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The American Business Experience in China

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Mountain Plains Business Conference

Title: The American Business Experience in China

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Intended Track: Leadership and Management

The American Business Experience in China: Opportunities, Threats, and What Comes Next

US-China trade relations are now tightly interwoven, with both countries dependent on each other for consumer markets and production capabilities. After decades of major investment and heightened collaboration, however, recent years have witnessed the emergence of conflict and distrust, manifested in sanctions, tariffs, and trade wars. Under such circumstances, the question remains: What does the future hold for US-China trade relations, and the firm-level strategies of American multinational corporations operating in the PRC? This survey analyzes the current state of US-China business relations, and provides research directions for future studies on the next chapter of American business in the PRC.

Keywords: *International Business, Strategic Management, US-China Relations*