

INTERNATIONAL CONFERENCE  
JOURNÉE D'ÉTUDE INTERNATIONALE

**cervepas**  
Centre d'Étude et de Recherche sur  
la Vie Économique des Pays Anglophones  
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# REPRESENTATIONS OF CAPITALISM IN THE ENGLISH-SPEAKING WORLD (1)

**Paradigms of the American Model of Capitalism: from Theory to Fiction?**  
Les paradigmes du modèle de capitalisme américain : entre théorie et fiction ?



Crédit image : Jacques-Henri Coste

**Paris, Friday 28 March 2014 (8.45 a.m - 6.30 p.m)**

Université Sorbonne Nouvelle - Paris 3, Salle Las Vergnas, 13 rue de Santeuil, 75005 Paris  
Organized by Cervepas/CREW (EA4399) and EMMA (EA741)  
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**Friday 28 March 2014**

Université de la Sorbonne Nouvelle – Paris 3, Département du Monde Anglophone  
Salle Las Vergnas, Third Floor, 13, rue de Santeuil 75005, Paris

8.45: *Welcome*

9.00: *Conference Introduction*

**Valérie Peyronel**, Director of CERVEPAS/CREW (Université Sorbonne Nouvelle – Paris 3)

**Jacques-Henri Coste** (Université Sorbonne Nouvelle – Paris 3, CERVEPAS/CREW),  
**Vincent Dussol**, (Université Paul Valéry - Montpellier III, EMMA),  
*The Tangled Roots of a Research Project*

### **Session 1: IS “AMERICAN CAPITALISM” A FICTION-LED PARADIGM AND/OR A CULTURALLY-EMBEDDED MODEL?**

Chair: **Jacques-Henri Coste** (Université Sorbonne Nouvelle – Paris 3, CERVEPAS/CREW)

9.20: **(Keynote Speaker 1) Robert Boyer** (Institut des Amériques, Paris),  
*From Economics as Fiction to Fiction-led Finance Capitalism*

10.00: Questions

10.15: **Laurence Cossu-Beaumont & Jean-Baptiste Velut** (Université Sorbonne Nouvelle - Paris 3, CERVEPAS/CREW), *Myths and Fictions of US Capitalism: A Civilizational Approach*

10.35: Questions

10.45: Coffee Break

### **Session 2: MODELLING AMERICAN CAPITALISM AND UNDERSTANDING ITS DYNAMICS**

Chair: **Valérie Peyronel** (Université Sorbonne Nouvelle – Paris 3, CERVEPAS/CREW)

11.05: **Martine Azuelos** (Université Sorbonne Nouvelle – Paris 3, CERVEPAS/CREW), *Characterizing US Capitalism: A Tale of Two Models*

11.25: Questions

11.35: **(Keynote Speaker 2) Jens Beckert** (Director of the Max Planck Institute for the Study of Societies, Cologne) *Fictional Expectations and Capitalist Dynamics*

12.15: Questions

12.30: Lunch

### Session 3: ENACTING THE U.S. MODEL OF CAPITALISM AND ENHANCING ITS PARADIGMS

Chair: **Martine Azuelos** (Université Sorbonne Nouvelle – Paris 3, CERVEPAS/CREW)

14.00: **Jacques-Henri Coste** (Université Sorbonne Nouvelle – Paris 3, CERVEPAS/CREW), *Entrepreneurship, Capitalism & the American Dream: the Dynamics of “Animal Spirits”, Rational Anticipations, and Performative Fiction*

14.20: **Nadeera Rajapakse** (Université Panthéon-Sorbonne et Panthéon Assas), *The Capability Approach: An Ethical Representation of Capitalism*

14.40: Questions

### Session 4: SHAPING AND STORYTELLING THE MODEL

Chair: **Laurence Cossu-Beaumont** (Université Sorbonne Nouvelle - Paris 3, CERVEPAS/CREW)

14.50: **Nolwenn Minguant** (Université Sorbonne Nouvelle – Paris 3, CREW), *When Capitalism Shapes Fiction: The Case of Hollywood*

15.10: **Marie-Christine Pauwels** (Université de Paris Ouest Nanterre la Défense), *“Tell me a Story”: How American Capitalism Reinvents itself through Storytelling*

15.30: Questions

15.50: Coffee Break

### Session 5: READING CAPITALISM AND ITS REPRESENTATIONS

Chair: **Vincent Dussol** (Université Paul Valéry - Montpellier III, EMMA)

16.10 (**Keynote Speaker 3**) **Peter Knight** (University of Manchester), *Reading the Market: the Interface of Literature and Economics*

16.50: Questions

### Session 6: ROUND TABLE AND CONCLUDING REMARKS

**17.05-18.00: From Theory to Fiction and Vice-versa: (Re)visiting the Economics/Literature Nexus,**

Robert Boyer, Martine Azuelos, Jens Beckert, Peter Knight, William Dow, Bénédicte Churier-Fryd, Vincent Dussol, Jacques-Henri Coste

18.00-18.30: Questions

**INTERNATIONAL CONFERENCE  
ORGANIZED BY CERVEPAS/CREW (EA 4399)**

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**One-day conference (2):**

**“Illustrating, Constructing, Challenging the Model: Fictions of  
American Capitalism and the Narratives of Economic Theory”**

**Montpellier, Friday 20 June 2014 (organized by EMMA EA 741)  
Université Paul Valéry, Montpellier 3, Site Saint-Charles**

The second event in a triplet of conferences on the representations of capitalism and the construction of its model will be dedicated to (re-)reading the rich corpus of representations of capitalism in American fiction.