Business History Conference Annual Meeting
April 20-22, 2001
Miami, Florida
"Services and the Global Economy"

Thursday, April 19
7:00-10:00 p.m. BHC Trustees Meeting, Hibiscus Island

Friday, April 20
8:00-10:00 a.m. Continental Breakfast, Third Floor Foyer
8:00 a.m.-5:00 p.m. Registration and Book Display, Third Floor Foyer

8:30-9:45 a.m.
Special Session: Business Historians and the Internet: A Roundtable
Hibiscus Island

Convened by Margaret Levenstein (University of Massachusetts—Amherst amd Mark H. Rose (Florida Atlantic University)

Participants: Pat Denault, Harvard University; Michael French, University of Glasgow; Richard John, University of Illinois, Chicago; Austin Kerr, Ohio State University; Angel Kwolek-Folland, University of Florida; Pamela Laird, University of Colorado at Denver; David B. Sicilia, University of Maryland; Sam Willliamson, Miami University of Ohio; John Wilson, Queen's University of Belfast

1. The role of the listserv in the life of a scholar. How important is this medium?
2. How has digital technology changed the way we teach business history? What opportunities are being realized?
3. How has digital technology changed both the questions we might ask as business historians and the opportunities to consider these questions?
4. What should be the future relationship between the BHC and the evolving world of digital technologies?

Friday, 10:00-11:30 a.m. FIRST SESSION
a. **Alternative Pathways**
Salon E

Chair: David Hounshell, Carnegie Mellon University
Commentator: Patrick Fridenson, Ecole des Hautes Etudes en Sciences Sociales

Naomi Lamoreaux, University of California—Los Angeles, Daniel Raff, Wharton School, and Peter Temin, Massachusetts Institute of Technology
"The Evolving Structure of Coordination: Towards a New Synthesis of American Business History"

Thomas McCraw, Harvard Business School
"Joseph A. Schumpeter, Creative Destruction, and Entrepreneurship"

Mary Yeager, University of California—Los Angeles
"A History of Their Own: Mavericks and Mavens of Business History"

b. **Financial Services in Crisis and Chaos**
Hibiscus Room
Chair: David T. Merrett, University of Melbourne
Commentator: Anne Hanley, Northern Illinois University

Lucy Ann Newton, University of Reading
"Government, Banks & Industry in Interwar Britain"

Marc D. Weidenmier, Claremont McKenna College, and Kerry Odell, Scripps College
"Real Shock, Monetary Aftershock: The 1906 San Francisco Earthquake and the Panic of 1907"

c. **Discriminating Revolutionaries**
Salon A/B/C
Chair: Julio Moreno, University of San Francisco
Commentator: Aurora Gómez Galvarriato, CIDE

Arturo Grunstein, Universidad Autonoma Metropolitana
"Incomunicados: The Revolutionary State vs. Telephone Multinationals in Cardenista Mexico"

Patrick Hyder Patterson, University of Michigan
"Advertising Western Tastes and Marketing Capitalist Values in Socialist Yugoslavia: Service Industries in the Service of a Globalized Consumer Culture"

Jonathan E. Schrag, Harvard University
"The Administration and Business of Electricity in Mexico from 1920-1960: Strategies of the Mexican Light and Power Company"

d. **Business and the Nazis**
Salon G/H/J
Chair: William Becker, George Washington University
Commentator: Michael Allan, Georgia Institute of Technology

Christopher Kobrak, ESCP-EAP European School of Management
"The Political Dynamics of Managerial Innovation: Schering AG and German Corporate Governance between the Wars"

Michael C. Schneider, Hannah Arendt Institute
"From Economic Crisis to War Economy: Saxon Machine-Building Industry between 1928 and 1945"

Philippe Mioche, Université de Provence
François de Wendel and Jews during the Second World War

Friday, 11:30 a.m.-1:00 p.m.
Lummus Island BHC Trustees Lunch Meeting

Friday, 1:00-2:30 p.m. SECOND SESSION

a. **Selling Business, Serving Gender**
Salon E

Chair: Catherine Gudis, University of Oklahoma
Commentator: Wendy Gamber, Indiana University

Jeffrey M. Hornstein, University of Maryland
"Rosy the Realtor, Susy Soldsine, and the 'Feminization' of the Service Sector, 1940-1970'

Katina Manko, University of Delaware
"Servicing Gender: Avon, Tupperware, and Mary Kay Cosmetics"

Marc R. Sykes, State University of New Jersey—Rutgers
"A Mission Larger Than Itself: The Amway Corporation and the American Dream, 1959-2000"

b. **Multinational Maritime Services in the Nineteenth and Twentieth Centuries**
Hibiscus Room

Chair: Terence R. Gourvish, London School of Economics

Gelina Harlaftis, University of Piraeus, and John Theotakis, University of the Aegean
"Global Services of European Tramp Shipping Companies in the Twentieth Century: The Greek, Norwegian, and British Case"

William Wray, University of British Columbia
"Global Webs of Japanese Shipping"

David Starkey and Michaela Barnard, University of Hull
"Local Providers of International Shipping Services: The Wilson Line of Hull, 1891-1939"

Gordon Boyce, Victoria University of Wellington
"A Model of Liner Shipping Networks: Dynamic Links between Vessel Operators, Overseas Agents"

c. **The Business of Education**
Salon A/B/C

Chair: JoAnne Yates, Sloan School of Management
Commentator: Christopher D. McKenna, Oxford University

Rolv Petter Amdam, Norwegian School of Management
"Business Schools between Academia and the Service Industry: Changes in European Business Education in the Twentieth Century"

Ken Sokoloff, University of California—Los Angeles, and Stanley Engerman, University of Rochester
"Schooling Institutions and Paths of Development in the Americas, 1800-1945"

d. **Coffee Capitalism**
Salon G/H/J

Chair: Gail Hollander, Florida International University
Commentator: Justin Wolfe, Tulane University

Birgitte Holton, University of Copenhagen
"From Coffee-Trade to World Market"

Steve Topik, University of California—Irvine
"How Mrs. Olsen Got Her Full-Bodied Coffee: The Industrialization of the Coffee Service Sector in the United States, 1860-1950"

Julia A. Charlip, Whitman College
"Family as Foundation: The Social Organization of Nicaragua's Coffee Economy"

Friday, 3:00-5:00 p.m. THIRD SESSION
Dissertation Plenary
Salon E

Chair: Jonathan Zeitlin

Jennifer Klein (Ph.D., University of Virginia, 1999)
"Managing Security: The Business of American Social Policy, 1910s-1960"

Christopher Lécuyer (Ph.D., Stanford University, 1999)
"Making Silicon Valley: Engineering Culture, Innovation, and Industrial Growth: 1930-1970"

Christopher D. McKenna (Ph.D., Johns Hopkins University, 2000)
"The World's Newest Profession: Management Consulting in the Twentieth Century"

Andrew John Robertson (Ph.D., Harvard University, 2000)
"Mobilizing for War, Engineering the Peace: The State, the Shop Floor, and the Engineer in Japan, 1935-1960"

Friday, 5:15-6:00 p.m. Business History Conference Membership Meeting
Salon E

Friday, 6:15 p.m. Departure for Reception, Wolfsonian Museum
(buses depart from hotel main entrance)

Saturday, April 21
7:30-10:00 a.m. Continental Breakfast
Third Floor Foyer

8:30a.m.-5:00 p.m. Registration and Book Display

Third Floor Foyer

Saturday, 8:30-10:00 a.m. FIRST SESSION

a. **African-American Enterprise in the Twentieth Century**

Salon E

Chair: Juliet Walker, University of Illinois—Champaign
Commentator: John Sibley Butler, University of Texas—Austin

Michael J. French, University of Glasgow
"The National Negro Business League and African-American Business Strategies, 1900-1920"

Jason Chambers, Ohio State University
"To Market to All: The Role of African-American Sales and Marketing Experts in Expanding the Black Consumer Market"

Jonathan Bean, Southern Illinois University
"The Business of Race: The Small Business Administration and the Origins of Affirmative Action, 1963-1965"

b. **Business and Technology**

Salon A/B/C

Chair: Bernie Carlson, University of Virginia
Commentator: Steve Usselman, Georgia Institute of Technology

Jonathan Coopersmith, Texas A&M University
"Fax Services: Proving Value and Convenience"

Richard Coopey, University of Wales, Aberystwyth
"Service from Passing Technology: The ATM and the Failure of a Cashless Society"

Mark Fruin, San Jose State University
"Evolving High-Tech Services in Silicon Valley: From Chips and Operating Systems to Full-Function R&D, Design, Production, Logistics, and Financial Services"

c. **Multinational Business**

Hibiscus Island

Chair: Robert Cuff, York University
Commentator: William Mass, University of Massachusetts—Lowell

Jennifer L. Frankl, Williams College
"Reducing the Risks of Overseas Trade: Japanese Trading Companies in the United States, 1915-1941"

Teresa da Silva Lopes, University of Reading
"Governance Structures in the International Distribution of Alcohol Beverages"

David Merrett, University of Melbourne
"Australian Firms Abroad: Why So Few, Why Those, and Why Then?"

d. **Frontier Services**
Salon G/H/J

Chair: Lyman Johnson, University of North Carolina
Commentator: Tamas Szmrecsanyi, Universidade Estadual de Campinas

Fredrik Sandgren, Uppsala Universitet
"Foot-soldiers of the Market Economy: Rural Retailers in Northern Sweden, 1870-1890"

Laird Jones, Lock Haven University
"Business History from Marketplace Rumor: Contemporary Accounts of the Rise and Fall of Allidina Visram's East Africa Retail Empire, 1893-1914"

Zephyr Frank, Stanford University
"Measuring the Role of Services in the Brazilian Far West: Mato Grosso, 1870-1937"

Saturday, 10:30-a.m.-12:00 p.m.
Plenary: Globalization: Winners and Losers
Salon E

Chair: Mira Wilkins, Florida International University

Helen Shapiro, University of California at Santa Cruz
"Transnational Corporations and Competitive Strategy in Latin America"

Bruce Kogut, University of Pennsylvania
"The Digital Divide and the Global Labor Market: The Case of Indian Software Houses"

Alice Amsden, Massachusetts Institute of Technology
"A Truer Globalism: National Ownership of Firms in 'The Rest' "

Saturday, 12:00-1:30 p.m.
Women of Business History Luncheon
Lummus Island
(reservation required—see reservation form)

Saturday, 1:30-3:00 p.m. SECOND SESSION
a. **The Financial Services Sector and the International Business Environment in China, 1930-1950**
Hibiscus Island

Chair: Jacqueline McGlade, Monmouth College
Commentator: Frank H. H. King, University of Hong Kong

Che Chang Ooh, University of Tokyo
"Wartime Currency Stabilisation in China, 1937-1941: Economic Expediency and Political Reality"

Catherine R. Schenk, University of Glasgow
"Banks, Smugglers, and the Economic Integration of Hong Kong and China, 1945-1950"

Chi-Cheung Choi, Hong Kong University of Science and Technology
"State, Merchants and the Business Environment in a South China Treaty Port: Currency Reform and the 1934 Financial Crisis in Shantou (Swatau)"

b. **Saturday Entertainment**
Salon E
Chair: William R. Childs, Ohio State University
Commentator: Walter Friedman, Harvard Business School

Gerben Bakker, European University Institute
"The Social Savings of the Film Industry: Leading the Way Towards Increasing Productivity Growth in Services, 1890-1940"

Peter Miskell, Unilever House
" 'Bogart or Bacon'? The British Response to the Appeal of American Films in an Age of State Protectionism, c. 1918-1951"

Louis P. Cain, Loyola University of Chicago
"The Evolution of Zoological Parks and Aquariums, 1960-1990"

c. **Waves of Globalization**
Salon G/H/J
Chair: George Green, University of Minnesota
Commentator: Mike Smith, University of South Carolina

Karl James Moore and David Charles Lewis, McGill University
"From Cadiz to Canton: An Ancient Known World Economy, 150 B.C.-A.D. 180"

Peter Wardley, University of the West of England **Withdrew**
"The Emergence and Consolidation of Large Service-Proving Companies and Their Contribution To Growth and Globalization: A Long-Run Perspective and Quantitative Analysis"

Ann M. Carlos, University of Colorado
"Marketing to Native Americans during the First Wave of Globalization"

d. **Dissertation Workshop**
Salon A/B/C
Chair: Larry Neal, University of Illnois

Gunhild J. Ecklund, Norwegian School of Management
"Between Politics and Markets: The Role of the Bank of Norway, 1945-1970, in International Perspective"

Alison C. Parkinson, Oxford University
" 'Marry—Stitch—Die—or Do Worse?' Insuring Her Assets: Small Business Venture and the Female Self-Employer in Early Victorian London"

Serguey Chiekhetov, University of California—Santa Cruz
"The Comparative Analysis of American Private Entrepreneurs in the Twentieth Century: Culture, Mentality, System of Values"

Siddhartha Singh, Cornell University
"The History of the Agricultural Biotechnology Industry and Its Implications for Global Food Services"

Saturday, 3:30-5:00 p.m. THIRD SESSION

a. **Women on the Boundaries of Business**
Salon G/H/J

Chair: Pamela Laird, University of Colorado—Denver
Commentator: Christiane Diehl-Taylor, Eastern Kentucky University

Gayle K. Brunelle, California State University, Fullerton
"Wives as Business Partners in Early Modern France"

Lisa A. Marovich, Loyola Marymount University
"Men, Women, and the 'Useful Arts': American Enterprise and Inventive Culture to 1860"

Clark Davis, California State University, Fullerton
" 'Girls in Gray Flannel Suits': The Postwar Boundaries of Women's Careers"

b. **U.S. Maritime Industries and Global Competition**
Hibiscus Island

Chair: Margaret Levenstein, University of Massachusetts
Commentator: Gordon Boyce, Victoria University of Wellington

David B. Sicilia, University of Maryland
"The U.S. Maritime Industries and Global Competition, 1950-2000"

Alex Roland, Duke University
"National Security and Economic Reality: The Failure to Develop a Viable Merchant Marine Policy for the United States, 1900-1950"

c. **The Law and Organizational Choice**
Salon A/B/C

Chair: Tony Freyer, University of Alabama
Commentator: Victoria Saker Woeste, American Bar Association, Chicago

John Wertheimer, Davidson College
"Free Enterprise and Free Speech: The Business-Firm Ancestry of the Modern First Amendment"

Adam Winkler, University of California, Los Angeles
"Still Contested after All These Years: Corporate Individualism and the Regulation of Corporate Political Activity in the 20th Century"

Howard Bodenhorn, Lafayette College
"Firms, Knowledge and Partnerships: Organizational Choice in the Antebellum South"

d. **Good and Bad Politics**
Salon E
Chair: Austin Kerr, Ohio State University
Commentator: John K. Smith, Lehigh University

Steven Tolliday, University of Leeds
"Rethinking the Japanese Industrial Policy Debate"

Glen Asner, Carnegie Mellon University
"Industrial Politics in the Pentagon: The Battle for Control of the R&D Process, 1953-1958"

Terence R. Gourvish, London School of Economics
"British Rail and the Department of Transport-Treasury Relationship: Social versus Economic Goals"

Saturday, 5:00-5:30 p.m. Book Auction
Third Floor Foyer

Saturday, 5:30-6:15 p.m.
Presidential Address
Salon E
Naomi Lamoreaux, University of California—Los Angeles
"Being Rational about Irrationality"

Saturday, 6:15-7:30 p.m. Reception
Pool Deck, Fifth Floor

Saturday, 7:30-10:00 p.m. Banquet and Awards Ceremony
Salon E (sponsored by Oxford University Press)

Sunday, April 22
7:30-10:00 a.m. Continental Breakfast
Third Floor Foyer

Sunday, 8:30-10:00 a.m. FIRST SESSION
a. **Insurance Companies in a Worldwide Perspective**
Hibiscus Island
Chair: Youssef Cassis, University of Grenoble II
Commentator: Edwin J. Perkins, University of Southern California

Michael Collins and Rae Baker, University of Leeds
"Investment Practice in the British Insurance Industry during the Twentieth Century"

Michele Ruffat, Institut d'Histoire du Temps Present
"French Insurance: Changing Frontiers between the State and the Market from the Ancien Régime to 1946"

Dalit Baranoff, Johns Hopkins University
"Insurance Boards and the Control of Risk in the American Fire Insurance Industry, 1866-1914"

b. **Marketing**
Salon A/B/C
Chair: Robert Ankli, Albion College
Commentator: Roy Church, University of East Anglia

Patrick Wehner, Emory University
"The Rise of an Entrepreneurial 'Class': Social Research, Inc. and the Discovery of Consumer Lifestyles"

H. Paul Root, Florida International University, and David Weibstein, Wharton School
"The Evolution of Marketing from the '4 P's' to Relationships in eSpace: Some MSI Perspectives on the Creation and Utilizations of Marketing Knowledge"

c. **Innovation**
Salon E
Chair: Mark Rose, Florida Atlantic University
Commentator: Lou Galambos, Johns Hopkins University

Maria Alice Rosa Ribeiro, Universidade Estadual Paulista—UNESP
"Science and Technology in the Brazilian Pharmaceutical Firms, 1912-1950"

Knut Sogner and Svein O. Hansen, Norwegian School of Management
"Selling Knowledge: Elektrokemisk and the Creation of a Global Innovation System"

Marion K. Pinsdorf, Fordham Graduate School of Business
"Webs of Enterprise: European Roots of South American Aviation"

d. **Professional Services**
Salon G/H/J
Chair: Margaret Graham, McGill University
Commentator: Paul Miranti, Rutgers University

Thomas Heinrich, Baruch College
"Globalization and the Transformation of Corporate Law Firms: The Case of Shearman and Sterling"

Alan J. Richardson, Queen's University
"The Evolution of the Structure and Governance of Transnational Accounting Firms: Insights from the Historical Record"

Sunday, 10:30 a.m.-12:00 p.m. SECOND SESSION

a. **Transatlantic Business**

Salon E

Chair: Howard Rock, Florida International University
Commentator: Philip Scranton, Rutgers University

Fiona A. Black, University of South Florida
"Retail Bookselling and Trans-Atlantic Trading Networks, 1750-1820"

Ajay K. Mehrotra, University of Chicago
"From Berlin to Boston: The Trans-Atlantic Roots of the National Tax Association"

Drew Keeling, University of California—Berkeley
"Oceanic Travel Services and Transnational Migration: The Cunard Steamship Company and the North Atlantic Fare War of 1904"

b. **Alternative Women**

Salon A/B/C

Chair: Sally Clarke, University of Texas at Austin
Commentator: Angel Kwolek-Folland, University of Florida

Melissa Fisher, Emory University
"Wall Street Women's 'Herstories' in Late Financial Corporate Capitalism"

Irene Bandhauer-Schoeffmann, University of Linz, Austria
"Going Beyond a Male Business Culture in the 1960s: The First Network of Female Entrepreneurs in Vienna"

Christienne L. Hinz, University of Notre Dame
"Women Beyond the Pale: Sex, Gender, and Marital-Norm Aberrance Among Japanese Women Entrepreneurs"

c. **Hotels**

Salon G/H/J

Chair: Richard John, University of Illinois, Chicago
Commentator: Robin, Bachin, University of Miami

Eric John Abrahamson, The Prologue Group
"Popcorn, Peanuts and Withered Figs: Defining and Managing Good Service in Railroad Passenger Cars and Tourist Hotels, 1876-1910"

Mansel G. Blackford, Ohio State University
"Business, Tourism, and the Environment: Maui, 1959-2000"

Albert J. Churella, Ohio State University at Lima
"The Emergence of the Tourist Economy and the Commodification of Native American Culture in the Southwest"

d. The End of the Earth
Hibiscus Island

Chair: Jeremy Atack, Vanderbilt University
Commentator: Ludovic Cailluet, University of Toulouse

John F. Wilson, Queen's University of Belfast
"British Defense Contractors and the New Zealand Market: The Politics and Economics of Dependency, 1950-1980"

Peter Sheldon, University of Wollongong, and Lorraine Thornthwaite, Australian Catholic University
"Members or Clients? Employer Associations, the Decentralisation of Bargaining and the Reorientation of Service Provision: Evidence from Europe and Australia"

Evan Roberts, University of Minnesota
"From Mail Order to Female Order: Sales Methods and Work Culture in New Zealand Department Stores, 1910-1960"