



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

09:10-10:10 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

10:15-11:15 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

11:15- 11:30 a.m.

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

11:30-13:00 p.m.

Chair: Valentina Fava

Maria Hidvégi, Tamás Vonyó - The business of war: The growth of big industry in Central Europe, 1914-29

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

13:00- 14:15 p.m.

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

14:15-15:45 p.m.

Chair: Judit Klement

Ségolène Piyer - 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

15:45- 16:00 p.m.

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

16:00-17:30 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

17:30- 17:45 p.m.

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

17:45-18:45 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

19:30 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, Jan Herman, Dalibor Savić - From Central Europe to the World and Back: Transformation of Bata Company's Business Policies from the End of the 19th to the Beginning of the 21st Century

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

Aleksandra Maria Fila - „Young wolves” and „domestic hens”. Attribution of creativity and value of labor in the context of gendered transformations of the Polish 'long '90s'.

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

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: Irina Yányshev-Nésterova

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.