

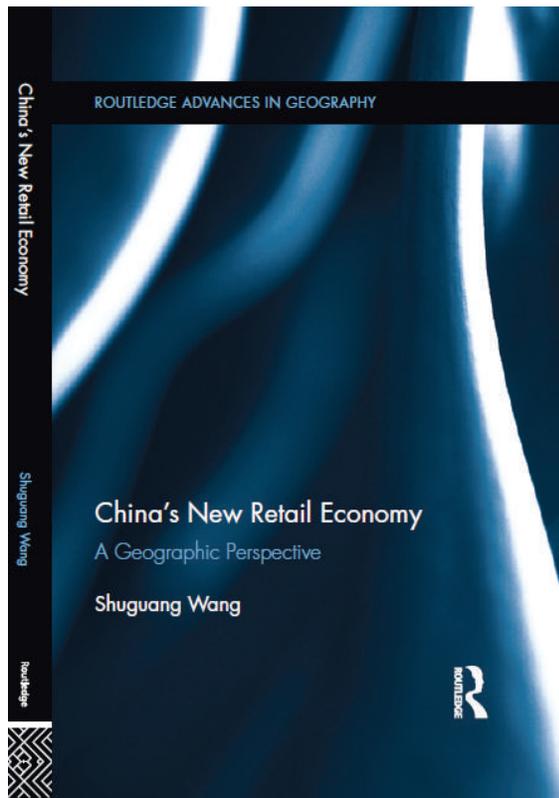
Canada-China Institute for Business & Development 加中商业与发展中心 Newsletter



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Opportunities



Book Launch

China's New Retail Economy: A Geographical Perspective

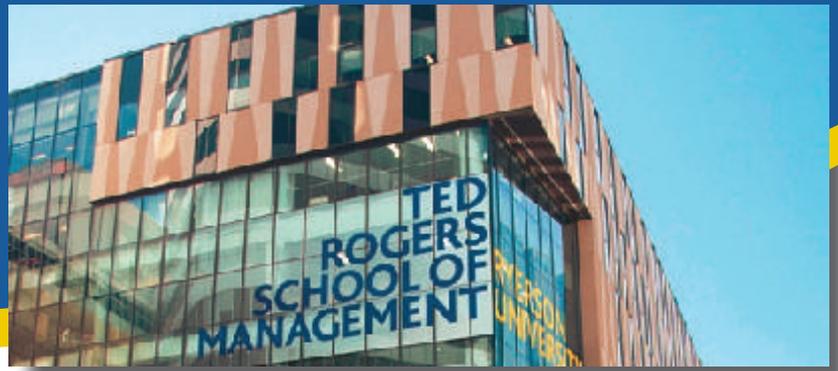
Wednesday, April 23, 2014, 5-7pm



by Shuguang Wang

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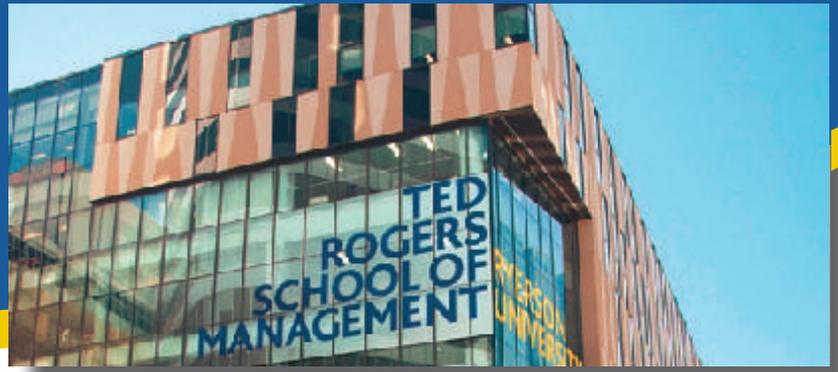
Jim de Wilde

China's New Retail Economy: A Geographic Perspective

Book Description:

Retailing is the essential link between production and consumption. The dynamics of a nation's economy cannot be fully comprehended without a good understanding of its retail sector. Despite its importance, there has been a lack of attention to the restructuring and transformation of China's retail sector in the large body of literature concerning economic reform and regional development in China. This book fills a void in the English literature on this important topic.

Unlike the existing books, this book moves away from the "firm centric" approach and focuses on the forces and processes of retail change in the post-reform China, along with the geographical outcomes. Specifically, this book is written to achieve three broad objectives. First, it provides a comprehensive assessment of the changes in consumption patterns in China, the current size of the Chinese consumer market, and the regional variations, to establish the context of demand. Second, it presents a systematic interpretation of the progressive retail de-regulation and re-regulation process to provide the legal context for the understanding of the retail changes. Third, it delivers a systematic analysis of the transformation of China's retail sector to gauge the changes in the supply side. This includes the entry and expansion of foreign retailers, the development of indigenous retail chains as a national strategy to modernize China's retail industry, and the more recent pattern of capital groundings in commercial real estate developments to create new consumption spaces. This book is a useful reader for university students and faculty researchers and is also an informative reference for international retailers and transnational real estate developers, who complete business and investment opportunities in China.



Recent News and Events

Meeting with Beijing Institute of Fashion Technology Delegation



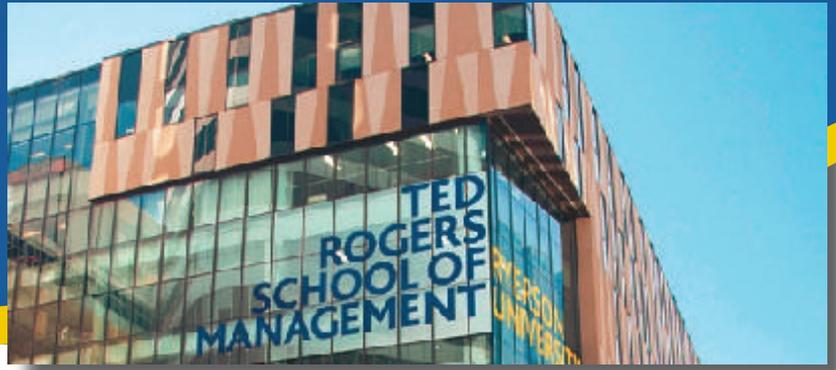
Dr. Qing Liao (VP, BIFT) and Dr. Steven Murphy (Dean, TRSM), middle, with BIFT delegation and colleagues at RI and TRSM

A 5-member delegation from the Beijing Institute of Fashion Technology (BIFT), headed by Dr. Qing Liao, VP, visited Ryerson University on February 14, 2014. BIFT is one of China's leading universities specializing in fashion education. Guided by the philosophy of "discovery, innovation, and application", it strives to achieve a balance between art, business, and engineering. Facilitated by Ryerson International (RI) and CCIBD, the delegation held meetings with their counterparts in the Ted Rogers School of Management (TRSM) and School of Fashion and engaged in sincere and in-depth discussions of future collaboration opportunities.

During their visit, they also signed a Memorandum of Understanding with Ryerson University, which represents the initial efforts for potential joint academic programs at the graduate or postgraduate level, supervision of visiting research students, project-based collaborative activities, organization of joint events, conferences, seminars, symposiums, academic staff mobility, and research collaboration.

BIFT delegation with Dr. Jean Mason (3rd from left), Associate Dean of Faculty of Communication & Design, and Prof. Lucia Dell'Agnese (4th from right), Acting Chair, School of Fashion





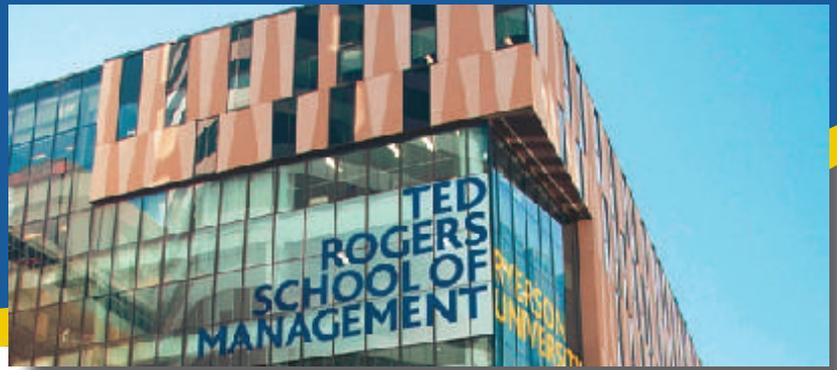
Personnel Exchange

Ms. Liu Fang is senior lecturer at the College of Foreign Languages, Harbin University of Commerce which is the first multidisciplinary university of commerce in China. She teaches bilingual training courses in English for college students, executives, and entrepreneurs. Her research interests are cross-cultural communication issues, bilingual teaching practices and puzzles, the effectiveness of bilingual teaching and strategies for its continuous developments for learners, and the relationship between bilingual training, immigrant settlement and innovation.

She holds a MA from University of Canberra. She has published her research in several scholarly journals and presented at various international conference proceedings. She currently holds a grant for a key research project supported by the Research Foundation in the Humanities and Social Sciences of Education Bureau of Heilongjiang Province, China.

At CCIBD, Ms. Fang will be working on a collaborative research project investigating the relationship between bilingual training and immigrant settlement in the Canadian-Chinese context.





Research Summary

Perceptions of Chinese and International Tourists on China Hotel Service Quality

Zhen Lu & Zhu Feng

Most of the studies of Chinese hotels' service quality have been conducted from the international tourists' perspectives. There is a lack of research on how Chinese tourists perceive the service quality of China's hotels and how similar or different Chinese tourists' perceptions are from their international counterparts. This research attempts to fill this gap by investigating the service quality of China's hotels perceived by both Chinese and international tourists. As on-line guest review Web sites that are popular and becoming "a new kind of word-of-mouth communication," the guest reviews posted on elong.com and tripadvisor.com were collected and analyzed. The results show that Chinese and international tourists were generally satisfied with the service quality of the hotels where they stayed. However, Chinese tourists were "pickier" than international tourists when evaluating hotel services. They demanded more personal services and were more conscious of value.

Journal of China Tourism Research, 6: 73-82, 2010

American Legal Realism goes to China: The China Puzzle and Law Reform

Gil Lan

This article explores how China has been able to achieve economic success despite its lack of strongly enforced property rights. Drawing upon theory of American Legal Realism, property is reconceptualised as a system of social relations rather than as a system of apolitical rules. In part, China's economic success lies with its ability to manage property-based relations through unique Chinese approaches that supplement or substitute for formal law. However, these approaches alone may not be sufficient for addressing some of the problems accompanying China's rapid economic growth. As a result, China will have to continue to develop its unique arrangement of formal law and other socio-political orders. This perspective provides a more illuminating explanation of China's development than formalistic conceptions of law and provides insight into the various constellations of socio-political orders that exist alongside formal law to generate economic growth.

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