



*6th Workshop on Business History in Central and Eastern Europe*

# **Business History and Transformations in Central & Eastern Europe**

**24 - 25 October**

**University of Vienna, Campus - "Alte Kapelle"**

**Spitalgasse 2, 1090 Wien**

## Thursday, 24 October

### Panel 1: Key concepts and approaches

09:15-10:15 a.m.

Chair: Martin Gumiela

**Philipp Ther** - A brief "Begriffsgeschichte" of the Term Transformation

**Daniel Raff** - Radical agency in the History of Centrally-Planned Economies

### Panel 2: Minority Entrepreneurship in the Habsburg and Romanov Empires

10:20-11:30 a.m.

Chair: Alfred Reckendrees

**Andreea Kaltenbrunner** - Trading against Jews and Tariffs: Antisemites in Vienna and Iași in the 1890s

**Lilija Wedel** - German Entrepreneurs in the Black Sea Region and Transcaucasia. Marketing Strategies, Networks and Contributions, 1870s -1914

*Coffee break*

11:30- 11:45 a.m.

### Panel 3: Big Business and Cartels in the Shadow of War

11:45-12:45 p.m.

Chair: Valentina Fava

**Susanna Fellman** - Firm strategies in an era of transformations: Eastern and Central European countries and international cartels in the interwar period

**Aleš Skřivan, Tereza Strejčková** - Škoda Works and the post-war nationalization of Czechoslovak arms production

*Lunch break*

12:45- 13:45 p.m.

### Panel 4: Economic and Business Transformations in Czechoslovakia in the First Half of the 20th Century

13:45-15:15 p.m.

Chair: Judit Klement

**Ségolène Plyer** - How to become an exporter. Czech textile overseas trade (1900-1930)

**Eduard Kubů, Barbora Štolleová** - „Weg von Österreich! ". The project of transformation of the economic space of the Bohemian lands born at the end of the Great War in an entrepreneurial perspective and its implementation

**Jesse Siegel** - Making Europeans: German-Czechoslovak Businessmen in Mitteleuropa after 1918

*Coffee break*

15:15- 15:30 p.m.

### Panel 5: Foreign Business and Domestic Enterprise in Central and Southeastern Europe

15:30-17:00 p.m.

Chair: Ágnes Pogány

**Andrea Gritti** - Political and Economic Fragmentation in the Post-Imperial Balkans: Insights from Business Archives of Yugoslav Macedonia

**Gyula Horváth** - Hungarian insurance industry after World War I - successes and failures

**Judit Klement** - Political and business adaptation in the case of the Hungarian Siemens-Schuckert Works

*Coffee break*

17:00- 17:15 p.m.

### Panel 6: Historical Revisions and Enterprises in Post-1991 Poland

17:15-18:15 p.m.

Chair: Maiju Wuokko

**Marcin Leberschek** - Removal of monuments to communist patrons as a way for enterprises to adjust to new realities in post-1989 Poland

**Radosław Milczarski, Tomasz Olejniczak** - Transformation with a pinch of reenactment: Strategic Use of Anniversaries in a Polish Development Bank

*Dinner*

18:45 p.m.

## Friday, 25 October

### Panel 7: Transformation in Long Perspective

09:00-10:00 a.m.

Chair: Alfred Reckendrees

**Antonie Doležalová** - Neverending Story. 150 Years of Economic Transformations in Bohemian Lands and Czechoslovakia in Comparative Perspective

**Milan Balaban, Mária Hidvégi, Tamás Vonyó** - Survival through globalization: Innovation, internationalization, and the endurance of big business in Central Europe

*Coffee break*

10:00- 10:20 a.m.

### Panel 8: Economic and Entrepreneurial Transformation: From Command Economy to Capitalism

10:20-11:50 a.m.

Chair: Tomasz Olejniczak

**Marta Chmielewska** - Privatization from below. The memory conflicts over the 1990s transformation of the undergarment industry in small-town Poland

**Veronika Pehe, Petr Kupka** - The Moral Economy of Small-Scale Enterprise between Late Socialism and Capitalism

*Lunch break*

12:00- 13:20 p.m.

### Panel 9: Economic Transformations in Post-Communist Europe

13:20-14:50 p.m.

Chair: Martin Gumiela

**Václav Rameš** - Trade unions and industrial relations in post-communism. The disputes over the new role of Czechoslovak Trade Unions

**Maiju Wuokko** - Mixed Motives: Finnish Aid to Post-Socialist European Transition Economies in the Early 1990s

**Nicolas Arendt** - "Project Eastern Waltz." ARBED's takeover of the former VEB Maxhütte Unterwellenborn 1992-2001

*Coffee break*

14:50- 15:10 p.m.

### Panel 10: Industrial Cooperation between the East and West in Socialist Central and Eastern Europe

15:10-16:40 p.m.

Chair: Jacob Weisdorf

**Maciej Tymiński, Dariusz Standerski** - The role of Polish United Workers' Party officials in the investment process. The case of Small-Engine Car Factory (FSM) in the early 1970s

**Ioan Balaban, Valentina Fava** - Waiting for the End of the Cold War. Failure and success of Italian/Romanian industrial cooperation, 1971-1989

**Mara Mărginean** - Thinking Globally, Acting Locally: ILO-Sponsored Management Training Programs in the late 1960s Romanian Industrial Enterprises

*Coffee break*

16:40- 17:00 p.m.

### Panel 11: Concluding discussion

17:00-18:00 p.m.

# Participants

**Nicolas Arendt:** RECET- University of Vienna / University of Luxembourg  
**Ioan Balaban:** Università Ca' Foscari, Venice  
**Milan Balaban:** Tomas Bata University, Zlin  
**Marta Chmielewska:** European University Institute  
**Antonie Doležalová:** Charles University, Prague  
**Valentina Fava:** Università Ca' Foscari, Venice  
**Susanna Fellman:** University of Gothenburg  
**Andrea Gritti:** EHESS, Paris  
**Martin Gumiela:** RECET - University of Vienna  
**Maria Hidvégi:** Bocconi University, Milan  
**Gyula Horváth:** ELTE, Budapest  
**Andreea Kaltenbrunner:** University of Regensburg  
**Judit Klement:** ELTE, Budapest  
**Eduard Kubů:** Charles University, Prague  
**Petr Kupka:** University of West Bohemia, Pilsen  
**Marcin Leberschek:** Jagiellonian University, Cracow  
**Mara Mărginean:** Romanian Academy, Cluj-Napoca  
**Radosław Milczarski:** Kozminski University, Warsaw

**Tomasz Olejniczak:** Kozminski University, Warsaw  
**Veronika Pehe:** Institute of Contemporary History of the Czech Academy of Sciences  
**Ségolène Pleyer:** University of Strasbourg  
**Ágnes Pogány:** ELTE, Budapest  
**Daniel Raff:** Wharton Business School, University of Pennsylvania  
**Václav Rameš:** Institute of Contemporary History of the Czech Academy of Sciences  
**Alfred Reckendrees:** Copenhagen Business School  
**Jesse Siegel:** Rutgers-New Brunswick  
**Aleš Skřivan:** Prague University of Economics and Business  
**Dariusz Standerski:** University of Warsaw  
**Tereza Strejčková:** Prague University of Economics and Business  
**Barbora Štolleová:** Charles University, Prague  
**Philipp Ther:** RECET - University of Vienna  
**Maciej Tymiński:** University of Warsaw  
**Tamás Vonyó:** Bocconi University, Milan  
**Lilija Wedel:** University of Bielefeld  
**Jacob Weisdorf:** Sapienza University of Rome  
**Maiju Wuokko:** University of Helsinki