

Chinese Culture and Business Practices

<i>Course Code:</i>	<i>MANA130085</i>
<i>Course Title:</i>	<i>Chinese Culture and Business Practices</i>
<i>Credit:</i>	2
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Course Description

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.

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.

Grading

The THREE components of the grade are combined as follows:

Participation (attendance and in-class discussion)	20%:
Final Project In-class presentation	40%
Final Report	40%

Course Schedule

I. Introduction: Historical Background, Methods

Session 1 Course Overview

Film: Young and Restless in China

Session 2 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*.

Session 3 Consumer Revolution: Historical Transformation (I)

Deborah Davis “Introduction: A Revolution in Consumption”;

Bosco, Joseph. 2014. The Problem of Greed in Economic Anthropology: Sumptuary Laws and New Consumerism in China. In *Economic Anthropology* 2014;1: 167-185

Session 4 (03/23) Consumer Revolution: Individualization, Consumerism (II)

Yan, Yunxiang 2010. The Chinese Path to Individualization. In *The British Journal of Sociology* 2010 Vol 61 Issue 3

Hanser, Amy 2008. Service Encounters: Class, gender, and the market for social distinction in urban China.

Session 5 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

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*.

II. Globalization, Localization, Tradition and Modernity

Session 6 Values and Morals

Thomas Donaldson, Values in Tension: Ethics Away from Home, Harvard Business Review (Sept-Oct 1996)

Katherine Xin and Vladimir Pucik, Trouble in Paradise, HBR Review on Doing Business in China

Wang, Lei and Heikki Juslin. 2010 The Effects of Value on the Perception of Corporate Social Responsibility Implementation: A study of Chinese Youth. In Corporate Social Responsibility and Environmental Management

Film: Killing us softly 4

Session 7 Guanxi from 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

Harmon, Brian. 2014. The Crisscrossed Agency of a toast: Personhood, individualion and de-individuation in Luzhou, China. In The Australian Journal of Anthropology (2014) 25, 357-372

III. Policies and Market: Case studies of marketing and consumer behaviors

Session 8 Branding and Marketing

Doctoroff, Tom 2005. Billions: Selling to the new Chinese Consumer. New York: Palgrave MacMillan. Introduction and chapter 1.

Wang, Jing 2008. Brand New China: advertising, media and commercial culture. Cambridge: Harvard University Press. Introduction.

Session 9 Understanding Chinese Consumers

Tian, Kelly & Lily Dong (2011). *Consumer-Citizens of China: the role of foreign brands in the imagined future China*. London: Routledge. Chapter 3

Croll, Elisabeth (2006). *China's New Consumers: social development and domestic demand*. London: Routledge. Chapters 1 and 2.

Hooper, Beverley (2005). "The Consumer Citizen in Contemporary China", Centre for East and South-East Asian Studies, Lund University, Working Paper No. 12, at http://www.ace.lu.se/images/Syd_och_sydstasienstudier/working_papers/Hooper.pdf

Lu, Pierre Xiao (2008). Elite China: luxury consumer behavior in China. Singapore: John Wiley & Sons (Asia). Introduction, Chapter 1.

Session 10 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*.

Session 11 Cosmopolitanism, Beauty, New Man

Zheng, Tiantian 2011. Karaoke Bar Hostesses and Japan-Korea Wave in Post-socialist China: Fashion, Cosmopolitanism and Globalization. In *City & Society*

Song, Geng 2012. "New Man" and "New Lad" with Chinese Characteristics? Cosmopolitanism, cultural hybridity and Men's lifestyle magazines in China

Session 12 Guest Speaker (Tian Zi Fang Visit) Understanding Chinese Entrepreneurialism

Final Presentation