

## Fast-track panel

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*Ousting Keynesianism as a guiding light: How export-led growth and sound finance became the winning arguments in Swedish economic policy debate between 1967-1976.*

Elisabeth Lindberg, Uppsala University

This paper will contain an investigation of the Swedish economic policy debate on balance of payments and effective demand during the late 1960s and first half of the 1970s. The debate played an important role within the realm of the Swedish Economics Association and its lively interaction between academic economists, politicians, political advisors, and economists from trade unions and employers' associations. As the paper will show, the post-Bretton Woods world of floating exchange rates, and the 1973 OPEC shock, shook the Keynesian view of effective demand as the main policy tool to counteract economic downturns and reach the dominating goal of full employment to its core. But not on its own. During the late 1960s and early 1970s, an ongoing debate on the strength of the Swedish economy had been taking place, making the Social Democratic government prioritise external balance and selective subsidies when GDP shrank for the first time during the post-war period in 1971. It was a significant step towards promoting export-led growth at the expense of internal demand. The paper will show that not studying this policy debate as it happened at the time makes for a common misinterpretation of the historiography of the 1970s, and later shifts in ideas of leading Swedish economists.

*Start-ups, diversification, gender and rural transformations – Perspectives on the growing small-scale creamery sector in Sweden 1968-2020*

Marcus Box, Södertörn University

Mikael Lönnborg, Södertörn University

Paulina Rytkönen, Södertörn University

In the 1930s more than 1600 creameries were actively run in rural areas and small villages. Especially after 1937 most creameries disappeared and a few large industrial dairies became dominant. In the 1980s, small-scale creameries once again started to increase in numbers. Previous studies have linked this development to the decline of agriculture and post-modernity. The aim of this article is to present a comprehensive picture of the creamery trade and aims at contributing with a deeper understanding of the driving forces and processes that interact in the emergence of a new rurality. Departing from a sample that includes a larger part of the population, we highlight the rise of the modern creamery sector, its main characteristics, dynamics and driving forces. We focus on demographic features of the industry, entrepreneurial processes, owner characteristics, gender issues, organizational development, innovation and the embedded rural features influencing creameries. The data is composed by a database that includes almost the entire population of start-ups between 1968 and 2020. We conduct an event-count analysis that seeks to find explanations for variations in entry rates and the driving forces behind re-emergence of creameries. In addition, we employ phenomenography to analyze qualitative semi-structured interviews of creamery owners.

*The failure of the Troll Bil. Not only a Norwegian History on the trend of Car Market in Europe.*

Elisa Dalla Rosa, Università di Verona

Sergio Noto, Università di Verona

The Troll Bil is a small car created in the '50s within the Troll Plastik and Bilindustri in Lunde-Telemark, a challenging project. It was a fiberglass sports car, based on a 700 cc two-stroke engine, cheap and straightforward to produce, featuring some innovations and extensive possibilities to be implemented.

Firstly, the paper sketches the Norwegian car auto sector, technologically underdeveloped, that surprisingly displayed the possibility to change consolidated equilibria.

The project's failure appears to be connected with some Norwegian obligations on trade policy and with a solid international «agreement», which did not include Norway among the countries producing cars.

The paper considers the process of technology transfer between Italy, Germany and Norway, connected with the ideas of a team made by three entrepreneurs, a Norwegian sponsor, a German inventor and an Italian (?) partner. The cooperation between these three was able to originate a modern, innovative product, supporting technological advancement in Norway. Unfortunately, the facts attest that the most relevant factors for business success have to be found mainly in the political support.

The age of the Troll Bil appears as a peculiar phase of European industrial development where innovation and competition were considered still possible.

It was the last sign of a naïve fight that in few years, with «reasonable» grounds, will lead the car's sector to national oligopoly and lately to concentration.