

Why is Business Anthropology Important?

Tian Guang¹ and David K. Tian²

¹*School of Management, Hebei University, 180 Wusi E. Rd. Baoding, Hebei, China 071002
Telephone: 86-031-5079698, Fax: 86-031-5079473, E-mail: rgtian@yahoo.com*

²*Edmund A. Walsh School of Foreign Service, Georgetown University, ICC 301, Washington,
D.C., United States 20001
Telephone: (716) 907-6091, E-mail: dkt27@georgetown.edu*

KEYWORDS Business Anthropology. Qualitative Methods. Practically-oriented

ABSTRACT Traditionally, business fields have shied away from the qualitative, personal methods used in anthropology. This has since changed as business schools and companies are increasingly seeking the insights of anthropologists to understand markets and consumer behavior. In this paper, the authors illustrate the various ways in which anthropologists make contributions to business fields, as well as the benefits and limitations of incorporating anthropology into the study of business. Then, the authors present their conclusions and offer encouragement to the continued study of business anthropology.