

The Chinese Marketplace: Globalization and Local Transformations

Spring 2015

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Days & Hours: Thursdays 13:00-15:20 Email: jfzhu@fudan.edu.cn

Course Objectives

This course addresses several major themes focusing on the dynamics of China's unprecedented socioeconomic transformations. Topics covered will include the implications of globalization for everyday life in the local contexts, the rise of consumerism in contemporary China, important policies and various emerging markets etc. One important goal of this course is to provide a set of conceptual tools and a new perspective that will hopefully help you better describe and understand the social world around you. In learning this new perspective, I hope that you develop a critical, even —skeptical view toward superficial explanations of take-for-granted practices by replacing your common sense understandings of interpersonal interactions with an uncommon sense about the links between individual experiences, structural forces and particular marketplaces.

It is my hope that we can work together as a learning community to explore issues of general interests. Well-documented case studies and business ethnographies will be woven into in-class discussions of these major themes as a way of grounding theory in marketing practices. Course reading is arranged in weekly units around specific thematic issues. Discussions of the case study materials will be accompanied by presentations of the instructor's research on a range of topics related to the application of anthropological/sociological methods of inquiry to business practices in different field settings.

Course Requirements

Students are expected to read all the listed materials and to be prepared to discuss them during the weekly meetings. The instructor is available by appointment. Details on the content and grading standards for the writing assignments will be

distributed and discussed in class.

The THREE components of the grade are combined as follows: Participation (attendance and in-class discussion) 20%:

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First fieldwork assignment (observation): in-Class Presentation and final report 40%

Second fieldwork assignment: in-class presentation and final report 40%

You will be provided several topics at the beginning of Oct and your final report and in-class presentation will be based on the one you choose. You are required to use a variety of ethnographic research methods, in-depth interviews, on-site observations, participant observations, shadowing for instances, in order to finish a complete project, form an appealing presentation and a final report.

Lecture Outline and Reading Schedule

I. Introduction: Historical Background, Methods

Week 1 Course Overview Understanding the Chinese Marketplace: The Validity of —Soft Data

Ken Anderson, Ethnographic Research: A Key to Strategy, Harvard Business Review (March 2009)

Skim Chapters 1 & 2, The Cultural Dimension of International Business.

Week 2 Consumer Revolution: Historical Transformation Deborah Davis —Introduction: A Revolution in Consumption

K. Lieberthal and G. Lieberthal. The Great Transition, HBR on Doing Business in China

Marx, Patricia. —Buy Shanghai! A City for Sale. The New Yorker July 21st 2008 (http://www.newyorker.com/reporting/2008/07/21/080721fa_fac t_marx?currentPage=all)

Skim: Introduction and Chapter 1, Doing Business in China.

II. Globalization, Localization, Tradition and Modernity

Week 3 Glocalization Yan, Yunxiang. 2000. Of hamburger and social space: Consuming McDonalds in Beijing. In *The Consumer Revolution in Urban China*, Edited by Deborah S. Davis, University of California. 201-225

Zhan, Mei. 2009 *Other worldly: Making Chinese Medicine through Transnational Frames* Chapter 1

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Week4 Tradition and Modernity: Challenge of Local market Lu, Hanchao. 1995. *Away from Nanking Road: Small Stores and Neighborhood Life in Modern Shanghai*. In *Journal of Asian Studies*, Volume 54 Issue 1 93-123

Veeck, Ann 2000. —*The Revitalization of the Marketplace: Food Markets of Nanjing*, in *The Consumer Revolution in Urban China*. —

Week5 Guanxi and Gifts: Cultural perspectives

Kipnis, Andrew 1997. *Producing Guanxi: Sentiment, Self and Subculture in a North China Village*. Chapter 1,3. Durham and London: Duke University Press

Week 6 Values and Morals Thomas Donaldson, *Values in Tension: Ethics Away from Home*, *Harvard Business Review* (Sept-Oct 1996) Laura Nash, *Ethics Without the Sermon*, *Harvard Business Review* (Nov-Dec 1981). Katherine Xin and Vladimir Pucik, *Trouble in Paradise*, *HBR Review on Doing Business in China*

Film: *Killing Us Softly 4 III. Policies and Market: Case studies of marketing and consumer behaviors*

Week7 *Consuming Motherhood and Childhood* Gottschang, Suzanne. 2001. "The consuming Mother: Infant feeding and the Feminine Body in Urban China."

Davis and Sensenbrenner 2000. —*Commercializing Childhood: Parental Purchases for Shanghai's Only Child*, in *The Consumer Revolution in Urban China*.

Week 8 Commodification of beauty, love and intimacy Brownell, Susan, 2001, —Making dream bodies in Beijing: athletes, fashion Models, and Urban mystique in China. In Nancy N. Chen, Constance D. Clark, Suzanne Z. Gottschang, and Lyn Jeffery, eds., China Urban: Ethnographies of Contemporary Culture. 123-142. Durham & London: Duke University Press.

Zheng, Tiantian. 2009. Red Lights: The Lives of Sex Workers in Postsocialist China. Chapter 6,7

Week9 Entrepreneurialism Ming Zeng and Peter Williamson, The Hidden Dragons, HBR on Doing Business in China Arindam K. Bhattacharya and David C. Michael, How Local Companies Keep Multinationals at Bay, HBR on Thriving in Emerging Markets. David L Davies, Corporate Cadres: Management and Corporate Culture at Chinese Wal-Mart Stores Week 10-12 Course Reviews and Presentations

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