Selected International Abstracts

From *Zeitschrift für Unternehmensgeschichte*
[Journal of Business History]
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Jan Körnert and Klemens Grube, "Die Deutsche Evangelische Heimstättengesellschaft (Devaheim): Aufstieg und Fall einer kirchlichen Bausparkasse von 1926 bis 1931" [The Deutsche Evangelische Heimstättengesellschaft (Devaheim): Rise and Fall of a Church-affiliated Building and Loan Society, 1926–1931]. The Bausparkasse Devaheim was a building and loan society affiliated with the Lutheran church in Germany. Founded as part of the initial wave of the German building society movement, Devaheim's rapid rise was the result of the housing shortage during the Weimar Republic. Its sudden collapse was due to a combination of factors, including nepotism within its management structures; a lack of professional ability and personal integrity on the part of its managers; an alarming expansion of its business lines; and an organizational structure conducive to concealing fraud. The offences committed by those in charge were punished by prison sentences and fines. The financial damage inflicted on Devaheim's approximately 16,000 savers and on the building society movement as a whole could only be partly offset by subsequent government assistance.

Gerulf Hirt, "Verkannte Propheten? Zur Diskrepanz zwischen Status und Einfluss der 'Gründergeneration' deutscher Werber in der westdeutschen Werbewirtschaft, 1945 bis 1966/67" [Unrecognized Prophets? Examining the Discrepancy between the Status and Influence of the "Founding Generation" in the West German Advertising Industry, 1945 to 1966/67]. This article examines the standing as well as the socioeconomic influence of those West German advertising consultants and directors who took a major part in shaping West Germany's postwar advertising industry. It explores whether or not the advertisers' constant complaints about a discrepancy between their low socioeconomic status and their ingenious (though unrecognized) influence corresponded in reality with their socioeconomic situation up to the recession of 1966–67. The primary finding is that the advertisers' economic situation was not particularly low, nor was their social standing generally as weak, as they suggested during the prosperous 1950s and 1960s.

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Paul Windolf, "The German-Jewish Economic Elite (1900 to 1930)." In the early twentieth century, a dense corporate network was created among large German corporations. About 16 percent of the members of this corporate network were of Jewish background. At the center of the network (big linkers), about 25 percent were Jewish. The percentage of Jews in the general population was less than one percent in 1914. What comparative advantages did the Jewish minority enjoy that enabled them to succeed in the competition for leading positions in the German economy? The observed correlation between Jewish background and network centrality cannot be explained by a higher level of education, a higher level of social capital, or a higher proportion of Jewish managers engaged in (private) banking.

Veit Damm et al., "East German Companies in the Process of Transformation from 1935 to 1995: A New Research Area of Modern Business History." The history of companies in the former German Democratic Republic (GDR) has been neglected until very recently. Historical research on the East German economy continues to explain the economic decline of the GDR with the structural deficits rooted in the planned economy. Based on the assumption that under those conditions, companies had neither much freedom of movement nor much economic influence, their role and history is considered marginal at best, irrelevant at worst. The present article challenges these assumptions. Its authors argue that businesses played an important role in keeping alive and stabilizing the East German economy, and that without them the GDR as a political system could not have survived for forty years.

From *Entreprises et histoire*
[Enterprises and History]
No. 65 (2011/4)

Eirinn Larsen, "La domination masculine dans le processus de creation de l'enseignement de la gestion: Une comparaison entre la France et la Norvege (1870–1940)" [The Masculine Foundation of Business Education: France and Norway in Comparison (1870–1940)]. On the initiative of local business communities, business schools emerged across France and Norway in the late 1800s. Rather than constituting a response to market demand or new knowledge, these schools were established as a means of providing professional identity and status to future

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businessmen. However, educational reforms in favor of middle-class women and rising demand for female labor threatened this cultural construction, with the result that the gender logic of the business schools was increasingly made explicit. Fearing the potential devaluating effects of feminization, women were barred from the business schools and separate educational tracks developed.

Tamotsu Nishizawa, "Les études commerciales et l'enseignement de la gestion dans le japon d'avant-guerre: Une histoire comparée (1880–1940)" [Business Studies and Management Education in Prewar Japan: A Comparative Perspective (1880–1940)]. This article discusses business studies and management education in Japan between the 1880s and the Second World War, while locating its evolution in an international context. In 1887, there was the Higher Commercial (Business) School in Tokyo, and, in general, some ten commercial (business) schools in Japan, as a whole. The number of schools of business increased at the beginning of the twentieth century, around the time of the Russo-Japanese War. After World War I, Tokyo University of Commerce was created, and then Kobe and Osaka followed. At the same time, some private universities were developing faculties of commerce and business; by 1920, eight state higher commercial schools were founded. There were also 243 secondary commercial schools. Altogether, these institutions made a sort of hierarchy of business education in prewar Japan. Overall, this article aims at discussing the development of these institutions over time, in relation to Japanese economic development.

Lise Arena and Rani J. Dang, "A propos du developpement de deux business schools d'elite au Royaume-Uni: Une comparaison entre Cambridge et Oxford (1900–2000)" [A Historical Exploration of Two Elite British Business Schools: A Comparison between Cambridge and Oxford (1900–2000)]. The process of development and the institutionalization of business schools in the United Kingdom have been controversial. Only recently have business schools found legitimacy in the academic world. Despite this recent process of emergence, the United Kingdom has succeeded in giving birth to two of the most prestigious in the world: the Saïd Business School at the University of Oxford and the Judge Business School at the University of Cambridge. However, business schools are still facing serious challenges over the relevance of their training for managers, and their role in the creation of new knowledge.

Leonard Minkes, "Les debuts de l'enseignement de la gestion a l'université: Reflexions et reminiscences sur l'Université de Birmingham (1950–1970)" [Early Years in University Development in Management

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Education: Reflections and Reminiscences of the University of Birmingham (1950s–1970s)]. This essay is based, in part, on the personal reminiscences of someone who was closely concerned with the early development of management education in British universities from the 1950s to the early 1970s. It draws especially on the author's experience at the University of Birmingham and the paradox that although Birmingham was a pioneer in the study of business, it did not figure substantially in the first major wave of business school development in the 1960s, when the London and Manchester schools were founded. However, Birmingham did engage in the 1960s, when it participated in the creation of a joint management center with Aston University.

Boletín de la Red de Estudios de Historia de Empresas [Business History Studies Network Bulletin] (Argentina)

The *Business History Studies Network Bulletin* (*Boletín de la Red de Estudios de Historia de Empresas*) is issued in Spanish. Its purpose is to provide virtual information and become a discussion forum for researchers from several fields who are interested in business history. Following the aim of strengthening the Latin American business historians' community, from 2010 the Editorial Committee included international associates. The inclusion of Raul Jacob and Sandra Kuntz as senior advisors in Uruguay and Mexico, respectively, and the assistance of Beatriz Rodríguez (Colombia) and Diego Bussola (Argentina-Portugal), will contribute to enhance a common ground for the Latin American business history researchers. In addition, a new Web site was launched: http://redhistoriaempresas.org.

The last issued of the *Bulletin* (No. 14, 2011) in its "Debate Section" explores the diverse institutional schemes and corporate development patterns followed internationally. The text chosen is from Leslie Hannah ("The 'Divorce' of Ownership from Control from 1900 Onwards: Re-calibrating Imagined Global Trends"). Specifically, this article takes a look at the "liberal modernization myth," challenging the Weber-based relation between modernization and professionalization. In recent years, this approach that links companies' ownership and management separation to national economies' boom and decline has been undermined by studies focusing on other economic performance drivers, such as technological development, competitiveness issues, as well as cultural and social traits characterizing business circles and corporations. Norma Lanciotti's introduction addresses other topics involved in this debate.

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The 14th *Bulletin* also includes bibliographical reviews; reviews on corporate history workshops carried out in Latin America; and news on dissertations, research resources, business archives, and other field-specific materials about Latin American business history.

The latest issue can be downloaded here: http://redhistoriaempresas.files.wordpress.com/2012/01/boletin-virtual-2011-nro-143.pdf.

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