

Association of Business Historians – Annual Conference
The University of Birmingham
4-5 July 2008

Business History after Chandler

Conference Programme

Friday 4 July

N.B. All rooms are in the Arts Building, Edgbaston Campus, unless otherwise specified

9.30-20.00 Registration – Arts Building foyer

9.30 ABH Council Meeting – Rodney Hilton Library, third floor

10.30 Coffee – Arts – Mason Lounge, ground floor

11.30-12.30 **Keynote Lecture – Lecture Room 1, first floor**

Professor Leslie Hannah <i>‘American Whigs and the Business History of Europe’</i>

12.30-13.30 Lunch – Mason Lounge, ground floor

13.30-15.00 Sessions A

Session A 1 - Strategy and Structure Lecture Room 1

Ray Stokes - University of Glasgow

John Killick *University of Leeds*

- Early 19th Century Organisation: Pre-railroad American Trade

Kevin Tennent *London School of Economics*

- Capitalists and Management: Organisational Form and Scottish Free Standing Companies

Dave Goodwin *Birkbeck College University of London*

- ‘Digital Equipment Corporation’: Downsizing – cause or cure?

Eline Poelmans *Leuven University*

- The influence of ‘governmental participation’ on the concentration of the coal producing companies in the European Coal and Steel Community

Session A2 - Workers and Industrial Relations Lecture Room 4

TBC

Michael Heller *Queen Mary University of London*

- London Clerical Workers and Market Position 1880-1914: the Black Collar Worker Revisited

Peter Scott & Anna Spadavecchia *University of Reading*

- The 1919 Reduction of Working Hours and Labour Productivity: The British Case
Ilja Viktorov *Stockholm University*

- At the End of the Golden Age: The Swedish and British Employer Organisations under the Crisis of Fordism (1970s-1980s)

Natalia Rocha Lawton *University of Warwick*

- An Historical Analysis of the Process of Privatisation in Mexico: TELMEX and LyFC compared

**Session A3 - Joined Up Thinking in Business History Research: Cooperation
Between Archivists and Historians in the Pursuit of Funding
Lecture Room 8**

Organised by Mike Anson, Richard Coopey and Judy Faraday

Chair: Terry Gourvish, Business History Unit, LSE

Mike Anson, Bank of England and Business Archives Council, *Introduction*

John Wilson, University of Central Lancashire, *Securing the Raw Materials:
Archives, Historians and Realities*

Panel discussion

Richard Coopey, University of Aberystwyth and Business History Unit, LSE

Gail Lambourne, Programme Manager – Heritage, Arts and Humanities Research
Council

Katey Logan, Business Records Development Officer

John Wilson, Co-Editor of 'Business History': Director, Institute of International
Business, Lancashire Business School, University of Central Lancashire,

Richard Wiltshire, Senior Archivist - Business Archives City of London: Guildhall
Library Manuscripts Section and London Metropolitan Archives.

**Session A4 - Corporate Governance
Lecture Room 3**

Peter Miskell (University of Reading)

Evelyn Anderson *Australian Catholic University*

- Firms vs. Inter-firm Relational Contracts: Nissan vs. Toyota 1956-1971

Massimo Pollifroni *Università di Torino*

- ICT and Ethics: Some Empirical Evidence from Chandler's Lesson

Giuliano Maielli & Peter Clark *Queen Mary University of London*

- Creating Hegemony and Transferring Dependency: Comparing the Rise of
Operations Management and Strategic Marketing in Italy and the Us

Anton Ehlers *University of Stellenbosch*

- Black Economic Empowerment, Apartheid Style: Pep Stores Peninsula Ltd, 1973-74

Session A5 - New Approaches to Business History

Lecture Room 2

Phil Scranton – Rutgers University

Charles Harvey, Jon Press & Mairi Maclean *Newcastle University; Bath Spa University; University of West of England*

- Cultural Leadership and the Dynamics of Taste

Andrew Popp *University of Liverpool*

- 'I Didn't Get Where I Am Today': Narrating Entrepreneurial Lives

Chris Wrigley *University of Nottingham*

- Planning for Decline: British Coal Mining and the Heritage Industry

15.00-15.30 Coffee – Arts, Mason Lounge, ground floor

15.30-16.45 Sessions B

Session B1 - Investing and Investors Lecture Room 8

Lucy Newton (University of Reading)

Paolo Di Martino *University of Manchester*

- 'Just a Little is Enough'; British Micro Credit in a Business History Perspective

Janette Rutterford *Open University*

- Women Investors in the US and UK 1870-1960: A Comparative Study

Per H. Hansen *Copenhagen Business School*

- Central Bank Cooperation at the Periphery: The Scandinavian Central Banks and the Bank for International Settlements, 1930-1931

Session B2 – Automation of Retail Finance in Britain Lecture Room 4

Chris Kobrak - ESCP-EAP

Bernardo Batiz-Lazo & Robert Reid *University of Leicester*

- The Development of Cash Dispenser and ATM technology: Early Patent Records

Bernardo Batiz-Lazo & J. Carles Miaxe-Altes *University of Leicester; Universidad de A Coruña*

- Organisational Change and the Computerization of British and Spanish Savings Banks

Mark Billings & Alan Booth *University of Nottingham; University of Exeter*

- Britain's National Giro 1965-1977: Computerised Nationalism?

Session B3 - Questioning Chandler Lecture Room 3

Stephen Morgan – University of Nottingham

John Quail *University of York*

- Not Quick and Not Easy: Distribution, Chandler, Marketing and the Development of Modern Managerial Corporations

Tony Corley *University of Reading*

- 'Testing the Chandlerian Model: Its Relevance to the Beecham Enterprise'
Nina Shapiro *Saint Peter's College*
- Enterprise Theories and Practices: Chandler's Contribution

Session B4 - Networked firms
Lecture Room 2

Andrew Popp - University of Liverpool

Etsuo Abe *Meiji University*

- New Perspectives for the Post-Chandlerian Model: From the Viewpoint of Japanese Networks (Keiretsu)

Michael Best *University of Massachusetts, Lowell*

- A High-Tech Industrial District: Systems Integration in Massachusetts

Gordon Boyce *University of Newcastle (Australia)*

- Network Processes and Dynamics: A Contrast with Hierarchy

Session B5 - Family Firms
Lecture Room 1

Peter Scott - University of Reading

Jean-Claude Daumas *University of Besançon*

- Family Capitalism and Big Firms in France (1945-1975)

Emily Baines *DeMonfort University*

- Family firms, Innovation and Networks: the Interwar British Printed Industry

Dong-Woon Kim *Dong-Eui University*

- Family-Owned Big Business in South Korea: A Managerial Revolution

17.00-18.30

Coleman Prize Session
Large Lecture Theatre

Stephanie Decker – Harvard Business School/Liverpool University

David Bricknell, *Manchester Metropolitan University*

- Elusive Decisions: A Case Study of Intuitive Strategic Decision Making in the Exploitation of the Pilkington Float Glass Process, 1952-1987

Valery Johnson *King's College, London*

- British Multinationals, Culture and Empire in the Early Twentieth Century

Niall MacKenzie *University of Glasgow*

- Chucking Buns Across the Fence? Governmental Planning and Regeneration Projects in the Scottish Highland Economy, 1945-82

19.00-20.00 Drinks reception and prize announcement – Arts, Mason Loungew, ground floor

20.00-..Conference Dinner – Noble Room, Staff House (followed by late bar extension in the Noble Room Annex)

Saturday 5 July

9.00-10.15 Sessions C

Session C1 – Chandler Meets the Creatives: The Modern Industrial Corporation in Music, magazines and the Movies Lecture Room 1

John Wilson - University of Central Lancashire

Howard Cox *University of Worcester*

- The Failure of Successful Adaptation: Scale, Scope and the British Experience in the Popular Magazine Industry

Richard Coopey *Business History Unit, London School of Economics*

- Chandlerian Firms in a Hyper-Schumpeterian Environment: Enterprises in the Popular Music industry in Britain 1950-1990

Peter Miskell *University of Reading*

- Strategy and Structure in the International Film Industry: A Post-Chandlerian Perspective

Session C2 - Industry Associations and Business Networks Lecture Room 8

Michael Best - University of Massachusetts, Lowell

Mark Casson *University of Reading*

- Trade Associations: Theoretical Issues and Evidence from the United Kingdom

Stephen Morgan *University of Nottingham*

- The Role of Industry and Publishing Networks in the Diffusion of Western Management Knowledge in China before 1945

Simon Ville and David Merrett *University of Wollongong-University of Mellburne*

- Industry Associations as Facilitators of Social Capital: The Australian Broking Industry

Francesca Carnevali *University of Birmingham*

- 'Just a Social Club?': Governance Strategies in Industrial Communities

Session C3 - Marketing Consumption Lecture Room 2

Maggie Walsh - University of Nottingham

Catherine Harbor *Royal Holloway University of London*

- Making a Market for Music in 18th Century London

Peter Scott *University of Reading*

- Pushing Vacuum Cleaners in Interwar Britain

John Mercer, Teresa da Silva Lopes & Paul Duguid *Queen Mary University of London*

- The first 100 years of trademark registration: France, the US and UK

Session C4 – Railways
Lecture Room 4

John Killick - University of Leeds

Tokunbo Ayoola *Ohio State University*

- The Impact of the Second World War on the Nigerian Railways, 1939-1955

Xavier Duran *London School of Economics*

- The Relationship between Private Incentives and Subsidies: The Pacific Railroad (1845-62)

Benjamin Schwantes, *University of Delaware*

- Feuding Siblings – Not Siamese Twins: Railroad Managers, Telegraph

Entrepreneurs and Chandlerian Paradigms of Growth in Antebellum America

Session C5 - Multinationals and Competitiveness
Lecture Room 3

Julian Greaves – University of Birmingham

Felipe Tamega Fernandes *London School of Economics*

- Comparative Advantage and Productivity Gap under Scarcity of Resources: British and American Rubber Manufacture Compared (1870-1910)

Neil Rollings *University of Glasgow*

- The National Competitiveness/ Firm Competitiveness Debate in Britain in the 1960s

Daryl F. White *University of Western Ontario*

- Integration, Mining Multinationals and Canada's First World War: The case Studies of Inco and Alcan

10.15-10.45 Coffee – Arts, Mason Lounge, ground floor

10.45-12.00 Sessions D

Session D1 - Questioning Chandler
Lecture Room 8

Steve Tolliday - University of Leeds

Valerie Johnson *National Archives*

- Hierarchies and Divisions: An Imperial Perspective on British Multinationals

Albert Carreras *Universitat Pompeu Fabra*

- Does Spain fit the Chandlerian Paradigm?

Peter Clark & Giuliano Maielli *Queen Mary University of London*

- America's Refolding Market Empire, Consumer Polity and Colonizing Corporations: Time Place Periods as Cases

Session D2 - Ownership and Control
Lecture Room 4

Paolo Di Martino - University of Manchester

Grietjie Verhoef *University of Johannesburg*

- Managing from the Centre: The Role of Sankorp as an Investment Conglomerate in the Reconfiguration of big Business in South Africa

David M. Higgins & Steven Tomms *York Management School*

- The Evolution of the Market for Control in Britain: New Evidence from Brewing and Textiles (1945-2000)

Muriel Petit-Konczyk *University of Lille 2*

- Multiple Voting Shares in the Interwar Period

Session D3 – Government Policy Lecture Room 3

Lisa Jack - University of Essex

Mark Billings *University of Nottingham*

- '1966 and All That': The Labour Government, the Banks and the Prices and Incomes Board

Julian Greaves *University of Birmingham*

- British Road Policy before the Second World War: A Case of Contested Authority

John Singleton *Victoria University of Wellington*

- A New Window on the Development of the Euromarkets: Borrowing by the New Zealand Government in the 1960s

Session D4 - Banks and their Customers Lecture Room 2

John Wilson – University of Central Lancashire

Lucy Newton *University of Reading*

- 'Touting for Business': British Banks and their Customers 1945-1970

Bernardo Batiz-Lazo & Claudia Reese *University of Leicester*

- Meet the Phantom: New Technology in the High Street from a Consumer Perspective

Ian Martin *Open University*

- Making Space for Computers in the Business of Banking: Barclays and Britain in the 1960s

Session D5 - Distribution and Marketing Lecture Room 1

Laura Ugolini - University of Wolverhampton

Jim Quinn *Trinity College, University of Dublin* and Leigh Sparks, *Institute for Retail Studies, University of Stirling*.

- The Reconfiguration of British Grocery Wholesaling 1948-1968: Strategy, Structure and Entrepreneurial Behaviour

Peter Scott & James Walker *University of Reading*

- Sales and Advertising Rivalry between Interwar US Department Stores: A Negative-sum Game?

Maggie Walsh *University of Nottingham*

- Consuming Cars: Women, Advertising and American Automobile Sales

12.00-13.00 Lunch – Arts, Mason Lounge, ground floor

12.00 Association of Business Historians AGM – Lecture Room 4

13.00-14.15

Round Table – Business History After Chandler
Large Lecture Theatre

Chair Mark Casson – University of Reading

Phil Scranton Walter Friedman Lina Galvez Munoz Youssef Cassis Stephen Tolliday

14.15-14.30 coffee, Arts, Mason Lounge, ground floor

14.30 – 15.45 Sessions E

Session E1 - British Firms and ‘Personal Capitalism’
Lecture Room 1

Chris Wrigley - University of Nottingham

MJ Lewis, R.Lloyd-Jones *Sheffield Hallam University* & J. Maltby *University of York*

- Corporate Governance and Personal Capitalism in Britain: A case Study of Four Middle Ranking Manufacturing Companies c 1900-1940

Ying Yong Ding & Sam McKinstry *University of the West of Scotland*

- Where Generalisations Fall Down: Alexander Cowan and Co, papermarkers (1779-1975)

Jan Hewitt, Peter Thomas & John Wilson *University of Central Lancashire*

- Professionalism in British Management: Bogus Claim or Reality?

Session E2 - Visions and Revisions
Lecture Room 2

Charles Harvey – Newcastle University

Richard Blundel *Brunel University*

- Will there be Blood?: Entrepreneurial Judgment and Strategic Choice in Chandlerian and Revisionist Narratives of Industrialisation

Kenneth Hopper *Independent scholar*

- The Visible Hand in Manufacturing in the US, the UK and Japan

Session E3 - Accounting as Representation and Practice
Lecture Room 3

Mark Billings - University of Nottingham

Omiros Georgiou & Lisa Jack *University of Essex*

- Gaining Legitimacy: Where has Fair Value Accounting come from?

Lisa Jack *University of Essex*

- Intuition, Economics and Accounting: a 150 year History of Business Decision-making in Agriculture

Trevor Boyns *Cardiff University*

- 'If at first you don't succeed, try, try and try again': British Cost and Management Accountants and their Pursuit of Professional Status

15.45 – Conference ends