

## **Doing Business in China**

It aims to provide students an overview of business environment in China so that students may have basic understandings of some major issues for doing business in China. This class is not lecture oriented. Instead, students are highly required for active participation in class discussions. Students are expected to read assigned articles for each session before class and evaluate main ideas and findings critically during class sessions. There are also some recommended readings for students' various interest. In the later part of the semester, students will develop a business proposal in teams. Due to time limit, a full business plan is not necessary. Yet, the proposal will cover how the idea is developed, why it is feasible, and how it can be implemented in China. By the end of the semester, each team is required to give a 15-minute presentation.

Grades: A short report (15%); class participation (45%); your proposal and paper (40%)

### **Schedule:**

#### **Week 1: Overview**

#### **Week2: China Customers**

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

#### **Case study 1**

#### **Week 3: Customer Behavior**

<Changing tastes: the adoption of new food choices in post-reform China>, Journal of Business Research, 2005

Recommended Readings: <Fashion consciousness of Chinese, Japanese and American teenagers>, Journal of Fashion Marketing and Management, 2004

#### **Case study 2**

#### **Week 4: Guanxi**

<The roles of xinyong and guanxi in Chinese relationship marketing>, European Journal of Marketing, 2005

Recommended readings: <When good guanxi turns bad>, Harvard Business Review, 2004

### **Case study 3**

#### **Week 5: First Mover Advantage**

<FIRST MOVER ADVANTAGES IN INTERNATIONAL BUSINESS AND FIRM-SPECIFIC POLITICAL RESOURCES>, Strategic Management Journal, 2006

Recommended readings: <Resource commitment, entry timing, and market performance of foreign direct investments in emerging economies: The case of Japanese international joint venture in China>, Journal of Academy of Management, 2000

### **Case study 4**

#### **Week 6: Country of origin**

<REGIONAL DIFFERENCES OF COUNTRY IMAGE EFFECT IN CHINESE MARKET>, Journal of Marketing Science, 2008

Recommended readings: <Effects of country-of-origin and product attribute information on product evaluation>, Journal of Customer Research, 1989

### **Case study 5**

#### **Week 7: Brand Management**

<The influence of culture on brand building in the Chinese market>, Journal of Brand Management, 2004

Recommended readings: <What does brand mean?>, Journal of Academy of Marketing Science, 2006

### **Case study 6**

#### **Week 8: Market Orientation**

<Evolution on the Global Stage>, 2007

Recommended readings: <Market orientation: A meta-analytic review and assessment of its antecedents and impact on performance>, Journal of Marketing, 2005

### **Case study 7**

#### **Week 9: Innovation**

<The Effects of Strategic Orientations on Technology- and Market-Based Breakthrough Innovations>, Journal of Marketing, 2000

Recommended Reading: <Customer Knowledge Development: Antecedents and Impact on New Product Performance>, Journal of Marketing, 2004

**Case study 8**

**Week 10: Conclusion**

<China 2009 Boom or Doom>, AC Nielson

Recommended reading: <Mapping the research on success factors for managing international joint ventures in China>

**Case study 9**

**Week 11: Team Presentation (1)**

**Week 12: Team Presentation (2)**