

# PROGRAM



JHMO 2019

**MSSH SUD-EST NICE  
28 ET 29 MARS 2019**

**ATELIER DOCTORAL LE 27 MARS**  
*à l'EDHEC Business School*

**XXIV<sup>e</sup> JOURNÉES  
D'HISTOIRE DU  
MANAGEMENT  
ET DES  
ORGANISATIONS**

*« Écosystèmes  
d'informations »*





*The 24th Journées d'Histoire du Management et  
des Organisations are dedicated to*

***Catherine Vuillermot-Febvet (1963-2019),***

*Professor of Contemporary History at the  
Université de Franche-Comté and one of the  
founders of AHMO.*

## Wednesday 27th of March 2019 – EDHEC BS

### Ph.D. and early career workshop

Chaired by Patrick Fridenson (EHESS), with Lise Arena (Université Côte d'Azur), Ludovic Cailluet (EDHEC Business School) and Béatrice Touchelay (Université de Lille)

**2pm - 3.30pm:** Presentation of the doctoral works (presentation, question from another student, discussion by the reviewer)

*Session 1 :* Elodie Garlot (Univ. Paris Dauphine) and Emilie Bonhoure (Univ. Toulouse 1 Capitole)

*Session 2 :* Aurélie Bernet-Pereira (Université de Franche-Comté + HEC Montréal) and Nicolas Bourgeon (Université d'Artois)

**3.30pm:** Coffee break

**4pm - 5.30pm:** Discussion on the post-thesis period: publication challenges, qualification, recruitment

**5.30pm:** Cocktail reception

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## Thursday 28th of March 2019 – MSHS Sud-Est

**8.30am-9am** (*MSHS Hall*): Participants' reception and registration

**9am-10am** (*Salle plate*): *Studying the History of Information Ecosystems*

Key note speaker: **James Cortada** (Charles Babbage Institute, University of Minnesota, USA) – Discussant: **Patrick Fridenson** (EHESS, Paris, France)

**10am-11.30am:** Sessions

*Session 1 (salle plate) – Information and Strategy (EN)*

*Session chair – Lise Arena (Université Côte d'Azur)*

Authors	Titles
Ludovic Cailluet (EDHEC BS) & Dan Wadhvani (University of the Pacific, USA)	Could space be a strategic historical resource? Pharmacies and pharmacists as competitive resources
Elisabeth Albertini, Fabienne Berger-Remy, Stéphane Lefrancq, Laurence Morgana, Milos Petkovic, Elisabeth Walliser (IAE Paris 1, CNAM, Université Côte d'Azur)	A new typology of intellectual capital in the post- industrial era
Hélène Gorge (Université Lille) & Anthony Galluzzo (IUT Saint-Etienne)	Advertisers and the construction of personal hygiene

*Session 2 (room 05): What does accounting information tell us?  
Session chair – Yannick Lemarchand (Université de Nantes)*

<b>Authors</b>	<b>Titles</b>
Béatrice Touchelay (Université Lille)	Companies' accounting, business secrecy and tax authority in France from 1807 to 1965, a hide-and-seek game?
Pierre Labardin (Université Paris Dauphine) and Angelo Riva (Paris School of Economics)	Balance sheets' reevaluation and secret culture in the banking sector (1930s)

*Session 3 (room 128) – Management knowledge: practices and dissemination  
Session chair – Nicolas Guilhot (Université Lyon 3)*

Benjamin Furst (Université de Haute-Alsace)	« Written to teach »: memoirs and statements at the heart of the administration of New-France (1663-1763)
Luc Marco (Université Paris-Nord) and Cédric Poivret (Université Paris-Est, IRG)	Rediscovering Auguste Detoef as a high-level author and manager
Eve Lamendour (Université de La Rochelle)	Publishing's role in the institutionalization of a management science in France (1970-2010)

**11.30am:** Coffee break (*MSHS' Hall*)

**11.45am – 12.30pm** (*Salle plate*) : *Collecting archives in French administrations*

**Round table** with the French Ministry for the Economy and Finance, Centre of Economic and financial archives (SAEF): **Pascal Gallien**, Head of the Centre of Economic and Financial archives), **Marine Guenerais** (Head of the collection-counseling sector) and **Zoé Vignier** (Archivist)

**12.45pm:** Bus departure (in front of the MSHS) to the Observatoire Côte d'Azur

**1pm - 2pm:** Lunch break, Coupole Charlois

**2pm - 5pm:** Visit of the Observatoire Côte d'Azur's archives

**7.30pm:** Gala dinner at the restaurant Club Nautique of Nice

**11pm:** Bus departure to the city center (Stop 1: Place Garibaldi; Stop 2 : MSHS)

**Friday 29th of March 2019 – MSHS Sud-Est**

**8.30am-9am** (MSHS' Hall): Participants' reception

**9am– 9.45am** (Salle plate): *Price display technologies and price ceiling policies: Governing prices in the WWII and Postwar US economy (1940-1953)*

Plenary session: **Franck Cochoy** – Discussant: **Gérald Gaglio**

**9.45am-10.30am** (Salle plate): AHMO's general assembly

**10.30am** (MSHS' Hall): Coffee break

**10.45am-12.15am**: Sessions

*Session 4 (Salle plate) – Information and Financial market (EN)*

*Session chair – Pierre Labardin (Université Paris Dauphine)*

<b>Authors</b>	<b>Titles</b>
Pierre Gervais (Université Sorbonne Nouvelle)	The first information age: the many uses of market information for market control in the Eighteenth century
Emilie Bonhoure & David Lebris (Université Toulouse 1 ; Toulouse Business School)	Finance and growth: did French stock markets support firms of the second industrial revolution?
Lise Arena (Université Côte d'Azur), Nathalie Oriol (Université Côte d'Azur) and Iryna Veryzhenko (CNAM, LIRSA)	From the « Basket » to algorithms: what is the role of history in the analysis of stock crashes in the « history-friendly models » ?

*Session 5 (room 05) – Thinking about epistemology in business sciences through the contributions of history*

*Session chair – Hélène Gorge (Université de Lille)*

<b>Authors</b>	<b>Titles</b>
Guillaume Flamand	The evolution of normativity through “hybridization”: Mutual influences of two paradigms in the history of Management Education
Henri Zimnovitch (CNAM)	A short history of knowledge. The case of management, innovation between scholasticism and sophistry
Sophie Toublanc (Université de Strasbourg)	From the theory of information to the ecosystems organization – Organization, project management and ethics

*Session 6 (room 128) – The history of accounting: long-term perspectives*  
*Session chair – Elisabeth Walliser (Université Côte d’Azur)*

<b>Authors</b>	<b>Titles</b>
Michel Gladu (CNAM, LIRSA)	Royal interventionism in the governance of the East India company
Giusy Guzzo (Università degli Studi di Palermo) and Fabrizio Rotolo (Université Catholique de Milan)	The historical and theoretical transformation of information within companies: which considerations regarding the comparison between Comptabilité and Ragioneria
Eddy Felix (FELIX et FELIX SPRL, Belgique)	Paul Otlet (1868-1944), a visionary of information ecosystems

**12.15pm-1.15pm** (*MSHS’ Hall*) : Lunch break

**1.15pm-2.45pm** : Sessions

*Session 7 (Salle plate) – Information systems (EN)*  
*Session chair – Patrick Fridenson (EHESS)*

<b>Authors</b>	<b>Titles</b>
Cédric Neumann (HT2S, CNAM)	A clashing birth : management computing in the French higher education (1965-1975)
Pierre Mounier Kuhn (CNRS et Sorbonne Université)	French banks and their information ecosystem
Benjamin Lorre (LabSIC, Université Paris 13)	Coworking spaces, between social informatization and advanced cognitive capitalism for the connected independent workers

*Session 5 (room 128) – Visibility and invisibility*  
*Session chair – Nathalie Oriol (Université Côte d’Azur)*

<b>Authors</b>	<b>Titles</b>
Lise Arena (UCA) & Marc Relieu (Télécom ParisTech)	At the intersection of the history of techniques and the history of media: transformations of the tramway’s technology presence (1879-2018)
Elodie Falguières Garlot (Université Paris Dauphine)	Financial scandals, Professionalization and Emergence of the audit expectation gap in the French context
Paulette Robic (Université de Nantes)	The institution to think about the invisibilization/visibilization of women in family business

**2.45pm – 3pm** (*MSHS’ Hall*): Coffee break

**3pm – 4.30pm** : Session

*Session 9 (Salle plate) – Emergence and changes in management control (EN)*  
*Session chair : Béatrice Touchelay (Université de Lille)*

<b>Authors</b>	<b>Titles</b>
Yannick Lemarchand (Université de Nantes)	The early days of industrial accounting in France, intriguing paradoxes
Trevor Boyns (Cardiff Business School)	Birmingham Small Arms Co. Ltd, 1919-1939: information, budgeting and control
Véronique Blum (Université Grenoble Alpes, CERAG)	The early use of interest rates and the emergence of the discount rate in capital budgeting: From social facts to measurement methods

*Session 10 (room 128) – Information and Organization*  
*Session chair: Éric Godelier (Ecole polytechnique)*

<b>Authors</b>	<b>Titles</b>
Nicolas Guilhot & Raymond Panchaud (IFROSS, Université Lyon 3)	History of the dissident organization : the paradoxical sustainability of the psychiatric Foundation of Nant (1943-2019)
Jérôme Rojon (Associated to CMMC, Université Côte d'Azur)	Forewarned boss is forearmed. Information, organization and quasi-integration within the Lyon silk manufactory, mid 19th century-early 20th century
Didier Bensadon (Université Paris Dauphine)	Informatization and organizational transformation in the 1970s : an overview through the theory of punctuated equilibrium

**4.45pm** : Closing of the conference