



University
of Victoria



Business Dynasties, Tradition and the Resilience of Ancient Institutions

Trevor Israelsen

Thursday, February 10

5:00-6:00 p.m.

online only

Zoom: <https://uvic.zoom.us/j/96971529046>

Latter-day Saints of the nineteenth century practiced a communitarian form of entrepreneurship emphasizing the ideals of economic equality and cooperation. However, over a few short generations Latter-day Saints came to support a much more individualistic, family-centered approach to entrepreneurship. In this talk I describe my research focused on three prominent Latter-day Saint business dynasties: the Eccles, Marriott and Huntsman families and explore their role in this broader cultural transformation. I also draw on these observations to speak about entrepreneurship and the moral imagination generally.

Trevor Israelsen is a PhD candidate in the School of Business at UVic. His research focuses on how entrepreneurship becomes extended over time and space to become embedded in the culture of a society.

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