

29 August 2019, 17:00 - 18:00

Registration at City Hall

29 August 2019, 17:30 - 19:00

Reception at City Hall, word of welcome at 18.00

30 August 2019, 09:00 - 10:30

Session A1, Room 1-08: Manufacture, Mediation, and Consumption of Fashion

Chair: Alice Janssens (Erasmus University Rotterdam)

Jade Halbert (University of Huddersfield)

Fashion Agents and The Business of Selling Marion Donaldson

Liz Tregenza (University of Portsmouth)

'Gleaming White in the Swiss Tradition': Renee Shaw's Sutton Fashion Boutique

Bethan Bide (University of Leeds)

Manufacturing Teenage Dreams: Creating New Consumers Through the Design of Mass-market Fashions

Session A2, Room 3-09: Beware of Brands!

Chair: Robert Fredona (University of York)

Andrea Lluch (CONICET; Los Andes University)

Trademarks and Brands in the Evolution of Industries in South America

Jing Han (University of York)

Learning from Counterfeiting in Luxury Goods

Session A3, Room 1-20: Making Sense of Financial Crises

Chair: Maria Eugénia Mata (Universidade Nova de Lisboa)

Ronald Kroeze (Free University Amsterdam), Inger Leemans (Free University Amsterdam)

Making sense of financial crises in the Netherlands –Financial and Cultural bubbles 1637-2008

Per Hansen (Copenhagen Business School)

Making sense of Danske Bank: a long-term perspective (with a special focus on the crises in the 1920s, 2008, and the present ML-scandal).

Ioanna Pepelasis (Athens University of Economics and Business)

Financial-Economic Crises, Myth and Reality: What Do We Learn from History?

Session A4, Room 1-23: Creative Shipbuilders

Chair: Hugh Murphy (University of Glasgow)

Judith Siegel (Erasmus University Rotterdam), Mark Straver (Erasmus University Rotterdam)

Creative ways to build firm competitiveness: the role of national industry linkages in the rise and fall of Dutch shipbuilding, 1914-1983

Session A4, Room 1-23: Creative Shipbuilders

Stig Tenold (The Norwegian School of Economics)

Creative responses to the shipbuilding crisis - three yards, three sizes, three paths

Bruce Peter (The Glasgow School of Art)

Innovation and Specialisation in Finnish Shipbuilding since the 1960s

Thomas Olesen (Copenhagen Business School)

Transforming an industry in decline: Industrial renewal processes in Danish shipbuilding 1975-2015

Session A5, Room 1-21: Patenting in Latin America

Chair: Mila Davids (Eindhoven University of Technology)

Edward Beatty (University of Notre Dame)

Patents, Technological Capacity, and Innovation in Late Nineteenth Century Mexico

Kari Zimmerman (University of St. Thomas)

Protecting Innovation and Market Space: Female Patentees and Economic Development in Brazil, 1875-1905

Martin Monsalve Zanatti (Universidad del Pacífico)

Globalization and technology in Latin America: The development of Peru's first patent system, 1890-1930

Bernardita Escobar Andrae (Universidad de Talca)

Creation, circulation or adoption of technology in Chile. Evidence from the first Chilean patent regime during the 1877-1910 period.

Session A8, Room 2-07: Creative Cities and Business Dynamics

Chair: Paul Van de Laar (Erasmus University Rotterdam)

Charlotte Vrielink (University of Amsterdam)

Tipping Point 1800. The Amsterdam City Theatre in transition from monopoly to free market (1770-1850)

Margo Buelens-Terry (University of Antwerp), Iason Jongepier (University of Antwerp), Ilja Van Damme (University of Antwerp)

The magic lantern performance in context: spatiality, business and culture in fin-de-siècle Brussels and Antwerp

Claartje Rasterhoff (University of Amsterdam)

Who owned the night? A socio-spatial analysis of the 'night time economy' in an industrializing city (Amsterdam 1850-1930)

Vincent Baptist (University of Amsterdam), Julia Noordegraaf (University of Amsterdam), Thunnis van Oort (University of Amsterdam; Oxford Brookes University)

Local Practices of Film Exhibition and Consumption in Amsterdam Neighborhoods During the Early 20th Century

30 August 2019, 10:30 - 11:00

Coffee Break in Polak

30 August 2019, 11:00 - 12:30

Session B1, Room 1-08: Business Transformation and Entrepreneurship

Chair: Mintra Dwarkasing (Erasmus University Rotterdam)

Harry Smith (University of Cambridge)

The evolution of entrepreneurship in Britain, 1851-1911

Carry van Lieshout (University of Cambridge)

Firm size and demographics in the evolution of entrepreneurship in Britain, 1851-1911.

Robert Bennett (University of Cambridge)

Record-linkage tracking entrepreneurs over time from census records

Session B2, Room 2-07: Business Creativity in Art Markets

Chair: Kim Oosterlinck (Université Libre de Bruxelles)

Valeriy Kerov (NRU Higher School of Economics, Moscow)

Christian feat or passion for arts? Factor models of the Old Believer entrepreneurs' arts patronage in the 19th - early 20th centuries

Elena Kosmopoulou (University of Reading)

The historical evolution and co-evolution of technologies in art materials and their impact in the business of art

Yuexin Li (Tilburg University), Géraldine David (Bibliotheca Wittockiana), Kim Oosterlinck (Université Libre de Bruxelles), Luc Renneboog (Tilburg University)

Art in Times of Crises

Session B3, Room 1-20: Corporate Taxation and Planning

Chair: Niels Viggo Haueter (Swiss Re)

Ryo Izawa (Shiga University)

Who, me? Tax Planning and Japanese Multinational Enterprises, 1887-2019

Simon Mollan (University of York), Kristine Saevold (University of Bergen)

The development of offshore commercial and financial services in island tax havens

Jan-Otmar Hesse (University of Bayreuth), Sebastian Knake (University of Bielefeld)

The grey version of a tax haven: Luxemburg as financial center for the German Mittelstand

Session B5, Room 1-21: Challenges to Business Sustainability

Chair: Keetie Sluyterman (University of Utrecht)

Minoru Shimamoto (Hitotsubashi University)

The Connectedness of Institutions and Human factors in firm's Sustainability Innovation - the Story of Olyset® Net at Sumitomo Chemical Company

Session B5, Room 1-21: Challenges to Business Sustainability

Ada Nissen (University of Oslo)

An Oil Company as a Force for Good? Statoil and Social Responsibility Since 1972

Ann-Kristin Bergquist (Umeå University), Cristian Ducoing (Lund University)

Different Drivers Behind Corporate Environmental Policies: The case of the Swedish and Chilean Copper Industry.

Session B6, Room 3-14: "Dressed to Kill"

Chair: Véronique Pouillard (University of Oslo)

Laura Murcia Obregon (Georg-August University Göttingen)

The Fashion Question. Feminism in Vogue 1960-1980

Tomasz Olejniczak (Kozminski University), Anna Pikos (Kozminski University)

Creativity in the Age of Disruptions: Mail Order Business and Fashion Catalogues of Jablkowski Brother's Department Store

Rika Fujioka (Kansai University), Mari Ninomiya (Fukuoka University)

Creativity beyond Kimono Fashion

Pierre-Yves Donzé (Osaka University), Ben Wubs (Erasmus University Rotterdam)

The Transformation of Sportswear into a Global Fashion Business: the Case of Adidas

Session B7, Room 2-09: Growth to Creativity

Chair: Anders Ravn Sørensen (Copenhagen Business School)

Véronique Dutraive (Université Lumière-Lyon 2)

Cultural and creative industries and creativity and economic analysis: an attempt at their integration.

Paul Thomes (RWTH Aachen University)

Education and Yield - An inclusive non conformistic regional change management business model

Samuel Franklin (Brown University)

The Business History of "Creativity"

Ellen Loots (Erasmus University Rotterdam), Simone van Bennekom (Erasmus University Rotterdam)

Growth of creative businesses: empirical evidence of seven creative industries in the Netherlands

Session B8, Room 3-09: My Mark or Yours?

Chair: Patrick Fridenson (EHESS-CRH, Paris)

Amândio Barros (Instituto Politécnico do Porto; CITCEM), Amélia Polónia (Universidade do Porto; CITCEM)

The "imperialism of free trade"? Innovation, creativity and property rights in a global business world

Session B8, Room 3-09: My Mark or Yours?

Teresa da Silva Lopes (University of York), Robert Fredona (University of York)
Merchant Marks and Merchant Books: The Creation of Trust in Renaissance Italian Commerce

Giovanni Favero (Ca' Foscari University of Venice)
Manufacturing Property Rights in the Venetian Republic: Industrial Privileges in 18th Century Ceramics.

Session B9, Room 1-17: The Soft Values in Containers & Pipelines: A Workshop on the Business History of Rotterdam

Chair: Marten Boon (University of Oslo)

Carola Hein (Delft University of Technology)
Petroleumscares

Hilde Sennema (Erasmus University Rotterdam)
World Port Narratives

Maurice Jansen (Erasmus Centre for Urban, Port and Transport Economics)
Maritime Education Networks

Paul Van de Laar (Erasmus University Rotterdam)
(Convenor)

30 August 2019, 12:30 - 13:30

Lunch at the Paviljoen

30 August 2019, 13:30 - 15:00

Session C1, Room 1-08: The Right to Wear

Chair: Bethan Bide (University of Leeds)

Véronique Pouillard (University of Oslo)
Haute couture's early lawsuits: a view from the courts (late nineteenth century to the 1930s)

Alice Janssens (Erasmus University Rotterdam)
"Aus Pariser Modelle": French Fashions for Berliner Houses

Roxanne Peters (University of Arts, London)
Every look tells a story: what we can learn at the intersection of IP education, fashion heritage and emerging technologies

Session C2, Room 2-07: Business and Politics United

Chair: Stig Tenold (The Norwegian School of Economics)

Mattias Näsman (Umeå University)
Negotiating the Environment: Politics, business and the making of European automotive emission control standards

Session C2, Room 2-07: Business and Politics United

Neil Rollings (University of Glasgow)

The Development of Transnational Business Associations over the Twentieth Century

Joep Schenk (Utrecht University)

Sailors versus steamers. Technological unemployment and the Central Commission for the Navigation of the Rhine as a dispute resolver in the 1840s

Session C3, Room 1-20: Varieties of Firms

Chair: Gerarda Westerhuis (University of Utrecht)

Sverre August Christensen (BI Norwegian Business School)

Telenor Relations

Shunsuke Nakaoka (Kokushikan University Tokyo)

Managing family fortune in the context of family business –historical evidence from Mitsui Holding Company between 1920s and 1930s

Yongdo Kim (Hosei University, Tokyo)

Interfirm Relationship between Automobile Firms and Tire Firms in the U.S.,1900-1940

Session C4, Room 1-23: The Business of Diversity and Language

Chair: Eric Godelier (Ecole Polytechnique Palaiseau)

Etsuo Abe (Meiji University)

Business History, and Linguistic and Cultural Turn

Susie Pak (St. John's University)

History and Diversity Management

Session C5, Room 1-21: Trading on the Spot

Chair: Ralf Banken (Goethe-University Frankfurt am Main)

Lia Barrese (Erasmus University Rotterdam)

Creative labour in Buenos Aires: deconstructing Creative Industries theories from an ex-centric perspective

Henrik Sornn-Friese (Copenhagen Business School)

Subnational Spatial Heterogeneity and MNE Location Behavior. A Case Study of Maersk Line's Establishment in Taiwan

Christian Marx (Institute for Contemporary History, Munich)

International site selection of multinational companies: The case of the West German chemical giant Bayer in the 1970s

Session C6, Room 3-14: Creativity by the Book

Chair: Grietjie Verhoef (University of Johannesburg)

Amedeo Lepore (Università della Campania Luigi Vanvitelli; LUISS Guido Carli), Stefano Palermo (Università Telematica Pegaso, Naples), Andrea Ramazzotti (London School of Economics)

From printing to the creative industry. Arti Grafiche Boccia: a case study of innovation, organization and strategy from flexible specialization to industry 4.0

Anne Stokes (University of Stirling), Ray Stokes (University of Glasgow)
The internationalisation of the post-war German book trade: The initial phase, 1945-1958

Christine Myrvang (Norwegian Business School)
Readers Becoming Consumers. The 'Businessification' of Media and the Cultural Transformation of a Liberal-leftist Newspaper in the Digital Age

Session C7, Room 2-09: Innovations in the Food Industry

Chair: Ann-Kristin Bergquist (Umeå University)

Masaharu Ishikawa (Tokyo University of Science)
Innovation under Incertitude of Knowledge ~ A Case Study of Recombinant Enzymes in Food Industry ~

Alejandro J. Gómez del Moral (University of Helsinki)
Creating a "Land of Charcuterie": Cured Meat Producers, Culinary Marketing, and the Construction of Gastronationalist Discourses in 20th Century Catalonia

Ilaria Suffia (Università Cattolica del Sacro Cuore, Milan)
Creativity in food industries: innovation and development in the Italian dairy sector in the 20th century

Ai Hisano (Kyoto University)
Capitalism of the Senses: Business, Color, and the Standardization of Food in the United States, 1870s-1930s

Session C9, Room 1-17: Teaching Business History: Reflections and Directions (workshop)

Chair: Mark Edward Hay (Erasmus University Rotterdam; University of London)

Teresa da Silva Lopes (University of York)
Andrea Lluch (CONICET; Los Andes University)
Takafumi Kurosawa (Kyoto University)
Stephen Mihm (University of Georgia)
Tomasz Olejniczak (Kozminski University), Anna Pikos (Kozminski University)
Learning Journey: A New Approach to Teaching 'Business History'

Ben Wubs (Erasmus University Rotterdam)

30 August 2019, 15:00 - 15:30

Coffee Break in Polak

30 August 2019, 15:30 - 17:00

Session D1, Room 1-08: Multinationals and the emergence of economic nationalism

Chair: Neil Forbes (Coventry University)

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

Economic nationalism in liberal democracies: the case of Norway in the first half of the 20th century

Adoración Álvaro-Moya (Colegio Universitario de Estudios Financieros, Madrid), Rafael Castro-Balaguer

Running into the sand? Economic nationalism and foreign investment in Spain (1940s-1950s)

Simon Mollan (University of York)

The effect of economic nationalism on an international network of firms

Session D2, Room 2-07: Dynamics in the Fashion Industry

Chair: Mariangela Lavanga (Erasmus University Rotterdam)

Margarita Kuleva (NRU Higher School of Economics), Daria Maglevanaia (University of Glasgow)

Career Dynamics and Prestige in the Industry of Fashion Modelling

Laura Ekholm (University of Helsinki)

Necessity-driven business owners and opportunity-driven entrepreneurs? Swedish seamstresses in the 1940s.

Yuki Nakajima (Nanzan University)

Innovation of "One to One" Technology in Fashion Industry: A Case of Seiren "Viscotecs"

Session D3, Room 1-20: Corporate Governance: Tradition & Innovation

Chair: Alfred Reckendrees (Copenhagen Business School)

Tomàs Fernández-de-Sevilla (University of la Laguna)

The evolution of FC Barcelona's management and organizational models, 1899-2018. A business history approach

Gregory Ferguson-Cradler (University of Bergen)

Electricity ownership since deregulation: Germany and Norway

John Wilson (Northumbria University)

The Power of British Corporate Executives: Rebuilding Trust and Values

Sverre August Christensen (BI Norwegian Business School)

Does Norwegian (state) ownership belong to the Anglo-Saxon or the Continental corporate governance tradition? – a historical analysis

Session D4, Room 1-23: Back to the Past

Chair: Andrea Schneider-Braunberger (Gesellschaft für Unternehmensgeschichte)
Mikko Hiljanen (University of Jyväskylä), Jari Ojala (University of Jyväskylä), Matti Rautiainen (University of Jyväskylä), Jarmo Seppälä (University of Jyväskylä), Pirjo Vuorenperä (University of Jyväskylä)
Historical Consciousness among Family Firms

Tom Buckley (University of Sheffield), Marta Herrero (University of Sheffield)
The Emergence and Development of Sainsbury's arts sponsorship: The Contemporary Art Society's Market 1984-1996

Mario Perugini (Bocconi University, Milan)
History as Strategy. Corporate Heritage investments in Italy (2000-2016)

Maura Doherty (Swiss Business School)
"Art is the Handmaid of Human Good": The Creative Industries in Lowell, Massachusetts in Historical Perspective

Session D5, Room 1-21: Creative Mediators

Chair: Rolv Petter Amdam (BI Norwegian Business School)

Matthias Kipping (York University Toronto), Nyla Obaid (York University Toronto)
Creating India's IT consulting industry: Context, Agents, Events

Richard Hawkins (University of Wolverhampton)
Representing the American Creative Industries: A Printed Media, Broadway and Hollywood Corporate Lawyer: Samuel Untermyer, 1858-1940.

Robert Bernsee (Georg-August University Göttingen)
Designing creative laws, imagining creative markets: Legal scholars and the reform of the copyright regulations in West Germany and the United States, 1950-1980

Jonathan Coopersmith (Texas A&M University)
Encouraging Emerging Technologies: The Evolution of Supporting Ecosystems

Session D6, Room 3-14: Technology Incorporated

Chair: Edward Beatty (University of Notre Dame)

Ralf Ahrens (Centre for Contemporary History Potsdam)
Creating Innovative Industries? British and West German Computer Manufacturers and the State, 1960s to 1980s

Hideki Nakamura (Tokyo University of Science; Dell Japan Inc.)
Competitive Advantage in PC Industry with Creativity in The Supply Chain

Anne Heslinga (Erasmus University Rotterdam)
Between formal and informal markets: value creation and business strategy in the Dutch digital games industry (1980-)

Session D7, Room 2-09: Local Becomes Glocal

Chair: Ludovic Cailluet (EDHEC Business School)

Francisco Javier Fernandez-Roca (Universidad Pablo de Olavide), Jesus D. Lopez-Manjon (Universidad Pablo de Olavide)
Born global with traditional products: the Luca de Tena's internationalization

Session D7, Room 2-09: Local Becomes Glocal

Jonas Gjersø (University of Oslo)

Public risk, private gain? The internationalisation strategies of the national oil company Statoil, 1978-2001

Pedro Neves (Lisbon School of Economics and Management), Álvaro Silva (Nova School of Business and Economics)

The paradox of the nationality: foreign investment in Portuguese Africa (1850-1974)

Session D8, Room 3-09: Invention + Entrepreneurship = Innovation

Chair: Andrea Colli (Bocconi University, Milan)

Saara Matala (Aalto University)

Standardized Trust. Drivers of Industrial Innovation and the Establishment of Mobile Security Architecture, 1996-2010.

Mária Hidvégi (Tungsram Operations Kft.)

Innovation, competitiveness and institutional embeddedness: Tungsram in the 20th century

Jørgen Burchardt (National Museum of Science and Technology)

Creative inventors and their impact in international business 1910-1980

Hans Sjögren (Linköping University)

Factors behind entrepreneurial creativity, using statistical prosopography and cluster analysis.

Workshop D9: Business and Labor History in Art and Design Programs—Pedagogical Innovations

Chair: Anders Ravn Sørensen (Copenhagen Business School)

Yunah Lee (University of Brighton), Daniel Levinson Wilk (Fashion Institute of Technology), Kyunghee Pyun (Fashion Institute of Technology, State University of New York)

30 August 2019, 17:15 - 18:00

Keynote Vicky Broackes - Ch-ch-changes: Sound & Vision & Museums (Sanders 0.03)

30 August 2019, 18:00 - 19:30

Drinks at the Paviljoen

31 August 2019, 09:00 - 10:30

Session E1, Room 1-08: Small Firms and Local Credit Institutions

Chair: Charlotte Natmeßnig (WU - Vienna University of economics and Business)

Amaury de Vicq de Cumptich (Utrecht University)

"From Cooperative Unions to Corporate Banks": Dutch Schulze-Delitzsch Credit Cooperatives, 1850-1950

Session E1, Room 1-08: Small Firms and Local Credit Institutions

Ruben L.M. Peeters (Utrecht University)

Developing Durable Inclusive Financial Infrastructure: SME and Credit in the Netherlands, 1900-1970

Gert-Jan Verdickt

Entrepreneurship and war uncertainty: Evidence from the second industrial revolution

Christiaan van Bochove (Radboud University)

The modernization of credit markets: How private lenders disappeared from the Dutch mortgage market, 1860-2000

Session E2, Room 3-09: Promotion On-Screen

Chair: Daniela Felisini

Ivan Kisjes (University of Amsterdam), Thunnis van Oort (University of Amsterdam; Oxford Brookes University)

Run-zone-clearance in the Netherlands? Cinema distribution and exhibition patterns based on historical film programming data (1918-1940)

McKayla Sluga (Michigan State University)

Brokers of the Avant-Garde Film: 1920s Cultural Networks, Institutions, and Eisenstein's "Battleship Potemkin" in the US

Session E3, Room 1-20: Colonialism and the Creation of Markets

Chair: Joost Dankers (Utrecht University)

Nina Kleinöder (Philipps-University Marburg)

A "place in the sun" (Bernhard von Bülow, 1897)? German business in colonial railway building in Africa (1880-1920)

Mark Jakob (Philipps-University Marburg)

Securitization of exports? The creation and development of German state-backed trade credit insurance in the interwar period

Julian Faust (Philipps-University Marburg)

„Investing in India is foolish. Not investing in India is even more foolish” – Expectations and strategies of German business to re-capture the Indian market during decolonization, 1947-1970

Session E4, Room 1-23: Translations of Executive Education Models

Chair: Matthias Kipping (York University Toronto)

Rolv Petter Amdam (BI Norwegian Business School)

Who should train the European executives? Executive education and the new business schools in Europe 1945-1970

María Fernández-Moya (Colegio Universitario de Estudios Financieros, Madrid), Nuria Puig (Universidad Complutense Madrid)

Business schools and family capitalism: An insight into IESE executive program, 1958-1974

Session E4, Room 1-23: Translations of Executive Education Models

Jarmo Seppälä (University of Jyväskylä), Mikko Laukkainen, Pekka Mattila, Pasi Nevalainen (University of Jyväskylä)

Building a Modern Leader: The Emergence of Finnish Executive Education

Valeria Giacomini (Copenhagen Business School), Erica Salvaj (Universidad del Desarrollo; Universidad Torcuato DiTella)

Reputation and Grand Challenges: Gender Differences Managing investment in Education in Emerging Markets

Session E5, Room 1-21: Designing Artifacts

Chair: Per Hansen (Copenhagen Business School)

Takeo Kikkawa (Tokyo University of Science)

Creativity as the Source of Innovation: Entrepreneurship of founders of Sony and Honda

Kyohisa Uchiumi (Fujifilm)

Technological Creation Process in Blue LED Industrialization History

Enrico Bertacchini (University of Torino), Martha Friel (IULM University)

The evolution of creative achievements in the XXI century western furniture design: a quantitative exploration

Session E6, Room 3-14: Uncreative Destruction?

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

Knut Sogner (BI Norwegian Business School)

Bankrupted in the Baltic. The Fall of Norwegian Leadership in the Nordic Wood Industry 1910-28

Peiran Su (Oxford Brookes University), Ying Yong Ding (University of the West of Scotland), Gang Liu (Changchun University)

Structural inertia and firm longevity: The longitudinal case of A. F. Craig & Co. Ltd.

Yameng Zhao (Kyoto University)

The Relocated Workers and Local Farmers during the Third-front Construction in China: Identity, Expectation, and Experience

Maria Eugénia Mata (Universidade Nova de Lisboa)

Creative destruction? Portuguese decolonization in Africa

Session E7, Room 2-09: Spaces and Places

Chair: Mark Straver (Erasmus University Rotterdam)

Ekaterina Stepanova (Erasmus University Rotterdam)

Digital Nomads: Catch them if you can

Matthijs Degraeve (Vrije Universiteit Brussel)

Housebuilders' locational behaviour within an expanding urban space: Brussels 1830-1970

Session E7, Room 2-09: Spaces and Places

Kristýna Kaucká (Czech Academy of Sciences)

*Building the School System of the Company Town Vítkovice (1876-1914):
Discipline, Innovation and Industrial Paternalism*

Louise Sträuli (Erasmus University Rotterdam)

Diversity and Creativity on Street Markets in Rotterdam, 1990-2018

Session E8, Room 2-07: Business by Projects

Chair: Patrick Fridenson (EHESS-CRH, Paris)

Pål Nygaard (BI Norwegian Business School), Tine Petersen Malonæs (BI Norwegian Business School)

*Projectification of business and its implications for business history research.
Experiences from Norwegian high-tech engineering industry*

Trond H. Erlien (University of Bergen)

The projectification of Kværner Stord (1990-2019): Challenges to "The Norwegian Model"?

Adoración Álvaro-Moya (Colegio Universitario de Estudios Financieros, Madrid)

The projectification of professional services. Engineering consulting in Spain (1950s-1980s)

Maria del Mar Rubio-Varas (Universidad Pública de Navarra), Joseba de la Torre (Universidad Pública de Navarra)

From Turnkey Projects to the Atomic cluster in Spain

Session E9, Room 1-17: Whose Right is it Anyway? An Interdisciplinary Roundtable on Intellectual Property Rights in the Creative Industries

Chair: Alice Janssens (Erasmus University Rotterdam)

Véronique Pouillard (University of Oslo)

Peter Miskell (Henley Business School)

Christian Handke (Erasmus University Rotterdam)

Roxanne Peters (University of Arts, London)

Mariangela Lavanga (Erasmus University Rotterdam)

31 August 2019, 10:30 - 11:00

Coffee Break in Polak

31 August 2019, 11:00 - 12:30

Session F1, Room 1-08: Going to Tax Haven

Chair: Takafumi Kurosawa (Kyoto University)

Antonie Doležalová (Charles University, Prague)

Taxation Creativity. A Macroeconomic View

Session F1, Room 1-08: Going to Tax Haven

Jeroen Euwe (Erasmus University Rotterdam)

'Foreign capital seems to have settled permanently in The Netherlands.' The role of tax evasion in the rise of Amsterdam as an international financial centre, 1914-1940.

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

"Safe haven Curaçao": the origins of a Dutch offshore centre, 1915-1960

Session F2, Room 2-07: Patents and Competitiveness

Chair: Martin Monsalve Zanatti (Universidad del Pacífico)

Nicolas Chachereau (University of Lausanne)

Innovation and the Law: The Business Reaction to the Introduction of a Patent System in Switzerland (1888-1914)

Peter Scott (University of Reading), Anna Spadavecchia (University of Reading)

Patents, corporate control, and the rise of the American corporation

Peter Meyer (U.S. Bureau of Labor Statistics)

The great aviation patent spike of 1910

Session F3, Room 1-20: Finance and Markets

Chair: Joost Jonker (Utrecht University)

Evgeny Busygin (NRU Higher School of Economics, Moscow), Rustem Nureev

(Financial University under the Government of the Russian Federation)

Is reduction of oil prices dangerous for large energy companies? (Historical Experience of the Second Half of the XX - Beginning of the XXI Century)

Aki Kinjo (Gakushuin Women's College)

Creativity in Finance: How it propelled the Japanese silk industry to become No.1 in the world

Fabio Braggion (Tilburg University), Rik Frehen (Tilburg University), Emiel

Jerphanion (Tilburg University)

Does Credit Affect Stock Trading? Evidence from the South Sea Bubble

Bulent Ari (Independent historian), Akram Nejabati (Istanbul Medeniyet University)

Accounting Registers of Ottoman Arsenal and Navy for 1637 Expedition to the Mediterranean

Session F4, Room 1-23: Creativity in Business Ethics

Chair: Hilde Sennema (Erasmus University Rotterdam)

Christopher Miller (University of Glasgow)

'Insider-information and business acquisition: James Lithgow & Defence Industries 1930-40'

Riki Galia (Kinneret Academic College)

Banking, Ethnicity and Philanthropy in Pre-State Jewish Palestine

Session F4, Room 1-23: Creativity in Business Ethics

Ying Yong Ding (University of the West of Scotland), Peiran Su (Oxford Brookes University)

The ethical business world of Peter Brough, Paisley entrepreneur and philanthropist, 1797-1883

Session F5, Room 1-21: Cartels, Competition and Creativity

Chair: Bram Bouwens (Utrecht University)

Susanna Fellman (University of Gothenburg; University of Helsinki), Martin Shanahan (University of South Australia; University of Gothenburg)

Creating the external environment; International Cartels and their influence on national and international institutions.

Eva-Maria Roelevink (Johannes Gutenberg-University Mainz)

Antitrust Law and Cartelised Practice. The case of the coal sales business of the Ruhr area to the Netherlands in 1924/25 and 1953/54

Harald Espeli (BI Norwegian Business School)

ITT, LM Ericsson and their market sharing cartel in Denmark and Norway in the interwar period

Brian Shaev (University of Leiden)

Domestic and International Mergers in the Political Origins of the 1973 German Merger Law

Session F6, Room 3-14: Knowledge Transfer and Diffusion

Chair: Adoración Álvaro-Moya (Colegio Universitario de Estudios Financieros, Madrid)

Mila Davids (Eindhoven University of Technology)

Global connections and innovation: Taiwan Semiconductor Manufacturing Company and Philips Electronics

Santiago M. López (University of Salamanca)

The Spanish Creative Industry Based on the Transfer of Scientific and Technological Knowledge from Universities

Bregje van Eekelen (Delft University of Technology)

Counter-Knowledge, Inc.: Manufacturing Creativity 1935-1968

Joanna Kinga Ślawatyniec (Erasmus University Rotterdam)

When science is for sale - Edwin W. Kemmerer - a 1920's Bond Man or the International Man of Mystery? Inquisitions into the Mystery of Value

Session F7, Room 2-09: Publish or Perish

Chair: Ray Stokes (University of Glasgow)

María Fernández-Moya (Colegio Universitario de Estudios Financieros, Madrid),

Nuria Puig (Universidad Complutense Madrid)

Is growth good for knowledge? The book publishing industry during the golden age.

Session F7, Room 2-09: Publish or Perish

Margaretta Jolly (University of Sussex)

The business of feminist creativity: Perspectives on the history of feminist publishing enterprises in the UK

Shiho Maeshima (University of Tokyo), Takashi Shimizu (University of Tokyo)

For What Purpose the Company Incorporates - The case of Japanese publishers in early 20th century

Hikaru Kondo (Chiba Keizai University), Kenichi Miyata (Meiji University), Jun Sakamoto (Chiba University of Commerce)

Demand Pulls Capabilities in Shogakukan: Growing a Domestic Publisher into a Global Media Mixer via Manga Industry

Session F8, Room 3-09: Firms and Green Systems of Innovation

Chair: Hartmut Berghoff (Georg-August University Göttingen)

Ann-Kristin Bergquist (Umeå University), Magnus Lindmark (Umeå University), Nadezda Petrusenko (Umeå University)

Creativity from Waste. The Swedish Recycling Industry in Comparative Perspective 1970s-2010s.

Yu Mengxing (Kyoto University)

Modern Alchemy of Waste: Raw Material Procurement System of the Pulp and Paper Industry in China since 1978

Sofia Henriques (Lund University), Hana Nielsen (Lund University), Josef Taalbi (Lund University)

The Swedish innovation system for sustainable transitions - Evidence from innovation output data

Workshop F9: A roundtable on the values and ecosystem of craft and design - institutional embeddedness, evolution of practices and policy framework

Chair: Mariangela Lavanga (Erasmus University Rotterdam)

Mariangela Lavanga (Erasmus University Rotterdam)

31 August 2019, 12:30 - 13:30

Lunch at the Paviljoen

31 August 2019, 13:30 - 14:30

Keynote Joel Mokyr - Is Technological Change a thing of the past? (Sanders 0.03)

31 August 2019, 14:30 - 15:00

Coffee Break in Polak

31 August 2019, 15:00 - 17:00

Session G1, Room 1-08: Incorporating Women

Chair: Janet Rutterford (Open University)

Aske Laursen Brock (Aalborg University)

"Your sister grows rich by her great trade": Female Entrepreneurs in East India Companies, 1600-1800

Helen Paul (University of Southampton)

Elizabeth Howland's Investments and the Bubble Year of 1720

Mark Edward Hay (Erasmus University Rotterdam; University of London)

Corporate Succession in Amsterdam Banking Houses, and Female Financial Entrepreneurship, 1810-1820

Carry van Lieshout (University of Cambridge)

Women on Board: Female Entrepreneurship in Britain, 1851-1911

Session G2, Room 2-07: Lacking Creativity in Shipbuilding

Chair: Jari Ojala (University of Jyväskylä)

Hugh Murphy (University of Glasgow)

Anti-creativity in a mature industry? Shipbuilding in Britain in the early 1960s

Jesus M. Valdaliso (University of the Basque Country)

Adjustment delayed: economic crisis, political change and state intervention in the Spanish shipbuilding industry, c. 1975-1989

Aaro Sahari (National Museum of Finland)

Corporate rent seeking and governmental systemic risks - Finnish shipbuilding and the state, 1918-1954

Boris Gehlen (Bonn University)

Creative Responses to Economic Nationalism? The Shipyards of the Thyssen-Bornemisza-Group between National Policies and Transnational Business Strategies

Session G3, Room 1-20: Creativity in Transportation

Chair: Joep Schenk (Utrecht University)

Dominique Barjot (Sorbonne University), Boris Vinogradov (Sorbonne University)

Globalization of the French automobile industry : example of Eastern Europe: 1991-2018

Bram Bouwens (Utrecht University)

Creative cooperation; first movers and smart followers airline development in a deregulating world, the case of Royal Dutch Airlines, 1980-2020.

Yoshikazu Sakamoto (Nihon University)

New Technology and Mass Production in Bicycle Industry -Relationship between European high brand companies, Taiwan OEM companies and Japanese material companies-

Session G4, Room 1-23: Branding for Success

Chair: Andrea Lluch (CONICET; Los Andes University)

Alfred Reckendrees (Copenhagen Business School)

Merits of historical coincidence? Intercultural marketing and global branding of German consumer goods, 1900-1990

Christine Zumello (Université Sorbonne Nouvelle - Paris 3)

"The Lamp" (Standard Oil): the Art of Business

Liesbeth de Strooper (Erasmus University Rotterdam), Erwin Dekker (Erasmus University Rotterdam)

Branding Impressionism - the valuation of a new art movement

Lisa Jacobson (University of California)

Marketing the Taste of Success: Whiskey Drinking and the Creative Classes in Postwar America

Session G5, Room 1-21: War and Business

Chair: Marten Boon (University of Oslo)

Luciano Segreto (University of Florence; Gdansk University of Technology)

The tale of two ports, Danzig and Gdynia. Commodities, merchants, and national interests in the interwar period

Tomáš Gecko (Charles University, Prague)

Japan as a Competitor and as a Consumer. Business Counter-Espionage Strategies in Interwar Czechoslovakia (1918-1938)

Roman Köster (Bundeswehr University Munich)

Consumer Industries and the War: Survival Strategies of German Consumer Good Companies during WW I

John Majewski (University of California)

Creative Capitalism and the Coming of the U.S. Civil War.

Session G6, Room 3-14: Innovations in the Beverage Business 1500-2000

Chair: Teresa da Silva Lopes (University of York)

Jeroen Euwe (Erasmus University Rotterdam), Maarten Van Dijck (Erasmus University Rotterdam)

The wine business in Rotterdam 1600-1900

Eline Poelmans (KU Leuven)

Different Paths, Different Outcomes: The Role of Institutions and Path Dependency in Various Beer-Producing Nations

Chris Nierstrasz (Erasmus University Rotterdam)

East India companies and the impact of the globalization of their trade in tea (1700-1800)

Session G7, Room 2-09: Multinationals, Diplomacy and Standards

Chair: Narly Dwarkasing (Erasmus University Rotterdam)

Manuel Egea (Catholic University San Antonio of Murcia), María Fernandez-Moya (Colegio Universitario de Estudios Financieros, Madrid), Ana Toyos (Universidad Complutense de Madrid)

From domestic monopolies to successful multinationals. Corporate diplomacy as competitive advantage

Stephen Mihm (University of Georgia)

The Death of Diversity: Standards and Simplification in the U.S. in the 1920s

Eivind Thomassen (University of Oslo)

Taking a Leaf out of OPEC's Book? The Influence of Developing Producer Countries on the Creation of National Oil Companies in the UK and Norway

Session G8, Room 3-09: Taxation, Taxation, Taxation!

Chair: Jan-Otmar Hesse (University of Bayreuth)

Ralf Banken (Goethe-University Frankfurt am Main)

The struggle for existence of the Frankfurter Telefonbau und Normalzeit Company 1933-1945

Grietjie Verhoef (University of Johannesburg)

Unilever's 'Panama' in South Africa: safe haven during the Second World War.

Neil Forbes (Coventry University)

Multinational Enterprise, Profits and Taxation: the Anglo-Persian Oil Company in the 1920s

Session G9, Room 1-17: How to Publish without Perishing: a Workshop on the Academic Publishing Process

Chair: Alice Janssens (Erasmus University Rotterdam)

Andrea Colli (Bocconi University, Milan)

Véronique Pouillard (University of Oslo)

James Cleaver (Taylor and Francis)

Ray Stokes (University of Glasgow)

Peter Miskell (Henley Business School)

Pieter van Leeuwen (Erasmus University Library)

31 August 2019, 17:00 - 18:00

Session General Meeting, Room 1-08: General Meeting of the EBHA

31 August 2019, 18:00 - 19:00

Boat tour to SS Rotterdam

31 August 2019, 19:00 - 23:00

Dinner and drinks at SS Rotterdam