**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 and 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”
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

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

   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

   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)

   Christopher Lécuyer (Ph.D., Stanford University, 1999)

   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

8:30 a.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
   
   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

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
   
   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”

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**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’ ”

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**Saturday, 12:00-1:30 p.m.**

**Women of Business History Luncheon**
Lummus Island
(reservation required—see reservation form)

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**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

   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

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 [Withdrawn]
“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 Illinois

Gunhild J. Ecklund, Norwegian School of Management

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  
   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

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

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
   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

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”