

Asian Platform for Sustainable Development

"Business History Kyoto" (Series Number 5)

March 10th -13th 2015



Series Title: Confronting Globalization

Professor Jeffrey Fear

(University of Glasgow, School of Social and Political Science)

Timetable

	10th (Tue)	11th (Wed)	12th (Thu)	13th (Fri)
10:00 12:00		Lecture 1 (Room 311) Globalization in Historical Perspective	Lecture 2 (Room 311) Varieties of Capitalism	Lecture 3 (Room 311) International (Financial) Investment
After noon	13:00–15:00 Special Lecture 2 (SGU Workshop: Organizational Studies and Business History) Prof. Daniel Wadhvani "History and Organization Studies: New Directions" Prof. Jeff Fear: Making Mittelstand Multinationals: Or how a failing textile firm became a world market leader 1960-2000			

Confronting Globalization (Prof. Jeffrey Fear, University of Glasgow)

Workshop Lecture 10th March (Tuesday) 13-15:00:

Title: *Making Mittelstand Multinationals: Or how a failing textile firm became a world market leader 1960-2000*

This lecture examines why Germany, in particular but not exclusively, has developed such a broad array of family-owned, midsize “global players” that compete globally with an international niche strategy. These firms are often collectively referred to as the *Mittelstand*, yet many of these firms have become multinational firms as well. The lecture focuses on these new emerging industrial multinationals deriving from a wealthy country. The second half focuses on an individual firm and how it transformed itself into a global champion.

Outline of the Lectures

Lecture 1 11th March (Wednesday) 10-12:00:

Title: *Globalization in Historical Perspective*

This lecture examines the question whether globalization is new. How does the current global economy compare with the last era of globalization in the 19th century? What aspects are really new about globalization, and if new, what do these new phenomena tell us about the present era?

Suggested Supplementary Readings:

Nick Bisley, *Rethinking Globalization* (2007) ch 2

Stephen Broadberry and Kevin O'Rourke (eds), *The Cambridge Economic History of Modern Europe Volume 2: 1870 to the Present* (2010) ch 1

Alfred Eckes, *The Contemporary Global Economy: A History since 1980* (2011) ch 2

Lecture 2 12th March (Thursday) 10-12:00:

Title: Varieties of Capitalism

Given the vast extension of globalization trends in the last thirty years—and given the considerable writing about how the “world is flat: why have scholars increasingly identified specific “varieties of capitalism”? If globalisation is so powerful, why do varieties of capitalism continue to exist? To what extent have some economies been able to maintain the diversity of their institutional arrangements? Is this a strength or a weakness? Will globalisation lead to greater convergence or greater divergence?

Suggested Supplementary Readings:

Peter Hall and David Soskice, *The Varieties of Capitalism* (2001), especially chapter 1

Bruno Amable, *The Diversity of Modern Capitalism* (2003), excerpts from Ch. 3 (handout)

Bob Hancké, *Debating Varieties of Capitalism* (2009)

Bob Hancké, Martin Rhodes and Mark Thatcher (eds), *Beyond Varieties of Capitalism: Conflict, Contradictions, and Complementarities in the European Economy* (2007) especially introduction

Andreas Nölke and Simone Claar, “Varieties of Capitalism in Emerging Economies,” *Transformation: Critical Perspectives on Southern Africa*, 81.1 (2013), 33-54

Lecture 3 13th March (Friday) 10-12:00:

Title: International (Financial) Investment

What are the forms of international investment? Is the growth and speed of capital movements in the global economy dangerous? Have they contributed to global volatility? Are capital controls and greater regulation of finance good or bad? Why is international capital flowing from poorer countries to wealthier ones? Are new financial innovations (financialization) such as credit default swaps, securitization, and derivatives too risky?

Suggested Supplementary Readings:

Alfred Eckes, *The Contemporary Global Economy: A History since 1980* (2011) ch 8

Paul Krugman and Maurice Obstfeld, *International Economics: Theory and Practice* (9th ed, 2012) ch 7-8 and 21

Catherine Schenk, *International Economic Relations since 1945* (2011) chs 6-7

Ngairé Woods (ed), *The Political Economy of Globalization* (2000) ch 4