12h30 Parallel Sessions B

12h30 – 13h45 Lunch break

13h45 – 14h45 Keynote lecture

14h45 – 15h15 Coffee break

15h15 – 16h45 Parallel Sessions C

16h45 – 17h15 Coffee break

17h15 – 18h45 Parallel Sessions D

13 July • Nova SBE – Carcavelos

9h00 – 10h30 Parallel Sessions E

10h30 – 11h00 Coffee break

11h00 – 12h30 Dissertation Prize

12h30 – 13h30 Lunch break

13h30 – 15h00 Parallel Sessions F

15h00 – 15h30 Coffee break

15h30 – 17h00 Parallel Sessions G

17h00 – 17h30 Coffee break

17h30 – 18h30 EBHA General Assembly

20h00 – **Gala Dinner - Azure Restaurant**

Thursday, 11 July • Lisbon

ISEG - Lisbon School of Economics & Management

16h – 17h30

MEET THE EDITOR: JOURNAL OF EVOLUTIONARY STUDIES IN BUSINESS **ROOM DELTA**

Organisers

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)

18h – 19h15

EBHA 30TH ANNIVERSARY SESSION **AUDITORIUM CGD**

Welcome — Joana Pais (Associate 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), 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)
- Per Boje (University of Southern Denmark)
- 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)

Friday, 12 July • Carcavelos Nova SBE - Nova School of Business and Economics

9h – 10h30 • Parallel Sessions A

SESSION A1 **ROOM B002**

[BUSINESS HISTORY WITH BIG DATA: CENTRAL EUROPE BETWEEN THE WORLD WARS](#)

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 **ROOM B003**

INNOVATIONS AND TRANSFORMATIONS IN HEALTHCARE

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 **ROOM B004**

BUSINESS GROUPS AND CORPORATE NETWORKS

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 **ROOM B005**

COMPANIES AS FIELDS OF SOCIAL ACTION: BUSINESS HISTORY MEETS LABOUR HISTORY

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 **ROOM B127**

[NATURAL RESOURCES AND THE DEVELOPMENT OF THE MODERN WORLD](#)

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 **ROOM B128**

ORGANIZATION AND MANAGEMENT KNOWLEDGE

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

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

- Greta Seibel, London School of Economics and Political Science

SESSION A7 ROOM B129

BUSINESS AND CHARITY IN THE IBERIAN EMPIRES (16TH-18TH CENTURIES)

Organisers — Lisbeth Rodrigues (Nova School of Business and Economics), 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 Irigoin, London School of Economics

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

— Tomás Pinto de Albuquerque, ISEG, Lisbon School of Economics & Management, Universidade de Lisboa

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

— Lisbeth Rodrigues, Nova School of Business and Economics

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

11h – 12h30 • Parallel Sessions B

SESSION B1 ROOM B002

EUROPEAN INTEGRATION AND CORPORATE RISKS?

Organisers — Nina Kleinöder (University of Bamberg), Philip Schulz (University of Bamberg)

Chair — Nina Kleinöder, University of Bamberg

Discussant — Sigrifido 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

SESSION B2 **ROOM B003**

POLITICAL RISK AND BUSINESS ACTIVITIES

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 B3 **ROOM B004**

REGULATION AND CORPORATE RESPONSIBILITY

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 B4 **ROOM B128**

IMPERIALISM, COLONISATION AND BUSINESS ACTIVITIES

Chair — Leonor Costa, ISEG, Lisbon School of Economics & Management, Universidade de Lisboa

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

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

- Dolly Katiutia Alima Afoumba, Philipps-University Marburg

SESSION B5 **ROOM B005**

[DESIGN AND BUSINESS: ACTORS, PRODUCTS, AND MARKETS IN THE TWENTIETH CENTURY](#)

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 B6 **ROOM B129**

[STRATEGIES OF CORPORATE TAX MANAGEMENT](#)

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 B7 **ROOM B130**

[ENTREPRENEURSHIP AROUND THE WORLD I](#)

Chair — Ludovic Cailluet, EDHEC Business School

Discussant — Takafumi Kurosawa, Kyoto University

[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

[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

13h45 – 14h45

KEYNOTE LECTURE **AUDITORIUM D139**

FLUID BOUNDARIES AND THE CHALLENGES OF
MULTI-DISCIPLINARITY: BEING A BUSINESS HISTORIAN
OUTSIDE A HISTORY DEPARTMENT

- Stephanie Decker, Birmingham Business School

15h15 – 16h45 • Parallel Sessions C

SESSION C1 **ROOM B002**

DEGLOBALISATION FROM A BUSINESS PERSPECTIVE

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

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

— Yuan Jia Zheng, University of Barcelona (**moved to session F5**)

SESSION C2 **ROOM B003**

DOUBLE SESSION: DISRUPTION, TRANSFORMATION, STABILITY: EXPLORING INDUSTRY DYNAMICS FROM A GLOBAL PERSPECTIVE – PART I

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 **ROOM B004**

CORPORATE GOVERNANCE AND CULTURE

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

— Hiromichi Hasebe, College of Commerce, Nihon University

SESSION C4 **ROOM B127**

ROUNDTABLE - LEVERAGING ARCHIVES FROM TYCOONS LIKE ARISTOTLE ONASSIS TO GRASP CHALLENGES AND TRENDS IN GLOBAL BUSINESS

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 **ROOM B005**

THE BUSINESS HISTORY OF AFRICA: COMPLEXITY EXPLORED AND COMPARED

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 décadence d'une entreprise commerciale en Côte d'Ivoire \(1930-1988\)](#)

- Cisse Chikouna, Université Félix Houphouët Boigny d'Abidjan

[Strategy and cooperation: Synergy 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 **ROOM B128**

CREATIVE INDUSTRIES AND TOURISM: HOW TOURISM CONTRIBUTED TO THE DEVELOPMENT OF CULTURAL AND CREATIVE ENTERPRISES. PART I

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 **ROOM B129**

[BANKING INDUSTRY AND INVESTMENT FUNDS](#)

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, 1880s-1936](#)

— 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 **ROOM B130**

[WOMEN ENTREPRENEURSHIP](#)

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

17h15 – 18h45 • Parallel Sessions D

SESSION D1 **ROOM B002**

GLOBAL TRADE AND INTERNATIONAL BUSINESS

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

Discussant — António Castro Henriques, ISEG, Lisbon School of Economics & Management, Universidade de Lisboa

[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, ISEG, Lisbon School of Economics & Management, Universidade de Lisboa

— 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 **ROOM B003**

[DOUBLE SESSION: DISRUPTION, TRANSFORMATION, STABILITY: EXPLORING INDUSTRY DYNAMICS FROM A GLOBAL PERSPECTIVE – PART II](#)

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 **ROOM B005**

BRIDGING MANAGEMENT THEORY AND BUSINESS HISTORY AS A ROUTE TO STRENGTHEN RESEARCH SYNERGIES

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 D4 **ROOM B127**

ROUNDTABLE: WHY SHOULD BUSINESS HISTORIANS BE INTERESTED IN CLIMATE CHANGE?

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 D5 **ROOM B128**

CREATIVE INDUSTRIES AND TOURISM: HOW TOURISM CONTRIBUTED TO THE DEVELOPMENT OF CULTURAL AND CREATIVE ENTERPRISES. PART II

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

— Davide Bagnaresi, University of Bologna

SESSION D6 **ROOM B129**

CREDIT FROM A COMPARATIVE PERSPECTIVE

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 Irigoin, London School of Economics

SESSION D7 ROOM B130

BIG BUSINESS AND ECONOMIC NATIONALISM DURING THE 1930S

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

Saturday, 13 July • Carcavelos Nova SBE - Nova School of Business and Economics

9h – 10h30 • Parallel Sessions E

SESSION E1 **ROOM B002**

[INTERNATIONALIZATION OF ITALIAN AND SPANISH BUSINESSES TO CENTRAL, EASTERN EUROPE AND CHINA DURING THE SECOND HALF OF THE 20TH CENTURY: STRATEGIES AND COMPARISONS](#)

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 **ROOM B003**

[DESIGN MANAGEMENT AND GLOBAL COMPETITIVENESS: THE JAPANESE EXPERIENCE, 1950-2020](#)

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 **ROOM B004**

CARTELS AND BUSINESS ASSOCIATIONS

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 **ROOM B005**

NEW METHODOLOGIES AND THE ROLE OF BUSINESS HISTORY

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 Caillaet, 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 ROOM B127

SMES: GOING GLOBAL AND FACING ECONOMIC AUTARKY

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 Autarchy \(1936-1943\)](#)

— 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 ROOM B128

CULTURE, MEDIA AND ORGANISATIONAL INNOVATION

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 ROOM B129

NEW ACTORS AND APPROACHES IN SHIPBUILDING INDUSTRY

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

11h – 12h30

EBHA DISSERTATION PRIZE AUDITORIUM B137

Chair — Marten Boon, Utrecht University (Chair of the EBHA Dissertation Prize 2024)

International organisations, migration and the private sector:

[The Intergovernmental Committee for European Migration, 1951-1980](#)

— Ioannis Limnios Sekeris, Panteion University

[Liberal Protectionism: Deutsche Bank and the Political Economy of German Bank Internationalisation, 1968-1985](#)

— Matthias Kemmerer, Commerzbank AG

[Creating room for innovation. A business history study of innovation in the Kongsberg Group, 2000–2015](#)

— Tine Petersen Melonæs, Inland Norway University of Applied Sciences

13h30 – 15h • Parallel Sessions F

SESSION F1 **ROOM B002**

NEW PERSPECTIVES ON MNES HISTORICAL EXPANSION

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

[Foreign Direct Investment and Environmental Impact of Multinational Enterprises: the Case of British MNEs in Teak and Tin in Thailand, 1826-1945](#)

— Sudarat Sukloet, School for Business and Society, University of York

[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 F2 **ROOM B003**

[THE ECONOMICS OF THE DEPARTMENT STORE IN THE 20TH CENTURY](#)

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
- Ralf Banken, Frankfurt University

SESSION F3 ROOM B004

STATE, BUSINESS, AND POLITICS

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

[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

[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

SESSION F4 ROOM B005

USES OF THE PAST I

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 **ROOM B127**

ENTREPRENEURSHIP AROUND THE WORLD II

Chair — María Fernández Moya, CUNEF Universidad

Discussant — Jan Logemann, University of Göttingen

[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 **ROOM B128**

TRANSPORT AND TOURISM

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 **ROOM B129**

MEMORY, BANKING AND FINANCIAL CRISES

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

[From Market to Cultural Logic - A Comparative Historical Analysis of Architectural Forms of Financial Institutions](#)

- Yuli Liang, Friedrich Schiller University of Jena

15h30 – 17h • Parallel Sessions G

SESSION G1 **ROOM B002**

MNES FACE TO HOST MARKET RISK

Chair — Thomas Buckley, University of Sussex Business School

Discussant — Nuno Crespo, ISEG, Lisbon School of Economics & Management, Universidade de Lisboa

[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 **ROOM B003**

TRADING DIASPORAS IN THE EARLY MODERN SPANISH ATLANTIC: THE EMERGENCE OF OUTSIDERS' NETWORKS IN SPAIN'S COMMERCIAL HUBS

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

Chair — Catia Brillì, University of Insubria

Discussant — Leonor Costa, ISEG, Lisbon School of Economics & Management, Universidade de Lisboa

[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 **ROOM B004**

STATE-OWNED ENTERPRISES ACROSS EUROPE (1900S-2020S)

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

[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 ROOM B005

USES OF THE PAST II

Chair — Bram Bouwens, Utrecht University

Discussant — Nicholas D. Wong, Northumbria 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 ROOM B127

ENVIRONMENT, NATURAL RESOURCES AND FAMILY BUSINESS

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 **ROOM B128**

THE STRENGTH OF INSTITUTIONS IN SILK TRADE AND INDUSTRY FROM THE EIGHTEENTH CENTURY TO THE EARLY TWENTIETH CENTURY IN A GLOBAL PERSPECTIVE

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 **ROOM B129**

SUCCESS AND FAILURE IN EUROPE, 1870S-1970S

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

[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

17h30 – 18h30

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