

Annual Meeting
of
THE BUSINESS HISTORY CONFERENCE

held in conjunction with the
**American Assembly
of
Collegiate Schools of Business**

Philadelphia, May 5-7, 1981

BHC headquarters hotel: University City Holiday Inn
36th and Chestnut
Philadelphia, PA 19104
Telephone (215) 387-8000

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TUESDAY, MAY 5

2:30 - 4:30 Registration - Lobby of University City Holiday Inn
(be sure to get identification badge for Wharton School events)

5:00 - 6:00 Wharton School Centennial Convocation
Auditorium of University Art Museum
33rd and South Street

6:00 - 7:00 Reception - Sponsored by the Wharton School and AACSB
Rotunda of University Art Museum

BHC members who wish to dine in the city's restaurant district following the reception are invited to use the complimentary bus transportation provided by AACSB. Buses will depart from the Art Museum at intervals and provide a mini-tour of Center City en route to the restaurant district.

10:00 BHC Trustees Meeting
University City Holiday Inn

WEDNESDAY, MAY 6

Wednesday morning's joint sessions with AACSB will be held at the Franklin Plaza Hotel, 2 Franklin Plaza, Center City Philadelphia. Telephone (215) 448-2000.

BHC members will be individually responsible for transportation between the university area and the Franklin Plaza Hotel.

9:00 - 10:15

Joint Plenary Session: Franklin Plaza Ballroom

Keynote Address: *Management Thought and Education in America: A Centenary Review*

PAUL USELDING, University of Illinois - Urbana

10:15 - 10:45

Coffee Break

10:45 - 12:00

The Role and Contributions of Business History in Business School Curricula

Chair: V.K. ZIMMERMAN, University of Illinois - Urbana
PAUL USELDING, University of Illinois - Urbana
BRUCE R. DALGAARD, University of Minnesota
ALBRO MARTIN, Harvard University
BARBARA MERINO, New York University

(This panel will be one of several concurrent late morning workshops at the Franklin Plaza. BHC members are welcome to attend this or any other workshop of their choice.)

12:00 - 2:00

Luncheon Break

No BHC events are scheduled during this break so that members have an opportunity to eat and return to the university city area for the remainder of the program.

Wednesday afternoon sessions will be held in Vance Hall on the University of Pennsylvania campus.

2:00 - 3:30

Concurrent Workshops: New Directions, Issues, and Methods for Business History

Workshop (A)

The Potentials and Pitfalls of Oral History for Business Historians

Chair: MANSEL G. BLACKFORD, Ohio State University
BARBARA B. KOHN, Manufacturers Hanover Trust
JOSEPH PRATT, University of California-Berkeley
PHYLLIS J. WENTE, Eli Lilly and Company

Workshop (B)

Reshaping the Record: Women in Business History

Chair: MARTHA MOORE TRECOTT, University of Illinois - Urbana
LINDA KELLER BROWN, Columbia University
INA DINERMAN, Wheaton College

- 3:30 — 4:00 Coffee Break
- 4:00 — 5:15 Academia and Education for Business: Two Case Histories
 Chair: THOMAS COCHRAN, University of Pennsylvania
Minding the Office: The Early Development of Business Studies at the Wharton School. STEVEN A. SASS, University of Pennsylvania
The Impact of the Employment Market on the Evolution of Collegiate Business Education, 1917 - 1963. Northwestern University as a Case Study. MICHAEL W. SEDLAK, Northwestern University
 Discussant: ROBERT M. SMITH, University of Maine
- 5:15 — 6:00 Business Meeting
- 7:00 — 7:45 Reception (Cash Bar)
 University City Holiday Inn
- 7:45 Dinner and Presidential Address
 HAROLD WOODMAN, Purdue University

THURSDAY, MAY 7

Thursday morning sessions will be held in Vance Hall on the University of Pennsylvania campus.

- 9:00 — 10:15 Manufacturing History Episodes in Contrasting Eras and Cultures: Mexico and Canada
 Chair: ARTHUR KING, Lehigh University
Textiles and Capitalism in Pre-Industrial Mexico. RICHARD J. SALVUCCI, Villanova University
The Influence of American Manufacturers on the Canadian Automobile Industry. ROBERT E. ANKLI, University of Guelph
 Discussants: ARTHUR SCHMIDT, Temple University
 THOMAS HYCLAK, Lehigh University
- 10:15 — 10:30 Coffee Break
- 10:30 — 12:00 Joint Session with the Lexington Group: Management and Labor - The Santa Fe Railway and Its Workforce, 1870-1920
 Chair: RICHARD SAUNDERS, Clemson University
Enlightened Selfishness: Santa Fe Labor Policies for Peaceful Coexistence. WALTER LICHT, University of Pennsylvania.
Applying Scientific Management Principles to Railroad Repair Shops - The Santa Fe Experience, 1904 - 1918. CARL GRAVES, University of Kansas.
 Discussant: PAUL BLACK, California State University - Long Beach