BUSINESS HISTORY NEWS
The Newsletter of the Association of Business Historians

Spring 2010

No.39

ISSN 9062-9440


In addition to various announcements and items of news, London Metropolitan Archives announce a major new deposit: the archives of Rio Tinto, and the Shale Oil Museum announces a new ‘Shale Villages’ project.

This newsletter also includes two book reviews: Ray Stokes reviews John Orbell’s A Guide to Tracing the History of a Business, while Karin Dannehl reviews Jack Goody’s The Eurasian Miracle.

There are a number of special offers: by Brewer & Boydell, Pickering & Chatto, Routledge and Taylor & Francis. Last, but certainly not least, this newsletter includes the programme of the 2010 ABH conference

If you have any event or new publication you would like to see included in the next edition of the newsletter (due out in October 2010) please e-mail details to the new ABH Newsletter editor, David Boughey. (D.S.Boughey@exeter.ac.uk ).

The ABH’s web-address is: http://www.abh-net.org/
If you have any news you would like to have uploaded on the ABH website to share with the membership, please e-mail the webmaster - Teresa da Silva Lopes (tl528@york.ac.uk).

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‘Entrepreneurial Leadership in the Meiji Cotton Spinners’ Early Conceptualisation of Global Competition’

The cotton spinning sector was one of the industries that stood at the forefront of Japanese global competition. Its superior competitiveness became obvious in the interwar period, and the sources of its competitive advantage have attracted considerable scholarly interest. A series of studies have stressed the significance of planned coordination and managerial innovation within the industry as a whole, and found that the leading spinners and trading companies realised the importance of efficient coordination. A principal focus of my thesis is the entrepreneurial foundation of the industry’s competitiveness; my research inquires into the Meiji industrial leaders’ conceptualization of the new nature of entrepreneurial management. This entails an analysis of their early entrepreneurial leadership in the 1880s, which provided the developing industry with a long-range plan for exponential growth. My finding is that the substance of industrial competitiveness resided in the noticeable cognitive commonality in their sustainable core competence for the upcoming global competition.

Early British concern with the growing Japanese competition can be found in an article by A.S. Lewis for the Manchester Guardian on 9 June 1911. Indian industrialists were expressing similar concerns by the mid 1920s. Through his investigation of the Japanese cotton spinners in the period, Arnos S. Pearse of the International Federation of Master Cotton Spinners’ and Manufacturers’ Association in Manchester found the competitive essence to be in their highly integrated production and planned coordination1. A report on the British cotton industry, published by Political and Economic Planning (PEP, London) in June 1934, and other research well expressed the escalating frustration in both London and Lancashire2: not only cotton masters

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1 See the section of the Japanese cotton industry: Pearse, 1929, pp. 25-29, p. 34, pp. 38-42, pp. 76-86.
2 Board of Trade in 1928 conducted a series of researches on the Japanese cotton industry of the 2nd half of the 1920s. See BT 55/5 C.C.R.1. Civil research: Sub-committee on cotton industry; Memorandum on cotton industry in Japan with copies of various reports, despatches, etc. Copy 1: Department of overseas trade; Report on the cotton spinning & weaving industry in Japan 1925-26. Then, as the international competition got fiercer from the beginning of the 1930s, Foreign Office also got involved with the research on the Japanese industry in 1933 and 1934. See FO262/1843/103. Labour Japan, copy 1: Industrial labour and the dormitory system in Japan: being a few salient points on the wages and work hour controversies in Japan, by R. V. C. Bodley, special correspondent of the sphere. British Embassy, Tokyo; FO371/1715. Memorandum on Japanese competition, copy 1: Japanese competition, ‘Notes on particular industries: cotton’; copy 2: Doc. 7883/583/23 No. 492, extract from the round table, Japan’s bid for world trade; copy 3: Doc. 8036/583/23 No. 521, Japanese trade competition, 17 January 1934.
but also Whitehall were obviously fed up with the severe difficulty faced by attempts to build a rejuvenated industrial phalanx that could fend off the rising tide of Japanese textile products in their turf, namely, the global market (Bamberg, 1984, 1988; Dupree, 1987).

Despite earlier concern, expressed both in Lancashire and the US, it was the First World War, which provided the Japanese with an unparalleled opportunity for augmentation of production capacity (Clark, 1914, pp. 114-146). The adoption of Casablanca’s apron system for ring frames and of high-draft spinning enhanced versatility and speed (Tamagawa, 1997, p. 7); the positive criss-cross integrations of production throughout the 1920s also reinforced managerial capacity (Abe, 2004). Step by step, the Japanese spinners steadily treaded the path to the dominance in the markets of Korea, Manchuria, China, and India, then, reached their competitive zenith in the first half of the 1930s. However, just a couple of decades before the industrial pinnacle, the picture had been completely different. Every aspect of the Japanese spinning sector had been noticeably underdeveloped at the turn of the century, compared to Bombay and Lancashire (Otsuka, Ranis & Saxonhouse, 1988). Thus, what was the drive behind its strikingly swift growth?

Research has so far concentrated on four areas: economic and financial perspectives (Murakami, 1970a, 1970b; Takamura, 1970a, 1970b, 1970c, 1970d, 1971; Yamaguchi, 1970), organisational development (Abe, 1992, 2004; Fletcher, 1996, 1998; Mass & Lazonick, 1990; Kuwahara, 1986, 2004; Takamura 1971), labour supply and management (Pearse, 1929; Foreign Office, 1934; Hazama, 1978; Hunter 2003; Utley, 1931), and technological progress (Kiyokawa, 1995; Otsuka, Ranis & Saxonhouse, 1988; Tamagawa, 1995, 1997). Besides, the vast collection of company histories, a strong element of Japanese business history, have also provided a rich source of firm level details, which explain each spinning firm’s respective path to organisational development (Toyobo, 1986). It is evident that the Meiji spinners’ competitiveness resided in the effective indication of necessary competition as well as coordination (Fletcher, 1998; Kuwahara, 1986, 1990; Mass & Lazonick 1990; Miyamoto, 1988). But who was at the forefront of the infant cotton industry’s development?

My presentation answered this question. A master plan had already been called for in the 1880s, a “grand blue print” that would mould the style and structure of Japanese industrial competitiveness. The leadership was taken by the Osaka Cotton Spinning Company, which began its operation in 1883, under the charismatic direction of Takeo Yamanobe. As a latecomer in western-style mechanisation, the most distinct weakness in the early phase of Japanese industrial development was sound technical knowledge regarding the strategic combination of production resources. Yamanobe was able to provide spinners with British-standard technology. His contribution was however not a sole achievement: his every entrepreneurial activity, especially

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3 Institute of Innovation Research, Hitotsubashi University (Tokyo, Japan) and Japan Business History Institute (Tokyo) archive the largest collections of Japanese company history.
in Britain, was undertaken with Mitsui Trading Company’s London Office. Senjiro Watanabe of the London Office possessed a clear vision of the industry’s future, and facilitated the growth of international trading as well. My study argues that their collaboration provided an unprecedented entrepreneurial leadership, which allowed the infant industry to catch up with its competitors. In addition, their leadership supplied an essential cognitive commonality amongst the Meiji spinners. This certainly involved a reduction of information cost in the exercise of judgement in business decisions.

The importance of entrepreneurial leadership in developing sustainable industrial competitiveness is central to my argument. The following three must be readdressed: the effective leadership in comprehension of an entrepreneurial model, the prompt diffusion of cognitive commonality in business, and the early conceptualisation of global competition. My study stresses that both Yamanobe and Watanabe were exceptionally entrepreneurial in their pioneering vision, inimitable to others: they were able to provide significant guidance on entrepreneurial business models, managerial improvement, technological choice, strategic market segments, international competitors, scale of production, and the nature of global market competition. The impact of their insightful conceptual leadership proved to be groundbreaking, as their entrepreneurial vision materialised in the first half of the 20th century. Nonetheless, it is important to note that, as Miyamoto (Miyamoto, 1988) argued, the subsequent corporate performance of Yamanobe’s firm did not markedly excel the others especially after 1900; besides, Watanabe’s article reviewed in my research was the only written record of his guidance on the growing global competition. They certainly made an entrepreneurial breakthrough in grasping the most urgent industrial necessities, but that did not always guarantee them unchallengeable leadership in the practice of entrepreneurial management. Spinning companies such as Mie, Kanegafuchi, Settsu, and Amagasaki became more competitive in the local market and more aggressive in the pursuit of overseas potentials from the turn of the century (Mutoh, 1933, 1934; Miyamoto, 1988). Still, Yamanobe’s Osaka Cotton Spinning Company maintained its pioneering position in vertical integrations of production and consequent technological innovations until its merger with Mie Spinning Company in June 1914 (Toyobo, 1986). It is also certain that Watanabe’s conception of engaging with the inevitable Indian competition pioneered further managerial interrelatedness between the spinning sector and trading companies. Even so, Mitsui’s Toyo Menka Kaisha faced fierce competition with Nippon Menka Kaisha as well as Gosho Nippon in the international trade of raw cotton and Japanese products.

Considering the sources of competitive advantage of the Japanese cotton industry in the inter-war period, Mass and Lazonick put forward a significant analytical framework with the five cost headings: labour, fixed capital, materials, marketing, and administrative (Mass & Lazonick, 1990, pp. 37-45). In their explanations of Japanese success, the analysis revealed that noticeable cost advantages were derived commonly from a series of ongoing innovations in organisational structures, managerial procedures, marketing, and production technologies. It deserves our attention that the foremost source of every innovative endeavour to achieve the cost advantages was found in the entrepreneurial vision outlined by Yamanobe and Watanabe.
Both Yamanobe and Watanabe had developed and then publicised their ideas in the 1880s, but the zenith of the planned industrial competitiveness was accomplished in the 1930s. During the consequent industrial advance of more than a half-century, the key nature of competitive advantages changed little; the two entrepreneurs remarkably foresaw the most fundamental requirements of an upcoming epoch of capitalism: in Chandlerian terms, of the rising managerial capitalism (Abe, 1997, 2009; Chandler, 1977, 1990a, 1990b; Teece, 1993). As Watanabe proclaimed, the Japanese focus on the Indian competition and emulation of the Bombay spinners at the early phase of development, should not lead to another version of the Indian model. Both Yamanobe and Watanabe strenuously emphasised efficient managerial coordination to develop a Japanese-style collective system that could rival Bombay in the same market segments. Watanabe thoroughly analysed Bombay’s competitive advantages. The aggressive practice of entrepreneurial management explains the Japanese timely development under the epoch of visible hands as well as mass production.

Watanabe’s report elucidated that Mitsui was not a mere agent of machinery purchase and delivery; trading companies were the critical hub of developing and disseminating strategic knowledge that enabled the Meiji spinners to find a place within global market competition. Regarding technological choice and procurement of machinery, the trading companies certainly played the most vital role in the Japanese cost advantage. More significantly, they were central to the incessant international coordination to sustain the Japanese advantage in market competition over Bombay and Lancashire. It is legitimate to argue that, due to Watanabe’s pioneering endeavour, the Meiji spinners’ early conceptualisation of global competition could be initiated, and this gave rise to the foundation of international perspective in their succeeding entrepreneurial management as well as technical innovations. Their cost advantages then followed. In my study, Casson’s view provides a critical stance. Casson opened a new phase in the conceptual development of entrepreneurship by his analytical focus upon information cost. He identified the noticeably common entrepreneurial function within all the past approaches: the exercise of judgement in business decisions (Casson, 1982). Cassonian entrepreneurship concerns the capacity of developing skills and procedures for optimising information selection and processing. The theoretical breakthrough in Cassonian framework resides in its applicability to entrepreneurial history, especially in those of late industrialisation. Efficient transfer of advanced technology, scientific knowledge, and managerial system was one of the principal requirements in successful late industrialisation (Jeremy, 1991; Nakaoka, 1991; Shin, 1996; Uchida, 1991; Ville, 1991; Yuzawa, 1991). Since the earliest phase of industrial development, the high cost of information caused the most conspicuous difficulty in technology transfer. An unprecedentedly wide array of technical information regarding textile machinery and of scientific knowledge for new systems of mechanised manufacture demanded high cost. Conquest of this high information cost hence became the initial essence of entrepreneurial management. Technological choice required exercises of daring judgement in business decisions, and Takeo Yamanobe of the OCSC was at the forefront of the venture of industrialisation.
The prominent competitiveness of the inter-war Japanese cotton industry, so feared by Indian and British industrialists, can be explained by another historical context: the entrepreneurial leadership in the early conceptualisation of global competition.

References


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This article is an overview of our larger project featuring analyses of the recent business history scholarship trends. The first paper (Eloranta, J., Ojala, J., & Valtonen, H. (2010). “Quantitative methods in business history: An impossible equation?” Management & Organizational History, 5(1): 79-107) focused on analysing the role and importance of quantitative methods for business historians. As we noted, business, management, and organisational histories are by nature interdisciplinary analytical endeavours. We deconstructed the main research trends in business history in Europe and the United States by evaluating how often business historians have used quantitative methods. Our purpose was to focus on studying the articles in the two flagship journals in the field of business history in a ten-year period, 1990-2000: Business History Review (BHR), published in the United States; and Business History (BH), published in Great Britain. In a related fashion, our second paper, which will be presented at the 2010 Business History Conference, discusses the impact and context of the most cited articles in these two premier journals. In essence, we want to know: Why do scholars refer to them? The obvious and most simple answer is that the most cited articles are interesting. But what makes business history scholarship interesting?

Pertaining to the discussion broached in our first article, it seems that business historians by and large have avoided using complicated quantitative methods, at least until the 1980s. Since then, the influence of interdisciplinary theories and analytical frameworks has increased. Lamoreaux et al. (Lamoreaux, N., Raff, D. M. G., & Temin, P. (2008), ‘Economic Theory and Business History’. In G. Jones & J. Zeitlin (Eds.), The Oxford Handbook of Business History. Oxford: Oxford University Press), for example, presented numbers on articles that “use quantitative information to test explicit hypotheses” or “make use of formal economic models”, published in the Business History Review, Business and Economic History, and Business History, arguing that even if economic modelling was used by business historians, “they have for the most part employed it descriptively”, that is, by not using for example econometric or statistical methods.

In particular, our first article attempted to answer the following questions: 1) How often had quantitative methods been used in recent business history scholarship? 2) What kinds of methods were used? What was the level of sophistication in these analyses? 3) Were there differences between European and American business historians in this respect, or at least between the contributions of the two main journals? 4) If such differences existed, why? We analysed the contributions in these two journals by employing citation and content analysis, as well as historiographical reviews of the recent trends in economic and business history. Furthermore, it could be argued that there are various ways to make the scholarship more appealing across the interdisciplinary spectrum: 1) Choosing topics with broad appeal (e.g., topics with both current and historical relevance, comparative studies); 2) Using theoretical frameworks with wide appeal and application; 3) Using quantitative and qualitative tools and methods explicitly, thereby increasing the comparability of the research. The use of quantitative analysis
is something that is common to economic history, economics, and other fields among social sciences, and we hypothesised that for this reason the use of quantitative methods should increase citation counts.

Table 1. Summary Statistics for the Business History Review and Business History, 1990-2000

<table>
<thead>
<tr>
<th>Category</th>
<th>BHR</th>
<th>%</th>
<th>BH</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of articles</td>
<td>144</td>
<td>100.0</td>
<td>232</td>
<td>100.0</td>
</tr>
<tr>
<td>1. Articles with no quantitative content</td>
<td>62</td>
<td>43.1</td>
<td>79</td>
<td>34.1</td>
</tr>
<tr>
<td>2. Articles with rudimentary quantitative tools (charts, tables)</td>
<td>53</td>
<td>36.8</td>
<td>89</td>
<td>38.4</td>
</tr>
<tr>
<td>3. Articles with some quantitative measures (descriptive numbers)</td>
<td>21</td>
<td>14.6</td>
<td>47</td>
<td>20.3</td>
</tr>
<tr>
<td>4. Articles with more sophisticated quantitative techniques</td>
<td>8</td>
<td>5.6</td>
<td>17</td>
<td>7.3</td>
</tr>
<tr>
<td>Total of categories 2-4</td>
<td>82</td>
<td>56.9</td>
<td>153</td>
<td>65.9</td>
</tr>
<tr>
<td>A. Articles with a descriptive, narrative approach</td>
<td>33</td>
<td>22.9</td>
<td>42</td>
<td>18.1</td>
</tr>
<tr>
<td>B. Articles with a theoretical orientation</td>
<td>111</td>
<td>77.1</td>
<td>190</td>
<td>81.9</td>
</tr>
<tr>
<td>Total number of citations</td>
<td>1714</td>
<td></td>
<td>1324</td>
<td></td>
</tr>
<tr>
<td>Citations per article</td>
<td>11.9</td>
<td></td>
<td>5.7</td>
<td></td>
</tr>
</tbody>
</table>

Sources: Business History Review (BHR) and Business History (BH), 1990-2000.

The distribution of articles in the broad categories discussed in our article, as well as whether a particular theory (or theories) was explicitly used, are displayed in Table 1, including the breakdown of articles in the different categories, and the total as well as average citation counts for both journals. These two journals have similar profiles in terms of the number of articles in the different quantification categories as well as the importance of an explicitly theoretical orientation. BHR as a whole attracted more citations, perhaps due to the fact that it is an older and more established journal, which was possibly rooted on the differences inherent in the academic discourses and institutional structures in USA and Europe. Moreover, its average citation count per article was about double compared to BH. Interestingly enough, at least initially it seems that BH was more quantitative, with over 65 per cent of the articles using at least some quantitative methods. BH was also more theoretical in terms of its orientation than BHR. Clearly there are some marked differences between the journals, possibly exposing some differences in the scholarship preferences between Europe and the United States.

What did the quantitative analyses, featuring a plethora of techniques, reveal? The implications were clear. First, they reaffirmed that: there were clear differences between the journals; the use of theory increased citation counts; the focus on IT led to more citations in BHR, yet had the opposite impact for BH; and in BH the larger number of authors and the inclusion of an Anglo-American author resulted in more citations. Moreover, the impact of quantitative methods becomes clear. In BHR, longer articles tied together with quantitative tools increased citation counts. In BH, the overall impact of the use of quantitative tools alone was negative; however, an increase in the level of quantification together with a theoretical focus offset this impact. It seems
that quantitative tools alone were not significant in increasing citation counts, but they acted as disciplinary and/or interdisciplinary catalysts.

What about the broader picture, namely who has cited business historians’ work and why? This is the focus of our second paper in this project. We do not engage in rigorous bibliometric analysis in the paper, but wish to chart some important trends in the recent business history scholarship. Table 2 summarizes the main characteristics of the most cited articles in these journals. All in all, 1922 articles were published in BH and BHR in 1956-2009. The top ten most cited articles comprise circa one per cent of the all articles in both cases, 1.5 to 1.6 per cent of the pages, yet between 8.2 to 17.5 per cent share all the citations to the journals analysed. The top cited articles were more concentrated in case of BHR, which confirms the results of our earlier analysis.

Table 2. Characteristics of Articles Published in BH and BHR and the Ten Most Cited Articles

<table>
<thead>
<tr>
<th></th>
<th>BH all</th>
<th>BH top 10</th>
<th>BHR all</th>
<th>BHR top 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of articles</td>
<td>911</td>
<td>10</td>
<td>1011</td>
<td>10</td>
</tr>
<tr>
<td>% share of articles</td>
<td>100</td>
<td>1.1</td>
<td>100</td>
<td>1.0</td>
</tr>
<tr>
<td>First publication year</td>
<td>1958</td>
<td>1962</td>
<td>1956</td>
<td>1970</td>
</tr>
<tr>
<td>Last publication year</td>
<td>2009</td>
<td>1996</td>
<td>2009</td>
<td>1993</td>
</tr>
<tr>
<td>Average publication year</td>
<td>1990</td>
<td>1984</td>
<td>1980</td>
<td>1984</td>
</tr>
<tr>
<td>Total number of pages</td>
<td>16796</td>
<td>270</td>
<td>23058</td>
<td>340</td>
</tr>
<tr>
<td>Average number of pages</td>
<td>18</td>
<td>27</td>
<td>23</td>
<td>34</td>
</tr>
<tr>
<td>Mean number of pages</td>
<td>19</td>
<td>24</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td>Max number of pages</td>
<td>57</td>
<td>57</td>
<td>81</td>
<td>58</td>
</tr>
<tr>
<td>Min number of pages</td>
<td>0</td>
<td>13</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>% share from pages</td>
<td>100</td>
<td>1.6</td>
<td>100</td>
<td>1.5</td>
</tr>
<tr>
<td>Total number of cites</td>
<td>2081</td>
<td>171</td>
<td>3251</td>
<td>570</td>
</tr>
<tr>
<td>Average number of cites</td>
<td>2</td>
<td>17</td>
<td>3</td>
<td>57</td>
</tr>
<tr>
<td>Mean number of cites</td>
<td>1</td>
<td>17</td>
<td>1</td>
<td>59</td>
</tr>
<tr>
<td>Max number of cites</td>
<td>23</td>
<td>23</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Min number of cites</td>
<td>0</td>
<td>13</td>
<td>0</td>
<td>34</td>
</tr>
<tr>
<td>% share of cites</td>
<td>100</td>
<td>8.2</td>
<td>100</td>
<td>17.5</td>
</tr>
</tbody>
</table>

Source: Thompson ISI Web of Science.

Table 3. Focus of Citations in the Known Cases (Per Cent Shares)

<table>
<thead>
<tr>
<th></th>
<th>BH</th>
<th>BHR</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method</td>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Theory</td>
<td>3</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Substance/novel finding</td>
<td>52</td>
<td>36</td>
<td>40</td>
</tr>
<tr>
<td>Other</td>
<td>40</td>
<td>52</td>
<td>49</td>
</tr>
<tr>
<td>Together</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Thompson ISI Web of Science.

One possible hypothesis is that a novel methodological approach or theory should attract more citations; that is, however, not exactly the case according to our analysis. Table 3 does reveal that the substance and/or novel findings induced citations in both cases. Still, in BHR especially theory did play a more important role, perhaps even encouraging the interdisciplinary citations. The
category “other” is rather broad (and important), usually containing a “list-type” of citations to previous literature, with no particular focus (which is rather typical in all history journals). We did not, however, examine these citation patterns with more rigorous bibliometric methods in this paper, but rather engaged in qualitative reviews of the top ten most cited articles.

Based on this review, it seems that the top ten articles published in BH tended to concentrate more on subjects dealing with questions mainly related on British business history and, in particular, the decline of the British industrial status. The most cited articles in BHR, for one, discussed subjects such as high tech (and technology in general), economic policies and regulation in the United States, economic thought, or theoretical, methodological and other questions related to business history as a discipline. This may, up to a point, explain why articles published in BHR have attracted more citations in more varied spectrum of journals and articles. Concentration on case studies or nationally important subjects has not necessarily led to lower citation impact or less interest among scholars from other disciplines. Many of these publications represent cross-disciplinary, multidisciplinary or interdisciplinary fields of research.

One common feature between most of these twenty articles is that they are written on widely studied subjects, like the decline of the British cotton industry. Other widely studied subjects include innovations and strategies, and many of the top ten articles feature at least some discussion of them. Even though many of the top ten articles are cited in management journals, only one of the top ten articles is primarily focused on the history of management. However, almost every one of these articles deals with management, either in terms of theory or empirical observations of management, somehow, even if sometimes only by implication. Moreover, broad reviews and articles resembling reviews were excessively represented in the top ten lists both in BHR and BH. The abundance of reviews and review articles is indicative that such scholarship may attract more citations because they review and summarise an existing body of literature and theorise about the future of the field itself.

Conclusions (So Far)

On the basis of our quantitative and qualitative analyses in our first article, we found that simpler quantitative tools were employed quite often, but not necessarily going much beyond that. Also, it became apparent that the most cited business history articles were often written by scholars coming from “outside” the fluid disciplinary core of business history field. The initial quantitative analyses performed in the article revealed that the level of quantification seemed to have either no discernible impact (Business History Review, BHR) or even a negative impact (Business History, BH). However, further analysis proved that quantitative methods did increase citation counts, but only in conjunction of either the length of the article (BHR) or theoretical focus (BH), with those acting as catalysts of sorts for disciplinary and/or interdisciplinary exchanges.

Moreover, we concluded that the majority of the articles citing business history scholarship were focused on their substance and the originality of the findings. The methods or theories represented in the business history journal
articles were rarely the primary focus of the outside scholars' interest. In almost 90 per cent of the cases the citations were neutral by nature, and both critical and supportive ones were rare. The scholars citing business history articles often considered the field of business history as providing complementary information to their own, or at least that they wanted to provide an acknowledgement of the empirical work done by business historians. In terms of the scope of the journals having citations to articles in these two journals, we found that history–related journals seemed to dominate the citations for BH, whilst in the case of BHR the scope was more diverse and interdisciplinary. Fascinatingly, in both journals the average time lag between the published article and the article in which it is cited was the same: 14 years. The variation, however, is rather significant, 47 years at most, and in some cases, the citations were published in the same year as were the cited articles.

In terms of further challenges for the project, we need to probe further to reconcile the findings in these two articles; in particular, why the quantitative analysis of the citations seemed to indicate a larger role for (quantitative) methods, and why the broader citation trends seem to suggest that the empirical side of the business historians' work is more important. It is entirely possible that the broader citation trends could be isolated and analysed further by utilising various bibliometric methods. It is also quite plausible that both the empirical insights and certain methodological bridges, like quantitative methods, make business history scholarship more appealing outside the field. Finally, a deeper qualitative review of the scholarship, going beyond the top ten most cited articles, is necessary to understand further the reasons for its appeal.

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Jari Ojala (University of Jyväskylä, Finland, email: jari.ojala@jyu.fi)
A very major business collection has been deposited at London Metropolitan Archives; namely the archives of the international mining firm, Rio Tinto, which has for most of its history, been based in the heart of the City of London.

Some businesses hold their own archives and for many years Rio Tinto has done just that and provided regular access to academics and other researchers. However, to ensure the long term preservation of this unique business archive, as well as increasing accessibility for researchers, Rio Tinto has been searching for a suitable external repository for its archive. Initially these discussions were with Guildhall Library and then more recently with London Metropolitan Archives.

Richard Wiltshire and Charlie Turpie are very pleased that Rio Tinto deposited its most significant records. The records include board minutes, head office files, staff records and some photographs, notably of the copper mines at Rio Tinto near Huelva in southern Spain where the company first began mining operations in 1873. The principal businesses included in the archive are the predecessors of Rio Tinto-Zinc Corporation (known as RTZ): the Rio Tinto Company, established in 1873 in the UK, and the Consolidated Zinc Corporation, founded in 1905 in Australia, with records from the 1930s; and Pyrites Company Ltd whose records survive from circa 1911.

Front cover of Board of Directors minute book (acc ref: B10/012 SR1). [produced with permission of Rio Tinto]

Access

The records very largely predate 1962 (when the Rio Tinto Company and the Consolidated Zinc Corporation merged to form Rio Tinto-Zinc Corporation) and are open to researchers. We have taken in a few records after 1962, where they continue long running series, and permission will be needed from the company to access these. The records have been listed on various internal Rio Tinto databases but will need to be catalogued in a highly structured way to fit in with LMA’s other holdings.
We intend to make records available on request by prior appointment during the period between deposit and production of the final catalogue. Anyone who would like to consult these records should email LMA General Enquiries ask.lma@cityoflondon.gov.uk or telephone 020 7332 3820 at least two working days in advance and giving as many details as possible of their enquiry. We look forward to welcoming researchers who have previously used the archive at Rio Tinto and new researchers too.

There have been several books written about Rio Tinto including the late David Avery’s company history, ‘Not on Queen Victoria’s Birthday’ (1974). David Avery was RTZ’s historian, was also Hon Secretary and Research Adviser of the BAC. Another study of RTZ was a winner of the Wadsworth Prize: Charles Harvey, ‘The Rio Tinto Company: An Economic History of a Leading International Mining Concern, 1873-1954’ (Alison Hodge, 1981).

We are particularly pleased about the Rio Tinto deposit because it represents an aspect of global British business – extracting minerals worldwide – which was a key part of Britain’s history and economy from the late Victorian period through the 20th century. We already hold fully catalogued, but underused, records of other mining companies operating abroad. The Ashanti Goldfields Corporation Ltd mined gold in the Gold Coast of Africa, now part of Ghana with records stretching back to 1895 (Ms 14164-). Camp Bird Ltd was established in 1900 to mine gold in Colorado and moved into Mexico, Nicaragua, South Africa, Australia, Nigeria and Rhodesia (now Zimbabwe) over the course of the 20th century (Ms 22429-). Central Provinces Manganese Ore Company Ltd started extracting manganese in the Central Provinces of India (now part of the modern Indian states of Madhya Pradesh, Chhattisgarh and Maharastra) in 1899 (Ms 15907-). Last, but not least, Chinese Engineering & Mining Company Ltd was established in 1900 to mine coal for steamships in the area around Tientsin, China and by the 1920s it was producing ca. 4.5 million tons of coal annually and exporting coal throughout the Far East (Ms 28378-).

Incidentally, within the records of the Diocese in Europe, we hold records of the English Church at the “Minas de Rio Tinto” in Spain. They comprise registers or notes of baptisms 1951-7 marriages undated and 1950 and death 1933 (Ms 23639-41), service register 1931-58 (Ms 23640), and offertory account book 1912-28 (Ms 23640). These will complement staff records within the Rio Tinto archive.
First page of Board of Directors minute book (acc ref: B10/012 SR1). [produced with permission of Rio Tinto]

Richard Wiltshire, Senior Archivist – Business Archives

Charlie Turpie, Principal Archivist

Collections, LMA

J F M Moving Services Limited moving the records onto shelves at LMA, January 2010 [produced with permission City of London]
Project Announcement for the Shale Oil Museum

The Shale Oil Museum at Almond Valley Heritage Trust is taking significant steps to develop their historic industrial shale oil collection through the "Shale Villages" project, which has been funded by the Heritage Lottery Fund and the West Lothian LEADER Programme.

The project aims to locate and collate knowledge relating to the museum’s existing shale oil collection. The Shale Villages project officer, John Holt is working with local communities to record and celebrate their origins in the industry and to capture the knowledge, which relates to the distributed collection held throughout West Lothian and will include working with archives throughout the UK.

The world's first modern commercial oil boom took place in central Scotland more than 150 years ago. By 1851, the industrial entrepreneur and chemist James 'Paraffin' Young had developed and patented a process to distil (retort) oil from cannel coal and shale 'rock'. The earlier discovery of a large seam of oil-bearing shale in the county of West Lothian set off a chain of events that would have a significant influence upon the development of that small part of the country. When Young ‘retired’ from his position at the head of the company in 1866, his mines and refineries were producing up to 4 million gallons a year. For a short period, West Lothian experienced a Klondike-style oil rush as prospectors and opportunists flooded the area in search of their fortune.

The fortune of the region may have waxed and waned over the years, but many commercial prospects were successful, and despite the belief the industry could develop further, lack of government support through a tax concession led to the last shale works at Westwood closing almost fifty years ago in 1962. With continuous production for more than 100 years, it is estimated the industry managed to, at its peak, employ 10,000 workers. During World War One, at the time when the British navy had converted its fleet from coal to oil, the 1911 census data gives a more accurate figure of
The last remaining traces of the industry are held in the care by the Almond Valley Heritage Trust at the Shale Oil Museum in Livingston. Within the West Lothian community, the final reminders of this once proud industry are the remaining, and now heritage-listed, shale Bings. These iconic landmarks mark the sites of refineries and are accompanied by traces of the disused railway lines that fed the oil-laden shale from the mines to the refineries and criss-cross the entire central county.

The actual mines are now long bricked over and only through recent research as part of a much wider research project by West Lothian industrial historian Harry Knox, is it now possible to retrace the railway lines and highlight the locations of ‘lost’ mine entry points. Over the generations, the industry employed thousands, supported countless more in families and schools and welfare organisations and created a niche industry services network.

The first steps were taken in 1983 to create a museum that would record and celebrate Scotland’s famous shale oil industry. When Almond Valley Heritage Trust was established in 1990, a purpose-built museum was created and the artefacts collected since 1983 have been significantly enhanced and developed through public donations and a close working links with BP. It was always the intention that this serve as a national museum for the industry. Since then, the Trust has been active in raising funds for project work to secure recognition of the role of the shale oil industry within the wider national industrial heritage, and in the realisation that firsthand experience of this key aspect of the oil industry was fast fading from living memory.

With the ongoing loss of the remaining connection of the first oil and gas industry, the Shale Oil Museum has commissioned a series of heritage focused community-led projects in West Lothian. The ultimate goal of the project is to enhance the museum collection and further augment the already significant oral history collection. It is hoped that by establishing a new touring exhibition of the shale industry it will ensure that this crucial industry and this
early stage of the development of the British oil and gas industry is not forgotten.

Notes:

John Holt (BA, Msc.) is the Shale Villages Project Officer at the Shale Oil Museum run by the Almond Valley Heritage Trust. www.shalevillages.co.uk and can be contacted via john@almondvalley.co.uk or +44 7907 621 993
BOOK REVIEWS


Although this book was published only recently, there is something delightfully old-fashioned about it. From the 19th century etchings on the dust jacket and endpapers to the high-quality paper and printing, the book has a classic look and feel. Much of the content reinforces this sense, focusing on traditional, time-honoured written sources, usually located in archives. Certainly, despite the inclusion of some web-based sources and sites, there is a pre-internet feel to Orbell’s Guide, perhaps not surprising since its structure is identical to that of a similar compendium with the same title which he published in 1987.

Orbell has, however, completely rewritten the text, updating and extending the bibliography and including recently available data on sources and contacts. The book thus effectively combines a certain sense of timelessness and solidity with the most contemporary information and suggestions for locating source material on British business history.

One particularly noteworthy strength of the volume lies in the breadth of sources considered. Archival records relating directly to individual companies are, of course, a central focus, and Orbell considers these first in his Guide. Here, he does not restrict himself to manufacturing industry, but instead includes other sorts of firms, including financial organisations and the service sector. The information provided here is particularly helpful in relation to tracking down information on pre-20th century business, and on firms which are now defunct regardless of when they were founded.

But it is typical of Orbell’s broad conceptualisation of business that he devotes even more space to “information sources [on business history located] outside the archives of the business”, which is the subject of section three of his book. Firms do not exist in a vacuum after all, and vital clues to the conduct and context of business (and business people) exist in the records of those organisations providing essential goods and services to the firm, including for instance advertising, insurance, and legal services.
Similarly, because of regulation and/or legislation, government records can also be essential sources, for instance for registers of patents or designs or in the case of insolvency. (Orbell notes that official archives at the national or regional level generally eschew the records of private business, but that they sometimes house business records anyhow in the case of nationalised industries.) Records of trade associations and stock exchanges can also be helpful in researching the history of British business, and Orbell considers these, too, along with personal papers and, in a small section, visual sources such as photographs, artefacts, architecture, and ephemera. He also devotes several pages in this section to published histories of firms, which can often serve as a starting point on which to base further research.

Orbell rounds off the book with an extensive bibliography and a list of key addresses of holders of archival material in Britain, along with their web sites. It is, all in all, a remarkably compact, complete, and useful reference work which will be of interest not just to students and amateur historians, but also to professional historians of business.

Ray Stokes
University of Glasgow
Centre for Business History in Scotland
According to Goody the ‘European miracle’ that put Europe and the West in pole position of economic development since the nineteenth century was neither linear nor independent from developments on the Asian continent. It was instead just one turn in a double-helix pattern of upswings that have alternated between Asia and Europe going back as far as the Bronze Age and as such it is temporary. And rather than focusing on old arguments for European dominance, Goody wants his readers to consider exchange – a Eurasian miracle that relied on differential development and which drew from the advances of the respective other. Readers should be warned from the outset: this is not a book in the usual sense but Jack Goody’s manifesto for his long-standing research into the puzzle of European and Asian development. Like all good manifestos it is short, does not explain much, and states its case. Above all, it is bellicose in tone.

And Goody has many an axe to grind. In the course of 130 pages he challenges traditional arguments made for European supremacy such as family structure, marriage patterns, and agricultural irrigation systems as well as giving us insights into how developments in cultural achievements such as printing and cooking techniques can effectively dismantle the idea of European supremacy. Nine chapters serve as Goody’s bullet list of declarations and in them he presents his case for viewing European and Asian history as essentially a history of information exchange, which resulted in periodic relay of accelerated development over time.

The brief introduction sets out the key issue, the ‘alternation’ versus ‘supremacy’ argument with regard to Europe’s ‘achievement’, which lies in ‘modernisation’. Euro-centric arguments in Goody’s view reduce Asia’s history of development to a comparative case against which Europe may shine. Goody roundly rejects ‘supremacy’ and dissects the Europe-versus-Eurasia argument in chapter two, where he unpicks the case of Asia’s advanced position for the medieval period and touches on how an overly simplistic view of family systems has furthered the supremacists’ cause.
Chapter three delves deeper into arguments over kinship ties holding back the East when compared a West that prized individualism. ‘Domestic’ aspects of the ‘miracle’; receive the full force of Goody’s charged relationship with ‘Laslett and the Population Group’ (p. 20) to move on to the more distant past, the Bronze Age, in chapter four. Bronze Age developments and Bronze Age exchanges between the continents and its cultures form the start of the Eurasian relationship for Goody’s purposes. Urban revolution, trade routes, and the emergence of ‘elite food’ come under its remit.

Merchants’ activities are the focus of chapter five. The symbiosis between locally based traders and those with extensive routes and connections meant that they could be the vanguard of information and material exchange for different geographical ranges. Chapter six seeks to tease out more closely their role in ‘alternation’ by looking at the question of their wealth and the argument for ‘puritanical asceticism’. Here, too, Goody rejects the notion of a Western Sonderweg, in this case asceticism, as being the root cause of advance and flags up the multidimensional patchwork of luxury and its rejection across different cultures from Eurasia to the New World. The theme of exchange is taken to yet another level in the book’s strongest chapter, entitled ‘Towards a knowledge society’, where the focus lies with the fundamental skills and technologies that speeded up and increased communication – writing and mechanised forms of writing. Angry refutation gives way to Goody presenting the reader with much more nuanced insights into different linguistic and written cultures.

The final chapters eight and nine return to the question of advantage and who holds it. The post-renaissance advantage of the West is shown in chapter eight to have been a temporary one, and hinges on learning and training being decoupled from religious training and a deliberate turning back to an admiration for the achievements of a pagan society, Ancient Greece. Goody is stronger where he shows that similar developments took place in both East and West than where he tries to locate a pivotal point of difference that explains Western development from there to the Industrial Revolution, namely by extending his argument for written culture as a fixing agent. He is surely right, though, to stress that history does not develop along the neat
lines that social evolutionary theories require. This may, incidentally, apply even to Goody’s own theory.

The manifesto closes with a summary of the foregone arguments and an outlook on potential future swings in development of what Goody’s tract seems to imply are not mere neighbours but geographically and developmentally Siamese twins. This may explain his relative neglect of the Americas. Two appendices offer an expanded reflection on the arguments of Europeanists and a particular example of how an apparent difference has led to arguments for absolute difference. A ubiquitous element of nature – water – and its uses and the attitudes that are revealed through the way it is treated allow him to compare and contrast East and West. Finally, footnote references, a list of references and an index provide assistance with further reading and identifying recurring themes throughout the book.

Some criticisms remain. The above are short chapters in a short book. They at times strain under the burden of points that Goody would like his readers to consider. Goody is out there to dispel a number of myths and he does it with a vengeance, often going for declaration rather than subtle argumentation. Dipping in and out of a more informal style or a first person account of his work for extra emphasis, the reader is at times assaulted by the angry tone and left wondering when a point is merely raised to be resumed in a later chapter. This is no scenic read but an often raw account of firmly held convictions, showing as much about the gripes and frustrations of scholarly exchange than about exchange between the cultures to be studied. With the manifesto in hand, this reader nonetheless feels compelled to go to the studies that informed it.

KARIN DANNEHL

*University of Wolverhampton*
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INFORMATION AND NEWS

22nd Cardiff Business School
ACCOUNTING & BUSINESS HISTORY RESEARCH UNIT
ANNUAL CONFERENCE
at Cardiff University, 6-7 September 2010
ANNOUNCEMENT OF CONFERENCE AND CALL FOR PAPERS
Guest Speaker - Marcia Annisette (Schulich School of Business, York University, Canada)

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 programme allows approximately 35 minutes for presentation and discussion in order to help achieve worthwhile feedback from those attending. In the past, many papers presented have subsequently appeared in print in a range of international, refereed academic accounting, business and economic history journals.

The 2010 conference, organised by Malcolm Anderson, will be held at Cardiff University. It will commence at lunchtime on Monday, 6 September 2010 and conclude in the late afternoon of Tuesday, 7 September 2010.

The conference fee will include all conference materials and the following meals: Monday - lunch, afternoon tea, wine reception and the conference dinner; Tuesday: morning coffee, lunch and afternoon tea). Details of university accommodation and a list of nearby hotel options can be found on the website - www.cf.ac.uk/carbs/conferences/abfhc10/index.html.

Those wishing to offer papers to be considered for presentation at the conference should send a one page abstract (including name, affiliation and contact details) by 1st June 2010 to: The Conference Office, Cardiff Business School, Colum Drive, Cardiff, CF10 3EU. Tel +44 (0)29 2087 5731. Fax +44 (0)29 2087 5129. Email. Carbs-Conference@cf.ac.uk

Following the refereeing process, applicants will be advised of the conference organisers’ decision by 21st June 2010.

The ongoing financial support of the Institute of Chartered Accountants in England & Wales’ charitable trusts is gratefully acknowledged. The Centre for Business Performance of the ICAEW manages all grant applications.
MANAGEMENT HISTORY
RESEARCH GROUP
CONFERENCE
28-29 JULY 2010
hosted by the
SCHOOL OF MANAGEMENT

Themes
We welcome papers in any area of management and business history, in particular themes that encourage diversity and development of the discipline: management thought and theory, mainstream and radical, professionalisation of managers and management, financial management, managerial elites, rise and fall of ancient and modern, management in the public services, entrepreneurial history, women and management, financial intermediaries, corporate social responsibility and employee welfare, boards, governance and audit.

Fees and Registration
The conference fee is expected to be c. £95 per person and c. £60 for PhD students. Details and booking arrangements to follow.

Further information can be obtained from:
Professor Alan McKinlay at am53@st-andrews.ac.uk
Pasold Research Fund and CHORD Conference

Distribution Networks for Textiles and Dress, c. 1700-1945

A conference to be held at:
the University of Wolverhampton, UK

on:
8 and 9 September 2010

For programme, abstracts and further information, see:

http://home.wlv.ac.uk/~in6086/2010conf.html

or contact:

Laura Ugolini, School of Law, Social Sciences and Communications, University of Wolverhampton, MC Building, Wolverhampton, WV1 1LY

E-mail: l.ugolini@wlv.ac.uk
2010 ABH Conference

The online booking system for the above event is now "live". The link appears below - then follow to the conference poster and further details.

https://store.york.ac.uk/events/default.asp?compid=1&ModuleID=2

Business Historians Annual Conference
16-17 July, 2010

Conference Programme (Overview)

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<th>Event</th>
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<td>Thursday 15 July</td>
<td>7.00 pm Early arrivals to meet for dinner at Melton’s Too (York city centre)</td>
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<tr>
<td>Friday 16 July</td>
<td>09.30 – 11.00 Registration. Tea and coffee ARRC foyer</td>
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<td></td>
<td>10.00 – 11.00 ABH Council Meeting</td>
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<td></td>
<td>11.00-12.30 Key note speech: Professor Colin Divall (University of York and National Railway Museum) ‘To encourage such as would travel a little, to travel more’: Business History, Global Networks and the Future of Mobility Chair: David Higgins University of York) ARRC Lecture Theatre</td>
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<tr>
<td></td>
<td>11.00-12.30 Lunch (National Science Museum)</td>
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<td></td>
<td>1.30–3.00 Session I a, b, c and d (Alcuin East Wing, rooms 102,104,105 and 106)</td>
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<td>3.00–3.30 Tea and coffee</td>
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<td></td>
<td>3.30 – 5.00 Session II a, b, c and d (Alcuin East Wing, rooms 102,104,105 and 106) (session d will be a PhD presentation)</td>
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<td>5.15-6.15 Coleman Prize presentations (ARRC lecture theatre)</td>
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<td>7.00 Transport to NRM for drinks reception and Conference Dinner</td>
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<tr>
<td>Saturday 17 July</td>
<td>9.00 – 10.30 Session III a, b, c and d (Alcuin East Wing, rooms 102,104,105 and 106)</td>
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<td></td>
<td>10.30 – 11.00 Tea and coffee</td>
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<td>Time</td>
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<td>11.00 – 12.30</td>
<td><strong>Session IV</strong> a, b, c and d (Alcuin East Wing, rooms 102,104,105 and 106)</td>
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<td>12.30-1.30</td>
<td>Lunch</td>
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<td>AGM</td>
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<td>1.30-3.00</td>
<td><strong>Session V</strong> a, b, c and d (Alcuin East Wing, rooms 102,104,105 and 106)</td>
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<tr>
<td>3.00-3.15</td>
<td>Tea and coffee.</td>
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<tr>
<td>3.15 – 4.45</td>
<td><strong>Session VI</strong> a,b,c and d (Alcuin East Wing, rooms 102,104,105 and 106)</td>
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CONFERENCE ENDS
Association of Business Historians Annual Conference  
16-17 July, 2010  
Conference Programme  
(Academic sessions)  

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<tr>
<th>Session I</th>
<th>1.30-3.00</th>
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| (a) Global Business and Branding Strategies  
(Alcuin East Wing room 104)  
Chair: Judith Slinn (Oxford Brookes University) |
| ‘Global business and British competitiveness in branded consumer goods’  
Teresa da Silva Lopes (University of York) |
| ‘Trusting the messenger? The emergence and evolution of media brands in news and entertainment in the twentieth century.’  
Peter Miskell (University of Reading) |
| ‘Going global: branding strategies in the Malaysian beauty industry.’  
Shakila Yacob (University of Malaya) |
| (b) Information and Communications Technology  
(Alcuin East Wing room 102)  
Chair: Kiran Fernandes (University of York) |
| ‘Engineering change in Mexico: The adoption of computer technology at Grupo ICA.’  
Bernardo Báñez –Lazo (University of Leicester) |
| ‘Britain’s first instantaneous ICT network: the diffusion and uses of the UK telephone system to 1939.’  
Peter Scott (University of Reading) |
| ‘The creation of the borderless world: IT projects and the digitisation of printing at IPC during the 1980s’  
Simon Mowatt (Auckland University of Technology) |
| (c) Banks and Banking Operations  
(Alcuin East Wing room 106)  
Chair: Michael Anson (Bank of England) |
| ‘Living with the Germans: British banks and Standstill debt in the 1930s.’  
Mark Billings (University of Nottingham) |
| Session II 3.30-5.00 | (a) Multinational Enterprises  
(Alcuin East Wing room 104)  
Chair: **Mark Casson (University of Reading)**  
‘The conceptualisation of MNE entry modes and knowledge transfer and spillovers.’  
**Frank McDonald (Bradford University)**  
‘Technology adoption and creation in multinational enterprises in an emerging economy.’  
**Annie (Yingqi) Wei (University of York)**  
‘Making multinationals less footloose by way of relational capital.’  
**Louis Danielsen and Kurt Pedersen (University of Aarhus)** |
| --- | --- |
| (b) Transport and Logistics in a Global Setting  
(Alcuin East Wing room 102)  
Chair: **Roy Edwards (Southampton University)**  
‘Technical change and business models: the tramway companies in Galicia (Spain), 1901-1968.’  
**Alberte Martínez and Jesús Mirás Araujo (University of A Coruña)**  
‘Criollo: (Salto, Uruguay: 1895) “a really useful engine” – and a |
multinational enigma’
Paul Jordan (University of Sheffield)

‘Driving globalisation: transportation and logistics in Europe, 1950-2000’
Richard Vahrenkamp (University of Kassel)

(c)Foreign Direct Investment in the Twentieth century
(Alcuin East Wing room 105)
Chair: Matthias Beck (University of York)

‘From free standing companies to multinationals: British investment in Colombia between 1920 and 1965’
Olayemi M Olabiyi (University of Texas at Dallas)

‘Traditional and non-traditional foreign investors in the economic decolonization of Ghana and Nigeria.’
Stephanie Decker (University of Liverpool)

‘German foreign direct investments into Denmark during the Occupation.’
Peter Sørensen and Kurt Pedersen (University of Aarhus)

(d)Presentation by Doctoral Students
(Alcuin East Wing room 106)
Chair: David Higgins (University of York)

‘The mighty instrument of concord: comparative advantage, Corn Laws, and the construction of naturalised free trade’
Thomas D. Finger (University of Virginia)

‘Developing technological capabilities: technology transfers and the Korean synthetic fibre Chaebols in the 1960s and 1970s.’
Soojeong Kang (London School of Economics)

‘From free standing companies to multinationals: British investment in Columbia between 1920 and 1965.’
Heinrich Kramarski (University of Liverpool)

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<td>09.00-10.30</td>
<td>III</td>
<td>Alcuin East Wing room 104</td>
<td>John Wilson</td>
<td>Implicit contracts and the emergence of modern marketing</td>
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Further details to follow subject to final decision on Coleman Prize entries (ARRC Lecture Theatre)
Saturday, 17 July
Andrew Godley (University of Reading)

‘A retail revolution: changes in music distribution and retailing in the UK 1950-1980’
Kevin Tennent (London School of Economics)

‘The Symbol Group in British and Irish retailing: the role of international wholesaler franchise networks)
Jim Quinn (Trinity College, Dublin)

(b) New Themes in Entrepreneurship
(Alcuin East Wing room 102)
Chair: Teresa da Silva Lopes (University of York)

‘“The present adventure”: recasting the entrepreneurial experience.’
Andrew Popp (University of Liverpool)

‘Entrepreneurial failure and economic crisis: a business history perspective.’
Mark Casson (University of Reading)

‘When family values meet corporate entrepreneurship: Levene & Co., and the case for moral values in the entrepreneurship function.’
Ian Hunter (University of Auckland)

(c) Themes in Corporate Governance
(Alcuin East Wing room 106)
Chair: Josephine Maltby (University of York)

‘How did separation of control from ownership become more acute?’
Muriel Petit-Kończyk (University of Lille)

Judy Slinn (Oxford Brookes University)

‘Fictionalising Rowntree? Nigel Balchin, marketer and novelist, on proprietorial management and management succession.’
John Quail (University of York)

(d) Transport and Distribution: Case Studies from British Rail
(Alcuin East Wing room 105)
Chair: Colin Divall (University of York)

‘The general classification of railway rates and the development of packaging, c. 1928-1955.'
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<tr>
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</table>
| 11.00-12.30| Session IV | (a) The Importance of Local to Global Networks | Kevin Tennent (London School of Economics) | Roy Edwards (University of Southampton)  
'British railways and the sea container market.'  
Terry Gourvish (London School of Economics)  
'Selling rail transport at home and abroad.'  
Hiroki Shin (Institute of Railway Studies & Transport History, York)  

(b) Regions and Districts | Andrew Popp (University of Liverpool) | Jørgen Fink and Michael Bruun (University of Aarhus)  
'On growing grate and yet becoming small.'  
The role of industrial district co-location in the growth of the 'Third Italy': the case of Modena, 1945-2005.'  
Alberto Rinaldi (University of Modena)  
'Little Jerusalem': Jewish economic space and entrepreneurship in Dublin during the 19th and 20th Centuries.'  
Rosa Reicher (University of Heidelberg)  

(c) Consumption, Marketing and Retailing | Lucy Newton (University of Reading) | Richard Coopey (Aberystwyth University and LSE)  
'The music is the message: media enterprises and the British popular music industry, 1950-1975.'  
'Consumer and audience research in Britain, 1920-1960: London
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| 12.30-13.30  | LUNCH (National Science Museum)  
|              | ABH Annual General Meeting                                              |
|              |                                                                         |
|              | **Session V**                                                           |
| 1.30-3.00    | **Case Studies on the Relationship Between the State and Private**      |
|              | Business** (Alcuin East Wing room 102)                                  |
|              | Chair: Stephanie Decker (University of Liverpool)                        |
|              | ‘From public to private: privatisation policy in 1920s fascist Italy.’   |
|              | Germà Bel (University of Barcelona)                                      |
|              | ‘A pretty good deal just now: the Anglo-Iranian Oil Company, oil---------|
|              | nationalisation and managerial response in 1951.’                        |
|              | Neveen Abdelrehim, Josephine Maltby and Steven Toms (University of------|
|              | York)                                                                    |
|              | ‘Business history and the subtle art of political persuasion: the--------|
|              | case of Louis P. Lochner’s, Tycoons and Tyrant                         |
|              | Matthias Beck (University of York)                                       |
|              |                                                                         |
|              | **Banks, Stock Exchanges and Central Bank Operations**                   |
|              | (Alcuin East Wing room 104)                                             |
|              | Chair: Bernardo Báñez–Lazo (University of Leicester)                     |
|              | ‘Freedom is in danger. Defend it with all your might.’ The Bank          |
of England and exchange control, 1939-1979.’
Mike Anson (Bank of England)

Mitchell J. Larson (University of Central Lancashire)

‘Competition among the French stock exchanges during the Second World War.’
Angelo Riva (European Business School)

(c) Advertising and Advertising Strategies: Case Studies from the UK
(Alcuin East Wing room 105)
Chair: Michael Heller (Royal Holloway, University of London)

‘Cigarette papers: The John Player & Sons advertising archive.’
Andrew Newnham (University of Nottingham)

‘Advertising, promotion, and the emergence of a “national” building society movement in interwar Britain.’
Lucy Newton (University of Reading)

‘From the local to the global at Rowntree & Co. York, c 1900-1969.
Emma Robertson (Sheffield Hallam University)

(d) Tales from the Orient: Managerial Knowledge, Technology, and Trade Marks in China and Japan.
(Alcuin East Wing room 106)
Chair: David Higgins (University of York)

‘Ready, steady, go global: Meiji cotton spinners and their global perspectives on the eve of the 20th century.’
Eugene K. Choi (Hitotsubashi University)

‘The political economy of trade mark law in colonial Hong Kong, 1948-70.’
David Clayton (University of York)

‘The evolution of Chinese corporate governance: an historical perspective.’
Howard Cox and Steven Kurt (University of Worcester)

‘Managerial knowledge in China before 1949: a bibliometric exploration.’
Stephen Morgan (University of Nottingham)

Tea and Coffee
Session VI  
3.15-4.45

(a) Different Perspectives on Networks  
(Alcuin East Wing room 102)  
Chair: John Wilson (University of Liverpool)

‘Networks of Business History: An Analysis of Business History Journals and Business Historians in Submissions to the UK RAE 2008.’

Mick Rowlinson (Queen Mary, University of London)

‘The development of the network of international tax treaties to 1956.’

Simon Mollam (York St. John University)

‘Social networking as a new trend in e-marketing.’

P Amin and B. Amin (M.S. University, Baroda)

(b) Mining and Development  
(Alcuin East Wing room 106)  
Chair: Steven Toms (University of York)


Carmen Avilés-Palacios and Manuel López-Quero (Cuidad University, Spain)

‘Copper mining in Coquimbo and Mansfield between 1830-1900’.

Alf Zachäus (European University Institute, Florence)

(c) International Shipping and Absentee Landlords: Assurance, Mortality and Slavery  
(Alcuin East Wing room 104)  
Chair: Sheryllynne Haggerty (University of Nottingham)


Helen Doe (University of Exeter)

‘North Atlantic steerage fares, mortality, and travel conditions, 1820-1870: evidence from the Cope Line Passenger Service

John Killick (University of Leeds)

The curse of the Caribbean: absentee planting on St Vincent and the Grenadines, 1817-34.

Simon Smith (University of Hull)

(d) Patents, Management Consulting and Health Care  
(Alcuin East Wing room 105)
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<tr>
<td>‘Pioneer patents in early electricity.’</td>
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<td>John Howells (Aarhus University)</td>
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<td>‘The evolution of management consulting in emerging markets: the example of Turkey.’</td>
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<td>Mustafa Kurt (University of York)</td>
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<td>‘How do health care providers select their suppliers? An exploratory study.’</td>
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<td>Ender Gurgen and Mehmet N. Tag (Mersin University)</td>
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End of Conference