



Workshop: 15 May 2009

'Business History in Global Business Schools'

Organised jointly between :

CEGBI - Centre for the Evolution of Global Business and Institutions, University of York
and
CGR - Centre for Globalisation Research, Queen Mary, University of London

Location:

**5 Dean Rees House, Charterhouse Square, Barbican
London**

Theme

This workshop on 'Business History in Global Business Schools' is organised jointly by the Centre for the Evolution of Global Business and Institutions (CEGBI) at the University of York, and the Centre for Globalisation Research (CGR) at Queen Mary, University of London. It brings together key academics in business history and deans from leading business schools in Britain, and has three main aims. The first one is to learn how the success of Business History modules taught at top Business Schools in America, can be transferred to other countries, and in particular to British universities (at the postgraduate and undergraduate levels). The second aim is discuss the interplay between business history and the different disciplines in management studies, such as international business, strategy, corporate governance, marketing, information technology, entrepreneurship, evolution of corporate capitalism, finance and regional studies. Here the workshop aims to raise questions such as how business history can help refine different theories in management? Are there any advantages from doing thorough quantitative studies in business history? Should business history studies also be linked to disciplines other than management, such as economics, political science, sociology or information science? The third aim of this workshop is to analyse the position of Business History in the last Research Assessment Exercise (RAE) and discuss possible strategies for the next RAE in 2012.

Programme

10.30 - 11.00 am - Coffee

10.50 – 11.00 pm - Welcome

Teresa da Silva Lopes, *University of York*

Brigitte Granville, *Queen Mary, University of London*

11.00 – 12.00 pm - Opening Session: Is Global Business History successful in Business Schools?

Chair: Christos Pitelis, *University of Cambridge*

Business History at Harvard Business School
Geoffrey Jones, *Harvard Business School*

Business History, Business Schools and the RAE
Charles Harvey, *University of Newcastle*

12.00 – 1.00 pm – Lunch

1.00 – 2.45 pm – Business History and The Global Growth of Firms

Chair: Ewan Ferlie, *Kings College, University of London*

Business History and the Evolution of Capitalism
Martin Iversen, *Copenhagen Business School*

Business History and Strategy
Christopher McKenna, *University of Oxford*

Business History and Marketing
Michael Heller and Stefan Schwarzkopf, *Queen Mary, University of London*

Business History and International Business
Teresa da Silva Lopes, *University of York*

2.45 – 3.00 pm – Coffee Break

3.00 – 4.45 pm – Business History and the Real World of Business

Chair: Neil Rollings, *University of Glasgow*

Business History and Entrepreneurship
Mary Rose, *University of Lancaster*

Business History and Information Technology
Martin Campbell Kelly, *Warwick University*

Business History in Finance and Accounting
Steve Toms, *University of York*

Business History and Regional Studies
Andrew Popp, *University of Liverpool*

4.45 – 5.00 pm - Coffee Break

5.00 - 6.00 pm – How much Business History can benefit Other Disciplines

Chair: John Wilson, *University of Liverpool*

Quantitative Approaches in Business History
Colin Mayer, *University of Oxford*

Other Disciplines and Business History
Mark Casson, *The University of Reading*

6.00 pm – Drinks and Dinner (Flâneur Restaurant)

For more information please contact:

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How to Get to 5 Dean Rees House – Charterhouse Square:

- Nearest tube station

Nearest stations on the London Underground are Barbican and Farringdon on Hammersmith and City, Metropolitan and Circle lines.

- 5 Dean Rees House – Charterhouse Square

See number 5 on the map below



For further information (eg. about travel information) go to:
<http://www.qmul.ac.uk/about/campus/charterhouse/index.html>