



Institute for Neohellenic Research
The National Hellenic Research Foundation

***Why Does Business History Matter?
New Perspectives in the Research Agenda***

International Conference on Business History
Athens, 11-12 April 2010



Organizing committee:
Evrydiki Sifneos, Maria Christina Chatziioannou,
Panagiotis Kapetanakis

Vassileos Constantinou Avenue, 48
Athens

Sunday: April 11th

Morning session

Amphitheatre «Leonidas Zervas» N.H.R.F.

Chair: Evrydiki Sifneos (National Hellenic Research Foundation/INR)

- 10:45 Greetings: Prof. D. Kyriakides, Director of N.H.R.F.
Dr. Maria Christina Chatziioannou, Research Director N.H.R.F./I.N.R.
- 11:00 Key-note lecture: Geoffrey Jones, (Isidor Straus Professor of Business History, Harvard University), *Beauty Imagined: Writing the Business History of Beauty*.
- 12:00 Yannis Caloghirou (Technical University of Athens), *Innovation Studies/ Industrial Dynamics and Historical Research (Economic and Business History): A Mutually Beneficial and Productive Relationship*.
- 12:20 Kostas Kostis (University of Athens), *Banking History as Business History in a Greek Context*.
- 12:40 Discussion
- 13:00 Coffee break

Afternoon session

Chair: Christina Agriantoni (University of Thessaly, National Hellenic Research Foundation/INR)

- 13:30 Patrick Fridenson (École des Hautes Études en Sciences Sociales), *How Could Business History Change? A French View*.
- 13:50 Luciano Segreto (University of Florence), *Business History and Family Capitalism in Italy. New Challenges for Researchers*.
- 14:10 Christos Pitelis (Centre for International Business and Management (CIBAM), Queens' College), *(Cross-border) Market and Eco-system, Co-creation and the New Nature and Essence of the (Multi-national) Firm*.
- 14:30 Discussion

Monday: April 12th
Morning session
Seminar Room N.H.R.F.

Chair: Leonidas Kallivretakis (National Hellenic Research Foundation/INR)

- 9:20 Margarita Dritsa (Hellenic Open University), *New Trends and Perspectives in Business History: Banking and Tourism.*
- 9:40 Christina Agriantoni (University of Thessaly), *Choosing to Invest in Greek Industry.*
- 10:00 Albert Carreras (Universitat Pompeu Fabra), *Business History in Spain: Where Do We Come From and Where Do We Go?*
- 10:20 Gelina Harlaftis (Ionian University), *Mediterranean' Business Groups? Comparing Spanish and Greek Shipowners, 1870s-1970s.*
- 10:40 Discussion
- 11:00 Coffee break

Afternoon session

The Secretary General for Research and Technology, prof. A. Mitsos will address the conference

Chair: George Toliás (National Hellenic Research Foundation/INR)

- 11:30 Ioanna Pepelasis Minoglou (Economic University of Athens), *Joint Stock Company Births and the Rise of the Public Economic Space in Greece, 1830-1909.*
- 11:50 Maria Christina Chatziioannou (National Hellenic Research Foundation/INR), *When History of Merchant Houses Met Business History.*
- 12:10 Evrydiki Sifneos (National Hellenic Research Foundation/INR), *Diaspora Entrepreneurship Revisited: Greek Entrepreneurial Practices in the Southern Russian Ports.*
- 12:30 Discussion

