

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

Conference Programme (Academic sessions)

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

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

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

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

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

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

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