

**2013 ABH Provisional Programme**  
*Lancashire Business School*  
*University of Central Lancashire*  
*Preston*

**FRIDAY, 28 JUNE**

9:30 – 11:00 Registration and Tea & Coffee upon arrival (Greenbank Building Foyer)

11:00 -12:30 Keynote Address: Thomas Haigh, University of Wisconsin-Milwaukee

***“Taking Care of Business History: Challenges and Opportunities for the 21st Century”***

12:30 – 13:30 Lunch (Harrington Refectory)

**13:30 – 15:00 Parallel Session I**

**Session I-A: A Long-run Approach to Business Models**

Chair: Andrew Popp, University of Liverpool

Roger Lloyd-Jones, Sheffield Hallam University: “Small can be good: W & G Sissions Ltd. how to survive in business for over two centuries”

John Quail, University of York: “Why did US Corporations have Presidents while UK Corporations did not – and does it matter?”

John Wilson, University of Newcastle: “Adapting the business model: a study of The Co-operative Group, 1863-2013”

James Wilson, University of Glasgow: “Flexible Fordism' as Business Model”

**Session I-B: History of Banks and Banking in the 20<sup>th</sup> Century**

Chair: Billy Frank, University of Central Lancashire

Bernardo Batiz-Lazo, University of Bangor: “Cash and Dash: ATMs and the construction of today's retail payments ecosystem”

Qing Lu, University of Hull: “Subsidiary Competitive Advantages, Parent Company Management Structure and Post-acquisition Integration of HSBC with Mercantile Bank, 1959-1984”

Scott Taylor and Alan McKinlay, “Strategy, Technology and Gender: Making and Unmaking the Marriage Bar in British Banking, c. 1900-1970”

**Session I-C: Does Africa Need Business History? Part 1**

Chair: Stephanie Decker, Aston University

Kofi Asante, Northwestern University: “Collusion, Cooperation and Conflict: How Indigenous Gold Coast Merchants Shaped the Emergence of the State and Market Institutions, 1850-1950”

Awing Ollong, University of Bamenda: “Paradox of CSR in Africa: The case of some French MNCs”

Sheryllyne Haggerty, University of Nottingham: “The African Slave Trade”

**Session I-D: The State as Entrepreneur**

Chair: Niall MacKenzie, Strathclyde University

Duncan Connors, University of Buckingham: (*paper title to be announced*)

Niall MacKenzie, Strathclyde University: “‘Entrepreneurship as a collective achievement’ – can governments act entrepreneurially? The Wilson government, 1964-70”

Richard Coopey, University of Aberystwyth: (*paper title to be announced*)

15:00 – 15:15 Tea and coffee break, Greenbank Foyer

## **15:15 – 16:45 Parallel Session II**

### **Session II-A: The History of Cotton and Textiles**

Chair: Steve Toms, University of Leeds

Valerio Cerretano, University of Glasgow: “Recessions, deflation and inward foreign direct investment: the case-study of the man-made fibres industry before the Second World War”

Barbara Hahn, Texas Tech University: “Cloth Britannia: What Can the History of Technology Add to the History of the Industrial Revolution?”

Junko Watanabe, Kyoto University: “Response to the industrial decline: the case of Japanese cotton textile companies”

### **Session II-B: Decision-Making in British Transportation**

Chair: Terry Gourvish, London School of Economics

Roy Edwards, University of Southampton: “The Ministry of Transport and the British Railways: Conceptualising the Business Model for Freight Transport c1919 – 1947”

Kevin Tennent, University of York: “Management and Competitive Advantage in the public transport industry – London County Council Tramways 1899-1933”

David Turner, University of York: “Decision-making in the private railway industry - the quality of management on the London and South Western Railway 1870-1911”

### **Session II-C: Doing Business (History) in Asia**

Chair: Shakila Yacob, University of Malaya

Eugene Choi, Ritsumeikan University: “Automobile Manufacturing in South Korea: Hyundai-Kia”

Ayub Mehar, Iqra University: “Financial Integration in South Asia: Limitations and Possibilities”

Shigehiro Nishimura, Kansai University: “Patent management in China: a comparative approach to the newly emerging superpower”

### **Session II-D: Delivering Profit? The Royal Mail and UK Public Sector Spending**

Chair: Duncan Connors, University of Buckingham

Christian Richter and Dimitrios Pappas, University of East London: “The validity of Wagner’s Law in United Kingdom for the period 1850-2010”

Michael Heller, University of East London: “The Development of Public Relations and Integrated Marketing Communications at the General Post Office, 1933-39. A Study in the Emergence of ‘Admass’ in the United Kingdom”

Remi Gilardin, European University Institute: “Business "performance" as a historical object: the case of the British Post Office, c. 1945-1970”

16:45 – 17:00 Tea and coffee break, Greenbank Foyer

## **17:00 – 18:00 Parallel Session III**

### **Session III-A: The Company as the Unit of Analysis in Business History: Cadburys**

Chair: John Quail, University of York

Emma Robertson, LaTrobe University: “‘The sun never sets on the Cadbury and Fry flags...’: Manufacturing work, place and gender in empire subsidiaries, 1920-1960”

Vaughn White, University of York: “The Introduction and Development of Costing within the UK Confectionery Industry: The Experience of Cadbury 1899-1914”

### **Session III-B: The History of Business Philanthropy**

Chair: Roy Edwards, University of Southampton

Sarah Flew, Open University: “Corporate Philanthropy: the funding of Anglican Home Missionary Organisations in London, 1860 to 1914”

Janette Rutterford, Open University: “Investing in companies in the nineteenth century: the financialisation of philanthropy”

### **Session III-C: Does Africa Need Business History? Part 2**

Chair: Grietjie Verhoef, University of Johannesburg

Takai Tetsuhiko, Hokkaido University: “Colonization & decolonization of business archives: a case of chambers of commerce in Algeria, Tunisia, Morocco, Senegal and Madagascar”

Suzanne McCoskey, Frostburg State University: “Cashing-in on the Promised Land? African-American Emigration to Liberia in Search of Economic Opportunity”

*The Future of African Business History – general discussion by session participants*

18:00 – 19:00 Break

**19:00 – 20:00 Drinks Reception (supported by Taylor & Francis Publishing)**

**20:00 – 22:00 Conference dinner**

## **SATURDAY, 29 JUNE**

8:30 – 15:00 Registration

Tea / Coffee before first session (8:30-9:00)

### **9:00 – 10:30 Parallel Session IV**

#### **Session IV-A: History of 19<sup>th</sup> Century Financial Institutions**

Chair: Mark Billings, University of Exeter

Lucy Newton and Virginia Barnes, University of Reading: “Banks, branches and shareholders: the spread of joint-stock banking, 1826-1844”

Roger Ryan, Independent Scholar: “Lost without trace? - East of England Bank 1835 to 1864”

Daniel Valentine, INSEEC Business School: “Explaining the Mystery of 1844: The story behind the Joint Stock Companies Act 1844”

#### **Session IV-B: Mass Media**

Chair: Mitch Larson, University of Central Lancashire

Candan Celik-Elmer and Mitch Larson, University of Central Lancashire: “Changing Values in American Magazine Advertisements, 1965-2005”

Howard Cox, Worcester College Oxford, and Simon Mowatt, Auckland University of Technology: “Machinations in Fleet Street: Roy Thomson, Cecil King, and the creation of a magazine monopoly”

Peter Miskell, University of Reading, and Marina Nicoli, Bocconi University: “For a Few Dollars More: Film Distribution in Italy, 1958-1971”

#### **Session IV-C: Panel 1 – Major Themes in Business History for the 21<sup>st</sup> Century**

Chair: Ray Stokes, University of Glasgow

Malcolm Pearse, University of New South Wales: “Meta-analysis, microanalysis, revisionists, counterfactuals and globalization: Recent trends that shape Business History in the 21st Century”

Jeannette Strickland, Unilever Archive: “More Product, Less Process – improving access to the collections in Unilever Archives”

Sheldon Gosline, University College London: “Some 21st century techniques for revealing 19th century Business Practices”

#### **Session IV-D: Making Old New Again: Examining Unusual Forms of Business Activity**

Chair: Niv Horesh, University of Nottingham

Michele Blagg, Kings College London: “Bandits and Bullion”

Kami Fletcher, Morgan State University: “‘We Should Get Our Business in Such Shape as to Make It Real Business’: The Professionalization of 19th Century African-American Cemeteries”

Derek Janes, Gunsgreen House Museum/University of Exeter: “The most hazardous of all trades, that of a smuggler...is the infallible road to bankruptcy”

10:30 – 10:45 Tea and coffee break, Greenbank Foyer

#### **10:45 – 12:15 Parallel Session V**

##### **Session V-A: British Business Overseas in the 20<sup>th</sup> Century**

Chair: Rory Miller, University of Liverpool

Philip Garnett, University of Durham, Simon Mollan, University of Liverpool, and Kevin Tennent, University of York: “The Transitory Period in British International Business, 1950-1980: Evidence from the British Overseas Mining Sector”

Andrew Smith, Coventry University: “Delaying the Workforce: HSBC in the 1960s”

Rory Miller, University of Liverpool: “British Merchants on the West Coast of South America in the Inter-War Period: Growth, Survival and Failure”

##### **Session V-B: International Businesses**

Chair: Maria Haigh, University of Wisconsin-Milwaukee

Julien Brault, Graduate Institute of International and Development Studies: “Soon we will bow before your Fountains: Oil Companies and Quota Development Policies in France from the 1920’s to the 1970’s”

Armin Grunbacher, University of Birmingham: “Fostering social mobility and modernisation or supporting the restoration? The Bad Harzburger Akademie für Führungskräfte der Wirtschaft in the 1950s and 60s”

Laurence Mussio, McMaster University: “Canadian Life Insurance and the great reforms of the early 20th century”

##### **Session V-C: Panel 1 – Brands and Branding**

Chair: Howard Cox, University of Worcester

David Bowie, Oxford Brookes University: “Storytelling, Myths and the Origins of Iconic Brands: a business history perspective”

David Higgins and David Clayton, University of York: “‘Buy British’: a failed demand management policy in post-War Britain?”

Teresa da Silva Lopes, Neveen Abdelrehim, and Bob Doherty, University of York: “Back to my Roots: Is Heritage Important in a Brand’s Long-term Survival?”

### **Session V-D: Panel 1 – Networks**

Chair: John Haggerty, University of Salford

Bernardita Escobar, Universidad Diego Portales: “The cultural and economic features of Businesses for Women: Chile in the 1870-1900s”

Sheryllyne Haggerty, University of Nottingham, Mark Casson, University of Reading, John Haggerty, University of Salford: “Defending Trade: Or Not! Positive and Negative Relationships with a Network”

Neil Rollings, University of Glasgow: “Networking between businessmen and government officials in post-war Britain”

12:15 – 13:00 Lunch (Harrington Refectory)

### **13:00 – 14:00 Annual General Meeting**

**13:30 – 15:00 Parallel Session VI** (*note: this session begins before the end of the AGM*)

#### **Session VI-A: Leisure Industries**

Chair: Peter Miskell, University of Reading

David Clampin and Nick White, Liverpool John Moores University: “‘Is it essential that a steamship company’s poster must have a ship?’ The fallibility of product specification in British shipping posters, c.1840 to c.1970”

Alex Gillett and Kevin Tennent, University of York: “Why Save a Commercially Unsuccessful Professional Football Club? The Case of Middlesbrough Football and Athletic Company Limited (MFC) in the 1980”

Doaa Shohaieb, University of York: “Evaluating Marketing Strategies during Crisis: The case of Egyptian Hospitality Institutions”

#### **Session VI-B: 20<sup>th</sup> Century British Business History**

Chair: Simon Mollan, University of Liverpool

Mark Billings and Lynne Oats, University of Exeter: “Designing a business tax: Excess Profits Duty in the United Kingdom in World War One”

Julie Bower, University of Birmingham, and Howard Cox, Worcester College Oxford: “Whitbread, the Whitbread Investment Company and protection from hostile bids”

Stephen Sambrook and Ray Stokes, University of Glasgow: “Bringing rubbish into business history”

#### **Session VI-C: Business ‘Pre-history’: business history before 1800**

Chair: Michael Heller, University of Westminster

Mark Casson, University of Reading, Catherine Casson, University of Birmingham: “Entrepreneurship in Late Medieval England”

Usha Sundaram and Edward Kasabov, University of Exeter: “An Institutional Account of Governance Structures in the Early to Late Middle Ages Business History”

Emily Buchnea, University of Nottingham: “Movement and Mobility in Transatlantic Business Networks: Evidence from the Eighteenth and Nineteenth Centuries”

#### **Session VI-D: Panel 2 – Networks**

Chair: Bernardita Escobar, Universidad Diego Portales

Ayub Mehar, Iqra University: “Nexus of Economic Freedom, Migration and Trade Enhancement: Role of Cultural Similarities”

Pedro Neves, Technical University of Lisbon: “Business groups and interlocking directorates at the end of Estado Novo regime”

Alvaro Silva, Nova School of Business and Economics: “Business groups in Portugal, 1900-2010”

15:00 – 15:15 Tea / Coffee break, Greenbank Foyer

### **15:15 – 16:45 Parallel Session VII**

#### **Session VII-A: History of Transportation**

Chair: Kevin Tennent, University of York

John Killick, University of Leeds: “Critical Transport Innovations: The Origin of the Second US Transatlantic Packet Line in 1822”

Guiliano Maielli, Queen Mary: “Explaining lock-in through the concept of hegemony: Evidence from the car industry”

James Wilson, University of Glasgow: “The Portsmouth Block Mill: An On-going Investigation of its Operational Management”

#### **Session VII-B: British Empire and Business**

Chair: Stephen Sambrook, University of Glasgow

Billy Frank, University of Central Lancashire: “‘Banking on Empire’: Decisions and Decision Makers in Britain’s Post-War Colonial Development Planning, 1939–1954”

Timo Särkkä, University of Jyväskylä: “The British paper trade and market regulation: from free trade Empire to the Common Market, 1861–1960”

Vikram Visana, University of Cambridge: “Banks, Bonds, and Business: The Economic Thought of Dadabhai Naoroji”

Shakila Yacob, University of Malaya, and Nick White, Liverpool John Moores University: “Malaysianisation and the British family-run business: the case of the Barlow Group in the 1970s and 1980s”

#### **Session VII-C: Panel 2 – Major Themes in Business History for the 21<sup>st</sup> Century**

Chair: John Wilson, Newcastle University

Edward Kasabov and Usha Sundaram, University of Exeter: “Business History and its Place in the Social Sciences: A Contribution to Current Debates”

Steve Toms, University of Leeds: “The genesis of management revisited: Boulton and Watt, Springfield Armory and Lancashire Cotton”

Andrew Popp, University of Liverpool: “Enterprising Albion: Ideology, History, and Enterprise in 1980s Britain”

#### **Session VII-D: Panel 2 – Brands and Branding**

Chair: Teresa da Silva Lopes, University of York

Susumu Harada, University of York: “A paradox of brand management: Why GAP has decreased its brand value from the late 1990s”

Nur Suhaili Ramli, University of York: “Immigrant Entrepreneurs on World Successful Brands”

Anders Sørensen, Copenhagen Business School: “Central Banks as National Symbols”