

CHINA CROSSROADS

Saturday, January 16th, 2021, 16:30 – 18:00

Food Safety Scares in China: Emergence, Diffusion, Mitigation

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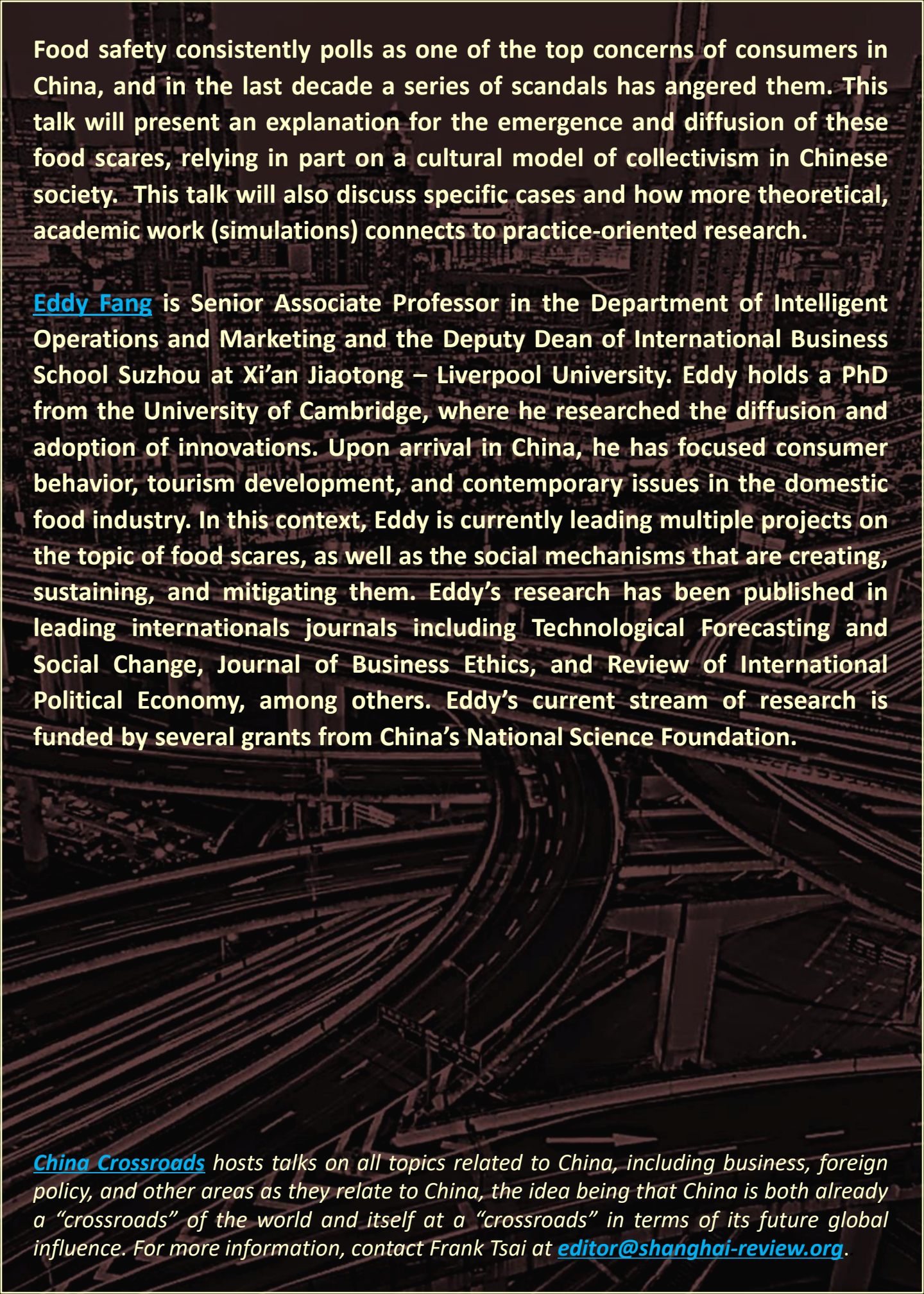


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Food safety consistently polls as one of the top concerns of consumers in China, and in the last decade a series of scandals has angered them. This talk will present an explanation for the emergence and diffusion of these food scares, relying in part on a cultural model of collectivism in Chinese society. This talk will also discuss specific cases and how more theoretical, academic work (simulations) connects to practice-oriented research.

[Eddy Fang](#) is Senior Associate Professor in the Department of Intelligent Operations and Marketing and the Deputy Dean of International Business School Suzhou at Xi'an Jiaotong – Liverpool University. Eddy holds a PhD from the University of Cambridge, where he researched the diffusion and adoption of innovations. Upon arrival in China, he has focused consumer behavior, tourism development, and contemporary issues in the domestic food industry. In this context, Eddy is currently leading multiple projects on the topic of food scares, as well as the social mechanisms that are creating, sustaining, and mitigating them. Eddy's research has been published in leading international journals including *Technological Forecasting and Social Change*, *Journal of Business Ethics*, and *Review of International Political Economy*, among others. Eddy's current stream of research is funded by several grants from China's National Science Foundation.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.