



universität  
wien

Faculty of Historical and Cultural Studies

# Worlds of Management

## Transregional Approaches to Management Knowledge since 1945

Vienna/online, 14–16 April 2021

Photograph by Tadeusz Sumiński, published in Seminar of Prospects  
for the Future, „The Polish Review” (Atryka/Azja) 1963, n.12, p.12.



# Programme

## Wednesday, 14 April 2021 (Central European Time)

---

**14:00–14:30**

Online meet-and-greet

**14:30–15:00**

Opening remarks

Katharina Kreuder-Sonnen, Lukas Becht, Florian Peters, Vítězslav Sommer

**15:00–16:30**

### **Panel 1: Global Circulations – Local Management**

Mara Marginean (Cluj-Napoca): “Global Knowledge, Local Practice: The Center for the Improvement of Industrial Managers (CEPECA) and Romania’s Cooperation with the United Nations in the 1970s”

Lourens van Haaften (Leuven): “Management and Nation Building: The Sociotechnical Imaginaries behind the Making of the Indian Institute of Management in Ahmedabad, India”

**16:30–17:00 Coffee break**

**17:00–18:30**

### **Keynote**

Eglė Rindzevičiūtė (London): “Thinking Management Across the Iron Curtain: Theory, Practice and Reflexivity in Soviet Management”

## Thursday, 15 April 2021

---

**09:00–10:30**

### **Panel 2: Managing Development**

Chair: Eva-Maria Muschik (Vienna)

Malak Labib (Cairo): “Manufacturing Modernity on the Shop-Floor: Development Planning and Managerial Expertise in Egypt (1945–1968)”

Kena Wani (Durham): “Pedagogies of Development, Conceptions of Efficiency: The Industrial and Rural Analogues of Modern Managerialism in Western India, c. 1950–1979”

**10:30–11:00 Coffee break**

**11:00–12:30**

### **Panel 3: Between Management and Planning I**

Chair: Anna Echthölter (Vienna)

Yi Lu (Cambridge/Mass.): “Paper Glut: A History of Bureaucratism in Post-Revolutionary China”

Zoé Evrad (Paris): “Mediating Neoliberalism within Informal Planning Governance Mechanisms. The Institutional Conversion of the Planning Bureau”

**12:30–14:00 Lunch**

**14:00–15:30**

**Panel 3: Between Management and Planning II**

Chair: Anna Echterhölter (Vienna)

Roman Abramov (Moscow): “The Management of Research & Development in the Late Soviet Period: PERT System Integration and Everyday Work Practices by Soviet Engineers”

Martin Gorsky (London): “‘Planning’, ‘Systems Analysis’ and the Development of Health Services at the World Health Organization, c.1960–1990”

**15:30–16:30**

Time to chat: Social online coffee break. Bring your Manner wafer and Viennese coffee.

## Friday, 16 April 2021

---

**09:00–11:00**

**Panel 4: Challenges in Company Management**

Chair: Florian Peters (Jena)

Iiulia Papuschina (Perm): “Entrepreneurial Bricolage in Soviet Fashion Production”

Maciej Tymiński (Warsaw): “Managers in the Command Economy: Case Studies from Poland, 1956–1970”

Dhiraj Kumar Nite (New Delhi): “Managing the Mines: An Enquiry into the Safety Rationale of the Management on the Indian Coalmines 1940–1960s”

**11:00–13:00 Lunch**

**13:00–15:00**

**Panel 5: Management Knowledge in Transformation**

Chair: Janoś Kovács (Vienna)

Paul Dragoş Aligică/Simona Preda (Bucarest): “Managerial Authority in Communist Industrialization. Work and Authority in the Economic System of Communist Romania”

Alina-Sandra Cucu (London): “Just-in-Time, Just-in-Place: Making Cars and Managerial Authority in Romania”

Natasha Simeunović Bajić (Niš): “The Manager as a Transitional Hero in Serbia: Visual Narratives of Managers in Yugoslav and Post-Yugoslav Context”

**15:00–15:30 Coffee break**

**15:30–17:00**

Concluding commentary and final discussion round

Verena Halsmayer (Lucerne)

**17:00 End of Workshop**

---

The workshop is based on papers circulated in advance.  
Please register with Katharina Kreuder-Sonnen to receive the papers  
and the zoom link.

Panel structure:

- Short presentation of the speakers
- 5-minute paper presentations
- Group discussion in breakout rooms
- Plenary discussion

---

### **Organisation**

Katharina Kreuder-Sonnen (University of Vienna), Lukas Becht (University of Vienna), Florian Peters (University of Jena), Vítězslav Sommer (Czech Academy of Sciences, Prague)

### **Venue**

Vienna/Online via Zoom

### **Contact**

katharina.kreuder-sonnen@univie.ac.at