

Course Title: Doing Business in China

Course Description:

The objective of this seminar is to provide an overview of business environment in China so that you can have an idea of some noticeable issues for doing business in China.

This seminar is not lecture oriented. You are expected to read the assigned article for each session and evaluate the main ideas and findings critically. The articles include both academic papers and reports from research companies. I expect you to come up with insights and questions for class discussion after reading the articles. We will share our insights and try to answer the questions together. There are also some recommended readings for your interest, but they are not mandatory. Also, I will share you a book about China Internet industry, and we will pick some cases from the book for case study in class. If you have any specific topic of interest, I will try to answer you by email, or get it discussed in class together. Finally, you are expected to develop a business proposal in teams. Because of limited time, a full business plan is not necessary. You can just introduce how you develop the idea, why your plan is feasible, and how you would like to crystallize your plan in China. In the last two sessions, each team is required to give a 15-minute presentation.

Grading:

Participation and discussions (40%)

Mid-term test (20%)

Proposal in writing (40%, about 10 pages)

Class schedule and readings:

Week 1: Overview

Week2: China Customers

<Five faces of China customers>, AC Nielson

<Inside the mind of the Chinese customers>, Gallup

Week 3: Customer Behavior

<Chinese consumers' purchasing: impact of value and affect >, Journal of Fashion Marketing and Management, 2013

<Purchase intention of Chinese consumers toward a US apparel brand: a test of a composite behavior intention model>, Journal of Consumer Marketing, 2011

Week 4: Guanxi

<Guanxi and trust in strategic alliances >, Journal of Management History, 2013

<Does guanxi in China always produce value? The contingency effects of contract enforcement and market turbulence>, Journal of Business & Industrial Marketing, 2014

Week 5: First Mover Advantage

<Are there any first-mover advantages for pioneering firms? : Lead market orientated business strategies for environmental innovation>, European Journal of Innovation Management, 2012

<Do switching costs really provide a first-mover advantage? >, Marketing Intelligence & Planning, 2012

Week 6: Country of origin

<Country-of-origin versus brand: consumers' dilemma when choosing between generic and branded drugs in emerging countries>, Journal of Product & Brand Management, 2016

<Country-of-origin effects on Chinese wine consumers >, British Food Journal, 2006

Week 7: Globalization

<Response of managers to the challenges of globalization >, Industrial and Commercial Training, 2013

<Chinese Cultural Values: Their Dimensions and Marketing Implications >, European Journal of Marketing , 2007

<Chinese and American perceptions of foreign-name brands >, Journal of Product & Brand Management, 2012

Week 8: Brand Management

<Branding and product evaluation across Chinese regions>,Marketing Intelligence & Planning, 2011

<Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty>, Marketing Intelligence & Planning, 2017

<Uncovering generalized patterns of brand competition in China >, Journal of Product & Brand Management, 2014

Week 9:Market Orientation

<Market orientation, learning orientation and business performance: The mediating role of innovation>, International Journal of Bank Marketing, 2016

<The relationships between market orientation and alternative strategic orientations: A meta-analysis>, European Journal of Marketing , 2008

Week 10: Innovation

<Market, entrepreneurial, and technology orientations: impact on innovation and firm performance>, Management Decision, 2017

<Unpacking the relationships between conflicts and team innovation: Empirical evidence from China>, Management Decision, 2014

<China: the next innovation hot spot for the world >, Journal of Business Strategy, 2014

Week 11: Case study

Week 12: Final Test (Team Presentation)