

Managing Globalization and Anti-Globalization

MGMT 208

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Spring 2021

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Synchronous Zoom Sessions

Course Description:

Why has globalization spread so rapidly, only to be over-taken by anti-globalization movements? Why are anti-globalization movements particularly powerful in the United States and the United Kingdom, the two countries most responsible for the rise of globalization? This course examines the macro-economic management of globalization, and why it rises and falls, in the sweeping context of the political economy of the last 150 years. After taking this course, students will better understand the management challenges posed by globalization, sources of anti-globalization reactions, what causes globalization and anti-globalization to rise and fall in importance, and how to deal with present-day challenges. Students will examine processes of globalization at University of Pennsylvania and how managers of the global economic system deal with challenges posed by new technologies such as crypto-currencies and global issues such as inequality and immigration. This course provides students with a worldview that will enhance understanding of — and ability to manage — our global economy.

Course Requirements:

This course requires a lot of reading and students should be prepared to jump right in to a history of the global economy (Frieden). A short introduction (Steger) and a PBS documentary (Commanding Heights) enable students without much background in global political economy to ease into the material. The midterm exam tests primarily on knowledge of the history of the global economy attained from the Frieden book, so make plans to read this book thoroughly prior to the midterm. That provides the necessary background for more advanced issues of managing globalization later in the course. Reaction papers exist to make sure students are completing and integrating knowledge of the readings. They also help to facilitate contributions to class discussion, which are a high proportion of the final grade. Students who do not contribute to class discussions

cannot expect to get an A or A- in this course. Finally, reaction papers – posted on Canvas – provide a useful study guide for the midterm and final exams, which focus on demonstrating mastery of course readings. The course paper provides an opportunity for students to develop strategies for managing aspects of globalization and anti-globalization at large or within organizations.

Use of computers or other electronic devices are disallowed in class.

There is a zero tolerance policy for plagiarism and other forms of academic dishonesty in this class. Any work plagiarized in whole or in part or violating the Pennbook code of academic integrity will be regarded to be of poor quality and in most cases assigned a grade of F. A complaint will be filed with the Office of Student Conduct. All assignments will be submitted electronically in Canvas and subject to screening through TurnItIn.

Midterm (15%) and Final Exam (20%)

Comprehensive exams primarily focused on the course readings.

Course Paper (30%)

Students must choose a topic relating to the management of globalization and anti-globalization and gain approval from the professor based on a brief description and/or outline. Papers will be 10-15 pages.

Attendance and Participation (20%)

Students must arrive on time, participate in class, and complete the readings for the week prior to the first class meeting of the week. Pop quizzes may be used to determine compliance or for diagnostic purposes.

Reaction Papers (15%)

Six one-page reaction papers to the weekly readings must be written and posted on the Canvas course site discussion board on six different weeks during the course term, ideally every other week. In addition, students are required to read and comment upon other students' reaction papers in at least four separate weeks and complete evaluations for the course. Please post at least three hours prior to class meetings to enable the professor to review them. Reaction papers may be in any format students deem useful, whether a summary, a bullet-point list, or a critical essay.

Required Books:

Manfred Steger, Globalization: A Short Introduction.

A short introduction to the material we will be learning in class. May be kind of basic if you already have taken a class on globalization or have background in global political economy. Should be really helpful to orient

students without such background. If you fall into the latter category, you should also watch the PBS series “Commanding Heights” in its entirety.

Jerry Britto and Andrea Castillo, Bitcoin: A Primer for Policymakers. Google e-book. This e-book provides one of the best and most penetrating analyses of the public policy challenges of regulating Bitcoin and other crypto-currencies.

Jeffrey Frieden, Global Capitalism: Its Fall and Rise in the 20th Century and its Stumbles in the 21st. New edition in July 2020 with a tan and red cover and a 21st chapter. An outstanding history of the global economy over the last 150 years. This is the core text for the course. It provides an advanced understanding of the historical antecedents of globalization and the challenges of the present day.

David Harvey, A Brief History of Neoliberalism. A critical account of the global economic policy regime since 1980. This is probably the most-cited work on neoliberalism. A Marxist analysis, it views neoliberalism as a conspiracy of wealthy elites.

Thomas Friedman, The World is Flat. A book that represents the “hyper-globalization” enthusiasts, Friedman’s book provides a gushing description and endorsement of globalization.

Branko Milanovic, Global Inequality. An innovative, data-driven study of inequality not only within countries, but between them.

Dani Rodrik, The Globalization Paradox.

Hilary Appel and Mitchell Orenstein, From Triumph to Crisis. An analysis of why and how neoliberal ideas dominated economic policy-making in post-communist countries, prior to the financial crisis of 2008. Available on Canvas.

Part I History of Globalization and Anti-Globalization

Week 1 (Jan 21)

What is Globalization? Is Globalization Good or Bad?

What is globalization? Economic? Technological? Political? Is it inevitable? Is globalization good or bad? How much do we know?

Readings:

Manfred Steger, Globalization: A Short Introduction. This is a great place to start if you have limited background in globalization and global political economy. Steger is remarkably clear and organized.

Nikil Saval, "Globalization: The Rise and Fall of an Idea that Swept the World," The Guardian, 2017.

<https://www.theguardian.com/world/2017/jul/14/globalisation-the-rise-and-fall-of-an-idea-that-swept-the-world>

"How Anti-Globalization Shifted from a Left to a Right-Wing Issue and Where it Will Go Next," The Conversation, 2018.

<http://theconversation.com/how-anti-globalisation-switched-from-a-left-to-a-right-wing-issue-and-where-it-will-go-next-90587>

Thomas Hale and David Held, "Why is the Anti-Global Backlash Happening Now?," World Economic Forum, 2017.

<https://www.weforum.org/agenda/2017/11/anti-globalization-brexit-backlash-nationalism-control/>

Recommended:

Frieden, Global Capitalism, Parts 1-2 (pages 1-252). If you already have background in globalization, please use this week to get a head start on the Frieden readings. This is an advanced text with lots of detail.

Anthony Giddens, "Globalization," The Reith Lectures 1999.

http://news.bbc.co.uk/1/hi/english/static/events/reith_99/week1/week1.htm

Mauro Guillén, "Is Globalization Civilizing, Destructive or Feeble? A Critique of Five Key Debates in the Social Science Literature," Annual Review of Sociology, 2001.

David Held et al., "What Is Globalization?", Global Transformations.
<http://www.polity.co.uk/global/whatisglobalization.asp>

Saskia Sassen, "The Global City: The Denationalizing of Time and Space."
http://90.146.8.18/en/archiv_files/20021/e2002_018.pdf

Scholte, Jan Aart (2008) 'Defining Globalization', *The World Economy* 31(11): 1471-1502.

Scheuerman, William. (2010) 'Globalization', in *Stanford Encyclopedia of Philosophy*, Hyperlink: <http://plato.stanford.edu/entries/globalization/>

Video:

Commanding Heights Part 1 The Battle of Ideas:
<https://www.youtube.com/watch?v=DoWbm8zUG6Y>

What is Globalization?
<https://www.youtube.com/watch?v=3oTLyPPrZE4>

Globalization, The Crash Course:
<https://www.youtube.com/watch?v=5SnR-e0S6lc>

The Myth of Globalization
<https://www.youtube.com/watch?v=xUYNB4a8d2U>

Week 2 (Jan 26 & 28)

History of Globalization

Is globalization new? Unprecedented? How has a global economy been constructed in the past? Are there similarities between today's globalization and the pre-WWI liberal order? What are the main differences according to Frieden? Why was that order created? How did it collapse? What implications do these experiences have for today?

Readings:

Frieden, Global Capitalism, Parts 1-2 (pages 1-252). Heavy lift. However necessary, as the midterm exam will test your knowledge of this book.

Recommended:

Manfred Steger, Globalization: A Short Introduction, chapter 2.

Video:

Commanding Heights Part 1 The Battle of Ideas:
<https://www.youtube.com/watch?v=DoWbm8zUG6Y>

Week 3 (Feb 2 & 4)

The Bretton Woods Institutions

What are the institutions behind the current global order? How and why were they created? How have they worked? When and why have they been reformed? What are the pressures building today?

Readings:

Frieden, Global Capitalism, Part 3 (pages 253-362).

Recommended:

Ngairé Woods, The Globalizers: The IMF, The World Bank, and their Borrowers.

Stiglitz, Globalization and its Discontents.

Barry Eichengreen, Globalizing Capital: A History of the International Monetary System.

Eric Helleiner, States and the Reemergence of Global Finance: From Bretton Woods to the 1990s.

Eric Helleiner, "Explaining the Globalization of Financial Markets: Bringing States Back In," Review of International Political Economy, 1995.

Manfred Steger, Globalization: A Short Introduction, chapter 3.

Video:

The Bretton Woods System in Five Minutes
<https://www.youtube.com/watch?v=LIMHevlw9HU>

Commanding Heights Part 2: The Agony of Reform
<https://www.youtube.com/watch?v=oykvdDm0qwk>

Week 4 (Feb 9 & Feb 11)

A Brief History of Neoliberalism

How did Ronald Reagan and Margaret Thatcher reshape the global economy after 1980? What is neoliberalism? How did neoliberal economic policies unleash globalization? What were the results?

Project: Globalization at University of Pennsylvania

Readings:

David Harvey, [A Brief History of Neoliberalism, chs 1-4.](#)

Recommended:

Williamson, "The Washington Consensus in Economic Policy."

Williamson, "A Short History of the Washington Consensus," ch. 2
<http://digamo.free.fr/serra8.pdf>

Frieden, [Global Capitalism](#), Part 4 (pages 363-476).

Daniel Yergin and Joseph Stanislaw, [The Commanding Heights.](#)

Gerard Dumenil, [Capital Resurgent: Roots of the Neoliberal Revolution.](#) Harvard University Press (2004).

Video:

Commanding Heights Part 3: The New Rules of the Game
<https://www.youtube.com/watch?v=bSGAJTJzgLA>

Week 5 (Feb 16 & 18)

The Hyper-Globalizers

What is great about globalization? Is it the way of the future? Is there anything people can do to channel it or arrest it? Or is that pointless?

Project: Globalization at University of Pennsylvania

Readings:

Thomas Friedman, *The World is Flat*.

<https://www.youtube.com/watch?v=4kTXwxwO8hY>

Manfred Steger, *Globalization: A Short Introduction*, chapter 7.

Recommended:

Martin Wolf, *Why Globalization Works*, Yale University Press, 2004.

Video:

Commanding Heights Part 3: The New Rules of the Game

<https://www.youtube.com/watch?v=bSGAJTJzgLA>

Week 6 (Feb 23 & 25)

The Anti-Globalizers

What are some of the main critiques of globalization? Is globalization exploitative? Does it lead to the weakening of the nation state? Does it impose a single culture on the world? Is it destroying the environment? What alternatives do opponents of globalization propose? Can globalization be improved or should it be overturned?

Project: Globalization at University of Pennsylvania

Readings:

Manfred Steger, *Globalization: A Short Introduction*, chapters 4-6.

Mauro Guillén, "Is Globalization Civilizing, Destructive or Feeble? A Critique of Five Key Debates in the Social Science Literature," *Annual Review of Sociology*, 2001.

Recommended:

Business Week, "The Man Who Makes Your iPhone," (2010).

http://www.bloomberg.com/bw/magazine/content/10_38/b4195058423479.htm

Rivoli, *The Travels of a T-Shirt in the Global Economy*, (2009).

Robert Wade, "Is Globalization Reducing Poverty and Inequality?," *World Development* 23:4 (2004).

<http://www.sciencedirect.com/science/article/pii/S0305750X04000075>

Naomi Klein, [The Shock Doctrine: The Rise of Disaster Capitalism](#).

Susan Strange, [Mad Money: When Markets Outgrow Governments](#).

Video:

Cultural Awareness in a Globalized World

<https://www.youtube.com/watch?v=gd0aAFFjCUo>

The Hidden Face of Globalization

<https://www.youtube.com/watch?v=8Bhodyt4fmU>

Naomi Klein on Global Neoliberalism

<https://www.youtube.com/watch?v=sKTmwu3ynOY>

No Logo: Brands, Globalization, Resistance

<https://www.youtube.com/watch?v=ul0itS3gQFU>

Week 7 (Mar 2 & 4)

Can We Have it All?

What are the tradeoffs involved in globalization? Can globalization, national sovereignty, and democracy all be achieved simultaneously? If not, which of these three is most dispensable?

Readings:

Dani Rodrik, [The Globalization Paradox](#).

Recommended:

Dani Rodrik, "Who Needs the Nation State?," *Economic Geography*, 2013.

<https://pdfs.semanticscholar.org/8068/2ac52b42eedad587dc9a5e0999108bf69b90.pdf>

Dani Rodrik, "Populism and the Economics of Globalization," 2018

<https://ces.fas.harvard.edu/uploads/files/events/Populism-and-the-Economics-of-Globalization.pdf>

Video:

Dani Rodrik, "The Globalization Paradox," Harvard Book Store.
<https://www.youtube.com/watch?v=ffpwG6hi-Eg>

Week 8 (Mar 9)

Midterm Exam

Spring Break (March 10-11)

Part II Managing Globalization and Anti-Globalization

Week 9 (Mar 16 & 18)

Global Financial Crisis

How did national and international institutions manage the global financial crisis in 2008? Did they do so effectively? What new institutions were created, destroyed, and empowered? Has global finance been fixed?

Readings:

Manfred Steger, Globalization: A Short Introduction, chapter 7.

Robert Wade, "Is the Globalization Consensus Dead?", Antipode 41.
<http://onlinelibrary.wiley.com/doi/10.1111/j.1467-8330.2009.00720.x/abstract>

Robert Wade, "Emerging World Order? From Multipolarity to Multilateralism in the G20, the World Bank, and the IMF," Politics and Society, 2011.

Recommended:

Colin Crouch, The Strange Non-Death of Neoliberalism.

Charles Kindleberger, Manias, Panics, and Crashes.

Carmen Reinhart and Kenneth Rogoff, This Time is Different.

Gerard Dumenil, The Crisis of Neoliberalism.

Mark Blyth, Austerity.

Joseph Stiglitz, Freefall.

Richard Posner, The Crisis of Capitalist Democracy.

Eric Helleiner, "Understanding the 2007–2008 Global Financial Crisis: Lessons for Scholars of International Political Economy," Annual Review of Political Science Vol. 14: 67-87 (June 2011).

Michael Mann (2013) 'The End of Capitalism?' Análise Social, 209, XLVIII (4), 927-45. http://analisesocial.ics.ul.pt/documentos/AS_209_f02.pdf

Video:

Inside Job

<http://www.imdb.com/title/tt1645089/>

Why Capitalism is Failing

<https://www.youtube.com/watch?v=b7w1w1VNjSk>

Capitalists Arise!

<http://www.nytimes.com/2015/08/09/opinion/sunday/capitalists-arise-we-need-to-deal-with-income-inequality.html>

<http://www.nytimes.com/2015/08/11/opinion/capitalists-arise-q-a-with-peter-georgescu.html?smid=tw-nytimes>

Jennifer Clapp, "The Privatization of Global Environmental Governance."

http://s3.amazonaws.com/academia.edu.documents/42409902/The_privatization_of_Global_Environmental_Governance.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&Expires=1483564451&Signature=XUU1XyK0qrVTA4u6fjw8bwRGiGY%3D&response-content-disposition=inline%3B%20filename%3DThe_Privatization_of_Global_Environmental.pdf

Centano, M. A. and Cohen, J. N. (2012) 'The Arc of Neoliberalism', Annual Review of Sociology 38: 317-340.

Video:

Effects of Globalization: Will the Nation State Survive?

<https://www.youtube.com/watch?v=o2kfuASf7s>

Knut Kjeldstadli on Globalization and the Nation State

<https://www.youtube.com/watch?v=uubhJ4kJpZ8>

From Globalization to Regionalization

<https://www.youtube.com/watch?v=Y5DZO6b3Gz4>

Global Governance: Into the Future

<https://www.youtube.com/watch?v=sEBPV1oRmqS>

Response to Globalization from Transporter 3

<https://www.youtube.com/watch?v=ZBBR6Ronfjg>

Week 10 (Mar 23 & 25)

Global Inequality

Can global governance institutions do anything to shape inequality between nations as well as within nations? Can global income distribution be regulated effectively? Has inequality risen worldwide? Why or why not? What should be the goals of global regulation of inequality and what are the most effective instruments of policy?

Paper Presentations

Readings:

Branko Milanovic, Global Inequality.

Branko Milanovic, "Is Economic Inequality Cyclical?," Nature.

<http://www.nature.com/news/income-inequality-is-cyclical-1.20618>

Recommended:

Review of Piketty, "Capital in the 21st Century."

<http://www.cis.org.au/app/uploads/2015/04/images/stories/policy-magazine/2014-winter/30-2-14-nolan-matt.pdf>

Joseph Stiglitz, The Price of Inequality.

Geoffrey Garrett and Deborah Mitchell. "Globalization, Government Spending, and Taxation in the OECD," European Journal of Political

Research 39 (2001).

https://www.researchgate.net/profile/Geoffrey_Garrett/publication/226215747_Globalization_Government_Spending_and_Taxation_in_the_OECD/links/0c960533e8e0c5740e000000.pdf

Branko Milanovic's blog, "Global Inequality." <http://glineq.blogspot.com/>

Branko Milanovic's interviews and other materials.

<http://www.hup.harvard.edu/catalog.php?isbn=9780674737136>

Video:

Gordon Brown on Global Economic Governance

<https://www.youtube.com/watch?v=kidRH5OeZNU>

<https://www.youtube.com/watch?v=tmKxk8mf-B0>

Global Economic Governance

<https://www.youtube.com/watch?v=h2YeXIVI9G8>

Stiglitz on Why Globalization Fails

<https://www.youtube.com/watch?v=sV7bRLtDr3E>

David Held on Global Issues (2010)

<https://www.youtube.com/watch?v=e8Y4f1c6VSI>

Week 11 (Mar 30 & April 1)

Postcommunist Transition

What explains the postcommunist countries' enduring embrace of neoliberal economic policies after 1989? What is 'competitive signaling' and how did it work? What role did international organizations play in this process? Why did challenges to neoliberalism emerge after the global financial crisis of 2008?

Paper Presentations

Readings:

Hilary Appel and Mitchell A Orenstein, [From Triumph to Crisis: Neoliberal Economic Reform in Postcommunist Countries](#), 2018.

Recommended:

Bohle, Dorothee, and Béla Greskovits. "Neoliberalism, embedded neoliberalism and neocorporatism: Towards transnational capitalism in Central-Eastern Europe." *West European Politics* 30, no. 3 (2007).

Fish, M. Steven. "The determinants of economic reform in the post-communist world." *East European Politics and Societies* 12, no. 1 (1997).

Bockman, Johanna, and Gil Eyal. "Eastern Europe as a laboratory for economic knowledge: The transnational roots of neoliberalism." *American Journal of Sociology* 108, no. 2 (2002).

Ganev, Venelin I. "The "triumph of neoliberalism" reconsidered: critical remarks on ideas-centered analyses of political and economic change in post-communism." *East European Politics and Societies* 19, no. 3 (2005).

Video:

The Wreckage of Neoliberalism with Philipp Ther.
<https://www.youtube.com/watch?v=rZL2F6jw508>

Week 12 (Apr 6 & 8)

Brexit and Beyond: The New Politics of Populism

What accounts for the populist wave in world politics? Why has it affected the US and UK, the pioneers of globalization? How long will it continue? What will be its effects?

Course Papers Due

Readings:

Hobolt, Sara B. "The Brexit vote: a divided nation, a divided continent." *Journal of European Public Policy* 23, no. 9 (2016).
<https://www.tandfonline.com/doi/full/10.1080/13501763.2016.1225785?platform=hootsuite>

Ron Inglehart and Pippa Norris, "Trump, Brexit, and the Rise of Populism."
<https://ces.fas.harvard.edu/uploads/files/events/Inglehart-and-Norris-Populism.pdf>

Cas Mudde, "The Populist Zeitgeist."
<http://politiki.bg/downloads/261071628/popzeitgeist.pdf>

Anand Menon, "The Brexit Vote is Transforming British Party Politics."
https://www.washingtonpost.com/news/monkey-cage/wp/2018/08/09/the-brexit-vote-is-transforming-british-party-politics-heres-how/?utm_term=.4b405228dc4e

Joseph Stiglitz, "The Age of Trump," The Daily Star.
<http://www.thedailystar.net/supplements/unforgettable-2016/the-age-trump-1338301>

Recommended:

Evans and Menon, Brexit and British Politics.
<http://www.wiley.com/WileyCDA/WileyTitle/productCd-1509523855,subjectCd-PO13.html>

BBC, All you need to know about Brexit: <http://www.bbc.com/news/uk-politics-32810887>

Video:

Brexit: Last Week Tonight with John Oliver
<https://www.youtube.com/watch?v=iAgKHSNqxa8>

Week 13 (Apr 13 & 15)

Regulating Global Migration

Paper Presentations

Readings:

Alexander Betts, "Global Migration Governance," 2010. <http://geg-dev.nsms.ox.ac.uk/sites/geg/files/Betts%20Global%20Migration%20Governance%20PB.pdf>

James Hampshire, The Politics of Immigration: Contradictions of the Liberal State, especially chapter 5. e-book:
https://books.google.com/books?hl=en&lr=&id=CtldStknJkC&oi=fnd&pg=PR3&ots=16baZ7_CBA&sig=V3iESRhB9cBTWregiUoj0tgpDEw#v=onepage&q&f=false

Recommended:

Adam McKeown, "Global Migration, 1846-1940," Journal of World History.

Stephen Castles, "Understanding Global Migration," 2008.
<https://www.imi.ox.ac.uk/files/events/castles.pdf>

Video:

Global Migration, <https://www.youtube.com/watch?v=pjjB1CtCYhg>

Global Migration, <https://www.youtube.com/watch?v=952A6ZNtRrs>

Week 14 (Apr 20 & 22)

Regulating Disruptive Technologies: Bitcoin and Crypto-Currencies

How can disruptive technologies be regulated in a global economy? Do states have the proper tools?

Guest Speaker: David Ligton, Founder/CEO, SendFriend.

Readings:

Jerry Britto and Andrea Castillo, Bitcoin: A Primer for Policymakers. Google e-book.

The Bizarre Saga of Craig Wright, the Latest "Creator of Bitcoin," The New Yorker, December 11, 2015.

<http://www.newyorker.com/business/currency/bizarre-saga-craig-wright-latest-inventor-bitcoin>

Readings that would probably be illustrative of current public policy debates would go into: the controversy surrounding Facebook's Libra, Ripple's XRP, the OCC's fintech charter and its disputes with the states, the ICO saga of 2017-2018, and the relationship between big financial institutions and blockchain/crypto. If you want me to do more digging on specific readings, I can do this for you.

Compendium of News on Bitcoin Regulation

<https://cointelegraph.com/tags/bitcoin-regulation>

"Why Bitcoin Uses so much Energy," The Economist.

<https://www.economist.com/the-economist-explains/2018/07/09/why-bitcoin-uses-so-much-energy>

Recommended:

Executive Summary of Vigna and Casey, [The Age of Cryptocurrency](http://www.theinvestorspodcast.com/wp-content/uploads/2018/03/TheAgeofCryptoCurrency-NEW.pdf).
<http://www.theinvestorspodcast.com/wp-content/uploads/2018/03/TheAgeofCryptoCurrency-NEW.pdf>

Nouriel Roubini, “Bitcoin is the ‘mother of all scams,” CNBC.
<https://www.cnbc.com/2018/10/11/roubini-bitcoin-is-mother-of-all-scams.html>

“I Forgot my PIN: An Epic Tale of Losing \$30,000 in Bitcoin,” WIRED.
<https://www.wired.com/story/i-forgot-my-pin-an-epic-tale-of-losing-dollar30000-in-bitcoin/>

Video:

Top 10 Bitcoin Facts
https://www.youtube.com/watch?v=2UC_8NdR1To

Bitcoin’s Regulatory Nightmare
<https://www.youtube.com/watch?v=OrPMi8uQh4M>

Future Bitcoin Regulations
<https://www.youtube.com/watch?v=i92tA02xBV4>

Week 15 (Apr 27 & 29)

Final Exam Review

FINAL EXAM [TBA]

Revised Papers Due