

Latin American Business History:
An International Conference
(By invitation)

Brasenose College, Oxford, 27-28 April 2018

Co-organised by the Oxford Global History of Capitalism Project; the Oxford Latin American History Seminar; and the Universidad Adolfo Ibáñez in Chile

Programme

Friday 27 April: Medieval Kitchen, Brasenose

12.00-2.30 pm Lunch/ **Keynote Speech** – Antonio Celia, CEO, Promigas (natural gas, Colombia).

2.30-3.00 pm Coffee (Senior Common Room)

3.00-5.00 pm Session 1

Rory Miller, Liverpool University, **Domestic Business, Latin American Governments, and Foreign Investors and Intermediaries in C19 and C20 Latin America**

Matias Braun, Universidad Adolfo Ibáñez, **Politicians, Businessmen and the Economy in Chile' History: Perceptions and Reality (XIXth and XXth centuries)**

Saturday 28 April: Medieval Kitchen, Brasenose

10.30-12.30 pm Session 2

Brian McBeth, LAC, Oxford, **The First Venezuelan Petroleum Bonanza: Oil Concessionaires During the Regime of General Juan Vicente Gómez, 1908 – 1935.**

Marcelo Bucheli, University of Illinois at Urbana-Champaign, USA, **Caffeinated Memories: the Colombian Coffee Growers' Federation and the Creation of Historical Narratives as a Public Good.**

12.30-2.00 pm Lunch (Medieval Kitchen)

2.00-4.00 pm Session 3

Martin Monsalve, Pacifico University, Peru, **From a Family Business to a Corporation or from Enrique Ferreyros & Co. to Ferrycorp. A Path Dependency Analysis**

Erica Salvaj, Universidad del Desarrollo, Chile. **Women May Be Climbing on Board, but not in First Class: a Long-term and Comparative Study on Female Board Participation in Argentina and Chile (1923-2010)**

4.00-4.30 Coffee/ Tea (Senior Common Room)

4.30-6.30 pm Session 4

Sebastián Alvarez, University of Genève, Switzerland, **Latin American Banks and International Finance, 1973-1982**

Aldo Musacchio, Brandeis University, USA. **Brazilian Business and the Global History of Capitalism**

Notes on speakers

Sebastian Alvarez is a postdoctoral fellow at Paul Bairoch Institute of Economic History, University of Geneva. His research focuses on sovereign debt, banking and financial crises during the Mexican and Latin American debt crisis of the 1980s. To investigate these issues he employs historical as well as empirical methods. His work has been published in journals such as *Journal of Latin American Studies*, *Financial History Review* and *Investigaciones de Historia Económica*. He has been awarded the Prix de la Relève 2016 by the Swiss Academy of Humanities and Social Sciences as well as the Doc.Mobility scholarship by the Swiss National Science Foundation (SNSF), the EMUNDUS18 scholarship by the European Commission and the Eiffel scholarship by the French government. He has been visiting student at Stern School of Business, New York University and the Federal University of Santa Maria, Brazil. Outside of the academy he has worked as research fellow in think tanks and the public sector. He holds a Phd. in Economic and Social History from the University of Geneva, a Master in Economics from the University of Paris 1 - Pantheon Sorbonne and a Bachelor in Economics from the National University of Cordoba, Argentina.

Matias Braun is Full Professor and Finance Area head at the Adolfo Ibáñez Business School. He holds a PhD. in Economics from Harvard University after his degree in Economics from the Universidad Católica de Chile. He is specialized in international financial markets and corporate finance and has written on various subjects, including international corporate finance and macroeconomics, economic development and growth, political economy, voting, inequality, business and economic history, family firms, hedge funds, and behavioral finance. His publications include articles in the *Journal of Finance* and *Review of Financial Studies*. Until recently he was also Managing Director of Strategy at IM Trust-Credicorp Capital, an investment bank. He has worked as assistant professor at the University of California Los Angeles, and was an Academic Visitor at the Latin American Centre in Oxford.

Marcelo Bucheli is an associate professor at the Gies College of Business, University of Illinois at Urbana-Champaign, USA. He earned a PhD in History at Stanford University and a BA and MSc in Economics at Universidad de los Andes (Bogotá, Colombia). His research focuses on two main areas. First, the political economy of the operations of multinational corporations in a historical perspective, and, second, the integration of historical theory and methods into management studies. Out of these two areas of research he has one book-length research monograph (*Bananas and Business*, NYU Press, 2005), an edited collection (*Organizations in Time*, Oxford University Press, 2014, co-edited with R. Daniel Wadhvani) and more than thirty articles and essays.

Antonio Celia has been the CEO of Promigas, one of the oldest private companies in the natural gas industry of Latin America, since 1992. Throughout its 40 years of operations, Promigas has been actively involved in the expansion of this fuel in Colombia. Today, 17 companies in Colombia and Perú are part of the holding and more than 8 million Colombian households enjoy the benefits of natural gas. Mr. Celia is Chairman of the Board of Directors of Grupo Nutresa and Naturgas – Natural Gas Association—an entity that represents the natural gas industry in Colombia. He is also President of the Private Competitiveness Council and member of the board of Directors of Colombian think-tank Fedesarrollo. He is founding partner and member of the Board of Directors of Empresarios para la Educación, an association of businessmen in support of education, where he played an important role as a Chairman during seven years. He also serves as a Chairman of the Board of the Pies Descalzos Foundation, sponsored by Shakira, the well-known Colombian singer and composer; member of the Board of Directors of the Ideas for Peace Foundation, and Vice Chairman of the Board of Directors of Universidad del Norte. Mr. Celia has been a promoter of several cultural initiatives and serves as Chairman of Fundación la Cueva, which honours the memory of the “Group of Barranquilla” once led by the Noble laureate Gabriel Garcia Márquez. For his performance as a business and social leader, he has received several awards and recognitions from several Colombian newspapers and organizations, including *Portafolio* (the leading business daily), *Semana* (the country’s leading weekly) and the Liderazgo y Democracia Foundation. Mr. Celia completed a BSc in Engineering from Worcester Polytechnic

Institute of Massachusetts and executive education courses from the Universidad de los Andes, MIT, the Wharton School of Business, and LSE.

Brian S McBeth trained as an economist and holds a Master's degree in Latin American Studies and a doctorate in Politics from the University of Oxford. He is a former director of Schroder Securities Ltd and worked as a stockbroker in the City of London between 1979 and 2008 specialising in oil companies. He has written extensively on oil, privatization and Venezuela over the years. His publications include *Juan Vicente Gómez and the Oil Companies in Venezuela, 1908-1935*; (1983); *British Oil Policy, 1919-1939* (1983); *Venezuela. The Way Forward* (1994); *Global Privatizations: A Strategic Report* (1996); *Gunboats, Corruption and Claims: Foreign Intervention in Venezuela, 1899-1908* (2001); *Dictatorship & Politics: Intrigue, Betrayal and Survival in Venezuela, 1908 – 1935* (2008) and *La Política Petrolera Venezolana: Una perspectiva histórica, 1922-2005* (2015). McBeth is currently working on a major study of the 1943 Venezuelan oil law and has almost completed a manuscript on the Venezuelan oil concessionaires during the Juan Vicente Gómez dictatorship. He is a Senior Common Room Member at St Antony's College and an Affiliate Member of the Latin American Centre, University of Oxford.

Rory Miller is Honorary Fellow in International Business History at the University of Liverpool. He was Director of the Institute of Latin American Studies between 1999 and 2002 and subsequently Reader in the Management School there. He has also been an editor of both the *Bulletin of Latin American Research* and the *Journal of Latin American Studies*. His recent publications include *Empresas británicas, economía y política en el Perú, 1850-1934* (Instituto de Estudios Peruanos) and the chapter on Latin America in the *Routledge Companion to Business History*.

Martin Monsalve is an associate professor at Universidad del Pacífico and President of the Universidad del Pacífico Press. He holds a Ph.D. in History from Stony Brook University (State University of New York). His current research interests are corporate networks of large Peruvian companies, and the role of family business in regional development. Monsalve's most recent publications include *Regional elites in Peru in a context of fiscal boom: Arequipa, Cusco, Piura y San Martín, 2000-2013* (Co-author with Paula Muñoz et al) and *Evolution of the Peruvian large family business, 1896- 2012* in Paloma Fernández Pérez and Andrea Lluich (editors), *Evolution of Family Business: Continuity and Change in Latin America and Spain*.

Aldo Musacchio is an associate professor of strategy and economics at Brandeis University in Boston and a Faculty Research Fellow at the National Bureau of Economic Research (NBER). Prior to joining Brandeis he was a Marvin Bower Fellow and associate Professor at Harvard Business School. His first book, *Experiments in Financial Democracy* (Cambridge University Press, 2009), examines the evolution of some of the institutional foundations of Brazilian capitalism from the 1880s to the 1990s. His second book, *Reinventing State Capitalism* (Harvard University Press, 2014, with Sergio G. Lazzarini), looks at the evolution of state

capitalism in Brazil since the nineteenth century, focusing on the evolution of ways in which the government of Brazil manages and supports financially large corporations. His third book, *Los Buenos Dias son Estos* (CEEY, Mexico, 2015), tracks the evolution of the banking system in Mexico and explains how the variation in institutional arrangements between bankers and the government explain periods in which there has been bank instability and the more recent episode of stability and low vulnerability under foreign ownership. His articles in *Enterprise & Society* and *Business History Review* have also focused on understanding the origins of modern capitalism in Mexico and Brazil. Prof. Musacchio has a Ph. D. and M.A. in Economic History of Latin America from Stanford University and a B.A. in Economics from ITAM, Mexico City.

Erica Salvaj is an Associate Professor of Management and Strategy and Academic Director of Executive Education at the School of Business and Economics, Universidad del Desarrollo, Chile. She has been a visiting professor at Universidad Torcuato Di Tella, Argentina, since 2009. Salvaj holds an MA from Universidad Carlos III and a Ph.D. from IESE Business School, Spain. Her research has been funded by her alma maters as well as Chile's National Scientific and Technological Research Commission (CONICYT) and Argentina's National Council for Scientific and Technical Research (CONICET). She does research on Social Networks, Strategy, Corporate Governance, Power and Influence, International Business and Business History, with emphasis on the interactions between institutions and corporate networks and how networks affect strategic outputs. She has published several chapters and articles in major journals, including *Business History Review*, *Business History*, *Corporate Governance: an International Review*, *Enterprise & Society*, *Global Strategy Journal*, *Harvard Business Review*, *Journal of Business Research* and *PlosOne*. Erica Salvaj was a GCEE Fellow at Babson College (2012) and Alfred Chandler Jr. International Visiting Scholar at Harvard Business School (2017).