

# Karl Gerth

---

Department of History, University of California—San Diego, La Jolla, California, 92093-0104 USA  
[kgerth@ucsd.edu](mailto:kgerth@ucsd.edu)

**Hwei-Chih and Julia Hsiu Chair in Chinese Studies & Professor of History**, 2013 – Present  
University of California—San Diego (UCSD)

**Dame Jessica Rawson Fellow & Tutor in Modern Asian History**, 2007 - 2013  
Oxford University and Merton College

**Co-Director, British Inter-University China Centre**, 2011 - 2013  
**Principal Investigator, “The Past, Present, and Future of Chinese Consumerism”**  
A research consortium with East China Normal University, 2011 - 2013  
**China Co-Investigator, Ceres21**, 2010 - 2013  
(see <http://www.ceres21.org/about-us/>)

**Director, Center for Asian Studies** University of South Carolina, 2005-2007  
**Associate Professor of History (with early tenure)** University of South Carolina, 2005-2007  
**Assistant Professor of History** University of South Carolina, 2000-2005

## EDUCATION

Ph.D. in History, Harvard University, 2000  
*Dissertation:* “Nationalizing Consumption, Consuming Nationalism: The National Products Movement in China, 1905-1937”  
*Committee:* Professors Philip Kuhn (chair), William Kirby, and Akira Iriye  
*Taiwan:* November 1997 - August 1998  
*China:* Summer 1996; Summer & Winter 1997  
*Japan:* October 1996 – November 1997

A.M. Regional Studies—East Asia, Harvard University, 1994

B.A. History, Grinnell College, 1989  
Studies included junior-year abroad at Nanjing and Beijing Universities, China

## CURRENT BOOK PROJECTS

*Consumer Culture in Modern China*. Cambridge: Cambridge University Press (under contract). A 200-page (80,000 word) thematic history of modern consumerism in China since 1900.

*“Guard Against the Tendency to Seek Pleasure”*: *Unmaking Market Culture in Mao’s China*. This book project examines how the Communist government attempted to replace urban market culture with a socialist alternative in the 1950s (One article published and two others in early drafts).

## BOOK PUBLICATIONS

*As China Goes, So Goes the World: How Chinese Consumers are Transforming Everything.* New York: Hill & Wang, 2010.

中国消费的崛起: 中国消费者如何改变世界 (*Zhongguo xiaofei de jueqi: Zhongguo xiaofeizhe ruhe gaibian shijie*). Beijing: CITIC Press, 2011 (Chinese edition)

Other published editions: Russian, Arabic, and complex-character Chinese (Taiwan).

*China Made: Consumer Culture and the Creation of the Nation.* Cambridge: Harvard University Press, 2003.

制造中国: 消费文化与民族国家的创建 (*Zhizao Zhongguo: Xiaofei wenhua yu minzu guojia de chuangjian*). Beijing: Peking University Press, 2007 (Chinese edition)

## PEER REVIEWED ARTICLES

“Wu Yunchu and the Fate of the Bourgeoisie and Bourgeois Lifestyles under Communism” in Sherman Cochran, ed., *The Capitalist Dilemma in China's Communist Revolution: Stay, Leave, or Return?* (Forthcoming, Cornell University Press)

“社会主义中国与消费主义的妥协” (*Shehui zhuyi Zhongguo yu xiaofei zhuyi de tuoxie*) (The contradictions between socialist China and consumerism), *Journal of East China Normal University*, No. 4 (Winter) 2013

“Transnational Consumers: The Unintended Consequences of Extreme Markets in Contemporary China,” in Rosemary Foot, ed., *China Across the Divide: The Domestic and Global in Politics and Society.* New York: Oxford University Press (2013)

“Compromising with Consumerism in Socialist China: Transnational Flows and Internal Tensions in ‘Socialist Advertising,’” *Past & Present* 218: 203-232 (Spring, 2013)

A New ‘Brand’ of Economic Nationalism: From China Made to China Managed,” in Anthony P. D’Costa, ed., *Globalization and Economic Nationalism in Asia.* Oxford: Oxford University Press, 2012

“Variations on a Global Theme? A Comparative Perspective on Nationalism and Consumerism in Modern China,” in Oliver Kühschelm, ed., *Konsum und Nation. Zur Geschichte nationalisierender Inszenierungen in der Produktkommunikation* transcript: Bielefeld, 2012

“Lifestyles of the Rich and Infamous: The Creation and Implication of China’s New Aristocracy” in special issue of *Comparative Sociology* (Vol. 10, Number 4, 2011): 488-507

“Consumption and Politics in Twentieth-Century China,” in Kate Soper and Frank Trentmann, eds., *Citizenship and Consumption*, Palgrave Macmillan, 2008

“Shanghai Fashion: Merchants and Business as Agents of Urban Vision.” In Sherman Cochran, David Strand, and Wen-hsin Yeh, eds., *Cities in Motion*, Berkeley: University of California Press, 2007

“Commodifying Anti-Imperialism: MSG and the Flavor of Patriotic Production” in Susan Strasser, ed., *Commodifying Everything: Relationships of the Market*, Routledge, 2003, pp. 235-58

“Consumption as Resistance: The National Products Movement and Anti-Japanese Boycotts in Modern China.” In Harald Fuess, ed., *The Japanese Empire in East Asia and its Postwar Legacy.* Munich: iudicium, 1998, pp.119-142

## ADDITIONAL PUBLICATIONS

- “Consumption and Sustainability in China.” Solicited article for *China, India, and East and Southeast Asia: Assessing Sustainability*, Vol. 7 of the *Encyclopedia of Sustainability* (Forthcoming, 2013)
- “Consumption and Nationalism: China,” Solicited 8,000-word article for Frank Trentmann, ed., *The Oxford Handbook on the History of Consumption*. Oxford University Press, 2012
- “Consumer Society,” Solicited article for Akira Iriye and Pierre-Yves Saunier, eds., *Palgrave Dictionary of Transnational History*. Palgrave Macmillan, 2010
- “Consumption and Consumerism in East Asia” and other solicited entries for Peter Stearns, ed., *Encyclopedia of the Modern World*. Oxford University Press, 2009
- Contributor, *Encyclopedia of Chinese-America Relations*, Yuwu Song, ed., McFarland, 2006
- Contributor, *East Asia and the United States: An Encyclopedia of Relations Since 1784*, edited by James I. Matray, Greenwood Press, 2002
- Book reviews for *English Historical Review*, *Business History Review*, *China Review International*, *Pacific Affairs*, *China Quarterly*, *The China Journal*, *American Historical Review*, *Journal of Asian Studies*, *Modern Asian Studies*, *Journal of Social History*, *Agricultural History*

## SELECT SCHOLARLY PAPERS & LECTURES SINCE 2006

- “Service with a Smile: Socialist Products and Marketing in the Mao Years,” University of San Francisco Center for Asia Pacific Studies symposium, “Advertising and Marketing in China,” November 13-14, 2014
- “Compromising with Consumerism in Socialist China: Transnational Flows and Internal Tensions in Socialist Advertising,” Institute for Historical Research, the University of London, November 1, 2012
- “Branding and Economic Nationalism in Twentieth-Century China,” Invited panel speaker, “From guild marks to the Made in ...: marks of origin and country branding in the global economy (15<sup>th</sup>-20<sup>th</sup> centuries),” *World Economic History Forum*, Stellenbosch, South Africa, July 11, 2012
- “Chinese Consumers and the Future of Global Trade,” Invited lecture, Institute of International and European Affairs, Dublin, Ireland, June 7, 2012
- “Catch-up Consumers: The Middle East and China in Historical Perspective,” A joint seminar with Relli Shechter, Trinity College, University of Oxford, May 2012.
- “Chinese Consumerism in Global Comparative Perspective,” Invited leader of Master Class, “Global Scholars Program Colloquium: Rise and Crises of Middle Classes in Historical and Global Perspective,” Columbia University, Paris, France, April 12, 2012.
- “Consumers under Communism: Combining Competing Transnational Flows in the Wake of the 1949 Chinese Revolution,” Invited paper, “Transnational History in a Globalized World” *Past and Present* Conference, Oxford University, September 9-10, 2010
- “The Environmental Implications of Chinese Consumerism,” Invited paper, “The Roots of China’s Environmental Crisis” conference at the University of Bristol, September 10, 2010

- "The Origins and Implications of Chinese Brand Nationalism." Invited paper, "Conference on Globalization and Economic Nationalism in Asia," Copenhagen Business School, December 3-4, 2009
- "China after Copenhagen: The Entrenchment of Consumer Culture in Contemporary China and its Implications," Institute for Chinese Studies, Oxford University, October 15, 2010
- "Wu Yunchu and the Fate of the Bourgeoisie and Bourgeois Lifestyles under Communism." "Conference on Chinese Capitalists and the Communist Revolution of 1949," Cornell University, October 9-10, 2009
- "Variations on a Global Theme? A Comparative Perspective on Nationalism and Consumerism in Modern China." Keynote Address, International Conference on Product Communication and the Nationalisation of Consumption, University of Vienna, October 1-3, 2009
- "China's Embrace of Western Lifestyles and Its Consequences." Keynote Address, "A Century of Change: China and Modernization 1900–the Present," Library of Congress and the University of Maryland, September, 17-18 2009
- "Who Gets What? The Creation and Implications of China's New Rich." Co-organizer and paper presenter, International Symposium on "Consumer Revolution or Consuming Revolution: Making Sense of Marketization in China," Oxford University, September 12, 2009
- "The Place of Luxury Consumption in Twentieth-Century Chinese Status Consumption." Invited paper, "Symposium on Comparative Social Distinction," Maison Française d'Oxford and at the Department of Sociology, Oxford University, December 5, 2008
- "From Beer to Beef: Scrutinizing the Legacy of Japanese Imperialism in East Asia." Invited chair & discussant, 12<sup>th</sup> EAJIS International Conference, Lecce, Italy, September 22, 2008
- "Making and Unmaking Commodity Chains in 20<sup>th</sup>-century China," Paper presenter, "Commodities in Evolution: Historical Change in Different Ages of Globalisation 1800-2000," 2<sup>nd</sup> Annual International Workshop of the Commodities of Empire Project, British Academy, September 11, 2008
- "Made in Taiwan?: The Politics of Cultural Contacts Between Taiwan and China." Invited speaker, Walker Institute for International and Area Studies, USC, September 4, 2008
- "Urban Cultural History in Comparative Perspective." Invited speaker, Istituto Italiano di Scienze Umane, Naples, Italy, June 4, 2008
- "The International History of Consumerism in Twentieth-Century China." 20<sup>th</sup> Century International History Workshop, European Studies Centre, St Antony's College, Oxford University, February 13, 2008
- "Chinese Consumerism in the Twentieth Century." Invited speaker, *Global History Seminar*, University of Warwick, January 23, 2008
- "China in the 21<sup>st</sup> Century: Finally Moving Forward from the Past?" Invited Speaker, Chatham House, London, November 15, 2007
- "The Internationalization of China in the Late Nineteen and Early Twentieth Century," Invited Panel Commentator, British Inter-University Launch Conference, Oxford University, June 28, 2007
- "'Guard against the Tendency to Seek Pleasure': The Fate of Consumerism under Communism." Invited workshop paper, "'The Growth of Myriad Things Depends on the Sun': Mobilization, Performance, and the Production of Legitimacy in Mao's China," Fairbank Center, Harvard University, April 7, 2007
- "The Politics of Consumption in Twentieth-Century China." Invited paper, "An Interdisciplinary Workshop on Citizenship and Consumption: Agency, Norms, Mediations, and Spaces," University of Cambridge, March 30-April 1, 2006

## SELECT PUBLIC ENGAGEMENT & MEDIA APPEARANCES

Co-organizer, “The Chinese Renaissance in Europe,” One day conference sponsored by the British Academy and attended by over one hundred academics, diplomats, businesspeople, and journalists, London, UK, March 9, 2012.

China Co-Investigator, Ceres21, 2010 – present. An Oslo-based, Nobel Institute funded program exploring the adaptation of renewable energy technologies in the automotive and power-generation industries across three continents. Project has included public conferences held in Oslo (Norway), Accra (Ghana), and Dubrovnik (Croatia). Multivolume series in final stages of preparation.

To promote *As China Goes*, appeared on 25-plus radio programs around the world, wrote op-ed’s, and appeared for a lengthy interview on a leading American TV interview program (<http://www.charlierose.com/view/interview/11642>). Also contributed to BBC print, radio, and TV stories related to China in the areas of business and climate issues. Provided business briefings to leading global companies including Aviva and JP Morgan.

*Select links to media appearances, including television and radio interviews, popular press reviews, and blogs:*

- Radio (*US National Public Radio Morning Edition* and *Canadian Broadcasting Company*):  
<http://www.npr.org/2010/11/26/131603210/decades-later-chinese-consumers-tastes-change>  
<http://www.cbc.ca/dispatches/2010season/2010/12/01/december-2-5-from-jerusalem---china---bogota-colombia---kabul/>
- Book reviews (*CS Monitor*, *Kirkus Reviews*, *The Sunday Guardian*):  
<http://www.csmonitor.com/Books/Book-Reviews/2010/1206/As-China-Goes-So-Goes-the-World>  
<http://www.kirkusreviews.com/book-reviews/non-fiction/Karl-Gerth-46/as-china-goes-so-goes-the-world/>  
<http://www.sunday-guardian.com/bookbeat/the-chinese-consumer-will-shape-the-new-order> .
- Lengthy interview, *Sunday Boston Globe* (print) and re-published online:  
<http://bostonglobe.com/ideas/2011/11/05/from-made-china-bought-china/BmgUYiFGqPpEUgTntPZG6H/story.html>
- *New York Times* business blog:  
<http://economix.blogs.nytimes.com/2011/04/11/the-impact-of-chinas-consumers/> .
- CNN AND BBC news:  
[http://money.cnn.com/2010/11/12/news/international/china\\_future\\_consumer\\_market.fortune/index.htm](http://money.cnn.com/2010/11/12/news/international/china_future_consumer_market.fortune/index.htm)  
<http://www.bbc.co.uk/news/uk-england-oxfordshire-16654939>  
[http://www.bbc.co.uk/iplayer/episode/b01220w7/World\\_Business\\_Report\\_24\\_06\\_2011/](http://www.bbc.co.uk/iplayer/episode/b01220w7/World_Business_Report_24_06_2011/)  
<http://www.bbc.co.uk/news/business-13911755>
- *The Daily Beast* and *China Dialogue*:  
<http://www.chinadialogue.net/article/show/single/en/4125>  
<http://www.thedailybeast.com/blogs-and-stories/2011-01-01/chinas-environmental-problems-and-economic-growth/full/>

## **FELLOWSHIPS AND AWARDS SINCE 2000**

2013 British Academy Fellowship (Awarded but declined acceptance)  
2013 Leverhulme (Awarded but declined acceptance)  
2011 British Arts & Humanities Research Council (AHRC)  
2010 Leverhulme (Awarded but declined acceptance)  
2009 Oxford University Fell Fund  
2008 British Academy Small Grant  
2008 Oxford University Fell Fund  
2005 Blakemore Foundation Grant  
2004 Walker Institute for International Studies, USC, Research Grant  
2004 Blakemore Foundation Grant  
2003 Walker Institute for International Studies, USC, Research Grant  
2002 Chiang Ching-kuo Foundation, Grant for Professors  
2002 Sponsored Programs and Research Grant, University of South Carolina  
2002 Wall Institute for Advanced Studies, Uni. of British Columbia, Visiting Junior Fellow  
2001 College of Liberal Arts Research Grant, University of South Carolina  
2000 Harold K. Gross Dissertation Prize, History Department, Harvard University

## **PROFESSIONAL SERVICE**

- Editorial Board, *Journal of Social History*, 2011-present
- Associate Editor, *Frontiers of History in China* (journal), 2010-2014
- Judge, American Historical Association's Committee on the John K. Fairbank Prize (2007-2010)
- Referee, Journal Articles for: *Journal of Asian Studies*, *Modern China*, *Modern Asian Studies*, *European Journal of East Asian Studies*, and the *Journal of Women's History*
- Review manuscripts for Harvard University Press, Stanford University, University of Cambridge, University of California Press, Norton, Rowman & Littlefield, Routledge, Palgrave, and Houghton Mifflin
- Review research proposal for national funding bodies such as the National Endowment for the Humanities
- Tenure and promotion reviews for other universities

## **RESEARCH LANGUAGES**

Mandarin Chinese, Japanese, Literary Chinese, and Spanish

## **PROFESSIONAL AFFILIATIONS**

Association for Asian Studies (since 1988); American Historical Association (since 1992)

## **FOREIGN RESIDENCE & TRAVEL**

Lived in: China (three-plus years), Taiwan (three years), Japan (two years), Hong Kong (four months), the United Kingdom (six years), Spain (one year). Traveled extensively in Eastern & Western Europe, East Asia, and Southeast Asia.

## **UCSD ADMINISTRATIVE EXPERIENCE**

Graduate Committee (2013-Present)  
Search Committee, Modern Japanese History (2014-2015)  
Chinese Studies Executive Advisory Committee (2013-Present)

## **OXFORD ADMINISTRATIVE EXPERIENCE**

Finance Committee (2012-2013)  
Academic Review Committee (2010-2013)  
Academic Committee (2007-2013)  
Merton College Student Support Committee (2011-2013)  
Oxford International Debating Society, Faculty sponsor (2011-2013)  
Oxford University Taiwanese Students Society, Faculty Sponsor (2011-2013)  
Oxford Hub student volunteer society advisory board (2011-2013)  
History Faculty Board of Examiners (2013)  
Selection Committees in Modern British History, Chinese Politics, and Chinese Archeology

## **REFERENCES AVAILABLE UPON REQUEST**