

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.

Scientific committee :

Quentin Couloumies Belot, Marlène Benquet, Valérie Boussard, Nicolas Berland, Catherine Comet, Thomas Dallery, Fabien Eloire, Neil Fligstein, Patrick Fridenson, Pierre-Cyrille Hauteceur, Pierre Labardin, Jean-Luc Mastin, Nicolas Pinsard, Marie Redon, Béatrice Touchelay

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 (room E011)

Quentin Couloumies Belot (IESEG School of Management)

10h – 11h : Keynote Address (room E011)

Neil Fligstein (Berkeley University)

11h – 12h30 : Sessions 1A (room E002) & 1B (room E003)

12h30 – 13h45 : Luncheon

13h45 – 15h15 : Sessions 2A (room E002) & 2B (room E003)

15h15 – 15h45 : Coffee

15h45 – 17h15 : Sessions 3A (room E002) & 3B (room E003)

19h : Cocktail Reception and Conference Dinner:

Couvent Des Minimes

Former 17th century convent transformed into a luxury hotel in 1990.
Listed as a historical monument

Friday 7 october 2022

9h30 – 10h : Welcome and Coffee

10h – 11h30 : Sessions 4A (room E002) & 4B (room E003)

11h30 – 11h45 : Coffee

11h45 – 13h15 : Sessions 5A (room E002) & 5B (room E003)

13h15 – 14h30 : Luncheon

14h30 – 16h00 : Sessions 6A (room E002) & 6B (room E003)

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 : (room E011) Thursday Oct 6, 10:00-11:00

Neil Fligstein
"The Legacy of Shareholder Value Capitalism"



Full program

Thursday

6 october 2022

9h15 – 9h45 :

Conference Registration, Welcome and Coffee

**9h45 - 10h :
room E011**

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

**10h – 11h :
room E011**

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

11h – 12h30 :

Sessions

Session 1A :

Financialization and public sector (Bilingual)

Session Chair :

Thomas Dallery, Université du Littoral

room E002

Rémi Brouté and Jean Finez, "The financialization of the railway sector in France: from public service to asset management (1997-2022)"

Hadrien Coutant and Scott Viallet-Thévenin, "Towards the end of a cycle of standardization of public enterprises? Transformations in the conceptions of corporate control by the French shareholder state since the 2000s."

Session 1B :

Financialization of private sector (Français)

Session Chair :

Patrick Fridenson, Ecole des Hautes Etudes en Sciences Sociale

room E003

Marine Duros, "The financialization of real estate in France (1988-1999). An approach in terms of strategic field of action".

Antoine Leymarie and Samuel Zarka, "Medical laboratories: between financial and professional power. A socio-economic approach"

12h30 – 13h45 :

Luncheon

13h45 – 15h15 :

Sessions

Session 2A :

Financialization, accumulation regime, neoliberalism (English)

Session Chair :

Pierre-Cyrille Hautcoeur, Paris School of Economy

room E002

Pierre Labardin and Lambert Jerman, "An accounting history in financialization: A Critical Reading of an Industrial Failure in the Late 1980s".

Benjamin Bürbaumer and Nicolas Pinsard, "The multi-determination hypothesis of the state and capital: a study of the transition from the regime of Fordist accumulation to the regime of financialized accumulation in France"

Thursday

6 october 2022

Session 2B :

Regulation, deregulation (Français)

Session Chair :

Valérie Boussard, Université Paris Nanterre

room E003

Stanislas Kihm, "The financialization of Saint-Gobain, from nationalization to privatization(1982-1986)"

Laure Quennouëlle-Corre, "The economic and financial reforms of the 1980s in France: Adherence, rejection or hybridization of the Anglo-Saxon neoliberal model?"

15h15 – 15h45 :

Coffee

15h 45 – 17h15 :

Sessions

Session 3A :

Financialization and elites structuration (English)

Session Chair :

Marlène Benquet, Université Paris Dauphine

room E002

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

Tristan Auvray, "Shareholder or managerial capitalism ?"

Session 3B :

Financial Executives and Firm Performance (Bilingual)

Session Chair :

Catherine Comet, Université Paris 8

room E003

Nicolas Berland and Marie Redon, "The CFOs - Regulators of financialization"

Manel Dahmani, Ghazi Zouari and Rim Zouari-Hadiji, "Board of Directors, debt and performance of Tunisian listed companies"

19h :

Cocktail Reception and Conference Dinner - Couvent Des Minimes

Former 17th century convent transformed into a luxury hotel in 1990
Listed as a historical monument

Adress: 17 Quai du Wault, 59800 Lille

Friday

7 october 2022

9h30 – 10h :

Welcome and Coffee

10h – 11h30 :

Sessions

Session 4A :

Financialization and new sectors (English)

Session Chair :

Pierre Labardin, La Rochelle Université

room E002

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

Session 4B :

Financialization and Start-up development (Français)

Session Chair :

Nicolas Pinsard, Université de Lille

room E003

Marion Flécher, "The State at the service of capital. Comparative analysis of the State's action in favor of start-ups, in France and in Silicon Valley"

Jean-Baptiste Devaux, "For finance, in the name of start-ups The discreet financialization of technology policies in France: 1990-2000"

11h30 – 11h45

Coffee

11h45 – 13h15 :

Sessions

Session 5A :

Financialization and banking sector (Bilingual)

Session Chair :

Béatrice Touchelay, Université de Lille

Christian Pradié, "For a historical theory of financialization: corporate law and the transformation of public space at the origins of mass financial capitalism in France"

Jean-Luc Mastin, "French national banks in the triple process of deregulation - financialization - globalization (1978-1987)"

room E002

Johanna Gautier Morin, "The Revenge of the Nerds: How Computer Scientists Took Over Financial Markets and Financial Economics"

Friday

7 october 2022

Session 5B :

Subprime Crisis (English)

Session Chair :

Quentin Couloumies Belot, IESEG School of Management

room E003

Catherine Comet, "The political power of finance: influence or joint regulation?"

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

13h15 – 14h30 :

Luncheon

14h30 – 16h :

Sessions

Session 6A :

Financialization and ethics (Français)

Session Chair :

Jean-Luc Mastin, Université Paris 8

room E002

Charles Reuter, Cerefige, "Research in Finance and the notion of ethics.
A grounded analysis of theoretical approaches"

Carol-Anne Loher-Delalune, "Historical study of SRI strategies
and the birth of shareholder engagement"

Session 6B :

Financiers at work and in politics (English)

Session Chair :

Marie Redon, IESEG School of Management

room E003

François Schœnberger, "The guarantors of shareholder value. Investment banks
in the institutional architecture of corporate transactions"

Marlène Benquet and Théo Bourgeron, "The anti-EU politics of the financial sectors:
Brexit, alternative investments and the struggle within British finance"

Contact and General Information

- **Conference e-mail:**

financedynamics@ieseg.fr

- **Conference convenors:**

Quentin Couloumies Belot: q.belot@ieseg.fr

Marie Redon: m.redon@ieseg.fr

- **IESEG School of Management, Lille:**

3 rue de la Digue, 59000 Lille

tel : 03 20 54 58 92

- **Access to the Conference:**

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

- **Cocktail reception and Conference Dinner:**

Couvent des minimes, 17 Quai du Wault, 59800 Lille

- **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.lesmicroaventuresdelulu.com/weekends-au-tour-de-lille/categories/weekend-lille>

