33rd Annual Meeting

Hagley Museum and Library
Wilmington, Delaware

"The History of International Business"

Thursday, March 12

8:15 a.m.
Tour of Lukens, Inc. furnaces and rolling mill, Coatesville, PA. Buses will leave the Radisson Hotel in Wilmington promptly at 8:15. Following the tour and lunch (courtesy Lukens, Inc.), participants will be bused directly to Hagley.

1:30 p.m.
Additional bus leaves the Radisson to transport late arrivers to Hagley.

2:00-2:15 Registration (also available 3:30-4:00)

2:15-3:30 Session 1
Analyzing the Growth of Multinational Enterprise
Chair: **Mira Wilkins**, *Florida International University*

"A Framework for Analyzing the Modern Multinational Enterprise and Its Competitive Advantages"
Alfred D. Chandler, Jr., *Harvard University*

"The Eclectic Paradigm and the Growth of U.K. Multinational Enterprise, 1887-1987"
John Dunning and **Howard Archer**, *University of Reading*

Discussion: **Professors Chandler and Dunning**

3:30-4:00 Registration

4:00-5:30 Session 2
British Multinationals and Economic Development
Chair and Commentator: **Rondo Cameron**, *Emory University*

"British Textile Companies and Egyptian Economic Development"
Robert Tignor, *Princeton University*

"The British Bank of the Middle East and Its Predecessors and Iranian Economic Development"
Geoffrey Jones, *London School of Economics*

5:45 Cocktails, Library building, Hagley (courtesy Bruccoli Clark Layman, Inc./Facts on File, Inc., publishers of the *Encyclopedia of American Business History and Biography*)

Dinner

Buses return to the Radisson

Friday, March 13

8:15 a.m. Buses leave the Radisson for Hagley

8:30-8:45 Registration

8:45-10:00 Session 3
Two Consumer Goods Industries
Chair and Commentator: **Richard Tedlow**, *Harvard University*

"Interactions between British and American Patent Medicine Industries, 1708-1914"
T. A. B. Corley, *University of Reading*

"Coca Cola Goes to War"
August W. Giebelhaus, *Georgia Institute of Technology*

10:15-11:30 Session 4
Problems of Multinationals in China and Japan since World War I
Chair: **Dennis McCarthy**, *Iowa State University*

"Losing Money Abroad: The Swedish Match Company in China, 1919-1937"
Sherman Cochran, *Cornell University*

"American Multinationals in Japan"
Mark Mason, *Harvard University*

"The Closing of British Firms in China after the Communist Revolution"
Aron Shai, *Tel Aviv University* and *University of Toronto*

Comment: By the audience

11:30 Bus tour of Hagley and lunch, Breck's Mill

1:15-2:30 Session 5
Transaction Costs and Multinational Enterprise Behavior
Chair: **William Lazonick**, *Barnard College*

"Forms of Transacting Internationally: The Production Branch Decision by British Manufacturing Multinationals, 1870-1939"
Stephen Nicholas, *University of Reading* and *University of South Wales*

"The Case of the Tin Industry"
Jean-François Hennart, *University of Pennsylvania*

Comments by: **Professors Lazonick, Nicholas, and Hennart**

2:45-4:00 Session 6
The International Collections of Business Archives
Chair: **Karen Benedict**, *Business Archives Section, Society of American Archivists*

"International Archives in South Africa"

Maryna Fraser, *Barlow-Rand, Johannesburg*

"The International Records of Corporations"
Ann Van Camp, *Chase Manhattan Bank*

Comments: **Teresa Torrella**, *Archives Department, Banco de España*

4:15-5:45 Session 7
Dissertation Session
Chair: **Edwin T. Perkins**, *University of Southern California*

"The Photochemical Industry: Historical Essays in Business Strategy and Internationalization"
Lutz Alt, Ph.D. *MIT*

"Managing Industrial Decline: Four British Collliery Companies between the Wars"
Michael Dintenfass, Ph.D. *Columbia University*

"Henry Huntington and Metropolitan Entrepreneurship in Southern California, 1898-1917"
William Friedricks, Ph.D. *University of Southern California*

"Coordinating Market Forces: The Anatomy of Investment Decisions in the Japanese Steel Industry, 1945-1975"
Patricia A. O'Brien, Ph.D., *Harvard University*

5:45 Buses return to the Radisson

7:00 Cocktails and Dinner, Rodney Square Club
(top floor, Wilmington Trust Tower)

Presidential address: **Glenn Porter**, *Hagley Museum and Library*

Saturday, March 14

9:00 a.m. Buses leave the Radisson for Hagley

9:30-10:45 Session 8
Frustrations in the Internationalization of Business
Chair and commentator: **Dan P. Silverman**, *Pennsylvania State University*

"Opportunity Denied: The Abortive Attempt to Internationalize the American Steel Industry, 1903-1929"
Paul Tiffany, *University of Pennsylvania*

"National City Bank in Europe, 1919-1933"
Thomas Huertas, *Citicorp*

"The International Management Institute and Political Opposition to Its Efforts in Europe, 1925-1933"

Charles D. Wrege, *Rutgers University*, and
Ronald Greenwood, *GMI Engineering and Management Institute*

11:00-12:30 Session 9
American and British Multinationals in Europe since the 1930s
Chair: **William Becker**, *George Washington University*

"The Norton Company in Hitler's Germany"
Charles Cheape, *Loyola College, Baltimore*

"Courtaulds in Europe in the 1950s and 1960s"
Sir Arthur Knight, *Courtaulds*

Comments: **Professor Becker** and **Peter Hayes**, *Northwestern University*

12:30 p.m. Lunch

1:15 Buses leave for the Radisson

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