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Hwei-Chih and Julia Hsiu Chair in Chinese Studies and 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

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 & INTERNATIONAL RESEARCH EXPERIENCE

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

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

BOOK PUBLICATIONS

Unending Capitalism: How Consumerism Negated China’s Communist Revolution.
Cambridge: Cambridge University Press, 2020. A 382-page (140,000 word) book project that examines how the Chinese government attempted to replace consumerism with a socialist alternative in between 1949-1976.

As China Goes, So Goes the World: How Chinese Consumers are Transforming Everything.
New York: Hill & Wang, 2010. 258 pp.

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 of *As China Goes*). 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. 445 pp.

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 of *China Made*). Reprinted, 2017.

PEER REVIEWED ARTICLES

- "Consumerism in Contemporary China" pp. 75-105 in Tanweer Akram and Salim Rashid, eds. *Faith, Finance, and Economy: Beliefs and Economic Well-Being*. New York, NY: Palgrave Macmillan, 2020. dx.doi.org/10.1007/978-3-030-38784-6.
- "Make Some Get Rich First: State Consumerism and Private Enterprise in the Creation of Postsocialist China" in Julianne Fürst et al., eds., *The Cambridge History of Communism Vol. 3: Endgames?: Late Communism in Global Perspective, 1968 to the Present*. New York: Cambridge University Press, 2017.
- "Driven to Change: The Chinese State-Led Development of a Car Culture and Economy" in Atle Middledun and Nina Witoszek, eds., *Energy Transport in Green Transition: Perspectives on Ecomodernity*, Routledge, 2015.
- "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?*, Ithaca: Cornell University Press, 2015.
- "社会主义中国与消费主义的妥协" (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), pp. 122-47.
- "Compromising with Consumerism in Socialist China: Transnational Flows and Internal Tensions in 'Socialist Advertising,'" *Past & Present* 218: 203-232 (Spring, 2013), pp. 203-32.
- 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, pp. 202-23.
- "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, pp. 197-222.
- "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, pp. 34-50
- "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, pp. 154-81.
- "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. 119-42.

ADDITIONAL PUBLICATIONS

"Are Chinese Cities Becoming More Habitable?" in Toby Lincoln and Xu Tao, eds., *The Habitable City in China: Urban History in the 20th Century* (Palgrave Macmillan, 2017).
"China: Up Close and Personal. A Conversation with Karl Gerth," edited eBook and Video interview with Howard Burton. April 11, 2014. Distributed by Ideas Roadshow. For eBook or video, see <http://www.ideasroadshow.com/issues/karl-gerth-2014-12-01>
"Be Careful What You Wish For" Invited essay for the *New York Times* roundtable on "China's Coming Economic Crisis?" posted at "Room for Debate," April 7, 2014 <http://www.nytimes.com/roomfordebate/2014/04/08/chinas-coming-economic-crisis>
"Consumption and Sustainability in China." Solicited article for *China, India, and East and Southeast Asia: Assessing Sustainability*, Vol. 7 of the *Encyclopedia of Sustainability*. Berkshire Publishing Group, Great Barrington, Massachusetts, 2012.
"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 published in: *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 2010

"Why want a wristwatch? Self-expanding and compulsory consumerism in the Mao era." Invited talk delivered at the Conference to Commemorate the Seventieth Anniversary of the Founding of the PRC, East China Normal University, August 28-29, 2019.
"三大件与当代中国的经济发展" (The Three Big Items and the economic development of contemporary China). Invited talk delivered in Chinese as part of ACLS/Wakeman Award, Shanghai Academy of Social Science, August 27, 2019.
"Everyday Desirables: How Wristwatches, Sewing Machines, and Bicycles Spread Consumerism in Mao-Era China," Conference on Material Contradictions in Mao's China, King's College London, London, May 17-18, 2019.
"Everyday Desirables: How Wristwatches, Sewing Machines, and Bicycles Spread Consumerism in Mao-Era China," Paper presented as part of "Chinese Consumer Culture in Historical and Contemporary Perspectives" panel at the Association for Asian Studies Annual Conference, Denver, March 22, 2019.

- "Wristwatches, Sewing Machines, and Bicycles: Three Big Reproducers of 'Bourgeois' Consumerism in the Mao Era," Invited talk, Modern China Seminar, Columbia University, March 11, 2019.
- "The Mao Badge Fad: How a State-Initiated Consumer Fad Negated a Revolution," Invited talk. The College of William & Mary, January 31, 2019.
- "Unending Capitalism: State Consumerism and the Negation of the Socialist Revolution," East Asia Seminar, School of Historical Studies, Institute for Advanced Study, Princeton, New Jersey, January 28, 2019.
- "The Mao Badge Fad: How a State-Initiated Consumer Fad Negated a Revolution," Invited talk, Princeton University, December 5, 2018.
- "The Mao Badge Fad: How a State-Initiated Consumer Fad Negated a Revolution," School of Historical Studies, Institute for Advanced Study, Princeton, New Jersey, October 4, 2018.
- "'Bourgeois' Material Desires in Mao-era China," Conference on Material Culture in Mao's China, Yale University, September 14-15, 2018.
- "Everyday Desirables: What Wristwatches, Sewing Machines, and Bicycles Can Tell Us about Mao-era China," presented at "Material Culture under Mao," M+ Museum, Hong Kong, July 4, 2018.
- "Mom-and-Pop Shops as a Driver of Change in China during the 1980s," Paper presented at "Monumental Change: China's Transformation Since the 1980s," University of San Francisco, Center for Asia Pacific Studies, November 15-16, 2017.
- "The Mao Badge Fad: How a State-Sponsored Consumer Fad undermined a Revolution," Paper presented at East Asia: Transregional Histories Workshop, University of Chicago, October 5, 2017.
- "Everyday Ironies: Mao Badges as the Biggest Consumer Fad in History," paper presented at the University of California, Berkeley, March 23, 2017.
- "Make Some Get Rich First: *Getihu* and the Transformation of China in the early 1980s," Paper presented as part of "Politics, privatization, and propaganda: Framing the post-Mao transition, 1976-1982" panel at the Association for Asian Studies Annual Conference, Toronto, March 17, 2017.
- "Everyday Irony: Mao Badges as the Biggest Consumer Fad in World History," paper presented at the workshop, "Material Cultures of the Mao Era," King's College, London, December 9-10, 2016.
- "Can Chinese Consumers Rescue China & the World?," Invited talk, Portland State University, November 14, 2016.
- "The State and the New Wealthy in Early Postsocialist China, 1978-92," paper presented at Contemporary China Conference: Poor China/Rich China: Poverty, Wealth, and Inequality, University of California, Irvine, May 13, 2016.
- "Reassessing Deng Xiaoping's 'Reforms' in China," Invited paper presented at the conference, "After Socialism: Globalization, Collapse, Transformation," Gramsci Institute, Rome, December 10-11, 2015.
- "The Mysterious Middle: Reframing Chinese Consumerism in the Socialist Era," paper presented at the East Asian Studies Workshop, Harvard University, October 19, 2015.
- "The Future of the History of Twentieth-Century Chinese Urban History," Invited presenter and discussant, "Conference on New Urban History" at Shanghai Academy of Social Sciences, Shanghai, China, July 3-4, 2015.
- "社會主義中國與消費主義的妥協" and "研究中國近現代消費主義的挑戰," Invited lectures (in Chinese) as Visiting Senior Scholar, Academia Sinica, Taiwan, April 22 & 29, 2015.
- "'Serve the Consumer': The Advent of Socialist Consumerism in China," Paper, the Annual Association for Asian Studies Conference, Chicago, April 28, 2015.

- "Compromising with Consumer Desire: Chinese Market Culture from Mao to Now," Invited lecture, Cornell University, March 23, 2015 (Recorded lecture put on line as part of new Cornell University China Series).
- "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.
- "Do We Want China to be More like Us?" Invited lecture, Osher UCSD Distinguished Lecture Series, October 9, 2014. Recorded and posted to UCSD TV and YouTube (over 1,000 views): <https://www.youtube.com/watch?v=0Izjx067uXUT>.
- "The Chinese Consumer: A Profile in Transition," Invited roundtable participant, FutureChina Global Forum, Singapore, July 17, 2014.
- "Will China Rescue the World?" Invited lecture, California State University at San Bernardino, February 24, 2014 and posted at YouTube (over 1,000 views) at <https://www.youtube.com/watch?v=OM99tzEtxyw>.
- "Will China Rule the World? Historical Perspectives on the Rise of China," Invited roundtable participant, American Historical Association, Washington, D.C., January 4, 2014.
- "The Environmental Implications of Chinese Consumerism," Keynote Speech (delivered via Skype) to University of Warwick, "China Forum 2013," November 16, 2013.
- "Comparative Perspectives on the Attempt to Create a Socialist Shopping Experience" Presented paper at international conference I organized, "Learning from Big Brothers: What Soviet and Central European Histories of Everyday Life May Teach Historians of the Mao Era," Centre for Global History, Oxford University, September 27-28, 2013. See http://global.history.ox.ac.uk/?page_id=1386
- "Transnational Flows and Internal Tensions in 'Socialist Advertising'", Paper presenter, "New Perspectives on the Chinese 1950s Workshop," University of York (UK), July 19-21, 2013.
- "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 (15th-20th 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.

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 – 2016. 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, So Goes the World*, 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.charlirose.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/> .
- *The Economist* cover story, “Doing it Their Way”:
<http://www.economist.com/news/briefing/21595019-market-growing-furiously-getting-tougher-foreign-firms-doing-it-their-way>
- CNN AND BBC news:
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/>
- *China Daily* editorial:
http://www.chinadaily.com.cn/opinion/2013-11/07/content_17086786.htm

FELLOWSHIPS AND AWARDS SINCE 2000

2020 UCSD Faculty Senate Research Grant
2018 Yearlong residential writing fellowship, Institute for Advanced Study, Princeton, NJ
2018 Fellowship, American Council of Learned Societies
2018 Yearlong residential writing fellowship, National Humanities Center (declined award)
2017 UCSD Faculty Senate Research Grant
2016 UCSD Faculty Senate Research Grant
2015 Academia Sinica, Taiwan, Invited Senior Visiting Scholar
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

External Reviewer, School of Historical Studies, Institute for Advanced Study, 2019-present
Editorial Board, *Remembrance (Ji Yi)*, 2019-present
Editorial Board, *Cross-Currents: East Asian History and Culture Review*, 2015-present
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*, *Journal of Social History*, and the *Journal of Women's History*

Review manuscripts for Harvard University Press, Stanford University Press, Cambridge University Press, Oxford University Press, University of California Press, Norton, Rowman & Littlefield, Routledge, Palgrave, Houghton Mifflin, and the University of Washington
Review research proposal for national and international funding bodies such as the National Endowment for the Humanities (US) and Economic & Social Research Council (UK)
Tenure and promotion reviews for other universities

LANGUAGES

Mandarin Chinese, Japanese, and Literary Chinese

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 SERVICE

Director, Chinese Studies Program (2016-2018, 2019-Present)
University Committee on Research (2014-2017)
Chair, Search Committee, Pickowicz Chair in Modern Chinese History (2017-2018)
Chinese Studies Executive Advisory Committee (2013-)
Committee on Undergraduate Education (2017-18)
Department Long-Range Planning Committee (2016-2017)
Department Graduate Committee (2013-2014; 2015-2017)
Department Search Committee, Modern Japanese History (2014-2015)
Board of Advisors, 21st Century China Program, Graduate-Student Blog "China Focus" (2013-)