

# **Managerial Thought and Practice in France, 19th - 21st Centuries, Assessment and Future Prospects**

2010, 9th - 10th December  
Maison Française d'Oxford

Event jointly organised by  
Muriel Le Roux, CNRS-Maison Française d'Oxford, Eric Godelier, École Polytechnique, Albert David,  
Université Paris IX Dauphine, Gilles Garel and Eugénie Briot, Université Paris-Est-Marne-La-Vallée  
with the cooperation of the Saïd Business School, Oxford University.

## **9th December**

- Welcome Muriel Le Roux, Senior Researcher, CNRS-Maison Française Eric Godelier (École Polytechnique),
- Muriel Le Roux, Albert David (Université Paris IX Dauphine) and Gilles Garel (Université Paris-Est-Marne-La-Vallée) : Introduction

## **Emergence of a French Management**

### **Chair : Pr Eric Godelier**

- Hervé Le Bret, Société d'études Saint-Simoniennes (Paris), *The Saint-Simonisme, Doctrine and Practice of Management*
- Nicolas Guillhot, Université Lyon 3, *From Mercy to Activity based Profitability: Chronicle of the Management Switch of the Hospital of Beaujeu (1705-1960)*
- Eugénie Briot, Université Paris-Est, *"To Sell Quantity" or "To Sell Expensive"? French Perfumery in the XIXth Century, the Making of a Luxury Industry*
- Simona De Iulio, Université de Strasbourg, *Notes for a History of Advertising to Children: theories, methods and practices in France (1900-1970)*
- Philippe Mioche, Université de Provence, *History of Management at the Tillery « des Milles » (South of France), 1882 – 2006*
- Comments: Marc Ventresca, Lecturer Saïd Business School, University of Oxford and Fellow of Wolfson College, Associate Fellow of the Institute for Science, Innovation and Society (InSIS)
- Jacqueline McGlade, Georges Washington University (USA), *Advancing Camaraderie Through Chemistry: The Role of French Corporate Partnership in Du Pont's Development of Rayon*
- Daniel Benamouzig, CNRS-Maison Française, *Economics at The Bedside of French Medicine (1950-1970)*
- Danièle Fraboulet, Université Paris 13, *Robert Pinot's Action and The Social Policy of The Metalworking Industry Employers*
- Antoine Bernard de Raymond, INRA Dijon, *Standardizing Fruit and Vegetable in Colonial Algeria: for a political history of management*
- Comments: Javier Lezaun, James Martin Lecturer in Science and Technology Governance, Fellow at Kellogg College

**Keynote Lecture**, Professor Leslie Hannah, London School of Economic, *Contrasts in Business Development in the US, Europe and Japan*

**10th December**

**Object Matters, Methods and Doctrines, a French Specificity?**

**Chair: Pr Albert David**

- Edoardo Altamura, Youssef Cassis, Université de Genève, *The Optimal Capital Structure and Financing Behaviour: A Brief Historical Review and New Evidences*
- Henri Zimnovitch, Université Paris-Sud 11, *An Unknown Aspect of the History of Cost Calculation*
- Sébastien Richez, Comité pour l'Histoire de La Poste, *An Administration as a « Big Enterprise »: the Different Ways of Management in the French Post Office Before 1914*
- Magali Robelet, Benoît Cret, Université Lyon 3, *Two Unconventional Organizational Forms Facing Institutional Isomorphism Within The Disabled Sector (1945-1965)*
- Béatrice Touchelay (Université Paris 12), Régis Boulat (Université Paris 12-Université de Franche-Comté), Clotilde Druelle-Korn (Université de Limoges), *A Loose Managerial Conglomeration, Step by Step*
- Loïc Lerouge, Université Bordeaux IV, *The Right For The Protection of Mental Health in Workplace*
- Ines De Laville, Université de Poitiers-CEPE, *French Toys Makers and Their Social Responsibility with Childhood*
- Comments: Marc Thompson, Fellow in Strategy and Organisation, Saïd Business School, University of Oxford and Academic Tutor and Fellow, Green Templeton College

**The French Management, a Cultural and Geographical Influence of Thoughts and Practices?**

- Anna Von Steiger, Université de Genève, *'Neutral or Being in Favour of': The Nationality of a Firm, Strategic Issues During a War*
- Joan Le Goff, Université Paris-Est, *The Movements of the Thought in The History of Management: The Example of Scientific Management in The Time of Dissection of The Human Gesture*
- Thomas Cayet, Institut Universitaire Européen (Florence), *International Organisation for Scientific Management of Labour*
- Trevor Boyns, University of Cardiff, *The Development of French Cost-Management Accounting c.1945-c.1970: a Case of Americanisation?*
- Michel Capron, Université Paris VIII, *The Social Responsibility of a Company: A Way Expressing Tension between Society and Firms*
- Comments: Line Bonneau, James Martin Fellow, Saïd Business School, University of Oxford

**Conclusions** by A. David, G. Gareil, E. Godelier, and M. Le Roux