

**FULL PROGRAM**

**30 Jun 2017, 09:00 - 10:30**

**Session 1A, Room Grosvenor: Looking Beyond the Camera: Investigating the human factor in the photographic industry in North America and Europe 1890-1945.**

*Chair:* Michael French

Shannon Perry (De Montfort University)

[The Eastman Kodak Company and William Topley: Shaping photographic industry networks in Canada, 1895-1905.](#)

Leigh Gleason (De Montfort University/California Museum of Photography, University of California, Riverside)  
[Outsmarted, but Never Swindled: The Human Factor in Customer Interactions at Keystone View Company.](#)

Nicolas Le Guern (De Montfort University)

[Managing intellectual property at Eastman Kodak: the scientific collaboration with Karl Schinzel, 1936-1940.](#)

**Session 1B, Room Kibble 1: Pay and Play: The business of leisure in 20th century Britain.**

*Chair:* Mark Billings

Richard Coopey (Aberystwyth University)

[Fashioning a business: Ephemeral capitalism in 1960s London.](#)

Peter Lyth (Nottingham University)

[A Visible Hand in the Kitchen: Berni Inns and the selling of "American" taste.](#)

Dil Porter (De Montfort University)

['Only connect': entrepreneurship, sports and business.](#)

**Session 1C, Room Kibble 2: Business in Africa**

*Chair:* Andrew Smith

Stephanie Decker (Aston University)

[Loosing, repairing and maintaining organizational legitimacy: British multinationals in Ghana and Nigeria 1945-1970](#)

Nicolaas Tjaart Strydom (University of Johannesburg)

[Camaraderie and identity: The Johannesburg Stock Exchange in times of war](#)

**Session 1D, Room Botanic: Firm survival, growth and success**

*Chair:* Jeff Fear

Bethan Atkinson (Lloyd-Jones) (Uclan)

[Marginally profitable: a review of the performance of coal companies in Denbighshire 1887-1906](#)

Isabella Cecchini (Ca' Foscari University (Venice))

[Business longevity and personal actions: the role of reputation in pre-industrial capitalism](#)

Tom McGovern (Newcastle University Business School), Tom McLean (Durham University Business School)

[The emergence of the electricity supply industry in Britain: an analysis of the strategies of NESCo and DisCo from 1889-1914](#)

**Session 1E, Room Kelvin: Holistic and philanthropic approaches to business**

*Chair:* Andrew Perchard

Riki Galia (Kinneret College)

[Family Owned Bank and Philanthropy in Pre-State Jewish Palestine](#)

Eugene Choi (Ritsumeikan University, Japan), Ayano Hirose (Rikkyo University, Japan), Ikujiro Nonaka (Hitotsubashi University, Japan)

[Evolution of Phronesis Leadership in Japan: Kazuo Inamori's Management by Belief in Global Business History.](#)

Martin Gannon (University of Strathclyde), Jillian Gordon (University of Glasgow), Niall MacKenzie (University of Strathclyde)

[Taxes, death and trouble: exploring the antecedents and philanthropic activities of the Edrington Group](#)

30 Jun 2017, 11:00 - 12:30

#### Session 2A, Room Kelvin: Family business

*Chair:* Sally Horrocks

Jeannette Strickland (University of Liverpool)

[William Lever - entrepreneur and manager](#)

Ferry De Goey (Erasmus University Rotterdam)

[Survival strategies of small businesses \(c. 1920-1970\)](#)

David Paulson (Coventry University / University of Cambridge)

[Two Ways to Build a Bridge](#)

#### Session 2B, Room Grosvenor: State-owned enterprise

*Chair:* Mike Anson

Fary Akmal Osman (Kyoto University)

[State-owned enterprise \(SOE\): Human Empowerment and Empire](#)

Andrea Colli (Bocconi University, Milan), Pasi Nevalainen

[Global Leviathans: State-Owned Enterprises in transition](#)

Yun Wu (Kyoto University)

[Early Introduction of TQC in Chinese SOEs: Managerial Conceptual Change to a Meaningful Change in the Late 1970s](#)

#### Session 2C, Room Botanic: Alternative business models

*Chair:* Mark Casson

Sachiyo Nomura (Soka University)

[Will Japanese companies be changed by ESG investments?](#)

Ann-Kristin Bergquist (Umeå University, Sweden), Geoffrey Jones (Harvard Business School)

[Green Nordic Capitalism: An Overview](#)

Peter Becker (University of Paderborn), Philipp Mosmann (University of Goettingen)

[Between Formalization and Informality. Evolution and Sequence of Governance in Communal Facilities in Germany](#)

#### Session 2D, Room Kibble 1: Advertising

*Chair:* Simon Mowatt

David Clayton (University of York)

[Advertising and Austerity: the Labour government, the Federation of British Industries and controls on advertising in Britain, 1947-50](#)

Michael French (University of Glasgow)

[Re-establishing advertising and consuming in Britain, 1945-1960](#)

Mike Beverland (RMIT University, Australia), Haiming Hang (University of Bath), Zoe Lee (University of Bath)

[Evolution of Brand Equity: Knowledge Co-Creation between manufacturer brands, advertising agencies and academics, 1950-2000](#)

#### Session 2E, Room Kibble 2: Innovation, patents and property rights

*Chair:* Janette Rutterford

Shigehiro Nishimura (Kansai University)

[Radio engineers in big business: How RCA organized R&D?](#)

Yueqin Xu (Meiji University, Tokyo Japan)

[The intellectual property strategies of the leading pharmaceutical companies](#)

Adoración Álvaro-Moya (Colegio Universitario de Estudios Financieros (CUNEF)), Rafael Castro (Universidad Autónoma de Madrid), Patricio Sáiz

[Do multinationals patent to deal with uncertainty before entering new markets? Evidence from the Spanish machinery sector \(1880s-1950s\)](#)

30 Jun 2017, 13:30 - 15:00

**Session Coleman Prize Presentations, Room Botanic: Christopher Corker, Barbara Czyzewska, Shannon Perry**

*Chair:* Duncan Ross

**30 Jun 2017, 15:30 - 17:00**

**Session 4A, Room Botanic: In memory of Chris Kobrak: Jeff Fear, Catherine Schenk and Andrea Schneider**

*Chair:* Teresa Da Silva Lopes

Catherine Schenk (University of Glasgow)

[Rhenish Capitalism and Globalisation: Deutsche Bank in London and New York 1989-1999](#)

Andrea Schneider (GUG)

[Chris Kobrak & Lessons for Business History from Researching the National Socialist Period](#)

Jeff Fear (University of Glasgow), Chris Kobrak

[Making Capitalism Respectable: The Language of German and American Corporate Governance 1873-1914](#)

**Session 4B, Room Kelvin: The Human factor in maritime business history-four contrasting examples**

*Chair:* Hugh Murphy

Roy Fenton (Ships in Focus Publications)

[James Childs Gould: Cardiff Ship-owner-Optimist or Chancer?](#)

Michael Moss (University of Northumbria)

[Northumberland Shipbuilding Group - rationalisation or rookery?](#)

Stig Tenold (Norwegian School of Economics (NHH), Bergen)

[Reksten, Jepsen, Bergen: Losers, winners and strategic shifts in Norway's major maritime city, 1970-1990](#)

**Session 4C, Room Grosvenor: Finance and financial networks**

*Chair:* Lucy Newton

Steven Toms (University of Leeds)

[Network preferences and the growth of the Lancashire textile industry, c.1780-1914](#)

Korinna Schönhärl (University Duisburg-Essen)

[High-risk financial markets and the financiers involved: European investment in Greece in the 19th century as a case study](#)

Emily Buchnea (Newcastle University)

[The extension and transformation of Anglo-American financial networks, 1800-1850](#)

**Session 4D, Room Kibble 2: Business, the Nazis and the Fascists**

*Chair:* Joost Dankers

Jeffrey Fear (University of Glasgow), Cristina Stanca-Mustea (University of Heidelberg)

[Confronting the Nazis: Paul Kohner, Carl Laemmle and Universal Pictures 1930-1937](#)

Giovanni Favero (Ca' Foscari University of Venice)

[A retrospective relegitimation: The purge trial of a fascist entrepreneur, Vittorio Cini.](#)

Rose Elliot (University of Glasgow)

['Tobacco became his destiny': Philipp Reemtsma and the West German tobacco industry 1939 - 1959](#)

**Session 4E, Room Kibble 1: Innovation**

*Chair:* James Walker

Shane Hamilton (University of York)

[The Human Element in Digital Agribusiness: Identity, Knowledge, and Power in the Era of Third Nature](#)

Stephen Adams (Salisbury University)

[Before the Garage: Silicon Valley's Rich Inheritance](#)

Elena Kosmopoulou (University of Reading)

[Knowledge, technology and innovation in a cup of coffee: a historical perspective](#)

**Session 4F, Room Clevedon: Business from the late nineteenth century to the Second World War**

*Chair:* Valerio Cerretano

Nicholas Wong (University of Liverpool)

["In the Best Position to Reap Mutually Beneficial Results": Sole-Agency Agreements and Distribution of Consumer Durables in Inter-war Britain](#)

Elina Kuorelahti (University of Helsinki)

[Building European Cooperation: Timber, Trade, and the Reluctant Cartelizers in the 1930s](#)

**30 Jun 2017, 17:15 - 18:30**

**Session Plenary - Professionalisation of business history, Room Botanic: Leslie Hannah, Geoffrey Jones, Michael Moss, Charles Munn, Keetie Sluyterman**

*Chair:* Ray Stokes

**01 Jul 2017, 09:00 - 11:00**

**Session 6A, Room Kibble 2: Anglo-Indian business history**

*Chair:* Steve Toms

Michael Aldous (Queen's University Belfast)

[Partners, servants or entrepreneurs? Banians in the 19th century Anglo-Indian economy .](#)

Manjeet Baruah (Jawaharlal Nehru University, New Delhi, India)

[The Industrialists in the Dihing Jungles of Assam: The British Tea and Oil Captains and Imperialism in a Colonial Resource Frontier](#)

Neveen Abdelrehim (Newcastle University), Sumohon Matilal (University of York)

[Resisting the neo-imperial brew: Two different blends](#)

Karolina Hutkova (Institute of Historical Research, LSE)

[Bengal silk industry and laissez-faire policies in the nineteenth century: Deindustrialization revisited](#)

**Session 6B, Room Kelvin: Business and government in Britain since 1945**

*Chair:* Neil Rollings

Armin Gruenbacher (University of Birmingham)

[British Industry and the 1980s CoCom Embargos](#)

Peter Scott (University of Reading.), James Walker (University of Reading.)

[The origins of the British housing crisis: 'stop-go' policy and the restriction of private residential house-building](#)

Sally Horrocks (University of Leicester and National Life Stories), Tom Lean (National Life Stories)

[Putting the past behind you: organisational and personal transformations in the privatisation of the British electricity supply industry](#)

Mark Billings (University of Exeter Business School), John Wilson (Northumbria University)

['Breaking new ground': the pre-history of privatization](#)

**Session 6C, Room Clevedon: Business and workers**

*Chair:* Stephen Sambrook

Sebastian Teupe (University of Bayreuth)

[Negotiating the Value of Labor. Wage Determination and Industrial Relations between Deflation and Inflation in the United States during the Gold Standard Era](#)

Craig McMahon (University of Cambridge)

[To cap or not to cap? Price controls, credit and the working-poor](#)

Olivia Saunders (Liverpool John Moores University.)

['Blood will run without rights': business, government, and railway-worker radicalism in Bolivia.](#)

Chris Grocott (University of Leicester)

[Conflict and Collaboration: Business, Imperial Government and the British Trade Union movement at the Gibraltar frontier 1915-1922](#)

**Session 6D, Room Grosvenor: Business biography and prosopography**

*Chair:* Andrea Colli

Setia Diarta (Kyoto University)

[Family Structure and Spin-off: A Prosopography Study on Metal-working Small and Medium Enterprise \(SME\) in Indonesia, 1980s-2010s](#)

Alberto Rinaldi (University of Modena and Reggio Emilia and RECent, Italy), Giulia Tagliazucchi (Marco Biagi Foundation, University of Modena and Reggio Emilia (Italy))

[Women Entrepreneurs in Italy: A Prosopographic Study](#)

Adrien Jean-Guy Passant (University of Paris 1 Pantheon Sorbonne, Paris, France)

[Blasts from the past: The strategic use of management biographies in a context of organizational identity transformation](#)

Niall MacKenzie (University of Strathclyde), Andrew Perchard (Coventry University)

[Methodologies for the Dictionary of Scottish Business Biography, vol. 3](#)

#### Session 6E, Room Botanic: Nationality and Foreignness

*Chair:* Niels Viggo Haueter

Luciano Segreto (University of Florence)

[The elusive nationality of an international company. Shareholders, managers, governments and the Compagnie Internationale des Wagons Lits \(1876-1945\)](#)

Barbara Czyzewska (University of West London)

[Foreignness as an internationalisation asset: the case of Hilton International](#)

Teresa da Silva Lopes (University of York), Andrea Lluch (CONICET and Los Andes University)

[Immigrant and Expatriate Entrepreneurs as Makers or Global Business](#)

#### Session 6F, Room Kibble 1: Perspectives on the Development of Capitalism in Canada (Organised by the Canadian Business History Association)

*Chair:* Emily Buchnea

Don Nerbas (Cape Breton University)

[Enclosing the Colonial Commons on Cape Breton Island](#)

Andrew Smith (University of Liverpool)

[Resisting Colonialism: Indigenous Social Activists Challenge the Rhetorical History Strategy of a Canadian Conglomerate](#)

Jason Russell (Empire State College -- State University of New York)

[Management Education at Canadian Community Colleges: the 1960s to the 1990s](#)

**01 Jul 2017, 11:30 - 13:00**

#### Session 7A, Room Grosvenor: Symbolism and heritage

*Chair:* Catherine Casson

Leighann C. Neilson (Carleton University)

[John Murray Gibbon \(1875-1952\): Branding Canada as a Cultural Mosaic](#)

Victoria Barnes (Max Planck Institute for European Legal History), Lucy Newton (University of Reading)

[Historic symbols and their value to the organization: the case of National Provincial's headquarters, 1866-1964](#)

Martin Gannon (University of Strathclyde), Niall MacKenzie (University of Strathclyde), Eleanor Shaw (University of Strathclyde)

["It's what Granpa would have wanted"?: History & heritage in philanthropic family foundation giving](#)

#### Session 7B, Room Kibble 2: Institutions and evolution

*Chair:* Catherine Schenk

Kirby Calvert (University of Guelph), Kirsten Greer (Nipissing University, Canada), Andrew Smith (University of Liverpool)

[An Evolutionary Economics Perspective on the Liverpool Timber Cluster, 1810-1913](#)

Zoi Pittaki (University of Glasgow)

[Proposing an extension to William Baumol's theory on entrepreneurship and institutions: lessons from post-Second World War Greece](#)

#### Session 7C, Room Kibble 1: Understanding the human factor in entrepreneurship using big data: Britain 1851-1911

*Chair:* Andrew Godley

Robert Bennett (University of Cambridge)  
[Entrepreneur choices in 19th century Britain](#)

Carry van Lieshout (University of Cambridge)  
[Female Entrepreneurship in England and Wales, 1851-1911](#)

Harry Smith (University of Cambridge)  
[Migration and entrepreneurship, England and Wales 1851-1911](#)

#### Session 7D, Room Kelvin: Business in Japan

*Chair:* David Clayton

Gery Ellis (University of Buckingham)  
[The Evolution of Scientific management](#)

Kim Dong-Woon (Dong-Eui University, Busan, South Korea)  
[J. & P. Coats in Japan before 1945](#)

Tsuneo Sakamoto (Meiji University, Tokyo Japan)  
[Mergers & Acquisitions, Business Reorganization and Investment in the Environment, Society & Governance](#)

#### Session 7E, Room Botanic: Organisations and organisational change

*Chair:* Stephanie Decker

Mark Casson (University of Reading), Teresa da Silva Lopes (University of York), Geoffrey Jones (Harvard Business School)  
[Organisational Innovation in Multinational Business: Why Explaining the Unconventional Matters](#)

Jim Quinn (Trinity Business School, Trinity College Dublin)  
[The Human Factor in Industry Evolution: Organisational Leadership, Industry Statesmanship and Institutional Entrepreneurship](#)

Takafumi Kurosawa (Kyoto University), Ben Wubs (Erasmus University Rotterdam)  
[Enhancing the neutrals: Organizational change of Swiss and Dutch multinationals as a result of the First World War](#)

**01 Jul 2017, 14:15 - 15:45**

#### Session 8A, Room Kelvin: Risk, Uncertainty, Efficiency and Inefficiency in Agricultural Markets

*Chair:* Bill Childs

Rasheed Saleuddin (University of Cambridge)  
[Protecting and legitimizing the 'grain gambler' in interwar agricultural commodity futures markets](#)

Andrew C. Godley (University of Reading)  
[Risk and Control: Networks and Hierarchies. Comparing Supermarkets, Food Producers and the Emergence of the Modern Food Chains in the United States, UK and Italy since 1945 – the case of the poultry i](#)

Shane Hamilton (University of York)  
[The Insurance Model of Agricultural Risk Management](#)

#### Session 8B, Room Kibble 2: Entrepreneurship: concept and practice

*Chair:* Ben Wubs

Mark Casson (University of Reading)  
[Entrepreneurship, Business and Community: A Case Study of Medieval Cambridge](#)

Ellen Molgaard (Copenhagen Business School), Talia Pfefferman (Tel Aviv University), Zoi Pittaki (University of Glasgow), Andrew Smith (University of Liverpool)  
[A Beacon of Hope: A Conceptual History of "The Entrepreneur" in Four Languages](#)

#### Session 8C, Room Clevedon: Corporate governance

*Chair:* Duncan Ross

Jason Russell (Empire State College -- State University of New York)  
["Berle and Means' The Modern Corporation and Private Property: the Military Roots of a Stakeholder Model of Corporate Governance"](#)

Martha Prevezer (Queen Mary University of London)

## The origin of tradable property rights in Britain

### Session 8D, Room Grosvenor: Fashion and media

*Chair:* Howard Cox

Pierre-Yves Donzé (Osaka University), Rika Fujioka (Kansai University)

[Missed connections: designers, apparel makers, and fashion media in Tokyo since 1945](#)

Howard Cox (University of Worcester), Simon Mowatt (AUT Business School, NZ)

["If only you were using a Mac": the limits of managerial decision making under uncertainty in the publishing industry](#)

Dawn Sinclair (HarperCollins)

[Stories of Books, Stories of People – The Human Factor in the history of HarperCollins Publishers](#)

### Session 8E, Room Kibble 1: Institutional investors

*Chair:* Les Hannah

Carolyn Keber (Open University), Janette Rutterford (Open University), Dimitris Sotiropoulos (Open University)

[Institutional investor diversification strategies: UK investment trusts before World War I](#)

Yosuke Torii (Tokyo University of Science)

[Changes in Ownership Structure and Activities of Real Investors](#)

Chris Swinson (Durham University)

[The flotation of Jute Industries Limited in 1920 – A company promoter goes to work for the jute barons of Dundee](#)

### Session 8F, Room Botanic: More Than Just Caretakers, Penny Capitalists or Colonial Helpmeets: Nineteenth-Century Businesswomen in the Anglophone World

*Chair:* Mary Yeager

Jennifer Aston (University of Hull)

[More Than Just Caretakers: Women's Role in the Intergenerational Transfer of Small Businesses in late Nineteenth Century England](#)

Susan Lewis (University of New Paltz NY)

[More Than Just Penny Capitalists: The Range of Female Entrepreneurship in mid-Nineteenth-Century United States Cities](#)

Catherine Bishop (University of Sydney)

[More Than Just 'Colonial Helpmeets': Women in Business in mid-Nineteenth Century Colonial Cities'](#)

**01 Jul 2017, 16:15 - 17:45**

### Session 9A, Room Kelvin: Business conduct

*Chair:* Jason Russell

Adam Nix (Aston Business School)

[The importance of social relationships within incidents of organisational wrongdoing: Insights from Enron and the California energy crisis](#)

Aneta Tyc (University of Lodz, Poland)

[Corporate Codes of Conduct - Do They Really Pay Attention to the Worker Factor by Improving the Effectiveness of Labour Standards?](#)

Gary Wilson (Nottingham Trent University), Sarah Wilson (University of York)

[Financial crime and 'Business History' explored through the complexities surrounding perpetration and enforcement: The 'case study' of the City of Glasgow Bank trial 1878-1879](#)

### Session 9B, Room Kibble 1: Banks and banking

*Chair:* Laurence Mussio

Giuseppe Telesca (European University Institute)

[Józef Leopold Toeplitz, the Fascist Regime and the end of Universal Banking in Italy \(1920s-1930s\).](#)

Mark Billings (University of Exeter Business School), Philip Garnett (University of York), Simon Mollan (University of York)

[Amalgamation and Survival in Lancashire Banking](#)

Valerio Cerretano (University of Glasgow)

Economic crises and changes in central banking from the 1930s

#### Session 9C, Room Grosvenor: Individual entrepreneurs

*Chair:* Chris Miller

Simone Phipps (Middle Georgia State University), Leon Prieto (Clayton State University)  
[The Entrepreneurial Philosophies of C.C. Spaulding: Lessons from a Black Business Pioneer](#)

Materna Ales (University of Ostrava, Czech Republic)  
[Great man leads the big business company - Rothschild manager Paul Kupelwieser as a metallurgical expert and director of Vitkovice Ironworks](#)

#### Session 9D, Room Kibble 2: Leadership

*Chair:* Mitch Larson

Bernard Mees (RMIT University)  
[Transformational leadership and the political science of James MacGregor Burns](#)

Jeremy Goh (Nanyang Technological University (NTU), Singapore), Keng We Koh (Nanyang Technological University, Singapore)  
[From Riches to Rags? Exploring the Lim Peng Siang Business Story \(1904 –1944\)](#)

Joseph E. Martin (Rotman School of Management, University of Toronto)  
[Sir John A. Macdonald, a First Minister's Impact on a Developing Economy](#)

#### Session 9E, Room Botanic: Post-war Scotland

*Chair:* Niall MacKenzie

Ewan Gibbs (University of the West of Scotland)  
[Stimulants and Barriers to Subsidiary Entrepreneurship: A Comparison of Four US Manufacturing Multinationals in Scotland c.1945-1980s](#)

Duncan Ross (University of Glasgow)  
[Scottish Electronics and the Search for Sustainable Innovation: Project Alba](#)