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**Course Outline**

Course Name: Economic Sociology and Strategy

Course Code: RSM 3091

Instructor Name: Prof. Laura Doering

Instructor Phone: 416-978-8627

Skype: prof.doering

Year, Term: 2018, Winter/Spring

Office: 7066

Office Hours: Wednesdays, 8-9am

Instructor Rotman email: laura.doering@rotman.utoronto.ca

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# Office Hours

Wednesdays, 8-9am (in person or via Skype). Please use the link below to sign up for office hours by 11:59pm on Tuesday. If you prefer not to write your name, simply write “Reserved” and send me an email. <https://docs.google.com/spreadsheets/d/1bp0fKjlLvsxqoOhjP6IKPR_3kiGhmU_FzT8Eb-SfwwA/edit?usp=sharing>

# Course Description

In this course, students will become familiar with the key theoretical paradigms and motivating questions in economic sociology. Students will read the classic texts that have shaped the central dimensions of the field, as well as contemporary pieces that offer modern takes on traditional questions. As a class, we will bring these pieces to life through group discussions and, when possible, live interviews with authors whose works we discuss. Students will also learn to identify the rhetorical devices that scholars employ to frame their papers, and will apply these tools to framing their own emerging contributions to economic sociology.

# Deliverables and Course Grade

| **Item** | **Weight %** | **Due Date** | **Delivery** | **Note** |
| --- | --- | --- | --- | --- |
| Class Participation | 35 | Ongoing | Class | Individual |
| Leading Course Session | 15 | Varies | Class | Individual or group |
| Paper Presentation | 20 | March 27 or April 4 | Class | Individual |
| Final Paper | 30 | April 8 by 11:59pm | Portal  | Individual |

# Class Participation

Doctoral seminars are an act of collective production. They work well when everyone comes prepared, engages, and offers ideas. To contribute to a vibrant seminar experience, I expect that you will share your ideas, opinions, and critiques during each class session. I also expect that you will do so in a way that is respectful to your fellow classmates.

# Leading a Course Session

Each student will be responsible for leading at least one session during the semester. To successfully lead a course session, you must: 1) have thoroughly read the readings; 2) have prepared 5-10 discussion-provoking questions for your classmates; and 3) lead an engaged and critical discussion around those readings.

If you opt to lead a session on a day when we have an outside speaker, your responsibilities also include:

1. Carefully read the speaker’s paper or book. You should be a minor expert on this paper or book on the day of class.
2. Prepare a list of 3-4 questions for the speaker about his/her piece.
3. Send the questions to Laura by the Sunday before class.
4. After the interview, email the speaker to thank him/her for speaking in class. Cc Laura.
5. If the speaker has consented to post the audio file online, edit the audio file of the conversation, deleting any lengthy downtime or dead air.
6. Send a link of the audio file to Laura. She’ll post it online.

# Paper Presentation

Each student will have the opportunity to present his/her paper or paper proposal in a conference-style format. Your presentation will be evaluated on the clarity with which you share your ideas, your ability to present ideas in the time allotted, the appropriateness of your visuals, and your response to the Question and Answer period.

# Final Paper or Paper Proposal

Your final paper or paper proposal should incorporate themes, readings, and questions covered in the course. You may submit either a full manuscript (which you intend later to send to a journal) or a study proposal. The proposal should incorporate ideas from a number of readings in the course but also draw on additional work from pertinent literatures. In essence, it should consist of the front end of a research paper including: a well-motivated and clearly stated research question, a theoretical framework and set of predictions for investigating that question, and a realistic and suitable research design and (if applicable) an appropriate sampling and modeling approach. Please do not hesitate to talk to me at any time about potential ideas and relevant literatures for your paper.

If you submit a manuscript that you plan to submit to a journal, it should be no longer than 40 pages. If you submit a proposal, it should be no longer than 15 pages.

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| **Date** | **Key Questions** | **Topics, Readings, and Materials** |

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| 09/01/18 | What is economic sociology? | Smelser, Neil and Richard Swedberg. 2005. “[Introducing Economic Sociology](https://search-proquest-com.myaccess.library.utoronto.ca/docview/189251677/4340130D882B41F3PQ/1?accountid=14771)”. Pp. 3-26 in Neil Smelser and Richard Swedberd (eds.), The Handbook of Economic Sociology. Princeton University Press.  |
| Gibbons, Robert. 2005. “[What is Economic Sociology and Should any Economists Care?](http://www.jstor.org/stable/10.2307/4134989?Search=yes&resultItemClick=true&searchText=what&searchText=is&searchText=economic&searchText=sociology&searchUri=%2Faction%2FdoAdvancedSearch%3Fc5%3DAND%26amp%3Bpt%3D%26amp%3Bq6%3D%26amp%3Bf2%3Dall%26amp%3Bc4%3DAND%26amp%3Bgroup%3Dnone%26amp%3Bq5%3D%26amp%3Bf1%3Dall%26amp%3Bacc%3Don%26amp%3Bc1%3DAND%26amp%3Bq1%3D%26amp%3Bsd%3D%26amp%3Bf6%3Dall%26amp%3Bc3%3DAND%26amp%3Bisbn%3D%26amp%3Bf0%3Dall%26amp%3Bq2%3D%26amp%3Bed%3D%26amp%3Bq3%3D%26amp%3Bq4%3D%26amp%3Bq0%3Dwhat%2Bis%2Beconomic%2Bsociology%26amp%3Bc2%3DAND%26amp%3Bla%3D%26amp%3Bc6%3DAND%26amp%3Bf5%3Dall%26amp%3Bf3%3Dall%26amp%3Bf4%3Dall&refreqid=search%3A8137b7dac8d1b55a06704e94f447c274)” *The Journalof Economic Perspectives*, 19: 3-7. |
| Mark Granovetter. 2002. “A Theoretical Agenda for Economic Sociology.” Pp. 35-60 in The New Economic Sociology: Developments in an Emerging Field at the Millennium, edited by Randall Collins, Mauro F. Guillén, Paula England and Marshall Meyer. New York: Russell Sage Foundation. **(Chapter on Blackboard)** |
| How do I finish my PhD on time? | **Bring to class:** list of course requirements, list of PhD deliverables, short-term (weekly) and long-term (yearly) calendars |
| 16/01/18 | What is economic sociology? | Foundational texts |
| Simmel, Georg. 1978 [1990]. [The philosophy of money](http://lib.myilibrary.com.myaccess.library.utoronto.ca/Open.aspx?id=9873). 2nd ed. London; New York: Routledge. (Chapter 1 Value and Money, Sections 1 and 2, pp. 56-99) |
| Weber, Max. 2006 [1930]. [The Protestant Ethic and the Spirit of Capitalism](http://www.tandfebooks.com.myaccess.library.utoronto.ca/doi/book/10.4324/9781315063645). London: Routledge. (Chapters 1, 2, and 3, pp. 3-50) |
| Marx, K. and F. Engels, 1867. [Manifesto to the Communist Party. In R. Tucker, ed. The Marx-Engels Reader](http://go.utlib.ca/cat/1891891) . New York: Norton & Company, 1978. (p. 469-500) |

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| 23/01/18 | How are markets created and maintained? | Production & Consumption: Cultural Markets |
| Zelizer, Viviana. 2005. “[Chapter 15: Culture and Consumption" in *The Handbook of Economic Sociolog*y](https://search-proquest-com.myaccess.library.utoronto.ca/publication/54969), edited by Neil Smelser and Richard Swedberg. New York: Russell Sage Foundation and Princeton: Princeton University Press. |
| Bourdieu, Pierre. 1993. *The Field of Cultural Production: Essays on Art and Literature*. New York: Columbia University Press. Chapter1, p. 29-52. **(Chapter on Blackboard)** |
| Childress, Clayton. 2017. *Under the Cover: The Creation, Production, and Reception of a Novel*. Princeton Studies in Cultural Sociology. Princeton, New Jersey: Princeton University Press. Chapters 1, 3, and 11. **(in-class interview with Clayton Childress) (Chapters on Blackboard)** |
| Askin, Noah, and Michael Mauskapf. 2017. “[What Makes Popular Culture Popular? Product Features and Optimal Differentiation in Music](http://journals.sagepub.com.myaccess.library.utoronto.ca/doi/full/10.1177/0003122417728662).” *American Sociological Review* 82 (5): 910–44. **(in-class interview with Noah Askin)**  |
| 30/01/18 | Structured Opportunities: Employment & Hiring |
| Fernandez, Roberto M., and Isabel Fernandez-Mateo. 2006. “[Networks, Race, and Hiring](http://journals.sagepub.com.myaccess.library.utoronto.ca/doi/pdf/10.1177/000312240607100103).” *American Sociological Review* 71 (1): 42–71. |
| Kang, Sonia K., Katherine A. DeCelles, András Tilcsik, and Sora Jun. 2016. [“Whitened Résumés: Race and Self-Presentation in the Labor Market.](http://search.ebscohost.com.myaccess.library.utoronto.ca/login.aspx?direct=true&db=buh&AN=116979394&site=ehost-live)” *Administrative Science Quarterly* 61 (3): 469–502. |
| Rivera, Lauren A. 2015. Pedigree: How Elite Students Get Elite Jobs. Princeton; Oxford: Princeton University Press. Chapters 1, 6-8. **(in-class interview with Lauren Rivera) (Chapters on Blackboard)** |

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| 06/02/18 | How does social structure shape transactions? | Social networks |
| Walter W. Powell and Laurel Smith-Doerr. 2005. “[Networks and Economic Life” Pp. 379-402 in The *Handbook of Economic Sociology*,](https://search-proquest-com.myaccess.library.utoronto.ca/publication/54969) second edition, edited by Neil J. Smelser and Richard Swedberg. New York & Princeton: Russell Sage Foundation & Princeton University Press. |
| Granovetter, Mark. 1973. “[The Strength of Weak Ties](http://www.jstor.org.myaccess.library.utoronto.ca/stable/10.2307/2776392?Search=yes&resultItemClick=true&searchText=The&searchText=Strength&searchText=of&searchText=Weak&searchText=Ties&searchUri=%2Faction%2FdoBasicSearch%3Ffilter%3Djid%253A10.2307%252Fj100067%26amp%3BQuery%3DThe%2BStrength%2Bof%2BWeak%2BTies&refreqid=search%3Ae7bcf3b7674b600f3172be10fd13504c).” *The American Journal of Sociology.* 76 (6): 1360-1380. |
| Burt, Ronald S. 1992. *Structural Holes: The Social Structure of Competition*. Cambridge, Mass: Harvard University Press. Pp. 1-30. **(Chapters on Blackboard)** |
| Wang, Dan. 2015. “[Activating Cross-Border Brokerage](http://search.ebscohost.com.myaccess.library.utoronto.ca/login.aspx?direct=true&db=buh&AN=100948253&site=ehost-live).” *Administrative Science Quarterly* 60 (1): 133–76. **(in-class interview with Dan Wang)**  |
| 13/02/18 | Embeddedness and Relationships |
| Granovetter, Mark. 1985. “[Economic Action and Social Structure: The Problem of Embeddedness](http://www.jstor.org.myaccess.library.utoronto.ca/stable/2780199).” *American Journal of Sociology* 91: 485-510. |
| Uzzi, Brian. 1997. “[Social Structure and Competition in Interfirm Networks: The Paradox of Embeddedness](http://search.ebscohost.com.myaccess.library.utoronto.ca/login.aspx?direct=true&db=buh&AN=9706191515&site=ehost-live).” *Administrative Science Quarterly* 42 (1): 35–67. |
| Krippner, Greta R., and Anthony S. Alvarez. 2007. “[Embeddedness and the Intellectual Projects of Economic Sociology](https://journals-scholarsportal-info.myaccess.library.utoronto.ca/details/03600572/v33inone/219_eatipoes.xml?q=Embeddedness+and+the+Intellectual+Projects+of+Economic+Sociology&search_in=TITLE&date_from=&date_to=&sort=relevance&op=AND&search_in=JOURNAL&sub=).” *Annual Review of Sociology* 33 (1): 219–40.  |
| Doering, Laura. Forthcoming. "Risks, Returns, and Relational Lending: Personal Ties in Microfinance." *American Journal of Sociology*. |
| 20/02/18 | No class: Reading Week |
| 27/02/18 | Market intermediaries & categories |
| Ezra Zuckerman. 1999. “[The Categorical Imperative: Securities Analysts and the Illegitimacy Discount](http://www.journals.uchicago.edu.myaccess.library.utoronto.ca/doi/pdfplus/10.1086/210178).” *American Journal of Sociology* 104(5): 1398-1438. |
| Rao, Hayagreeva, Philippe Monin, and Rodolphe Durand. 2005. “[Border Crossing: Bricolage and the Erosion of Categorical Boundaries in French Gastronomy](http://journals.sagepub.com.myaccess.library.utoronto.ca/doi/pdf/10.1177/000312240507000605).” *American Sociological Review* 70 (6): 968–91. |
| Pontikes, Elizabeth G. 2012. “[Two Sides of the Same Coin: How Ambiguous Classification Affects Multiple Audiences’ Evaluations](http://search.ebscohost.com.myaccess.library.utoronto.ca/login.aspx?direct=true&db=buh&AN=76538843&site=ehost-live).*” Administrative Science Quarterly* 57 (1): 81–118. **(in-class interview with Elizabeth Pontikes)**  |

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| 06/03/18 | How do characteristics of people and products influence economic activity? | Status in market transactions |
| Podolny, Joel M. 1993. “[A Status-Based Model of Market Competition](http://www.jstor.org.myaccess.library.utoronto.ca/stable/2781237).” *American Journal of Sociology* 98 (4): 829–72. |
| Podolny, Joel M. 1994. “[Market Uncertainty and the Social Character of Economic Exchange](http://search.ebscohost.com.myaccess.library.utoronto.ca/login.aspx?direct=true&db=buh&AN=9501182337&site=ehost-live).” *Administrative Science Quarterly* 39 (3): 458–83 |
| Ridgeway, Cecilia L. 1997. “[Interaction and the Conservation of Gender Inequality: Considering Employment](http://www.jstor.org.myaccess.library.utoronto.ca/stable/2657301).” *American Sociological Review* 62 (2): 218–35. |
| Kovács, Balázs, and Amanda J. Sharkey. 2014. “[The Paradox of Publicity: How Awards Can Negatively Affect the Evaluation of Quality](http://search.ebscohost.com.myaccess.library.utoronto.ca/login.aspx?direct=true&db=buh&AN=94618726&site=ehost-live).” *Administrative Science Quarterly* 59 (1): 1–33. **(in-class interview with Amanda Sharkey & Balazs Kovacs)**  |
| 13/03/18 | Gender roles & household economy |
| Gary Becker. 1991. “Division of Labor in Households and Families.” Pp. 20-53 in `*A Treatise on the Family*. Cambridge: Harvard University Press. **(Chapters on Blackboard)** |
| Michael Bittman, Paula England, Nancy Folbre, and George Matheson. 2003. “[When does Gender Trump Money? Bargaining and Time in Household Work.](http://www.jstor.org.myaccess.library.utoronto.ca/stable/10.1086/378341)” *American Journal of Sociology* 109(1): 186-214.  |
| Viviana Zelizer. 2005. [*The Purchase of Intimacy*](https://ebookcentral-proquest-com.myaccess.library.utoronto.ca/lib/utoronto/detail.action?docID=457949)*.* Princeton: Princeton University Press. Prologue, pp. 1-6; Chapter 5, “Household Commerce”, pp. 209-286.  |
| Thébaud, Sarah. 2015. “[Business as Plan B](http://search.ebscohost.com.myaccess.library.utoronto.ca/login.aspx?direct=true&db=buh&AN=110716603&site=ehost-live).” *Administrative Science Quarterly* 60 (4): 671–711. **(in-class interview with Sarah Thébaud)**  |
| 20/03/18 | Morality and worth in the marketplace |
| Zelizer, Viviana. 1994. *The social meaning of money*. New York: BasicBooks. Chapters 1 and 3. **(Chapters on Blackboard)** |
| Ranganathan, Aruna. forthcoming. "[The Artisan and His Audience: Identification with Work and Price Setting in a Handicraft Cluster in Southern India](http://journals.sagepub.com/doi/pdf/10.1177/0001839217725782).” *Administrative Science Quarterly* (**in-class interview with Aruna Ranganathan)** |
| In-class preparation: Giving a good presentation |
| 27/03/18 | What interests YOU? | Student Presentations |
| 03/04/18 | Student Presentations |