

**Program of International Conference:  
BUSINESS ENTREPRENEURSHIP: OLD AND NEW CHALLENGES**

**Programa de la Conferencia Internacional:  
EMPRESAS Y EMPRESARIOS: RETOS DE AYER Y DE HOY**

Sponsors: Comunidad de Madrid and Fundación MAPFRE

Madrid, 29-30 September 2011

Thursday, September 29th

9:30: Welcoming Address

10:00-13:30: Session 1: International Perspectives

**Moderator:** María Inés Barbero (San Andrés, Buenos Aires)

**Discussants:** William Lazonick (Massachusetts, Lowell) and Andrea Colli (Bocconi, Milano)

10:00-11:00:

James Foreman-Peck and Peng Zhou: *Gender and entrepreneurial culture.*

11:00-12:00:

Gabriel Tortella, Gloria Quiroga, and Ignacio Moral-Arce (Alcalá and Inst. Estudios Fiscales): *A tale of four countries: Entrepreneurs and Entrepreneurship in England, France, Scotland, and Spain: A comparative approach.*

12:00-12:30 : Coffe Break

12:30-13:30 :

Javier Vidal (Alicante): *Entrepreneurship in European commercial aviation, 1957-2000.*

13:30: Lunch

16:00-19:30: Session 2: Some National Cases

**Moderator:** Javier Vidal

**Discussants:** James Foreman-Peck (Cardiff) and Philip Scranton (Rutgers, N.J.)

16:00-17:00:

Hubert Bonin (Bordeaux): *En quête des étapes de renouveau de l'esprit d'entreprise français dans les années 1950-2000*

17:00-18:00:

María Inés Barbero: *Business groups in Argentina during the export-led growth (1870-1914).*

18:00-18:30: Coffe Break

18:30-19:30:

Pier Angelo Toninelli and Michelangelo Vasta (Milano-Bicocca, and Siena): *Opening the black box of Entrepreneurship: the Italian case in a historical perspective*

Friday, September 30<sup>th</sup>

10:00-13:30: Session 3: The Spanish Case

**Moderator:** Juan Hernández Andreu (Complutense)

**Discussants:** Philip Scranton and Hubert Bonin

10:00-11:00

José Luis García Ruiz and Teodosio Pérez Amaral (Complutense, Madrid): *Some empirical aspects of entrepreneurship in twentieth-century Spain.*

11:00-12:00:

José María Ortiz-Villajos (Complutense, Madrid): *Entrepreneurial success and its determinants: the case of Spain*

12 :00-12 :30 : Coffe Break

12 :30-13:30:

Núria Puig and Eugenio Torres (Complutense, Madrid): *Human capital and business organization: An examination of the Urquijo group, 1918-1982.*

13:30: Lunch

16:00-19:30 Session 4: Some Local Cases: Madrid and Menorca

**Moderator:** Gabriel Tortella

**Discussants:** William Lazonick and Andrea Colli

16:00-17:00:

Begoña Blasco and Leonardo Caruana (CEU and Granada): *What does the Mercantile Register of Madrid say about entrepreneurship?*

17:00-18:00:

Juan Hernández Andreu and Alfons Méndez (Complutense, Madrid): *Mediterranean entrepreneurship: The Minorcan model.*

18:00-18:30: Coffe Break

18:30-19:30:

Clara Eugenia Núñez and Begoña Moreno (UNED and IMDEA): *Did Spanish high-schools breed entrepreneurs? The Madrid Institutos of Cardenal Cisneros and San isidro, 1860-1936.*

19:30-20:00: Conclusions