

**Prof. Arafaat A. Valiani**

## ***HIST 407/507: US Business in Asia***



Prof. Arafaat A. Valiani

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Office hours: Wednesday 11:30a-2:00pm and by appointment.

Economic and cultural globalization has revealed the importance of Asian markets and organizations to the global economy. However these economies are increasingly significant because of their *relationship to and exchanges with* other economies like the US economy. Such linkages can include an exchange of ideas and technologies, trade of goods and services, or the active collaboration between American organizations and their Asian counterparts. In this course we examine economic, cultural and technological exchanges between American and Asian firms and markets in the twentieth and twenty-first centuries. We will combine approaches from sociology and economic history in order to think about these organizational, economic and technological links. Topics that we will explore include: new and 'taboo' markets in the US, India and China; American information technology in India; cities as markets (Dubai); American life insurance in China; media markets; and global migration (Singapore). We will use a diverse variety of sources including books, articles and film to learn about these topics.

The primary purpose of this course is for you to learn how to design, research and write a research paper or case study (18-20 double-spaced pages), on a subject of your choice related to the course, with my guidance as well as that of

the University of Oregon libraries. The seminar is structured to offer you the necessary tools to undertake a research project in terms of offering readings that are germane to all of us, guiding you methodologically, honing your ability to discuss, research and write on the topic of your choice.

Learning Outcomes:

By the end of term you should be able to:

- Understand relationships between American and Asian firms and markets.
- Understand organizational processes that are applicable in the American, Asian and global contexts.
- Analyze and interpret “primary” source data.
- Identify an author’s argument or thesis.
- Write an analytical essay and develop your own argument supported by evidence and data.

Format: Seminar.

Requirements: active participation in class discussions (includes weekly questions on the reading), class presentation(s), final research paper (18-20 pages for undergraduates; 25-30 pages for graduate students). I will meet with graduate students separately and we will discuss some additional readings.

Grade Distribution

1. Participation	20 %
2. In class presentations	20 %
3. Approved paper description with bibliography	10 % (Due by the 3 <sup>rd</sup> week/Meeting 3)
4. Preliminary Draft of Paper	15 % (Completed by 9 <sup>th</sup> week/Meeting 9)
5. Final Draft of Paper	35 %

Research paper: In consultation with the professor you may choose your research topic and city of study. The readings are significantly broad and well crafted for you to choose a set of concepts to design your project and paper. For this reason, your active participation in class discussion is required and you must come to class having read the assigned text. Graduate students may select their topics so that they are directed towards their own areas of interest and research though the same deadlines apply to them.

All work that you turn in must be your own. Any work submitted for credit that includes the words or ideas of anyone else must fully and accurately identify your source in a complete citation. If you are confused about this or do not understand the consequences of academic dishonesty at the UO—or the ethical issues behind these university policies—please read the UO plagiarism policy:

<http://libweb.uoregon.edu/guides/plagiarism/students/>

I encourage you to take advantage of my scheduled office hours (listed on the department website) or to make an appointment to see me. If you have physical or learning differences that require special accommodations official notice from Disability Services (see <http://ds.uoregon.edu>) is required. I will do everything in my power to address all documented needs.

**Required Texts:**

All required readings will be provided on Canvas.

Webpage pertaining to research resources on South Asia:  
<http://researchguides.uoregon.edu/south-asian-history>

**Course Schedule** (this may be adjusted as we move through the term, I will announce these changes in advance).

**Meeting 1**

**Introductions and Explanation of the Research Paper**

Part 1. Introduction to the course and its goals, seminar members.

Part 2. Library session on historical research and primary sources in the University of Oregon libraries.

**Meeting 2**

**What is a market, what do firms do, how is value created?**

-Paul DiMaggio, "Constructing an Organizational Field as a Professional Project: US Art Museums, 1920-1940", from *The New Institutionalism in Organizational Analysis*, edited by Walter Powell and Paul DiMaggio.

**Meeting 3 Paper topic descriptions due.**

**India's First Computers**

Dinesh Sharma, *The Outsourcer: The Story of India's IT Revolution*, Introduction, Chapter 1 and 2.

**Meeting 4**

**Part 1: The Story of IBM in India**

Dinesh Sharma, *The Outsourcer: The Story of India's IT Revolution*, Chapter 3 and 4.

Part 2: Discussion of paper topics in class.

**Meeting 5**

**From Electronic to Software and Outsourcing**

Dinesh Sharma, *The Outsourcer: The Story of India's IT Revolution*, Introduction, Chapter 5-7.

## **Meeting 6**

### **What is a case study or research paper? Methodological Analysis of two studies.**

Part 1: Case study of Dubai:

“Sheik Mohammed and the Making of ‘Dubai, Inc.’”, Anthony Mayo, Nitin Nohria, Umaimah Mendhro, Johnathan Cromwell, Harvard Business School, August 2010, Study 9-410-063.

Part 2: Journal Article on Global Labor Markets and Migration in Singapore:

“Sikhs and the City: Sikh history and diasporic practice in Singapore” by Gerard McCann, Modern Asian Studies, Volume 45, Issue 06, November 2011, pp. 1465-1498.

## **Meeting 7**

### **Culturally Reframing in New or ‘Taboo’ Markets**

#### The Case of American Life Insurance in China

Cheris Shun-ching Chan, “Creating a Market in the Presence of Cultural Resistance: the case of Life Insurance in China” (article)

#### The Case of the Secondary Market for Life Insurance in the US

Sarah Quinn, “The Transformation of Morals in Markets: Death, Benefits, and the Exchange of Life Insurance Policies” (article)

## **Meeting 8**

### **Media Markets**

Reading to be announced.

## **Meeting 9**

Preliminary draft discussions this week, individually and in my office, no meeting.

## **Meeting 10**

Paper/case study Presentations

**Final Draft of Research Paper due one week after the last day of class.**