



THE OHIO STATE UNIVERSITY

EAST ASIAN STUDIES CENTER

NOVEMBER 14

Tuesday
3:30-5:00pm
Mendenhall Lab 173

2023 THE INSTITUTE FOR CHINESE STUDIES PRESENTS:

"ENTREPRENEURIAL LABOR AND THE CHINA PARADIGM: THE STORY OF RURAL E-COMMERCE"

LIN ZHANG

Associate Professor of Communication, University of New Hampshire

In this talk, Dr. Lin Zhang will tell one story about the entrepreneurial labor of reinvention from her recently published book *The Labor of Reinvention: Entrepreneurship in the New Chinese Digital Economy*. Focusing on rural e-commerce and the "Taobao Villages" phenomenon, she will depict, with rich ethnographic details, how domestic e-commerce corporations like Alibaba work with various levels of governments to facilitate city-to-countryside reverse migration, brand model peasant entrepreneurs, and shape a new entrepreneurial labor regime and subjectivities. Problematizing worldwide euphoria about digital entrepreneurship while complicating the dichotomy of "China threat vs. China model", she argues for a "China Paradigm" that treats the Chinese experiences as an ongoing and open-ended experiment to rearticulate global principles to local trajectories in dealing with worldwide challenges posed by decades of neoliberal capitalism.



Free and open to the public

<https://easc.osu.edu/events/ics-lecture-lin-zhang-entrepreneurial-labor-and-china-paradigm-story-rural-e-commerce>

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