

FILT PROJECT WORKSHOP
Foreign Investment and the Development of Entrepreneurial and Managerial
Capabilities in Host Economies

CUNEF, Madrid, June 1-2, 2016

Organizers:

Adoración Álvaro-Moya (CUNEF), Nuria Puig (UCM), Susanna Fellman (Univ. Gothenburg)

JUNE 1, WEDNESDAY, 3:00-7:30 PM

Welcome & organizational issues, 3:00-3:15 PM

Opening Talk, 3:15-4:00 PM

Keetie Sluyterman (Utrecht University): Decolonisation and the organisation of the international workforce in multinationals companies: Shell and Heineken in Indonesia.

National Studies I, 4:00-5:30 PM

Chair: José Luis García Ruiz (UCM)

Discussant: Dmitri van den Bersselaar (University of Liverpool)

Susanna Fellman (University of Gothenburg): Between foreign influences and local traditions – multinationals and managerial competencies and models in Finland in the early part of the 20th century.

Kristin Ranestad (Univ. Oslo): Multinationals and knowledge transfer in Chile and Norway from ca. 1870 to 1940: A comparison of domestic institutions and organisations.

Margrit Müller (Zurich University): FDI of Swiss firms during the first half of the 20th century. Risks and rewards for the firms and the economies involved.

Coffee break: 5:30-6:00 PM

National Studies II, 6:00-7:30 PM

Chair: José María Ortiz Villajos (UCM)

Discussant: Margrit Müller (Zurich University)

Paloma Fernández (Universitat de Barcelona): Partners in a Journey to the Center of the World. Spanish and Japanese alliances in the Catalan healthcare industries (1960s-1980s).

Esther Sánchez (Universidad de Salamanca) & Marc Prat (Universitat of Barcelona): The long shadow of States. French involvement in Catalan economy during Francoist Spain, 1939-75.

Andrea Lluch & Norma S. Lanciotti (CONICET): Foreign firms and managerial capabilities in Argentina: development and changes (1890c-1950c).

Dinner, 9:00-11:00 PM

JUNE 2, THURSDAY, 9:00AM-1:00PM

Case Studies I, 9:00AM-10:30 AM

Chair: Susanna Fellman (Univ. Gothenburg)

Discussant: Paloma Fernández (UB)

Rafael Castro, Nadia Fernández-de-Pinedo (Universidad Autónoma de Madrid) and David Pretel (Pompeu Fabra University): French Business and Technology Transfer in the First Industrial Age: the Case of Derosne & Cail.

Dmitri van den Bersselaar (University of Liverpool): Unilever in Ghana: bureaucrats, managers and entrepreneurs.

Jimmyn Parc (Groupe d'Économie Mondiale (GEM), Sciences Po Paris & EU Center, Graduate School of International Studies (GSIS), Seoul National University): The effects of conventional and unconventional FDI on the host country: A case study of the Korean automobile industry.

Coffee break: 10:30-11:00 AM

Case Studies II, 11:00AM-12:30 PM

Chair: Águeda Gil (Universidad Francisco de Vitoria)

Discussant: Keetie Sluyterman (Utrecht University)

Andrea Colli (Bocconi University): Nurturing local capabilities? Foreign multinationals' entry strategies in the Italian economic history.

Montserrat Llonch (Universitat Autònoma de Barcelona): Foreign investment, technological change, knowledge spillovers and local talent building: The case of Lyon-Barcelona.

Adoración Álvaro-Moya, Nuria Puig and Eugenio Torres (CUNEF and Universidad Complutense de Madrid): Managing Foreign Knowhow and Local Human Capital: Urquijo Group and the Rise of Spanish Engineering Firms.

Closing Remarks (Business History Special Issue & other), 12:30PM-1:00PM

Lunch, 1:30 - 2:30 PM (CUNEF)

Venue: CUNEF (Colegio Universitario de Estudios Financieros), C/ Leonardo Prieto Castro, 2 – 28040 Madrid. Building F, 5th floor, room F5.4.

Hotel: Hotel Tirol (Marqués de Urquijo 4, 28008 Madrid).

Dinner: Casa Adolfo (C/ Bravo Murillo 27 - 28015 Madrid).

Session organization: 15 minutes per speaker (authors and discussant), 30 minutes for open discussion.