### Conference Programme

**(Academic sessions)**

#### Friday, 16 July

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

**Susan V. Scott and Markos Zachariadis, (LSE)**

**Session II  
4.00-5.30**

(a) **Multinational Enterprises**  
(Alcuin East Wing room 104)  
Chair: **Mark Casson (University of Reading)**

‘The conceptualisation of MNE entry modes and knowledge transfer and spillovers.’  
**Frank McDonald (Bradford University)**

‘Technology adoption and creation in multinational enterprises in an emerging economy.’  
**Annie (Yingqi) Wei (University of York)**

‘Making multinationals less footloose by way of relational capital.’  
**Louis Danielsen and Kurt Pedersen (University of Aarhus)**

(b) **Transport and Logistics in a Global Setting**  
(Alcuin East Wing room 102)  
Chair: **Roy Edwards (Southampton University)**

‘Criollo: (Salto, Uruguay: 1895) “a really useful engine” – and a multinational enigma’  
**Paul Jordan (University of Sheffield)**

‘Driving globalisation: transportation and logistics in Europe, 1950-2000’  
**Richard Vahrenkamp (University of Kassel)**
Foreign Direct Investment in the Twentieth century  
(Alcuin East Wing room 105)  
Chair: Matthias Beck (University of York)  

‘Traditional and non-traditional foreign investors in the economic decolonization of Ghana and Nigeria.’  
Stephanie Decker (University of Liverpool)  

‘German foreign direct investments into Denmark during the Occupation.’  
Peter Sørensen and Kurt Pedersen (University of Aarhus)  

Copper mining in Coquimbo and Mansfield between 1830-1900’.  
Alf Zachäus (European University Institute, Florence)  

Presentation by Doctoral Students  
(Alcuin East Wing room 106)  
Chair: David Higgins (University of York)  

‘The mighty instrument of concord: comparative advantage, Corn Laws, and the construction of naturalised free trade’  
Thomas D. Finger (University of Virginia)  

‘Developing technological capabilities: technology transfers and the Korean synthetic fibre Chaebols in the 1960s and 1970s.’  
Soojeong Kang (London School of Economics)  

‘From free standing companies to multinationals: British investment in Columbia between 1920 and 1965.’  
Heinrich Kramarski (University of Liverpool)  

5.30-6.45 Coleman Prize Presentations  
Felipe Fernandes, ‘Institutions, geography and market power: the political economy of rubber in the Brazilian Amazon, c. 1870-1910.’  

Albane Forestier, ‘Commercial organisation in the late eighteenth century Atlantic world: a comparative analysis of the British and French West Indian trades.’  


(Presentations in ARRC Lecture Theatre)
| Session III 09.00-10.30 | (a) Retailing and Distribution  
(Alcuin East Wing room 104)  
Chair: John Wilson (University of Liverpool)  

‘Implicit contracts and the emergence of modern marketing capabilities.’  
Andrew Godley (University of Reading)  

‘A retail revolution: changes in music distribution and retailing in the UK 1950-1980’  
Kevin Tennent (London School of Economics)  

‘The Symbol Group in British and Irish retailing: the role of international wholesaler franchise networks)  
Jim Quinn (Trinity College, Dublin)  

(b) New Themes in Entrepreneurship  
(Alcuin East Wing room 102)  
Chair: Teresa da Silva Lopes (University of York)  

‘Entrepreneurial failure and economic crisis: a business history perspective.’  
Mark Casson (University of Reading)  

‘When family values meet corporate entrepreneurship: Levene & Co., and the case for moral values in the entrepreneurship function.’  
Ian Hunter (University of Auckland)  

(c) Themes in Corporate Governance  
(Alcuin East Wing room 106)  
Chair: Josephine Maltby (University of York)  

‘How did separation of control from ownership become more acute?’  
Muriel Petit-Kończyk (University of Lille)  

Judy Slinn (Oxford Brookes University)  

‘Fictionalising Rowntree? Nigel Balchin, marketer and novelist, on proprietorial management and management succession.’  
John Quail (University of York) |
### (d) Transport and Distribution: Case Studies from British Rail

(Alcuin East Wing room105)

Chair: **Colin Divall (University of York)**

‘The general classification of railway rates and the development of packaging, c. 1928-1955.’

**Roy Edwards (University of Southampton)**

‘British railways and the sea container market.’

**Terry Gourvish (London School of Economics)**

‘Selling rail transport at home and abroad.’

**Hiroki Shin (Institute of Railway Studies & Transport History, York)**

### Session IV

**11.00-12.30**

#### (a) The Importance of Local to Global Networks

(Alcuin East Wing room 102)

Chair: **Kevin Tennent (London School of Economics)**

‘From colony to counter: global and local networks of supply in the eighteenth century grocery trade.’

**Jon Stobart (University of Northampton)**

‘Local credit networks in the first age of global trade.’

**Mina Ishizu (London School of Economics)**

‘Islands in a sea of trade: Liverpool’s business networks in a globalising market, 1750-1810.’

**Sheryllynne Haggerty (University of Nottingham)**

#### (b) Regions and Districts

(Alcuin East Wing room 104)

Chair: **David Higgins (University of York)**

‘On growing grate and yet becoming small.’

**Jørgen Fink and Michael Bruun (University of Aarhus)**

‘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)**

“Little Jerusalem”: Jewish economic space and entrepreneurship in
Dublin during the 19th and 20th Centuries.’
Rosa Reicher (University of Heidelberg)

(c) Consumption, Marketing and Retailing
(Alcuin East Wing room 105)
Chair: Lucy Newton (University of Reading)

‘The music is the message: media enterprises and the British popular music industry, 1950-1975.’
Richard Coopey (Aberystwyth University and LSE)

‘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)

‘Middle-class men, consumption and food, 1914-1918.’
Laura Ugolini (University of Wolverhampton)

(d) War and Warfare
(Alcuin East Wing room 106)
Chair: Peter Scott (University of Reading)

Carolyn Downs (University of Salford)

‘Aircraft manufacturer returns during World War II: were they war-hogs.’
Fred R. Kaen (University of New Hampshire)

12.30-13.30 LUNCH (National Science Learning Centre)
ABH Annual General Meeting (venue as above)

Session V 1.30-3.00 (a) Case Studies on the Relationship Between the State and Private Business
(Alcuin East Wing room 102)
Chair: Stephanie Decker (University of Liverpool)

‘From public to private: privatisation policy in 1920s fascist Italy.’
Germà Bel (University of Barcelona)

‘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)
‘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 Bátitz–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)

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.’
### Session VI

**3.15-4.45**

#### (a) Different Perspectives on Networks

- **(Alcuin East Wing room 102)**
- **Chair:** John Wilson (University of Liverpool)

‘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)**

‘The development of the network of international tax treaties to 1956.’

**Simon Mollam (York St. John University)**

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#### (b) International Shipping and Absentee Landlords: Assurance, Mortality and Slavery

- **(Alcuin East Wing room 104)**
- **Chair:** Sheryllynne Haggerty (University of Nottingham)

‘North Atlantic steerage fares, mortality, and travel conditions, 1820-1870: evidence from the Cope Line Passenger Service

**John Killick (University of Leeds)**

The curse of the Caribbean: absentee planting on St Vincent and the Grenadines, 1817-34.

**Simon Smith (University of Hull)**

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#### (c) Patents and Management Consulting

- **(Alcuin East Wing room 105)**
- **Chair:** Matthias Beck (University of York)

‘Development block or stimulant: what was the role of Edison’s incandescent lamp patent on downstream developments.’

**R. Katzenelson and John Howells (Aarhus University)**

‘The evolution of management consulting in emerging markets: the example of Turkey.’

**Mustafa Kurt (University of York)**

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**End of Conference**