HOFSTRA CULTURAL CENTER

and the

HOFSTRA UNIVERSITY ASIAN STUDIES PROGRAM

present

Asian Merchant Cultures at the Crossroads

Thursday, Friday and Saturday
March 9-11, 2006

CONFERENCE
REGISTRATION PROGRAM

HOFSTRA
UNIVERSITY™

Hofstra Cultural Center

and the

Hofstra University Asian Studies Program

present

Asian Merchant Cultures at the Crossroads

Thursday, Friday and Saturday
March 9-11, 2006

Stuart Rabinowitz
President and Andrew M. Boas and Mark L. Claster Distinguished Professor of Law
Hofstra University

John D. Miller
Chair, Board of Trustees
Hofstra University

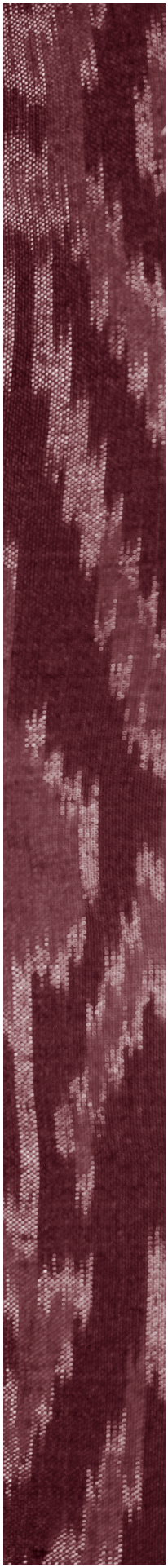
M. Patricia Adamski
Senior Vice President for Planning and Administration
Adolph J. and Dorothy R. Eckhardt Distinguished Professor of Corporate Law
Hofstra University

Herman A. Berliner
Provost and Senior Vice President for Academic Affairs
Lawrence Herbert Distinguished Professor
Hofstra University

Conference Director
Patricia Welch
Associate Professor of Japanese and Comparative Literature
Department of Comparative Literature and Languages
Hofstra University

Conference Coordinator
Deborah Lom
Assistant Director for Conferences and Special Events
Hofstra Cultural Center

The development and movement of Asian merchant cultures provides a fascinating perspective from which to view the cultures of Asia, as well as other cultures with which they have interacted. This international conference seeks to explore the various ways that Asian merchant cultures intersect.



WEDNESDAY, MARCH 8, 2006

PRE-CONFERENCE EVENTS

2:55-4:20 p.m.

ASIAN STUDIES SPEAKER SERIES
Sondra and David S. Mack Student Center, Room 141
North Campus

David G. Wittner
Associate Professor of History
Utica College
Trial by Fire: Why Not Modernize Japan's Iron Industry?

4:30-6 p.m.

IKEBANA DEMONSTRATION
Rochelle and Irwin A. Lowenfeld Conference and Exhibition Hall
Joan and Donald E. Axinn Library, 10th Floor, South Campus

Yoshie Takahashi
Adjunct Instructor of Comparative Literature and Languages
Hofstra University

Ikebana, traditional Japanese flower arranging, has been considered a Japanese art form since the middle of the 15th century, though flower arranging itself has had a much longer history in Japan. Ikebana developed from the Buddhist ritual of placing flowers on the altar in honor of Buddha, and to honor the spirits of the dead. Over time, its religious significance declined (though flower offerings continue to be made) and it achieved status as an independent art form. Ikebana's earliest practitioners were first priests and later, members of the aristocracy. Over time, a number of different ikebana schools emerged, and as the merchant culture grew in size and influence, ikebana came to be practiced by members of the merchant classes as well.

This demonstration and exhibition will feature arrangements that present a chronology of the history of ikebana, showing representative arrangements from various points in its history, how styles have changed, and how the art form has allowed for the introduction of nontraditional floral arrangements as well.

Flower arrangements have been made by members of Ikebana International, New York branch.

THURSDAY, MARCH 9, 2006

8 a.m.-4 p.m.

CONFERENCE REGISTRATION
Rochelle and Irwin A. Lowenfeld Conference and
Exhibition Hall Lobby
Joan and Donald E. Axinn Library, 10th Floor, South Campus

9-10:10 a.m.

OPENING CEREMONY

Welcome

Bernard J. Firestone
Dean, Hofstra College of Liberal Arts and Sciences
Professor of Political Science

Patricia Welch
Associate Professor of Japanese and Comparative Literature
Department of Comparative Literature and Languages
Hofstra University
Conference Director

Opening Keynote Address

Ronald G. Knapp
SUNY Distinguished Professor Emeritus
Department of Geography
State University of New York at New Paltz
Joseph G. Astman Distinguished Conference Scholar
China's Great Merchant Manors: The Architectural Traces of Commercial Networks

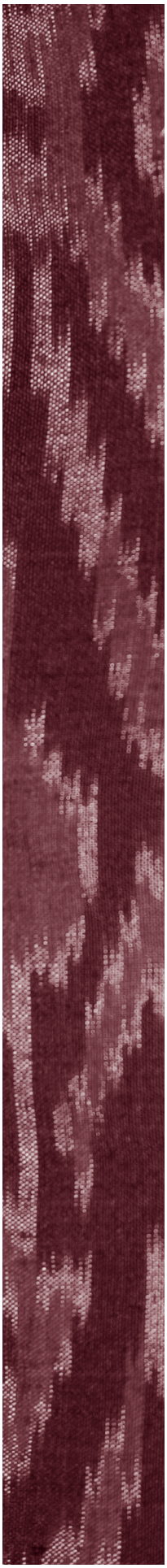
10:15-11:45 a.m.

PANEL I: THE CULTURE AND POLITICS OF GLOBALIZATION

Jeffrey L. Gower
M.B.A. Candidate in International Business
University of Akron
Overcoming the Korean Discount: Corporate Government Reform in South Korea

Takashi Kanatsu
Assistant Professor of Political Science
Hofstra University
IT Immigration Between Taiwan, South Korea and Silicon Valley

Karen Leonard
Professor of Anthropology and Asian American Studies
University of California, Irvine
Renewing the Silk Road? Indian and Pakistani Entrepreneurs in Uzbekistan



11:45 a.m.-Noon	**COFFEE BREAK**
Noon-1:45 p.m.	**PANEL II: SILK AND COTTON BEYOND THE SILK ROAD**

Juanjuan Peng
Ph.D. Candidate in History
The Johns Hopkins University
Cooperation Against Competition: Daxing and Yuhua Cotton Mills in Crisis, 1931-1937

David G. Wittner
Associate Professor of History
Utica College
Selling Modernity or Sold on Modernity: Marketing Silk and Meiji Industrialization

Anatolii Trekhsviatskyi
Independent Scholar
Brooklyn, New York
Nations of Lower Amur and Sakhalin in the System of "Nominal Vassalage" of the Later Qing Empire

Kiyoko Yamaguchi
Postdoctoral Fellow
Japan Society for the Promotion of Sciences, Paris, France
Chinese Mestizo Merchant Houses in the Philippines

1:45-3 p.m.	**LUNCH (on your own)**
3-4:30 p.m.	**PANEL III: LITERATURE OF THE ASIAN DIASPORA**

Patricia Welch
Associate Professor of Japanese and Comparative Literature
Hofstra University
Travel, Imagination and Mythical Identity in Rui Umezawa's "Symbiosis"

Dawn An
Ph.D. Candidate in English Literature
City University of New York (CUNY)
Perpetual Guest: Representations of the Hakka Shopowner in Jamaican Literature: Patricia Powell's "The Pagoda" and Margaret Cezair-Thompson's "The True History of Paradise"

Ronald Janssen
Associate Professor of English
Hofstra University
Importing the I-Ching Into Post-WWII U.S. Arts: Minor White, Jackson Mac Low and John Cage

4:30-4:45 p.m.	**COFFEE BREAK**
4:45-6:30 p.m.	**PANEL IV: CULTURAL MERCANTILISM IN CHINA**

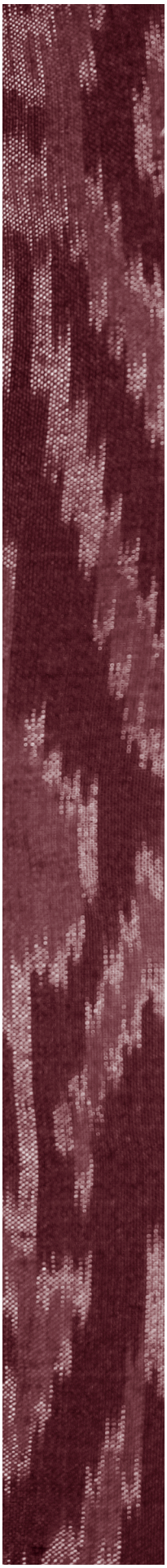
Zuyan Zhou
Associate Professor of Comparative Literature and Languages
Hofstra University
Nostalgia for Mao's Ideology: China's Cinematic Reaction to the Commercial Culture in Recent Decades

Megan M. Ferry
Luce Junior Professor of Chinese
Union College
Othering the Self and the Political Economy of Leisure: Chinese Travels to Africa

Wenwen Du
Associate Professor of Chinese and Japanese
Vassar College
Reversal of Misfortune: Commercializing the Red Classics

Chung-Yue Chang
Adjunct Assistant Professor of Philosophy
Hofstra University
Chinese Merchant Culture in Transition, a Philosophical Consideration

7 p.m.	**BANQUET**
Welcome	**Aleksandr Naymark** Associate Professor of Art History Hofstra University



FRIDAY, MARCH 10, 2006

8 a.m.-2 p.m. — **CONFERENCE REGISTRATION**
Rochelle and Irwin A. Lowenfeld Conference and Exhibition Hall Lobby
Joan and Donald E. Axinn Library, 10th Floor, South Campus

9:30-11 a.m. — **PANEL V: SOGDIAN MERCHANTS AT HOME**

Olga Inevatkina
Senior Researcher, Department of Ancient Art and Archaeology
Museum of Russian Art, Moscow, The Russian Federation
Early Sogdian Urbanism

Aleksandr Naymark
Associate Professor of Art History
Hofstra University
Sogdians and the Silk Road

Pavel Lurye
Researcher
Institut fuer Iranistik, Oesterreichische
Akademie d. Wissenschaften, Austria
Institute of Oriental Studies
Russian Academy of Sciences, Moscow, The Russian Federation
Sogdian Traders on the Roof of the World

11-11:15 a.m. — **COFFEE BREAK**

11:15 a.m.-12:45 p.m. — **PANEL VI: TRADE NETWORKS OF THE EARLY MIDDLE AGES**

Jonathan Skaff
Director of International Studies
Shippensburg University
Sogdian Settlers and Merchants and Turfan Under Tang Chinese Rule in the Seventh and Eighth Centuries

John Chaffee
Director of the Asian and Asian-American Studies Program
Binghamton University, SUNY
Medieval Extraterritoriality: Law and Maritime Merchant Communities in Tang-Song China

Irina Arzhatseva
Director of Khorezmian Archaeological Expedition
Institute of Anthropology
Russian Academy of Sciences, Moscow, The Russian Federation
The Sogdian Factor and the Silk Trade on the Northern Caucasus

12:45-2 p.m. — **LUNCH (on your own)**

2-2:50 p.m. — **KEYNOTE ADDRESS**

David Weinstein
Carl S. Shoup Professor of the Japanese Economy
Columbia University
Understanding Japanese Cities and Production Centers: History vs. Economics

3-4:15 p.m. — **PANEL VII: RELIGION ON THE SILK ROAD**

Judith Lerner
Independent Scholar
New York, NY
Funerary Practices and Furnishings of Sogdians in China

Tigran Mkrtychev
Deputy Director
Museum of Oriental Art, Moscow, The Russian Federation
Sogdiana, Sogdians and Buddhism

4:15-4:30 p.m. — **COFFEE BREAK**

4:30-6 p.m. — **PANEL VIII: MERCHANTS OF ISLAMIC ASIA**

Luke Treadwell
Lecturer in Arabic
Oriental Institute
University of Oxford, United Kingdom
Trading Networks and Traded Goods in the Eastern World and Beyond During the Samaria Period (9th-10th Century)

Anna Feuerbach
Adjunct Assistant Professor of Anthropology
Hofstra University
Craftsmen, Merchants and Patrons of the Crucible Damascus Steel Sword Trade

Mika Natif
Kevorkian Fellow, Department of Islamic Arts
The Metropolitan Museum of Art
New York, NY
Books Across Eurasia: The Artistic Journey of Sa'di's Gulistan

Ramazan Bicer
Associate Professor
University of Sakarya, Turkey
Turkey's Cultural Structure as the Bridge Between Asia and Europe

6:15 p.m. — **CLOSING REMARKS**

SATURDAY, MARCH 11, 2006

ASIAN STUDIES PROGRAM

presents

ASIAN CROSSROADS EXCURSION

9:15 a.m.	Chartered bus leaves Hofstra
10:45 a.m.-Noon	The New York Chinese Scholar's Garden Staten Island Botanical Garden
1-3:45 p.m.	Chinatown Walking Tour with Big Onion Tours
4:30 p.m.	Crossing Jamaica presents "Thousand Years Waiting"

Three simultaneous realities converge in the world premiere of Chiori Miyagawa's "Thousand Years Waiting." Intricately weaving together the history of storytelling like a spider's web, a woman from present-day New York City steps in and out of real and fictional worlds from the past: Japan, circa 1000 A.D., and *The Tale of Genji*, the world's first novel.

The unique trans-Pacific collaboration, conceived and directed by Sonoko Kawahara, features Otome Bunraku Puppet Master Masaya Kiritake, one of only three women in the world who professionally perform this rare 17th-century traditional Japanese art form, and marks the first time such a master will perform in an American play. Original music by Bruce Odland.

There is a fee of $50, which covers all events, except for meals, as part of the Asian Crossroads Excursion.

Participants will be responsible for transportation back to Long Island.

LODGING INFORMATION

The **Long Island Marriott Hotel and Conference Center** in Uniondale, **Wingate Inn** in Garden City, and **Red Roof Inn** in Westbury have been designated as the official conference hotels. Following are the room rates and cutoff dates for room reservations.

LONG ISLAND MARRIOTT HOTEL AND CONFERENCE CENTER

101 James Doolittle Blvd.
Uniondale, NY 11553
Att: Reservations Manager
Tel: (516) 794-3800 or (800) 832-6255
Fax: (516) 794-5936
Room rate: **$147 per night, single/double occupancy.**
Cutoff date: February 22, 2006

WINGATE INN

821 Stewart Avenue
Garden City, NY 11530
Tel: (516) 705-9000; Fax: (516) 705-9100
Room rate: **$139 per night, single/double occupancy Friday-Sunday; $155 per night, single/double occupancy Monday-Thursday.**
Cutoff date: February 17, 2006

RED ROOF INN*

699 Dibblee Drive
Westbury, NY 11590
Tel: (516) 794-2555; (800) RED-ROOF
Standard room rate: **$94.99 per night, single/double occupancy.**
Business king room: **$99.99 per night, single/double occupancy.**
When making your reservation, please refer to **CP518984** to receive Hofstra University's discounted rate.
Cutoff date: Based on availability.

NOTE: ALL RESERVATIONS WILL BE HELD UNTIL 6 P.M. ON DAY OF ARRIVAL UNLESS ACCOMPANIED BY THE FIRST NIGHT'S ROOM DEPOSIT OR SECURED BY A MAJOR CREDIT CARD. RESERVATIONS MADE AFTER THE CUTOFF DATE WILL BE SUBJECT TO AVAILABILITY AT A HIGHER ROOM RATE. WHEN MAKING YOUR RESERVATIONS, PLEASE IDENTIFY YOURSELF AS A PARTICIPANT IN THE **ASIAN MERCHANT CULTURES AT THE CROSSROADS CONFERENCE** AT HOFSTRA UNIVERSITY.

Scheduled transportation will be arranged between the Hofstra University campus and contracted hotels. Schedules will be available at the Conference Registration Desk as well as at the participating hotels.

***PLEASE BE ADVISED THAT THERE WILL BE NO SHUTTLE SERVICE BETWEEN THE RED ROOF INN IN WESTBURY AND THE HOFSTRA UNIVERSITY CAMPUS. PLEASE VISIT THE CONCIERGE DESK FOR TAXI SERVICE.**

LOCATION OF HOFSTRA UNIVERSITY

HOFSTRA UNIVERSITY is located in Hempstead, Long Island, New York, about 25 miles east of New York City, less than an hour away by train or automobile. The Long Island Rail Road (LIRR) has frequent trains to the Hempstead Station from Pennsylvania Station, located at 34th Street and 7th Avenue, New York City, as well as from the Flatbush Avenue Station in Brooklyn, New York. Use local taxi service to the Hofstra campus.

Local Taxi Service:

All Island Taxi Service	(516) 481-1111
Pub Taxi Service	(516) 483-4433
Hempstead Taxi	(516) 489-4460

BY CAR: Travel on the Long Island Expressway, Northern State Parkway or Southern State Parkway to Meadowbrook State Parkway to Exit M4 (Hempstead Turnpike). Proceed west on Hempstead Turnpike to the Hofstra campus (approximately one mile).

TRANSPORTATION FROM AIRPORTS:
The Hofstra campus is located approximately 30 minutes by car from either John F. Kennedy (JFK) International Airport or LaGuardia Airport.

Call in advance for reservations:
Horizon Transportation Service
Personalized Transportation Service (516) 538-4891

Hempstead Limousine Service Corporation
Personalized Transportation Service (516) 485-4399

Long Island Airport Limousine Service (LIALS)
LIALS can be called upon arrival at either JFK or LaGuardia Airport at a public telephone: 656-7000 (no area code required). The phones are monitored from 4 a.m. through midnight, seven days a week.

Classic Transportation
Courtesy phones are located in the baggage claim area of JFK and LaGuardia Airports, and are connected directly to Classic dispatch/reservation. Dial 20 from the courtesy phone to speak directly with the reservation department. Inform the dispatcher of the town you wish to travel to, and a Classic driver will come inside to help you to the Classic van. **Cost: Approximately $26. Save $5 when you reserve your round-trip airport shuttle online at *www.classictrans.com.***

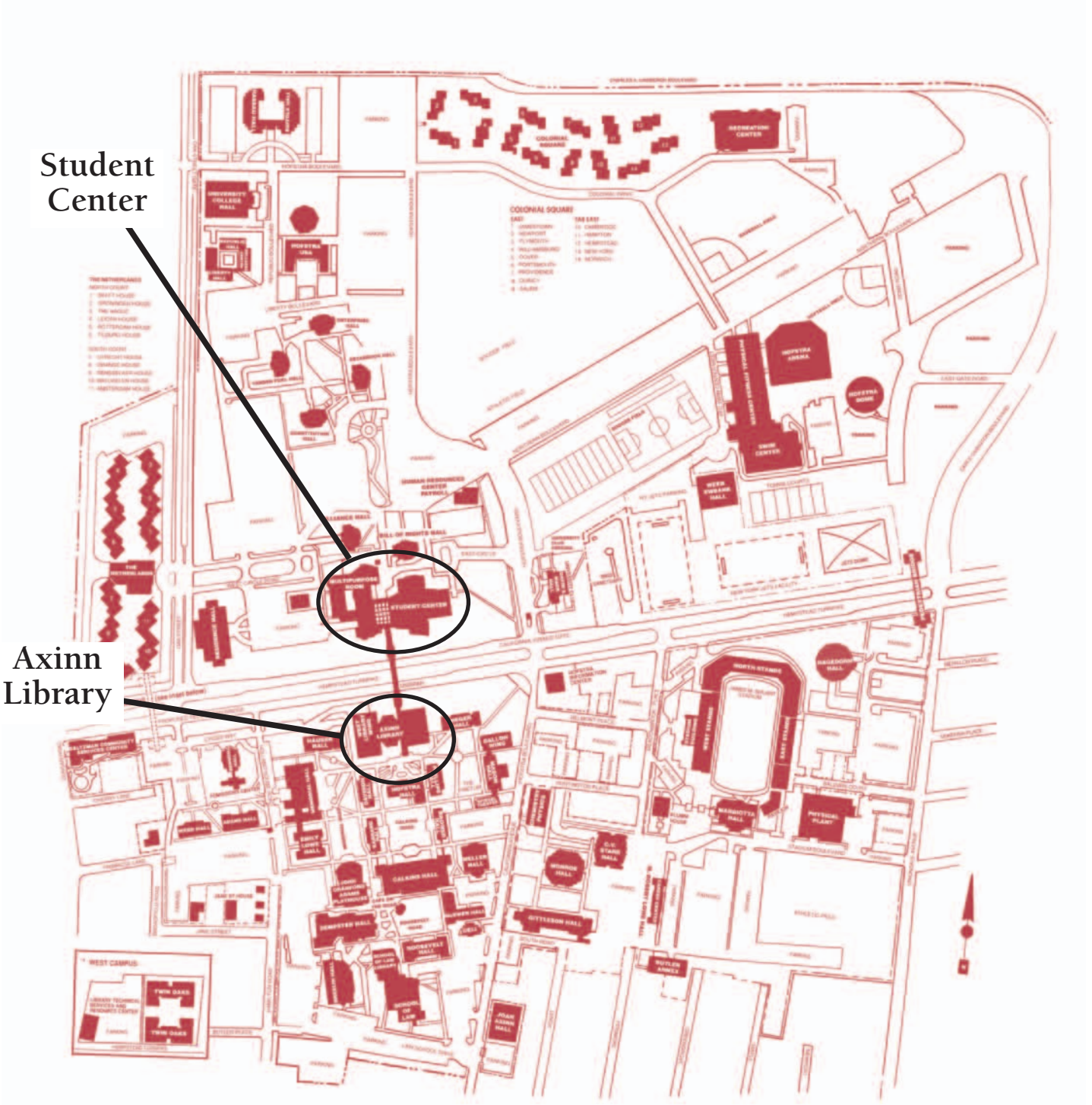
NOTE: Please be advised that there are no set fares charged by New York City yellow cabs between the airports and the Hofstra campus. Please confirm fee with the driver before starting your trip.

DINING FACILITIES ON CAMPUS:
There are several dining facilities on the Hofstra University campus. Only one dining facility, the Hofstra University Club, requires reservations. You may make reservations for lunch/dinner by calling (516) 463-6648. Reservations are limited.

FOR INFORMATION:
HOFSTRA CULTURAL CENTER

200 Hofstra University, Hempstead, New York 11549-2000
Telephone: (516) 463-5669; Fax: (516) 463-4793
E-mail: **HOFCULCTR@hofstra.edu**
www.hofstra.edu/culture

CAMPUS MAP



2847.2/06

Hofstra University continues its commitment to extending equal opportunity to all qualified individuals without regard to race, color, religion, sex, sexual orientation, marital or veteran status, age, national or ethnic origin, or physical or mental disability, in the conduct and operation of its educational programs and activities, including admission and employment. This statement of non-discrimination is in compliance with Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973 and other federal, state and local laws. The Americans with Disabilities Act Compliance Officer in the Plant Department, (516) 463-6641, is designated by the University to coordinate its efforts to comply with Section 504. The Equal Rights and Opportunity Officer is the University's official responsible for coordinating its adherence to Title IX and other equal opportunity regulations and laws. Questions or concerns regarding Title IX or other aspects of this policy (other than Section 504) should be directed to the Equal Rights and Opportunity Officer (516) 463-6775.

NOTES

Asian Merchant Cultures at the Crossroads

CONFERENCE REGISTRATION FORM

Mail or fax to:
Asian Merchant Cultures Conference
Hofstra Cultural Center
200 Hofstra University
Hempstead, NY 11549-2000
Tel: (516) 463-5669
Fax: (516) 463-4793

Make check(s) payable to **Asian Merchant Cultures Conference.**

Name _____

Street Address _____

City/State/Zip _____

Affiliation _____

Telephone _____

Fax _____

E-mail _____

I have made hotel reservations at:
[ ] Long Island Marriott
[ ] Wingate Inn
[ ] Red Roof Inn

Method of Payment:
[ ] Check payable to Asian Merchant Cultures Conference
[ ] MasterCard* [ ] Visa*

_____
Cardholder's Name

_____
Card # Exp. Date

_____
Cardholder's Signature

***Please add a $3 handling fee for credit card orders.**

All events, with the exception of the banquet and other meals, are free to Hofstra students, faculty and staff upon presentation of a valid HofstraCard.

Cancellations: A $10 handling fee will be deducted from registration refunds; however, notice must be received by **March 1, 2006.**

Returned Checks: A $20 handling fee will be charged for returned checks.

CONFERENCE FEES

REGISTRATION FEE		NO. OF PERSONS	AMOUNT
Regular Rate	$50	_____	_____
Senior citizen (65 and over) (include copy of Medicare card)	$45	_____	_____
Matriculated non-Hofstra student (include copy of current student ID)	$25	_____	_____
Banquet (Thursday, March 9 at 7 p.m.)	$35	_____	_____
Asian Crossroads Excursion (Saturday, March 11 at 9:15 a.m.) (Limited Enrollment)	$50	_____	_____
	TOTAL	_____	_____

HOFSTRA UNIVERSITY
Hempstead, New York 11549

Non-Profit Org.
U.S. Postage
PAID
Hofstra University

Asian Merchant Cultures at the Crossroads

Thursday, Friday and Saturday
March 9-11, 2006