

2011 ANNUAL CONFERENCE OF THE ASSOCIATION OF BUSINESS HISTORIANS

‘SUSTAINABILITY’

FRIDAY 1ST JULY- SATURDAY 2ND JULY

*CENTRE FOR INTERNATIONAL BUSINESS HISTORY,
HENLEY BUSINESS SCHOOL, UNIVERSITY OF READING, UK*

The history of business has always been linked to issues of sustainability – the capacity to endure. This may concern the impact of businesses and their products upon the environment or the longevity of enterprises and their brands.

Themes for the conference may include:

- Business and the natural environment: the role of businesses/industries in eroding or protecting the natural world. The history of relations between business and environmental groups
- Sustainability as a source of competitive advantage
- How do businesses sustain themselves? Strategies for achieving longevity, such as staff development and training, sustainable leadership, investment in innovation, re-branding, flexibility and diversification
- Markets and sustainability: the role of financial markets in promoting (or discouraging) the long term sustainability of firms or industries
- Sustainability and innovation
- Regulation and sustainability
- Transport, trade and sustainability
- Business and the built environment
- Sustainability & education: the role of universities and business schools

Proposals are welcome for either individual papers or entire sessions on the theme of sustainability. The organizers also welcome papers on any topic related to business history, even where it does not focus on the conference theme.

Each paper proposal should include a short (one page) abstract and a brief CV. Proposals for sessions should also include a cover letter containing a session title and a brief description of or rationale for the proposed session and Chair.

If you any questions, please contact either of the local organizers Peter Miskell or Peter Scott at p.m.miskell@henley.reading.ac.uk or p.m.scott@henley.reading.ac.uk

The deadline for submission is 31st January 2011

Please send proposals electronically to: cibh@henley.reading.ac.uk or by mail to:

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