

# Association of Business Historians Annual Conference 16-17 July, 2010

## Conference Programme (Academic sessions)

	<b>Friday 16 July</b>
<b>Session I 2.00-3.30</b>	<p><b>(a) Global Business and Branding Strategies</b> (Alcuin East Wing room 104) Chair: <b>Judy Slinn (Oxford Brookes University)</b></p> <p>‘Global business and British competitiveness in branded consumer goods’ <b>Teresa da Silva Lopes (University of York)</b></p> <p>‘Trusting the messenger? The emergence and evolution of media brands in news and entertainment in the twentieth century.’ <b>Peter Miskell (University of Reading)</b></p> <p>‘Going global: branding strategies in the Malaysian beauty industry.’ <b>Shakila Yacob (University of Malaya)</b></p> <p><b>(b) Information and Communications Technology</b> (Alcuin East Wing room 102) Chair: <b>Kiran Fernandes (University of York)</b></p> <p>‘Engineering change in Mexico: The adoption of computer technology at Grupo ICA.’ <b>Bernardo B átiz –Lazo (University of Leicester)</b></p> <p>‘Britain’s first instantaneous ICT network: the diffusion and uses of the UK telephone system to 1939.’ <b>Peter Scott (University of Reading)</b></p> <p>‘The creation of the borderless world: IT projects and the digitisation of printing at IPC during the 1980s’ <b>Simon Mowatt (Auckland University of Technology)</b></p>
	<p><b>(c) Banks and Banking Operations</b> (Alcuin East Wing room 106) Chair: <b>Michael Anson (Bank of England)</b></p> <p>‘Living with the Germans: British banks and Standstill debt in the 1930s.’ <b>Mark Billings (University of Nottingham)</b></p>

	<p>‘Non-profit banks and the fillip of collective ownership: Spanish savings banks from a European perspective.’  <b>J.C. Maixé-Altés (University of Coruña)</b></p> <p>‘Origins and development of the global S.W.I.F.T. network, 1973-2008.’  <b>Susan V. Scott and Markos Zachariadis, (LSE)</b></p> <p><b>(d) Finance, Governance and Takeovers</b>  (Alcuin East Wing room 105)  Chair: <b>Steve Toms (University of York)</b></p> <p>‘The takeover of Cadbury by Kraft: heritage and historiography.’  <b>Michael Rowlinson (Queen Mary, University of London)</b></p> <p>‘Power, governance and the financial system: why the globalisation of finance worked before 1914 and doesn’t now.’  <b>Andrew Tylecote (University of Sheffield)</b></p> <p>‘UK cross-border mergers and acquisitions, 1970-2009: motives and performance.’  <b>John Wilson and Saeed Akbar (University of Liverpool)</b></p>
<p><b>Session II</b>  <b>4.00-5.30</b></p>	<p><b>(a) Multinational Enterprises</b>  (Alcuin East Wing room 104)  Chair: <b>Mark Casson (University of Reading)</b></p> <p>‘The conceptualisation of MNE entry modes and knowledge transfer and spillovers.’  <b>Frank McDonald (Bradford University)</b></p> <p>‘Technology adoption and creation in multinational enterprises in an emerging economy.’  <b>Annie (Yingqi) Wei (University of York)</b></p> <p>‘Making multinationals less footloose by way of relational capital.’  <b>Louis Danielsen and Kurt Pedersen (University of Aarhus)</b></p> <p><b>(b) Transport and Logistics in a Global Setting</b>  (Alcuin East Wing room 102)  Chair: <b>Roy Edwards (Southampton University)</b></p> <p>‘Criollo: (Salto, Uruguay: 1895) “a really useful engine” – and a multinational enigma’  <b>Paul Jordan (University of Sheffield)</b></p> <p>‘Driving globalisation: transportation and logistics in Europe, 1950-2000’  <b>Richard Vahrenkamp (University of Kassel)</b></p>

	<p><b>(c)Foreign Direct Investment in the Twentieth century</b>  (Alcuin East Wing room 105)  Chair: <b>Matthias Beck (University of York)</b></p> <p>‘Traditional and non-traditional foreign investors in the economic decolonization of Ghana and Nigeria.’  <b>Stephanie Decker (University of Liverpool)</b></p> <p>‘German foreign direct investments into Denmark during the Occupation.’  <b>Peter Sørensen and Kurt Pedersen (University of Aarhus)</b></p> <p>‘Copper mining in Coquimbo and Mansfield between 1830-1900’.  <b>Alf Zachäus (European University Institute, Florence)</b></p> <p><b>(d)Presentation by Doctoral Students</b>  (Alcuin East Wing room 106)  Chair: <b>David Higgins (University of York)</b></p> <p>‘The mighty instrument of concord: comparative advantage, Corn Laws, and the construction of naturalised free trade’  <b>Thomas D. Finger (University of Virginia)</b></p> <p>‘Developing technological capabilities: technology transfers and the Korean synthetic fibre Chaebols in the 1960s and 1970s.’  <b>Soojeong Kang (London School of Economics)</b></p> <p>‘From free standing companies to multinationals: British investment in Columbia between 1920 and 1965.’  <b>Heinrich Kramarski (University of Liverpool)</b></p>
<p><b>5.30-6.45  Coleman Prize  Presentations</b></p>	<p><b>Felipe Fernandes</b>, ‘Institutions, geography and market power: the political economy of rubber in the Brazilian Amazon, c. 1870-1910.’</p> <p><b>Albane Forestier</b>, ‘Commercial organisation in the late eighteenth century Atlantic world: a comparative analysis of the British and French West Indian trades.’</p> <p><b>Aashish Velkar</b>, ‘Markets, standards and transactions: measurements in the nineteenth century British economy.’</p> <p><b>Koji Yamamoto</b>, Distrust, innovations, and public service : ‘projecting’ in seventeenth- and early eighteenth-century England.’  <i>(Presentations in ARRC Lecture Theatre)</i></p>

	<b>Saturday, 17 July</b>
<b>Session III 09.00-10.30</b>	<p><b>(a)Retailing and Distribution</b> (Alcuin East Wing room 104) Chair: <b>John Wilson (University of Liverpool)</b></p> <p>‘Implicit contracts and the emergence of modern marketing capabilities.’ <b>Andrew Godley (University of Reading)</b></p> <p>‘A retail revolution: changes in music distribution and retailing in the UK 1950-1980’ <b>Kevin Tennent (London School of Economics)</b></p> <p>‘The Symbol Group in British and Irish retailing: the role of international wholesaler franchise networks’ <b>Jim Quinn (Trinity College, Dublin)</b></p> <p><b>(b)New Themes in Entrepreneurship</b> (Alcuin East Wing room 102) Chair: <b>Teresa da Silva Lopes (University of York)</b></p> <p>‘Entrepreneurial failure and economic crisis: a business history perspective.’ <b>Mark Casson (University of Reading)</b></p> <p>‘When family values meet corporate entrepreneurship: Levene &amp; Co., and the case for moral values in the entrepreneurship function.’ <b>Ian Hunter (University of Auckland)</b></p> <p><b>(c)Themes in Corporate Governance</b> (Alcuin East Wing room 106) Chair: <b>Josephine Maltby (University of York)</b></p> <p>‘How did separation of control from ownership become more acute?’ <b>Muriel Petit-Kończyk (University of Lille)</b></p> <p>‘The Cadbury Committee Report: Why? When? What? How?’ <b>Judy Slinn (Oxford Brookes University)</b></p> <p>‘Fictionalising Rowntree? Nigel Balchin, marketer and novelist, on proprietorial management and management succession.’ <b>John Quail (University of York)</b></p>

	<p><b>(d) Transport and Distribution: Case Studies from British Rail</b>  (Alcuin East Wing room105)  Chair: <b>Colin Divall (University of York)</b></p> <p>‘The general classification of railway rates and the development of packaging, c. 1928-1955.’  <b>Roy Edwards (University of Southampton)</b></p> <p>‘British railways and the sea container market.’  <b>Terry Gourvish (London School of Economics)</b></p> <p>‘Selling rail transport at home and abroad.’  <b>Hiroki Shin (Institute of Railway Studies &amp; Transport History, York)</b></p>
<p><b>Session IV</b>  <b>11.00-12.30</b></p>	<p><b>(a) The Importance of Local to Global Networks</b>  (Alcuin East Wing room 102)  Chair: <b>Kevin Tennent (London School of Economics)</b></p> <p>‘From colony to counter: global and local networks of supply in the eighteenth century grocery trade.’  <b>Jon Stobart (University of Northampton)</b></p> <p>‘Local credit networks in the first age of global trade.’  <b>Mina Ishizu (London School of Economics)</b></p> <p>‘Islands in a sea of trade: Liverpool’s business networks in a globalising market, 1750-1810.’  <b>Sheryllyne Haggerty (University of Nottingham)</b></p> <p><b>(b) Regions and Districts</b>  (Alcuin East Wing room 104)  Chair: <b>David Higgins (University of York)</b></p> <p>‘On growing grate and yet becoming small.’  <b>Jørgen Fink and Michael Bruun (University of Aarhus)</b></p> <p>‘The role of industrial district co-location in the growth of the “Third Italy”: the case of Modena, 1945-2005.’  <b>Alberto Rinaldi (University of Modena)</b></p> <p>“Little Jerusalem”: Jewish economic space and entrepreneurship in</p>

	<p>Dublin during the 19<sup>th</sup> and 20<sup>th</sup> Centuries.’  <b>Rosa Reicher (University of Heidelberg)</b></p> <p><b>(c) Consumption, Marketing and Retailing</b>  (Alcuin East Wing room 105)  Chair: <b>Lucy Newton (University of Reading)</b></p> <p>‘The music is the message: media enterprises and the British popular music industry, 1950-1975.’  <b>Richard Coopey (Aberystwyth University and LSE)</b></p> <p>‘Consumer and audience research in Britain, 1920-1960: London Press Exchange, J. Walter Thompson and the BBC.’  <b>Michael Heller and Stefan Schwarzkopf (Royal Holloway College, London University; Copenhagen Business School)</b></p> <p>‘Middle-class men, consumption and food, 1914-1918.’  <b>Laura Ugolini (University of Wolverhampton)</b></p> <p><b>(d)War and Warfare</b>  (Alcuin East Wing room 106)  Chair: <b>Peter Scott (University of Reading)</b></p> <p>‘Maintaining a trans-Atlantic network in time of war: the impact of the American War of Independence on the business activities of Daniel Eccleston.’  <b>Carolyn Downs (University of Salford)</b></p> <p>‘Aircraft manufacturer returns during World War II: were they war-hogs.’  <b>Fred R. Kaen (University of New Hampshire)</b></p>
<p><b>12.30-13.30</b></p>	<p><b>LUNCH (National Science Learning Centre )</b>  <b>ABH Annual General Meeting (venue as above)</b></p>
<p><b>Session V</b>  <b>1.30-3.00</b></p>	<p><b>(a)Case Studies on the Relationship Between the State and Private Business</b>  (Alcuin East Wing room 102)  Chair: <b>Stephanie Decker (University of Liverpool)</b></p> <p>‘From public to private: privatisation policy in 1920s fascist Italy.’  <b>Germ à Bel (University of Barcelona)</b></p> <p>‘A pretty good deal just now: the Anglo-Iranian Oil Company, oil nationalisation and managerial response in 1951.’  <b>Neveen Abdelrehim, Josephine Maltby and Steven Toms (University of York)</b></p>

‘Business history and the subtle art of political persuasion: the case of Louis P. Lochner’s , *Tycoons and Tyrant*  
**Matthias Beck (University of York)**

**(b) Banks, Stock Exchanges and Central Bank Operations**  
(Alcuin East Wing room 104)  
Chair: **Bernardo B átiz–Lazo (University of Leicester)**

‘Freedom is in danger. Defend it with all your might.’ The Bank of England and exchange control, 1939-1979.’  
**Mike Anson (Bank of England)**

‘Strategic responses to economic integration – the case of Barclays Bank, 1973-2003.’  
**Mitchell J. Larson (University of Central Lancashire)**

**(c)Advertising and Advertising Strategies: Case Studies from the UK**  
(Alcuin East Wing room 105)  
Chair: **Michael Heller (Royal Holloway, University of London)**

‘Cigarette papers: The John Player & Sons advertising archive.’  
**Andrew Newnham (University of Nottingham)**

‘Advertising, promotion, and the emergence of a “national” building society movement in interwar Britain.’  
**Lucy Newton (University of Reading)**

‘From the local to the global at Rowntree & Co. York, c 1900-1969.’  
**Emma Robertson (Sheffield Hallam University)**

‘Brands, social relations, and consumers: new competition and the invention of emotional branding in Britain and the United States, 1950-1965.’  
**Stefan Schwarzkopf (Copenhagen Business School)**

**(d) Tales from the Orient: Managerial Knowledge, Technology, and Trade Marks in China and Japan.**  
(Alcuin East Wing room 106)  
Chair: **David Higgins (University of York)**

‘The political economy of trade mark law in colonial Hong Kong, 1948-70.’  
**David Clayton (University of York)**

‘Managerial knowledge in China before 1949: a bibliometric exploration.’

	<b>Stephen Morgan (University of Nottingham)</b>
	<b>Tea and Coffee</b>
<b>Session VI 3.15-4.45</b>	<p><b>(a) Different Perspectives on Networks</b> (Alcuin East Wing room 102) Chair: <b>John Wilson(University of Liverpool)</b></p> <p>‘Networks of Business History: An Analysis of Business History Journals and Business Historians in Submissions to the UK RAE 2008.’ <b>Mick Rowlinson (Queen Mary, University of London)</b></p> <p>‘The development of the network of international tax treaties to 1956.’ <b>Simon Mollam (York St. John University)</b></p> <p><b>(b) International Shipping and Absentee Landlords: Assurance, Mortality and Slavery</b> (Alcuin East Wing room 104) Chair: <b>Sheryllyne Haggerty (University of Nottingham)</b></p> <p>‘North Atlantic steerage fares, mortality, and travel conditions, 1820-1870: evidence from the Cope Line Passenger Service <b>John Killick (University of Leeds)</b></p> <p>The curse of the Caribbean: absentee planting on St Vincent and the Grenadines, 1817-34. <b>Simon Smith (University of Hull)</b></p> <p><b>(c) Patents and Management Consulting</b> (Alcuin East Wing room 105) Chair: <b>Matthias Beck (University of York)</b></p> <p>‘Development block or stimulant: what was the role of Edison’s incandescent lamp patent on downstream developments.’ <b>R. Katznelson and John Howells (Aarhus University)</b></p> <p>‘The evolution of management consulting in emerging markets: the example of Turkey.’ <b>Mustafa Kurt (University of York)</b></p>
	<b>End of Conference</b>