The Department of Sociology proudly presents
the 2013 - 14 Sociology Seminar Series

featuring

Alya Guseva

presenting

Generative Rules: The Struggle to Construct Markets for Credit Cards in Eight Postcommunist Countries

An Associate Professor of Sociology at Boston University, Alya Guseva is an economic sociologist with interests in the market formation, particularly the development of new financial and consumer markets in emerging economies of Eastern and Central Europe. Her dissertation research on Russia's emerging credit card market culminated in the publication of Into the Red: The Birth of the Credit Card Market in Postcommunist Russia (Stanford University Press, 2008). Another book on this subject (together with Akos Rona-Tas from the University of California, San Diego) entitled Plastic Money: Constructing Markets for Credit Cards in Eight Postcommunist Countries is a comparative-historical analysis of developing credit card markets in Hungary, Czech Republic, Poland, Bulgaria, Russia, Ukraine, China and Vietnam. It is scheduled to be published in 2014 with Stanford University Press. The project was supported by the American National Science Foundation, and in addition to the book, resulted in several articles on law and finance, inequality and credit, technological standards and the state.

Friday, April 25th, 2014 - 12pm
96-100 Cummington Mall - Room 241

BU College of Arts & Sciences

For more information contact socdept@bu.edu