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 Sisions 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 20th 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”
Sheryllynette 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)
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
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 Paparas, University of East London: “The validity of Wagner’s Law in United Kingdom for the period 1850-2010”

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
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”

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 19th 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”
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
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 21st 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 20th Century
Chair: Rory Miller, University of Liverpool
Andrew Smith, Coventry University: “Delayering 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 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”
Sherylynnne 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: 20th 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
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”

**Session VII-C: Panel 2 – Major Themes in Business History for the 21st Century**
Chair: John Wilson, Newcastle University
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 Sørenson, Copenhagen Business School: “Central Banks as National Symbols”