

**Centre for Institutional Performance
University of Reading**

The Centre for Institutional Performance at the University of Reading is pleased to announce a two-day research workshop on:

**Evaluating Recent Research Findings on Historic Patterns of Global
Entrepreneurship**

19th-20th March 2010

Friday, March 19th.

Session 1. 2.00-3.00 – Mary Rose (Lancaster) *How has the research agenda changed since 2000? Global Entrepreneurship in Business History.*

Session 2. 3.00-4.30 – *Family Firms*

Christina Lubinski (GHI, Washington DC) *Going global. Internationalization strategies and changes in corporate governance in German family firms (ca. 1960-2005).*

Shaheena Janjuha-Jivraj (Reading) *Asian family firms in Britain, Kenya and the USA since the 1970s.*

Session 3. 5.00-6.30 – *New Theoretical Approaches in Global Entrepreneurship*
Alexander Engel (Göttingen): *Futures and the risk management of global entrepreneurs*

Andrew Godley (Reading) *Entrepreneurship, Implicit Contracts, Information Asymmetries and the Emergence of Marketing Capabilities: The Case of US Pharmaceuticals c. 1930 to 1970.*

Saturday, March 20th

Session 4. 9.00-10.45 – *Re-evaluating the significance of Intellectual Property (IP)*
Carsten Burhop (Bonn) *The transfer of patents in Imperial Germany.*

Michael C. Schneider (Frankfurt a. M.): *Between two worlds: Scientists, Patents, and Academia.*

Anna Spadavecchia (Reading) and John Cantwell (Rutgers and Reading) *Patents and regional entrepreneurship in Britain.*

Session 5. 11.00-13.00 *Historic Patterns of Inward Direct Investment and Impact on Indigenous Entrepreneurs*

Andrea Colli (Bocconi, Milan) *Historic Inward Direct Investment in Italy, 1920-1970 – a new database.*

Adoración Alvaro (Madrid), *Inward Direct Investment and Entrepreneurship: US Investments in Spain (1920s-1970s)*

Session 6. 14.00-15.30 *Sector Case Study: Food and Tobacco*

Howard Cox (Worcester) *Chair and comment..*

Mark Jacob (Göttingen) – *The German tobacco industry in the 19th Century*

Kurt Pedersen and Jesper Strandkov (Aalborg University) Evolution of the Danish Slaughterhouse industry

Session 7. 16.00-17.00. *Overview and discussion of publication plans*

Mark Casson (Reading) and Mary Rose (Lancaster)