

**Call for Contributions  
International workshop**

**Questioning the History of Management: What we learn from the Global South**

April 2020, 22-23  
Université Paris-dauphine/PSL

Keynote speakers : Bill Cooke, University of York et Yannick Lemarchand, Université de Nantes

Colonial history and slavery-related history have long been absent from the history of management and organizations. This absence has been largely contested, first by many historians who have proven that ancient colonies and/or plantations are among the first sites of the emergence of industrial capitalism and the industrial organization, which go hand in hand with the increasing sophistication of management techniques (Marseille, 1984 ; Coquery, 2001; Tyson & al., 2004, Fleischmann and al., 2011). The postcolonial approaches in management that have been developed in the late 1990s while criticizing the ethnocentrism of the western managerial literature, have also revealed the influence of colonization on management practices and Knowledge in the Global North as well on the challenges of international cooperation with the Global South (Prasad, 2003, 2012 ; Westwood, 2006). However, it is worth noting that management literature has rarely or only in a marginal way addressed the question of the relationship between the establishment of enterprises (companies) in the XIX<sup>th</sup> and XX<sup>th</sup> century and the expansion of colonial empires (Cornelius & al., 2019 ; Mollan, 2019). Moreover, the effects of that history on the emergence and operation of companies in the Global South (ex-colonies) are under-discussed/seldom triggered.

Colonization dates back to the conquest of America and the gold rush in the XVI<sup>th</sup> century, and the newly colonized lands became a new space that allowed, the consideration of new trade profitable relations (McWatters, 2008). Yet, it is in the second half of the XIX<sup>th</sup> century that the various colonial empires, which at that time were at the peak of their industrial rise, shared the rest of the world by the extraction of its wealth, as was the case for the penal colonies (Fabre et Labardin, 2019). This colonial history has a double impact. The first impact is development of and improvement in the tasks of an enterprise's activities. As an illustration, the construction of the image of the docile labourer is greatly inspired by the image of the slave and/or the colonized individual (Ajari, 2016). The "forced labour" – construction tasks, goods transportation, route maintenance – that was imposed on the "indigenous/autochthon" individuals of colonies has considerably fed reflection and theories regarding the "optimal" organization of an enterprise (Cooke, 2003). As another example, colonial enterprises influenced organisational practices and methods of management that were sophisticated due to experience with profitability injunctions for ancient colonies. (Fernández-de-Pinedo, Castro & Pretel, 2008 ; Alawattage&Wickramasinghe, 2009 ; Verma, 2015 ; Verma&Abdelrehim,

2017). Second, beyond observed differences among different colonial powers, particular economic trajectories marked by an overlay of two structures have emerged from colonial history in the Global South (former colonies). On one side is a structure of a capitalist type that prevails in the industrial sector mastered by the colonizers, whereas on the other side is another structure characterized by traditional production relations that classically outspreads in the world of peasantry and craftsmanship. Thus, social relations of a capitalist type established based on wage labour have intertwined with pre-capitalist social relations regulated by community belonging. As a result, this history has given life to multiple management models and a diversified proletariat (Yousfi, 2014; Frenkel&Shenav, 2003; Alcadipani&al., 2012; Anisette, 1999).

In this way, colonial history questions the history of management in Global North as well as in the Global South. This is the main question to which this workshop hopes to provide some answers. The goal of this workshop is to start a dialogue among different schools of thought in management (such as postcolonial approaches and history of management, among others) and other fields such as colonial economic and social history, cultural studies and the new currents of Anglo-American historiography (the new imperial history or connected history). The purpose is to explore the ways in which these different theoretical perspectives that use various investigation and analytical methods allow for renewed reflection regarding the impact of the colonial and imperial situation on management practices in the Global South as well as in the Global North. Contributions that favour analyses based on circulations among the local, regional, national, imperial/colonial and trans-imperial domains are encouraged. The challenge is to investigate continuations and ruptures in management practices inherited from the “colonial/imperial enterprise” beyond different forms of colonization and decolonization. Communications about the following themes would be particularly welcome:

1. The history of colonial enterprises: monographs that trace the trajectories of colonial history in the Global South from colonial times to independence.
2. The impact of the exploitation of natural resources via “forced labour” by an indigenous workforce on the development of the modern enterprise.
3. The impact of the colonial enterprise on the pre-colonial organizational model. What organizational models were born from colonial encounters?
4. Analyses comparing the influences of different colonial powers on managerial practices in colonies and homelands.

This list is non-exhaustive, and submissions that account for the workshop’s theme of multidisciplinary communications among sub-disciplines of management and/or other disciplines (history, economy, and anthropology, sociology among others) will be particularly welcome.

## **Deadlines**

- Proposals/abstracts of 1000 words describing fieldwork, research question and topic area are due for January, 15, 2020.
- Decision for acceptance to the workshop should be communicated by the organizers to the authors latest by 15 February, 2020.
- The deadline for full papers submission is 20 March, 2020.

- Please send the proposals in the preferred language (English or French) to the three organizers .

### **Organizing Committee**

Hèla Yousfi, Associate Professor, University Paris-Dauphine (hela.yousfi@dauphine.psl.eu)  
Oussama Ouriemmi, Associate Professor, ISG, Paris (ouriemmi@gmail.com)  
Pierre Labardin, Associate Professor, University Paris-Dauphine  
(pierre.labardin@dauphine.fr)

### **Scientific Committee**

Hèla Yousfi, University of Paris-Dauphine  
Oussama Ouriemmi, ISG, Paris  
Pierre Labardin, University of Paris-Dauphine  
Bobby Banerjee, Cass Business school, UK  
Eric Pezet, University of Paris-Ouest Nanterre La Défense  
Sébastien Damart, University of Paris-Dauphine  
Yannick Lemarchand, University of Nantes  
Wafa Khelif, Toulouse Business school, Barcelone  
Rafael Alcadipani, FGV-Sao Paulo, Sao Paulo  
Bill Cooke, University of York, UK  
Fahereen Almaghir, Monash Business School of Melbourne  
Ken Kamoche, Nottingham University, UK

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