



**An ERSA Research Workshop
29 – 31 July 2010
Johannesburg**

Business History : Theory and Practice.



In association with the Economic History Society of Southern Africa

Enterprise and Society in South Africa: Business History perspective - theory and practice.

The study of Business History developed as a field of enquiry driven by the interest of both businessmen and academics. New generation businessmen increasingly want to know how their own concerns developed beyond the establishment phases and how they created new strategies challenging established practice. These businessmen were progressive and less secretive. Academics and professional historians know how to get the information required from dusty sources and reveal the dynamics of the development of firms and companies and their interaction with society. In South Africa a dire need exists for research in Business History to explain the development of the business environment and its interaction with society, the transformation of the economy through business intervention and the emergence of new business models appropriate to the dynamically changing political economy.

The Economic History Research Group in Economic Research South Africa (ERSA) hereby invites all interested researchers, academics and scholars in Economic and Business history to participate in a three day workshop in Business History, with special reflection on methodology in Business History. The workshop will benefit from the expert participation of Professor Leslie Hannah, currently Professor at the London School of Economics (LSE), formerly from the Harvard Business School and University of Tokyo, Japan. Professor Hannah will conduct in-depth workshops on methodology in Business History and the international directions in Business History. The Economic History Research group wishes to invite participation from bona fide interested researchers from universities across Africa, business schools and private research institutions.

Workshop

Date: 29 – 31 July 2010

Place: Conference centre Heia Safari, in Muldersdrift.

See the website at: <http://www.heia-safari.co.za/index.php?id=36>

Number of participants:

Funding: Travel expenses in South Africa will be covered and accommodation for the duration of the workshop will be provided by the ERSA Economic History Working Group.

Domestic Flights: To Lanseria International Airport.

Paper submissions: Full papers will be required by 20 July 2010. These papers may be work in progress, draft research papers or manuscripts ready for submission for publication in the new accredited journal of **Economic History of Developing Regions**. (all manuscripts are subject to the normal review process) Send all papers to : ahl@sun.ac.za or gverhoef@uj.ac.za no later than 20 July 2010.

Workshop programme:

Thursday –29 July 2010

From 16:00 -17:00: Arrival and Registration of participants

17:00 – 18:00 : Welcome meeting

18.00 – 19:30: Business History: an international perspective on former, current and new trends in Business History. Introductory address : Professor Leslie Hannah

20:00 Dinner

Friday 30 July –

09:00 - 10.30: Session on Business History Methodology : Prof Leslie Hannah

10:30 – 11:00 Tea

11:00 – 12.30: Session on submissions:

William Attwell (UCT) : The Bio-fuels Debate in South Africa

Elize van Eeden (NWU) : Pioneering the MBA in South Africa: The University of Pretoria: Innovation in the dynamics of business leadership from 1949 to GIBS

Suzaan van Eeden (US) B.P. Laing (Edms.) Bpk. The Rise and Fall of a Overberg Empire

12:30 – 14:00 Lunch

14:00 – 15:30 Session on submissions:

Don Linsay (Wits): Business-State Relations And Social Change: The Case of Broad-Based Black Economic Empowerment In South Africa

Kristen larkins UJ: Professional Accountants in South Africa: the history of the Transvaal Society of Accountants, 1904 – Ca.1925

Lazlo Passemiers US: “Arbeid Adelt”: Flemish Entrepreneurship and corporate social responsibility in the late 19th and early 20th century, with specific reference to De Beukelaer’s Fabrieken (1888-1930).

15:30 – 16:00 Tea

16:00-17:30 Session on submissions:

Simone Halleen (US) : From life insurance to financial services. A historical analysis of Sanlam's client base, 1918-20002

Agatha Bartylak (Wits) : "A History of Lloyd's in South Africa"

Christopher Ngwenya (UJ) : The establishment and development of the dockrat family Business, 1905 - 1937: A case study of Ismail Dockrat's family business

19:00 Gala Dinner

Saturday – 31 July

09:00 – 10.30: Business History Research : Work-in-progress : Leslie Hannah

10:30 – 11:00 Tea

11:00 -12.30 Session on submissions:

Adri Drotskie (UJ) : A History and Philosophy of management curriculum within a post-graduate Business management context.

John Luiz and Claire Beswick (WBS) : The Use of Business case studies in management Education.

Grietjie Verhoef (UJ) : Business globalisation: the case of Sasol and other conglomerates..

12:30 Closing Lunch