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Welcome

This fourth issue of the Newsletter takes a look at the interrelationship between the context of a developing society (nowadays called “emerging economy”) such as that of Colombia and the many aspects of its business history scholarship. The first section is by two US historians with long records of achievement in Colombian business historiography. It concerns an archive donated to the History, Business and Entrepreneurship Research Group (GHE, its acronym in Spanish) by a US historian (Richard P. Hyland) who in the 1970s researched the credit and economy of a Colombian region at the end of the 19th century for his doctoral thesis at the University of California (Berkeley). Hyland’s retrospective view of his research is reflected its title: “The significant facts of history lie in those notable events that are not documented”. This section also has relevant comments by another US historian, Frank Safford, a professor emeritus at Northwestern University who has spent half a century researching the business of this country ([cf. No. 3 of this Newsletter](#)).

The second section ("Trends") points to another peculiar condition affecting both the Colombian business world and those who study it. Since the mid-20th century Colombian society has had to deal with a complex armed conflict in which the country’s business world has not been uninvolved. Entrepreneurs and business persons have played various roles at various times, from victim of kidnappings and extortion to financier of the formation of paramilitary groups. In

the midst of a long-awaited peace process, the entrepreneur's role in it and in the post-conflict environment should be informed by similar international experiences: that is the focus of the essay by political scientist Angelika Rettberg, associate professor at the Universidad de los Andes, entitled, "The Entrepreneur and Peace, or The Business of Peace".

The third section ("Academic community") presents the profile of one of the researchers of a new generation who began publishing in the late 1990s. Joaquín Viloria has focused his research on the Colombian Caribbean, specifically on business related to agricultural export products (tobacco, coffee and bananas) and livestock. It is noteworthy that Colombian Caribbean business historiography has shown remarkable progress in this "country of regions" in the last quarter century. The final section ("Events") reports on two recent conferences of the Ibero-American Business and Economic History Studies conducted in Bogotá (Colombia, October 2012) and Lima (Peru, June 2013), and the World Business History Conference (Frankfurt, March 16 and 17 de 2014), which is expected to attract active participation by the Latin American business history community.

Business History in Colombia



Donation of the archives of historian Richard P. Hyland

By: [Carlos Dávila](#), professor School of Management, Universidad de los Andes.

American and British historians have played an important role in the business and economic history of Colombia. Typically, their contributions have been through doctoral dissertations they completed in their countries of origin. While several of these appeared later as books published by well-known university publishers in the United States, only a relative handful were subsequently translated into Spanish. A selection of 15 of them reveal the subjects to be transportation (4), regional entrepreneurship (4), agricultural exports (coffee, tobacco) (3), colonization (2), mining (1) and the country's economic development (1). Six of these dissertations were written between 1940 and 1955, four in the 1960s, five in the 1970s and one in the 1970s. More than half of them (7) came from the University of California at Berkeley, two from Oxford University (not counting two others by Colombian researchers who obtained their doctorates at that university) and one each from Columbia, Yale, Chicago, Minnesota, Virginia and American University. Of those from Berkeley, one from 1979 was by Richard P. Hyland, entitled "The Secularization of Credit in the Cauca Valley, Colombia 1851-1880", in which he studied the role played by credit, religion and agrarian structure in economic growth of Valle del Cauca in the second half of the 19th century. Prior to his Ph.D. from University of California, Berkeley, he received a M.A. and a B.A. both from University of California, Santa Barbara.

In 1982 he published the results of his research in an article in *Hispanic American Historical Review* (62, 3: 369-406) entitled "A Fragile Prosperity: Credit and Agrarian Structure in the Cauca Valley, Colombia, 1851-87", which won the James Alexander Robertson prize as the best article published that year in that journal. In 1983 he published his thesis in Spanish, translated by the prematurely departed historian [Germán Colmenares](#) under the title *El crédito y la economía, 1851-1880* as part of a collection of texts about Valle del Cauca, jointly published by the Banco Popular and the University of Valle. Between 1979 and 1982 he taught Latin American history at Rice University, after which he became an international consultant in issues related to production and marketing of energy and hydrocarbons and e-commerce. He manages a consulting firm in this field.

In 2011 Hyland donated the archives that he compiled in the 1970s for his research about credit and the economy of Valle del Cauca in the second half of the 19th century to the GHE. Playing a key role was Frank Safford, a renowned American historian who completed a half century of research on Colombia and is currently an emeritus professor at Northwestern University; he was decisive in this donation because he put the donor in touch with the GHE. ([cfr. Newsletter No. 3](#)). The files, which had been stored in the author's home in Houston, are admirably preserved. The archive consists of more than 1,500 pages, 3 bibliographic files, 14 rolls of microfilm and more than 30 books that are thematically organized.

On the occasion of the delivery of the Hyland archive to the Universidad de los Andes, Richard Hyland as well as Frank Safford delivered a few words that are reproduced here. They offer valuable reflections for researchers and for the field of business history in a society such as Colombia, from the perspective of two US historians.



The significant facts of history lie in those notable events that are not documented

By: Richard Hyland, Ph.D. in History (University of California, Berkeley), international consultant

I want to tell you a story. Once upon a time, 36 years ago, a young foreigner came to this land with audacious ideas for his doctoral thesis in history. He was a young man of the 1960s, with their social transformations, revolutionary ideas, Cold War and hopes for peace and development. He came from Berkeley, California, where the spirit of change burned with particular intensity.

This young man arrived, 1/ matured as a student after a year spent immersed in Hispanic culture in Madrid, where he discovered the long history of the Spanish people; 2/ hardened and saddened as a soldier by the tragic mistakes of the Vietnam War, another country with a rich culture and long history that was misunderstood and ignored by his fellow Americans; 3/ dedicated to preventing war through understanding of the roots of the process of historical development of societies and the ever-stronger impacts on them of the transformative process that we call the Industrial Revolution; 4/ impelled not by some ideology or another, but by the belief that the significant events of history took place beyond the palace balcony and beyond the glorious battles carefully documented to inspire the people. The significant facts of history awaited discovery in notable events that were not documented.

In this he hoped to follow in the footsteps of the French Annales scholar Fernand Braudel, who in his great history concatenated the price of bread with the lives of kings. And in this he also recalled the history of the Spanish people seen by Miguel de Unamuno as a “grand” history that did not make sense without the “petite” (micro histories) histories of its small villages and regions. Thus, this young man came to search for the facts of the people in all their ambiguity, believing that they would lead him to discover a small part of the unwritten history of the Colombian people.

“Why Colombia?” one might have asked and this young man would have answered: “Because of its location as the gateway to South America; because of its geographic diversity and because of the fascinating voids in its history.”

“Why Valle del Cauca?” one might also have asked. And he would have answered: “Because it is an isolated region, the subject of very little research, but rich in possibilities; because it is a microcosm of the meeting of indigenous, European and African cultures and the civilization that arose; because it is a natural laboratory of the impact of the Industrial Revolution in Latin America.”

And now this young man of that time, already an old man, returns to this country that attracted him so much to express appreciation for the honor that it bestows on him.

Well then: what challenges faced me in this great Valle del Cauca project? There were many, but I would like to point out three -- sources, scale and complexity.

With regard to sources, I already knew they would be a problem, because the achievement of Independence overthrew not only the authority of the Spanish rule but also toppled the administrative structure that had supported it with its rich documentation about the social and economic conditions of the colonial people. This was a void that could not be filled by the new national government, which was weak and poor, during a large part of the 19th century. Thus, he had to immerse himself in local sources such as the archives of notaries, parishes, municipalities, companies

and families to understand what happened in Valle del Cauca during this time.

I did not anticipate what I found: neglect, difficult access and, at times, a complete absence of records. When I asked about documents from the 19th century in a municipality of the Valle region, they told me that they were thrown into the river to free up space! There was more. When the Spanish left, evidently they took the high quality paper, since the notary transactions from the 16th century were on fine, durable paper, but I found that 19th century transactions were recorded on low quality paper that disintegrated in my hands. Facts turned to ashes leaving a crumbling past.

With regard to scale, I was not prepared for the volume and diversity of the documents that I would have to investigate. Since I was immersed in one or another series of daily transactions that easily bogged me down, I became lost and frustrated. Many times I asked myself, “Are you crazy, Richard?” Only after I had reviewed years of sundry transactions could I see patterns and trends, of this or that family clan, this or that hacienda, house or loan.

This brings up the third challenge of the project, since success depended on handling the complexity of the sources and the information collected. It was a huge jigsaw puzzle with thousands of pieces that had to be assembled, difficult in itself, but even more difficult when I considered how many other pieces had been lost. It was an onerous process, yes, but indispensable, since historic significance lay in the associations between the many pieces and the little stories they told. Thus, I continued trying to assemble the economic, social, political and demographic pieces I found until, finally, I began to see the significant events and personages in the life of the residents of Valle del Cauca.

This act of assembly brought me into their lives as if I were a neighbour, getting to know their notable persons and understanding their concerns and longings. I felt the fear of the smallpox epidemics, the uncertainties of the civil wars, the risks and possibilities of change. I learned about the strength of family ties; as well as their weaknesses, evident in the large number of *hijos naturales* (children born out of wedlock) acknowledged in the legal documents. I came to understand the courage of persons of vision who aspired to a better life for their communities. Of these, I wish to point out three whose actions contributed to the transformation of the Valle region at the end of the 19th century.

Eustaquio Palacio— novelist, journalist, founder and editor of *El Ferrocarril* (1878-1898), a progressive, non-partisan newspaper whose articles and advertisements documented both the condition of the people as well as the international events that began to impact Valle del Cauca. It was the voice of reason and faith in the possibilities of social and economic improvement that could be achieved through education, business and technology in the industrialized world. Thus, the name of his newspaper.

Santiago Eder – Russian-American immigrant, industrial entrepreneur, founder of *La Manuelita*, a modern sugar mill, the first run by steam, whose foreign machinery had to be transported in pieces by mule through the Western Cordillera, by the river Dagua, taking three months to reach its destination. Pioneer of the modern sugar industry of the Valle region.

Evaristo García – Physician, scientist, researcher and co-founder of the Cauca Medical Society, the region’s first professional medical association. Educated at the Paris School of Medicine. Pioneer in the diagnosis and treatment of tropical diseases, he saw his profession in broad terms embracing hygiene, nutrition and public health and the importance of historic demographic data in order to understand the roots of health in the population. He was the first to prove that the “laziness” associated with African-Colombians, during and after the times of slavery, was a product of poor diet and that it should not be treated as a racial characteristic.

These individuals, allied with other like-minded persons, struggled to promote the integration and progress of the Valle region. They launched steamships on the Cauca River, built a railroad to the Pacific and started the Bank of Cauca, the first modern financial institution of its type in the region. The Bank reinforced and extended commerce through the Valle by means of its currency and the trust it conveyed.

I invite you to accompany me back to that time. Imagine that we are shareholders in the Bank of Cauca meeting at the

beginning of December 1873 in an office in Cali for the first meeting of the Bank's shareholders. Among them you would recognize the great majority as your neighbours who, like you, have experienced difficult times.

Looking back, they would all recall a time that was more difficult than positive in which, in the face of Republican proclamations and constitutions, there arose the partisanship, caudillos and wars underscoring the disintegration of colonial society and the illusion of independence. Social insecurity and economic insecurity prevailed, which would culminate three years later in the sack of Cali in the war of 1876.

Looking to the future, what did they see? What were their hopes? They could all contemplate the first indications of economic recovery and, perhaps, perceive the possibility of progress through the adaptation of the ideas, institutions and technologies of the industrialized world to the realities of the Valle region. But that was only a possibility; there were no guarantees. On the contrary, there were still risks. However, they invested their riches in the Bank. This was a risky action, considering that it was an institution whose success depended on trust.

In such unstable times, why did they do it? Certainly, those shareholders are no longer with us, so we cannot know for sure. We only know what they did. Based on historical research, I would like to think that it was hope that motivated them, but a firm and pragmatic hope, not blind faith. And courage. The courage to risk a known present for an unknown future whose promise of progress would demand their own intelligence, adaptation and dedication, and that of their children, their grandchildren and all their descendants up to our present day.

Here, in this history of Valle, we find an important part of the grand sweep of the history of the Colombian people. We barely know the story of Valle del Cauca. My work is just a beginning; the regional history of Valle remains to be written. How many other significant events and persons await us in this archive and in similar sources? The materials are available. The opportunity exists. All that are needed are bold and curious individuals who are ready to begin the journey to the past in order to bring about a more positive future.

Thank you all.



Richard P. Hyland: his work and his archives. Comments about “Sociedad y Economía en el Valle del Cauca: El Crédito y la Economía, 1857-1880” (Bogotá: Biblioteca Banco Popular, 1983).

By: [Frank Safford](#), Emeritus Professor, Northwestern University

This is a brief summary of some aspects of the book. In the first chapter Dr. Hyland presents an introduction of some aspects of Valle del Cauca that affect commerce. He describes the transportation conditions that isolated the region. Traversing the Quindío took nine days. To arrive at the port of Buenaventura took three days on a bridle path, followed by three days in canoe on the dangerous Dagua River. He also makes reference to the epidemics of that era.

He presents a summary of the general patterns of the economy of the Valle region in the period under study. There had been general stagnation between 1858 and 1890, except for two periods of progress: 1867-76 and 1879-82, both interrupted by civil wars. In contrast, there was notable prosperity after 1890.

I am going to repeat a part of a paragraph of the discussion of the period after 1890, because it reflects the capacity of Dr. Hyland to say quite a bit in few words:

“Nationally, this prosperity was based on coffee, which had become the magical solution of the Colombians’ economic penury, revitalizing Santander and the pasture lands of Magdalena and propelling the growth of the Quindío. As the latter region was transformed into a dynamic coffee

production area, the lands of Valle to the south began to change, finally emerging from the depression engendered by the civil war, nature and the many legacies of the previous slaveholding economy. The counterpart of coffee was cacao, cultivated for centuries by slaves in small areas of the haciendas, now quite profitable due to the combination of steam navigation on the Cauca River and an available market between the prolific population of Quindío and Antioquia, whose own production of cacao had declined as a consequence of a disease that harvests in the mid-1880s. Ranching continued to be a profitable business and gave rise to a handful of grand haciendas that continued to operate in the Valle region”.

I cannot resist repeating another memorable comment:

“While liberals [in the Valley] complained as loudly as conservatives about the shortage of labor and especially the lack of reliability of the peons, their discussion of changing political economy had expanded toward the decade of the 1870s -the zenith of liberal experiments- to include ways to transform the habits and customs of the working classes and to implement principles of modern civilization such as banks, steamboats and railroads. Thus the subject of education expanded to include commercial values as well as precepts of urbanity and the moral imperatives of Christian dogma. The task consisted of stimulating a higher level of consumption and inculcating the desire for material goods; in short, to disseminate among the working classes the taste for innocent pleasures and the improvement of their homes, their wardrobes and their habits”.

The paragraph above has a certain resonance for me, because it relates to the attitudes of Manuel Ancizar in his description of the northern provinces in the 1850s. Ancizar considered as “whites” those who had better houses and dressed more in the European style.

The focus of the book, as its title indicates, is credit and its main basis, reliability. It considers the effects of civil wars and to national initiatives of the liberal politicians, the redemption of the census of 1851 and the confiscation of Church properties in 1861, in creating an atmosphere of uncertainty.

Regarding the civil wars, Dr. Hyland states in relation to one of the biggest wars, from 1858 to 1863, its significance “does not lie in destructiveness per se, but in the fact that it was the final manifestation of a pattern that marked the progressive collapse of institutional authority and the fragmentation of control by the elite over the social order”.

It could be thought that the wars were started by a variety of not completely rational impulses – of conflicting policies, in the case of the war mentioned above, between Mariano Ospina Rodríguez and his attempt to maintain greater control over the autonomous states, and the resistance to these policies of the liberals in Santander and Cauca, in addition to the unbridled ambitions of Tomás Cipriano Mosquera. In any case, there had always been an element of irrationality.

In the case of redeeming the census, it had been a state policy, for various reasons, to lighten the load of the census on property owners, to raise money for a state in need of funds and probably also to undermine the financial power of the Church. In the case of confiscating Church properties, there were similar motives, with the addition of the brutality of General Mosquera due to the Church’s support for his enemies.

At the risk of exaggeration on my part, it seems that Dr. Hyland considers these two actions of the liberals as sins of credit. The redemption of the census in 1851 perhaps could be considered the “original sin” and the confiscation of Church property in 1861 the “mortal sin”.

They were financial sins because they were violations of contracts. In the case of redemption of the census, they attacked a source of low-interest loans.

And in the case of the 1876 civil war, this damaged, and in some cases destroyed, the new commercial banks, which were also possible sources of moderate-interest loans.

This book is important. It is a detailed and specific study of the importance of institutions in economic development. It should be said, it came out before Douglas North's observation on the importance of institutions was becoming a craze among economists. And it should be added that in trying to make historical explanations on this matter economists did simplify. These economists, it seems to me, emphasize the importance of institutions, at times without defining or clearly defining the institutions in question. In addition, they do not tend to engage in detailed investigations in search of the fiber of economic life. Dr. Hyland has done both.

The importance of this book is in its research into the consequences of wars and government policies in undermining trust. Thus, it offers a demonstration of this process unfolding, a demonstration based on past realities, which offers a more solid basis for understanding the institutional factor in economic development.

Archives of Richard P. Hyland

Spending the better part of a day, Ana Milena Fayad, who is a member of GHE and doctoral student of history at El Colegio de México, and I examined the archives of Dr. Richard Hyland. Everywhere we encountered his mental lucidity and orderly methods. In his notes, in addition to systematically organized data, there are comments and observations, written with an integrative vision.

In addition, we found a promising fragment that appeared to be the seed of an important book that Dr. Hyland did not have the opportunity to write. We reviewed these notes in haste, thus I cannot offer a comprehensive idea of its content. It seemed, however, to offer a sweeping vision of Colombia's economic history.

I asked myself: if Dr. Hyland, due to his work as a consultant, could not dedicate the time necessary to carry out this project, perhaps it could be completed with the help of a historian, someone younger, under the direction of Dr. Hyland.

I must add that I am very impressed by his work as a consultant, the content of which I do not completely understand. Finally, on behalf of the School of Management and adding to comments made by Carlos Dávila, director of the GHE, I would like to thank Dr. Hyland for his generosity in depositing his research materials in the archives of the University of the Andes. As in the case of the loans and other economic arrangements of the 19th century, the reliability of the institution is at stake. Accepting these documents represents for the University of the Andes a challenge for the institution to put them to productive use.

Trends



Business and peace, or the business of peace

By: [Angelika Rettberg](#), Associate Professor, Department of Political Science, Universidad de los Andes

In the past decade, the private sector has become the darling of international and domestic organizations seeking strategic partners in building sustainable peace, ranging from processes of demobilization of combatants to addressing victims' needs to rebuilding wrecked economies. Arguments to attract the private sector combine economic dimensions—the realization that most companies' economic performance suffers in violent contexts and the expectation that it will improve in peaceful environments (the peace dividend)—with moral dimensions, which appeal to companies' actual or perceived responsibility in overcoming the causes of armed conflict and violence in line with the general umbrella of corporate social responsibility.

In contrast with these growing efforts, the experience of several countries and international institutions engaged in peacebuilding seems to suggest that both boosting economic recovery via private sector engagement to provide the material basis for sustainable peace and engaging the private sector in specific peacebuilding tasks is easier said than done. Tripathi (2008) argues that investors tend to shy away from conflict or post-conflict settings because volatile contexts fail to provide a minimum of safety for operations and sufficient return on investments. As to the second point, after a certain threshold of private sector peacebuilding activism has been achieved, efforts to further engage the private sector reach a plateau. The circle of “converted” companies is difficult to broaden, companies initially enthusiastic about supporting peacebuilding efforts step back from further participation, or companies flatly reject becoming engaged in peacebuilding efforts.

At the same time, the importance of the private sector as a crucial source of resources, know how, and institutional capability for building peace has not diminished. Plenty of arguments have been made to show how, on the one hand, business needs peace to thrive but, at the same time, peace needs business to progress and consolidate. What explains this gap between the ongoing need for private sector involvement and the limits to sustained private sector engagement in peacebuilding? How can it be closed?

I argue that the assumption that, were it not for conflict, market forces could be unleashed and would yield favorable results to post-conflict societies yearning for growth and progress is flawed. Domestic private sectors—their structures of incentives, their practice and strategy—may have either adapted to conflict or remain undeveloped. This poor supply of entrepreneurial endowment (Acs 2006, Audretsch, Keilbach & Lehmann 2006)—not just of opportunity—in underdeveloped, conflict-ridden societies brings to the forefront an old debate on what is needed for peace, what is needed for development and where the two intersect.

In addition, directly engaging the private sector in peacebuilding tasks such as job creation for demobilized combatants or victims of armed conflicts, preferential investment in post-conflict development in affected communities, adherence to codes of good corporate behavior, or alliances between private sector foundations and other civil society organizations have also faced difficulties, related to lack of trust in the peacebuilding processes and actors and fear of spoilers overall but also to an estimation of cost in terms of time and resources invested and risks faced. Even when private sector partners trust the process and are willing to invest resources in peacebuilding they may still not know how to do it.

As a result and given these limitations, we should devote more and better analyses to the question of how to bring business aboard the peacebuilding agenda in conflict-torn or post-conflict countries. This will hinge on policymakers’ ability to convey a moral obligation to business (in the way that corporate social responsibility frameworks do), and on business willingness to pay for many of the costs implied by peacebuilding or at least refrain from hindering peace from advancing.

Doing so effectively is more complicated than adding up destroyed infrastructure, attacks and lives lost, as is common in studies on the costs of conflict. Rettberg (2008) suggests how even when costs to private sector activity related to armed conflict are high, this is still insufficient to generate massive private sector participation in peacebuilding. On the one hand, conflicts of long duration seem to generate the internalization of conflict costs, making it difficult for policymakers to convey the company-specific loss associated with conflict. In addition, armed conflicts are not synonymous with overall deterioration: specific sectors benefit from the turmoil and will actively oppose peacebuilding efforts and certain regions of a given country may remain unharmed. Also, costs are often more of an indirect than of a direct nature: attacks on companies or personnel are infrequent, whereas transaction and opportunity costs are more frequent yet more difficult to measure, attribute, and use for private sector mobilization. The public-good quality of peace (once obtained, nobody can be excluded from enjoying peace’s positive effects, regardless of whether s/he has paid its cost) is a fourth factor diminishing the weight of the moral argument, because it may generate a preference for delegating costs and action to others (such as the state, the international community, or other private sector actors). Finally, differences within the private sector may explain different preferences and capacities faced with a context of conflict. Companies facing conflict have diverse options, choose different strategies, and experience varying degrees of

effectiveness. In sum, the private sector—and entrepreneurs in particular—is/are not a homogeneous category and require a differentiated approach by scholars and policymakers seeking to identify the proper incentives to produce private sector involvement in peacebuilding.

Many of these insights are relevant for the Colombian case. Despite ongoing armed conflict, the country is now considered one of the most dynamic emerging markets. In contrast with the 1990s, when an escalation of conflict, economic recession, and political crisis combined to mobilize the private sector in favour of peacebuilding and peace negotiations, today the economic argument for peace is much harder to make. Companies face varying types of costs associated with conflict, according to sector, region, and nationality, and many thrive instead of falter despite the national conflict environment. Here, too, we need to better understand the divisions within the private sector and the proclivity of different private sector factions to support peacebuilding efforts—for moral and economic reasons—in order to better capitalize on the country's private sector peacebuilding potential.

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Academic Community

Researchers

History of Colombian regional entrepreneurship: tobacco, coffee, bananas and cattle

In Colombia, "country of regions," a distinctive fact of regional business historiography has been the notorious advance in the last two decades of studies about regions other than Antioquia, which had received the most attention and research. A notorious example is the Colombian Caribbean region, in which a group of historians and economists began in the 1980s to demonstrate that the "Andean vision" (or "vision of the Cordillera" and central portion of the country) of Colombian was prejudiced and incomplete. Since then, [Eduardo Posada-Carbó](#) (D. Phil., Oxford), [Adolfo Meisel](#) (Ph. D., Illinois), [Gustavo Bell](#) (with doctoral studies at Oxford) have written extensively about the economic, business and political history of the Colombian Caribbean, followed by other researchers who began to publish at the close of the 20th century: among others, [María Teresa Ripoll](#) (M.A., Uniandes), [Joaquín Viloria](#), Ph.D., University of Puebla, Mexico), and [Haroldo Calvo](#) (M.A., Pennsylvania). The [Banco de la República](#) (Colombian central bank), Cartagena de Indias branch, and its Center for Regional Economic Studies (CEER in Spanish), created in 1997, has been a decisive factor in supporting research. The CEER was founded and led by Adolfo Meisel, director of Banco de la República (Cartagena) until the beginning of 2013 when he moved on to the bank's national board.



Joaquín Viloria is one of the Caribbean coast's academics who have contributed the most to business history in this region of Colombia, working since the mid-1990s. He researched the evolution of various business activities in sub-regions of the Colombian Caribbean in the period 1810 to 2000: coffee in the Sierra Nevada of Santa Marta, tobacco in the sub-region of the Montes de María, banana growers in Magdalena department and cattle in the flat areas of the departments of Córdoba and Sucre. In addition, he has studied Arab immigrants in an interior coastal community (Lorica) and Germans in the main Caribbean port of Colombia (Barranquilla). In the field of local and regional economies he has studied, among others, coal in the departments of Cesar and La Guajira and port activities of the Colombian Caribbean.

His doctoral thesis ("Economic and business history of Magdalena Grande, Colombia, 1870-1930") studied the economy and entrepreneurs of the subregion located in the eastern Colombian

Caribbean, currently consisting of the departments of Cesar, La Guajira and Magdalena. With this research he sought to elucidate the economic and social changes that occurred in the Magdalena Grande during the selected period (1870-1930). This included examining the manner in which economic activities arose, their impacts and the problems configuring production networks, some of which were frustrated prior to consolidation. The period of study began at the time that Barranquilla became the most thriving city in the Caribbean region, with the nation's most active port and customs facilities. The study concluded in the 1930s, since this cut-off allowed examination of the regional effects of the great crisis of 1929-1932, as well as the economic recovery and the performance of its entrepreneurs afterwards, as well as the banana strikes that preceded it.

The central hypothesis of Viloria's work suggests that it was not due to a lack of entrepreneurial mentality or effort – in other words, not a deficiency of entrepreneurship – that dictated the lagging of some rural activities of Magdalena Grande, but rather these faced severe agro-ecological limitations and a fragmented environmental supply. This situation prevented the structuring of intensive and specialized farming efforts, with the sole exception of the banana industry of Magdalena in the first decades of the 20th century. In the entire territory economic activities were configured as productive areas linked with the national and others with the exterior. The thesis will be published in 2014 by the Center of Regional Economic Studies – CEER, of the Bank of the Republic.

Viloria worked in the CEER from its creation and until 2010 and since then it is the Manager of the Cultural Agency of the Bank of the Republic in Santa Marta. Viloria has a Doctorate in History of the Autonomous University of Puebla in Mexico that ended in 2008. Previously (1995-1996) he earned a masters in Management and Public Policy in the University of Chile, another masters (1992-1993) in Regional Development Planning and Administration at the Universidad de los Andes; previously he graduated as Economist at the Universidad Externado de Colombia.

Events

Hispanic American Entrepreneurial Studies and Economic History Group (V Colloquium, Bogotá, Colombia, October 11-12, 2012; VI colloquium, Lima, Peru, June 13-14, 2013)



Enrique Ferreyros Merchant House
(Peru, 1928)
Source: Ferrycorp S.S.A. (present company)



Coffee entrepreneurs (Colombia, 1910)

This network, created in 2007, reunites business historians from Spain, Argentina, Colombia, Mexico and Peru. It conducts an annual colloquium that rotates between the five member countries; the two most recent were held in

Bogota (Colombia) and Lima (Peru). [Colloquium V](#) took place at the School of Management of the University of the Andes from October 1 to 12, 2012, with 120 participants attending, while [Colloquium VI](#) was held at the University of the Pacific on June 13 and 14, 2013, with 40 participants. In both, three thematic sessions were organized with papers presented by the five participating countries. At the Bogota colloquium the sessions dealt with three topics: "Business Groups in Latin America, 19th and 20th century, Transport and Communications in Latin America and Spain: a century and a half of business activity and rural entrepreneurship, 19th and 20th centuries. The Lima colloquium hosted sessions on Business/entrepreneurial families, migration and ethnicity, Credit, banks and finance in Latin America and New paths in business history research.

The next colloquium will take place in Tijuana (Mexico) on November 6 and 7, 2014.

World Business History Conference - WBHC 2014.

On March 16 and 17, 2014, Frankfurt will be the location of the first world business history conference organized by various regional business history associations. The international organizing committee consists of the presidents of the respective associations of Europe (Harm Schröter, EBHA), Japan (Takeshi Abe, BHSJ), United States (Andrew Godley, representing the BHC), International Economic History Association (Grietjie Verhoef), Germany (Andrea Schneider, director of GUG and organizer of the event) and Carlos Dávila (representing Latin America). The themes of this conference, the first stage towards a World Congress to be held in June 2014 in Bergen (Norway) are very open and truly international in coverage; in particular, includes subjects in which Latin American business historiography made significant progress, such as a family business, banking and financial history, mining and agriculture, forms of business organization including economic groups, business clusters and networks, business history and economic development. An active and important participation of Latin American business history scholars at this event is being promoted. The conference has a broad nature, not ethnocentric, with emphasis on global comparative research, the "emerging economies" and varieties of capitalism. Check the event page: www.worldbhc.org

The WBHC will take place immediately after the Joint Conference of the Business History Conference (BHC) and the German Business History Association (GUG), which will also be held in Frankfurt, on March 13-15, 2014. This year's theme will be the virtues and vices of business from a historical perspective. Check the event page: www.thebhc.org/annmeet/general14.html