



**Northumbria  
University**  
NEWCASTLE

**Newcastle Business School**  
**BUSINESS HISTORY GROUP**  
**Seminar Series**  
**2021-22**

3<sup>rd</sup> November 2021 *Dr Michael Heller (Brunel Business School): 'The Very Latest, Modom': The British Commercial Gas Association and Content Marketing in Interwar Britain.*

19<sup>th</sup> January 2022 *Dr Jessica van Horsen (Leeds Beckett University): Medical Risks vs. Financial Rewards: Corporate Social Responsibility in the Global Asbestos Trade, 1930-197*

23<sup>rd</sup> February 2022 *Dr Andrew Smith (University of Liverpool): How Do Professionals Investors Benefit from Learning About Financial History? Insights from an Interview-Based Study*

March 2022 *Professor Jillian Gordon and Professor Niall MacKenzie (University of Glasgow): TBC*

20<sup>th</sup> April 2022 *Dr Peter Buckles (University of Liverpool): Crisis and Uncertainty in the Bristol-West India Sugar Trade, 1783-1802*

May 2022 *BHG Research Showcase Event Two*

8<sup>th</sup> June 2022 *Professor Daniel Raff (University of Pennsylvania): Historical Explanation Reconsidered and Some Tasks for Business History*

Seminar convenors: Dr Ian Jones and Ellie Charalambous

Email: [ian.g.jones@northumbria.ac.uk](mailto:ian.g.jones@northumbria.ac.uk)

Twitter: @bhg\_nbs