

Abstract of Doctoral Dissertation

Title: National Products Promotion Policy and its Development in Shanghai during the Nanjing Nationalist Government, 1928-1937

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This paper focuses on national products promotion policy and its development in Shanghai during the period the Nanjing Nationalist government was in power, from 1928 to 1937. The major considerations are the historical process by which national product promotion was formed as an economic policy of the state; the Chinese Nationalist Party and the government's role in the movement; and the development of the movement in Shanghai's rural-urban areas.

At first, we discuss the formation of the national products promotion policy. After the Jinan Incident, a plan to promote national products was put forward by the Minister of Interior Xue Dubi. Based on this plan, the Chinese Nationalist Party promulgated essential propaganda to promote the National Products Movement, listing it as one of the Seven Movements. The Nanjing National Government considered the movement a link in the economic reconstruction, and passed a series of regulations to promote it, which included the Chinese National Products Tentative Standards and the National Products Certifications to define what constituted "national products."

Then, we focus on the activities of Chang Kia-*Ngau*, the general manager of the Bank of China—from November 1928 to March 1935. He consequently supported the National Products Movement in China as a means of increasing Bank of China's foreign currency and reviving the Chinese economy. So the Association of National Products Producing-Marketing Cooperation was sponsored by Chang Kia-*Ngau* in 1932. At last, we examine a movement called *Nian'er*. This movement began in 1933 and was sponsored by Tai Shuangqiu—the president of Education College at Daxia University to promote handmade goods on the Chinese year.