

## **Economic Sociology Meets Economic Geography G4042**

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Course meets in 628 Kent Hall, Tuesdays 2:10 until 4

### **Course description**

This class is a graduate level seminar on the intersection of sociological and spatial approaches to understanding the productive economy. It is aimed at students interested in economic and organizational sociology, in the interplay of local and global forces, in political economy, and in the intersection of business and policy studies.

Economic sociologists taking the "relational turn" and geographers' emphasis on the spatial location of those relationships mean that the two disciplines generally find much to like when they "read across." Indeed, they have engaged in a lively back-and-forth, particularly in the debates around such noted books as Piore and Sabel's *The Second Industrial Divide* and AnnaLee Saxenian's *Regional Advantage*, coming roundly to agree that understanding the economy means recognizing that place matters, that social relationships matter, and that social relationships happen in real places.

Recently, however, though the friendship remains, the conversation has been shaken up by new encroachments of the global on the local: advances in information technology and changes in the developing world have put new pressures not only on the very "resurgent" manufacturing economies that historically animated the conversation, but mean also that once-protected service and technology sector workers feel themselves to be in more direct competition with their counterparts in the developing world. In this class, we will look critically at this shakeup, trying to understand the future not only what is going on in this conversation, but also what is going on in the interplay between space and relations in the productive economy.

The readings for the seminar begin with the "pop" vision that globalization and information technology have "flattened" the world. The rest of the semester will then be about the case that has been made by sociologists and geographers that globalization has not, in fact, flattened so much as it has rescaled things in unpredictable ways. Beginning with classic work from the 1980s and 1990s that rediscovered and, to no small degree, renewed ideas borrowed from Alfred Marshall on agglomeration economies, we will spend the first part of the class looking at the foundations and implications of continued regional differences even in a globalized economy. The second part of the class will focus more concretely on globalization per se, the ways in which it is actively constructed by states and multinationals, and on what this means for local and regional actors. We will close with a return to the question of whether things might still flatten in the near future, focusing on current and ongoing debates over the offshoring of engineering and service jobs from the developed to the developing world.

## Course Requirements:

### 1) DO THE READING and take an active part in class discussions

It's a graduate seminar. We read a lot and we talk about it together to help each other understand what it all means; my job is to guide that. Thinking out loud is not only fine, it is (within reason) encouraged. I have for the most part kept the reading around 150 pages/wk (more for stuff that reads quickly - like Tom Friedman which is written I think to be read on a plane; that is where I read a lot of it, in fact). Whatever is beyond that I have listed as [recommended]. I do remember going to grad school and I do know that you have other classes and responsibilities and will probably not have time for anything that is only "recommended." That said, if you can get through some of it, it is useful stuff.

Most readings will be available on courseworks, but not all, unfortunately (that whole intellectual property thing. The following books have been ordered by Columbia University Bookstore. You should get a copy somehow, as we are reading substantial chunks of each:

1. Friedman, Thomas. *The World is Flat* (Farrar, Straus and Giroux 2005).
2. Saxenian, Annalee. *Regional Advantage* (Harvard 1996).
3. Krugman, Paul. *Geography and Trade* (MIT Press 1992).
4. Castells, Manuel. *The Rise of the Network Society, vol. 1*. (2<sup>nd</sup> edition) (Blackwell 2000).

### 2) Prepare (at least) nine short memos on the week's required readings (1-2 pages each)

These are to prepare the ground for good discussions by requiring participants to think through some initial responses to the readings. These memos are to be posted in the discussion section on courseworks prior to the course meeting, by noon on Tuesday at the absolute latest – we meet at 2:10, and I want people to be able to at least glance over what others thought. In grading I will only make sure that nine are done seriously (so you can take 3 weeks off), but these memos are a real requirement; if you don't do them, it will absolutely affect your grade. Discussion is just so much better when people have done some active engagement with the texts prior to the course meeting.

### 3) Lead one or more seminar discussions

Each week, one (or more – depending on class size) students will serve as discussion leaders. The task is less to summarize the readings than it is to provide a critical evaluation that highlights interesting and important issues and questions in the reading. Presenters are expected to propose an agenda for discussion. I will be happy to meet with presenters to go over questions the week before they are to lead the seminar (preferably during my office hours, which are Monday 12-2 - but it can also be by appointment

### 4) Write an 18-25 page<sup>1</sup> paper (typed, double-spaced), due one week after the final course meeting.

The subject matter of the paper must be agreed on in advance with me by means of a short paper proposal to be turned in *by spring break*. I would also advise, though not

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<sup>1</sup> Longer is okay..., but if it is a lot longer, the extra words had better be worth it. Remember Blaise Pascal: "I am sorry for the length of my letter, but I had not the time to write a short one" (*Je n'ai fait celle-ci plus longue que parce que je n'ai pas eu le loisir de la faire plus courte*). Take, within reason, the time to make it short. Maximums rather than minimums are intended encourage this.

require, students to arrange to meet with me prior to writing their proposals. Although the paper obviously has to relate to the themes of the seminar, I will be very flexible in helping students make the paper relevant to their own specific research interests; you shouldn't have to write papers "just" to write papers. You should be taking advantage of term papers to attack the one or two subjects that most interest you from multiple perspectives, and be thinking about how the ideas we are talking about in the seminar relate to your own ideas, and about how the kinds of comments I can give (that is, comments from a sociological-geographical perspective) can help you advance your own work.

### **Grading:**

The final grade will be given on the basis of a formal evaluation of the final paper, discounted by a half a letter grade for each weekly memo not turned in (remember that you are allowed three weeks "grace" from weekly-memo-writing; I know that people do have lives). It's grad school, and if you are serious and engaged, you'll do fine. Frankly, if I do my job right, you'll care more about the comments on your paper than you will about the grade. That said, if you are clearly slacking I'm not afraid to slam you with the grade too (this is hardly a required class, after all; if you don't want to come, ... don't).

### **I. Introduction**

1. (1/17) Introduction to the course
2. (1/24) The "pop" take: Does globalization mean the end of geography?
  - a. Friedman, Thomas (2004): *The World is Flat*. Ch. 1-4 (pp. 3-224) required, Ch. 5 (pp. 225-236) and Ch. 9 (309-338) strongly recommended (yeah, it's lot of pages, but it reads extremely fast)
  - b. Four very short (1-4 page) commentaries on Friedman [posted on Courseworks]
    - i. Krugman (1999) "GLOBAL VISION DU JOUR"
    - ii. Stephen Roach (2005) "Hardly a Flat World" in Global Economic Forum
    - iii. Richard Florida (2005) "The World is Spiky", *The Atlantic Monthly*, (October).
      1. <http://www.creativeclass.org/acrobat/TheWorldIsSpiky.pdf>
    - iv. John Hagel (2005) "The World is spiky" Weblog comment on Friedman and Florida
      1. [http://edgeperspectives.typepad.com/edge\\_perspectives/2005/10/the\\_world\\_is\\_sp.html](http://edgeperspectives.typepad.com/edge_perspectives/2005/10/the_world_is_sp.html)
3. (1/31) Regions in the global: The conversation I
  - a. Saxenian, AnnaLee. 1994. *Regional Advantage: Culture and Competition in Silicon Valley and Route 128*, Cambridge MA: Harvard University Press.
    - i. [recommended] Kenney, Martin and Urs von Burg. 1999. "Institutions and Economies: Creating Silicon Valley" in M. Kenney (Ed.) *Understanding Silicon Valley: Anatomy of an Entrepreneurial Region* (Stanford Univ. Press): 219-240.
    - ii. [recommended] Saxenian, AnnaLee,. 1999. "Comment on Martin Kenney and Urs Van Burg "Technology, entrepreneurship, and path dependence: industrial clustering in Silicon Valley and Route 128" in *Industrial and Corporate Change*. 8.1

4. (2/7) What economic sociology brings to the conversation
  - a. Swedberg, Richard. 2003. *Principles of Economic Sociology*, Princeton: Princeton University Press. Ch. 3-4 (pp. 32-73)
  - b. Granovetter, Mark (2002). "A theoretical agenda for economic sociology" in Guillen et al. (eds) *The New Economic Sociology* (NY. Russell Sage) pp. 35-60.
  - c. Fligstein, Neil. (2002). "Agreements, disagreements, and opportunities in the 'new sociology of markets': A theoretical agenda for economic sociology" in Guillen et al. (eds) *The New Economic Sociology* (NY. Russell Sage). pp. 61-78.
  - d. Powell, Walter. 2001. 'The Capitalist Firm in the Twenty-First Century: Emerging Patterns in Western Enterprise', in Paul DiMaggio (ed) *The twenty-first-century firm: changing economic organization in international perspective*, Princeton: Princeton University Press. pp. 69-104.
  - e. Michael Piore (1996) "Review of 'The Handbook of Economic Sociology'," *Journal of Economic Literature* 34:741-754.
    - i. [Strongly recommended; if you haven't read it, read it]: Granovetter, Mark. 1985. 'Economic Action and Social Structure: The Problem of Embeddedness', *American Journal of Sociology* 91(3): 481-510.
    - ii. [Strongly recommended; if you haven't read it, read it]: Powell, Walter. 1990. 'Neither Market Nor Hierarchy: Network Forms of Organization', in Barry Staw and L.L. Cummings (eds) *Research in Organizational Behavior*, Vol. 12, Greenwich, CT: JAI Press.
  
5. (2/14) What geography brings to the conversation
  - a. Krugman: *Geography and Trade*. (read preface and, ch. 1-3).
  - b. Porter Michael, "Clusters and the New Economics of Competition," *Harvard Business Review*, November-December 1998, pp. 77-90.
  - c. Martin, Ron (1999): "The new 'geographical turn' in economics: some critical reflections" *Cambridge Journal of Economics*. 23. pp. 65-91
  - d. Scott, Allen J. "Economic Geography: the great half-century". *Cambridge Journal of Economics*. 24. pp. 483-504.
    - i. [Recommended] Martin, Ron and Peter Sunley (1996): "Paul Krugman's Geographical Economics and its Implications for Regional Development Theory: A Critical Assessment" *Economic Geography*. 72.3 pp. 259-292.

6. (2/21) Regions in the global: The conversation II
- a. Sabel, Charles. 1989. 'Flexible Specialization and the Re-emergence of Regional Economies', in P. Hirst and J. Zeitlin (eds) *Reversing Industrial Decline? Industrial Structure and Policy Britain and Her Competitors*, Oxford: Berg. pp. 17-70.
  - b. Storper, Michael. 1995. 'The resurgence of regional economies, ten years later: the region as a nexus of untraded interdependencies', *European Urban and Regional Studies* 2(3): 191-221.
  - c. Scott, Allen. 2002. "A New Map of Hollywood: The Production and Distribution of American Motion Pictures" *Regional Studies* 36.9 pp. 957-975
  - d. Sabel, Charles, "The World in a Bottle Or Window on the World?: Open Questions about Industrial Districts in the Spirit of Sebastiano Brusco." Forthcoming in *Stato e Mercato*, 2004.
  - e. Peck, Jamie. 2005. 'Economic Sociologies in Space', *Economic Geography* 81(2): 129-176.
    - i. [recommended] Rinaldi, Alberto (2005). "The Emilian Model Revisited: Twenty Years After" *Business History*. 47.2 pp. 244-266
    - ii. [recommended] Christerson, Brad and Constance Lever-Tracy (1997). "The Third China? Emerging Industrial Districts in Rural China" *International Journal of Urban and Regional Research* 21.4 pp. 569-588.
    - iii. [recommended] Amin, Ash. 1999. 'An Institutional Perspective on Regional Economic Development', *International Journal of Urban and Regional Research* 23: 365-378.
    - iv. [recommended] Lovering, John. 1999. 'Theory Led by Policy: The Inadequacies of the 'New Regionalism' (Illustrated from the Case of Wales)', *International Journal of Urban and Regional Research* 23: 379-395
    - v. [recommended] Whitford, Josh and Aldo Enrietti. 2005. 'Surviving the fall of a king: The regional institutional implications of crisis at Fiat Auto', *International Journal of Urban and Regional Research* 29(4).
    - vi. [recommended] Schmitz, Hubert and Bernard Musyck. 1994. 'Industrial Districts in Europe: Policy Lessons for Developing Countries?' *World Development* 22(6): 889-910.
    - vii. [recommended] Josh Whitford. 2001. "Decline of a model: Challenge and response in the Italian industrial districts," *Economy and Society* 30 (1)
    - viii. [recommended] Markusen, A. 2002. "Two frontiers for regional science: Regional policy and interdisciplinary research." *Papers in Regional Science* 81:279-90.
    - ix. [recommended] Peck, J. 2003. "Fuzzy old world: A response to Markusen." *SECONS Discussion Forum* Contribution No. 1, University of Bonn.
    - x. [rec -not available electronically] Amin, Ash and Nigel Thrift. 1992. 'Neo-Marshallian nodes in global networks', *International Journal of Urban and Regional Research* 16(4): 571-587.
    - xi. [rec -not available electronically] Harrison, Bennett. 1994. *Lean and Mean*, New York: Basic Books.

7. (2/28) Space, Organization and American manufacturing
  - a. Whitford, Josh. 2005. *The New Old Economy: Networks, Institutions, and the Organizational Transformation of American Manufacturing*, Oxford: Oxford University Press.<sup>2</sup>
  - b. Engardio, Pete, Dexter Roberts and Brian Bremner 2004 "'The China Price" ', *Business Week* (December 6).
    - i. [http://www.businessweek.com/magazine/content/04\\_49/b3911401.htm](http://www.businessweek.com/magazine/content/04_49/b3911401.htm)
  - c. Herrigel, Gary. 2004. 'Space and Governance in New Old Economy Manufacturing Industries', *SECONS discussion forum*(7).
  
8. (3/7) Globalization I.
  - a. Castells, Manuel. *The Rise of the Network Society* (Vol. 1). Ch. 1-4, conclusion (pp. 28-210, 440-448, 453-459, 500-509).

**Spring break, no class 3/14 - but have your paper proposals to me by this time**

9. (3/21) Globalization II
  - a. Dicken, P., Kelly, P., Olds, K., and Yeung, H. W. C. 2001. Chains and networks, territories and scales: Towards an analytical framework for the global economy. *Global Networks* 1:89-112.
  - b. Adam Tickell and Jamie Peck.2002. "Neoliberalizing Space" in *Spaces of Neoliberalism: Urban Restructuring in North America and Western Europe*, Brenner and Theodore eds., Blackwell. 33-57.
  - c. Guillen (2001) "Is Globalization Civilizing, Destructive, or Feeble? A Critique of Five Key Debates in the Social Science Literature" *Annual Review of Sociology*.
  - d. Neil Fligstein (2001), "Globalization", ch. 9 in *The Architecture of Markets* (Princeton Univ. Press) pp. 191-222.
  - e. Saxenian, AnnaLee (2002) "Transnational Communities and the Evolution of Global Production Networks: The Cases of Taiwan, China, and India, *Industry and Innovation*, 93.3: 183-202
    - i. [recommended] Jamie Peck, "Political economies of scale: fast policy, interscalar relations and neoliberal workfare," *Economic Geography*, 78/3, July, 2002, 332-360
    - ii. [recommended] Naim, Moises (2000). "Fads and fashion in economic reforms: Washington Consensus or Washington Confusion" *Third World Quarterly*, 21.3 pp. 505-528
    - iii. [recommended] Yeats, Alexander. 2001. 'Just How Big is Global Production Sharing', in Sven Arndt and Henryk Kierzkowski (eds) *Fragmentation: New Production Patterns in the World Economy*, Oxford: Oxford University Press.

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<sup>2</sup> I have not asked the bookstore to order copies of my book. I will discuss in class cheaper ways for students to get the text; if you do wish to order it from Oxford (\$55), let me know and I will give you back my (small) royalty share.

10. (3/28) Globalization and the transnational corporation
- a. Kristensen, Peer Hull and Jonathan Zeitlin: *Local Players in Global Games*. Oxford. Pages to be decided.<sup>3</sup>
  - b. Dicken, Peter (2003). "'Placing' firms: Grounding the debate on the 'global' corporation" in *Remaking the Global Economy*, Peck, Jamie and Henry Wai-chung Yeung (eds). pp. 27-44
  - c. Herod, Andrew. 2001. "Labor internationalism and the contradictions of globalization: Or, why the local is sometimes still important in a global economy" in *Antipode* 33.3 pp. 407-426.
11. (4/4) The state as agent in globalization
- a. Amsden, Alice. 2001. *The rise of 'the rest': Challenges to the West from Late-Industrializing countries*. Oxford 2001. Ch. 1, 9, 10 (pp. 1-30, 251-294).
  - b. Ansell, Chris. 2000. "The Networked Polity: Regional Developments in Western Europe" in *Governance*. 13.3. pp. 303-333.
  - c. Brenner, Neil 1999. "Beyond state-centrism? Space, territoriality, and geographical scale in globalization studies" *Theory and Society*. 28. pp. 39-78.
  - d. Seán Ó Riain 2004 "State, competition and industrial change in Ireland 1991-1999" in *The Economic and Social Review*, 35.1. pp .27-53
    - i. [strongly recommended] Seán Ó Riain 2000 "The Flexible Developmental State: Globalization, Information Technology, and the Celtic Tiger" *Politics and Society* 28.2 pp. 157-193.
    - ii. [recommended] Brenner, Neil. 2000. "Building 'Euro-Regions': Locational Politics and the Political Geography of Neoliberalism in Post-Unification Germany." *European Urban and Regional Studies*. 7.4. pp. 319-345
    - iii. [recommended] Seán Ó Riain *The Politics of High-Tech Growth*. Cambridge University Press. 2004.
12. (4/11) Global value chains
- a. Henderson, J., Dicken, P., Hess, M., Coe, N., and Yeung, H. W. C. 2001. "Global production networks and the analysis of economic development." *Review of International Political Economy* 9:436-64.
  - b. Gereffi, Gary, John Humphrey and Timothy Sturgeon (2005). "The Governance of Global Value Chains" *Review of International Political Economy* 12.1 pp. 78-104
  - c. Everybody should pick a couple of pieces from a particular industry sector, drawing on the materials produced by the Global Value Chain Initiative (I'll explain this in class) [<http://www.globalvaluechains.org/publications/#theory>]
    - i. [recommended] Yeung, H. W. C. 2000. "The Dynamics of Asian Business Systems in a Globalizing Era" *Review of International Political Economy* 7.3 pp. 399-433.
    - ii. [recommended] Yeung, Henry Wai-Chung (2003) "Theorizing Economic Geographies of Asia". *Economic Geography* 79.2. pp. 107-128

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<sup>3</sup> I will also discuss in class what to do about this reading, as it is once again quite expensive (\$50); it is worth it - it is a good book. - but it is also a lot, so we'll talk about it.

13. **(4/18)** Flatteners(?): modularization, standardization, and projects
- a. Sturgeon, Timothy. 2002. 'Modular Production Networks: A New American Model of Industrial Organization', *Industrial and Corporate Change* 11(3): 451-496.
  - b. Langlois, Richard. 2002. 'Modularity in technology and organization', *Journal of Economic Behavior and Organization* 49: 19-37.
  - c. Sabel, Charles and Jonathan Zeitlin. 2004. 'Neither Modularity nor Relational Contracting: Inter-Firm Collaboration in the New Economy ', *Enterprise and Society* 5(3): 388-403.
  - d. Grabher, Gernot (2004) Temporary Architectures of Learning: Knowledge Governance in Project Ecologies" *Organization Studies* 25.9 pp. 1491-1514.
  - e. Callon, Michel, Cécile Méadel and Vololona Rabeharisoa (2002). "The Economy of Qualities". *Economy and Society*. 31.2 pp. 194-217.
    - i. [recommended] Lamoreaux, Naomi R., Daniel M. G. Raff and Peter Temin. 2004. 'Against Whig History', *Enterprise and Society* 5(3): 376-387.
    - ii. [recommended] Ernst, Dieter. 2004. 'The Limits to Modularity: A review of the Literature and Evidence from Chip Design ', Honolulu HI: Working Paper, East West Center.
      1. <http://www.eastwestcenter.org/stored/pdfs/ECONwp071.pdf>
    - iii. [recommended] "Spaces of Knowing" - Ch. 5 in Amin, A. and Patrick Cohendet (2004). *Architectures of Knowledge: firms, capabilities and communities*
14. **(4/25)** The confusing present, or, what next? Is everything becoming tradable? Even if the world isn't flat now, and wasn't before, will it become so tomorrow?
- i. The readings for this week will be updated late in the semester. The idea is to get stuff off the "bleeding edge" of what is being written in the here and now. I will pick things that seem particularly relevant in light of discussions in the class as it develops and announce them late in the semester. What is listed here now is just to give you an idea.
  - b. Gernot Grabher. 2006. "Trading routes, bypasses, and risky intersections: Mapping the travels of 'networks' between economic sociology and economic geography" in *Progress in Human Geography*. 30.1.
  - c. Ronil Hira, "Global Outsourcing of Engineering Jobs," and other position pieces and research by IEEE (Institute of Electrical and Electronics Engineers").
    - i. <http://www.ieeeusa.org/policy/issues/Offshoring/>
  - d. Sako, Mari. (2005). "Sustainability of Business Service Outsourcing: the case of Human resource outsourcing." Oxford Univ. Unpublished ms.
  - e. Excerpts from Sloan Foundation Industry Centers Globalization newsletter and listserv
    - i. <http://hcd.ucdavis.edu/faculty/kenney/sloan/>
  - f. Dossani, Rafiq and Martin Kenney: "The Next Wave of Globalization: Exploring the Relocation of Service Provision to India"
    - i. [http://www.soc.duke.edu/sloan\\_2004/Papers/Dossani\\_\\_Kenney\\_Next\\_Wave\\_of\\_Globalization\\_April04.pdf](http://www.soc.duke.edu/sloan_2004/Papers/Dossani__Kenney_Next_Wave_of_Globalization_April04.pdf)



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