

Memo workshop 1

The first workshop of the project *Changing business systems and economic performance in Europe and Asia during the 20th century* will take place on 22-23 march 2012 at the Research Institute for History and Culture of Utrecht University. Aim of the project is to write a common research proposal to apply for an international research grant (FP-7). The first outline of the project (February 2011) gave a rough idea of the research agenda and the way to proceed towards an application. However, many issues on the content of the project should be discussed and the organization is also a matter that has to be dealt with carefully.

The focus of the project will be the firm and its strategy. The central research questions are: How did business in Europe and Asia develop during the 20th century and what kind of changes took place in the competitiveness of their respective industries. Can we relate changes in competitiveness and the composition of industry to the national business systems? How should we understand the interactions between institutions, institutional change, national government policy and the internationalization of the firms? In order to analyze and explain the temporal and spatial changes of firms and industries in a competitive environment we want to look at both factor endowments *and* institutions (Varieties of Capitalism). What makes an industry competitive in a certain time period and what reasons can be distinguished for geographical transition? Do industries located in different nations/regions display systematic differences in their structures and strategies and if so, what inspires such differences and how can these differences be explained? In studying the evolution of global competition we intend to look at the performance of the firms *and* their ability to reap the opportunities of their business system.

Pilot studies: theories and practicalities

We want to discuss the theoretical framework, the selection of industries, countries/regions and time periods, the sources and the organizational aspects of the project. Structuring the discussion is important to make the workshop a fruitful

steppingstone towards an application. We suggest systematizing this workshop around two ‘pilot studies’. These studies can be used as a tool to discuss the possibilities of theories and practices. Both pilot studies were already mentioned in the proposal of February 2011.

The first pilot study will concern the shipbuilding industry. This capital intense industry turned out to be an attractive industry for industrializing countries. Whereas the UK was among the most important countries that produced ships and floating vessels in the 19th and the first half of the 20th century, Japan became a major shipbuilding nation after World War II. Nowadays South Korea is world’s largest shipbuilding nation with a global market share of 53%. What happened? The economics of shipbuilding and the often complex institutional arrangements that characterize the business makes the shipbuilding industry an ideal case for a pilot study. The contributors (UK/Japan) are asked to sketch the major developments of the industry in their countries, to analyze the role of factor endowments and the main institutional arrangements that determined the competitiveness of the industry and the transitions that eventually took place.

The second pilot study of the first workshop will be the banking sector. In this phase of the project, it might be beneficial to discuss this industry, because of the outstanding position of banking and their financial services (compared to the other sectors we distinguished). Banking and capital market services were important for (international) business, but like other sectors of the service industry they have been long time largely domestic in character. During the last decades of the 20th century services have undergone a remarkable shift. The landscape of banking and capital markets (with e.g. the rise of the universal banks) changed fundamentally and became more internationalized and sophisticated. What role played banks as facilitators of business in different countries, what changed and how can these changes be explained? With contributions of the Netherlands, Germany and Japan, we hope to get a set of relevant questions.

Again, both pilot studies should be seen as a small scale preliminary study conducted in order to evaluate theories and practices. What are the relevant issues and questions? What do we want to compare? Are the theories sufficient? It is the goal of this first workshop to tackle these kinds of issues. We suggest presentations in which these

issues are discussed. The presentations should not be too extensive (15 minutes), so that we have ample room for discussion. The presentations are just tools to construct and refine the design of the project. An overview of the major developments of the industries, the relevance of theories, the availability of sources and the questions that should be raised is more important than an in-depth analysis of the industry. A paper is not needed, but a handout of the presentation will be very welcome. Laptop and beamer are available.

During the workshop we also have to consider more practical issues related to the design of the project. We have to review the selection of industries and nations/regions and time per iodization. We should also think about the extension of the network and the participation of other universities and research institutes. Finally, we will pay attention to the procedure of the application and make a planning for the next meeting.

Program

Changing business systems and economic performance in Europe and Asia during the 20th century (Workshop 1)

Utrecht University
Research Institute for History and Culture
Janskerkhof 13
3512 BL Utrecht

Contact; Bram Bouwens: 0031-616744913

21 march 2012:

17.00: venue, NH Hotel City Centre
dinner

22 march 2012:

9.00: welcome and introduction: Bram Bouwens

9.30-12.00: shipbuilding Asia and Europe
Chair: Joost Dankers

Jim Phillips and Ray Stokes, 'Building ships and building men in post-1945 Scotland'

Eugene Choi, Takeo Kikkawa and Takafumi Kurosawa, 'Competitiveness of the East Asian Shipbuilding Industries: A Comparative and Historical Outlook of Japan, China, and South Korea'

Keetie Sluyterman, 'Dutch shipbuilding: searching for niche markets'

Discussion

12.00-13.30: lunch

13.30-15.30: discussion on project: theories and practices
Chair: Keetie Sluyterman

Introduction: Bram Bouwens

Discussion on:

- Success and failure of national industries: between factor endowments and institutions
- What institutions should be studied: government, coordination and competition, corporate governance, labour relations, educational system, innovation?
- Role of multinational corporations and technological transfers
- Organisation and functioning of markets
- Sources and databases

15.30-16.00: coffee break

16.30-18.00: practical issues

Introduction: Joost Dankers

19.00: dinner: ‘Academiegebouw’ (University Hall, Domplein 29, 3512 JE Utrecht)

23 march 2012:

9.00-12.00: banking Asia and Europe

Chair Ray Stokes

Friederike Sattler, ‘The German universal banks in the 20th century: Just cartells of power or dynamic driving forces of economic growth?’

Eugene Choi, Takeo Kikkawa and Takafumi Kurosawa, ‘Historical Analysis of the East Asian Banking Industries: From the Perspective of Global Competitiveness’

Gerarda Westerhuis, ‘Changes in Dutch banking: from local to global’

Discussion

12.00-13.30: lunch

13.30-14.30: organization workshop 2 and future research agenda

14.30: closing remarks: Bram Bouwens

19.00: dinner

Participants

Bram Bouwens

Eugene Choi

Joost Dankers

Joost Jonker

Takeo Kikkawa

Takafumi Kurosawa

Maurits van Os

Jim Phillips

Friederike Sattler

Andrea Schneider

Keetie Sluyterman

Ray Stokes

Gerarda Westerhuis

Jan Luiten van Zanden