



THE UNIVERSITY *of York*

Centre for Evolution of Global Business and Institutions (CEGBI) Guest Lecture Series

The Centre for Evolution of Global
Business and Institutions invites you to

'The International Confronts the Comparative: The Historical Role of Multinationals'

by Professor Mira Wilkins
(Florida International University)

24 November 2010, 5:15pm – 6:45pm
(4:30 - Tea and coffee refreshments)

Venue: Oval Room, Management and Law, Heslington East,
University of York



R.S.V.P to Professor Teresa da Silva Lopes

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<http://www.york.ac.uk/management/centres/cegbi/>



Professor Mira Wilkins

'The International Confronts the Comparative: The Historical Role of Multinationals'

24 November 2010, at 5.15pm

Mira Wilkins is Professor of Economics at Florida International University. Her expertise is in the history of multinational corporations. She has travelled around the world, doing research as well as lecturing. Among her many publications, she is the author of four Harvard University Press books, *The Emergence of Multinational Enterprise: American Business Abroad from the Colonial Era to 1914* (1970), *The Maturing of Multinational Enterprise: American Business Abroad from 1914 to 1970* (1974), *The History of Foreign Investment in the United States to 1914* (1989), and *The History of Foreign Investment in the United States, 1914-1945* (2004). Volume 3 of her history of foreign investment in the United States, covering 1945 to the present, is in process. In early 2011, Cambridge University Press will publish a new edition of her first book (originally published in 1964), *Mira Wilkins and Frank Ernest Hill, American Business Abroad: Ford on Six Continents*.

Abstract:

There seems to be an uneasy companionship between the globalization literature and the literature on economic comparisons between nations. It is simpler to study change by comparing nations than by considering interactions within the whole complex world. Research on the historical role of multinational enterprises offers a lens that leads to new understanding. The lecture addresses: how the history of multinational enterprise (one aspect of globalization) helps us in explaining the convergence and divergence in the course of economic growth and development of nations and, in turn, the successes (and failures) of globalization in forwarding the spread of economic well-being.

