

Teaching International Business: A View from Anthropology

John F. Sherry Jr.

First published: December 1988

<https://doi.org/10.1525/aeq.1988.19.4.05x0918h>

Accessibility issue? [Request accessibility update.](#)



PDF

Abstract

As an independent enterprise, international business has begun to achieve parity with such basic business disciplines as marketing, finance, and organization behavior. As the field matures, it will become increasingly judicious in its borrowing from other intellectual traditions, and both educational and research objectives will be profoundly affected. The current interest of anthropologists in business activity is one source of synergy that can be effectively harnessed. Applied anthropology has begun to achieve parity with the four traditional sub-disciplines of anthropology, and business has become a critical area of application. As this field is legitimated, the contributions of anthropology will be recognized by business academics and practitioners. This exploratory article frames this interest for teachers and researchers, and discusses ways in which an anthropological perspective might be used to enhance the teaching of international business.

References Cited

Alreck, Pamela, and Robert Settle 1985 *The Survey Research Handbook*. Homewood, Ill.: Irwin.

[Google Scholar](#)

Annebaum, Herbert 1984a *Work In Non-Market and Transitional Societies*. Albany: State University of New York.

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

Baba, Marietta 1986 *Business and Industrial Anthropology: An Overview*. NAPA Bulletin No. 2. Washington, D.C.: American Anthropological Association.

[Google Scholar](#) 

Burrell, G., and G. Morgan 1979 *Sociological Paradigms and Organizational Analysis*. London: Heinemann.

[Google Scholar](#) 

Casse, Pierre 1982 *Training for the Multicultural Manager*. Washington, D.C.: SIETAR.

[Google Scholar](#) 

Cole, Johnnetta 1982 *Anthropology for the Eighties*. New York: Free Press.

[Google Scholar](#) 

L. L. Cummings, and Peter Frost, eds. 1985 *Publishing in the Organizational Sciences*. Homewood, Ill.: Irwin.

[Google Scholar](#) 

Curtin, Philip 1984 *Cross Cultural Trading in World History*. New York: Cambridge University Press.

[Google Scholar](#) 

Dannhaeuser, Norbert 1983 *Contemporary Trade Strategies in the Philippines*. New Brunswick: Rutgers University Press.

[Web of Science®](#)  | [Google Scholar](#) 

Deal, Terrence, and Allan Kennedy 1982 *Corporate Cultures*. Reading, Mass.: Addison Wesley.

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

Elizabeth Eddy, and William Partridge, eds. 1978 *Applied Anthropology in America*. New York: Columbia University Press.

[Google Scholar](#) 

Fields, George 1983 *From Bonsai to Levis*. New York: New American Library.

[Google Scholar](#) 

Goffman, Erving 1979 *Gender Advertisements*. New York: Harper & Row.

[Google Scholar](#) 

Sidney Greenfield, Arnold Strickon, and Robert Aubey, eds. 1979 *Entrepreneurs in Cultural Context*. Albuquerque: University of New Mexico Press.

[Google Scholar](#) 

Hampton, Gerald 1983a International Marketing Education for a New Millennium: Some Preliminary Findings. *In International Marketing: Managerial Issues, Research, and Opportunities*. V. H. Kirpalani, ed. Pp. 24-33. Chicago: American Marketing Association.

[Google Scholar](#) 

Hampton, Gerald 1983b In Search of An International Marketing Curriculum. Unpublished MS, Albers School of Business, Seattle University.

[Google Scholar](#) 

Harman, Robert 1986a Social Science Survey of International Business Executives. Unpublished MS, Department of Anthropology, California State University, Long Beach.

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#) 

Manage Preferences

Accept All

Reject Non-Essential

Harris, Philip, and Robert Moran 1979 *Managing Cultural Differences*. Houston: Gulf.

[Google Scholar](#) 

Hawkins, Robert 1984 International Business in Academia: The State of the Field. *Journal of International Business Studies* 15(3): 13-18.

[Web of Science®](#)  | [Google Scholar](#) 

Hofstede, Geert 1982 *Culture's Consequences*. Beverly Hills: Sage.

[Google Scholar](#) 

A. Idris-Soven, E. Idris-Soven, and Mary Vaughan, eds. 1978 *The World as a Company Town*. The Hague: Mouton.

[Google Scholar](#) 

Kohls, L. Robert 1979 *Survival Kit for Overseas Living*. Yarmouth, Minn.: International Press.

[Google Scholar](#) 


Mitchell, Arnold 1983 *The Nine American Lifestyles*. New York: Warner.

[Google Scholar](#) 

Moran, Robert, and Philip Harris 1982 *Managing Cultural Synergy*. Houston: Gulf.

[Google Scholar](#) 

June Nash, and Patricia Fernandez-Kelly, eds. 1983 *Women, Men and the International Division of Labor*. Albany: State University of New York Press.

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#) 

Manage Preferences

Accept All

Reject Non-Essential

[Google Scholar](#) 

Ricks, David 1983 *Big Business Blunders*. Homewood, Ill.: Irwin.

[Google Scholar](#) 

Robock, Stefan, and Kenneth Simmonds 1983 *International Business and Multinational Enterprises*. Homewood, Ill.: Irwin.

[Google Scholar](#) 

Rohlen, Thomas 1978 *For Harmony and Strength*. Berkeley: University of California Press.

[Google Scholar](#) 

Serrie, Hendrick 1983 Anthropology and International Business. *Practicing Anthropology* 5(2): 12 ff.

[Google Scholar](#) 

Serrie, Hendrick 1984 *Anthropology and International Business*. Studies in Third World Societies, Number 28. Department of Anthropology, College of William and Mary.

[Google Scholar](#) 

Sherry, John 1983 Business in Anthropological Perspective. *Florida Journal of Anthropology* 8(2): 15–36.

[Google Scholar](#) 

Sherry, John 1986a Marketing and Consumer Behavior: Windows of Opportunity for Anthropology. Paper presented at the sixth annual meeting of the Society for Economic Anthropology, Urbana, Illinois.

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

[Google Scholar](#) 

Sherry, John 1987b Advertising as a Cultural System. *In Marketing and Semiotics: New Directions in the Study of Signs for Sale*. Jean Umiker-Sebeok and Sidney J. Levy, eds. Pp. 441–461. Berlin: Mouton de Gruyter.

[Google Scholar](#) 

Spooner, Brian 1984 Anthropology for International Management—In One Course. Paper presented at the 83rd annual meeting of the American Anthropological Association.

[Google Scholar](#) 

Taussig, Michael 1980 *The Devil and Commodity Fetishism in South America*. Chapel Hill: University of North Carolina Press.

[Google Scholar](#) 

Terpstra, Vern 1978 *The Cultural Environment of International Business*. Cincinnati: South-Western.

[Google Scholar](#) 

Terpstra, Vern, and Kenneth David 1986 *The Cultural Environment of International Business*. Cincinnati: South-Western.

[Google Scholar](#) 

Vlahos, Olivia 1986 *Doing Business. The Anthropology of Striving, Thriving and Beating Out the Competition*. New York: Franklin Watts.

[Google Scholar](#) 

Andrew Zimbalist, ed. 1979 *Case Studies in the Labor Process*. New York: Monthly Review Press.

[Google Scholar](#) 


This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)


Manage Preferences

Accept All

Reject Non-Essential

- PUBLICATIONS
- AMERICANANTHRO.ORG
- AAA MEMBERSHIP

RESOURCES 

PUBLICATION INFO 

© 2026 American Anthropological Association

ABOUT WILEY ONLINE LIBRARY

[Privacy Policy](#)

[Terms of Use](#)

[About Cookies](#)

[Manage Cookies](#)

[Accessibility](#)

[Wiley Research DE&I Statement and Publishing Policies](#)

HELP & SUPPORT

[Contact Us](#)

[Training and Support](#)

[DMCA & Reporting Piracy](#)

[Sitemap](#)

OPPORTUNITIES


[Subscription Agents](#)

[Advertisers & Corporate Partners](#)

CONNECT WITH WILEY

[The Wiley Network](#)

[Wiley Press Room](#)

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#) 

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)