

Association of Business Historians Annual Conference

Henley Business School, University of Reading

1-2 July 2011

Conference Programme

FRIDAY 1ST JULY

09.30 - 11.00 - Arrival and registration (tea / coffee) [HBS foyer]

11.00 - 12.30 - Keynote address [ICMA small lecture theatre]

Walter Friedman (Harvard Business School), 'Capitalism, Business, and Uncertainty'

12.30 - 13.30 - Lunch [HBS foyer]

13.30 - 15.00 – Parrell Sessions (I)

Trademarks and branding [ICMA small lecture theatre]

Chair: Laura Ugolini (University of Wolverhampton)

Teresa da Silva Lopes (University of York), 'Globalisation and the evolution of fair-trade branding'.

Peter Scott (Henley Business School, University of Reading), 'The determinants of competitive success in the inter-war British radio industry'

Bernardita Escobar (Universidad Diego Portales), 'International economic integration and trademark registration activity: a comparative analysis of Chilean experience of the 1876-1906 and 1990-2008 periods'

Sustaining business networks in the eighteenth century British-Atlantic world [HBS 208]

Chair: Mark Billings (University of Nottingham)

Emily Buchnea (University of Nottingham), 'Persistent Commerce: The Continuity of Trade in the Liverpool-New York Commercial Network, 1763-1833'

John Haggerty (University of Salford), 'Sustaining Business Networks during Uncertain Times: A Case Study of a Liverpool Trade Association, 1750-1810'

Sheryllyne Haggerty (University of Nottingham), 'The importance of Trust in Sustaining Business in the Atlantic, 1750-1815'

Management systems [HBS 108]

Chair: Mitchell Larson (University of Central Lancashire)

Daniele Pozzi (LIUC University and Bocconi University), 'A rubber band managerial revolution: family, managers and M-form at Pirelli, 1943-1965'

John Wilson (University of Liverpool), Tony Webster (Liverpool John Moores) and Rachel Vorberg-Rugh (University of Liverpool), 'Management and organisation of the Co-operative Wholesale Society, 1863-2010: training and professionalism'

Alberto Rinaldi (University of Modena) and Michelangelo Vasta (University of Sienna), 'The Italian Corporate Network, 1913-2001'

Research and innovation [HBS G15]

Chair: Philip Scranton (Rutgers University)

John Howells (Aarhus University), 'Inventing around Edison's incandescent lamp patent: evidence of the role of patents in stimulating downstream development'

Niall MacKenzie (University of Wales), 'Business R&D and path dependence: explaining Finland and Sweden's performance, 1981-present'

Federico Barbiellini Amidei (Banca d'Italia), John Cantwell (Rutgers University) and Anna Spadavecchia (Henley Business School, University of Reading), 'Innovation and Foreign Technology in Italy, 1861-2011'

Automobile industry (part 1) [HBS G10]

Chair: James Walker (Henley Business School, University of Reading)

Sigfrido M. Ramírez Pérez (Università Bocconi Milan, GERPISA-ENS Paris), 'The European automobile industry between economic crisis and European integration (1973-1981)'

Valentina Fava (University of Helsinki), 'Automobile multinationals, transfer of technology and East-West relations: The Fiat investments in the Soviet Union in 1960s and 70s: from politics to business'

Giuliano Maielli (Queen Mary University of London), 'Fiat's takeover of Lancia and new product development: Synergies, brand differentiation and decision-making routines in the crisis and decline of an iconic brand'

Jean-François Grevet (University of Artois), 'The French automobile industry confronting the social, economic and environmental crisis of the 1970s (1968-1981)'

15.00 - 15.30 - Tea / Coffee [HBS foyer]

15.30 - 17.00 – Parrell Sessions (II)

Publishing and advertising [ICMA small lecture theatre]

Chair: Peter Scott (Henley Business School, University of Reading)

Howard Cox and Simon Mowatt (University of Worcester and Auckland University of Technology), 'John Bull spawns the dominant *Woman*: the emergence and sustained rise of Odhams Press, 1906-1939.'

Michael Heller (University of East London), 'Methodology and Audience Research at the BBC 1936-38'

Stefan Schwarzkopf (Copenhagen Business School), 'Finding a sustainable business model: from ad-hoc surveys to syndicated market research, omnibus surveys and continuous consumer panels, 1920-1960.'

The flow of business: rivers and maritime trade – networks, connections and power [HBS 208]

Chair: Mark Casson (University of Reading)

Richard Coopey (Aberystwyth University), 'Business, enlightenment and regional rivalry along the Severn, 1750-1900'

Peter Lyth (Nottingham University), 'Navigating the economics rapids: business development on the Rhine and the Trent'

Jacqueline McGlade (College of St Elizabeth), 'The de-nationalisation of maritime business: COCOM and the post 1945 re-arrangement of Sea Power and Commerce'

Managers and shareholders [HBS 108]

Chair: Anna Spadavecchia (Henley Business School, University of Reading)

David Green (Kings College London) and Janette Rutterford (Open University), 'Spreading the net: distance, shareholding and the geography of risk in England and Wales 1870 to 1935'

Karen Ward Mahar (Siena College), 'Gender and the American executive at mid-century'

Malcolm Pearse (Macquarie University), 'Early modernisation in Australian business: the rise of the salaried manager, 1851-1900'

Planning and the built environment [HBS G15]

Chair: Peter Byrne (Henley Business School, University of Reading)

Joe Doak (Henley Business School, University of Reading), 'Five hundred years of nonlinear history: a complex adaptive meshworks approach to the property-environment relationship (in the Lower Kennet Valley)'

Ian Martin (Open University), 'Where eagles blare: Barclays, branding and the built environment of Poole'

Stephen Sambrook and Ray Stokes (University of Glasgow), 'Cleansing the cities and despoiling the countryside? Conflicts and tensions in British municipal refuse management, from the late 1940s to the 1990s'

Automobile industry (part 2) [HBS G10]

Chair: Sigfrido M. Ramírez Pérez (Università Bocconi Milan, GERPISA-ENS Paris)

James T. Walker (Henley Business School, University of Reading), 'Voluntary Export Restraints between Britain and Japan: the Case of the UK Car Market (1971-2002)'

Thomas Fetzner (Central European University Budapest), 'Reversing gear: Trade union responses to economic crises at Opel (1974-1985)'

Tommaso Pardi (EHESS, CSU, GERPISA-ENS, Paris), 'An alternative explanation of the impact of the 1970s crisis on the decline of British Leyland: industrial policy, Japanese investments and the role of British suppliers'

Tomás Fernández de Sevilla (University of Barcelona), 'Between France and Spain: the strategy of FASA-RENAULT during the 1970s'

17.00 - 18.00 - Coleman Prize presentations [HBS G15]

19.00 - 20.00 - Reception

20.00 - 22.00 - Conference dinner

Saturday 2 July

09.00 - 10.30 - Parallel sessions (III)

Manufacturers responses to changing markets [HBS 208]

Chair: Steve Tolliday (University of Leeds)

Susan Townsend (University of Nottingham), 'The "miracle" of personal car ownership in Japan's era of high growth, 1955-1973'

Duncan Connors (University of Cambridge), 'The failure of management to arrest the decline of British shipbuilding, 1960-1980'

Eric Golson (London School of Economics), 'Swedish ball bearings in the Second World War: organisation ensures business continuity amidst war'

Merchants and traders [HBS G15]

Chair: Andrew Popp (University of Liverpool)

Katie McDade (University of Nottingham), 'Mobilisation of Bristol and Liverpool slave trade merchant networks and their relationship to the state.'

Manuel Llorca-Jana (University of Chile), 'Huth & Co.'s global networks, c.1809-1850. A London merchant-banker in action.'

Shakila Yacob (University of Malaya), 'The Behn Meyer Story (1840-2000): a phoenix rises twice.'

Financial sustainability [HBS 108]

Chair: Janette Rutterford (Open University)

Bonnie Buchanan (Seattle University), 'The way we live now? The benefits, costs and sustainability of securitization in the global economy'

Christopher Colvin (London School of Economics), 'Endogenous liability choice and bank survival: the great middenstandsbank experiment'

Fabio Lavista (Bocconi University) and Giandomenico Piluso (University of Sienna), 'Getting unsustainable: debts, investments and losses of Italian state-owned enterprises from the golden age to privatisations'

International business [HBS G10]

Chair: Howard Cox (University of Worcester)

Stephen Salmon (Library and Archives Canada), '"...foretelling what might happen": Canadian life insurance companies in China, 1920-1941'

Hirohiko Shimpo (Osaka Sangyo University), 'Foreign direct investment in the inter-war period and Japanese investment in China: the competition between Japanese companies and Chinese companies'

Marina Nicoli (Bocconi University), 'Innovativeness between protectionism and liberalism: policy-making in creative industry. The case of the international movie industry during the 20th century'

10.30 - 11.00 - Tea / Coffee [HBS foyer]

11.00 - 12.30 - Parallel sessions (IV)

Sustaining creativity [HBS 108]

Chair: Richard Coopey (Aberystwyth University)

Kevin Tennent (Open University), 'Sustaining customer choice at the right price: multiple and discount music, video and computer games retailing in the UK, c. 1950-2000'

Peter Miskell (Henley Business School, University of Reading), 'Sustaining creativity: what can the film industry teach us about the management of creative resources'

Anna Dempster (Birkbeck College, University of London), 'Understanding Diversity in the Creative Industries'

Strategy and entrepreneurship [HBS 208]

Chair: Lucy Newton (Henley Business School, University of Reading)

Stephanie Decker (Aston University), 'Narrative strategies for organisational legitimacy: British Imperial business in decolonising West Africa, 1945-1965'

Bethan Lloyd Jones (Glyndwr University), 'Henry Robertson: the man who did for Wrexham what Captain Brown did for Cranford'

Haiming Hang (Henley Business School, University of Reading), 'Entrepreneurial orientation and market orientation implementation'

Finance and the political / regulatory environment [HBS G10]

Chair: Chris Kobrak (ESCP, Paris)

Bernardo Batiz-Lazo (Bangor University), 'The disciplinary power of accounting-based regulation: the case of building societies, c.1960'

Eoin McLaughlin (University of Edinburgh), 'Capture and sustainability: Irish loan fund societies, 1860-1914'

Andrew Smith (Coventry University), 'Sustaining trust despite rumours of war: the impact of the American Civil War on credit reporting in Canada, 1860-1865'

Subsidiary evolution in the UK since 1900: evidence and theory [HBS G15]

Chair: Alan Rugman (Henley Business School, University of Reading)

Stephen Young (University of Glasgow), 'Hood and Young revisited: reinterpreting subsidiary change in the UK in the 1970s and 1980s.'

Robert Pearce and Marina Papanastassiou (University of Reading and Copenhagen Business School), 'Subsidiary level evolution and diversity and the strategic development of multinationals: from multidomestic hierarchy to heterarchy.'

Andrew Godley, Robert Pearce and Marina Papanastassiou (University of Reading and Copenhagen Business School), 'Competence creating mandates – are they really new? Re-examining the evolution of subsidiary R&D creativity in UK pharmaceuticals in the twentieth century.'

12.30 - 13.30 - Lunch [HBS foyer] and ABH AGM [HBS G15]

13.30 - 15.00 - Parallel sessions (V)

Business and the environment [HBS 208]

Chair: Terry Gourvish (London School of Economics)

Fanny Darbus (EHESS, Paris) 'The settling of solidary economy as a public policy'

Simon Mowatt (Auckland University of Technology), 'The business of sustainability: the development of organic and environmental certification agencies in New Zealand'

David Higgins and Geoffrey Tweedale (University of York and Manchester Metropolitan University), 'Profit before health: bladder cancer in British industry during the twentieth century'

Entrepreneurship: long run perspectives [HBS 108]

Chair: John Wilson (University of Liverpool)

Mark Casson (University of Reading), 'The evolution of entrepreneurship in long-run perspective: England, 1000-2000'

Tony Corley (University of Reading), 'How to ensure sustainability: Beecham's survival 1848-2000'

Rosa Reicher (University of Heidelberg), 'Dublin Jewry: a sustainable community in Ireland of the 19th and 20th centuries'

Management and education [HBS G10]

Chair: Christopher McKenna (University of Oxford)

Mary Rose (Lancaster University), Sarah Robinson (Open University), Sarah Jack (Lancaster University) and Nigel Lockett (University of Leeds), 'Opportunities, contradictions and attitudes: the paradox of entrepreneurial education and university-business engagement since 1960.'

John Quail (University of York), 'Urwick at Rowntree & Co.'

Mitchell Larson (University of Central Lancashire) and John Wilson (University of Liverpool), 'Management in banking: Barclays Bank 1973-2007'

Conceptualising projects as business history [HBS G15]

Chair: Lucy Newton (Henley Business School, University of Reading)

Roy Edwards (University of Southampton), 'Engineering consultancy: evidence of project management.'

Martin Giraudeau (London School of Economics), 'How to make firms with plans? Learning entrepreneurship through business planning guidebooks (1940-2010).'

Philip Scranton (Rutgers University), 'Conceptualising projects as business history: prospects and challenges.'

15.00 - 15.30 - Tea / Coffee [HBS foyer]

15.30 - 17.00 - Parallel sessions (VI)

Business networks [HBS G15]

Chair: Roy Edwards (University of Southampton)

Simon Mowatt (Auckland University of Technology), 'Business sustainability through networks: the "rocky road" of AS Paterson and Modern Plastics'

Francesca Carnevali (University of Birmingham) and Lucy Newton (University of Reading), 'Family firms and their longevity: piano production and retailing, 1851-1914'

Michael Best (University of Massachusetts, Lowell), 'From the Visible Hand to high-tech business systems: how America's post-war Development State countered Schumpeter's entrepreneurial pessimism'

Natural resources [HBS 108]

Chair: Rory Miller (University of Liverpool)

Juan Diego Perez Cebada (University of Huelva), 'Sustainability and non-ferrous mining companies before the "ecological era"'

Xavier Duran (Universidad de Los Andes) and Marcelo Bucheli (University of Illinois), 'Who pays for the price of oil: The case of Standard Oil in Colombia'

Peter Sims (London School of Economics), 'Crisis, recovery and overproduction: British entrepreneurs and rural production in Uruguay, 1852-65'

The evolution of comparative food systems, 1940-1980 [HBS G10]

Chair: Bridget Salmon

Shane Hamilton (University of Georgia), 'The evolution of the US food system.'

Alessandra Tessari (University of Lecce), 'The emergence of the modern poultry industry in Italy.'

Andrew Godley (Henley Business School, University of Reading), 'Vertical marketing systems and supermarket intermediation in the evolution of the UK food system.'

17.00 Close and depart