

HISTORICALLY SPEAKING

From the Program Chair

Franz Lohrke

I would like to encourage you to become involved in the 2004 Management History (MH) Program in New Orleans by volunteering to be a reviewer or discussant as well as by submitting a paper or symposium. The success and intellectual benefit of the Program, of course, depends directly on division members' efforts in all these different ways.

If you would like to serve as reviewer or discussant, please send me your contact information, including your preferred e-mail address for receiving papers, at your earliest convenience. The Academy's submission website is scheduled to open on November 3rd, so papers will begin arriving very soon. I will begin mailing these to reviewers in early January, and the deadline for receiving reviews will be February 2nd.

If you would like to submit a paper or symposium, we

encourage all topics that investigate the historical evolution of managerial thought and actions. The 2004 Academy meeting theme is "Creating Actionable Knowledge," so, when possible, you are encouraged to incorporate this idea into your submissions. In general, this theme focuses on how we, as organizational scholars, can create science-based knowledge that is relevant, responsible, and makes a valuable contribution to society. The theme includes topics such as:

- defining how knowledge can be both scientifically rigorous and practically useful
- discussing what channels are most valuable for transmitting research findings to practitioners
- examining how doctoral education might better integrate knowledge about practice with scientific learning
- investigating how we can help practitioners be better consumers of scientific knowledge generated in our research and inculcate them against fads
- studying pedagogies that work best for promoting more actionable skills and

knowledge

Given that these are longstanding issues, they fit well within the domain of MH research.

In addition, to encourage cooperation with other divisions, I plan to continue having sessions that focus on the historical and contemporary impacts of (1) seminal works and (2) key historical events. We had several of these sessions last year in the Professional Development Workshop that were well attended and had multiple divisions as sponsors. For example, one session highlighting the continuing impact of Cyert and March's (1963) Behavioral theory of the firm drew over 130 participants and was sponsored by 3 other divisions along with MH. Consequently, I would encourage you to think about seminal works or historical events for which the year 2004 represents a key anniversary. One example is the 75th anniversary of the 1929 Stock Market Crash. Thus, we have the opportunity to examine not only the history of the stock market including

other crashes such as Black Monday and the Internet Bubble, but also related topics such as historical views of organizational performance measurement.

If you submit a paper or symposium, I prefer to receive your submission in an email sent to me at flohrke@cba.ua.edu. Submissions must be contained in a single Microsoft Word file that includes all figures, tables, and references. Please use your Academy of Management (AoM)-assigned submission number as the file name in the following format:

Mhppr##### for a paper
Mhsym##### for a symposium

Please do NOT include a title page or any author-identifying information in your file; include the title page information in the body of the e-mail. Also, please include the AoM submission number as a header for your paper. (See the AoM "Diskette submission" instructions for the way to remove identifying information from a Word file.) Please check your file to make sure it is virus-free. The deadline for papers and symposia submissions is

January 5th, 2004 at 5 p.m. Eastern standard (New York) time.

If you do not have access to an e-mail account, you may mail four copies of your submission and a 3.5" diskette to me at the address provided above. Similar to e-mail submissions, please make sure the entire submission is contained in a single file. Please check your diskette to make sure it is virus-free.

All submissions will be acknowledged via email. Please do NOT send a self-addressed, stamped envelope for either electronic or postal submissions.

Thank you in advance for your efforts on the 2004 Program!

From the Division Chair Elect:

What a sublime setting we had for our 2003 Conference activities! The weather, the views, even the hotel seemed to conspire for a superlative few days in August. Everything was conveniently located, even if it was always uphill.

Of the 59 papers and 12 symposia submitted, we were able to place papers and symposia in 27 sessions on the program; in All

Academy, Showcase, Shared Interest, Interactive Paper and MH Division sessions. Management History papers and symposia were presented in concert with seventeen other divisions.

Sincere thanks to the one hundred forty-three paper authors and symposium submitters, fifty-eight division and special reviewers, seven session chairs and twenty discussants, including the one who stepped in at the last minute.

Special thanks to those submitters who expressed their willingness to present in experimental contexts. Without your innovative spirit it would not be possible to involve as many quality presenters as we did.

The highlight of the conference was the Greenwood Award. Remembrances shared with Art Bedeian by his students and others help cement the history of our division.

Laurie J. Barclay, U of British Columbia, earned the Ronald B. Shuman Best Graduate Student Paper Award; Lois L. Kurowski, Indiana U. Kokomo, and Michael

Rowlinson, U. of London, gained the John F. Mee Management History Contribution Award; the Paul Hersey Award went to John Humphreys, Eastern New Mexico U. and David Lamond of the University of Sydney was recognized as best reviewer.

Please participate in this year's conference activities in New Orleans. I look forward to seeing you there.

Michele A. Govekar

UK Management History Division Members win Research Funding

A team of UK researchers, including members of the Management History Division, have won research funding for a project on 'Corporate History, Narrative, and Business Knowledge'. The project was one of 13 proposals funded (out of 146 submitted) to the UK Economic and Social Research Council under the Evolution of Business Knowledge Programme (<http://www.ebkresearch.org>). The researchers are Professors Michael Rowlinson (Queen Mary,

University of London), Peter Clark (Queen Mary), Stephen Procter (Newcastle), with Charles Booth (West of England). The sum of money awarded to the team was £102,416 and the project will run from October 2003 - September 2005. A short project description follows:

Businesses often advertise their longevity with phrases such as: 'Established 32 years'; 'Over 30 years experience', and 'Drawing on 100 years of technical knowledge'. History clearly means something for these companies. Previous researchers have examined whether old organisations are more likely to survive than new organisations. We are interested in the symbolic significance of history and how businesses learn from their pasts, especially the largest British companies, many of which have shown enormous staying power - four of the top ten largest British companies by market capitalisation in 2001 were established in the nineteenth century or before. Corporate historians such as

Kransdorff, in *Corporate Amnesia: Keeping Know-How in the Company* (1998), argue that if the precepts of Knowledge Management are accepted then Corporate History should be seen as an important repository of Organisational Memory. But while companies in other countries, especially the USA, celebrate their history and learn from their pasts, it is alleged that British firms are reluctant to look back and therefore miss the opportunity to learn from their own rich histories.

For the 100 largest British companies, and a smaller sample of US companies, we are studying company annual reports, websites, company-sponsored histories, company newsletters and the

increasing number of corporate visitor attractions to find out how companies present their history, and how they learn from historical knowledge of the past. We are also conducting case studies of a smaller number of companies that make particular use of their history, such as Sainsbury, which uses history in staff training and for its award-winning educational website, and Cadbury, which has a strong historical theme at Cadbury World, a highly successful visitor attraction. We are particularly

interested in companies that have commemorated, or even deliberately ignored, salient events in their history, such as centenaries, or critical junctures where history has been invoked, such as threats of takeover.

One way to learn from history is to consider how it might have turned out differently. 'What if?' or counterfactual history, is now well established among historians as a way of writing lively narratives. Considering what might have been is a useful way to counter the impression that history is boring because whatever happened in the past was inevitable and could not have

happened any other way. For the second part of our research we are inviting leading researchers in organisation studies, strategy and business history to come up with a stimulating collection of counterfactual histories for business, especially regarding turning points in British business history. We are particularly interested in the difference that individuals can make, for example, what if Henry Ford had started in Birmingham?

Finally, we are interested in the different conventions that are followed by

writers on the history of business organisations, for example, whether commissioned company histories follow particular conventions compared to, say, critical journalists. This reflects our interest in historical theory, where historians are concerned with explaining the conventions that distinguish historical writing from narrative fiction.

For further details on the project, or to be kept informed of progress, please email Michael Rowlinson at m.rowlinson@qmul.ac.uk

Management-History List: Call for Participation

Members of the Management History Division may not be aware that there is an email network (or list) called management-history which was set up in 1995 to provide a resource for management historians and for any other scholars interested in the history of management philosophy and practice. In reviewing the respective membership of the list and of the Division recently, I discovered that fewer than 10% of the members of the Division also subscribe to the listserv.

The list is an email network which mainly circulates calls for papers, tables of contents for management history-related journals, and other current awareness announcements, although subscribers may also post questions, initiate debates, and so on. It is a relatively low-volume list, which means that your email inbox will not be cluttered up with messages. Subscription is free. I urge all members of the Division who are not subscribers to the list to sign up for this useful and informative resource. You can do so by emailing me at charles.booth@uwe.ac.uk, saying you want to be added to the management-history list. It's as simple as that!

Charles Booth

Immediate Past-Chair,
Management History
Division.

Member News

Chuck Wrege informs us that he will present a paper on his methods of management history research at the annual Canal History and Technology Symposium at Lafayette College, Easton, PA on March 20, 2004. He is also publishing a book of his love letters to his late wife, "B" Wrege, titled: A ROMANCE IN WATERECOLOR, which features some of the 105 watercolor envelopes he used to write to his late wife in the spring of 1950. It is published by John Joos of Sky Lake Productions, Sautee, GA. Prepublication orders are accepted at 1-800-982-0676 @ \$24.95 a copy.

John R. Ogilvie,
University of Hartford, and
Diana Stork, Simmons
College,
published "Starting the
HR-Change Conversation
with History," in the
Journal
of Organizational Change
Management. The lead
article in the special issue
on "HRM and
Organizational Change:
All's Well That Ends Well
or Much Ado

About Nothing?" reviewed HR's historical role in organizational change and proposes a negotiation approach that both honors its history and attempts to resolve contemporary dilemmas facing HR. The article can be found in Vol. 16, No. 3, 2003, pp. 254-271.

CALL FOR NOMINATIONS: ACADEMY OF MANAGEMENT CAREER ACHIEVEMENT AWARDS

Nominations are invited for the four Academy of Management Career Achievement Awards. Nominations must be submitted electronically and received by the Chair of the Career Achievement Awards Committee no later than February 2, 2004. Detailed information regarding each award and on the process for submitting a nomination is provided at: <http://infonet.aomline.org>. This online source also provides a list of past recipients of each award. The awards focus on recognizing significant contributions over the course of a career. They

include:

- 1.DISTINGUISHED EDUCATOR AWARD
- 2.DISTINGUISHED SERVICE AWARD
- 3.SCHOLARLY CONTRIBUTIONS TO MANAGEMENT AWARD
- 4.DISTINGUISHED SCHOLAR-PRACTITIONER AWARD

Journal of Management History

The Journal of Management History has a new Editor in Professor David Lamond PhD, Director of the Sydney Graduate School of Management at the University of Western Sydney in Australia. Professor Lamond will take over from Professor Jack Rabin, who has had a long and distinguished involvement with the journal.

In taking on this role, Professor Lamond said that he would seek to continue the proud tradition established by Jack Rabin, but would be guided in his approach to the journal by the words of a former Governor General of Australia, Sir William Deane, who, in the Inaugural Lingiari Lecture in 1996, said:

“The past is never fully gone. It is absorbed into the present and the future. It stays to shape what we are and what we do.”

With that in mind, the Journal of Management History is looking for contributions that reflect on the historical development of management concepts and practices, with a view to how they inform the present and ‘shape what we are and what we do’. Like the Division of Management History itself, this includes examination or re-examination of established historical management concepts; the historical and continuing role of the behavioural sciences in the development of management practices; historical analysis of management philosophies; methodologies for dealing with historical management materials; the importance of the historical perspective in understanding contemporary management; and historical aspects of such workplace features as quality control, cultures, and occupational health and safety.

If you think you have a piece that fits this bill, or if you would like to play a role on the editorial review board for the journal please send your manuscript/details to

Professor David Lamond

Editor, Journal of Management History

Email: d.lamond@uws.edu.au

Editorially Speaking

Paul Govekar, Editor

This issue is out a bit later than I had hoped to do. I will try to do better with the Spring issue.

Be sure to check out the photos from the last Annual Meeting. I want to thank Julia Teahen for sharing her photos with us.

The next issue is the spring issue. All contributions are welcome. The deadline will be March 1, 2004.

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Pictures from the AOM meeting in Seattle, WA.

