

BUSINESS HISTORY IN INDIA

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The Origins

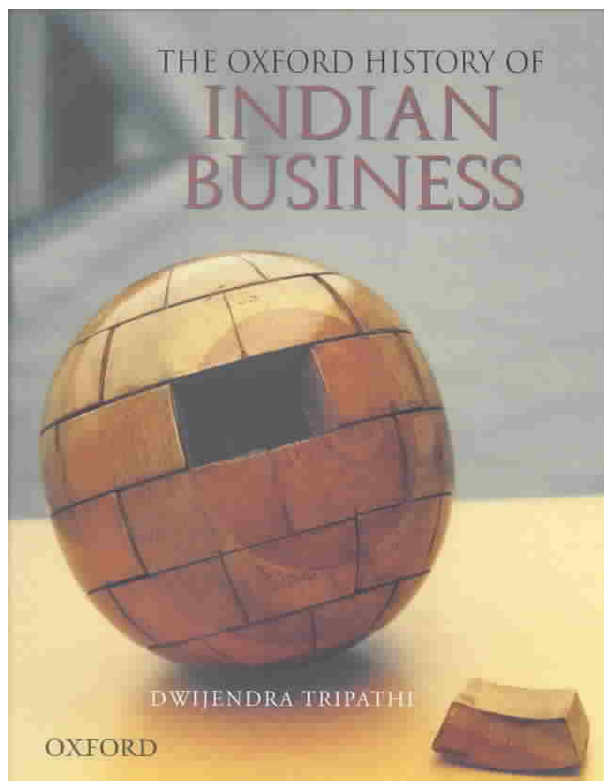
- IIMA-HBS Connection of the 1960s
- Dwijendra Tripathi, Business Historian
 - IIMA Economics Area from 1964-1990
 - Over 10 Business History Cases; Academic papers
 - Taught Business History Electives at MBA/PhD levels
 - Three IIMA seminars in the 1980s led to three edited volumes
 - Held the Kasturbhai Lalbhai Chair Professorship in Entrepreneurship
 - Biography of Kasturbhai Lalbhai
 - Biography of Bank of Baroda
 - Post-retirement books

Contributions...

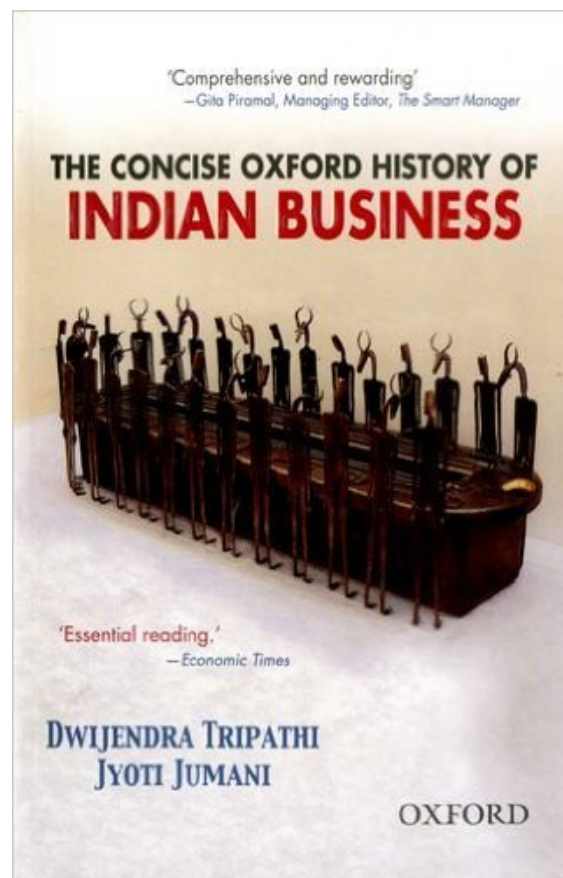
- Bagchi's volumes on State Bank of India
- Gita Piramal's work in 1980s and 1990s
 - *India's Industrialists, Business Maharajas and Business Legends*
- Biographies, Few Company Monographs
- *Indian Economic & Social History Review*
- Dinesh Sharma's *Long Revolution*, on IT industry
- Harish Damodaran's *India's New Capitalists*
- Douglas Haynes' *Small Town Capitalism*
- *Business History Review, Special Issue on India, 2014*
 - Tirthankar Roy
 - Raman Mahadevan
 - Medha Kudaisya
 - Gijsbert Oonk
 - Tarun Khanna and Prithwiraj Choudhury
 - Jaithirth Rao's Review of Prakash Tandon's autobiography

Dwijendra Tripathi's more recent work...

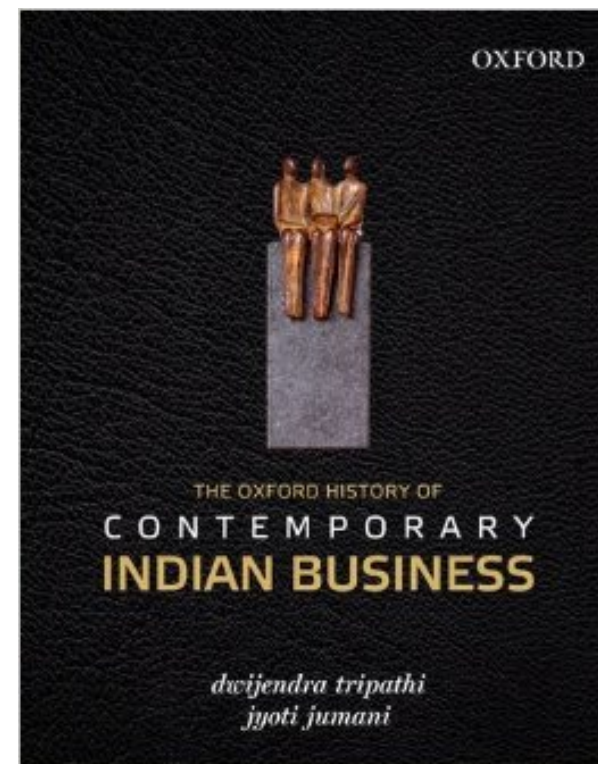
2004



2006



2013



The Story of Indian Business Series

- Edited by Gurcharan Das
- 10+ Books
- Covers pre-1947 period



Recent Developments in Academia

- 2009: Round-Table Conference on Business and Entrepreneurship History of India at IIM-Bangalore
 - Proceedings available online
- Business History Museum at IIM-Kozhikode
 - Brief Business History sessions during Orientation sessions
 - General History Electives
- IIM-Bangalore & IIM-Calcutta
 - Indian Political History Electives
- 2015 South Asian Business History Panel at the World Economic History Congress, Kyoto, Japan
- IIM-A, since 2015

History @ IIM-A

Idea

- Global Exposure and not just India
- Business & **Economic** History
- Contemporary Relevance

• Courses

- MBA Elective *HitchHikers Guide to Business and Economies across Five Centuries*
 - Taken by over 120 students or nearly a third of the graduating batch
 - Over 10 Exchange Students from outside India
- Doctoral level **Core** Course on Business History
 - 20 students

• Interactive Pedagogy

- Begins with an adapted card game
- 10/20 sessions are group presentations
- Freedom to write essay on any business/economic history topic
- One assignment feeds into instructor's research project
- Social Media Interaction
- Skype Sessions with Leading Historians

Course Structure: 20 Sessions

Part 1: Global Revolutions

1. Introduction
2. Scientific Revolution
- 3 & 4. Imperial Revolution
5. Industrial Revolution

Part 2: People

6. Merchants
7. Entrepreneurs
8. Managers
9. Labourers
10. Women

Part 3: Firms and Business Practices

11. Joint Stock Firm (EIC)
- 12 & 13. Mass Production and Marketing (Ford and GM)
14. Big Business
15. Modern Finance (Lehman Brothers)

Part 4: Regions

16. US, UK, Germany & Japan
17. China and India
18. Russia and Europe
19. Africa and the Middle East
20. Latin America, East Asia and the Rest of the World

Readings-Based
Classroom
Interactions

Ten Group
Presentations

Twitter: HITCH@BizEconHist

HITCH - FAMOUS MERCHANTS OF HISTORY

23/09/2016

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2



HITCH @BizEconHist · 23 Sep 2016

Bitan, Julien, @MHirlinger and Krishna: 5 Merchants: P.Roychand, J. Jeejeebhoy, AN Trawadi, Richard Levett and Mungo Park #hitch16 #hitchpt



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HITCH @BizEconHist · 23 Sep 2016

Why did Belgium out-perform UK in economic performance between 1820 and 1913? #hitch16 #hitchpt

History Internship @ IIMA

- Masters/PhD level
- Two Months
- IIMA library resources



INDIAN INSTITUTE OF MANAGEMENT
AHMEDABAD

History- Internship

Purpose of Internship

The Indian Institute of Management Ahmedabad (IIMA) has played a pioneering role in the field of business history in India and wishes to extend this legacy by engaging with a new generation of students and researchers. Interns are expected to assist history related research projects and also develop their own research ideas during the course of the internship.

Interns will benefit from the vibrant campus life of IIMA and access to one of the best libraries on business and economic history in India. Among other features, the library also provides access to the digital Times of India Archive (1838-2006) and Financial Times Archive (1888-2010). They may also attend a course on business and economic history offered at the institute (Twitter Handle: HITCH@BizEconHist).

Requirements

The ideal applicant is a Master's or PhD level student in History/Economics/Management/Law who is working on aspects of business and economic history of any region post-18th century. Students and researchers pursuing other degrees and professions, working in other fields of history or on other time periods are also encouraged to apply if they can demonstrate how they can contribute and learn during the internship. Applicants have to be highly motivated, enthusiastic and hard-working. Prior exposure to database management software (MS Excel, Open Office, etc.) is not mandatory but welcomed.

Current Research

- IIMA Faculty & Doctoral Students
- IIMB Doctoral Student working on South Indian Banking History
- Academics outside India
- Special Issue on India in the *Journal of Historical Research in Marketing*, 2018/19

The Way Ahead

- Proposed Session on Indian Business History at the World Economic History Congress in Boston, USA, 2018
- Establish informal inter-business school network and work towards formalising it within five years [Including Economic History]
- Module on Business History in IIMA's Faculty Development Programme
- History Modules in Executive Education Programmes

The Way Ahead...

- Write History Cases & Engage with the CEM resources
- Create a Resource Page on Historical Datasets and a Business/Economic History Bibliography
- Encourage the 'History Interns @ IIMA' to pursue careers in business/economic history
- Work with Archivists and Corporates and Business Families to generate primary source materials

Challenges

- What is happening now and how much is being taught?
- What are the problems of introducing more of it?
 - Motivating Faculty to take up 'History'
 - Can you publish papers in it?
 - Which department do you fit in?
 - Peer Backlash?
 - Motivating MBA Students
 - Innovative Pedagogy?
 - Less Reading Material? More Visual Content?
 - Motivating Doctoral Students
 - One of 2/3 chapters on History can give an edge in the job market

Thank You

- Twitter: [HITCH@EconBizHist](https://twitter.com/HITCH@EconBizHist)

Recent Research

- Transnational Indian Business in the 20th Century
- The Growth of Indian Cities, 1870-2020
- On the Post Office as a Financial Institution, 1880-2010
- Migration Persistence across 20th Century India

- Aspects of Marketing History in the 20th Century
- The Evolution of Corporate India, 1850-2015