

Abstracts, Classifications and Authors

I. Abhandlungen und Studien

Ralf Banken: Die Entstehung des modernen Unternehmens: Einführende Bemerkungen / The emergence of the modern company: Introducing remarks

Abstract

The article investigates two issues, currently widely neglected: the fact that enterprises did not become the dominant form of organisation for the production of goods and services in western economies until after 1800; and that these institutions did not play a major role in the Early Modern Age. It argues that the understanding of modern enterprises as industrial-technical organisations and the production of machinery as the sole cause for the evolvement of modern companies – which has dominated up until now – as lacking, as numerous service companies had already developed in the early phase of industrialisation. Based on a functional concept of enterprises, the article attributes the early modern proto-enterprises a major role before 1800 and elaborates on what conditions were necessary to allow for the plentiful occurrence of modern enterprises in the phase of early industrialisation. In so doing it elucidates a clearer understanding of how modern enterprises institutionalised over time.

Keywords: Institutionalization of the Modern Enterprise, Definition and Development of the Enterprise in the Early Modern Period

JEL-Codes: N 01, N 44, N 80, N 83, N 93

Ralf Banken, Wirtschafts- und Sozialhistoriker, Wissenschaftlicher Mitarbeiter am Lehrstuhl für Neuere Geschichte, Universität zu Köln im Projekt Geschichte des Reichsministeriums der Finanzen in der Zeit des Nationalsozialismus und Privatdozent an der Goethe Universität Frankfurt am Main. Wichtigste Veröffentlichungen: Die Industrialisierung der Saarregion. 2 Bde. Stuttgart 2000 u. 2003; Edelmetallmangel und Großraubbauwirtschaft. Die Entwicklung des deutschen Edelmetallsektors und die Degussa AG 1933-1945. Berlin 2009; Die MAN. Eine deutsche Industriegeschichte. München 2008, (gemeinsam mit Johannes Bähr und Thomas Fleming); MAN. The History of a German Industrial Enterprise. München 2009. (together with Johannes Bähr and Thomas Fleming). Das Europa des „Dritten Reichs“. Recht, Wirtschaft, Besatzung. Frankfurt am Main 2005 (gemeinsam mit Johannes Bähr). Aktuelle Projekte: Die NS-Steuerpolitik 1933-1945; Die Geschichte der Industriegaseindustrie 1890-2000

PD Dr. Ralf Banken
Wittelsbacher Allee 23
D-60316 Frankfurt am Main
Ralf.Banken@t-online.de

Michael Rothmann: Unternehmensformen oder Formen von Unternehmungen zwischen Spätmittelalter und beginnender Früher Neuzeit / Business Forms or Types of Companies between the late Middle Ages and the Onset of the Early Modern

Abstract

The article "Business forms or types of companies between the late Middle Ages and the onset of the early modern" focuses on "entrepreneurial" activity on the one hand and on the business-like structures and networks of capital and labor-intensive large undertakings between 1300 and 1550 on the other. The first case study shows how intensively the domain was involved in the economy and markets already at this time through good planning and accounting, by taking the example of a noble estate in the 15th Century. The article then compares the operational and corporate organizational structures in the central European mining sector in the early 16th Century by means of a second case study. It shows that mining and metallurgy emerged early on in various corporate and operational forms, because of the capital requirements of large-scale production conditions, distance and the differentiated division of labor organization, but differed greatly from each other because of their strong adjustment

in respective political and environmental conditions. Based on the "Corporate Governance" of the Italian banking houses of the 14th Century the third example explains how early the company's size and distance relationships were able to mould the organizational structure of these financial institutions. With increasing international trade and credit transactions only the semantics of family and kinship survived. Overall, the article is able to show by means of its examples, that increasing company size, greater market orientation, an increasing need for capital, the internationalization of market relations and the question of the risk limit lead to the emergence of new institutional forms of business organization from the late Middle Ages onwards.

Keywords: Business history, Agricultural History, History of Banking, History of Mining, Medieval History

JEL-Codes: N 53, N 63, N 83, N 93, M 10

Michael Rothmann. geboren 1960 in Frankfurt am Main, Professor für mittelalterliche Geschichte an der Leibniz-Universität, Hannover. Seine wissenschaftlichen Schwerpunkte liegen in der Geistes- und Ideengeschichte, der Wirtschafts- und Sozialgeschichte, der politischen Geschichte sowie der Stadt- und Landesgeschichte.

Prof. Dr. Michael Rothmann
Historisches Seminar
Leibniz Universität Hannover
Im Moore 21
D-30167 Hannover
michael.rothmann@hist.uni-hannover.de

Stefan Gorißen: Vorindustrielle Unternehmer? Ökonomische Akteure und Betriebsformen im 18. und frühen 19. Jahrhundert / Pre-industrial entrepreneurs? Economic actors and production systems in the 18th and early 19th centuries

Abstract

In recent economic history entrepreneurship seems to be a subject that is only dealt with in modern industrial societies, although the term is often used even in reference to medieval and early modern trading companies. Given this confusion in terminology this article proposes to define enterprise in terms of transaction costs-theory and to assess the building of enterprises as a process of vertical integration. In pre-industrial times this relates mostly the integration of production and distribution in a common entrepreneurial framework. In order to supply evidence in favour of this model the article looks at three protoindustrial production systems: wool production in the Aachen region; iron and steel processing trades in the duty of Berg; and the linen trades in Silesia.

Keywords: Entrepreneurship, Protoindustrialization, Transaction Costs, Theory of the Firm, Wool trades, Linen Trades, Iron processing

JEL-Codes: D 02, D 21, D 23, D 40, D 81, D 82, D 86, L 22, L 26, L 61, L 67

Stefan Gorißen Wissenschaftlicher Mitarbeiter der Universität Bielefeld. Arbeitsschwerpunkte: Handels- und Gewerbe-geschichte vor- und frühindustrieller Zeit, rheinische und westfälische Regionalgeschichte, formale Methoden in der Geschichtswissenschaft. Publikationen u.a.: Vom Handelshaus zum Unternehmen. Sozialgeschichte der Fa. J. C. Harkort 1720-1820, Göttingen 2002; (Hg.), Ehrenamt und Mäzenatentum. Grundlagen der Zivilgesellschaft im historischen Wandel, Münster 2005.

Dr. Stefan Gorißen
Universität Bielefeld
Fakultät für Geschichtswissenschaft, Philosophie und Theologie
Universitätsstr. 25
D-33615 Bielefeld
stefan.gorissen@uni-bielefeld.de

Alessandro Monti: Moderne Unternehmen in der vorindustriellen Zeit: Das Beispiel der Porzellanmanufaktur Meißen / Modern companies in the pre-industrial era: The case of the Meissen porcelain factory

Abstract

Analysis covering the early development of modern companies and the rise of strategies like marketing, pricing and product management has traditionally dated the beginning of modern business activity to the industrial revolution and the second half of the 19th century. Although this research on modern business history has recently received increasing attention, it remains rather unclear what makes a company truly “modern” and what the defining characteristics of such companies are. In addition, there is limited insight into whether the rise of modern companies might have started before the prevailing historical period of the 19th century. The following work tries to close this gap by providing a framework for identifying modern business operations and presenting a set of key elements that can be used as criteria for modern companies. It will be shown that modern companies can be traced back to as early as the beginning of the 18th century. This is achieved by presenting the case of the Meissen porcelain factory, which has been manufacturing porcelain since 1710, adopting a unique blend of modern market strategies.

Keywords: Business history, history of marketing, history of pricing, strategy, Meissen, porcelain manufactory

JEL-Codes: N 63, N 83, M 30, L 11

Alessandro Monti, Dr. rer. pol., von 1998 bis 2004 Studium der Diplom-Volkswirtschaftslehre an der Universität Köln und Abschluss M.Sc. in Management an der London School of Economics. Seit 2004 Tätigkeit als Marketing- und Strategieberater, ab 2007 Promotion in Wirtschaftsgeschichte an der Universität Köln bei Prof. Dr. Pierenkemper. 2010 Dissertation im Bereich der Unternehmens- und Marketinggeschichte mit einer Arbeit zur Preisstrategie im 18. Jahrhundert der Porzellanmanufaktur Meißen. Autor zahlreicher Artikel zur unternehmensgeschichtlichen Forschung in der Preispolitik.

Alessandro Monti
Stralsunder Weg 28
D-53119 Bonn
alessandro.monti@web.de

Alexander Engel: Die Transformation von Märkten und die Entstehung moderner Unternehmen / The Transformation of Markets and the Emergence of Modern Enterprises

Abstract

According to institutional economics, transactions are carried out either in the market or within firms, with the latter emerging when market transactions become internalized. This suggests that the history of modern enterprises cannot be fully understood without investigating the history of markets as well. This paper makes some socioeconomic generalizations about the specific configuration of pre-modern markets and their transformation in the 19th century. When the focus shifted from a fairly invariable range of moderately processed commodities to a dynamic range of more highly processed, producer-specific specialties, it rendered the formerly useful separation of production and consumption by a sphere of independent all-purpose merchant ineffective, and fostered the combination of production, distribution, and functions relating to product innovation (R&D, marketing, legal protection). This necessitated the close coordination of specialists, prompting the rise of integrated organizations, whose success finalized the transformation of markets.

Keywords: market configuration, commodities/specialties, all-purpose merchants, rise of the firm

JEL-Codes: D 23, D 40, L 11, L 14, L 15, L 22, O 30, P 10

Alexander Engel, geb. 1975, Akademischer Rat auf Zeit am Göttinger Institut für Wirtschafts- und Sozialgeschichte, 2011-2012 John F. Kennedy Memorial Fellow am Center for European Studies der

Harvard University. 2007 Promotion mit der Studie „Farben der Globalisierung: Die Entstehung moderner Märkte für Farbstoffe 1500-1900“ (erschienen 2009), Habilitationsvorhaben zur Geschichte des Börsenterminhandels. Forschungsinteressen: Geschichte von Märkten und Preisen, Unternehmens- und Marketinggeschichte, Globalisierung, Wissensgeschichte und Geschichte des ökonomischen Denkens.

Dr. Alexander Engel
Institut für Wirtschafts- und Sozialgeschichte
Georg-August-Universität Göttingen
Platz der Göttinger Sieben 5
D-37073 Göttingen
AEngel@wiwi.uni-goettingen.de

Ralf Banken: Handlung, Firma, Unternehmen. Zur Institutionalisierung der modernen Unternehmung im 19. Jahrhundert / Business, Firm, Enterprise: the institutionalisation of modern businesses in the 19th century

Abstract

The article focusses on the development of companies' legal forms and the institutionalisation of modern enterprises in the early 19th century German economic system. It demonstrates that the development of multiple modern enterprises in Germany after 1800 preceded the evolution of statutory company legal forms, as modern company law was not introduced until the *Allgemeines Deutsches Handelsgesetzbuch* of 1861. By this time, the economic systems surrounding modern enterprises were already widespread and had become generally accepted institutions in economic life. The article concludes by analysing the institutionalisation of a company as a case in hand. The case study demonstrates – by taking Werner Sombart's consideration of businesses "gaining independence" from their owners into account - that even the institutionalisation of one of the early large-scale enterprises – the Gutehoffnungshütte concern – involved a lengthy process, and was not achieved by the enterprises' foundation or its choice of company legal form alone.

Keywords: Company Law, History of Concepts, Institutionalization of the Modern Enterprise

JEL-Codes: N 01, N 44, N 80, N 83, N 93

Ralf Banken, Wirtschafts- und Sozialhistoriker, Wissenschaftlicher Mitarbeiter am Lehrstuhl für Neuere Geschichte, Universität zu Köln im Projekt Geschichte des Reichsministeriums der Finanzen in der Zeit des Nationalsozialismus und Privatdozent an der Goethe Universität Frankfurt am Main. Wichtigste Veröffentlichungen: Die Industrialisierung der Saarregion. 2 Bde. Stuttgart 2000 u. 2003; Edelmetallmangel und Großraubbauwirtschaft. Die Entwicklung des deutschen Edelmetallsektors und die Degussa AG 1933-1945. Berlin 2009; Die MAN. Eine deutsche Industriegeschichte. München 2008, (gemeinsam mit Johannes Bähr und Thomas Fleming); MAN. The History of a German Industrial Enterprise. München 2009. (together with Johannes Bähr and Thomas Fleming). Das Europa des „Dritten Reichs“. Recht, Wirtschaft, Besatzung. Frankfurt am Main 2005 (gemeinsam mit Johannes Bähr). Aktuelle Projekte: Die NS-Steuerpolitik 1933-1945; Die Geschichte der Industriegewerkschaft 1890-2000.

PD Dr. Ralf Banken
Wittelsbacher Allee 23
D-60316 Frankfurt am Main
Ralf.Banken@t-online.de

Alfred Reckendrees: Zur Funktion der Aktiengesellschaften in der frühen Industrialisierung / On the Function of Joint Stock Companies in the Early Industrialisation

Abstract

Based on a new dataset of Prussian joint stock companies founded before 1870 this article indicates that early German joint stock companies were concentrated in a few highly developed regions. After

the region became Prussian in 1815 the Rhine Province with its favourable institutional environment due to the persistence of French law (Code de Commerce) hosted a very large part of the Prussian industrial joint stock companies. Qualitative analysis of early joint stock companies in the industrial district of Aachen shows that the new institution allowed for related diversification of industrial investments into new industries within the region and contributed to the regional diffusion of technology, management knowhow, and economic expertise.

Keywords: Prussia, Corporate Governance, Corporate Law, Corporate Finance, Knowledge transfer

JEL-Codes: N 13, N 63, N 83, N 93, K 22

Alfred Reckendrees ist seit 2008 Associate Professor am Centre for Business History an der Copenhagen Business School, zuvor war er an der Universität zu Köln tätig. Er ist Mitherausgeber der „Scandinavian Economic History Review“ und der beiden Schriftenreihen „Bochumer Schriften für Unternehmens- und Industriegeschichte“ und „Wirtschafts- und Sozialgeschichte des modernen Europa/Economic and Social History of Modern Europe“. Seine aktuellen Forschungsschwerpunkte behandeln „Die »Neue Ökonomie« des Industriellen Kapitalismus. Industrielle und Institutionelle Revolution im Aachener Wirtschaftsraum, 1790-1860“ und „Corporate and Entrepreneurial Response to Crises“.

Alfred Reckendrees
Copenhagen Business School
Center for Business History
Porcelænshavn 18A
DK-2000 Frederiksberg
are.lpf@cbs.dk

II. Diskussion

Eva-Maria Roelevink: Investitionssicherung eines Syndikatshändlers: Die Steenkolen-Handelsvereinigung und die Gründung der Gewerkschaft Sophia-Jacoba / Managing risk: the Coal Trading Association and the foundation of the Sophia-Jacoba colliery

Abstract

The syndicated structure of the German coal industry has not yet been reflected on in detail in business history. Generally the picture is dominated by the idea of a powerful controlling German Coal Syndicate (RWKS). In fact, the relationship between the Coal Syndicate and its formerly dependent trading organizations, such as the Coal Trading Association (SHV), changed rapidly as a result of World War One. One outcome of this change was the attempt of the Coal Trading Association – the exclusive coal trader of Ruhrcoal on the Dutch market – to diversify into a producer itself. This diversification and investment into the Sophia-Jacoba colliery became a risk investment because of the marketing rules the Syndicate imposed upon its trader. Even though the colliery’s integration of special rights into the Dutch-German Treaty of 1920 had been reflected in political historical science, it is suggested here to focus that case in the context of the syndicated market structure, to get an understanding of this explosive issue for the SHV.

Keywords: Syndicate, Syndicated Market, Risk Investment, Mining Industry, Trade Organization

JEL-Codes: P 13, O 57, O 17, N 84, L 98, L 22, L 24, L 11

Eva-Maria Roelevink, (1984), ist wissenschaftliche Mitarbeiterin am Lehrstuhl für Wirtschafts- und Unternehmensgeschichte in Bochum. Gegenwärtig bereitet sie unter dem Arbeitstitel „Die westdeutsche Kohle und der niederländische Markt, 1915-1931“ ihre Dissertation vor. Seit 2010 ist sie zuständig für die Redaktionsleitung des Jahrbuch für Wirtschaftsgeschichte.

Eva-Maria Roelevink
Ruhr-Universität Bochum
Fakultät für Geschichtswissenschaft

Lehrstuhl für Wirtschafts- und Unternehmensgeschichte
D-44780 Bochum
Eva.Roelevink@rub.de

Marten Boon: Energy Transition and Port-Hinterland relations. The Rotterdam oil port and its transport relations to the West German hinterland, 1950-1975

Abstract

The energy transition from coal to oil that evolved in Western Europe in the 1950s and 1960s caused the Ruhr coal mining sector to descend into crisis, whilst the Rotterdam port experienced unprecedented growth. The Rotterdam port developed from a transit port for its Rhine-Ruhr hinterland into Europe's largest oil and petrochemical refining cluster. The literature assumes that industrialization decreased the German hinterland's importance to the Rotterdam oil port. However, the extent to which this holds has received surprisingly little attention in the port's historiography, a point that this paper aims to redress. Central research questions are: How and why did the energy transition in the Rhine-Ruhr hinterland affect the development of the Rotterdam oil port between 1950 and 1975? How did this affect transport relations between the port and its hinterland? Using transport statistics, the paper concludes that in terms of the port's transit function, the German hinterland has indeed declined in importance to the Rotterdam oil port. However, in terms of the port's production function, the German hinterland has provided significant market potential for the development of the oil refining cluster in the port and remained important throughout the period.

Keywords: Regional economic history, Dutch-German relations, port-hinterland relations, port history, Rotterdam port, energy transition, transport, oil industry, Ruhr area

JEL-Codes: N 74, N 94

Marten Boon (1978) is a PhD-student at the Erasmus School of History, Culture and Communication of the Erasmus University Rotterdam (NL). He is working on a dissertation, entitled *Opting for Oil. Rotterdam's Oil Harbour and the Move from Coal to Petrochemical Feedstock of the Rhine Industry, 1945-1970*. This is part of a broader research project, entitled *Outport and Hinterland. Rotterdam Business and the Ruhr Industry, 1870-2010*, initiated and supervised by Prof. Dr. Hein A.M. Klemann and Dr. Ben Wubs. Marten Boon holds degrees in History (BA) and Media & Journalism (MA) from Erasmus University Rotterdam. From 2005 to 2009 he worked as a researcher and project manager at a media consultancy in Rotterdam.

Marten Boon
Erasmus University Rotterdam
ESHCC
To attn.: Marten Boon
Room W-L-3-007
PO Box 1738
NL-3000 DR ROTTERDAM
m.boon@eshcc.eur.nl

III. Forschungs- und Literaturberichte

Toni Pierenkemper: Wrong opinions of Dead Men? On the relevance of the history of economic thought for modern economics – A plea for the history of economic thought

Abstract

Over the last 250 years economic thinking has undergone considerable changes. This article gives a brief overview of major developments and their respective representations within this scientific field. It then elaborates on the fact that the development of these different opinions – or approaches – is mainly

due to changing historical circumstances. Economists try to solve contemporary problems; their aims, objects, and methods vary accordingly. However, this does not affect the relevance traditional approaches might have for modern economics. They can indeed prove to be very helpful in tackling today's economic problems, if economists manage to adjust them to actual circumstances. Within the history of economic thought those traditional concepts are preserved and assembled to enable contemporary scientists to learn from the past.

Keywords: Economics, History of Economic Thought, History of Economic Doctrine

JEL-Codes: B 10, B 20, B 30, N 01, N 10

Toni Pierenkemper, geboren 1944, studierte Volkswirtschaft und Soziologie an der Westfälischen Wilhelms-Universität Münster. 1977 erlangte er ebendort mit dem Abschluss seiner Dissertation über die westfälischen Schwerindustriellen seinen Dokortitel. 1984 wurde er von der wirtschaftswissenschaftlichen Fakultät der Universität Münster habilitiert. Die Habilitationsschrift analysierte die Stellung der Angestellten auf dem Arbeitsmarkt des Kaiserreiches. Nach verschiedenen Professuren und Lehrstühlen in Münster, Saarbrücken, Frankfurt a. M. und Washington D. C. war Toni Pierenkemper von 1997 bis zu seiner Entpflichtung 2010 Direktor des Seminars für Wirtschafts- und Sozialgeschichte an der Universität zu Köln. Seine Forschungsschwerpunkte sind unter anderem die regionale Industrialisierung Europas, die Analyse von Arbeit und Beschäftigung, die Entwicklung von Haushalt und Verbrauch im 19. und 20. Jahrhundert sowie verschiedene Bereiche der Unternehmensgeschichte.

Prof. Dr. Toni Pierenkemper
Elisabeth-Ney-Straße 4
D-48147 Münster
toni.pierenkemper@gmx.de