

# Circulation of Economic Knowledge in the 20<sup>th</sup> Century: A Transdisciplinary Outlook

5 July 2021 (10:30–16:00 CET)

CY Advanced Studies | CY Cergy Paris Université



Rob Gonsalves – The sun sets sail (2001)

Organised by Guilherme SAMPAIO (Junior Fellow at CY Advanced Studies/AGORA), this workshop aims at fostering transdisciplinary dialogue amongst scholars of economic thought and policy via a polyhedral overview of how economic ideas circulated during the 20<sup>th</sup> century.



## Abstract

With the political tensions generated by financial and economic globalisation rising, the past two decades have witnessed a blossoming of historical interest in how economic knowledge circulates across physical and intellectual borders. Specialists in new international history and financial history have accordingly been giving increasing attention to how, since the 19<sup>th</sup> century, intergovernmental organisations and banking forums have served as vehicles for generating, reproducing, and disseminating economic ideas and resulting policy advice.<sup>1</sup>

Meanwhile, impacted above all by the sociology of scientific knowledge (and arguably less so by the contextualist turn in the history of political thought), economists have started to unshackle themselves from dated epistemological traditions by studying economic thought in all of its wider ramifications. Besides looking beyond Western contexts, scholars are increasingly engaging with economic thought as practised within and for society at large, as conceived with or by actors other than economists and via media other than the written journal article. There has likewise been a spate of interest for its diffusion through national and international networks.<sup>2</sup>

Nevertheless, although they are often studying similar subjects within similar chronologies, the dialogue between scholars of economic ideas hailing from History with those coming from Economics remains infrequent. If economists have long debated about whether John Maynard Keynes's thought differed from the manifold Keynesianisms it unleashed, political and economic historians still lazily refer to Keynesianism as a homogenous, catch-all concept.<sup>3</sup> Meanwhile, John Burrow's advice to study ideas as an 'informed eavesdropper on the intellectual conversations of the past' contrasts with the unending tendency of (some) economists to impose present-day concerns upon internalist readings of the 'authoritative' historical actors *du jour*.<sup>4</sup>

This workshop nurtures that fragile transdisciplinary dialogue by bringing together scholars of diverse backgrounds interested in providing a contextualised and polyhedral view of how economic ideas circulated during the 20<sup>th</sup> century. Two main strands of analysis, focusing on the determinants and means of ideational transfers, will be pursued:

- a) How international networks fomented projects for economic union and financial globalisation along with the epistemological homogeneity underlying them.
- b) How the birth of the mass consumption society triggered efforts to visually reconceive how economic knowledge is presented and reproduced.

---

<sup>1</sup> See Youssef Cassis and Alexis Drach (eds.), *Financial Deregulation: a Historical Perspective* (OUP, 2021).

<sup>2</sup> For two recent examples: Michele Alacevich and Mauro Boianovsky (eds.), 'The Political Economy of Development Economics: A Historical Perspective', *HOPE* 50, S1 (2018); and Pedro Duarte Garcia and Yann Giraud (eds.), 'Economics and Engineering: Institutions, Practices, and Cultures', *HOPE* 52, S1 (2020).

<sup>3</sup> See Philip Nord, *France's New Deal: From the Thirties to the Postwar Era* (Princeton, 2010).

<sup>4</sup> John Burrow, *The Crisis of Reason: European Thought, 1848–1914* (Yale, 2000), x; and Donald Winch, 'Intellectual History and the History of Economics', in Richard Whatmore and Brian Young (eds.), *A Companion to Intellectual History* (Blackwell, 2016), 170–83.

**Monday, 5 July 2021**

**Zoom:** <https://cyu-fr.zoom.us/j/96099676298> | ID: 960 9967 6298

10:30–10:45 Welcome speech by **Emmanuelle de Champs** (CY Cergy Paris Université–AGORA)

10:45–11:00 **Guilherme Sampaio** (CY Advanced Studies–CY Cergy Paris Université)

Introduction

11:00–11:30 **Madeleine Dungy** (École polytechnique fédérale de Lausanne)

Lucien Coquet, a Native of Pontoise at the Heart of Interwar Debates about a European Economic Unity

11:30–12:00 **Guilherme Sampaio** (CY Advanced Studies–CY Cergy Paris Université)

The French Angels of John Maynard Keynes: The Translation and Publishing Activities of Paul Franck, J. R. de Largentaye and Gaël Fain

12:00–12:30 Coffee break and discussion

12:30–13:00 **Yann Giraud** (CY Cergy Paris Université–AGORA) et **Loïc Charles** (Université Paris 8 and INED)

The Deceptive Art of Marketing Science: Otto Neurath's Pictorial Statistics in the United States (1928–1945)

13:00–14:00 Discussion and (virtual) lunch break

14:00–14:30 **Rebeca Gomez Betancourt** (Université Lyon II–Laboratoire Triangle)

The Political Economy of a Modern Missionary: E. W. Kemmerer in the Philippines

14:30–15:00 **Régine Perron** (CY Cergy Paris Université–AGORA)

La Société du Mont-Pèlerin entre l'Europe et les États-Unis au cours des années 1970

15:00–15:30 **Alexis Drach** (Université Paris 8)

The Knowledge(s) of Banking Regulation: International Circulation of Ideas and Economic Information in the Basel Committee (1970s–1980s)

15:30–16:00 Discussion and closure of the workshop