

ALYA GUSEVA
Associate Professor of Sociology
Boston University

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EDUCATION

Ph. D., Sociology, University of California, San Diego, 2002
M. A. equivalent, Sociology, Kharkov National University (Ukraine), 1996
M.A., Sociology, UCSD

RESEARCH AND TEACHING INTERESTS

Economic Sociology, Markets, Finance and Consumer Credit, Sociology of Health and Medicine, Health Policy, Biomedical Markets, Infertility and Human Reproduction, Family

EMPLOYMENT

Boston University, Sociology Department
Associate Professor, 2009-present
Assistant Professor, 2002-2009

OTHER POSITIONS:

Editorial Boards:

Review of Social Economy, Associate Editor
Socio-Economic Review, member of the Editorial Board
economic sociology_the european electronic newsletter, member of the Editorial Board
Economic Sociology, member of the International Board
Russian Journal of Economics, member of the International Advisory Board

Leadership in Professional Associations:

Member of Executive Board, SASE
Co-founder and co-organizer, Finance and Society permanent research network, SASE

PUBLICATIONS

Books

Rona-Tas, A. and **A. Guseva**. 2014. *Plastic Money: Constructing Markets for Credit Cards in Eight Postcommunist Countries*. Stanford: Stanford University Press.

Finalist of the Academy of Management 2015 George R. Terry Book Award.

Authors interviewed in *Accounts*, newsletter of the ASA Economic Sociology section
<http://www.asanet.org/sectionecon/documents/accounts2014winter2.pdf>

Author Meets Critic panel at the Eastern Sociological Society meeting in New York, February 19-21, 2015. (Organized by Sarah Babb, critics Jozsef Borocz, Simone Polillo, Paromita Sanyal).

Author Meets Critic panel at the Society for the Advancement of Socio-Economics meeting in London, July 2-4, 2015 (Critics Nigel Dodd, Josh Whitford and Jose Ossandon).

Book forum: József Böröcz, Nigel Dodd, José Ossandón, and Josh Whitford. 2016.
Socio Economic Review 14 (1): 185-200.

Reviewed in
American Journal of Sociology
Contemporary Sociology
Administrative Science Quarterly
Slavic Review
Sociologie du Travail
Economic Sociology – the European Electronic Newsletter
Europe-Asia Studies
Czech Sociological Review

Guseva, A. 2012. *Karty v Ruki: Zarozhdenie Rynka Bankovskix Kart v Postsovetskoy Rossii*. Moscow: Higher School of Economics (Russian translation of *Into the Red*).

Guseva, A. 2008. *Into the Red: The Birth of the Credit Card Market in Postcommunist Russia*. Stanford: Stanford University Press.

Author Meets Critic panel at the Eastern Sociological Society meeting in Boston, March 18, 2010. (Organized by Lynne Moulton, critics Ezra Zuckerman, Simone Polillo, Christopher B. Yenkey).

Reviewed in
American Journal of Sociology
Contemporary Sociology
Administrative Science Quarterly
Slavic Review
Sociologie du Travail
Economic Sociology – the European Electronic Newsletter
The Russian Review

Economic Sociology (in Russian)
Choice Reviews Online (among editor's monthly picks)
H-Net, Humanities and Social Sciences Online
International Review of Modern Sociology

Articles and Chapters

Guseva, A. 2020. "[Scandals, Morality Wars, and the Field of Reproductive Surrogacy in Ukraine](#)" *economic sociology_the european electronic newsletter* 21(3).

Guseva, A. and D. Ibragimova. 2020. "Autonomy as empowerment, or how gendered power manifests itself in contemporary Russian families." *Gender, Power, Eastern Europe: Changing Concepts of Femininities and Masculinities and Power Relations*, ed. by Katharina Bluhm, Gertrud Pickhan, Justyna Stypinska and Agnieszka Wiercholska. Springer.

Guseva, A. and V. Lokshin. 2019. "Medical Conceptions of Control in the Surrogacy Field in Kazakhstan" *Salute e società XVIII* (1): 28-45.

Guseva, A. and A. Rona-Tas. 2019. "Consumer Credit Surveillance." *Oxford Handbook of Consumption*, ed. by Frederick Wherry. London, UK: Oxford University Press.

Rona-Tas, A. and **A. Guseva.** 2018. "Consumer Credit in Comparative Perspective." *Annual Review of Sociology* 44: 55-75.

Guseva, A. and A. Rona-Tas. 2017. "Money Talks, Plastic Money Tattles. The New Sociability of Money." *Money Talks: Explaining How Money Really Works*, ed. by Nina Bandelj, Fred Wherry and Viviana Zelizer. Princeton, NJ: Princeton University Press.

Ibragimova, D. and **A. Guseva.** 2017. "Who Is in Charge of Family Finances in the Russian Two-earner Households." *Journal of Family Issues*, 38(17): 2425-2448
<https://doi-org.ezproxy.bu.edu/10.1177/0192513X15623588>

Rona-Tas, A. and **A. Guseva.** 2013. "Legal Regulation in the East and Central European Credit Card Markets." *Journal of Comparative Economics* 41: 420–435.

Guseva, A. 2010. "Incertitude and complementarite: le marche des cartes de credit en Russie." *Geneses* (special issue ed. by Gilles Laferte) 79:74-96 (in French).

Guseva, A. 2007. "Friends and Foes: Informal Networks in the Soviet Union." *East European Quarterly* 41(3):323-347.

Guseva, A. 2005. "Building New Markets: A Comparison between Russian and American Credit Card Markets." *Socio-Economic Review* 3:437-466.

Buerkle, K. and **A. Guseva.** 2002. "What Do you Know, Who Do You Know? School as a Site for the Production of Social Capital and its Effects on Income Attainment in Poland and the Czech Republic." *American Journal of Economics and Sociology* 61(3):657-680.

Guseva, A. and A. Rona-Tas. 2001. "Uncertainty, Risk and Trust: Russian and American Credit Card Markets Compared." *American Sociological Review* 66 (5):623-646 (lead article).

Reprinted in *New Developments in Economic Sociology*, ed. by Richard Swedberg, Edward Elgar, 2005.

Featured in *Contexts* 1(2), 2001, p.7.

Featured in *Society* March-April 2002, pp. 3-4.

Rona-Tas, A. and **A. Guseva**. 2001. "The Privileges of Past Communist Party Membership in Russia and Endogenous Switching Regression." *Social Science Research* 30 (4):641-52.

Guseva, A. 1994. "Women and Labor Force: An International Comparison (the Former Soviet Union and the USA)" *UCSD Journal of Undergraduate Research* XIV: 21-28.

Guseva, A. 1993. "Odinochestvo: Lekarstvo ili Yad?" *Sovremennoe Obshchestvo* 1:140-144.

Reviews:

Guseva, A. Forthcoming. Review of Rene Almeling's *GUYnecology*. *American Journal of Sociology*.

Guseva, A. In press. Review of Sarah Quinn's *American Bonds*. *Contemporary Sociology*.

Guseva, A. 2019. "Morality and money in end-of-life care – review of Roi Livne's *Values at the End of Life: The Logic of Palliative Care*." *European Journal of Sociology* 60(3): 471-476
<https://doi.org/10.1017/S000397561900033X>

Guseva A. 2019. Review of *Creditworthy: A History of Consumer Surveillance and Financial Identity in America*, by Josh Lauer. *Contemporary Sociology* 48(2): 186-188
<https://doi-org.ezproxy.bu.edu/10.1177/0094306119828696u>

Guseva A. and H. Mooney. 2018. "Time, Role of the Past and Varieties of Fictional Expectations: Comments on Jens Beckert's *Imagined Futures*." *Distinktion: Journal of Social Theory* 19(3): 336-340.
<https://doi.org/10.1080/1600910X.2018.1502089>

Guseva A. 2016. Review of *Selling Our Souls*, by Adam D. Reich. *Contemporary Sociology* 45 (4): 495-497.

Guseva A. 2015. Review of *Sociology of Economic Life*, ed. by Mark Granovetter and Richard Swedberg, 3rd edition. *Journal of Economics and Political Economy* 2(1S): 228-231.

Guseva, A. 2010. Review of *Crisis and the Everyday in Postsocialist Moscow*, by Olga Shevchenko. *Contemporary Sociology* 39(3):342-344.

Barman, E. and **A. Guseva**. 2005. "What a Weberian Approach to Interests Can Contribute to Economic Sociology." *Theory and Society* 34:93-103.

Guseva, A. 2004. Review of *Making Ends Meet in Contemporary Russia: Secondary Employment, Subsidiary Agriculture and Social Networks*, by Simon Clarke. *Contemporary Sociology* 33(2):235-236.

Guseva, A. 2000. Review of *Economic Sociology: A Lecture Course* (in Russian), by V.V. Radaev. *European Economic Sociology Newsletter* 3:35-37.

Reprinted in 2001 in *European Societies* 3(1):122-125.

Guseva, A. 1999. Review of *Money and Finance in the Transition to a Market Economy*, by I. Abel, et al. *Journal of Economic Literature* 37(4):1735-1737.

Other publications:

Guseva, A. and A. Kilicaslan. 2019. "Health Care," *Wiley Blackwell Encyclopedia of Sociology*, 2nd Edition, Ed. by George Ritzer.

Guseva, A. 2017. Moralno-eticheskie i yuridicheskie aspekty surrogatnogo materinstva: istoki, mezhdunarodny opyt, problemy (in Russian). *Reproductive Medicine* (journal of Kazakh Association of Reproductive Medicine) 4(33): 7-11.

Guseva, A. 2015. Opinion piece in response to "Should the EU Tighten Sanctions Against Russia?" Blog of Polski Instytut Spraw Międzynarodowych, May 22.

Guseva A. 2014. "Credit Cards," *Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies*, ed. by Dan Cook and J. Michael Ryan.

Guseva. A. 2013. "Consumerism in Healthcare," *Wiley-Blackwell Encyclopedia of Health, Illness, Behavior, and Society*, ed. by W. Cockerham, R. Dingwall and S. Quah.

Guseva A. 2013. "Commercialism in Healthcare," *Wiley-Blackwell Encyclopedia of Health, Illness, Behavior, and Society*, ed. by W. Cockerham, R. Dingwall and S. Quah.

Guseva A. 2009. "The Challenges of Constructing Credit Card Markets in Emerging Economies." *Lydian Payment Journal*, November issue

(<http://www.pymnts.com/marketing-credit-cards-in-postcommunist-russia/>)

Guseva, A. 2007. "The Role of Bi-Level Social Networks in Building Mass Consumer Finance Markets in Russia." *Economic Sociology—The European Electronic Newsletter* 8(3).

Guseva, A. 2007. "Economic System, Soviet," "Monetary Reform," "Krysha," "Shortages," "Blat," "Voucher," "Propiska." In *Encyclopedia of Contemporary Russian Culture*, ed. by T. Smorodinskaya, K. Evans-Romaine, and H. Gosciolo. New York: Routledge.

Russian Banking Monthlies:

Guseva, A. and O. Kuzina. 2004. "Credit Bureaus and Credit Scoring in Credit Card Markets: Theory and Practice," (in Russian). *Banki i tekhnologii* (official publication of the Association of Russian Banks)

5:54-62.

Guseva, A. 1999. "Consumer Credit, Credit Histories and Other Precursors of Bank Cards in the US" (in Russian). *Platezhi. Sistemy. Kartochki* 8:25-28.

Interviews in Media and Professional Publications:

Interviewed in *economic sociology_the european electronic newsletter*, Vol 17, No 2, March 2016
http://econsoc.mpifg.de/newsletter_current.asp

Interviewed in *Economic Sociology on Plastic Money* and other recent projects
http://ecsoc.hse.ru/data/2015/01/31/1106179183/1ecsoc_t16_n1.pdf#page=12

Quoted by CNN in an article on Western sanctions imposed on Russia
<http://www.cnn.com/2014/07/24/world/europe/russia-sanctions-explainer/index.html>

Interviewed for a short article in the *Global Finance* magazine on Russia's plans to develop a national payment system
<https://www.gfmag.com/magazine/june-2014/russia-speeds-new-payment-system>

Interviewed in *Accounts*, newsletter of the ASA Economic Sociology section
<http://www.asanet.org/sectionecon/documents/accounts2014winter2.pdf>

Interviewed by Euromonitor Int. on the Russian credit card market.

Interviewed by David Evans, author of *Paying with Plastic*, and founder of PYMNTS.com on the Russian bank card industry
<http://www.pymnts.com/from-russia-with-love-and-payment-cards/?nl>

WORK IN-PROGRESS:

"Moral Economy of Cloth Mask-Making in the Times of COVID-19" (with Ya-Ching Huang)

Money, Medicine and Morality: Gestational Surrogacy in Ukraine, Kazakhstan and Russia, book manuscript.

"What the Doctor Ordered: Markets and Morality in Russian and Ukrainian Reproductive Surrogacy" (with Tatiana Larkina)

"Surrogate Commerce versus Surrogate Medicine: Conceptions of Control and Reputational Risks in Gestational Surrogacy Markets in Ukraine and Kazakhstan"

COURSES TAUGHT:

Boston University, Sociology Department

Economic Sociology

Sociology of Healthcare
Seminar: Medical Sociology
Seminar: Economic Sociology
Biomedical Markets

PROFESSIONAL MEMBERSHIPS, SERVICE AND OTHER ACTIVITIES:

Memberships:

American Sociological Association
Sections:
Economic Sociology
Consumers and Consumption
Medical Sociology
Sex and Gender
Family
Comparative and Historical
Global and Transnational

Society for the Advancement of Socio-Economics

Eastern Sociological Society

External Professional Service (last five years):

- 2019- 2020 Chair of SASE Alice Amsden best book award committee, SASE
- 2017 Member of the Organizing Committee, mini-conference of Economic Sociology and OOW sections, ASA
- 2016 Head of the Organizing Committee, The New Economy, ASA preconference of the Economic Sociology Section, August 19.
- 2016 Co-organizer of session on "Credit in Comparative Perspective" at the Eastern Sociological Society meeting in Boston, March 17-20
- 2014- 2017 Chair-Elect, Chair and Post-Chair, Economic Sociology section, ASA
- 2015-pres. Member of Executive Board, SASE
- 2010-pres. SASE Finance and Society Network co-organizer (with Akos Rona-Tas and Bruce Carruthers)

Occasional Manuscript/Proposal Reviewer:

American Journal of Sociology
American Sociological Review
Academy of Management Review
Sociological Forum
Social Forces
Sociological Perspectives
Socio-Economic Review
Oxford University Press
Stanford University Press
Cornell University Press
Wadsworth
National Science Foundation

Boston University Service (last five years):

2020-2021	Graduate Program Committee, Sociology Department Accelerated Medical Program Admissions Committee, Boston University Head of the Faculty Search Committee, Sociology Department
2019-2020	Graduate Program Committee, Sociology Department Accelerated Medical Program Admissions Committee, Boston University GRAF committee member, CAS
2018-2019	Graduate Program Committee, Sociology Department Accelerated Medical Program Admissions Committee, Boston University Advisor of a Sociology Honors Thesis student Executive Board, Center for the Study of Europe
2017-2018	Graduate Program Committee, Sociology Department Morris Committee Accelerated Medical Program Admissions Committee, Boston University Reviewer for junior faculty Saida Grundy's 3 rd year review Mentor of a Kilachand Honors College student Executive Board, Center for the Study of Europe
2016-2017	Head of the Medical Sociology Senior faculty recruitment committee, Sociology Department
Fall 2016	Director of Undergraduate Studies Program
2015-2016	Morris Committee GRAF Award Committee Mentor for junior faculty and a summer instructor Graduate Program Committee, Sociology Department

Community Service:

2013-2017 Member of Enrichment and Challenge Curriculum Parent Advisory Committee (town of Brookline, MA)

INVITED TALKS (last five years):

- 2020 "Scandals, Moral Claims and Jurisdictional Battles in the Fields of Gestational Surrogacy in Ukraine, Russia and Kazakhstan," Willamette University, December 11
- 2020 "Racial and Socio-economic Disparities in Health and Healthcare," Sargent Honor Society, Boston University, November 9.
- 2018 "Credit in Comparative Perspective," Workshop on Financial Globalization, King's College London, October 19-20.
- 2018 "Medical Conceptions of Control in the Surrogacy Field in Kazakhstan" (with Vyacheslav Lokshin), Laboratory of Economic and Sociological Studies, Sociology Department, National Research University - Higher School of Economics, Moscow, Russia, March 20.
- 2017 "Maculate Conception: Moral and Legal Framings of Commercial Surrogacy" (with Tatiana Larkina), Laboratory of Economic and Sociological Studies, Sociology Department, National Research University - Higher School of Economics, Moscow, Russia, May 23.
- 2017 "Consumer Credit in Comparative Perspective", Thematic panel Is Financialization Driving Inequality? ASA annual meeting, Montreal, August 13.
- 2016 "The Fracturing of Globalization in Plastic Money: From Visa to China UnionPay, India's RuPay and Russia's Mir," Sociology Department Seminar, Princeton, April 18.

CONFERENCE PRESENTATIONS (last five years):

- 2020 "Time Pressures in Commercial Surrogacy: Slow Relational Practice or Scaled-Up Streamlined Mass Production"? ASA annual meeting, San Francisco, August 8-12 (moved onto Zoom)
- 2020 "Gestational Surrogacy: Slow Relational Practice vs Scaled-up Streamlined Mass Production," SASE annual meeting, Amsterdam, July 18-20 (moved onto Zoom)
- 2020 "The Good, the Bad and the Ugly: Relational work as an antidote against turning gestational surrogacy into mass production," ESS annual meeting, Philadelphia, PA, February 27-29.
- 2019 "Surrogate commerce versus surrogate medicine: professional jurisdiction, conceptions of control and reputational risks in gestational surrogacy markets in Russia, Ukraine and Kazakhstan," ASA annual meeting, New York, NY, August 10-13.

- 2018 "Surrogate commerce versus surrogate medicine: professional jurisdiction, conceptions of control and reputational risks in gestational surrogacy markets in Russia, Ukraine and Kazakhstan," SASE annual meeting, Kyoto, Japan, June 23-25.
- 2018 "Surrogacy in Kazakhstan" (with Vlacheslav Lokshin), ESS annual meeting, Baltimore, February 23-25.
- 2018 "Farewell to Globalization: The Rise and Persistence of National Payment Cards" (with Akos Rona-Tas), ESS annual meeting, Baltimore, February 23-25.
- 2017 "International Surrogacy Practice: Brief History, Laws and Debates," Kazakhstan Association of Reproductive Medicine, Astana, Kazakhstan, November 10-11.
- 2017 "Maculate Conception: Moral and Legal Framings in Russian and Ukrainian Reproductive Surrogacy," with Tatiana Larkina, ASA annual meeting, Montreal, August 12.
- 2017 "Payment Cards in Europe: The Return of the Nation-State," with Akos Rona-Tas, CES meeting, Glasgow, July 12-14.
- 2017 "Globalization and Retail Lending. A Comparative Review of the Literature," with Akos Rona-Tas, SASE annual meeting, Lyon, France, June 29-July 1.
- 2017 ""(Just) What the Doctor Ordered: Moral Framing of Commercial Gestational Surrogacy in Russia and Ukraine," with Tatiana Larkina, SASE annual meeting, Lyon, France, June 29-July 1.
- 2017 "Legal Regulation of ARTs in the USA," Roundtable on ARTs organized by the Ukrainian Lawyers Association, Kiev, Ukraine, March 17.
- 2017 "(Just) What the Doctor Ordered: Moral Framing of Surrogacy in the Post-Soviet Region." Mini-conference on Reproduction at the ESS annual meeting, Philadelphia, February 23-26.
- 2016 "(Just) What the Doctor Ordered: Moral Framing of Surrogacy in the Post-Soviet Region." Economic Sociology conference at Kellogg, Chicago, October 13-14.
- 2016 "Understanding Consumer Credit through Comparative Lens" (with Akos Rona-Tas). Presented at the 3rd Forum of International Sociological Association In Vienna, Austria, July 11.
- 2016 "Consumer Credit in Comparative Perspective." Presented at the SASE meeting in Berkeley, CA, June 23-26.
- 2016 "Mapping Global Surrogacy Flows and Moral Debates." Presented at the ESS meeting in Boston, March 18.
- 2016 "Understanding Consumer Credit through Comparative Lens" (with Akos Rona-Tas). Presented at the ESS meeting in Boston, March 17.

AWARDS:

2020	Morris Faculty Collaborative Research Project with Ya-Ching Huang (\$2500) for <i>Moral Economy of Mask Making in the Times of COVID-19</i>
2018	CAS International faculty travel grant (\$2000) to travel to Kyoto, Japan for the SASE meeting
2017	CAS International faculty travel grant (\$2000) to travel to Lyon, France for the SASE meeting and to Glasgow, Scotland for the CES meeting
2017	Morris Faculty research award (\$1600) towards the Surrogate Markets in the postcommunist region project
2016	CAS International faculty travel grant (\$2000) to travel to Vienna, Austria for IIS world forum

PHD STUDENTS:

Chin-Peng Cheng (2007), second reader
James McQuaid (2013), first reader
Cara Bowman (2016), first reader
Alaz Kilicaslan (2018), first reader
Emily Bryant (2018), second reader
Christina Jarymowycz (2019), first reader
Rebecca Farber (2019), third reader