

# Multinationals and the Organization of Work

## Workshop

9—10 April, 2015

Convenors:

Paula de la Cruz-Fernández, Miami

Dmitri van den Bersselaar, Liverpool

This workshop takes place within the framework of the international research center IGK Work and Human Lifecycle in Global History.

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## Thursday, 09 April 2015

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15.00      **Arrival & Registration**

15.30      **Introduction to the Workshop**

16:00      **Engaging with Local Talents**

**Julio Moreno** (San Francisco)

Bridging the Local to Coca-Cola's Global Business as Comparative Advantage

**Adóracion Álvaro Moya** (Madrid)

FDI Long-Term Effects on Host Economies' Managerial Talent: US Investment in 20<sup>th</sup> Century Spain

**Commentator: Martin Lutz** (Berlin)

18:30      **Dinner**

## Friday, 10 April 2015

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08.45      **Multinationals and the Managing of Labor after the 1930s**

**Rory Miller** (Liverpool)

Staffing and Management in British Firms in Argentina, Brazil and Chile: The Period of Transition, 1930 - 1970



**Christian Marx** (Trier)

The Organization of Work in Multinational Companies of the  
Chemical Industry in Western Europe after the Boom, 1965 - 1990

**Rafael Castro** (Madrid)

'Part of the Plan': Organization of Work and French Consultancy  
Firms in Spain, 1959 - 1980

**Commentator: Jana Costas** (Frankfurt Oder)

11.00 **Coffee Break**

11.30 **The Politicization of Multinationals' Human Resources**

**Marcelo Bucheli** (Urbana-Champaign)

Working with Local Elites: Multinational Corporations and their  
Legitimation Strategies in Latin America

**Stephanie Decker** (Birmingham)

The Impact of Colonial Development Debates on the HR Policies of  
Imperial Business in Ghana and Nigeria, 1940 - 1960

**Commentator: Dmitri van den Bersselaar** (Liverpool)

13.30 **Lunch**



15.00      **Transforming Local Organization of Work**

**Leda Papastefanaki** (Ioannina)

The Singer Sewing Machine and Gender Labour Organization at Home and in Workshops, Greece 1890s - 1960s

**Paula A. De la Cruz-Fernandéz** (Miami)

Modern Sewing for Modern Women: The Professionalization of Dressmaking in Mexico and Spain, 1930 - 1940

**Commentator: Charlotte Bruckermann** (Berlin)

17.00      **Coffee Break**

17.30      **Keynote - Final Comment**

**Mira Wilkins** (Miami)

18.30      **End of Workshop**