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

Week 2: China Customers

<Five faces of China customers>, AC Nielson
<Inside the mind of the Chinese customers>, Gallup

**Week 3: Customer Behavior**


**Week 4: Guanxi**

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

**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**


**Week 7: Globalization**

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


**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


**Week 9: Market Orientation**


<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


**Week 11: Case study**

**Week 12: Final Test (Team Presentation)**