



in cooperation with



The 2nd Workshop on Business History in Central and Eastern Europe

Uses of the Past by Enterprises in Central-Eastern Europe

October 23, 2020 13:00 to 17 30 CET (ONLINE)



This online workshop aims to develop further the network and community established during the first workshop in Warsaw in October 2019.* It will also foster a discussion to generate ideas for research projects in business history in CEE.

More information about the workshop you can find here: <http://usesofthepast.net/>

Please, contact the organizers via v.kulikov@ucu.edu.ua

* The workshops on BH in CEE is an initiative by Tomasz Olejniczak and Anna Pikos (Kozminski University) in cooperation with the European Business History Association aiming to bring business historians to discuss key aspects of the business history of Central-Eastern Europe. The initiative organizes annual workshops in different universities of CEE.

Introduction

13:00 – 13:15 (CET)

Volodymyr Kulikov and Alfred Reckendrees

Panel 1: “Longevity and Discontinuity in the Business History of CEE”

13:15 – 14:30 (CET)

Facilitator: Antonie Doležalová, Charles University

- Tomasz Olejniczak and Anna Pikos (Kozminski University). Fake history? Uses and Abuses of History in Long-lived Polish Companies.
- Michael Coates (The University of California, Berkeley). The Russian Encyclopedia Industry and its Soviet Past, the 1990s-2000s.
- Camilla Ferri, Maria Lusiani, and Giovanni Favero (Ca’ Foscari University of Venice). The Shifting Uses of the Past in Cultural Heritage: The Case of Caffé Pedrocchi.

Panel 2: History as a Resource to Create Tradition

14:45 – 16:00 (CET)

Facilitator: Wim Van Lent, Montpellier Business School

- Mária Hidvégi (Tungfram Operations Kft.). Tungfram Corporate History: “Innovation is our Heritage.”
- Anna Soulsby (Nottingham University Business School, UK). Organizational Heroes and the Control of Managerial Legitimacy in Post-Communist Societies.
- Sandra Cvikić Ivo Pilar Institute of Social Science (Croatia). Post-Communist / Post-War Economic Nationalism and Historical Legacy – a Case Study Of “Borovo Factory” (Vukovar, Croatia).

Panel 3: Uses of Business History: What Business Historians of CEE can offer to the Business World?

16:30 – 17:30 (CET)

Facilitator: Alfred Reckendrees, Copenhagen Business School

Distinguished guest: **Jonathan Morris**, professor, head of the [“Heritage for Business at the University of Hertfordshire.”](#)

1. Presentation by Jonathan Morris “Heritage for Business”
2. Questions by the facilitator
3. Discussion (Q&A)