METHOD AND MADNESS:
Historical Interpretation in a New Age of Extremes

A BHC Virtual Conference
September 30, 2022
All Times as Eastern Time

The ideological, social, and natural crises the world now faces have shattered the historical assumptions that prevailed during the era that followed the Cold War, suggesting we have entered a new "age of extremes." The questions we ask about the world we now inhabit demand new ways of seeing and interpreting its past and future. The theme of the BHC's Midyear Online Conference is designed to address the interpretive challenges and opportunities of "madness" in two senses. First, how do we grapple with the origins of a world that, looking forward just 10 or 20 years ago, might have seemed implausible, tragic, crazy? Second, and more hopefully, how do we unlock the creativity that historical interpretation allows to see the world anew? In short, how do we reinvent our use of sources, our interpretive methods, and our forms of historical representation to understand entrepreneurship, firms, and capitalism in the 21st century? For more information and to get the zoom link, please register here.

9:00		Welcome
9:15	**Session 1**	**Reinventing Interpretation**
	Workshop 1.1	**Interpreting Visual Sources** Lucy Newton (Henley Business School) and Carol Quirke (State University of New York, Old Westbury) Chair: Beatriz Rodriguez-Satizabal (Universidad del Pacífico)
	Workshop 1.2	**Interpreting the Senses** Ai Hisano (University of Tokyo) and Sven Kube (Florida International University) Chair: Sven Kube (Florida International University)
	Workshop 1.3	**Material Culture** Jen Black (Misericordia University) and Marina Moskowitz (University of Wisconsin) Chair: Paula de la Cruz-Fernández (BHC)

	Workshop 1.4	**Topic Modeling** Marta Villamor (University of Maryland) and Fabian Prieto-Nañez (Virginia Tech) Chair: Ghassan Moazzin (University of Hong Kong)
	Workshop 1.5	**Databases, Network Analysis and QCA** Erica Salvaj (Universidad del Desarrollo), Alberto Rinaldi (Unimore) and Susie Pak (St. John's University) Chair: Valeria Giacomin (Bocconi University)
	Workshop 1.6	**Built and Natural Environment** Jeremy Zallen (Lafayette College) and Bartow Elmore (Ohio State University) Chair: Christoph Viebig (Copenhagen Business School)
10:15	**Break**	**Attendees are welcomed to stay connected during the 15 minutes break**
10:30	**Session 2**	**Reinventing Sources**
	Workshop 2.1	**Account Books** Rachel Van (Cal Poly, Pomona), Caitlin Rosenthal (University of California, Berkeley), William Deringer (Massachusetts Institute of Technology) Chair: Ellen Nye (Harvard University)
	Workshop 2.2	**Email archives** Stephanie Decker (Birmingham Business School), David Kirsch (University of Maryland), and Adam Nix (University of Birmingham) Chair: Christoph Viebig (Copenhagen Business School)
	Workshop 2.3	**Online Archives** Philip Scranton (Rutgers University), Edward Balleisen (Duke University), Andrea Lluch (CONICET) and Geoffrey Jones (Harvard Business School) Chair: Ghassan Moazzin (University of Hong Kong)
	Workshop 2.4	**Advertisements** Susmita Das (University of Illinois) and Cynthia Meyers (College of Mount Saint Vincent) Chair: Paula de la Cruz-Fernández (BHC)
	Workshop 2.5	**Forms and Reports** Sean Vanatta (University of Glasgow) and Gabriela Recio Chair: Beatriz Rodriguez-Satizabal (Universidad del Pacífico)

	Workshop 2.6	**Legal forms sources** Ashton Merck (North Carolina State University), Anna Hrom (Williams & Connolly LLP) and, Justene Hill Edwards (University of Virginia), and Nate Holdren (Drake University) Chair: Ashton Merck (North Carolina State University)
11:30	**Break**	**Attendees are welcomed to stay connected during the 15 minutes break**
11:45	**Session 3**	**Reinventing Form**
	Workshop 3.1	**Visualizing the past** David Staley (Ohio State University) Chair: Ellen Nye (Harvard University)
	Workshop 3.2	**History-as-Dialogue: Podcasting** Bernardo Batiz-Lazo (Northumbria University) and Gregory Hargreaves (Hagley Museum & Library) Chair: Beatriz Rodriguez-Satizabal (Universidad del Pacífico)
	Workshop 3.3	**Business History and Business/Policy in Practice** John Wilson (Newcastle University Business School) and Anna Tilba (Durham University) Chair: Vicki Howard
	Workshop 3.4	**Microhistory** Andrew Popp (Copenhagen Business School) and Susan Lewis (State University of New York at New Paltz) Chair: Sven Kube (Florida International University)
	Workshop 3.5	**Curation** Marina Moskowitz (University of Wisconsin) Chair: Paula de la Cruz-Fernández (BHC)
	Workshop 3.6	**Tiktok History** Zhaojin Zeng (Duke Kunshan University) Chair: Valeria Giacomin (Bocconi University)
12:45	**Break**	**Attendees are welcomed to stay connected during the 15 minutes break**
13:00		Wrap Up: Where Might We Go From Here?