On the literary stage, business owners are primarily shown in a negative light. They seldom appear as protagonists but make particularly common antagonists. Recurrent topoi of this biased literary portrayal are the themes of the ‘business owners in a tight spot’ and that of the ‘exploitative capitalist’. Recently and especially in German media, there was also much talk of the ‘crisis of craftsmanship’. From a historical perspective, the widespread belief of the crookedness of bosses, industrialists and business owners is primarily a consequence of the onset of the industrial revolution in the 19th century and of the political ideologies reacting to this development. But what form did the literary picture of business owners take before it became the subject of primarily negative assessments in the epoch of industrialization? The conference focuses on this question by concentrating on systematic, diachronic, and comparative research into 18th century portrayals of business owners, entrepreneurs, peasants and similar ‘protagonists of production’. The conference explicitly situates research into business owners in production processes, in the context of an international European Enlightenment movement. In addition to considering the similarities and differences in the positive portrayals of male and female figures working in production, we will also ask to what extent these positive portrayals serve propaganda purposes. The conference strongly encourages international exchange and the formation of connections between the different research perspectives of economists, historians and literary scholars beyond the boundar-ies of individual disciplines.

The Bourgeois Revaluation and the Rise of Liberalism, 1648–1848

DEIRDRE McCLOSKEY is UIC Distinguished Professor of Economics, History, English, and Communication at the University of Illinois at Chicago. Trained at Harvard, her scientific work has been on economic history, especially British. Her latest book Bourgeois Equality: How Ideas, Not Capital or Institutions, Enriched the World (U. of Chicago Press, 2016) is a study of Dutch and British economic and social historia. She has written on 19th century economic “failure”, trade and growth in the 19th century, open field agriculture in the middle ages, the Gold Standard, and the Industrial Revolution.

Liberalism in the 18th century emerged from Scotland and East Prussia and some of the salons of Paris— the shocking political program in which no one was to have a master, what Kant called “autonomy”, self-governing. It made the modern world, the riches, the equality of respect and of permission. It makes it still, against threats from nationalism, socialism, and national socialism. Liberal values had long characterized some of the ‘Bürgerum’, expressing an egalitarianism natural in trade. Yet liberalism generalized, becoming the ideology of the age, and the enricher of the poor by 3,000 percent, once in Holland and especially Britain, or in China and especially India. Why and how? Professor McCloskey tells the tale with economic and literary evidence. The change was a matter of ideas as much as material conditions. It was as much literary and philosophical as economic and material, though with massive material results.
**Wednesday, November 6**  
University of Münster, Lecture Hall J01, Johannissstraße

<table>
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<tr>
<th>Time</th>
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<tr>
<td>10.45-11.15h</td>
<td>Coffee break</td>
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</table>
| 11.00-12.30h | SESSION V: Working Women in European Enlightenment Literature  
Moderator: CHRISTIAN VON TSCHILSCHKE  
Work it, Baby! Goldoni’s Women as Entrepreneurs on the Marriage Market  
ESTHER SCHOMACHER, Bochum  
Gender, Useful Knowledge, and Literary Female Natural Philosophers in the Madrid Economic Society c.1786  
ELENA SERRANO, Madrid  
Baldwin’s Airopiaida (1763) and Harrington’s Treatise on Air (1793): Aerial Studies, Leisure, and Knowledge Production  
FELIX SPRANG, Siegen |
| 12.30-13.30h | Lunch break                                                                              |
| 13.45-14.15h | SESSION VI: Working Women in Spanish Enlightenment Literature  
Moderator: BEATRICE SCHUCHARDT  
Two Women, Two Ways: Economy and Theater in Enlightenment Spain  
DAVID T. GIES, Virginia  
Maga’s Labors’ Lost in Ramón de la Cruz’s Sainetes. The Micro Aggressions of Everyday Life  
ANA HONTANILLA, Greensboro |
| 14.15-15.15h | SESSION VII: Entrepreneurship in Eighteenth Century Spain  
Moderator: CHRISTOPH STROSETZKI  
Entrepreneurship in Eighteenth Century Spain. The Case of Juan de Goyeneche y Gastón  
JAN-HENRIK WITTHAUS, Kassel  
Between State-Managed Reforms and Private Utopia: The Entrepreneurial Projects of Pablo de Olavide  
CHRISTIAN VON TSCHILSCHKE, Münster |
| 15.15-15.45h | Coffee break                                                                             |
| 15.45-16.15h | SESSION VIII: Production and Moral Economy  
Moderator: SUSANNE SCHLÜNDER  
Productivity and sentimental governance: Considerations on the socio-economic role of the father in French and Spanish Enlightenment theatre  
KURT HAHN, Munich  
From ‘Civilian Heroes’ to Male and Female ‘Protagonists of Production’  
BEATRICE SCHUCHARDT, Münster |

**Thursday, November 7**  
Venue / Lugar: Agora Hotel, Bismarkallee 5

<table>
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<th>Time</th>
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| 09.00-09.45h | INTRODUCTION: Entrepreneurs, Craftspeople and Workers in European Tracts and Literature Before and After 1700  
BEATRICE SCHUCHARDT & CHRISTIAN VON TSCHILSCHKE, Münster |
| 09.45-10.45h | SESSION I: Property, Work and Leisure in Eighteenth Century England  
Moderator: BEATRICE SCHUCHARDT  
Defoe, Locke, and the Emergence of Economically Constructed Property  
NATALIE ROXBURGH, Siegen  
Baldwin’s Airopiaida (1763) and Harrington’s Treatise on Air (1793): Aerial Studies, Leisure, and Knowledge Production  
FELIX SPRANG, Siegen |
| 10.45-11.15h | Coffee break                                                                             |
| 11.00-12.00h | SESSION II: Traders and Literature of Everyday Life  
Moderator: DAVID T. GIES  
Trade and Literature Before and After 1700  
BEATRICE SCHUCHARDT, Münster  
Gender, Useful Knowledge, and Literary Female Natural Philosophers in the Madrid Economic Society c.1786  
ELENA SERRANO, Madrid  
Baldwin’s Airopiaida (1763) and Harrington’s Treatise on Air (1793): Aerial Studies, Leisure, and Knowledge Production  
FELIX SPRANG, Siegen |
| 12.00-12.30h | Coffee break                                                                             |
| 12.30-13.30h | Lunch break                                                                              |

**Friday, November 8**  
Venue / Lugar: Agora Hotel, Bismarkallee 5

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 09.00-10.30h | SESSION IX: Work and Leisure in the Press  
Moderator: CHRISTIAN VON TSCHILSCHKE  
Entrepreneurs in the moral press of the “Spectators”  
KLAUS-DIETER ERTLER, Freiburg  
In cooperation with  
Dr. Beatrice Schuchardt  
Prof. Dr. Christian von Tschilschke  
Centrum für Interdisziplinäre Wirtschaftsforschung der WWU  
Department of Economics  
Dr. Christian von Tschilschke  
Dr. Beatrice Schuchardt  
E-Mail: schuchardt@uni-muenster.de  
Website: http://go.wwu.de/i6veo |
| 10.30-11.00 | Coffee break                                                                             |
| 11.00-12.30h | SESSION X: Discourses on Working Men and Women in the Press  
Moderator: CHRISTIAN VON TSCHILSCHKE  
Entrepreneurs in the moral press of the “Spectators”  
KLAUS-DIETER ERTLER, Freiburg  
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Dr. Beatrice Schuchardt  
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Centrum für Interdisziplinäre Wirtschaftsforschung der WWU  
Department of Economics  
Dr. Christian von Tschilschke  
Dr. Beatrice Schuchardt  
E-Mail: schuchardt@uni-muenster.de  
Website: http://go.wwu.de/i6veo |
| 12.45-13.45h | Lunch break                                                                             |
| 14.15-15.15h | SESSION XI: Employment and Industry in France  
Moderator: CHRISTIAN VON TSCHILSCHKE  
The Dictionnaire universel de commerce (1723) and its Translation by Carl Günther Ludovici  
CHRISTOPH STROSETZKI, Münster  
Idyllic Industries. Natural vs. Human Productivity in Bernardin de Saint-Pierre’s Paul et Virginie  
ANNIKA NICKENIG, Berlin  
On the (Un)Productivity of Agriculture – Human-Environment Relations and Concepts of Nature in Eighteenth Century Spain  
SUSANNE SCHLÜNDER, Osnabrück  
The Nation as Economic Agent in Spanish Eighteenth Century Apologetic Texts  
ANDREAS GELZ, Freiburg |
| 15.15-15.45h | Coffee break                                                                             |
| 15.45-16.45h | SESSION XII: Productivity and Moral Economy  
Moderator: SUSANNE SCHLÜNDER  
Productivity and sentimental governance: Considerations on the socio-economic role of the father in French and Spanish Enlightenment theatre  
KURT HAHN, Munich  
From ‘Civilian Heroes’ to Male and Female ‘Protagonists of Production’  
BEATRICE SCHUCHARDT, Münster |

**Saturday, November 9**  
Venue / Lugar: Agora Hotel, Bismarkallee 5

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<th>Time</th>
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| 09.00-10.30h | SESSION IX: Trabajo manual, ocio y pobreza en las Luces españolas y francesas  
Moderator: DAVID T. GIES  
Del ocio al neo-ocio o la “cascada del desprecio”: oficios viles, empresarios y negocios en la literatura económica de la Ilustración  
JOAQUÍN OCAMPO SUÁREZ-VALDÉS, Oviedo  
De comediantes y menestrales en el teatro dieciochesco español  
MARÍA JESÚS GARCÍA GARROSA, Valladolid  
La pobreza entre dignidad y criminalización en las Luces francesas y españolas  
MANFRED TIETZ |
| 10.30-11.00 | Coffee break                                                                             |
| 10.30-12.00h | SESSION XI: Discourses on Working Men and Women in the Press  
Moderator: CHRISTIAN VON TSCHILSCHKE  
Entrepreneurs in the moral press of the “Spectators”  
KLAUS-DIETER ERTLER, Freiburg  
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Department of Economics  
Dr. Christian von Tschilschke  
Dr. Beatrice Schuchardt  
E-Mail: schuchardt@uni-muenster.de  
Website: http://go.wwu.de/i6veo |
| 12.00-13.00 | Lunch break                                                                             |

**CONGRESS PROGRAM – Protagonists of Production**

- **Venue / Lugar:** Agora Hotel, Bismarkallee 5
- **Website:** http://go.wwu.de/i6veo
- **Contact:** Dr. Beatrice Schuchardt, schuchardt@uni-muenster.de

**In Cooperation with:**  
Dr. Beatrice Schuchardt  
Prof. Dr. Christian von Tschilschke

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