

# PROGRAM

Research Symposium in Honor of **OLIVER E. WILLIAMSON**  
December 4, 2009 at BI Norwegian School of Management,  
Nydalén, Oslo

The logo for BI Norwegian School of Management, consisting of the letters 'BI' in white on a dark blue square background.

## “Economic Governance: The Impact of Transaction Costs Economics on Research, Business and Society”

Venue: Gerson Kommisar Auditorium

Chair: **Professor Torgér Reve**

### DECEMBER 4TH

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**0930** Registration and coffee

**1000** Welcome  
**Tom Colbjørnsen**, President BI Norwegian School of Management

**1010** Introduction to the Research Symposium  
**Torgér Reve**, Professor BI Norwegian School of Management

### SESSION 1: The Impact of Transaction Cost Economics in the Business Sciences

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**1020** “TCE and marketing: Looking back, moving forward”  
Professor **George John**  
Carlson School of Management, University of Minnesota, Minneapolis, MN, USA

**1050** “TCE and its impact on strategic management”  
Professor **Jackson Nickerson**  
Olin Business School, Washington University, St. Louis, MO, USA

**1120** “The contribution of transaction cost theory to international business”  
Professor **Jean-François Hennart**  
University of Tilburg, Netherlands

**1150** “The influence of transaction cost theory on business research in Scandinavia”  
Professor **Gabriel R.G. Benito**  
BI Norwegian School of Management, Norway

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**1230** Lunch, BI Faculty cafeteria 7. Floor

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## **SESSION 2: The Impact of Transaction Cost Economics in Economics and Institutional Economics**

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**1330** “Oliver Williamson: Viewing organization through a transaction cost lens”  
Professor **Scott E. Masten**  
Ross School of Business, University of Michigan. Ann Arbor, MI, USA

**1400** “The organizational impact of TCE”  
Professor **Charles Hill**  
Foster School of Business, University of Washington, Seattle, WA, USA

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**1430** Coffee break

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**1500** “Oliver Williamson’s contributions to economics”  
Professor **Claude Ménard**  
Université Paris 1 Panthéon-Sorbonne

**1530** “Efficient adaptation versus gains from specialization;  
Comparing firms and markets”  
Professor **Birger Wernerfelt**  
Sloan School of Management, Massachusetts Institute of Technology,  
Cambridge, MA, USA

## **SESSION 3: Closing Keynote Address**

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**1600** “The Joys of the Voyage”  
Professor **Oliver E. Williamson**  
2009 Nobel Laureate in Economics  
Haas School of Business, University of California - Berkeley, CA, USA

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**1700** End

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