



**Association of Business Historians, 23<sup>rd</sup> Annual Conference**

**University of Exeter Business School, 3-4 July 2015**

**Business and the Periphery**

**Conference Programme**

## Outline programme

	Timings	Activity	Location
Thursday 2 July 2015  daytime sessions for Tony Slaven Doctoral Workshop only (main conference delegates are welcome to join – see pages 14-15 below)	9.15 - 11 am	Welcome and Panel 1: Business and the State	Syndicate Room B, Building: One
	11 - 11.30 am	Refreshments	Syndicate Room B, Building: One
	11.30 am - 12.30 pm	Panel 2: Global trade	Syndicate Room B, Building: One
	12.30 - 2 pm	Lunch	Woodbridge Suite, Reed Hall
	2 - 3.30 pm	Panel 3: Banks and finance	Syndicate Room B, Building: One
	3.30 - 4 pm	Refreshments	Syndicate Room B, Building: One
	4 - 5.30 pm	Workshop on primary sources	Syndicate Room B, Building: One
	7.30 pm	<b>option for all delegates:</b> dinner for early arrivers at delegates' own cost	Côte Restaurant, Cathedral Yard, Exeter
Friday 3 July 2015  main conference begins 11.45 am	8 - 9.30 am	Breakfast for delegates staying on campus	Holland Hall Dining Room
	9 - 11 am	ABH Council meeting (Council members only)	Syndicate Room B, Building: One
	9.30 - 11 am	Tony Slaven Doctoral Workshop (continued): Workshop on postgraduate matters	Pearson Teaching Room, Building: One
	10.30 am - 5 pm	Conference registration	Xfi Building reception
	11 - 11.45 am	Refreshments	Sustain Café, Xfi Building
	11.45 am - 1 pm	Conference welcome: Robin Mason, Dean, University of Exeter Business School  Keynote address by Grietjie Verhoef, University of Johannesburg, President of the International Economic History Association: 'Latecomer Challenge: African Multinationals from the Periphery'	Henderson Lecture Theatre, Xfi Building
	1 - 2 pm	Lunch	Sustain Café, Xfi Building
	2 - 3.30 pm	Parallel sessions 1	see below
	3.30 - 4 pm	Refreshments	Sustain Café, Xfi Building

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	<b>Timings</b>	<b>Activity</b>	<b>Location</b>
Friday 3 July 2015 (continued)	4 - 5 pm	Parallel sessions 2	see below
	5 - 6.30 pm	Coleman Prize presentations (see page 16 below)	Bateman Lecture Theatre, first floor, Building: One
	7 - 7.45 pm	Reception and announcement of winners of the Coleman Prize and the Business Archives Council Bursary for Business History Research	Entrance Hall Foyer, Reed Hall
	7.45 pm -	Conference dinner followed by late cash bar	Woodbridge Suite, Reed Hall
Saturday 4 July 2015	8 - 9.30 am	Breakfast for delegates staying on campus	Holland Hall Dining Room
	8.45 - 11.30 am	Conference registration	Xfi Building reception
	9 - 11 am	Parallel sessions 3	see below
	11 - 11.30 am	Refreshments	Sustain Café, Xfi Building
	11.30 am - 1 pm	Parallel sessions 4	see below
	1 - 2 pm	Lunch	Sustain Café, Xfi Building
	1.15 - 2 pm	ABH Annual General Meeting	Henderson Lecture Theatre, Xfi Building
	2 - 3.30 pm	Presentation by James Walker, University of Reading: 'Business history in the REF2014 and RAE2008 in numbers' followed by a panel discussion  panel members: Mark Casson, University of Reading Bernard Mees, RMIT University James Walker, University of Reading John Wilson, Newcastle University Business School  chair: Teresa da Silva Lopes, University of York	Henderson Lecture Theatre, Xfi Building
	Roundtable: 'Business history after the REF'		
	3.30 pm	<b>CONFERENCE ENDS</b>	

## Parallel sessions

<b>Parallel sessions 1; Friday 3 July, 2 - 3.30 pm</b>			
<p>Session 1A</p> <p>Pearson Teaching Room</p> <p>Session title: The Atlantic Economy</p> <p>Chair: Emily Buchnea (Newcastle University Business School)</p>	<p>Sheryllyne Haggerty (University of Nottingham)</p> <p>Structural Holes and Bad Ideas: Liverpool's Atlantic Trade Networks in the Early Eighteenth Century</p>	<p>John Killick (University of Leeds)</p> <p>Merchants and Politics in Early Nineteenth Century Britain and America: Thomas Cope and William Brown, 1802-1860</p>	<p>Adrian Leonard (University of Cambridge)</p> <p>Insurance at the Periphery: Transcending Imperial Frontiers</p>
<p>Session 1B</p> <p>Kolade Teaching Room</p> <p>Session title: Nationalism, Popular Culture, and Commercial Success</p> <p>Chair: Peter Wardley (University of the West of England)</p>	<p>Angus Mackenzie (University of Glasgow)</p> <p>Economic Unionist Nationalism in Inter-war Scotland</p>	<p>Howard Cox (University of Worcester) and Simon Mowatt (Auckland University of Technology)</p> <p><i>John Bull's</i> Business Strategy: Recruiting an Army of Popular Readers</p>	<p>Peter Miskell (Henley Business School, University of Reading)</p> <p>International Film Co-productions in Post-war Europe: Evidence from the Italian Market, 1957-71</p>

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<b>Parallel sessions 1; Friday 3 July, 2 - 3.30 pm</b>			
<p>Session 1C</p> <p>Constantine Leventis Teaching Room</p> <p>Session title: Controversies: Inequality, Slave-produced Sugar and Holocaust Commemoration</p> <p>Chair: Lucy Newton (Henley Business School, University of Reading)</p>	<p>Grietjie Verhoef (University of Johannesburg)</p> <p>The Opportunity of Inequality: The Rise of African Business in the Twentieth Century</p>	<p>Andrew Smith (University of Liverpool Management School) and Kirsten Greer (Nipissing University)</p> <p>The Sound of Silence: Canadian Consumer Responses to Redpath and Son's Reliance on Slave-Produced Sugar, 1854-1876</p>	<p>Rosa Reicher (University of Heidelberg)</p> <p>The Visible and External Boundary of Holocaust Commemoration in Britain</p>
<p>Session 1D</p> <p>Syndicate Room B</p> <p>Session title: Investors, Investment and Retail Finance in Britain</p> <p>Chair: Anne Murphy (University of Hertfordshire)</p>	<p>Janette Rutterford and Dimitris P. Sotiropoulos (both of The Open University)</p> <p>How Influential were Early Ideas of Diversification? The UK Case, 1870-1902</p>	<p>Peter Scott and James Walker (both of Henley Business School, University of Reading)</p> <p>'Stop-go' Economics and the Decline of Britain's Consumer Durables Industries, 1945-1964</p>	<p>Mark Billings (University of Exeter Business School)</p> <p>The Demise of the Exeter Benefit Building Society, 1956, and the Regulation of the 'Building Society Movement'</p>

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<b>Parallel sessions 2; Friday 3 July, 4 - 5 pm</b>		
<p>Session 2A</p> <p>Pearson Teaching Room</p> <p>Session title: Corporate Networks in Britain and Portugal</p> <p>Chair: Janette Rutterford (The Open University)</p>	<p>Pedro Neves (Lisbon School of Economics and Management, Universidade de Lisboa) and Álvaro Ferreira da Silva (Nova School of Business and Economics, Universidade Nova de Lisboa)</p> <p>Corporate Networks in the Periphery: Dynamics of the Portuguese Business System, 1913-2010</p>	<p>John Wilson, Anna Tilba, and Emily Buchnea (all of Newcastle University Business School)</p> <p>British Corporate Networks and the Finance of Business, 1958-2010</p>
<p>Session 2B</p> <p>Kolade Teaching Room</p> <p>Session title: Philanthropy and Good Business</p> <p>Chair: Andrew Popp (University of Liverpool)</p>	<p>David Boughey (University of Exeter Business School)</p> <p>Diamonds and Philanthropy: The Wounded at Work after World War One</p>	<p>Roy Church (University of East Anglia)</p> <p>Drugs, Sex, and Merchant Bankers. Wealth Creation for the Wellcome Trust</p>
<p>Session 2C</p> <p>Constantine Leventis Teaching Room</p> <p>Session title: Art, Imagery and Business</p> <p>Chair: Howard Cox (University of Worcester)</p>	<p>Victoria Barnes and Lucy Newton (both of the University of Reading)</p> <p>Images of Business History and Corporate Identity in British Banking</p>	<p>Jonathan Steffen (Jonathan Steffen Limited)</p> <p>What Price a Masterpiece? The Artist as Businessperson through the Ages</p>

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<b>Parallel sessions 2; Friday 3 July, 4 - 5 pm</b>		
<p>Session 2D</p> <p>Syndicate Room B</p> <p>Session title: Bad Taxes, Bad Tax Administration?</p> <p>Chair: Rosa Reicher (University of Heidelberg)</p>	<p>Zoi Pittaki (University of Glasgow)</p> <p>Facing a 'Sibylline' Authority: Views and Facts Regarding Industrial Development and the Tax System in Greece, from the Mid-1950s to the Late 1980s</p>	<p>Gregory Morris, Lynne Oats (both of University of Exeter Business School) and Carlene Wynter (Aston Business School)</p> <p>Development Land Tax and Tax Avoidance, or Never Underestimate Business Ingenuity</p>

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<b>Parallel sessions 3; Saturday 4 July, 9 - 11 am</b>				
<p>Session 3A</p> <p>Pearson Teaching Room</p> <p>Session title: International Trade, Finance and Investment after World War Two</p> <p>Chair: Andrea Schneider (Gesellschaft für Unternehmensgeschichte)</p>	<p>Armin Grünbacher (University of Birmingham)</p> <p>Economic Cold War: An Anglo-German Comparison of the CoCom Embargos against the Eastern Block, 1948-54 and in the 1980s</p>	<p>Sebastian Huempfer (University of Oxford)</p> <p>Business Elites and US Trade Policy, 1945-67</p>	<p>James Barber (Texas Tech University)</p> <p>Uncertain Futures: American Business and Developing Nations at the End of Bretton Woods</p>	<p>Seung Woo Kim (University of Cambridge)</p> <p>Contesting 'Efficient' European Capital Markets: The Political Economy of the Birth of the Eurobond Market, 1962-1964</p>
<p>Session 3B</p> <p>Kolade Teaching Room</p> <p>Session title: International and Cross-border Enterprise</p> <p>Chair: Álvaro Ferreira da Silva (Nova School of Business and Economics, Universidade Nova de Lisboa)</p>	<p>Chris Grocott (University of Leicester)</p> <p>Business at Two Peripheries: The Gibraltar Frontier, 1890-1945</p>	<p>Brent Lane (University of North Carolina)</p> <p>The Limits of Adventure: Speculative Finance and Elizabethan Era Exploration</p>	<p>Hugo Silveira Pereira (New University of Lisbon and the University of York)</p> <p>Managing Technology: The West of India Portuguese Railway Company, 1878-1902</p>	



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<b>Parallel sessions 3; Saturday 4 July, 9 - 11 am</b>			
<p>Session 3C</p> <p>Constantine Leventis Teaching Room</p> <p>Session title: Natural Resources and the Rural Economy and Trades</p> <p>Chair: Simon Mowatt (Auckland University of Technology)</p>	<p>Andrew Smith (University of Liverpool Management School), Kirsten Greer (Nipissing University), and Kirby Calvert (Pennsylvania State University)</p> <p>The Role of Industrial Policy-Induced Resource Accumulation by the Liverpool Timber Cluster</p>	<p>Adolfo Meisel (Banco de la Republica, Colombia)</p> <p>The Economics of a Large Hacienda in the Colombian Caribbean: Las Cabezas, 1824-1942</p>	<p>Andrew Popp (University of Liverpool)</p> <p>Folk Industries, Folk Methods, Folk Histories: Writing the Histories of Rural Trades</p>
<p>Session 3D</p> <p>9 – 10 am</p> <p>Syndicate Room B</p> <p>Session title: The Beauty Business</p> <p>Chair: Jim Quinn (Trinity College Dublin)</p>	<p>Galina Shyndriayeva (King’s College London)</p> <p>Peripheries of Style: The British Firm Bush Boake Allen and the Twentieth-century Global Perfume Industry</p>	<p>Maki Umemura and Stephanie Slater (both of Cardiff Business School)</p> <p>Global Shifts in Japanese Business: The Changing Face of Cosmetics, 1945-2010</p>	

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<b>Parallel sessions 3; Saturday 4 July, 9 - 11 am</b>			
<p>Session 3E</p> <p>10 – 11 am</p> <p>Syndicate Room B</p> <p>Session title: Innovation and Strategy</p> <p>Chair: Mitch Larson (University of Central Lancashire)</p>			<p>David Bowie (Oxford Brookes University)</p> <p>From Barter to Published Tariffs: The Transition from Inn-Keeping to Professional Hotel Management in Nineteenth Century England</p>
<p>Session 3F</p> <p>9 – 10 am</p> <p>Syndicate Room C</p> <p>Session title: Business in Pre-modern Britain</p> <p>Chair: Mark Billings (University of Exeter Business School)</p>	<p>Mark Casson (Henley Business School, University of Reading) and Catherine Casson (University of Manchester)</p> <p>Business Enterprise in Medieval Bristol: Evidence from Property Deeds and Rentals</p>	<p>James Wilson (University of Glasgow)</p> <p>Performance-based Pay: Alternative Interpretations of the Portsmouth Block Mills’ ‘Savings’</p>	



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<b>Parallel sessions 4; Saturday 4 July, 11.30 am - 1 pm</b>			
<p>Session 4A</p> <p>Pearson Teaching Room</p> <p>Session title: Routes to Economic Development</p> <p>Chair: Grietjie Verhoef (University of Johannesburg)</p>	<p>Thankom Arun and Mitch Larson (University of Central Lancashire)</p> <p>Hybrid Corporate Structures in Financial Services – the Case of Microfinance</p> <p>Demand Drops and Changed Strategic Priorities: The Case of Odense Steel Shipyard and the A.P. Moller-Maersk Group, 1918-2012</p>	<p>Arun Kumar (Lancaster University)</p> <p>A Brief History of Managing Development: Experts, Professionals, and Strategy in the Management of Philanthropy in India</p> <p>Case Study of a Series of Mergers in the French Steel Industry from 1840 to 1940</p>	<p>Joyman Lee (Pacific Lutheran University)</p> <p>Building Rural Industries in China and the Role of Japan, 1895-1915</p> <p>From Local Co-op to International Agri-food Leader: The Evolution of Kerry Foods</p>
<p>Session 4B</p> <p>Kolade Teaching Room</p> <p>Session title: Long-run Strategies in European Business</p> <p>Chair: John Wilson (Newcastle University Business School)</p>	<p>René Schrøder Christensen (Danish Railway Museum), Kristoffer Jensen (University of Southern Denmark), and René Taudal Poulsen (Copenhagen Business School)</p>	<p>Muriel Petit-Kończyk (North of France University (Lille2) )</p>	<p>Brian Massey and Jim Quinn (both of Trinity College Dublin)</p>

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<b>Parallel sessions 4; Saturday 4 July, 11.30 am - 1 pm</b>			
<p>Session 4C</p> <p>Constantine Leventis Teaching Room</p> <p>Session title: Anglo-Brazilian Business</p> <p>Chair: Anna Tilba (Newcastle University Business School)</p>	<p>Teresa da Silva Lopes (University of York), Carlos Gabriel Guimarães (Universidade Federal Fluminense/ University of York - CEGBI), Alexandre Saes (Universidade de Sao Paulo), Luiz Fernando Saraiva (Universidade Federal Fluminense)</p> <p>The Impact of British Investment in Brazilian Business, 1860-1914</p>	<p>Robert Greenhill (University of Liverpool)</p> <p>Trading on the Periphery: E. Johnston &amp; Co. and the Anglo-Brazilian Coffee Trade, 1840-1880</p>	<p>Carlos Gabriel Guimarães (University Federal Fluminense/ University of York - CEGBI)</p> <p>The British Presence in Brazil: The Case of the Firm Edward Johnston &amp; Co. and the Overseas Banks, London and Brazilian Bank Limited and Brazilian and Portuguese Bank Limited</p>
<p>Session 4D</p> <p>Syndicate Room B</p> <p>Session title: Competitive Advantage in the British Textile Industry</p> <p>Chair: Armin Grünbacher (University of Birmingham)</p>	<p>Emily Baines (De Montfort University)</p> <p>Network Impact on Business Strategy for Embedded and Peripheral Firms</p>	<p>Barbara Hahn (Texas Tech University)</p> <p>Information from India: The East India Company and Domestic British Textiles</p>	<p>Peter Wardley (University of the West of England)</p> <p>A Long Run Perspective on Corporate Strategy, Business Performance and the Evolution of the British Textile Industry</p>

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<b>Parallel sessions 4; Saturday 4 July, 11.30 am - 1 pm</b>			
<p>Session 4E</p> <p>Syndicate Room C</p> <p>Session title: The Management and Control of Illegal Business Activity in the Eighteenth Century</p> <p>Chair: Mike Anson (Bank of England)</p>	<p>Anne Murphy (University of Hertfordshire)</p> <p>Who's Guarding the 'Guardian of Public Credit'? The Protection of the Bank of England During the Later Eighteenth Century</p>	<p>Helen Doe (University of Exeter)</p> <p>Managing the Smugglers: The Westcountry Smuggling Business, 1780 to 1810</p>	<p>Derek Janes (University of Exeter)</p> <p>The 'Damnified Teas' Imported from Gottenburgh: The International Smuggling Trade of the North Sea</p>

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**Programme for Tony Slaven Doctoral Workshop, 2-3 July 2015**

<b>Thursday 2 July:</b> all panels and sessions in Syndicate Room B, second floor, Building: One	
9.15-9.30	Welcome
9.30-11.00  Panel 1  <b>Business and the State</b>  Chair: Anis Zras	Christiane Chihadeh (University of Liverpool), <i>An Analysis of the Relationship of British Utility Companies and the British Government Since 1945: An Historical Examination Regarding their Relationship with the Aim to Provide Insights into the Making of Public Policy</i>  Christopher Minton (University of Nottingham), <i>The Business of Empire in Late Colonial Nigeria: Shell-BP and the Politics of Decolonisation, c. 1946-67</i>  Zoi Pittaki (University of Glasgow), <i>Facing a 'Sibylline' Authority: Views and Facts Regarding Industrial Development and the Tax System in Greece, from the Mid-1950s to the Late 1980s</i>
11.00-11.30	Refreshments
11.30-12.30  Panel 2  <b>Global Trade</b>  Chair: Linda Arch	Dean Lymath (University of Nottingham), <i>Fur Trade Adventurers: Entrepreneurship and the Hudson's Bay Company 1696-1821</i>  Gwendolyn Lin (Norwegian University of Science and Technology), <i>Fuelling the Global Trade Engine: Noble Group and The Rise of China, 1980-2015</i>
12.30-2.00	Lunch: Woodbridge Suite, Reed Hall
2.00-3.30  Panel 3  <b>Banks and Finance</b>  Chair: Zoi Pittaki	Anis Zras (University of Portsmouth), <i>The Evolution of the Libyan Accountancy Profession and the Colonial Heritage (1551-1951)</i>  Henry Sless (University of Reading), <i>A Critical Analysis of the Visual Representation of Finance During the Victorian Era</i>  Linda Arch (University of Reading), <i>The Regulation of the London Clearing Banks, 1946 to 1979</i>
3.30-4.00	Refreshments
4.00-5.30  <b>Primary sources</b>	Workshop run by Emily Buchnea (Newcastle University Business School), Bernardita Escobar (Corporacion de Estudios Para Latino America), Peter Miskell (Henley Business School, University of Reading)
7.30	Join early arrivers for main conference for dinner, if you wish, at your own cost. Venue: Côte Restaurant, Cathedral Yard, Exeter

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<b>Friday 3 July</b>	
9.30-10.45 <b>Postgraduate matters</b>	Workshop run by Prof. Lynne Oats (University of Exeter Business School); Pearson Teaching Room, Building: One
10.45-11.00	Comments/discussion on workshop; Pearson Teaching Room, Building: One
11.00-11.45	Refreshments with main conference; Xfi Sustain Café, Xfi Building
11.45-1.00 <b>Plenary session with main conference</b>	Conference welcome: Robin Mason, Dean, University of Exeter Business School  Keynote address by Professor Grietjie Verhoef, University of Johannesburg, President of the International Economic History Association: 'Latecomer Challenge: African Multinationals from the Periphery'  Henderson Lecture Theatre, Xfi Building
1.00-2.00	Lunch with main conference; Xfi Sustain Café, Xfi Building

Delegates to the main conference who arrive early are welcome (indeed encouraged) to join the Slaven Workshop – please contact the workshop organiser, Sheryllyne Haggerty ([sheryllyne.haggerty@nottingham.ac.uk](mailto:sheryllyne.haggerty@nottingham.ac.uk)) if you are interested.



**Coleman Prize Presentations, Bateman Lecture Theatre, first floor,  
Building: One: 5-6.30 pm, Friday 3 July 2015**

All delegates are invited to attend the presentations by the shortlisted finalists for this year's Coleman Prize, which is awarded by the Association of Business Historians to recognise excellence in business history research. The prize is open to PhD dissertations in business history completed within the last two years, either completed at a British university or having a British subject. The value of the prize is £250 and it is sponsored by Taylor & Francis, publishers of *Business History*, whose support the Association of Business Historians gratefully acknowledges. The winner of the prize will be announced at the pre-dinner reception at Reed Hall on the evening of 3 July.

The finalists, who will make presentations based on their dissertations, are:

<b>Presenter</b>	<b>Dissertation title</b>
Tyler Goodspeed, University of Oxford (PhD awarded at Harvard University)	Essays in British Financial History
David Singerman, Rutgers University (PhD awarded at Massachusetts Institute of Technology)	Inventing Purity in the Atlantic Sugar World, 1860-1930
Michael Weatherburn, Imperial College London	Scientific Management at Work: the Bedaux System, Management Consulting, and Worker Efficiency in British Industry, 1914-48

The Association of Business Historians thanks this year's judges: Emily Buchnea (Newcastle University Business School, and last year's winner) and Mitch Larson (University of Central Lancashire).

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**Notes on conference organisation**

Parallel sessions take place in the following rooms: Pearson Teaching Room, Kolade Teaching Room, Constantine Leventis Teaching Room, Syndicate Room B, Syndicate Room C, all on the second floor of Building: One.

Parallel session formats: 30 minutes per paper (20 minutes to present, 10 minutes for discussion and questions), except for sessions 3B and 3C where withdrawals allow 40 minutes per paper. PowerPoint presentation facilities are available in all rooms – please bring any presentation files on a USB key. Please note that we do **not** require presenters to make full papers available ahead of the conference. Abstracts of papers are available on the ABH website and in booklet form.

On-campus residential accommodation is located in Holland Hall (check-in time 3 pm, check-out time 10 am; reception closes 11 pm).

Luggage storage will be available in the Xfi Building at the Business School on Friday 3 July and Saturday 4 July 2015.

Approximate walking times:

Exeter St. Davids rail station – University of Exeter Business School: 20 minutes

Exeter St. Davids rail station – Holland Hall: 15-20 minutes

University of Exeter Business School – Holland Hall or Reed Hall: 10 minutes

Holland Hall – Reed Hall: 5 minutes

University of Exeter Business School/Holland Hall – Exeter city centre: 20-25 minutes