

The Center for the Study of Europe at Boston University Presents

European Studies Faculty Lunch Series

Plastic Money: The Construction of Markets for Credit Cards in Eight Post Communist Countries

Tuesday, September 17, 2013



Alya Guseva, Associate Professor of Sociology, will discuss her forthcoming book on the construction of markets for credit cards in post-communist countries. While the book, co-authored with Akos Rona-Tas of UC-San Diego, covers Bulgaria, China, the Czech Republic, Hungary, Poland, Russia, Ukraine, and Vietnam, this discussion will center around credit markets in Eastern Europe. Marc Rysman, Professor of Economics, will respond.

Guseva is an economic sociologist with interests in market formation, particularly in the development of new financial and consumer markets in the emerging economies of central and eastern 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* (2008).

Time: 12:30 - 1:50 PM (lunch is provided)

Location: Dept. of International Relations, 154 Bay State Road, 2nd floor

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More Info: www.bu.edu/european

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