

## **Event: BHC 2023 Conference Program Now Available**

Discussion published by PJ Neal on Tuesday, February 7, 2023

The BHC 2023 conference program is now available. The table of contents below has links to each of the sessions. The program is also searchable on the website: <https://thebhc.org/meeting-program/35703>.

Please let us know what your schedule will look like if you are coming to Detroit by tagging us on Twitter <https://twitter.com/TheBHCNews>, LinkedIn <https://www.linkedin.com/company/business-history-conference/> and Facebook <https://www.facebook.com/groups/1299172203879073>

### **2023 BHC Meeting**

**Detroit, MI, United States**

**March 16th - 18th, 2023**

**Reinvention**

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2023 BHC Meeting Program

Thursday, March 16th

Dissertation Colloquium 1, 8:00am - 2:00pm

*Room A*

Dissertation Colloquium 2, 8:00am - 2:00pm

*Room B*

## **Paper Development Workshop: Economic History of Natural Resources, 9:00am - 1:00pm**

*Room D*

Sponsored by Norwegian University of Science and Technology

Contact: Espen Storli, [espen.storli@ntnu.no](mailto:espen.storli@ntnu.no)

## **Paper Development Workshop: Educating for Business and the Business of Education - Historical Perspectives and Developments, 9:00am - 1:00pm *Room C***

Sponsored by Copenhagen Business School

Contact: Christoph Viebig, [cvi.mpp@cbs.dk](mailto:cvi.mpp@cbs.dk)

## **Workshops 1, 2:00pm - 3:30pm**

### **Session a: Global Capitalisms and Commodities, Part 1**

*Room C*

Contact: Donica Belisle, [donica.belisle@uregina.ca](mailto:donica.belisle@uregina.ca)

Chair: **Laurent Beduneau-Wang**, Africa Business School (ABS), University Mohammed VI Polytechnic  
Discussant: The Audience

**M. Stephen Salmon**, Canadian Business History Association

"Buffalo is also a strategic point": The Imperial Economic Conference of 1932 and the Canadian Great Lakes Grain Trade" **Kashia Arnold**, University of California, Santa Barbara

"Who Depends on the Global Economy?: Silk, Power, and Nationalist Narratives in the Global Pacific" **Rob Konkel**, Yale University

"How to Build a Bloc: Strategic Minerals and Interwar Quests for Autonomy and Autarky"

## Session b: Workshop Social Network Analysis

Room D

Chair: **Susie Pak**, St. John's University

## Session c: Digital Business History

Room A

Chairs: **Paula de la Cruz-Fernández**, University of Florida, and **Sean Patrick Adams**, University of Florida

**Atiba Pertilla**, GHI Washington DC, and **Geoffrey Jones**, Harvard Business School, and **Beatriz Rodriguez-Satizabal**, Queen Mary University of London, and **Marcelo Bucheli**, University of Illinois Urbana-Champaign

Coffee Break, 3:30pm - 4:00pm

*Other 1 TBC*

BHC Trustees, 3:30pm - 6:00pm

*Room F*

## **Workshops 2, 4:00pm - 5:30pm**

### **Session a: Global Capitalisms and Commodities, Part 2**

Room C

Chair: **Rob Konkell**, Princeton University

Discussant: The Audience

**Donica Belisle**, University of Regina

"Imperial Capitalism in the Pacific: Canadian Sugar's 1922 Departure From Fiji"

**Siddharth Sridhar**, University of Toronto

"The Most Modern Way": Reinventing Malayan Rubber during the Great Depression"

**Laurent Beduneau-Wang**, Mohammed VI Polytechnic University

"The Development of the Office Chérifien des Phosphates (OCP) and the Globalization of the Phosphate Industry

(1921-1956)"

## **Session b: Business Historians in a World of Crises**

Room D

Chairs: **Susie Pak**, St. John's University, and **Neil Rollings**, University of Glasgow, and **Patrick**

**Fridenson**, L'École des hautes études en sciences sociales

Discussant: The Audience

## **Opening Plenary, 6:30pm - 8:00pm**

**Session a: Detroit: Then and Now**

Other 1 TBC

Chair: **Daniel Wadhvani**, University of Southern California

Discussant: The Audience

**Thomas Sugrue**, NYU

**Kendra Boyd**, Rutgers University-Camden

"Mapping Detroit's Historic Black Business Community"

**BHC After Dark (Welcome Reception), 8:00pm - 10:30pm**

*Other 2 TBC*

Friday, March 17th

## Concurrent Sessions 1, 8:00am - 9:30am

### Session a: History Resized

Room A

Chair: **Andrew Popp**, Copenhagen Business School

Discussant: The Audience

**Mark Field**, Hosei University (Japan)

"Reinvention and the Empty Space"

**Morten Tinning**, Copenhagen Business School

"Maritime Microhistory: New Approaches to Actors and Experiences"

**Sonia Jaimes-Penalosa**, Universidad Icesi, and **Jaime E. Londoño-Motta**, Universidad Icesi

"Women Entrepreneurs Empowering Women: The case of WWB-Foundation Colombia (1980-2022)"

**Shoya Fugetsu**, Kyoto University & University of Glasgow (double-degree)

"Builders of the Royal Navy: Private shipbuilders' naval constructions at the turn of the eighteenth century"

## **Session b: Innovation from the Bottom Up**

Room B

Chair: **Natalya Vinokurova**, University of Pennsylvania

Discussant: The Audience

**Eric Hintz**, Smithsonian Institution

"Athletes as Inventor-Entrepreneurs: User Innovation in the Sports Industry "

**Andrew Nelson**, University of Oregon

"“Even Better than the Real Thing”?: Exploring Imitation Products through the Lens of Electronic Organs"

**Adam Frost**, Copenhagen Business School, and **Daniel Wadhvani**, University of Southern California, and **Shuang Frost**,



Aarhus University

"Ordered Informality: The Economy of Begging in Northwest China"

**Andrew Hargadon**, University of California Davis

"Between Cause and Consequence: A Microhistorical Study of the Innovation of Penicillin"

### **Session c: Corporate Diplomacy**

Room C

Chair: **Christina Lubinski**, Copenhagen Business School

Discussant: The Audience

**Jan-Otmar Hesse**, University of Bayreuth

"Offshoring Incentivized: The Promotion of FDI by the German Government in the 1970s"

**Marcelo Bucheli**, University of Illinois at Urbana-Champaign

"Multinational Corporations Nonmarket Strategies: A View from History"

**Sarah Snyder**, American University

"Corporate Ambassadors: The Diplomacy of American Business in Revolutionary Russia"

**Marie Huber**, Philipps Universität Marburg

"Understanding West German-Ethiopian business relations in the 1960s through the lens of security and insecurity"

### **Session d: Resources and Sustainability**

Room D

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

Discussant: The Audience

**Chad Denton**, Yonsei University

"Vectors of Contagion to Sources of Raw Materials: Regulating German Knackers' Yards, 1871-1939"

**Audrey Gerrard**, Norwegian University of Science and Technology (NTNU)

"The Law of Fire and Axe: Tensions of Sustainability and the Brazilian Forest Code 1964-1981"

**Madeleine Dungy**, Norwegian University of Science and Technology

"Planned Environmental Migration: Internationalizing the End of 'Land Settlement,' 1930-1970"

**Session e: Capitalism Rules!**

Room E

Chair: **Grace Ballor**, Bocconi University

Discussant: The Audience

**Liane Hewitt**, Princeton University

"A Private World Economy? International Cartels & Business-Led Globalization in the Interwar Era of Deglobalization"

**Heidi Tworek**, University of British Columbia

"Health and the Chronology of Global Governance"

**Filip Batsele**, Ghent University & Université Libre de Bruxelles

"Investors of the World, Unite! The International Association for the Promotion and Protection of Private Foreign Investments

(APPI) and the Genesis of Modern International Investment Law 1958-1968"

**Sabine Pitteloud**, University of Geneva

"Drug's fair price. From bilateral trade negotiations to the "drug single market" [1969-1993]"

## **Session f: Engineers and the Rule of Standards**

Room F

Chair: **JoAnne Yates**, MIT

Discussant: **JoAnne Yates**, MIT

**Stephen Mihm**, University of Georgia

"Private Standards, Public Power: Paul Gough Agnew and the Corporate Capture of Standards Setting"

**Sveinn Johannesson**, University of Iceland

"Making Pretty Pictures: Technopolitics in the Early United States"

**Liat Spiro**, College of the Holy Cross

"Engineering Standards: Infrastructures of Development and Debt in the Late Nineteenth and Early Twentieth Centuries"

## Session g: Industry Dynamics

Room G

Chair: **Michael Aldous**, Queen's University Belfast

Discussant: The Audience

**Leslie Hannah**, London School of Economics

"Reinventing UK and US Manufacturing for a Larger Scale and More High-Tech Future; What Do Their 1880/81 Censuses Show about Their Relative Progress Up to Then?"

**Rolv Petter Amdam**, BI Norwegian Business School, and **Teresa da Silva Lopes**, University of York, and **Trudi**

**Henrydotter Eikrem**, Volda University College, and **Maria Eugénia Mata**, Universidade Nova de Lisboa

"The Impact of Deglobalization and Trade Wars on Industry Dynamics: Norwegian Cod Fish and Portuguese Port Wine in a

Bilateral Context, 1920-1940"

**Takafumi Kurosawa**, Kyoto University

"Industry Dynamics of Pulp and Paper Industry: A Global Long-Term Overview from the "Industry Heterogeneity" Perspective"

## Session h: Silver Screen

Room H

Chair: **William Childs**, Ohio State University

Discussant: The Audience

**Samuel Backer**, Johns Hopkins University

"Far from Hollywood: Regional Managers in the Transition from Vaudeville to Film "

**Anna Hajdik**, University of Wisconsin-Whitewater

"Herb Jeffries, the Reinvention of Racial Identity, and the Business of Black Movie Westerns in 1930s America"

**Landon Palmer**, University of Alabama

"When Motown Went West: A History of Motown Productions"

**AYŞE FEYZA ŞAHİNKUŞU**, ISTANBUL UNIVERSITY-YOZGAT BOZOK UNIVERSITY

"Discovering Traces of Istanbul's Economic History In 1960-1980 Turkish Cinema"

Krooss Dissertation Prize Plenary Session, 10:00am - 11:30am

*Room A*

Lunch (and Business Historians in Business School Lunch), 11:30am 1:00pm

*Other 1 TBC*

## **Concurrent Sessions 2, 1:00pm - 2:30pm**

### **Session a: Spatializing Business**

Room A

Chair: **Morten Tinning**, Copenhagen Business School

Discussant: The Audience

**Keith Hollingsworth**, Morehouse College, and **Ihsan Beezer**, Rutgers University

"Measuring the Impact of Atlanta's 1906 Race Riot: Using Mapping to Trace Increased Segregation "

**Shuang Frost**, Aarhus University, and **Adam Frost**, Copenhagen Business School

"Spatial Entrepreneurship: Transforming Urban Space and Economic Inclusion in China"

**Valeria Giacomini**, Bocconi University, and **Matteo Calabrese**, University of Luxemburg

"The rise of the mutual fund global city network in the post war period (1945-1989)"

### **Session b: Murky Business**

Room B

Chair: **Laura Phillips Sawyer**, University of Georgia

Discussant: **Vicki Howard**, University of Essex

**Simon Ville**, University of Wollongong, Harvard University

"Reinventing traditional markets in the first era of globalisation: the international barter trade in natural history specimens,

1860-1900"

**Marcus Böick**, University of Bochum



"A Business with Fear"? Private Security Companies and their Never-ending Struggle for State Recognition and Public

Acceptance in the US and Europe during the 20th Century"

**Jan Logemann**, University of Göttingen

"Funeral Trusts" and Pietät: Transatlantic Differences in Establishing Respectability in Funeral Markets since the late 19th

Century"

### **Session c: Reinterpreting US-China Trade Relations**

Room C

Chair: **David Sicilia**, University of Maryland

Discussant: **David Sicilia**, University of Maryland

**Dan Du**, University of North Carolina at Charlotte

"From Canton to the Coast: Reinventing the China-U.S. Tea Trade after the Opium War"

**Peter Thilly**, University of Mississippi

"The Business of Rebellion: Citizenship, Migration, and Profits during the 1853 Small Sword Uprising"

**Dael Norwood**, University of Delaware

"Reinventing the China Merchant as an American Businessman"

### **Session d: Business and the Environment**

Room D

Chair: **Marc Levinson**, Independent Scholar

Discussant: **Marc Levinson**, Independent Scholar

**Louise Karlskov Skyggebjerg**, Centre for Business History, Copenhagen Business School

"The Can War - Everyday Business History from the Perspective of the Aluminium Container"

**Elisabeth Asher**, University of Maryland - College Park

"Garbage Trucks in the Waste Regime: Software, Hardware, and Neoliberalism"

**Sally Clarke**, University of Texas at Austin (retired)

""Nature in a Can: Chesapeake Bay Oysters and the American Can Company, 1900-1940""

### **Session e: Protect America Again**

Room E

Chair: **Roger Horowitz**, Hagley

Discussant: **Rebecca Kobrin**, Columbia University

**Ryan Haddad**, University of Maryland

"National Security Protectionism: The Case of the U.S. Machine Tools Industry in the 1950s"

**Michael Best**, University of Massachusetts

"Reinvention of Capability-informed Macroeconomic Policymaking "

**Nathanael Mickelson**, University of Georgia

"Reinventing the Dollar: Southern Lawyers and the Origins of the U.S. Gold Reserve Act of 1934"

## Session f: Do We Have a Deal? Cooperation and Cartelization

Room F

Chair: **Susanna Fellman**, University of Gotenburg

Discussant: The Audience

**Ingeborg Guldal**, NTNU Norwegian University of Science and Technology, and **Espen Storli**, NTNU Norwegian University of Science and Technology

"«Now is the time»: Zambia, Chile and the dream of creating a better world through the means of international copper cooperation, 1967-1974"

**Zi Yang**, Aston University, Birmingham UK

"The Running Battle between Transparency and Inequality in the UK Financial Market, and What Can We Learn from the US

History and Modern Technology. "

**Malin Dahlström**, University of Gothenburg

"The Swedish Building Standards - result of cartelization or basis for cartels? "

**Mols Sauter**, University of Maryland

"Every Rotten Idea Since Adam: Tracing the Debates on Modern Portfolio Theory and the ERISA Prudence Clarification 1974-1979"

## Session g: You've Got Chemistry

Room G

Chair: **Pamela Laird**, University of Colorado Denver

Discussant: **Teresa da Silva Lopes**, York University

**Jack Moss**, University of Nottingham

"Reinventing Tradition; Boots the Chemists' Experiments with Self-Service in Early Postwar Britain"

**James Nealy**, University of Wisconsin-Eau Claire

"The Shchekino Method: Flexible Production with Socialist Characteristics in the Soviet Union"

**Cody Patton**, Ohio State University

"Mites, Mildew, and Anheuser-Busch: How Pests, Big Beer, and Hops Shaped the Craft Brewing Industry"

## Session h: Creating Spectacle

Room H

Chair: **Andrew Nelson**, University of Oregon

Discussant: The Audience

**Jeff Fear**, University of Glasgow, and **Cristina Stanca-Mustea**, FOM Hochschule Berline

"Anything You Tackle is Bound to Go Wrong:" A Paul Kohner Production 1920-1941"

**Shawna Kidman**, UC San Diego

"Writing the History of Hollywood Using Contemporary Hollywood's Biggest Databases"

**Devon Powers**, University of Michigan

"Communication as Promotion: The Business Roots of Communication Research"

**Gerald Ronning**, Minneapolis College of Art and Design

"From Guitar Shop to Big Box and Resistance to Reinvention"

## Concurrent Sessions 3, 3:00pm - 4:30pm

### Session a: New Recipes in Business History

Room A

Chair: **Jennifer Black**, Misericordia University

Discussant: The Audience

**Xaq Frohlich**, Auburn University

"What is the Mediterranean Diet?: Reinventing a Traditional Diet as a Global Health Brand"

**Roger Horowitz**, Hagley Library/University of Delaware

"Jewish Cuisine and Poultry Markets: From Eastern Europe to America, 1880-1935"

**Barkha Kagliwal**, Cornell University

"To Eat Maggi or Not to Eat Maggi: How an MNC Branded Itself out of a Controversy"

**Julia Sarreal**, Arizona State University

"Rebranding Yerba Mate from a Symbol of National Identity in South America to a Hipster Energy Drink in the United States and Germany"

## Session b: The Process of Reinvention

Room B

Chair: **Xavier Duran** , Universitat de Los Andes Bogota

Discussant: The Audience

**Salem Elzway**, University of Michigan

"Reinventing Automation: The Past, Present, and Future of a Concept"

**Anna Spadavecchia**, University of Strathclyde

"The International Market for Inventions: the UK and the USA in the Interwar Period"

**Natalya Vinokurova**, University of Pennsylvania

"Kodak's Surprisingly Long Journey Towards Strategic Renewal: A Half Century of Exploring Digital Transformation in the

Face of Uncertainty and Inertia"



**Marc Levinson**, Independent Scholar

"What's a Grocery Store? Kroger, Albertsons, and Competition in a Reinvented Industry"

### **Session c: Borderland Business**

Room C

Chair: **John Wong**, University of Hong Kong

Discussant: The Audience

**Sungshin Cho**, Kyoto University

"Reorganization of interfirm networks under globalization: Establishment of an international division of labor in the Japanese shipping industry"

**Hekang Yang**, Columbia University

"Investing in the Manchurian Frontier: The American Business Community, 1895-1916"

**Jian Gao**, University of Texas at Austin

"Chinese Businesses in Mexico: Transnational Networks and Survival Strategies, 1899-1947"

**Alvaro Silva**, Nova School of Business and Economics

"The African Connection: Business and Power in a Period of Crises (1890-1940)"

## **Session d: Green Giants**

Room D

Chair: **Nicolette Bruner**, Northwestern University

Discussant: The Audience

**Gavin Benke**, Boston University

"We are all prisoners of our perceptions" - The Institute for the Future and Monsanto Contemplate Environmentalism in the

1970s"

**Andrew Busch**, Coastal Carolina University

"New Towns of Technology: Energy, Economic Diversification, and Metropolitan Growth in 1980s Houston"

**Bartow J. Elmore**, Ohio State University

"What Happens When the Business You Write About Comes to Your Home"

**Maki Umemura**, Cardiff University

"Reinventing technological expectations and the building of the hydrogen energy business "

### **Session e: Antimonopoly in the Long Twentieth Century**

Room E

Chair: **Laura Phillips Sawyer**, The University of Georgia

Discussant: **Laura Phillips Sawyer**, The University of Georgia

**Ashton Merck**, NC State University

"Hope in Trusts: National Broiler Marketing Association v. United States and the Limits of Countervailing Power"

**Victoria Woeste**, Indiana University Law School

"The Capper-Volstead Act at 100: Farmers, Monopolies, and Corporate Power in America, 1922-2022"

**Shaun Yajima**, University of Tokyo

"Fuel, Fear, and Fault: Mass Media and Monopoly Blaming during the German Coal Crisis in 1900"

**Richard John**, Columbia University

"Frances Willard, Anti-Monopoly, and the Liquor Machine in Victorian America"

### **Session f: Laboring over Standards**

Room F

Chair: **Rolv Petter Amdam**, Norwegian Business School

Discussant: The Audience

**Catharina Haensel**, Centre for Modern Indian Studies, University of Göttingen and Scuola Normale Superiore

"„A basis for labour-management co-operation“? The ILO Productivity Mission in Ahmedabad, 1954-58"

**Andrea Lluch**, CONICET, Argentina & at the School of Management, University of Los Andes - Colombia

"ILO and the productivity and management development missions: the experience of the Productivity Center of Argentina (1958-1967)"

**Adoracion Alvaro-Moya**, CUNEF, Madrid

"International Cooperation in Management Training. ILO and the Turkish Management Development Centre, 1968-1974" **Bianca Centrone**, Princeton University

"Scientific Management and Social Peace: the International Labour Organization and the Dissemination of Taylorism in the Interwar Years "

### **Session g: Care for Cash**

Room G

Chair: **Christy Chapin**, University of Maryland Baltimore

Discussant: **Christy Chapin**, University of Maryland Baltimore

**Martha Gardner**, Massachusetts College of Pharmacy and Health Sciences

""Like a Cigarette Should": RJ Reynolds' Pivot from Camel to Winston during the Emerging Health Scare, 1950-1964 "

**Thomas Buckley**, University of Sussex, and **Chay Brooks**, University of Sheffield

"The Wellcome Trust and the Rise of the Business of Giving in the UK "

**John Rudnik**, University of Michigan

"Old is New Again: the 'Longevity Economy' and the Reinvention of Home Care"

## **Session h: Divine Business**

Room H

Chair: **Sharon Murphy**, Providence College

Discussant: **Sharon Murphy**, Providence College

**Nicole Kirk**, Meadville Lombard Theological School

"Holy Spectacles: Marketing the American Circus to Christians"

**James Dupey**, Arizona State University

"You Get What You Pay For: Building a Consumerist Christianity in Early America"

**Joseph Slaughter**, Wesleyan University

"God & Guns: Making Colt Christian"

## Conversations, 5:00pm - 6:15pm

### Session a: Is Capitalism a Useful Category of Analysis?

Room A

Chair: **Walter Licht**, University of Pennsylvania

Discussant: The Audience

**Walter Licht**, University of Pennsylvania

**Stephen Mihm**, University of Georgia

**Caitlin Rosenthal**, UC Berkeley

**Edward Balleisen**, Duke University

### Session b: Legal History as Business History (and Business History as Legal History) Room B

Chair: **Joanna Grisinger**, Northwestern University

Discussant: The Audience

**Joanna Grisinger**, Northwestern University

**Justin Simard**, Michigan State University College of Law

**Evelyn Atkinson**, University of Chicago

**Geneva Smith**, Princeton University

**Session c: Entrepreneurial Society**

Room C

**Chair: Robert Eberhart,**

Discussant: The Audience

**David Kirsch**, University of Maryland

**Andrew Nelson**, University of Oregon

**Naomi Lamoreaux**, University of Michigan

**Jerry Davis**, University of Michigan

**Robert Eberhart**, University of California



## **Session d: Global Capitalisms and Commodities: Directions for Future Research**

Room D

Chair: **Donica Belisle**, University of Regina

Discussant: The Audience

**Kashia Arnold**, UCSB Blum Center on Poverty, Inequality, & Democracy

**Laurent Beduneau-Wang**, Mohammed VI Polytechnic University

**Rob Konkel**, Yale University

**M. Stephen Salmon**, Canadian Business History Association

**Siddharth Sridhar**, University of Toronto

## **Session e: The Great Inflation**

Room E

Chair: **Susie Pak**, St. John's University

Discussant: **Sean Vanatta**, University of Glasgow

**Christy Chapin**, University of Maryland Baltimore County

"The "Great Inflation," Disintermediation, and the Culture of Banking"

**David Sicilia**, University of Maryland College Park

"Volcker's Three-Front Battle: Political, Public, Personal"

**Peter Conti-Brown**, The Wharton School

"The Politics of the "Volcker Shock""

## **Session f: Careers Beyond the Academy for Historians**

Room F

Chair: **Kenneth Lipartito**, Florida International University

Discussant: The Audience

**Paula de la Cruz-Fernández**, University of Florida

## **Presidential Reception, 6:15pm - 8:00pm**

*Other 1 TBC*

Sponsored by Copenhagen Business School

## **Emerging Scholar Reception, 9:30pm - 11:30pm**

*Other 1 TBC*

Saturday, March 18th

## **Concurrent Sessions 4, 8:00am - 9:30am**

### **Session a: Selling Sensation**

Room A

Chair: **Arwen Mohun**, University of Delaware

Discussant: **Arwen Mohun**, University of Delaware

**Ai Hisano**, University of Tokyo

"Don't Streamline Mother While I'm Gone": Industrial Aesthetics in the Post-War United States"

**Sven Kube**, Florida International University

"Phase Shift: Synthetic Sounds and the Cold War's Musical Divide"

**Rachel Gross**, University of Colorado Denver

"Copper Men Do Not Get Cold Toes": The Science and Selling of Comfort"

**Robert Gordon-Fogelson**, Rochester Institute of Technology

"Multisensory Marketing: The Look and Feel of Building Consumer Confidence"

## **Session b: Merchants on the Move**

Room B

Chair: **Louise Karlskov Skyggebjerg**, Copenhagen Business School

Discussant: The Audience

**Abhijit Roy**, University of Scranton

"The Tata Group as the Pioneer of the Values of Corporate Social Responsibility (CSR)"

**Atiba Pertilla**, German Historical Institute

"Staking Financial Citizenship: Immigrants and Retail Banking in the United States, 1910s-1930s"

**Joseph Sassoon**, Georgetown University

"The Global Merchants of the 19th Century: A Case Study "

**Alastair Su** , Westmont College

"The "Richest Chinaman in America:" Loo Chew Fan and the Making of Hop Kee and Company, 1852-1908"

## **Session c: Profiteers Go Global**

Room C

Chair: **Christopher McKenna**, Oxford University

Discussant: **Christopher McKenna**, Oxford University

**Damian Clavel**, University of Zurich

"The Dinner : (Re)inventing Colombia in the City of London"

**Yi Liu**, Ruhr University of Bochum

"The Resumption of Sino-West German Financial Relations in the Post-War Period "

**Benoit Majerus**, University of Luxembourg

"From Local Notables to Global Players: Law Companies in a Tax Haven (1960s to 2020s)"

**David Shorten**, Harvard Business School

"International Financiers and the Reinvention of U.S. Neutrality in the circum-Caribbean, 1900-1914"

## **Session d: Responsibility and Irresponsibility in Global Business**

Room D

Chair: **Bartow J. Elmore**, Ohio State University

Discussant: **Sabine Pitteloud**, University of Geneva

**Valeria Giacomini**, Bocconi University

"Environmentalism and Sustainability in the Southeast Asian Plantation Industry (1930s-2000s)"

**Ann-Kristin Bergquist**, Umeå University

"Business, Institutions and Climate Change "

**Geoffrey Jones**, Harvard Business School

"Deeply Responsible Business Leaders in History"

## **Session e: Property Wrongs**

Room E

Chair: **Anna Spadavecchia**, University of Strathclyde

Discussant: The Audience

**Brittany Farr**, New York University School of Law, and **Felipe Cole**, Boston College Law School

"Public and Private Bonds: Debt and Slavery in the Antebellum South "

**Andrea Lluch**, University of Los Andes and CONICET, and **Teresa da Silva Lopes**, University of York

"“Economic Development in South America, 1870s-1914s: Does the Lens of Trademark Registrations Provide any New Insights?” "

**Pål Thonstad Sandvik**, Norwegian University of Science and Technology

"This land is my land: A Global and Comparative History of Regulation of Agricultural Land c. 1789-1913"

**Amy Sopcak-Joseph**, Wilkes University

"Creating Content worth Circulating: Magazine Publishers, Intellectual Property, and Profit in the mid-Nineteenth Century"

## **Session f: Horse Power**

Room F

Chair: **Albert Churella**, Kennesaw State

Discussant: The Audience



**KYUHYUN BAICK**, Kyoto University

"Learning from the First National Expressway Megaproject: Project Execution Capabilities and the Construction Firms in

Korea"

**Matthew Lowenstein**, Hoover Institution

"The Decline and Fall of the Horse"

**Mingke Ma**, University of Oxford

"Arsenal, Cotton Mill, and Railways: Modern Industrial Enterprises and The Regional State in Warlord Northeast China,

1921-1931"

**AYA TANAKA**, Shiga University

"The Formation of the U.S. Railroad Companies' Network in the 1850s"

## **Session g: Hired Guns**

Room G

Chair: **Stephen Adams**, Salisbury University

Discussant: **Stephen Adams**, Salisbury University

**Mark Wilson**, University of North Carolina, Charlotte

"Strategy and Structure for a Neoliberal Era: The Rise of SAIC, 1969-2001"

**Lauren Pearlman**, University of Florida

"If You Want a Dirty Job Done, Call Wackenhut"

## **Session h: History for Sale**

Room H

Chair: **Marcelo Bucheli**, University of Illinois at Urbana-Champaign

Discussant: The Audience

**Mads Mordhorst**, Copenhagen Business School

"History as business - genealogy from hobby to multibillion businesses "

**Camilla Ferri**, Ca' Foscari University of Venice

"Politics of time around a legacy: the case of Caffè Pedrocchi"

**Emily Buchnea**, Northumbria University, and **Andrew Smith**, University of Liverpool

"A Family Firm Narrates Its History in War and Peace: Jardine Matheson And Its Histories "

## **Concurrent Sessions 5, 10:00am - 11:30am**

### **Session a: Gender, Business and Ethics**

Room A

Chair: **Susan Ingalls Lewis**, SUNY New Paltz

Discussant: **Susan Ingalls Lewis**, SUNY New Paltz

**Trish Kahle**, Georgetown University Qatar

"Selling Conservation: The Transformation of Electricity Promotion in a Decade of Energy Crisis"

**Ira Anjali Anwar**, University of Michigan

"Seeing Like a Gig Company"

**Christopher McKenna**, University of Oxford

"#MeToo: Reimagining the History of Sexual Harassment in Business History"

## **Session b: The Politics of Entrepreneurship**

Room B

Chair: **Keith Hollingsworth**, Morehouse College

Discussant: The Audience

**Marlene Gaynair**, Washington State University

"“Meet Me at Eglinton and Oakwood!”: Re/Invention of a West Indian Small Business Class in Toronto during the Mid-

Twentieth Century"

**Jeremy Goodwin**, Cornell University

"From Economic Literacy to Entrepreneurial Literacy: The National Foundation for Teaching Entrepreneurship and Business

Conservatism in the United States, 1987-1999"

**Neil Johnson**, University of California, Santa Barbara

"The National Alliance of Business, Job Training, and the Limits of Social Entrepreneurship in the 1960s and 1970s" **Robert Kaminski**, Drew University

"Unmaking a New Deal: Resistance to the NRA and the Origins of Small-Business Economic Conservatism"

### **Session c: Pandemic Preparedness**

Room C

Chair: **Alfred Reckendrees**, Copenhagen Business School

Discussant: The Audience

**Matt Hopkins**, SOAS University of London

"Respironics: The Growth of an Innovative Enterprise (until Financialized Philips Got Hold of It)"

**Oner Tulum**, Academic-Industry Research Network

"Money for Science or Science for Money? BioNTech and Moderna in the Development of the mRNA Covid-19 Vaccines"

## Session d: Regulating Finance

Room D

Chair: **Adoracion Alvaro-Moya**, CUNEF Universidad Madrid

Discussant: **Robert Yee**, Princeton University

**Rafael Pardo**, Washington University in St. Louis

"Reinventing the Bankruptcy Power"

**Sean Vanatta**, University of Glasgow

"Reinventing Bank Supervision during the New Deal, 1933-1938" **simone selva**, University of Naples L'Orientale

"Financial Deregulation, Monetary Tightening, Transnational Capital Flows: the United States and the Origins of Neoliberal Financial Policies"

## Session e: Transactional and Commercial Law

Room E

Chair: **Caitlin Rosenthal**, University of California, Berkeley

Discussant: **Caitlin Rosenthal**, University of California, Berkeley

**Gabriel Rauterberg**, University of Michigan Law School

"The Rise of Form Contract: Standard Form Contracting in the First Corporations"

**Justin Simard**, Michigan State University

"Routine Debt Collection and the Making of the Early American Legal Profession"

**Sarah Winsberg**, Brooklyn Law School

"Hiring the Enslaved: Custom, Bailment, and Slavery's Commercial Law"

## **Session f: Visions of Good Society**

Room F

Chair: **Jessica Levy**, Purchase College

Discussant: **Jessica Levy**, Purchase College

**Christoph Viebig**, Copenhagen Business School, and **Stephen Cummings**, Victoria University of

Wellington, and

**Christina Lubinski**, Copenhagen Business School

"Forgotten Foundations: Alternative Visions of the Good of Management and Enterprise at the Cusp of Management Science

1908-1928"

**Youssef Cassis**, EUI

"Remembering and Forgetting Financial Crises"

**Stefano Tijerina**, University of Maine

"Removing Blinders Through Business History: Teaching Students to See the World from the Lens of their Economic Bloc "

## **Session g: The Business with Cars and Trucks**

Room G

Chair: **Anders Sørensen**, Copenhagen Business School

Discussant: **Sally Clarke**, University of Texas at Austin (retired)



**Glenn Bugos**, Moment LLC

"Reinventing the NUMMI Fremont plant for small trucks, 1992"

**Dan Smith**, Wayne State University

"The International Political Economy of the United Auto Workers"

**Tao Chen**, Tongji University

"The Initial Stage of Chinese-German Negotiations to Build Volkswagen's Shanghai Factory "

## **Session h: Accounting for Accounting**

Room H

Chair: **Rudi Batzell**, Lake Forest College

Discussant: **Graeme Acheson**, University of Strathclyde

**Hadar Hoter-ishay**, University of Vienna

"Sovereign Debt and Foreign Trade through the Mexican 'Era of Chaos,' 1827-1861"

**Vera Linke**, Helmut-Schmidt University Hamburg

"Irritating Accounts of Insurable Lives: How Calculative Devices Reinvented Organizational Practices"

**Boyao Zhang**, University of Toronto

"The Mystique of Expert Numeracy: Reinvented Traditions, Untranslatable Science, and the Professionalization of Chinese

Accountants"

Lunch (and Women in Business History Lunch), 11:30am - 1:00pm

*Other 1 TBC*

## **Concurrent Sessions 6, 1:00pm - 2:30pm**

### **Session a: Business History in the Longue Durée**

Room A

Chair: **Hannah Knox Tucker**, Copenhagen Business School

Discussant: **Hannah Knox Tucker**, Copenhagen Business School

**Myriam Greilsammer**, Bar Ilan University

"THE CONTINUAL REINVENTION OF THE LOMBARD MONEYLENDERS'S SURVIVAL TACTICS IN THE LOW COUNTRIES (13th-17th

Century)"

**Gregory Hargreaves**, Hagley Museum & Library

"Edge Effect Capitalism: The North American Fall Line in the Longue Durée"

**Tristan Sharp**, University of Chicago

"The Late Medieval Feud as Entrepreneurial Endeavor "

## **Session b: Women's Economic Revitalization in Early America**

Room B

Chair: **Alexandra Garrett**, Saint Michael's College

Discussant: **Amanda Gibson**, Kenyon College

**Ashley Gilbert**, University of North Carolina, Greensboro

"Women Tavernkeepers in the Revolutionary South "

**C.C. Borzilleri**, George Washington University "Women Printers in the Early American Republic"

## **Session c: Reinventing the World**

Room C

Chair: **Sabine Pitteloud**, University of Geneva

Discussant: The Audience

**Robert Yee**, Princeton University

"Between Europe and Empire: Sir Henry Strakosch, Expertise, and Reconstruction, 1914-1926"

**Pierre Eichenberger**, University of Lausanne

"(Re)inventing Business Internationalism: The Foundation of the International Chamber of Commerce in 1920"

**Madeleine Dungy**, Norwegian University of Science and Technology

"Shifting Relations between Trade Law and Business Practice in the League of Nations"

## Session d: Financial Innovation

Room D

Chair: **Mark H. Rose**, Florida Atlantic University

Discussant: The Audience

**Nick Cohen**, University of California, Santa Barbara

"An Additional Public Assistant:" The Oil Shocks, Commercial Banking, and the Empowerment of the International Monetary

Fund in the 1970s"

**Graeme Acheson**, University of Strathclyde

"Business Form in a British Industrial City: The case of Glasgow 1861-1901 "

**Aleksandra Komornicka**, University of Amsterdam, and **Alexis Drach**, Université Paris 8

"Reinventing Financial and Monetary Europe after the 1970s Crises: the European Currency Unit Private Market and

European Integration"

**Pete Johnson**, The University of Texas at Austin

"The "White Knights" of Showbiz: Junk Bonds & Leveraged Buyouts in 1980s Television"

### **Session e: Power Moves**

Room E

Chair: **Mary Yeager**, UCLA

Discussant: **Benjamin Waterhouse**, University of North Carolina

**Grace Ballor**, Bocconi University

"European Commerce Against European Policy: Retail Associations and the Social Dimensions of the Single Market Program" **Susanna Fellman**, Gothenburg University

"In Search for Power: Analyzing Business Groups' Interest Formulation, Political Activity, and Influence" **Neil Rollings**, University of Glasgow

"Routes to Political Influence: Business and the UK Government from the Second World War to the 1980s"

### **Session f: Postwar European Capitalism**

Room F

Chair: **Andrea Lluch**, University of the Andes, Bogotá, Colombia

Discussant: **Andrea Lluch**, University of the Andes, Bogotá, Colombia

**Philip Scranton**, Rutgers University, NJ, USA. Email : [scranton@rutgers.edu](mailto:scranton@rutgers.edu)

"Reinventing Hungary's Socialist Enterprises: Two Kádár-era Reconstructions" "

**Patrick Fridenson**, EHESS, Paris. Email: [patrick.fridenson@ehess.fr](mailto:patrick.fridenson@ehess.fr)

"Nationalization as a prelude to reinvention: the Renault experience, 1944-1975," "

**Knut Sogner**, BI Norwegian Business School, Oslo. Email: [knut.sogner@bi.no](mailto:knut.sogner@bi.no)

"A disruptive strategic metal: Norway's aluminum industry meets World War II" "

## Session g: Capitalism Computerized

Room G

Chair: **Kendra Boyd**, Rutgers University-Camden

Discussant: **Matthew Lowenstein**, Hoover Institution

**Ella Coon**, Columbia University, History

"Control Data: American Power and the Global Assembly Line, 1971-82"

**Alain Michel**, Evry Paris Saclay University

"Reinventing Detroit Motor Town in 1968 & rethinking historically today an unexpected case"

**Dag K. Andreassen**, NTNU - Norwegian University of Science and Technology

"Making business of business machines, Norwegian entrepreneurs and IBM in the late 1920s"

## **Session h: New and Improved! Advertising and Business**

Room H

Chair: **Thomas Buckley**, University of Sussex

Discussant: **Michael Stamm**, Michigan State University

**Susmita Das**, Independent Scholar

"Advertising for Progress: Indian Advertising Industry Responds to Taxation Policy, 1965-66"

**Cynthia Meyers**, College of Mount Saint Vincent



"Television and Reinvention in American Advertising Agencies, 1950s-60s"

**Stephanie Vincent**, Kent State University

"From "Ceramic Arts of Destruction" to "Sunny Postwar Breakfasts": The Reinvention of British and American Pottery

Advertising During WWII"

## Concurrent Sessions 7, 2:45pm - 4:15pm

### Session a: Visualizing Business History

Room A

Chair: **Caitlin Rosenthal**, UC Berkeley

Discussant: **Dan Bouk**, Colgate University

**Hannah Pivo**, Columbia University

"Charting the Market: Statistical Graphics, Graphic Design, and Business in the 20th-Century United States"

**Paula Vedoveli**, Fundação Getulio Vargas

"Plainly Visible: The Making of Visual Economic Data in Buenos Aires and São Paulo, 1900-1930"

**Heather Welland**, SUNY Binghamton

"Histories of Habit: British Life Insurance and the Imagined Future, ca.1870-1930"

### **Session b: New Approaches to Women's Business History**

Room B

Chair: **Paula de la Cruz-Fernández**, Independent Scholar

Discussant: **Andrew Popp**, Copenhagen Business School

**Susan Ingalls Lewis**, State University of New York at New Paltz

"Hiding in Plain Sight: Female Microentrepreneurs in Charles Dickens' *Our Mutual Friend*"

**Kari Zimmerman**, University of St. Thomas

"Strategic Entrepreneurship: Businesswomen and Brazilian Economic Development, 1870-1910"

**Beatriz Rodriguez-Satizabal**, Universidad del Pacífico (Lima, Perú), and **Laura Milanes-Reyes**,

Independent Scholar

"Peruvian women from 'traditional and feminine' to 'independent agents': the changing media construction of their pursuits. "

### **Session c: The Empire Frauds Back**

Room C

Chair: **Edward Balleisen**, Duke University

Discussant: **Edward Balleisen**, Duke University

**Anders Sørensen**, Copenhagen Business School

"Swindling From Copenhagen To Canton - Merchants' Ethics and Colossal Fraud In 18th Century Danish Asiatic Company" **Kevin Douglas**, Michigan State University

"Finding Empirical Measures of Market Confidence using Goodwin v. Agassiz"

### **Session d: Reinventing Financial Standards**

Room D

Chair: **Marc Flandreau**, University of Pennsylvania

Discussant: **Marc Flandreau**, University of Pennsylvania

**John Handel**, University of Virginia

"Unstandardized Settlement: Market Structure and the Limits to Arbitrage in the First Age of Financial Globalization"

**Charlotte Robertson**, Harvard Business School

"From Repression to Regulation: French Police as Securities Market Authorities, 1850-1885"

**Christoph Nitschke**, University of Stuttgart

"Investment standards in an imperial world: the case of the United States during Reconstruction"

## **Session e: Fair Game**

Room E

Chair: **Xavier Duran** , Universidad de Los Andes Bogota

Discussant: **Xavier Duran** , Universidad de Los Andes Bogota

**Keith Harris**, Kenyon College

"Reinventing Protectionism: Regional Identity and International Trade in Early American Tariff Politics"

**Ajibade-Samuel Idowu**, Department of History, University of Ibadan

"Gold Production in Nigeria since 1913: A Study of Reinvention"

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

"The concept of fair competition in business history "

## **Session f: No Country for Oil Men**

Room F

Chair: **Espen Storli**, NTNU

### **Discussant: Pål Thonstad Sandvik, NTNU**

**Neil Forbes**, Coventry University

"Attempting to Reconcile the Irreconcilable? The Expansion of the Anglo-Persian Oil Company's International Business and

UK Public Policy after the First World War"

**Sara Matala**, Chalmers University of Technology

" Negotiating new rules for a new market in a new country: Emergence of the oil business in Finland before IIWW" **Paul Chastko**, University of Calgary

"“Becoming Imperial: Canada’s Downstream Industry and Standard Oil, 1890-1939”"

### **Session g: Recharting Chinese Business**

Room G

Chair: **Shuang Frost**, Aarhus University

Discussant: **Brett Sheehan**, University of Southern California

**Ghassan Moazzin**, University of Hong Kong

"Calling Beijing, Calling Nanjing: The State, Business and the Early History of China’s Long-Distance Telephone Network, 1900-1937"

**Peter Hamilton**, Lingnan University, Hong Kong

"Translating Solutions: Transnational Networks and Circulations of Management Knowledge in Republican China" **Zhaojin Zeng**, Duke Kunshan University

"Little Taipei on the Mainland": Self-Made Kinship Capitalism and the Rise of China's Wealthiest County, 1978-2000"

## Session h: Media and Materiality

Room H

Chair: **Richard Popp**, University of Wisconsin-Milwaukee

Discussant: **David Suisman**, University of Delaware

**Marina Moskowitz**, University of Wisconsin-Madison

"Broadcasting Seeds on the American Landscape"

**Josh Lauer**, University of New Hampshire

"When Telephone Operators were Accountants"

**Richard Popp**, University of Wisconsin - Milwaukee

"Mediating Real Estate in Midtown Manhattan"

## Concurrent Sessions 8, 4:30pm - 6:00pm

### Session a: Entangled, People and Words

Room A

Chair: **Elisabeth Asher**, University of Maryland - College Park

Discussant: **Hugo Gaggiotti**, UWE Bristol

**Michael Aldous**, Queen's University Belfast

"Amateurs to Fat Cats? British CEOs in the 20th Century"

**Jennifer Black**, Misericordia University , and **Jeff Stephens**, Misericordia University

"Reinventing Discourse Analysis with Big Data: Business Jargon in the 19th Century "

**Emily Buchnea**, Northumbria University

"The life of a network: a story of birth, death and reinvention in long-run historical social network analysis "

### Session b: Professions and Careers



Room B

Chair: **Peter Hamilton**, Lingnan University, Hong Kong

Discussant: **Sudev Sheth**, University of Pennsylvania

**Rudi Batzell**, Lake Forest College

"Business Bureaucracies and the Rivalry of Accountants and Engineers in American and British Corporate Capitalism,

1880-1930"

**Karen Mahar**, Siena College

"A New Race of Businessmen": Scientific Racism, Eugenic Assumptions, and Executive Potential, 1910-1925" **Eli Cook**, Haifa University

"The Whip and the Mirror: Walter Dill Scott and the Rating of the Modern Self"

### **Session c: Business in Arms**

Room C

Chair: **Mark Wilson**, University of North Carolina Charlotte

Discussant: **Mark Wilson**, University of North Carolina Charlotte

**Richard Sicotte**, University of Vermont

"Fertilizer for Victory: Negotiating the Chilean-U.S. Nitrate Trade during World War II"

**Tsz Ho Wong**, University of Edinburgh

"The Capital Networks of the Wartime Japanese Empire's Non-Ferrous Metal Industry "

**Lisa Jacobson**, University of California, Santa Barbara

"War and the Limits of Reinvention: Consumers, Soldiers, and the Effort to Remake Alcohol's Public Image"

## **Session d: Clusters, Agglomerations and Districts**

Room E

Chair: **Valeria Giacomini**, Bocconi University

Discussant: **Philip Scranton**, Rutgers University

**Xavier Duran** , Universidad de los Andes

"Automobile assembly product life cycle and agglomeration"

**John Wilson**, Northumbria University, and **Chris Corker**, University of York, and **Joe Lane**, University of Reading

"Industrial Clusters, the Unit of Analysis and Economic Behaviour: New Business History Perspectives"

**Thomas Irmer**, Berlin School of Law and economics

"Schoeneweide- Reinventing Berlin's industrial heartland"

## Session e: Deindustrializing History

Room F

Chair: **Benjamin Waterhouse**, University of North Carolina at Chapel Hill

Discussant: **Walter Licht**, University of Pennsylvania

**Daniel Rowe**, University of Oxford

"Galvanizing Moment: The Post-Industrial Transformation of the US Steel Industry"

**Melanie Sheehan**, Harvard Business School

"Retooling: The Big Three US Auto Firms in the 1980s"

**Lee Vinsel**, Virginia Tech

"From "Industrial Policy" to "New Economy": Changing Conceptions of Industry, Technology, and Globalization Amongst

Democratic Party Policy Intellectuals, 1980-1995"

## **Session f: Stakeholders and Governance**

Room G

Chair: **Alfred Reckendrees**, Copenhagen Business School

Discussant: **Alfred Reckendrees**, Copenhagen Business School

**Julio Cesar Zuluaga**, Westminster International University in Tashkent, Uzbekistan , and **Pilar Acosta**, École Polytechnique, Paris, France.

"Rethinking the role of businesses in the provision of public goods in Latin America: a historical perspective"

**Brian Sarginger**, University of Maryland

"To Change What We See Fit: The Gilbert Brothers' Transition from Gadflies to Activists"

**Jean-Philip Mathieu**, McGill University

"“Drunk, Sick or Lazy”: A Case-Study of Workers’ Control and Managerial Revolution in Early Twentieth Century Canada" **CASEY EILBERT**, Princeton University

"Decentralizing for Democracy in the Postwar Corporation"

## **Session g: The Morality of Markets**

Room H

Chair: **Christoph Viebig**, Copenhagen Business School

Discussant: **Geoffrey Jones**, Harvard Business School

**Volodymyr Kulikov**, The University of Texas at Austin

"“Standing on the Right side of History” - Multinational Corporations and the Russia-Ukraine War"

**Richard Langlois**, University of Connecticut

"“An Elephants’ Graveyard”: the Deregulation of American Industry in the Late Twentieth Century" **Chelsea Lei**, Boston College

"How Institutions Become Entrepreneurial: The Emergence and Evolution of Cultural Toolkits for

Reinventing Government in the United States (1980s-2020s)"

Book Auction, 6:00pm - 6:20pm

*Other 1 TBC*

Presidential Address, 6:30pm - 7:15pm

*Other 2 TBC*

Reception, 7:15pm - 8:15pm

*Other 2 TBC*

## **Reception & Banquet, 8:15pm - 10:00pm**

*Other 2 TBC*

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