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**
**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 Strandskov (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)