

#### Thursday May 24

- 6:00 – 6:30 PM: Reception (Smith Center 238)
- 6:30 – 8:15 Keynote Address by François Velde, Federal Reserve Bank of Chicago, “The Mississippi Bubble of 1720 and France’s Missing Revolution” (Smith Center 238)

#### Friday May 25

- 9:30 – 10:00: Coffee, Smith Center 294
- 10:00 – 11:45: Transgressing Boundaries: Risk and Honor (Smith Center 294)
  - Olutayo C. Adesina, University of Ibadan “Transitional Navigations of the Market: Efunsetan Aniwura and the Paradoxical Unity of Indigenous and Modern Market Principles in Nineteenth-Century Yorubaland”
  - Giovanni Ceccarelli, Università degli Studi di Parma, “Creating a Market for Sea Risks: From General Average to Insurance in Early Modern Europe”
  - Tyson Leuchter, University of Chicago, “This First of All Goods: Honor, Risk, and Debt in Post-Revolutionary French Finance”
- 11:45 – 1:00 Lunch
- 1:00 – 2:45 Commodity: Desire and Imagined Identities (Smith Center 294)
  - Eva Brugger, University of Basel, “‘A Blessed Province, where Milk and Honey Flow’: New Netherland (1609–1664) as a Market of Promises”
  - Michael J. Mulvey, St. Thomas University, “Barbancourt Rum: Corporate History and Cultural Heritage in Haiti”
  - Preston M. Perluss, Université de Grenoble, “Strong markets for Strong Drink Stimulants, Depressants and Café Commerce in 18th-Century Paris”
- 2:45 – 3:15: Break
- 3:15 – 5:00 Emotions: Commerce, Service, and Marketing (Smith Center 294)
  - Daniel Guadagnolo, University of Wisconsin-Madison, “‘In English, I Think. In Spanish, I Feel’: The Focus Group and the Construction of the Hispanic Consumer Market”
  - Daniel Robert, University of California-Berkeley, “‘The Spirit of Service’: Christianity and the Self-Regulated Emotional Laborer”
  - Daniel L. Wilk, “Fashion Institute of Technology-SUNY, “Freedom Fighters in a Minstrel Economy: African-American Restaurateurs in Nineteenth-Century New York”

#### Saturday May 26

- 9:00 – 9:30 Coffee (Smith Center 294)
- 9:30 – 10:30 Graduate Student Panel (Smith Center 294)
- 10:30 – 10:45 Coffee break (Smith Center 294)
- 10:45 – 12 Public Debt, National Honor and Global Identities
  - Felipe F. Cole, Northwestern University, “Sovereign Debt, Bondholders, and the Peruvian Corporation, 1820–1955”
  - Niccolò Valmori, Ecole des Hautes Études en Sciences Sociales, “Looking for New Markets in a Time of Revolution: The American Securities Market, 1789–1804”

- 12:00 – 1:00: Lunch
- 1:00 – 2:45 Commodity: State and Quasi-State Control (Smith Center 294)
  - Enrico Beltramini, Notre Dame de Namur University, “Finance, Privacy and Innovation: Imagining New Currencies: The History of Bitcoin”
  - Lalatendu K. Das, University of Hyderabad, “The Players Extraordinaire? Organised Crime and the So-called ‘Shrimp Mafia’ of Odisha, India”
  - T. J. A. Le Goff, York University, “An Eighteenth-Century Big Bang? The Liberalization of the Paris Stock Market, 1774–1793”
- 2:45 – 3:15 Break (Smith Center 294)
- 3:15 – 5:00 Affect, Persuasion, and Naturalizing Financial Markets (Smith Center 294)
  - Bryna Goodman, University of Oregon, “Imagining Trust: Trust Companies as the Latest Hot Ticket in 1920s Shanghai”
  - James Taylor, Lancaster University, “‘Hints to Speculators and Investors’: Creating a Mass Market for Company Shares in Britain, 1860–1914”
  - Alexia M. Yates, University of Manchester, “‘A Proletariat of Shareholders’: Affect and Investment in Late-nineteenth-century France”