

## Final version of programme (12 August)

### Thursday 21.8.

- 14:30-17:30 Council Meeting  
14:00-18:00 Registration (Clarion Hotel Admiral)  
18:00-20:30 Welcome Reception (Faculty of Law, Dragefjellet skole)

### Friday 22.8.

- 8:30-9:00 Opening of the Congress  
9:15-10:45 Sessions I (90 min.)

#### I.A. Business and Politics

Chair: Albert Carreras

Discussant: Carlo Brambilla

*Room: Blaauw*

**William J. Hausman, John L. Neufeld and Till Schreiber:**

Bilateral and Multilateral Aid as a Source of Capital for Electric Utility Projects in Developing and Less Developed Countries, 1950-2001

**Margrit Müller, Manuel Hiestand and Martin Lüpold:**

Coping with barriers to trade: Causes and consequences of the changing competitiveness of Swiss industries (1900-1950)

**Sverre Knutsen:**

Roads to business. Transport infrastructures and the development of new business sectors

**Knut Øyangen:**

Scale, scope, and standard goods: The rise of big business in small countries

#### I.B. Securities Indices

Chair: Georges Gallais-Hamonno

Discussants: Pedro Arbulu and Kim Oosterlink

*Room: C. Sundtsal II*

**Amir Rezaee:**

The performance and the efficiency of the corporate bonds market in Paris 19th century Bourse

**David Le Bris and Pierre-Cyrille Hautcoeur:**

A challenge to triumphant optimists? A new index for the Paris Stock-Exchange (1854-2007)

**Graeme Acheson, Charles A. Hickson, John D. Turner and Quing Ye:**

Rule Britannia!: British Stock Market Returns, 1825-1870

#### I.C. Interactions inside enterprise

Chair: Franco Amatori

Discussant: Knut Sogner

*Room: Klosteret*

**Kevin Tennent:**

Management and Networks – To what extent were Free Standing Companies Controlled from the Home Country? With reference to four Scottish examples, 1865 – 1900

**Ioanna Pepelasis Minoglou and Konstantinos Aivalis:**

A Preliminary Evaluation of Early Corporate Governance in Greece, 1830-1909

**Marie-Claude Esposito:**

Transactions and Interactions in Balfour Betty network

**Francesca Tesi:**

The Michelin Tire Corporation: Birth and Development of a Modern Multinational

**I.D. Business and war**

Chair: Dominique Barjot

Discussant: Harald Espeli

*Room: C. Sundtsal I*

**Steen Andersen:**

Escaping “Safehaven”. The Case of Christiani & Nielsen’s Blacklisting in 1944

**Neil Forbes:**

Multinational business, technology transfer and rearmament before the Second World War

**Richard A. Hawkins:**

The Boycott of German Goods and Services in the United States, 1933-38: The Response of American Retailers and Wholesalers to the Boycott Organized by the Non-Sectarian Anti-Nazi League to Champion Human Rights

**Monica Værholm and Lars Fredrik Øksendal:**

Monetary policy in neutral Norway during World War I

**Martijn Lak:**

The Trust Company and its efforts to reconstruct Dutch-German trade, 1945-1949

**I.E. The flow of Services and Capital in European Tourism during the 20<sup>th</sup> century**

Chair: Margarita Dritsas

Discussant: Laurent Tissot

*Muren*

**Carlos Alberto Damas and Ana Margarida Cruz:**

Banking and Finance in the development and growth of the hotel industry in the Azores Archipelago in the 80’s

**Katerina Papadoulaki:**

Travel business history in Greece: entrepreneurial and financial practices

10:45-11:15 Coffee-break

11:15-12:45 Sessions II (90 min.)

**II.A. Business history and the social sciences: Space, time and temporality**

Chair: Harm Schröter

Discussant: Jonathan Zeitlin

*Room: Blaauw*

**Peter Clark and Giuliano Maielli:**

America’s refolding market empire, consumer polity, and colonizing corporations: time-place periods as cases

**Steve Toms:**

Explaining corporate success: Britain’s best performing firms, 1949-1985

**John Wilson and Andrew Thomson:**

Is the future as clear as the past? A framework for analysis

## **II.B. International cartels**

Chair: Susanna Fellman

Discussant: Espen Storli

*Room: C. Sundtsal II*

### **Alain Cortat:**

How cartels stimulate innovation and R&D cooperation

The Swiss Cable Cartel and the International Cable Development Corporation

### **Michele D'Allesandro:**

Regulating international industrial cartels. The League of Nations and international competition, 1929-1931

### **Paul Duguid, John Mercer and Teresa da Silva Lopes:**

Transactions and interactions - Preliminary reflections on a hundred years of trade mark registration data

### **Martin P. Shanahan and David K. Round:**

Serious cartel conduct, criminalisation and evidentiary standards: Lessons from the Coal Vend Case of 1911 in Australia

## **II.C. Investment banking history in Europe:**

### **A comparison between the spreading of banking models and practices**

Chair: Ralf Banken

Discussant: Hans Sjögren

*Room: Klosteret*

### **Hubert Bonin:**

The balance of power between French investment banks

### **Oskar Broberg and Anders Ögren:**

Making money, Creating Credit. Swedish commercial banking and lending against shares 1890-1938

### **Carlo Brambilla and Giandomenico Piluso:**

Changing interactions: Universal banking in Italy in the interwar period

### **Anna Spadavecchia:**

Strategy, risk and survival: financing industrial districts in Italy, 1971-91

## **II.D. Transformations in transport**

Chair: Joost Dankers

Discussant: Bjørn Basberg

*Room: C. Sundtsal I*

### **Drew Keeling:**

Shipping Companies and Transatlantic Migration Costs: The Case of Cunard, 1880-1914

### **Hugo van Driel and Irma Bogenrieder:**

The administration of trade flows: organizational memory and selecting users in the port of Rotterdam 1883-1900

### **Mehmet Bulut:**

Rethinking capital flows and trading goods between the Eastern Mediterranean and Western Europe before the Industrial Revolution

## **II.E. Family firm**

Chair: Mats Larsson

Discussant: Andrea Colli

*Room: Muren*

**Aurelia Hernández and Paloma Fernández:**

The role of the State in the promotion of family businesses. Tax exemptions and family businesses in Spain in a long-run perspective

**Paloma Fernández Pérez and Nuria Puig Raposo:**

Global businesses, global lobbies: The birth of the Spanish lobby of family firms in an international perspective

**Despina Vlami:**

British Entrepreneurship and Family Strategy in a Levantine Context: the Abbott of Salonica (18<sup>th</sup> – 19<sup>th</sup> century.)

**F. Javier Fernandez-Roca:**

Managerial strategies in a context of uncertainty: loss of markets and political insecurity. The textile cotton Spanish companies in the first third of the 20th century

12:45-14:00 Lunch

14:00-15:00 Key-note speech 1

**Franco Amatori**, Bocconi University, Milan: **“Business History as History”**

*Room: Blaauw*

15:00-15:30 Coffee-break

15:30-17:30 Sessions III (120 min.)

## **III.A. Maritime Business**

**Chair:** Lewis R. Fischer

Discussant: Hubert Bonin

*Room: Blaauw*

**Stig Tenold:**

Local network effects: Specialised shipping in Bergen, 1960-1990

**Martin Jes Iversen and Henrik Soronn-Friese:**

Incentives, Capabilities, and Opportunities - *the Global Breakthrough of the Danish Shipping Industry, 1985-2007*

**René Taudal Poulsen:**

Maritime know how and dependences in The Blue Denmark, 1755-2008 – A Danish maritime history from the perspective of a maritime supplier

**Henrik Soronn-Friese:**

The Blue Denmark versus the Dutch maritime cluster: a framework for comparing (similar) clusters in different countries

**Trygve Gulbrandsen and Even Lange:**

Survival of family dynasties in the shipping industry

**Eivind Merok and Espen Ekberg:**

Norwegian maritime expansion in the 19<sup>th</sup> century: existing explanations and some explorations

### **III.B. Changes of technologies and frameworks**

Chair: Per Hansen

Discussant: Neil Forbes

*Room: C. Sundtsal II*

#### **Roman Köster:**

Zeppelin: The airship and the need for diversification after WW I

#### **Raymond Stokes, Ralf Banken and Matthias Pühl:**

Towards a history of the international industrial gases industry

#### **Lars Heide:**

Eurocontrol; Facilitating Transnational Air Transportation in Europe, 1960-1981

### **III.C. Transfer and Innovation in European Food Consumption**

Chair: Ole Hyldtoft

Discussant: Jan Otmar Hesse

*Room: Klosteret*

#### **Klas Rönnback:**

Transforming consumption in the European periphery – colonial commodities in Scandinavia during the early modern era

#### **Margrit Schulte Beerbühl:**

Innovation, transfer, and transformation: the fascinating history of chocolate

#### **Ola H. Grytten:**

The price revolution of imported food to Norway in the nineteenth century: Transfer and Innovation in European Food Consumption

#### **Jonathan Morris:**

The Globalisation of 'Italian' Coffee. A Commodity Biography

#### **Susanne Hilger:**

The Spread of Convenience Food in 20<sup>th</sup> century Germany

#### **Gareth Shaw and Andrew Alexander:**

"Retailing Innovations and Food Consumption: Self-Service and Retailing in Britain c.1945-1975"

### **III.D. Women in business**

Chair: Kersti Ullenhag

Discussant: Ioanna Minoglou

*Room: C. Sundtsal I*

#### **Francesca Polese:**

Selling a women's dream? The supply of female fashion in early department stores: the case of Milan (1880s)

#### **Charlotte Natmeßnig:**

The glass ceiling: Women in Austrian Journalism

#### **Paola Lanaro:**

Dowries and Family Property in Venice and Florence (15th to 16th centuries)

#### **Janette Rutterford:**

The Rise of the Small Investors in the US and the UK, 1900 to 1960

### **III.E. Internationalisation strategies/FDI**

Chair: Giandomenico Piluso

Discussant: Chris Kobrak

*Room: Muren*

#### **Kasper Szöke Skovgaard, Peter Sørensen and Kurt Pedersen:**

Attitudes to FDI and MNC in Denmark in the 20<sup>th</sup> century

#### **Fabio Lavista:**

A family multinational. The internationalization patterns of the Pirelli group, 1870-2002

#### **Ben Wubs:**

Volvo Made in the Netherlands

**Dominique Barjot:**  
SKANSKA (1887-2007)  
The Ascent of a Swedish Multinational Company

17.45-18.45 Panel session

*Room: Blaauw*

**Debating the Oxford Handbook of Business History**  
**Panel with Geoffrey Jones, Jonathan Zeitlin, and Harold James**

**Saturday 23.8.**

8:30-10.15 Sessions IV (105 min.)

#### **IV.A. Human capital**

Chair: Andrea Schneider

Discussant: Paloma Fernández Pérez

*Room: Blaauw*

**Keetie Sluyterman and Gerarda Westerhuis:**

The flow of people: globalisation and the organisation of the international workforce in multinationals companies

**Jim Phillips:**

Transactions, Interaction and Inaction: Industrial Democracy in the UK in the 1970s

**Thomas Fetzer:**

The long path to European works councils: Fifty years of international trade union networks at Ford and General Motors (1950-2000)

**Anna Solé del Barrio:**

Reshaping entrepreneurship after a civil war. The case of the industrial districts in Catalonia during the 1930s

**Alison Gilmour:**

Political Intervention and the Branch Plant: Management of the Linwood Car Plant, 1963-1981

#### **IV.B. Interest groups and flows of information**

Chair: Per Boje

Discussant: Margarita Dritsas

*Room: C. Sundtsal II*

**Thomas David, Stéphanie Ginalska, André Mach and Frédéric Rebmann:**

Business Associations as Intermediaries Between the Economic, Administrative and Political Spheres. The Long-Term Evolution of Swiss Big Business

**Bram Bouwens and Joost Dankers:**

Cooperation beyond competition - Business interest associations and the Dutch miracle, 1945-1970

**Jan Otmar Hesse:**

International competition in the telephone system: the switch-board problem of the 1880s

**Gard Paulsen:**

Offshore connections: Flows of information and flows of oil on the Norwegian continental shelf, 1971-2001

#### **IV.C. Government influence in a cartelized world: the case of the international aluminium industry in the interwar period**

Chair: Martin P. Shanahan

Discussant: Susanna Fellman

*Room: Klosteret*

##### **Espen Storli:**

The Cartel and the Communists: The Aluminium Industry and the Norwegian Export Guaranties, 1929-1935

##### **Mats Ingulstad:**

"We want aluminium, not excuses!" Business-Government relations in the American aluminium industry, 1917-1958

##### **Marco Bertilorenzi:**

The Italian Aluminium Industry: Cartels, Multinationals and the Autarkic phase, 1925-1943

#### **IV.D. Banking and corporate governance**

Chair: Sverre Knutsen

Discussant: Anna Spadavecchia

*Room: C. Sundtsal I*

##### **Jeffrey Fear and Christopher Kobrak:**

Banks on Board: Banks in German and American Corporate Governance, 1870-1914

##### **Abe de Jong and Henry van Beusichem:**

The informational role of dividends in the Netherlands 1961-2006

##### **Elias Håkanson:**

Swedish commercial banks exposure to speculative risk 1912-1928 - Synchronised regulation in financial regulatory regimes

##### **Per H. Hansen:**

Central Bank Cooperation at the Periphery: The Scandinavian Central Banks and the Bank for International Settlements, 1930-1931

#### **IV.E. Financial Flows**

Chair: Michel Lescure

Discussant: Giandomenico Piluso

*Room: Muren*

##### **Patrice Baubeau:**

French liquidity constraint and the mutations of commercial money: The institutional articulation of monetary flows in the nineteenth century

##### **Anders Ögren:**

Sweden's Monetary Internationalization under the Silver and Gold Standards, 1834-1913

##### **Jeroen Euwe:**

Amsterdam's role as an international financial centre in Dutch-German economic relations, 1914-1931

10:15-10:45 Coffee-break

10:45-11:45 Key-note speech 2

**Geoffrey Jones**, Isidor Straus Professor of Business History at the Harvard Business School:

**"Business History and the Great Divergence"**

*Room: Blaauw*

12:00-13:00 Session V (60 min.)

*Room: Blaauw*

### **V.A. Dissertation session: the four best PhD-thesis in competition**

**Chair:** Albert Carreras

12:00 Presentation 1: **Veronica Binda**

12:15 Presentation 2: **Heinrich Hartmann**

12:30 Presentation 3: **Niall McKenzie**

12:45 Presentation 4: **Kim Christian Priemel**

### **V.B. Interactions in Media**

**Chair:** Camilla Brautaset

**Discussant:** Martin Jes Iversen

*Room: C. Sundtsal II*

**Christoffer Rydland:**

The Lindesberg Group 1956-2006 – a formalized network in the Swedish daily newspaper industry

**Marina Nicoli:**

Building a transnational movie industry

**Howard Cox:**

Mass Circulation Periodicals and the Harmsworth Legacy in the British Popular Magazine Industry

### **V.C. Technological change and markets**

**Chair:** Raymond Stokes

**Discussant:** Susanne Hilger

*Room: Klosteret*

**Andrew Godley and Bridget Williams:**

Democratizing Luxury and the Contentious ‘Invention of the Technological Chicken’ in Britain

**Harald Degner:**

Schumpeterian German Firms before and after World War I. The Innovative Few and the Non Innovative Many

**Mirko Ernkqvist:**

Technological change and shifting industrial leadership in the US gaming machine industry, 1965-95

### **V.D. The distribution sector**

**Chair:** Even Lange

**Discussant:** Francesca Polese

*Room: Muren*

**Daniel Raff:**

The Book-of-the-Month Club: A Reconsideration

**Fredrik Sandgren:**

Discussions on self-service in Swedish trade press 1935-1955

13:00-14:00 Lunch / women’s lunch

14:00-15:30 Sessions VI (90 min.)



## **VI.A. Business history and its methods**

Chair: John Wilson

Discussant: Franco Amatori

*Room: Blaauw*

### **Kersti Ullenhag:**

Case studies in Business history as an Approach in Industrial history

### **Jari Eloranta, Heli Valtonen and Jari Ojala:**

Are Business Historians Quantitatively Illiterate?

### **Alexander Engel:**

Nothing ventured, nothing gained. The birth of the risk economy, 1880s–1990s

## **VI.C. Government-business relations in the aluminium industry**

Chair: William Hausman

Discussant: Raymond Stokes

*Room: Klosteret*

### **Andrew Perchard:**

A marriage of mutual convenience? The British Government and the UK aluminium industry in the twentieth-century

### **Jan Thomas Kobberrød:**

Global Market and National Tasks; the Role of Aluminium in Norwegian Economy since 1945

### **Niall G. MacKenzie:**

Be careful what you wish for: comparative advantage and the Wilson Smelters Project, 1967-82

### **Hans Otto Frøland:**

The political economy of European expansion programs: the Anglo-Norwegian aluminium conflict 1967-70

## **VI.D. “Creating Nordic Capitalism”: Writing the history of four national business systems**

Chair: Håkan Lindgren

Discussant: Keetie Sluyterman

*Room: C. Sundtsal I*

### **Martin Jes Iversen:**

The case of “Creating Nordic Capitalism” -business history and the case-based teaching method

### **Lars Thue:**

Wanted: A History of Economic Flows. The long-term interaction of economic flows, logistics and institutions

### **Hans Sjögren:**

Writing the country chapters – and choosing relevant company histories

### **Susanna Fellman:**

The comparative perspective. Is there a Nordic Business System?

## **VI.E. Patterns of Foreign Direct Investment**

Chair: Laurent Tissot

Discussant: Margrit Müller

*Room: Muren*

### **Andrew Popp:**

From Wolverhampton to Calcutta: the Low Origins of Merchant Enterprise

### **Hirohiko Shimpo:**

Overseas Business Activities of Japanese Companies in the Prewar Period: The Japanese Style Foreign Investment in the Prewar Period

**Christopher Pokarier:**

Public Borders, Private Crossings: the governance of cross-border flows in historical perspective

**Daniele Pozzi:**

The Swiss colony in Milan: the representation of economic interests in a peculiar foreign community (1840-1945)

15:30-16:00 Coffee-break

16:00-17:30 Session VII (90 min.)

**VII.A. Transfer of knowledge**

Chair: Hans-Otto Frøland

Discussant: Per Boje

*Room: Blaauw*

**Álvaro Ferreira da Silva:**

The transfer of management knowledge and practices: the reorganization of CUF by McKinsey (1969-1974)

**Gustav Sjöblom:**

Computer technology and the Swedish transport industry, 1956-1985

**Jonathan Silberstein-Loeb:**

Britain and international communication – another story of decline?

**Mila Davids:**

Knowledge flows and innovative capacity: the case of the Netherlands

**VII.B. Asian-European encounters**

Chair: Margarita Dritsas

Discussant: Charlotte Natmeßnig

*Room: C. Sundtsal II*

**Patnaree Srisuphaolarn:**

Retailing Internationalization: Blending into local society

**Lars C. Bruno:**

Credible commitment. The case of South Korea

**Ferry De Goey:**

Western entrepreneurs and the opening of Japanese ports (c. 1858-1868)

**VII.C. Brewing Industry**

Chair: Mikulas Teich

Discussant: Bram Bouwens

*Room: Klosteret*

**Gerald W. Crompton:**

The Internationalisation of the British Brewing Industry

**Martin Jes Iversen and Nikolaj Asgeir MacGregor Sadolin:**

From cohabitation to marriage. The background and consequences of Carlsberg's & Tuborg's beer wedding of 1970

**Peter Sandberg:**

The Creation of Big Business in the Swedish Brewing Industry during the aftermath of the Second World War

**Siri Aanstad:**

A small, global adventure: mapping Norwegian beer exports in the 19th century

## **VII.D. Stock Exchange and Flows**

Chair: Bjørn Basberg

Discussant: Sverre Knutsen

*Room: C. Sundtsal I*

### **Angelo Riva:**

Transparency and liquidity: the Genoa and Milan Stock Exchanges before WWI

### **Irène di Jorio, Kim Oosterlink and Véronique Pouillard:**

Advertising, propaganda and war finance

### **Maude Sainteville:**

The role of proximities and geographic interactions in shaping global financial integration.

An analysis of cross-listing flows & spatial configurations of stock markets in the early XXIst century

## **VII.E. Interaction on a long-term perspective**

Chair: Andrea Colli

Discussant: Ola Grytten

*Room: Muren*

### **Lars Thue:**

Flows, infrastructures and institutions. A history of interaction and uneven development

### **Albert Carreras:**

The growth of the transaction sector; a comparative approach

### **Juuso Marttila:**

The importance of a profession as the cornerstone of local networks during Nordic industrial evolution in 1880-1920

### **Marc Baaij, Abe de Jong and Jan van Dalen:**

The dynamics of superior business performance in the long run - Evidence from the global oil industry

### **Judit Kapás:**

The Co-evolution of Technology and Institutions: Lessons from Past Industrial Revolutions

17:30-18:30 General assembly of EBHA

*Room: Blaauw*

19:00-19:45 Ascent to Mount Fløyen

20:00 Conference dinner at Fløyen

Announcement of the winner of EBHA's dissertation-prize