

Conference Program

# Financedynamics

Fordism, Financialisation, Neoliberalism: Mutation,  
shifts and continuities within organisations.  
A cross-disciplinary approach

IESEG School of Management

**6-7**  
**oct.**  
**2022**  
**Lille**  
**France**



## Short presentation of the conference

The idea of this Colloquium is to challenge a classic account for major changes in economies from the last third of the twentieth century onwards. The transformations understood by the concepts of 'financialisation' of the economy and 'neo-liberalism' are multiple. However, by employing them so much, these major concepts are used as explanatory factors that would be sufficient in themselves to account for a diversity of economic transformations. However, a large number of works have contributed to questioning and deconstructing the historical rupture of the early 1980s associated with financialisation, which is thought to have broken with the Fordist production regime.

The aim is to cross-reference and bring together historical, managerial, sociological and economic analyses through empirical work devoted to case studies of firms, banks, financial companies, markets, devices or public organisations, during the second half of the 20th century and the beginning of the 21st century, around the dynamics of financialisation. It takes as its starting point the French space which hosts numerous works, but aims to enrich the perspective through a comparative approach with other national spaces.

## Instructions to presenters

All presentations should be in French or in English, with at least the presentation materials in English to ensure a dialogue with non-French speaking colleagues.

The Chair is in charge of allowing 30 or 45 minutes to each paper including the presentation (10-20 minutes) and a general discussion (20-30 minutes).

To avoid losing time during the session, we kindly ask presenters to have their slides ready at least 10 minutes before the start of the session, and ensure they are in a PPT or PDF format.

Technical support will be available throughout the meeting

# Short Program

## Thursday 6 october 2022

**9h15 – 9h45 : Conference Registration,  
Welcome and Coffee**

**9h45 – 10h : Conference Introduction – Quentin Belot**

**10h – 11h : Keynote Adress – Neil Fligstein**

**11h – 12h30 : Sessions 1A & 1B**

**12h30 – 13h45 : Luncheon**

**13h45 – 15h15 : Sessions 2A & 2B**

**15h15 – 15h45 : Coffee**

**15h45 – 17h15 : Sessions 3A & 3B**

**19h : Cocktail Reception**

**20h : Conference Dinner**

## Friday 7 october 2022

**9h30 – 10h : Welcolme and Coffee**

**10h – 11h30 : Sessions 4A & 4B**

**11h30-11h45 : Coffee**

**11h45 – 13h15 : Sessions 5A & 5B**

**13h15 – 14h30 : Luncheon**

**14h30 – 16h00 : Sessions 6A & 6B**

# Keynote Speaker

To introduce this event, we are pleased to announce that the inaugural lecture will be given on 6 October 2022 by **Professor Neil Fligstein**, Professor in the Department of Sociology at the University of California. He is also the Director of the Center of Culture, Organization, and Politics at the Institute for Research on Labor and Employment at the University of California. He is the author of numerous papers and books including *The Transformation Of Corporate Control* (Harvard University Press, 1990); *The Architecture of Markets: An Economic Sociology of 21st Century Capitalist Societies* (Princeton, 2001), *Euroclash: The European Union, European Identity, and the Future of Europe* (Oxford, 2008), and *A Theory of Fields* (with Doug McAdam, Oxford, 2012). He has written extensively in the fields of economic sociology, organizations, political sociology, social stratification, and European economic and political integration.

Neil Fligstein is most well-known for his work on the sociology of markets. His work combines elements of political economy, organizational theory, and field theory, to propose how to think about the dynamics of markets. He is currently working on studying different aspects of the 2007-2010 financial crisis. He is also engaged in a project exploring how financialization has affected household attitudes towards debt and investment.

In his works, he embraces long-term financial transformations and, inspired by the work of Alfred Chandler, seeks to inscribe major economic transformations in the dynamics of large American companies. He is also attentive to the historical, economic and institutional frameworks in which the actors in the companies evolve, and the way in which the positions of the actors in the fields place them in a set of power relations which form the basis of economic relations on the various markets.

Neil Fligstein is a member of the American Academy of Arts and Sciences. He has been a Guggenheim Fellow, a fellow of the Center of Advanced Study in the Behavioral Sciences in Palo Alto, and a fellow at the Rockefeller Center in Bellagio.

Inaugural lecture : Thursday Oct 6, 10:00-11:00

***The Legacy of Shareholder Value Capitalism***



# Full program

**Thursday**

**6 october 2022**

**9h15 – 9h45 :**

**Conference Registration, Welcome and Coffee**

**9h45 - 10h :**

**Conference introduction – Quentin Belot (IESEG School of Management),  
"The Dynamic and Historical Analysis of Financialization"**

**11h – 12h30 :**

**Keynote adress – Neil Fligstein (Berkeley University)  
"The Legacy of Shareholder Value Capitalism"**

**Session 1A :**

**Financialization and public sector**

**Session Chair :**

*Thomas Dallery, Université du Littoral*

Rémi Brouté et Jean Finez, "La financiarisation du secteur ferroviaire en France : du service public à la gestion d'actifs (1997-2022)"

Stanislas Kihm, "La financiarisation de Saint-Gobain de la nationalisation du groupe à sa privatisation (1982-1986)"

Hadrien Coutant, Scott Viallet-Thévenin, "Vers la fin d'un cycle de normalisation des entreprises publiques ? Transformations des conceptions de contrôle des entreprises par l'État actionnaire français depuis les années 2000"

**Session 1B :**

**Financialization of private sector**

**Session Chair :**

*Fabien Eloire, Université de Lille*

Marine Duros, "La financiarisation de l'immobilier en France (1988-1999). Une approche en termes de champ d'action stratégique"

Antoine Leymarie, Samuel Zarka, "Les laboratoires de biologie médicale : entre pouvoir financier et pouvoir professionnel. Une approche socio-économique"

**12h30 – 13h45 :**

Luncheon

**13h45 – 15h15 :**

Sessions

**Session 2A :**

**Financialization, accumulation regime, neoliberalism**

**Session Chair :**

*Pierre-Cyrille Hautcoeur, Paris School of Economy*

Labardin & Jerman, "Une histoire comptable dans la financiarisation: Lecture critique d'une faillite industrielle de la fin des années 1980"

Benjamin Bürbaumer, Nicolas Pinsard, "L'hypothèse de multidétermination de l'État et du capital : une étude de la transition du régime d'accumulation fordiste au régime d'accumulation financiarisé en France"

**Thursday**

**6 october 2022**

**Session 2B :**

**Financial Executives and Firm Performance**

**Session Chair :**

*Catherine Comet, Université Paris 8*

Berland, Redon, "The CFOs - Regulators of financialization"

Manel Dahmani, Ghazi Zouari, Rim Zouari-Hadiji, "Conseil d'administration, endettement et performance des entreprises tunisiennes cotées"

**15h15 – 15h45 :**

Coffee

**15h45 – 17h15 :**

Sessions

**Session 3A :**

**Financialization and elites structuration**

**Session Chair :**

*Marlène Benquet, Université Paris Dauphine*

Fabien Foureault, Lena Ajdacic and Felix Bühlmann, "Bureaucracy and Patrimonialism on Wall Street. Organizational forms as foundation of elite reproduction"

Belot, Baud, "From industrial control to financial capital streams, financialization as a family strategy: the case of the Peugeot family in France (1965-2020)"

Tristan Auvray, "Capitalisme actionnarial ou managérial ?"

**Session 3B :**

**Regulation, deregulation**

**Session Chair :**

*Valérie Boussard, Université Paris Nanterre*

Fabien Eloire, "La financiarisation comme processus d'apprentissage collectif. Comment l'Etat français réforme le financement de l'économie dans les années 1980"

Laure Quennouëlle-Corre, "Les réformes économiques et financières des années 1980 en France : Adhésion, rejet ou hybridation du modèle néolibéral anglosaxon ?"

**19h :**

Cocktail Reception

**20h :**

Conference Dinner

**Friday**

**7 october 2022**

**9h30 – 10h :**

Welcolme and Coffee

**10h – 11h30 :**

Sessions

**Session 4A :**

**Financialization and new sectors**

**Session Chair :**

*Pierre Labardin, La Rochelle Université*

Pascale Chateau Terrisse, Emmanuelle Dubocage, "La financiarisation de la finance solidaire en France : analyse longitudinale"

Pénélope Van den Bussche, Claire Dambrin, "Cost stifling on peer-to-peer platforms: the making up of profitable investor subjects"

**Session 4B :**

**Financialization and Start-up development**

**Session Chair :**

*Nicolas Pinsard, Université de Lille*

Marion Flécher, "L'État au service du capital Analyse comparée de l'action de l'État en faveur des start-up, en France et dans la Silicon Valley"

Jean-Baptiste Devaux, "Pour la finance, au nom des Start-up La discrète financiarisation des politiques technologiques en France : années 1990-années 2000"

**11h – 12h30 :**

Sessions parallèles

**Session 5A :**

**Financialization and banking sector**

**Session Chair :**

*Béatrice Touchelay, Université de Lille*

François Schœnberger, "Les garants de la valeur actionnariale. Les banques d'affaires dans l'architecture institutionnelle des transactions d'entreprises"

Jean-Luc Mastin, "Les banques nationales françaises dans le triple processus de déréglementation – financiarisation - mondialisation (1978-1987)"

Johanna Gautier Morin, "The Revenge of the Nerds: Neoliberalism, Automated Markets, and Computerized Economics (1970-80s)"

**Session 5B :**

**Subprime Crisis**

**Session Chair :**

*Jean-Luc Mastin, Université Paris 8*

Catherine Comet, "Le pouvoir politique de la finance : influence ou régulation conjointe ?"

Pasquale Emanuele de Girolamo et Samuel Knafo, "Equity Stripping and the Rise of the Home Raiders "

Friday

7 october 2022

12h30 – 13h45 :

Luncheon

13h45 – 15h15 :

Sessions

Session 6A :

**Financialization and ethics**

Session Chair :

*Nicolas Berland, Université Paris Dauphine*

Charles Reuter, Cerefige, "La recherche en Finance et la notion d'éthique. Une analyse ancrée des approches théoriques"

Carol-Anne Loher-Delalune, "Étude historique des stratégies d'ISR et naissance de l'engagement actionnarial"

Session 6B :

**Capital Entrepreneurs at a time of financialization**

Session Chair :

*Marie Redon, IESEG School of Management*

Alexandra Ouroussoff, "Discontinuity and rupture: Limits of the neoliberal ideal"

Théo Bourgeron et Marlène Benquet, "La politique anti-Union européenne des secteurs financiers : Brexit, investissements alternatifs et lutte au sein de la finance britannique"



# Contact and General Information

- **Conference e-mail:**

[financedynamics@ieseg.fr](mailto:financedynamics@ieseg.fr)

- **Conference convenors:**

Quentin Belot: [q.belot@ieseg.fr](mailto:q.belot@ieseg.fr)

Marie Redon: [m.redon@ieseg.fr](mailto:m.redon@ieseg.fr)

Fabien Eloire: [fabien.eloire@univ-lille.fr](mailto:fabien.eloire@univ-lille.fr)

- **IESEG School of Management Office:**

3 rue de la Digue 59000 Lille

tel : 0320545892

- **Access to the Conference :**

<https://www.ieseg.fr/en/life-at-ieseg/lille-campus/>

- **If you are staying in the area before and/or after the conference:**

What to see in Lille :

<https://chouetteworld.com/weekend-a-lille-incontournables/>

What to see near Lille: <https://www.lesmicroaventuresdelu-lu.com/weekends-autour-de-lille/categories/weekend-lille>