

BUSINESS HISTORY NEWS

The Newsletter of the Association of Business Historians

Spring 2007

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Association of Business Historians and the Centre for the History of Retailing and Distribution

**Joint conference on 'Business Links', to be
held at the University of Wolverhampton on
29 and 30 June 2007.**

The full programme will be circulated soon.

In the meantime the provisional programme, abstracts and other information are now available at:

<http://home.wlv.ac.uk/~in6086/2007conf.html>

Council Nominations

Members will be invited to put their names forward for nomination for two vacancies to the ABH Council in early May. An announcement will be posted electronically in May, but anyone who is interested in joining the Council can ask for further information from:

John Wilson (jjfwilson@btinternet.com) or

Maggie Walsh (Margaret.Walsh@nottingham.ac.uk).

News Items

The newsletter is always on the lookout for interesting items for inclusion. These can be announcements of events, prizes, jobs and funding opportunities, archive resources and so on. We are also on the look out for reports or information which may be interest to other business historians – feedback from events attended, new publications etc. Please send items for inclusion to:

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THE BUSINESS ARCHIVES COUNCIL BURSARY FOR BUSINESS HISTORY RESEARCH

As a result of the generosity of Sir Peter Thompson, former Chairman of the National Freight Corporation, and the Wellcome Foundation, the BAC has instituted a trust fund, the income from which is used to offer annually a bursary to help an individual to further his/her research into business history through the study of specific business archives. In 2007 the value of the award will be up to £1000.

Eligibility

Applicants must be engaged in business history research using British-based business archives, normally at least of postgraduate level, with a view to publication of an article or book. Professional scholars and amateur researchers are equally welcome, but preference may be given to scholars at the beginning of their careers who are less able to call on other institutions for funding. Applicants studying for a research degree should identify a specific project based on identifiable archive resources, rather than merely seeking a grant-in-aid of their overall research programme.

Undergraduates, those researching commissioned histories and the members of the BAC's Executive Committee are *not* eligible. Family historians and those wishing to work on records or archives not generated by business organisations, even to contextualise business history research, will *not* be eligible.

Applications

Candidates should indicate: the objectives of their research, which will need to be within the broad field of business history; the nature and location of the specific set of business records they wish to study; a detailed breakdown of costs; the proposed methods of dissemination of the results of their work.

All applications should be received by 31 March 2007 at the following address:

Business Archives Council
c/o Karen Sampson
Lloyds TSB Group Archives
5th floor, Princess House,
1 Suffolk Lane,
London EC4R 0AX

There is no application form. Candidates should include a brief curriculum vitae as well as the information indicated above. All applications must be typewritten or word-processed and should not exceed five sides of A4.

Award

The decision of the BAC is final. The successful applicant will be informed in writing by the end of April 2007. The prize will be awarded at the Annual Meeting of the Association of Business Historians (and CHORD conference), 29 - 30 June 2007, University of Wolverhampton.

Conference Report
Women and Business
University of Leeds, 11 November 2006

The Women's Committee of the Economic History Society held its 17th Annual Workshop at the University of Leeds on 11 November 2006 on Women and Business. This was the second time in the history of this well-established workshop that the Women's Committee has taken business as its theme. Many publications since the earlier workshop in 1995 have changed the place of women in business history. No longer considered an invisible component or a sleeping partner, women's participation in business is now regarded as an essential part of understanding entrepreneurship, both past and present. Both new researchers and mature academics have increasingly turned to examining women's economic activities wherever they took place, in the public space of industry, finance, retail and distribution or in the more private space of the home and philanthropic endeavours.

In Leeds two sessions for early career researchers brought together new work on societies and networks and on female enterprise. Drawing on their PhD dissertations Nicola Reader (Leeds) discussed the managerial activities of women in female friendly societies, 1780-1850 and Nicole Robertson (Nottingham) examined female members of Co-operative Societies, 1914-1945. Women in friendly societies, who were predominantly working-class, were very much involved in the well-being of their financial affairs, taking responsibility for the accounts, investments and insurance. Though their assets varied, they were knowledgeable about handling monetary transactions as they learned to fill administrative and leadership roles. Women were full members of the Co-operative Society. Though relatively few women stood for election to local branches their membership was particularly helpful to them as consumers. Co-operation enabled them to manage their family income and the 'dividend' was an important aspect of the household economy. Helen McCarthy (Institute of Historical Research) drew on work from her Master's thesis to demonstrate the networking opportunities for middle-class women in shaping female professional identities in Britain between the wars. Female associations, influenced by male business networks, and keen to emulate some of their practices, were also very well-aware of inequality in the workplace. They thus provided not only support for

their members and a means of establishing a professional identity, but offered career advice to younger women.

Looking at female enterprise, Stephanie Wyse (King's College, London) examined businesswomen in Wellington and Dunedin, New Zealand, 1890-1920 while Clare Rose (Brighton) talked about the business of clothing the 'New Woman' in the 1890s. Drawing on work in progress for her broader PhD research project, Stephanie Wyse used street directories, censuses, government statistical data, probate records and wills to demonstrate how the changing nature and extent of urban women's business ownership and management illustrates the ways in which women on the margins of empire had financial autonomy and opportunities for economic endeavours. Clare Rose focused on the entry of women into the business and professional worlds of the 1890s, which necessitated a major change in providing suitable clothing at a reasonable price. Using a major cache of advertising material, produced by female artists and designers, she demonstrated that these women's clothing needs were met by new forms of ready-made tailored costumes sold at fixed low prices and often through mail-order. There were indeed several ways in which clothing allowed women to enter business.

The Leeds Workshop provided a forum for established researchers as well as their new colleagues. In the session on Women and Investment Judith Spicksley (Cambridge/Hull) examined single women's involvement in credit and interest in early modern England while Josephine Maltby (York) investigated women's investment in Britain, 1870-1930. When legitimate interest-bearing lending became less stigmatised as usury from the late sixteenth century onwards, single women with capital frequently moved into credit provision wherever possible. Their activities suggest that not only did money-lending give women a choice not to marry or to delay marriage, but that they were part of the more general shift from money-lending to investment and the development of the credit market. Josephine Maltby's presentation drew on the much larger ESRC funded project on Women's Investment that is currently being examined by a team of researchers. Talking about the preliminary findings from such sources as census and parliamentary reports, newspapers, personal records, investment texts, and literature, she suggested which women invested and where they invested. This report, however, points out that much more research and analysis remain to be done to ascertain the relative importance of female British

investors, how they were encouraged to invest and whether there were any significant regional differences.

The session on women and business offered a diverse picture of where research has been taking place. Beverly Lemire (Edmonton) drew on her recently published book to demonstrate how commercial culture entered English homes to make housekeeping a business. Over centuries, a radical cultural transformation took root in middle-class homes as women and men absorbed and adapted the language and practice of business in managing household affairs. Even as Victorian sentimentality created a cult of separate domesticity, commercial notation penetrated the domestic realm and a shared system of notation linked the parlour and the counting house. Alison Kay (King's College, London) talked about support networks for women in business in London in the mid nineteenth century. Using insurance records, record linkage and comparisons with other studies of female-headed households in the United Kingdom she suggested the need to understand the link between the household and small scale business. The home was often the centre of making a living and establishing a reputation and from here family members formed their network of wider responsibilities, promises, favours, allegiance and contacts. Connections between one household network and another then forged larger local sets of contacts. Maggie Walsh (Nottingham) talked about the paucity of gender analysis in the business of transport and suggested ways in which research might open up new avenues of investigation. Locating women who produced and consumed travel is only one way of understanding how transport history can be refocused. Understanding the nature of transport work, whether in creating forms of masculinity, struggling against the demands of emotional labour or competing in a global market, offers diverse insights into transport studies.

The Leeds Workshop offered a forum for those interested in economic endeavours to engage with newer approaches that centre women and gender. Such refocusing of some of the traditional methodologies suggests great potential for making profitable contributions to business history. These and many other researchers have started to make business history more inclusive and their work will continue to have a major impact in the future. **(Maggie Walsh – University of Nottingham)**

19th Annual Conference on

Accounting, Business & Financial History

at Cardiff Business School 12-13 September 2007

Announcement of Conference and Call for Papers

Guest Speaker – Richard K Fleischman

Theoretical, empirical and review papers are welcomed in all areas of accounting, business and financial history.

The conference provides delegates with the opportunity of presenting and discussing, in an informal setting, papers ranging from early working drafts to fully developed manuscripts. The format of the conference allows approximately 40 minutes for presentation and discussion in order to help achieve worthwhile feedback from those attending.

In the past, many papers presented at Cardiff have subsequently appeared in print in *Accounting, Business and Financial History*, edited by John Richard (Dick) Edwards and Trevor Boyns, or in another of the full range of international, refereed academic accounting, business and economic history journals.

The conference will be held at Aberdare Hall, Cathays Park, Cardiff, CF14 3UX, UK, from lunchtime on Monday, 12 September 2007 to mid-afternoon on Tuesday, 13 September 2007.

The fully inclusive conference fee (covering all meals, the conference dinner on Thursday and accommodation) is £130.

Those wishing to offer papers to be considered for presentation at the conference should send an abstract of their paper (not exceeding one page) by 31 May 2007 to:

Debbie Harris, Cardiff Business School, Colum Drive, Cardiff, CF10 3EU
Tel +44 (0)29 2087 5730 Fax +44 (0)29 2087 4419 Email. HarrisDL@cardiff.ac.uk

Following the refereeing process, applicants will be advised of the conference organisers' decision on *30 June 2007*.

Technological Innovation and the Cold War Conference

March 9, 2007

On Friday March 9, 2007 the conference “Technological Innovation and the Cold War,” will bring together papers that examine the impact of Cold War era military innovations on postwar American economic growth. It will take place at the Soda House of the Hagley Museum and Library in Wilmington, Delaware between 9 a.m. and 5:30 p.m. Abbreviated program and registration information follows; more details are available at <http://www.hagley.org/conferences.html>.

PANEL 1: CONCEPTS AND FRAMEWORKS

Philip Scranton (Rutgers University and Hagley Library), “The Challenges of Technological Uncertainty”

David Edgerton (Imperial College of London) “Science, Technology and the British Warfare State”

John Krige (Georgia Institute of Technology), “Impediments to Military Innovation in a Transnational European Context”

PANEL 2: PROCUREMENT AND INNOVATION

Glen Asner (National Aeronautics and Space Administration), “Military Research and Commercial Innovation at Boeing, Westinghouse, and Sperry Rand”

Jonathan Ayles (PREST, Manchester Business School), “Bloodhound on my trail: Ferranti's Adaptation of Military Hardware to Process Control Computer”

PANEL 3: THINGS

Hyungsub Choi (Chemical Heritage Foundation and Johns Hopkins University), “Integrating the Circuit, Integrating the Military: Politics of Electronic Miniaturization in Cold War America”

Jonathan Coopersmith (Texas A&M University), “Military Support of the Fax Industry: Opportunity of Obstacle?”

Eric S. Hintz (University of Pennsylvania), “The Button Cell Battery: From Wartime Necessity to Commercial Giant”

PANEL 4: IDEAS

Dima Adamsky (Harvard University), “Strategic Culture and Emulation of Military Ideas: The Conceptual Interaction between the Soviet Military-Technical Revolution and the American Revolution in Military Affairs”

Till Geiger (University of Manchester), “The Mutual Weapons Development Program and the Failure of Transatlantic Co-operation in Weapons Procurement, 1954-1961”

The conference is free and open to the public, but advance registration is required. Lunch is \$15 and dinner \$40. To register or obtain more information contact Carol Lockman at 302-658-2400, ext. 243, or clockman@Hagley.org.

Financial Crises: Past, Theory, Future

June 8-9, 2007 -- Barcelona

The conference will be jointly organized by the Centre de Recerca en Economia Internacional (CREI) and the Centre for Economic Policy (CEPR, London). The Programme Committee is composed of Michael Bordo (Rutgers/Cambridge and NBER) and Joachim Voth (CREI, UPF and CEPR).

Financial crises are a recurrent feature in modern economies, and count amongst the most cataclysmic events in modern market economies. There is strong reason to believe that they were as common in the 19th century as they are today. Yet why do they occur much more often in developing countries? Why has the frequency of crises apparently increased? And how did some countries manage to leave the problem behind?

This small, two-day conference, to be held at on June 8-9, 2007, at the Economics Department, UPF, Barcelona, aims to bring together theorists, applied economists, finance specialists, and economic historians that have worked on causes of financial crises, their key features, and the main policy options that practitioners need to consider. We are interested in banking crises, currency crises, sovereign debt crises, twin crises, and asset market meltdowns.

We will consider a wide range of papers for inclusion in the programme. Of particular interest are those that

- * analyse when crises occur and trace their causes, using the modern tools of macroeconomic theory and the theory of international trade and finance.
- * Empirical paper that draw equally on modern and historical evidence, and aim to confront the theoretical predictions systematically with the key stylized facts.
- * Papers that explore the political economy of financial crises, and the link between political factors and crisis susceptibility more generally
- * Theoretical papers that offer novel insights into the mechanisms that drive crisis frequency and severity
- * Methodological papers, e.g. those that aim to measure contagion correctly, etc.
- * Historically-oriented papers that establish important stylized facts about financial crises in the past

Please submit proposals or drafts by February 25th , 2007, to Joachim Voth (joachim.voth@upf.edu).

**ESF Network "Globalizing Europe"
Workshop: Human Capital, Inequality and Living Standards -- Measuring
Divergence and Convergence in a Globalising Europe**

2-3 July 2007

**School of Economics and Management, Lund University (in cooperation
with the University of Tuebingen)**

When did regional differences in standard of living emerge? In which situation and under which economic policy did regional inequality decline again? What are the implications of historical inequalities for the development of a common European identity?

This two day workshop aims at promoting novel research in the field of human capital, inequality and living standards across Europe in a historical perspective. We are specifically interested in papers that present new data or new methodological approaches to the issue of measuring living human capital, inequality or living standards. Although papers do not specifically need to address all three themes at the same time, we seek to obtain a balanced mix of themes in the workshop. One prioritized area of research is to obtain additional knowledge about East European regions and Turkey (and the regions of the Ottoman Empire before the creation of the Turkish national state) Therefore we especially invite scholars focusing on these regions to send in their papers.

We expect to provide travel funding, lunches, and accommodation, supported by the ESF GlobalEuroNet initiative. The number of scholars who can participate is limited.

Priority is given to participants from countries which financially support the ESF Programme (Austria, Belgium, Estonia, Finland, Germany, Hungary, Ireland, Norway, Spain, Sweden, Switzerland, The Netherlands, Turkey). But scholars from other countries can also be financially supported to a certain extent, and certainly most welcome as well! The involvement of young scholars is strongly encouraged.

Jan Luiten van Zanden will give a keynote lecture. The organizing committee consists of Kerstin Enflo and Joerg Baten.

Papers or abstracts should be sent to kerstin.enflo@ekh.lu.se until Feb 15th. All submissions will be acknowledged. Notices of acceptance will be sent to corresponding authors by March 31st.

Call for Papers
Business History Conference Annual Meeting
Sacramento, California
April 10-12, 2008

The 2008 annual meeting of the Business History Conference (BHC) will take place April 10-12 in Sacramento, California, hosted by the California State University at Sacramento. **The deadline for submission of proposals is September 24, 2007.**

“Expanding Connections for Business History”

“Expanding Connections” is both the theme and the goal of the 2008 Business History Conference annual meeting. Business-related activities pervade human affairs, yet scholars within business history and those in other disciplines often conceive the field narrowly. This conference will highlight scholarship that expands the field's connections across disciplines and perspectives. In addition to our traditional paper sessions, we invite proposals for a poster session that will be held in conjunction with a reception.

** We seek papers that demonstrate the relevance of business history to other fields of history and other areas of scholarship, including literature, business ethics, management studies, sociology, economics, and anthropology. We are also interested in submissions that demonstrate how the field of business history is enriched by using analytic strategies and insights from other fields of history and other scholarly disciplines.

** We also encourage projects that expand the reach of business history, including:

* comparisons across boundaries of nation, region, culture, time period, class, race, ethnicity, and gender.

* research placing firm and industry histories into their economic, political, social, technological, or cultural contexts.

* explorations of the connections between business owners, managers, and workers, businesses and the state, as well as connections between businesses and their customers.

* examinations that place the activities of individuals or groups into the larger business systems within which they operate.

Research directed at these goals will expand business history's intellectual connections and reach, extending its relevance to both scholarly and public audiences. We encourage panels that are multidisciplinary and that include one or more participants who have not previously presented at BHC. In keeping with longstanding BHC policy, the committee will also entertain submissions not directly related to the conference theme.

Potential presenters may submit proposals either for individual papers or for entire panels. Individual paper or poster proposals should include a one-page abstract and a one-page curriculum vitae (CV). The abstract should summarize the argument of the presentation, the sources on which it is based, and its relationship to existing scholarship. Each panel proposal should include a cover letter stating the rationale for the session, the name of the panel's contact person, a one-page abstract and author's CV for each proposed paper (up to three), and a list of preferred chairs and commentators with contact information.

Proposals also are invited for the **Herman E. Krooss Prize** for the best dissertation in business history. The Krooss Prize Committee welcomes submissions from recent Ph.D.s (2005-07) in history, economics, business administration, history of science and technology, law, and related fields. To participate in this competition, please indicate so in a cover letter,

and include a one-page CV and one-page dissertation abstract. Semi-finalists will be asked to submit copies of their dissertation after initial review of proposals. Finalists will present summaries of their dissertations at the Sacramento meeting.

BHC also awards the **K. Austin Kerr Prize** for the best first paper by a Ph.D. candidate or recent Ph.D. (2005-07). If you wish to participate in this competition, please indicate so in your proposal. Proposals accepted for the Krooss Prize panel are not eligible for the Kerr Prize.

The deadline for receipt of all proposals is **24 September 2007**. Notification of acceptances will be sent by 15 December 2007. Presenters will be expected to submit abstracts of their papers for posting on the BHC website. In addition, presenters are encouraged to post electronic versions of their papers prior to the meeting, and to submit their papers for inclusion in our on-line proceedings publication, *Business and Economic History On-Line*. The BHC also offers **grants to graduate students** who are presenting papers to offset some of the costs of attending the conference.

Please send all proposals to Dr. Roger Horowitz, Secretary-Treasurer, Business History Conference, P. O. Box 3630, Wilmington, DE 19807, USA. Phone: (302) 658-2400; fax: (302) 655-3188; email: rh@udel.edu.

The program committee: Margaret Levenstein (chair), University of Michigan; Walter Friedman, Harvard Business School; Robert MacDougall, University of Western Ontario; Mary O'Sullivan, The Wharton School; and Pamela W. Laird (BHC president-elect, 2006-07), University of Colorado at Denver.

The Newcomen Dissertation Colloquium will be held in conjunction with the 2008 BHC annual meeting. This intensive workshop, sponsored by BHC through the generous support of the Newcomen Society of the United States, will take place at the conference venue Wednesday evening, April 9, and Thursday, April 10. Participants will work closely with a small, distinguished group of BHC-affiliated scholars, including at least two of its officers. The assembled scholars and students will review dissertation proposals, consider relevant literatures and research strategies, and discuss the business history profession. Limited to ten students, it is intended for doctoral candidates in the early stages of their dissertation projects. Those interested in participating should submit to Roger Horowitz, BHC Secretary-Treasurer (rh@udel.edu), a statement of interest, a preliminary or final dissertation prospectus, and a CV. Please make clear that you are interested in the Dissertation Colloquium. One recommendation from the dissertation supervisor (or prospective supervisor) should also be faxed (302 655-3188) or emailed to Roger Horowitz by **December 15, 2007**. The review committee will notify all applicants of its decisions by February 1st. A grant from the Newcomen Society of the United States will provide each participant with a \$400US honorarium.

Call for papers for a conference

“Sound in the Era of Mechanical Reproduction”

NOTE NEW DATE: November 29-30, 2007

Hagley Library, Wilmington, Delaware

For the conference, “Sound in the Era of Mechanical Reproduction,” the Center for the History of Business, Technology and Society invites proposals for empirically based historical papers that analyze sound in commercial, technological, and legal environments since the late 19th century. The conference will take place November 29-30, 2007 at the Hagley Library in Wilmington, Delaware. Our principal interest is in papers that explore the integration of sound with the commercial practices of music, radio, film, and television, and the commercial engineering of sound in social environments such as shopping and the workplace. Proposals can consider the legal and cultural implications of innovations in technology and business practices, such as the impact on the political economy of sound and notions of sound and sound-based products as property. We also encourage papers that explore sources of innovation in sound and music (especially from communities and/or business enterprises defined by ethnicity, race, or region), as well as those focusing on the transnational circulation of sound-related technologies and business practices.

Proposals should be no more than 500 words and accompanied by a short cv.

Deadline for submissions is March 31, 2007. The program committee includes David Suisman, Susan Strasser, Philip Scranton and Roger Horowitz. Travel support is available for those presenting papers at the conference. To submit a proposal or to obtain more information, contact Carol Lockman, Hagley Museum and Library, PO Box 3630, Wilmington DE 19807, 302-658-2400, ext. 243; 302-655-3188 (fax); clockman@Hagley.org.

February 2, 2007

Philip Scranton new *Enterprise & Society* editor

The Business History Conference is pleased to announce that Philip Scranton will assume the editorship of its journal, *Enterprise & Society: The International Journal of Business History*, for a four year term commencing January 2008. Scranton is Board of Governors Professor at Rutgers University and Director of the Center for the History of Business, Technology, and Society at the Hagley Museum and Library. Rutgers and Hagley will provide support for *Enterprise & Society*, which is published by Oxford University Press. Scranton succeeds Kenneth Lipartito, Professor of History at Florida International University.

For more information contact BHC Secretary-Treasurer Roger Horowitz at rh@udel.edu.

Business History Conference Annual Meeting

Program, registration, and housing information for the Business History Conference annual meeting May 31-June 2, 2007 is now available on the BHC web site at

<http://www.thebhc.org/annmeet/general07.html>. The meeting

will take place in Cleveland at the Weatherhead School of Management on the campus of Case Western Reserve

University. The conference opens Thursday evening with a lively perspective on Cleveland's industrializing era offered by

John Grabowski of Case Western Reserve and The Western Reserve Historical Society. Many of the forty-one sessions

taking place on Friday and Saturday will address the conference theme of "Entrepreneurial Communities" by conceiving of these

communities broadly, locating them in times and places, in

industries, intellectual communities, and the state. Housing is

available in nearby hotels as well as in inexpensive University

apartment facilities. Questions concerning the annual meeting

may be sent to BHC Secretary-Treasurer Roger Horowitz at

rh@udel.edu.

The University of Delaware-Hagley Fellows are pleased to announce the conference **"Missing Subjects: Bridging the Gaps in the History of Business, Technology, Consumption and Work,"** which will take place Saturday, March 31, 2007 at the Hagley Museum and Library, Wilmington, Delaware. Fath Davis Ruffins from the National Museum of American History will open the conference with the keynote address entitled "Missing Artifacts, Missing Archives: A Curator's Perspective."

Additional information, including the program, is available at

http://www.udel.edu/hagley/events/hagley_fellows_conference_06-07.html

The conference is free and open to the public, but pre-registration is required by March 23, 2007. To register or obtain more information, please contact Carol Lockman at 302-658-2400, ext. 243, or clockman@Hagley.org.

Carol Ressler Lockman

Hagley Center

PO Box 3630

Wilmington DE 19807

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Email: clockman@hagley.org

CALL FOR PAPERS Special Issue of Journal of Management Studies

BUSINESS HISTORY AND MANAGEMENT STUDIES

Deadline for submissions: 30th June 2007

Co-Editors:

Christopher McKenna, Said Business School, University of Oxford

Mary O'Sullivan, The Wharton School, University of Pennsylvania

Margaret Graham, McGill University

There are already manifold interactions between business history and management studies. On the one hand, the ideas of prominent business historians have an important influence on the thinking of management scholars. Business historians, in turn, draw insight from contemporary management research for the issues that they explore in their work. Moreover, the perspectives and decisions of business managers are often influenced by lessons that they believe business history teaches. To date, however, the relationship between business history and management studies has often been particular, patchy and implicit leaving room for more general, systematic and explicit interactions between the two fields.

Nevertheless, the value of a closer alliance between business history and management studies is far from widely accepted. Business history is, as yet, far from being considered a necessary component of research and teaching in business schools. Many business historians, moreover, are uneasy about the implications for the quality and scope of their research if business history becomes more closely tied to the generation and evaluation of management theories.

This special issue of the JMS seeks to explore the possibilities and perils of the relationship between business history and management studies. The guest editors are eager to encourage a wide variety of methodologies and approaches and invite both theoretical and empirical submissions. We are interested in articles that explore the histories of particular companies as well as synthetic articles that draw insights from the historical experience of industries as well as regional and national business systems. We encourage articles which explore, but are not limited to, questions such as:

- What can we learn from the history of business about the perspectives, decisions and actions of business managers?
- What can business history tell us about the emergence, development and decline of particular firms, industries and national economies?
- What role does history and memory play in the practice of business?
- How has business history influenced the evolution, diffusion and demise of managerial ideas?
- What theoretical questions in management studies might fruitfully be explored through research in business history?
- What influence have management theories had on research in business history?

Papers should be submitted as e-mail attachments to Mary O'Sullivan (mosulliv@wharton.upenn.edu) by 30th June 2007. They should conform to the normal guidelines for submission to JMS – see www.blackwellpublishing.com/jms.

Any enquiries relating to this Special Issue should be directed to Mary O'Sullivan.

Workshop : ‘Globalization and Trademarks’

Queen Mary, University of London
Charter House, Barbican, 11 May 2007

10.30 11.00 - Coffee

11.00 – 11.10 – Opening Remarks

Teresa da Silva Lopes, *Queen Mary, University of London*
Paul Duguid, *University of California Berkeley*

11.10-12.40 pm - Trademarks and British Competitiveness

Chair: Jack Keenan, *University of Cambridge*

‘Are Trademarks Good for Britain?’

Tim Ambler, *London Business School*

‘Trademarks and Performance in UK Firms: Evidence of Schumpeterian.. Innovation’

Mark Rogers and Christine Greenhalgh, *University of Oxford*

‘British Export Performance and Trademarks’

Mark Casson and Nigel Wadeson, *University of Reading*

‘How much does the UK Invest in Intangible Assets?’

Jonathan Haskel, *Queen Mary, University of London*

12.40-2.00 pm – Lunch

2.00-3.30 pm – Trademarks, the Law, Nationality and the Growth of Firms

Chair: Brigitte Granville, *Queen Mary, University of London*

‘Firms Strategies and Trademark Law’

Paul Duguid, *University of California Berkeley*

‘The General Problem of Trademark Infringement Pre-1914’

David Higgins, *University of York*

‘Brand and Country Image: The case of Danish Design’

Per Hansen, *Copenhagen Business School*

‘British Brands and the Growth of Multinational Firms in Consumer Goods’

Teresa Da Silva Lopes, *Queen Mary, University of London*

3.30 - 4.00 pm - Coffee Break

4.00 - 5. 30 pm – Trademarks, Innovation and Competition

Chair: Paul Duguid, *University of California, Berkeley*

‘Unilever and its Brands since the 1950s: Competitive Threats and Strategic Response’

Peter Miskell, *University of Reading*

Operations versus Marketing Mangers: European Integration, Globalisation and Product Diversification at Fiat, 1960s-2000s

Giulliano Maielli, *Queen Mary University of London*

‘Are Fictitious Values Good for Us? Social, Cultural and Economic Arguments for and Against Branding in Britain, 1900s-1960s’

Stefan Schwarzkopf, *Queen Mary, University of London*

‘The Origins and Internationalization of Shell Trademark’

Michael Heller, *Queen Mary University of London*

5.30 - 6.00 pm – Closing Session

Chair: Teresa da Silva Lopes, *Queen Mary, University of London*

‘An Overview of Globalization and Trademarks’

Mark Casson, *University of Reading*

6.00 pm – Drinks

6.30pm – Dinner (Barbican)

For more information please contact:

Dr. Teresa da Silva Lopes

Centre for Globalization Research
School for Business and Management
Queen Mary, Univerisity of London
Mile End Road
London E1 4NS
Tel: 02078827443
Email: t.lopes@qmul.ac.uk

Hearts and Minds: the Ethos of Commercial and Political Advocacy in Twentieth-century Britain

One-Day Workshop: Saturday, 14 April 2007, 9.30am -5.00pm

Organised by the School of Business and Management, Queen Mary College London

This workshop examines how a professionalised persuasion industry changed the ways corporations and governments communicated with citizens and consumers in the twentieth century. By the end of World War II, a number of institutions and actors had emerged – advertising agencies, government propaganda units, market research and opinion polling services, corporate publicity departments etc. – which were characterised by what Robert Jackall called “Ethos of Advocacy”. Papers at this workshop will look at how people at the centre of this emerging social and professional ethos reacted to the challenges of expanding markets, mass democracy, new media technologies and the threats of war and dictatorship. The workshop will bring together historical research from the fields of political and marketing history and aims to increase our knowledge of how Britain’s overt and hidden persuaders negotiated their collective identity in the age of extremes.

Booking Information: Stefan Schwarzkopf, School of Business and Management, Queen Mary College, Mile End Road, London E1 4NS; s.schwarzkopf@qmul.ac.uk

Programme

9.30-10.00am: Welcome and Coffee

10-10.45am: Nicholas O’Shaughnessy (QMUL), *Communication, Public Space and the Symbolic State in Twentieth-Century Britain*

10.45-11.30am: Michael Heller (QMUL), *The Image and the Market: the Emergence of Corporate PR in Britain, 1880s-1940s*

11.30-11.45am: Tea Break

11.45-12.30pm: Corey Ross (Birmingham), *A View from Abroad: Propaganda in Weimar Germany and the British Example*

12.30-1.30pm: Buffet Lunch at the College

1.30pm-2.15: Julie Gottlieb (Sheffield), *Marketing British Fascism in the 1930s*

2.15-3.00pm: Dominic Wring (Loughborough), *Selling Politics like Soap-Powder? Political Marketing in mid Twentieth-Century Britain*

3.00-3.30pm: Tea Break

3.30-4.15pm: Lawrence Black (Durham), *From Necessity to Affluence: Consumer Advocacy in mid Twentieth-Century Britain*

4.15-5pm: Stefan Schwarzkopf (QMUL), *Death of the Salesmen: the Changing Self-concept of Advertising Practitioners in Britain, 1890s-1960s*

Portal for Research on Distribution - Émile Bernheim (PREDIS).

Its goal is to develop an interdisciplinary portal (economy, history, geography...) focused on the research on retail and distribution (its major concern is the study of department stores and supermarkets) and allowing any researcher worldwide to introduce himself and to contact and exchange information or opinions with other specialists in this matter. The website and its newsletter aim to keep PREDIS affiliates informed of new publications, conferences or coming events. The registration is naturally totally free. This initiative, piloted by the Groupe d'histoire du patronat of Université Libre de Bruxelles is supported but the Fondation Bernheim whose founder Emile Bernheim was a major actor of Belgian and European retail.

Address of the website: <http://dev.ulb.ac.be/predis/>

Hagley Library's new collection brochure:

Food Chains: Production and Consumption

Now available online at:

<http://www.hagley.lib.de.us/guide-food.pdf>.

If you would like a hard copy of the free brochure, please email your name and address to:

Carol Ressler Lockman at clockman@hagley.org.

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