26 May 2016, 10:00 - 17:30
Session WS, Room 5028: Slaven Workshop

26 May 2016, 17:00 - 19:30
Session CM, Room 3010 A: Council Meeting

27 May 2016, 09:00 - 10:30
Session A1, Room 5009: Commodity, Trading and Trading Companies

Chair: Keetie Sluyterman (University of Utrecht, Netherlands)
Emily Buchnea (Newcastle Business School, UK)
*MNEs in transition: the shifting focus of Anglo-American trading firms, 1815-1840*

Marten Boon (Norwegian University of Science and Technology, Norway)
*Deuss’ demise: an oil trader’s struggle to keep up with the market, 1970s-1990s*

Gwendolyn Claire Lin (The Norwegian University of Science and Technology, Norway)
*Diversification strategies of Noble Group and the transformation of the commodity trading industry, 1990-2010*

Session A2, Room 5008: Professionalization and Management-Education

Chair: Charles Harvey (Newcastle University Business School, UK)
Rolv Petter Amdam (BI Norwegian Business School, Norway)
*Entrepreneurs in business education: The international diffusion of Executive education 1945-1980*

Matthias Kipping (Schulich School of Business, Canada)
*The Consultant as Creator: The Case of Stafford Beer*

Mitch Larson (University of Central Lancashire, UK)
*Management Education and Professionalization in the UK*

Session A3, Room 4031: Big Business

Chair: Harm Schröter (University of Bergen, Norway)
Swapnesh Masrani (University of Stirling, UK), Alan McKinlay (Newcastle Business School, UK)
*Managing Tata Steel: 1909-1932*

Tsuneo Sakamoto (Meiji University Tokyo, Japan)
*How Big Business Can Recover-Comparative Study from the Viewpoint of Industrial Structure and Markets-

Pedro Neves (Lisbon School of Economics and Management, Portugal), Álvaro Silva (Nova University of Lisbon, Portugal)
*Big Business in Portugal: family, groups, and the State*
**Session A4, Room 4026: Branding and Design**

*Chair: Mads Mordhorst (Copenhagen Business School, Denmark)*

Nur Suhaai Binti Ramli (University of York Management School, UK)
*A Comparative Study on World's Successful Global Brands In the Cosmetics Industry*

Jan Logemann (University of Göttingen, Germany)
*Engineering Creativity: Market Research and Product Design in Mid-Century USA*

Matthew Hollow (University of York Management School, UK)
*A Source of Stability in a World of Change: Barclays Bank and the Spread Eagle Staff Magazine, c. 1926-1981*

**27 May 2016, 11:00 - 12:30**

**Session B1, Room 5008: Research Directions in Management Organizational History**

*Chair: Matthias Kipping (Schulich School of Business, Canada)*

Christina Lubinski (Copenhagen Business School, Denmark), Dan Wadhwani (University of the Pacific, USA)
*Toward the “New Entrepreneurial History”*

Stephanie Decker (Aston Business School, UK)
*Paradigm lost: future directions in management & organizational history*

Peter Miskell (Henley Business School at University of Reading, UK)
*Beyond a boundary: management and organizational history from outside the academy*

**Session B2, Room 5009: Corporate Governance**

*Chair: Franco Amatori (Bocconi University, Italy)*

Emily Buchnea (Newcastle Business School, UK), Anna Tilba (Newcastle Business School, UK)
*Revisiting the bank-industry divide: the presence and influence of banks in the British corporate network, 1904-1976.*

Neil Rollings (University of Glasgow, UK)
*The boards of UK nationalised industries and their members c.1950-1981*

Keetie Sluyterman (Utrecht University, Netherlands), Gerarda Westerhuis (Utrecht University, Netherlands)
*The changing role of CEOs in Dutch listed companies, 1957-2008*

**Session B3, Room 4031: Advertising and Creativity**

*Chair: Peter Scott (University College London, UK)*

Anne Schmidt (Max Planck Institute for Human Development, Germany)
*Making Up Creatives*

Michael French (University of Glasgow, UK)
*Picturing consumers: advertising cameras in Britain and the United States. 1930-1970*
### Session B3, Room 4031: Advertising and Creativity

Daniel Hunold (University of Greifswald, Germany)
*Historical entrepreneurship and historical innovation in advertising*

#### 27 May 2016, 13:15 - 14:00

### Session ABH AGM, Room 5009: ABH AGM

#### 27 May 2016, 14:00 - 15:30

### Session C1, Room 5009: Coleman Prize

*Coleman Prize*

Michael Aldous (Queen's Management School, UK)
*Avoiding 'negligence and profusion': The ownership and organization of Anglo-Indian trading firms, 1813 to 1870*

Christopher Phillips (University of Leeds, UK)
*Managing Armageddon: the science of transportation and the British Expeditionary Force, 1900-1918*

Brian O'Sullivan (University of London, UK)
*The Transformation of Merchant Banking, 1914 to 1939*

#### 27 May 2016, 16:00 - 17:30

### Session D1, Room 4031: Business History Associations in UK, Germany and Canada

*Chair: Joost Dankers (University of Utrecht, Netherlands)*

Chris Korbak (Rotman School of Management, Canada)
*Establishment of Canadian Business History Association (CBHA-ACHA)*

Neil Rollings (University of Glasgow, UK)
*Establishment of the Association of Business History (ABH)*

Andrea Schneider (Gesellschaft für Unternehmensgeschichte, Germany)
*Establishment of the Society for Business History, Germany (GUG)*

### Session D2, Room 5009: Methodology and Entrepreneurship

*Chair: Hartmut Berghoff (University of Göttingen, Germany)*

Charles Harvey (Newcastle University Business School, UK), Mairi Maclean (Newcastle University Business School, UK)
*Organization Theory in Business and Management History: Present Status and Future Prospects*

Matthias Kipping (Schulich School of Business, Canada), Takafumi Kurosawa (Kyoto University, Japan), Dan Wadhwani (University of the Pacific, USA)
*Beyond Chandler: A Revisionist Historiography of Business History*
Session D2, Room 5009: Methodology and Entrepreneurship

Amatori Franco (Bocconi University, Italy)
*Searching for the Entrepreneur: characters, episodes, new roadmaps for research*

Session D3, Room 4026: Ownership, Employment and Business

*Chair:* Andreas Fahrmeir (Goethe University Frankfurt, Germany)

Janette Rutterford (Open University Business School, UK), Dimitris Sotiropoulos (Open University Business School, UK)
*Diversification in the first globalisation era: studying investor behaviour in England and Wales 1870-1902*

Selin Dilli (Utrecht University, Netherlands), Gerarda Westerhuis (Utrecht University, Netherlands)
*Evolution of (Labour Market) Institutions and Entrepreneurship over time*

Peter W. Hampson (University of Central Lancashire, UK)
*Oldham Limiteds - Revisited. The first worker participation?*

Session D4, Room 5008: Innovation and Tradition

*Chair:* Peter Miskell (Henley Business School, UK)

Catherine Casson (Manchester Business School at University of Manchester, UK), Mark Dodgson (University of Queensland, Australia / Imperial College London, UK)
*To add beauty to utility: Strategies for integrating fine arts and manufacturing in England c.1750-1850*

Bernardita Escobar Andrae (CIEPLAN / University of Talca, Spain)
*Female Inventors during Chile’s first centennial examples of anomalies or entrepreneurship?*

Takeshi Ohtowa (Hiroshima City University, Japan), Tsutomu Kita (Hiroshima City University, Japan), Tomomi Shiosaki (Kyushu University, Japan)
*Innovation and Tradition in a Japanese Brush Maker*

27 May 2016, 18:00 - 19:00

Session KN: Bertelsmann SE: Keynote Speech

*Chair:* Teresa da Silva Lopes / Andrea H. Schneider

John Lithgow, Mary Yeager (University of California Los Angeles, USA)
*Money in Thy Purse: The Drama of Business*

28 May 2016, 09:00 - 11:00

Session E1, Room 2093: New approaches in Business Archives in Europe

*Chair:* Terry Gourvish (London School of Economics and Political Science, UK)

Nadia Matringe (LSE (London) / IHMC (Paris))
*Financial Innovation in the Early Modern Age. Reconsiderations through Business Firm Archives*
### Session E1, Room 2093: New approaches in Business Archives in Europe

Helen Müller (Bertelsmann AG, Germany), Pierluigi Ledda (Archivio Storico Ricordi, Italy)
*Ricordi-Archive, Milan*

Anders Houltz (Centre for Business History in Stockholm, Sweden)
*Saving the Game: New approaches to documenting the global computer game industry*

Judith Faraday (John Lewis Partnership Archive)
*Seek out the old, bring forth the new*

### Session E2, Room 3071: Law and Regulation 1

Sebastian Teupe (University of Bayreuth, Germany)
*Break the Rules, Change the Law? Entrepreneurship and Its Relation to Legal Conventions and Regulations in German and American Retailing, 1950-1990*

Andrew Smith (University of Liverpool, UK)
*Government policy and the evolving networks of innovation in Japan’s photovoltaic industry, 1961-2014*

Fabio Lavista (University of Insubria, UK)
*Institutions, technology and development. The Italian case from the 1950s to the 1990s*

### Session E3, Room 2249a: Publishing and Intellectual Property Rights

*Chair:* Klaus Weber (European University Viadrina, Germany)

Simon Mowatt (Auckland University of Technology, Newseeland), Howard Cox (Worcester University, UK)
*Creating the future: mobile and telework in the magazine sector*

Robert Bernsee (Göttingen University, Germany)

Marrisa Joseph (Henley Business School at University of Reading, UK)
*Commercialising on Copyrights: The Emergence of the Victorian Literary Agent*

Nuria Puig (Complutense University of Madrid, Spain), Maria Fernandez-Moya (University College for Financial Studies, Spain)
*Is growth good for knowledge? The book publishing industry during the golden age*

### Session E4, Room 2070A: Risk and Globalisation

*Chair:* Ralf Banken (Goethe University Frankfurt, Germany)

Neveen Abdelrehim (University of York Management School, UK), Philip Linsley (University of York Management School, UK), Shraddha Verma (The Open University, UK)

Chenxiao Xia (Kyoto University, Japan)
*When Kyoto Meets Berlin: Electrification in Transnational and Comparative Perspective, 1880s-1930s*
**Session E4, Room 2070A: Risk and Globalisation**

Julian Faust (University of Göttingen, Germany)
*Internationalization Patterns of German Business in Independent India, 1950-1975: Dealing with Risks and exploiting Market Opportunities*

Valeria Zanier (London School of Economics and Political Science, UK)
*A very early start. How trading with Mao made it easier to predict China’s economic boom.*

**28 May 2016, 11:30 - 13:00**

**Session F1, Room 2070A: Law and Regulations 2**

*Chair: Neil Rollings (University of Glasgow, UK)*

Gary Wilson (Nottingham Trent University, UK), Sarah Wilson (University of York Law School, UK)
*Creativity and Entrepreneurship in the Global Economy*: legitimacy in enterprise and managing the limits of competitiveness and propriety, past and present- and future’

Sergio Castellanos-Gamboa (Bangor University, UK)
*Economic effects of the Consumer Credit Act 1974*

Susana Martínez-Rodríguez (University of Murcia, Spain), Timothy W. Guinnane (Yale University, USA)
*Making up the rules for a new enterprise form: the Spanish SRL, 1919-1936*

**Session F2, Room 2249a: Crises, Scandals and Fraud**

*Chair: Per Hansen (Copenhagen Business School, Denmark)*

Zoi Pittaki (University of Glasgow, UK)
*It's just like walking a tightrope!' - Business and the System of Taxation in Greece, 1955-1989*

Korinna Schönhärl (University Duisburg-Essen, Germany)
*Entrepreneurial Creativity in Times of Crisis: The Reform of the Greek Raisin Trade in 1905*

Hugo van Driel (Rotterdam School of Management, Erasmus University, Netherlands)
*A Review of publications on financial scandals and fraud in business history*

**Session F3, Room 3059: Creative Governance**

*Chair: Takafumi Kurosawa (Kyoto University, Japan)*

Steve Toms (Leeds University Business School, UK), Shima Amini (Leeds University Business School, UK), Lei Lei (Leeds University Business School, UK)
*Aristocrats and value creation in late Victorian Britain: New share issues in the cycle, vehicle and pneumatic tyre industries*

Lucy Newton (Henley Business School at University of Reading, UK), Vicky Barnes (University of Reading, UK)
*Creative governance: the behaviour of joint-stock bankers in nineteenth century England*
<table>
<thead>
<tr>
<th>Session F3, Room 3059: Creative Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laurence Mussio (McMasters University Ontario, Canada)</td>
</tr>
<tr>
<td><em>Legislator, Lord, Banker: The Search for Creative Governance in early Canadian Banking, 1825-1860</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Session F4, Room 2070A: Family Business, Entrepreneurship and Mittelstand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair: Uwe Spiekermann (University of Göttingen, Germany)</td>
</tr>
<tr>
<td>Francisco Javier Fernández-Roca (University Pablo de Olavide of Sevilla, Spain), Jesus Damian Lopez-Manjon (University Pablo de Olavide of Sevilla, Spain)</td>
</tr>
<tr>
<td><em>A business in search of one entrepreneur family and one family firm: 175 years of olive-oil tradition</em></td>
</tr>
<tr>
<td>David Paulson (University of Cambridge, UK)</td>
</tr>
<tr>
<td><em>Business Cultures and the Pursuit of Industrial Competitiveness in British SMEs and the German Mittelstand, c. 1949-1979</em></td>
</tr>
<tr>
<td>Jeffrey Fear (University of Glasgow, UK)</td>
</tr>
<tr>
<td><em>Old Label, New Wine: Or should &quot;Mittelstand&quot; become an English word?</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Session F5, Room 2093: Space, Armaments and Technological Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair: Ray Stokes (University of Glasgow, UK)</td>
</tr>
<tr>
<td>Victor Dos Santos Paulino (Toulouse Business School, France)</td>
</tr>
<tr>
<td><em>A demand-based view of industry evolution: the case of the space industry (1957-2011)</em></td>
</tr>
<tr>
<td>Bram Bouwens (Utrecht University, Netherlands)</td>
</tr>
<tr>
<td><em>Trade in arms: creativity, entrepreneurship, networks and reputation: the case of Daniël Wolf (1898-1943)</em></td>
</tr>
<tr>
<td>Jesko Dahlmann (University of Hamburg, Germany)</td>
</tr>
<tr>
<td><em>Werner von Siemens: a Schumpeterian Entrepreneur</em></td>
</tr>
</tbody>
</table>

28 May 2016, 14:00 - 15:30

<table>
<thead>
<tr>
<th>Session G1, Room 3059: Entrepreneurship and Global Competitiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair: Alexander Nützenadel (Humboldt University Berlin, Germany)</td>
</tr>
<tr>
<td>Pierre-Yves Donzé (Osaka University, Japan), Ben Wubs (Erasmus University Rotterdam, Netherlands)</td>
</tr>
<tr>
<td><em>LVMH: organizing creativity and entrepreneurship in Luxury and Fashion</em></td>
</tr>
<tr>
<td>Teresa da Silva Lopes (University of York Management School, UK), Shin Tomita (University of Tezukayama, Japan)</td>
</tr>
<tr>
<td><em>Matches as Merchants of Culture: The Dynamics of the Japanese Match Industry, 1870-1930</em></td>
</tr>
</tbody>
</table>
Session G2, Room 3059: New Research Methods in Business History

Chair: Dan Wadhani (University of the Pacific, USA)

Alix Green (University of Central Lancashire, UK)
*Using history in business: towards a new approach to co-production in public history with the John Lewis Partnership*

Hannah Dean (Leeds University Business School, UK)
*The entrepreneurial process: An oral history study of UK female entrepreneurs*

Ralf Banken (Goethe University Frankfurt, Germany), Ray Stokes (University of Glasgow, UK)
*On industrial history as business and global history: Methodological reflections using the case of the international industrial gases industry, 1886-2006*

Session G3, Room 3071: The History of Capitalism in Canada

Chair: Chris Kobrak (Rotman School of Management, Canada)

Andrew Smith (University of Liverpool, UK), Kirsten Greer (Nipissing University, Canada), Jennifer Johns (University of Liverpool, UK)
*The Sound of Silence: Canadian Consumer Responses to Redpath and Son’s Reliance on Slave-Produced Sugar, 1854-1876*

Janis Thiessen (University of Winnipeg, Canada)
*Business History, Oral History, and the History of Capitalism: A Canadian Perspective*

Session G4, Room 5061: The evolution of private savings in Germany, 1960s-1980s

Chair: Laurence Mussio (McMaster University, Canada)

Jan-Otmar Hesse (University of Bayreuth, Germany)
*Introduction: Patterns of savings behaviour, 1960-2008*

Christopher Kopper (University of Bielefeld, Germany)
*The internationalization of German banks and the evolution of private wealth management*

Sebastian Knake (University of Bayreuth, Germany)
*Saving behaviour according to plan? Market research, product innovation and marketing strategies of German Banks, 1960 to 1980*

28 May 2016, 16:00 - 18:00

Session H1, Room 2249a: Business Failure in the ‘First Age of Globalization’

Chair: Hugo van Driel (Rotterdam School of Management Erasmus University, Netherlands)

Catia Antunes (Leiden University, Netherlands)
*Cunertorf, Snel, Janssen & Co, 1570-1595: A Tale of Business Success and Failure in Long-Distance Exchanges*
<table>
<thead>
<tr>
<th>Session H1, Room 2249a: Business Failure in the ‘First Age of Globalization’</th>
</tr>
</thead>
</table>
| Edgar Pereira (Leiden University, Netherlands)  
*The Ordeals of Contracting: Repercussions and reactions to failed State-private ventures in 17th century Portugal and her empire*  
Elisabeth Heijmans (Leiden University, Netherlands)  
*Investing in French state-sponsored colonial enterprises, a bad deal?: the case of the East India and Guinea Company in 1685*  
Susana Münch Miranda (Leiden University, Netherlands), João Paulo Salvado (University of Évora, Portugal)  
*Business Failure in Colonial Trade: Felix von Oldenburg, Pombal and the Portuguese Company of East India (1753-1810s)* |

<table>
<thead>
<tr>
<th>Session H2, Room 2070A: Entertainment and Creative Industries</th>
</tr>
</thead>
</table>
| Chair: Ben Wubs (Erasmus University Rotterdam, Netherlands)  
Peter Miskell (Henley Business School at University of Reading, UK), Marina Nicoli (Bocconi University, Italy)  
*Connecting creative clusters: an analysis of European film co-productions in the 1960s*  
Ulf Sandqvist (Umeå University, Sweden)  
*The evolution of the game industry 1971-2015: innovations and economic cycle theory*  
Alexander Bud (Open University, UK)  
*Nollywood: the trajectory of a leading creative industry in Africa, 1970-2015* |

<table>
<thead>
<tr>
<th>Session H3, Room 3059: Food and Global Value Chains</th>
</tr>
</thead>
</table>
| Chair: Laura Rischbieter (University of Konstanz, Germany)  
Andrew Godley (Henley Business School at University of Reading, UK)  
*The rise of Agribusiness in Europe. An innovative organisational response to the threat of price volatility in the Western European broiler chicken industry, 1945 to 1973*  
Peter Scott (Henley Business School at University of Reading, UK), James Walker (Henley Business School at University of Reading, UK)  
*Economies of scale and scope in inter-war British retailing: the pharmacy sector*  
Francisco Javier Fernández-Roca (University Pablo de Olavide of Sevilla, Spain), Juan Baños (University Pablo de Olavide of Sevilla, Spain)  
*Born-Global-Enterprises: Inés Rosales SA in the traditional sector of pastry production*  
Shakila Yacob (University of Malaya, Malaysia)  
*Government, Business and Lobbyists: the Politics of Palm Oil in US-Malaysia Relations* |

<table>
<thead>
<tr>
<th>Session H4, Room 2249a: Creativity in Industries</th>
</tr>
</thead>
</table>
| Chair: Andrew Popp (University of Liverpool Management School, UK)  
David J. Smith (Nottingham Business School at Trent University, UK), Richard K. Blundel (Open University Business School, UK)  
*Disruptive Innovation in the Creative Industries* |
Session H4, Room 2249a: Creativity in Industries

Catherine Harbor (Royal Holloway University of London, UK)
*The Birth of the Music Business? Public commercial concerts in London 1660-1750*

Joseph Lane (London School of Economics, UK)
*Secrets for Sale? Evidence of innovation and the nature of knowledge in an early industrial district: The North Staffordshire Potteries, 1750-1851*

28 May 2016, 19:00 - 00:00

Session DN: Conference Dinner @ Café Kofler im Zeughaus (Deutsches Historisches Museum)