

BUSINESS HISTORY NEWS

The Newsletter of the Association of Business Historians

Spring 2008

No.35

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This edition of the Newsletter contains all details of the upcoming association conference to be held at Birmingham from the 4th – 5th July.

Also included is an extended review by Peter Lyth of the new Oxford Handbook of Business History, edited by Geoff Jones and Jonathan Zeitlin. I hope this review will be of interest to members. Oxford University Press are currently offering a discount to ABH members of 20% off the purchase price of the Handbook. Please quote SSPROM20 when ordering (orders from the USA please quote 25468).

Association of Business Historians – Annual Conference
The University of Birmingham
4-5 July 2008

<http://www.busman.qmul.ac.uk/abh/>

Business History after Chandler

Conference Programme

Friday 4 July

9.30-11.30 Registration/ABH Council Meeting

11.30-12.30 **Keynote Lecture**

Professor Leslie Hannah <i>'American Whigs and the Business History of Europe'</i>

12.30-13.30 Lunch

13.30-15.00 Sessions

Session - Strategy and Structure

John Killick *University of Leeds*

- Early 19th Century Organisation: Pre-railroad American Trade

Kevin Tennent *London School of Economics*

- Capitalists and Management: Organisational Form and Scottish Free Standing Companies

Dave Goodwin *Birkbeck College University of London*

- 'Digital Equipment Corporation': Downsizing – cause or cure?

Eline Poelmans *Leuven University*

- The influence of 'governmental participation' on the concentration of the coal producing companies in the European Coal and Steel Community

Session - Workers and Industrial Relations

Michael Heller *Queen Mary University of London*

- London Clerical Workers and Market Position 1880-1914: the Black Collar Worker Revisited

Peter Scott & Anna Spadavecchia *University of Reading*

- The 1919 Reduction of Working Hours and Labour Productivity: The British Case

Ilja Viktorov *Stockholm University*

- At the End of the Golden Age: The Swedish and British Employer Organisations under the Crisis of Fordism (1970s-1980s)

Natalia Rocha Lawton *University of Warwick*

- An Historical Analysis of the Process of Privatisation in Mexico: TELMEX and LyFC compared

Session - Cooperation between Business Archives and Business Historians

Mike Anson *Business Archives Council and Bank of England Archives*
Richard Coopey *Business History Unit London School of Economics*
Judy Faraday *John Lewis Partnership Archives and Museums, Libraries and Archives Council*

Session - Corporate Governance

Evelyn Anderson *Australian Catholic University*
- Firms vs. Inter-firm Relational Contracts: Nissan vs. Toyota 1956-1971
Massimo Pollifroni *Università di Torino*
- ICT and Ethics: Some Empirical Evidence from Chandler's Lesson
Giuliano Maielli & Peter Clark *Queen Mary University of London*
- Creating Hegemony and Transferring Dependency: Comparing the Rise of Operations Management and Strategic Marketing in Italy and the US
Anton Ehlers *University of Stellenbosch*
- Black Economic Empowerment, Apartheid Style: Pep Stores Peninsula Ltd, 1973-74

Session - New Approaches to Business History

Jeffrey Fear *University of Redlands*
- Acculturating and Accounting for the Chandlerian Corporation
Chris Wrigley *University of Nottingham*
- Planning for Decline: British Coal Mining and the Heritage Industry
Charles Harvey, Jon Press & Mairi Maclean *University of Strathclyde; Bath Spa University; University of West of England*
- Cultural Leadership and the Dynamics of Taste
Andrew Popp *University of Liverpool*
- 'I Didn't Get Where I Am Today': Narrating Entrepreneurial Lives

15.00-15.30 Coffee

15.30-16.45 Sessions

Session - Investing and Investors

Paolo Di Martino *University of Manchester*
- 'Just a Little is Enough'; British Micro Credit in a Business History Perspective
Janette Rutterford *Open University*
- Women Investors in the US and UK 1870-1960: A Comparative Study
Per H. Hansen *Copenhagen Business School*
- From International to Multinational: the Danish Banking System, 1846-2000

Session – Automation of Retail Finance in Britain - chair Peter Wardley

Bernardo Batiz-Lazo & Robert Reid *University of Leicester*
- The Development of Cash Dispenser and ATM technology: Early Patent Records

Bernardo Batiz-Lazo & J. Carles Miaxe-Altes *University of Leicester; Universidad de A Coruña*

- Organisational Change and the Computerization of British and Spanish Savings Banks

Mark Billings & Alan Booth *University of Nottingham; University of Exeter*

- Britain's National Giro 1965-1977: Computerised Nationalism?

Session - Questioning Chandler

John Quail *University of York*

- Not Quick and Not Easy: Distribution, Chandler, Marketing and the Development of Modern Managerial Corporations

Tony Corley *University of Reading*

- The Search for a Theory of Business History

Nina Shapiro *Saint Peter's College*

- Enterprise Theories and Practices: Chandler's Contribution

Session - Networked firms

Etsuo Abe *Meiji University*

- New Perspectives for the Post-Chandlerian Model: From the Viewpoint of Japanese Networks (Keiretsu)

Michael Best *University of Massachusetts Lowell*

- A High-Tech Industrial District: Systems Integration in Massachusetts

Gordon Boyce *University of Newcastle (Australia)*

- Network Processes and Dynamics: A Contrast with Hierarchy

Session - Family Firms

Jean-Claude Daumas *University of Besançon*

- Family Capitalism and Big Firms in France (1945-1975)

Emily Baines *DeMonfort University*

- Family firms, Innovation and Networks: the Interwar British Printed Industry

Dong-Woon Kim *Dong-Eui University*

- Family-Owned Big Business in South Korea: A Managerial Revolution

16.45-17.00 Coffee

17.00-18.30 Coleman Prize Session

19.00-20.00 Drinks reception and prize announcement

20.00-..Conference Dinner

Saturday 5 July

9.00-10.15 Sessions

Session – Chandler Meets the Creatives: The Modern Industrial Corporation in Music, magazines and the Movies - chair John Wilson *University of Central Lancashire*

Howard Cox *University of Worcester*

- The Failure of Successful Adaptation: Scale, Scope and the British Experience in the Popular Magazine Industry

Richard Coopey *Business History Unit London School of Economics*

- Chandlerian Firms in a Hyper-Schumpeterian Environment: Enterprises in the Popular Music industry in Britain 1950-1990

Peter Miskell *University of Reading*

- Strategy and Structure in the International Film Industry: A Post-Chandlerian Perspective

Session - Industry Associations and Business Networks

Mark Casson *University of Reading*

- Trade Associations: Theoretical Issues and Evidence from the United Kingdom

Francesca Carnevali *University of Birmingham*

- 'Just a Social Club?': Governance Strategies in Industrial Communities

Stephen Morgan *University of Nottingham*

- The Role of Industry and Publishing Networks in the Diffusion of Western Management Knowledge in China before 1945

Simon Ville and David Merrett *University of Wollongong-University of Melbourne*

- Industry Associations as Facilitators of Social Capital: The Australian Broking Industry

Session - Marketing Consumption

Catherine Harbor *Royal Holloway University of London*

- Making a Market for Music in 18th Century London

Peter Scott *University of Reading*

- Pushing Vacuum Cleaners in Interwar Britain

John Mercer, Teresa da Silva Lopes & Paul Duguid *Queen Mary University of London*

- The first 100 years of trademark registration: France, the US and UK

Session - Railways

Tokunbo Ayoola *Ohio State University*

- The Impact of the Second World War on the Nigerian Railways, 1939-1955

Xavier Duran *London School of Economics*

- The Relationship between Private Incentives and Subsidies: The Pacific Railroad (1845-62)

Benjamin Schwantes *London School of Economics*

- Feuding Siblings – Not Siamese Twins: Railroad Managers, Telegraph Entrepreneurs and Chandlerian Paradigms of Growth in Antebellum America

Session - Multinationals and Competitiveness

Felipe Tamega Fernandes *London School of Economics*

- Comparative Advantage and Productivity Gap under Scarcity of Resources: British and American Rubber Manufacture Compared (1870-1910)

Neil Rollings *University of Glasgow*

- The National Competitiveness/ Firm Competitiveness Debate in Britain in the 1960s

Daryl F. White *University of Western Ontario*

- Integration, Mining Multinationals and Canada's First World War: The case Studies of Inco and Alcan

10.15-10.45 Coffee

10.45-12.00 Sessions

Session - Questioning Chandler

Franco Amatori *Università Bocconi*

- Can We Still learn Something from Chandler?

Albert Carreras *Universitat Pompeu Fabra*

- Does Spain fit the Chandlerian Paradigm?

Colleen A. Dunlavy *University of Wisconsin Maddison*

- Whatever Happened to American Economic History? Placing Chandler in the Long Sweep of American Historiography

Session - Ownership and Control

Grietjie Verhoef *University of Johannesburg*

- Managing from the Centre: The Role of Sankorp as an Investment Conglomerate in the Reconfiguration of big Business in South Africa

David M. Higgins & Steven Tomms *York Management School*

- The Evolution of the Market for Control in Britain: New Evidence from Brewing and Textiles (1945-2000)

Muriel Petit-Konczyk *University of Lille 2*

- Multiple Voting Shares in the Interwar Period

12.15 -13.00 Lunch / ABH General meeting

Session - Government Policy

Mark Billings *University of Nottingham*

- '1966 and All That': The Labour Government, the Banks and the Prices and Incomes Board

Julian Greaves *University of Birmingham*

- British Road Policy before the Second World War: A Case of Contested Authority

John Singleton *Victoria University of Wellington*

- A New Window on the Development of the Euromarkets: Borrowing by the New Zealand Government in the 1960s

Session - Banks and their Customers

Lucy Newton *University of Reading*

- 'Touting for Business': British Banks and their Customers 1945-1970

Bernardo Batiz-Lazo & Claudia Reese *University of Leicester*

- Meet the Phantom: New Technology in the High Street from a Consumer Perspective

Ian Martin *Open University*

- Making Space for Computers in the Business of Banking: Barclays and Britain in the 1960s

Session - Distribution and Marketing

Jim Quinn and Leigh Sparks *University of Dublin Trinity*

- The Reconfiguration of British Grocery Wholesaling 1948-68: Strategy, Structure and Entrepreneurial Behaviour

Peter Scott & James Walker *University of Reading*

- Sales and Advertising Rivalry between Interwar US Department Stores: A Negative-sum Game?

Maggie Walsh *University of Nottingham*

- Consuming Cars: Women, Advertising and American Automobile Sales

12.00-13.00 lunch

13.00-14.15

Round Table – Business History After Chandler – Chair Mark Casson

Phil Scranton Walter Friedman Lina Galvez Munoz Youssef Cassis Stephen Tolliday

14.15-14.30 coffee

14.30 – 15.45 Sessions

Session - British Firms and ‘Personal Capitalism’

MJ Lewis, R.Lloyd-Jones & J. Maltby *University of Sheffield*

- Corporate Governance and Personal Capitalism in Britain: A case Study of Four Middle Ranking Manufacturing Companies c 1900-1940

Ying Yong Ding & Sam McKinstry *University of the West of Scotland*

- Where Generalisations Fall Down: Alexander Cowan and Co, papermarkers (1779-1975)

Jan Hewitt, Peter Thomas & John Wilson *University of Central Lancashire*

- Professionalism in British Management: Bogus Claim or Reality?

Session - Visions and Revisions

Richard Blundel *Brunel University*

- Will there be Blood?: Entrepreneurial Judgment and Strategic Choice in Chandlerian and Revisionist Narratives of Industrialisation

Peter Clark & Giuliano Maielli *Queen Mary University of London*

- America’s Refolding Market Empire, Consumer Polity and Colonizing Corporations: Time Place Periods as Cases

Kenneth Hopper *Independent scholar*

- The Visible Hand in Manufacturing in the US, the UK and Japan

Session - Accounting as Representation and Practice

Omiros Georgiou & Lisa Jack *University of Essex*

- Gaining Legitimacy: Where has Fair Value Accounting come from?

Lisa Jack *University of Essex*

- Intuition, Economics and Accounting: a 150 year History of Business Decision- making in Agriculture

Trevor Boyns *Cardiff University*

- 'If at first you don't succeed, try, try and try again': British Cost and Management Accountants and their Pursuit of Professional Status

15.45 – Coffee – conference ends

ASSOCIATION OF BUSINESS HISTORIANS
ANNUAL CONFERENCE
4-5 JULY 2008

‘BUSINESS HISTORY AFTER CHANDLER’

Hosted by the University of Birmingham

Registration Form

Name.....

Institutional affiliation.....

Address.....

.....

Telephone..... E-mail.....

* Speakers only: do you require any equipment? YES / NO

Please give

details:

.....

* Do you have any dietary requirements? YES / NO

Please give

details:

.....

* Do you have any other special requirements? YES / NO

Please give

details:

.....

* I would like to attend the conference (delete as appropriate):

Friday 4 July only Saturday 5 July only Both days

* Would you like to bring a guest to the conference dinner? YES / NO

Please indicate the number of guests and any dietary requirements

.....

Please return your completed registration form and payment (see next page for details) to: Dr. Francesca Carnevali, Department of Modern History, University of Birmingham, Edgbaston, Birmingham, B15 2TT; f.carnevali@bham.ac.uk

CONFERENCE FEES

ABH membership:

Annual: UK members - £ 10; international members - £ 15

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Triennial: UK members - £ 27; international members - £ 40

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Conference registration*

2 days, ABH members - £ 95

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2 days, non- ABH members - £ 115

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2 days, postgraduates ¹ - £ 70

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1 day, ABH members - £ 65

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1 day, non-ABH members - £ 80

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Conference dinner, Friday 4 July

Dinner - £ 25

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Accommodation

Friday 4 July, Victoria Hall²

En-suite, Bed & Breakfast - £ 38

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TOTAL:

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If you also require accommodation on Thursday 3 July and / or Saturday 5 July, please contact the conference organiser at the address below.

* The 2 day conference registration includes: the conference pack, lunch on Friday and Saturday, tea/coffee breaks and the drinks reception on Friday evening.

¹ Please provide proof of postgraduate status, e.g. photocopy of dated student card or letter signed by supervisor.

² Victoria Hall is adjacent to the University and offers excellent en-suite accommodation at a budget price. See <http://www.victoriahall.com/> and follow the links to Birmingham

Payment

Please make cheques payable to 'the University of Birmingham' and send to the address below. If you wish to pay by credit card (most major credit cards are accepted), or if you have any queries, please contact:

Dr. Francesca Carnevali, Department of Modern History, University of Birmingham, Edgbaston, Birmingham, B15 2TT; f.carnevali@bham.ac.uk

Bursaries

It may be possible to offer bursaries to students attending the conference, covering the fee and subsidising travel expenses. To apply, please fill request a copy of the Bursary application from the address above. But please note that all bursaries will be granted as refunds after the conference, and all delegates are expected to pay registration and other fees.

ABH

THE ASSOCIATION OF BUSINESS HISTORIANS

Website: <http://www.busman.qmw.ac.uk/abh>

Application for Membership

I wish to join/renew my membership of the Association of Business Historians:

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| <input type="checkbox"/> £27 UK (3 years) | <input type="checkbox"/> *Standing Order |
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All Forms should be returned to:

Professor Ray Stokes

Secretary/Treasurer Association of Business Historians

University of Glasgow

Centre for Business History

Lilybank House, Bute Gardens

Glasgow G12 8RT, Scotland

Email: r.g.stokes@socsci.gla.ac.uk Tel: +44(0) 141 330 5186; Fax: +44(0) 141 330 4889

Thank you for your interest in joining/ renewing your membership of the Association of Business Historians! Further details on the discounts/benefits of being an ABH member can be found on our website <http://www.busman/qmw.ac.uk/abh>

Geoffrey Jones & Jonathan Zeitlin, editors, *The Oxford Handbook of Business History*, Oxford University Press, Oxford, 2007; 717 pages, ISBN 978-0-19-926368-4.

One tends to approach a 'handbook' on any subject with some degree of caution: will it be encyclopaedic in breadth but confined to the shallows when it comes to debate, or will it be analytical and probing over a narrower field, to the point of disputatiousness perhaps, while leaving out what some people consider to be important parts of the story? It is the achievement of this book that it steers a judicious middle course with a high degree of success. As editors Jones and Zeitlin state in their introduction, it is a 'state of the art survey of research in business history', giving the reader a good flavour of current debate while covering a great deal of ground. It aims, they say, to open business history up to a wider audience, particularly in management and the social sciences, seeking to 'liberate' research 'by presenting it in a form that researchers in other disciplines can discover and access'.

Unsurprisingly, Alfred D. Chandler Jr. dominates the scene. He strides like an avuncular giant through the Handbook's 717 pages, clearing the path for supporters, dragging along some of the more reluctant scholars, knocking one or two to the side, and inducing quite a few more to hurl critical darts at him as he passes; whatever the reaction, Chandler is the starting point. Few of us get a paradigm named after us, but the term 'Chandlerian paradigm' appears in almost every one of the Handbook's 25 chapters. And many of these chapters either focus directly on Chandlerian themes, for example the growth of big business (Youssef Cassis) or innovation (Margaret Graham), or measure progress in business historiography in terms of how far it has *moved beyond* the 'Chandlerian paradigm'. These chapters show a broadening of agendas to include non-Chandlerian business forms such as clusters (Jonathan Zeitlin), family enterprises (Andrea Colli & Mary Rose), business groups (W. Mark Friun) and entrepreneurial start-ups (Geoffrey Jones & R. Daniel Wadhvani). In addition the Handbook also demonstrates a shift from the 'Chandlerian century' (1850-1950) to the 50 years which followed it, a period when US business dominance was increasingly challenged. Finally and beyond this broadening of focus, several chapters demonstrate how recent scholarship has "greatly qualified if not overturned" key claims of the 'Chandlerian paradigm': for example the rigid belief that it is internal paths of learning within the firm which lead to technological innovation.

Divided into four sections, the Handbook deals in turn with methodological approaches and theoretical debates, forms of business organisation, the functions of enterprise, and enterprise and society. In the first section Patrick Fridenson asks what history has brought to business history (and vice versa), and suggests how the subject has been influenced by politics and cultural history, as well as key figures such as Joseph Schumpeter and Michael Porter. In their chapter Naomi Lamoreaux, Daniel Raff and Peter Temin argue that without economic theory business history 'descends into Whiggish storytelling' and that there is much useful theory which business historians

can use, besides the traditional neoclassical stuff, for example, agency theory, game theory/backward induction and transaction cost theory. William Lazonick then seems to be responding to Lamoreaux et al. when he enlists Schumpeter to show the importance of history in business history, arguing that theory must be integrated with historical reality. Matthias Kipping and Behlül Üsdiken worry about the divergence between business history scholarship and research in management studies, while Jonathan Zeitlin, in his chapter on 'Historical Alternatives', hands the initiative back to actors, who are rarely so 'locked in' to given business forms and structures as path dependency theorists would claim. Finally Geoffrey Jones in a thoughtful chapter on globalization confirms what we have all suspected for a while: that the global economic and cultural phenomena of the last quarter century are by no means new.

In the second section on forms of business organisation Youssef Cassis shows that big business is at the heart of business history, or at least business within the 'Chandlerian paradigm', although national differences between large businesses prove that they are by no means always 'Chandlerian', or 'M-form', in shape. And Andrea Colli and Mary Rose challenge Chandler over the role of the family business in the rise of the modern corporation; in Europe at least, and especially in Germany, "historical evidence does not support the notion that family business is a stage in the shift from traditional to corporate capitalism". (201) In Jonathan Zeitlin's second chapter he uses national comparisons to trace the problems of defining industrial districts and clusters, from Lancashire cotton mills and Sheffield cutlery firms to the 'specialized towns' in modern China. The last three chapters of section two by W. Mark Fruin on business groups and inter-firm networks, Jeffrey Fear on cartels and Luca Lanzalaco on business interest associations, explore various permutations of organised co-operation between capitalist enterprises and how attitudes towards this collaboration changed during the course of the 20th century, eg. cartels: happily tolerated in the 1930s, judged by the Americans to be 'against the public interest' after 1945.

In the third section on the functions of enterprise, Michel Lescure looks in his chapter on banking and finance at economists' questions about finance; for example does it effect economic growth? This is followed by Margaret Graham's chapter on technology and innovation where she opens the black box of technology's role in business - a subject which usually divides economists and historians - and explores Schumpeter's telling distinction between invention and innovation. According to the 'Chandlerian paradigm' incremental innovation sustains industrial structures whereas radical innovation disrupts them but as Graham points out this ignores the innovation of smaller firms. The following chapter by Wolfgang König on design and engineering is one of the few in the Handbook that doesn't treat the US model firm as standard (he starts with the German model instead); he uses this standpoint to highlight the differing national design cultures in Germany and the United States. Robert Fitzgerald's chapter on marketing and distribution shows how marketing as a managerial philosophy was adopted wholeheartedly after the 1950s and stresses the need for business

history, traditionally absorbed in production, to catch up in the field of consumption and its economic and social aspects. Howard Gospel's chapter on the management of labour and human resources reveals the changing contexts of labour management from textiles and railways to the service industries of the third industrial revolution. It also exposes one of business history's lacunae in the lack of treatment of white-collar workers or women. Trevor Boyns' following chapter on accounting, information and communication systems explains the difference between financial reporting and cost management, and treats the historical development of costing theory since 1850. Gary Herrigel then looks at corporate governance, a field hitherto left to economists and lawyers. Showing that governance regimes varied between nations (slower acceptance of limited liability in Britain and the US, strong role of the state in France, and for closely-held family enterprises in Germany), Herrigel questions Chandler's view of governance form as part of (Chandlerian) corporate development. The Handbook's fourth and final section kicks off with a chapter on entrepreneurship by Geoffrey Jones and R Daniel Wadhvani in which the historiography is traced from Schumpeter to the big datasets of today's business school studies, which for all their merits, 'give little analytical attention to the temporal or geographical context for entrepreneurial behaviour'. (501). In the next chapter Robert Millward compares relations between business and the state in different countries through the examples of transport, energy, telecoms and weapons manufacture. In the following two chapters Kathleen Thelen and Rolv Petter Amdam look at skills, training and business education. In the former Thelen argues that Germany's higher manufacturing skill base led to a fundamentally different investment strategy to low-skills Britain, while Amdam shows that business education has been the major success story for the business of universities since the 1970s. Finally Kenneth Lipartito concludes the Handbook with a stimulating chapter on business culture. Chandler, he tells us, 'gave culture almost no consideration,' but modern cultural theory offers business historians a way to correct this omission and rethink the relationship between business and culture (604). Lipartito's is also another chapter anxious to leave Chandler behind; where Chandler is the point of departure for research rather than its guide along the way.

The Handbook's 25 chapters (and its 88-page index) are an admirable demonstration that scholarship in business history is energetic and fruitful, and that research in the field is pushing ahead in new directions. In particular they demonstrate the growing, post-Chandlerian links between business history and adjacent disciplines such as history, economics, economic development, cultural studies and management science. Moreover the Handbook is clear proof, if proof were needed, that *comparative* research is vital. Business history is putting out new branches, away from the original, Chandlerian trunk of quantitative methodologies, large datasets and an overwhelming focus on American companies, towards more international work where scholars draw finely-drawn comparisons across regions, countries, continents and actors on the global stage. The move beyond Chandler has clearly begun and while business historians may not yet be agreed upon an alternative to him, their work is growing in maturity beyond

the status of a 'single saviour' discipline to encompass a more pluralistic vision of how corporate businesses rise and fall.

Peter Lyth
Nottingham University Business School

Fashions: Business Practices in Historical Perspective

11-13 June 2009, Bocconi University, Milan, Italy

Joint Meeting of the Business History Conference and the European Business History Association

THEMES

Fashion, as a concept, refers to much more than the way we dress. For this joint meeting of the Business History Conference (BHC) and the European Business History Association (EBHA), we define fashion in two ways. First, we see fashion as a set of ideas and activities associated with business firms and institutions that persisted over time. A fashion was a durable but often time-bound business practice or conceptual horizon in production, management, marketing, strategy, taste, style, politics, trade, or finance. Fashion as a concept describing business firms and institutions directs our attention to trends, habits, and rules that delineated what was done and what was not to be done. We particularly encourage participants to look at the role of firms, associations, government, consultants, media, and other agents in spreading “fashionable” business styles. As well, we seek presenters who explore fashions in entrepreneurial action, corporate organization and governance, in economics and business studies, and even in the writing of business history. For example, we would welcome papers that trace the flow of business history scholarship into cognate fields such as political science and sociology. Equally valuable would be presentations describing popular ideas about what took place in earlier periods of business. We approach fashion in each of these arenas not as a passing fancy, but instead as a fundamental influence, a horizon of the possible in business that was (and perhaps remains) embedded in concrete practices delineated by discrete turning points that made the previous practice or set of ideas “un-fashionable.”

In keeping with the conference’s location in Milan—one of Europe’s great industrial and design centers—we encourage papers on the business of fashion itself. In this second way of understanding fashion, we refer to the creation of consumer goods whose appeals rested on values such as utility, practicality, design, aesthetics, style, and cultural symbolism. Whether in Renaissance Florence, nineteenth century Europe, or post World War II America, those commodities and their meanings were part of a complex interplay between the parties who created, purchased, and used them. Furthermore, while fashion-industry entrepreneurs and companies have recently emerged as icons of globalization, those actors were also deeply rooted in local contexts and enmeshed in constellations of relationships that included designers, manufacturers, distributors, advertisers, retailers, and consumers. Among many factors, we seek to understand how the local related to the global. Consistent with BHC and EBHA policy and long-time practice, the program committee also will be pleased to entertain submissions not directly related to the conference themes.

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 four), and a list of preferred chairs and commentators with contact information.

The deadline for receipt of proposals is **15 September 2008**. 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. Presenters will be expected to submit paper abstracts for posting directly to the conference 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 the BHC's on-line proceedings publication, *Business and Economic History On-Line*.

BHC and EBHA colloquia for Graduate students

The **BHC's Fifth Dissertation Colloquium** will be held in conjunction with the 2009 annual meeting. This intensive workshop, sponsored by the BHC and funded by its Alfred D. Chandler, Jr. Fund, will take place at the conference venue Tuesday, 9 June, and Wednesday, 10 June. 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 15 December 2008. The review committee will notify all applicants of its decisions after 15 February. Each student participant will receive an honorarium to assist with travel expenses.

The **EBHA's Fifth Biannual Summer School** in Business History will be held in Italy in September 2009. Those interested in participating in this residential, one-week course should write to the school's organizer, Francesca Polese (francesca.polese@unibocconi.it). The official call for applications will be issued at the end of 2008, and the application deadline is 15 May 2009. Summer school organizers will pay all local costs (accommodation and food), but participants will be expected to pay their travel expenses.

BHC and EBHA Prizes

Proposals are invited for the **BHC's Herman E. Krooss Prize**, which is awarded for the best dissertation in business history in the English language. The Krooss Prize Committee welcomes submissions from recent Ph.D.s (2006-2008) 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. Finalists will present summaries of their dissertations at the Milan meeting. The **BHC** also awards the **K. Austin Kerr Prize** for the best first paper by a Ph.D. candidate or recent Ph.D. (2006-08). If you wish to participate in this competition at the Milan meeting, please indicate so in your cover letter. Proposals accepted for the Krooss Prize panel are not eligible for the Kerr Prize. Members and non-members are eligible for these prizes.

The **EBHA Dissertation Competition** takes place every second year. The next are scheduled for the EBHA's annual meeting in Bergen, 2008, and then for Glasgow in 2010. For additional information on this competition, see the EBHA website on the Bergen conference. Beginning at the Milan meeting, the **EBHA** will offer a prize for the Best Paper on European business history.

Grants for travel to the Milan meeting

In addition to travel grants to participate in the graduate student colloquium, the **BHC** also offers **grants to graduate students** who are presenting papers to offset some of the costs of attending the conference. Applicants for a **BHC** travel grant should so indicate in their cover letter. The **EBHA** offers **travel grants for scholars residing in Eastern Europe** who are

presenting papers at the conference. Applicants seeking these grants should so indicate in their cover letter.

Poster session

We encourage presentations at our poster session. Poster sessions are especially appropriate and engaging for scholars at work on a new project, for graduate students developing a thesis, for scholars at every level whose work emphasizes audio/visual materials, and for persons who simply wish to talk with colleagues at greater length than provided in the usual format of a 90 minute session. Applicants for the poster session should so indicate in a cover letter.

Program committee

Francesca Polese (Chair), Bocconi University; Regina Lee Blaszczyk (Co-chair), University of Pennsylvania & Hagley Museum and Library; Franco Amatori, Bocconi University; Per Boje (EBHA President, 2008-2009), University of Southern Denmark; Albert Carreras, Universitat Pompeu Fabra; Jeff Fear, University of Redlands; Ellen Hartigan-O'Connor, University of California, Davis; Elisabetta Merlo, Bocconi University; Mark Rose (BHC President, 2008-2009), Florida Atlantic University.

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Grants/Fellowships Awarded in 2007

Aronova, Alla A.
Russian State University for the Humanities
*Architectural Setting of Royal Ceremonies in Russia, Late Middle Ages and Early
Modern Time*

Barry, Eric
Rutgers University
Sonic Boom: the Business and Culture of High Fidelity Sound, 1930-1980

Batiz-Lazo, Bernardo
University of Leicester
Automation of American and British Mutual Banks, 1950-1985

Cerveaux, Augustin
Université Louis Pasteur
*Early Technologies of the Nanoscale: The Ultracentrifuge, the Electron Microscope,
and the Emergence of the Ultrafine Particle Concept 1923-1965*

Chelekis, Jessica
Indiana University
Avon in the Amazon

Christiansen, Erik
University of Maryland, College Park
Making and Selling a Usable Past for Post War America

Fullilove, Courtney
Columbia University
A Case in the Patent Office: Properties of Knowledge in Early America

Hevly, Bruce

University of Washington
A History of Target Shooting

Hintz, Eric
University of Pennsylvania
The Post-Heroic Generation: American Independent Inventors, 1900-1950

Holyfield, Stephanie
University of Delaware
"Friendly Interest" Corporate Culture and Welfare Capitalism at Joseph Bancroft & Sons, 1885-1961

Janiewski, Dolores
Victoria University of Wellington
Fortifying Free Enterprise: The Pews and Their Networks, 1880-1940

Jones, Christopher
University of Pennsylvania
Energy Highways: Canals, Pipes, and Wires Transform the Mid-Atlantic, 1820-1930
Koyama, Kumiko
Nagasaki University
US-Japan Comparative Trade History: Protective Policy of 1860s-1930s

Krause, Andrew
Temple University
Lehigh Valley Revitalized: Recreation, Tourism, and Suburban Living in Eastern Pennsylvania, 1940-2006

Lemus, Cheryl
Northern Illinois University
The Maternal Glow: Medicine, Consumerism, and the Construction of the "Normal" Pregnancy

Lipartito, Kenneth
Florida International University
Technologies of Surveillance: Information and Self in the Modern Economy

McCoy, Michael
Smithsonian Institution, NMAH
Forgotten Business: Recovering the History of Contracted Mexican Railroad Workers in World War II Era Chicago and Beyond

Oliveiro, Vernie
Harvard University
Curtailing Corruption: The United States and Bribery in International Business Transactions

Yost, Jeffrey R.
Charles Babbage Institute

Manufacturing Mainframes: An Examination of Evolving Semiconductor Strategies of Sperry Univac and IBM, 1961-1975

Zachmann, Karin

Technical University, Munich

Cold Chain, Food Systems and Mass Consumption (1933-1989)

