UCLA Asia Pacific Center

International Symposium on Global Chinese Entrepreneurship

Photo Credit: Min Zhou

Friday–Saturday, November 20–21, 2020 (PST)

Online via Webex and Zoom

www.international.ucla.edu/apc

Program

Friday, November 20, 5:00–7:30 pm PST (via Webex)

(Asia 11/21, 9:00–11:30 am | Europe 11/21, 2:00–4:30 am)

5:00–6:10 Opening Session

5:00–5:10 Welcome Remarks and Introduction

Min Zhou, Director, UCLA Asia Pacific Center

5:10–6:10 Keynote Speech: "*Taishang*, China, and Global Value Chains"

Jieh-min Wu, Sociology Institute, Academia Sinica, Taiwan

Q&A

6:20–7:30 Panel I

Chair/Moderator: Yong Chen, UC Irvine

"The Untold Truth of China's Resilience to the US-China Trade-War: Data and Case Studies"

Jinwu Xiong, China University of Political Science and Law; Ying Lowrey, Alibaba Research Institute

"*Taishang*-Style Enterprises: The Taiwan Factor in the Emergence of Chinese Private Enterprises in the Pearl River Delta, China"

Chih-peng Cheng, National Tsing Hua University, Taiwan

"The Changing Pattern of Entrepreneurship in Hong Kong: The Importance of Socio-Political Context"

Biyang Sun, Chinese University of Hong Kong; Eric Fong, The University of Hong Kong

"Transnationalism and Immigrant Entrepreneurship: A Case Study of Self-Employed Foreigners in Hangzhou, China"

Zhenxiang (Zeke) Chen, UCLA; Xiaoguang Fan, Zhejiang University

Saturday, November 21 (via Zoom)

9:30–11:30 am PST (Asia 11/22, 1:30–3:30 am | Europe 11/21, 6:30–8:30 pm)

4:00–7:30 pm PST (Asia 11/22, 8:00–11:30 am | Europe 11/22, 1:00–4:30 am)

9:30–11:30 Panel II

Chair/Moderator: Sherry Wu, UCLA

"Confucian Entrepreneurship: Rediscovering and Reinventing a Distinct Chinese Entrepreneurship in a Global Context"

Matthias Niedenführ, University of Tübingen, Germany

"The Politics of Taiwanese Business (*Taishang*) in Cross Strait Relations: Liminal Citizenship and the Case of Xiaosantong (Mini-Three-Link) in Kinmen"

Gordon C.K. Cheung, Durham University, UK

"Capitalizing on Opportunities during the Covid-19 Pandemic: Business Transitions among Chinese Immigrant Entrepreneurs in France"

Simeng Wang, The French National Center for Scientific Research, France; Xiabing Chen, Sorbonne University, France

"How Unique Is Jack Ma? High-Performing Entrepreneurship and Social Mobility in China"

Robyn Klingler-Vidra, Jiawei (Steven) Hai, Ye Liu, and Adam Chalmers, King's College London, UK

"'I Sell Therefore I Exist': Markets' Contestation, Digital Labor, and Emotional Petit Capitalism of Chinese Migrant Women in Taiwan"

Beatrice Zani, Sciences Po Lyon, France

"Cultural Rationales for Becoming an Entrepreneur: An Ethnographical Approach to the Entrepreneurial Motivations of Chinese Newcomers in Tokyo"

Bin Li, Free University Berlin, Germany

4:00–5:30 Panel III

Chair/Moderator: Jay Chok, Keck Graduate Institute, Claremont Colleges

"Chinese Immigrants' Contribution to Trade: Network Competence vs. Educational Attainment"

Howard Xiaohua Lin, Ryerson University, Canada; Xiyan Yang, Shanghai University of International Business and Economics

"Circulating Beauty: Chinese Wig Business in Ghana"

Jinpu Wang, Syracuse University

"From Street Food to Gourmet Food: The Globalization and Popularization of the Uighur Lamb Skewers by *Chaoxianzu* Chinese"

Changzoo Song, University of Auckland, New Zealand

"Intergenerational Similarities and Differences among Overseas Chinese Entrepreneurs"

Mei Zhang, University of Science and Technology Beijing

"Privileged Migration and Middle Minority: Comparing Taishang in Dongguan and Jakarta"

Ping Lin, National Chung Cheng University, Taiwan

5:45–7:15 Panel IV

Chair/Moderator: Tak-Jun Wong, University of Southern California

"Kin Networks, Women, Chinese Family Businesses and Entrepreneurship: Some Theoretical, Methodological and Research Formulations"

Kwok Bun Chan, The Hang Seng University of Hong Kong

"Entrepreneurial Masculinity and Disjunctive Intimacy: Taiwanese Businessmen and Their Families across the Taiwan Strait"

Hsiu-Hua Shen, National Tsing Hua University, Taiwan

"Intergenerational Transformation and Sexual Division of Labor in Middle-Class Sino-Thai Business Families"

Xiaoxiao Ma, Minzu University

"Transgenerational Intent of Taiwanese Business Families: Immigrant Context as Exposure to Country Differences in Family Logic"

Stone Han and Hsi-Mei Chung, I-Shou University, Taiwan; Artemis Chang, Queensland University of Technology, Australia

"When Technology Meets Culture: WeChat Marketing by Chinese Immigrants"

Huanwen (Sherry) Jiao, Ryerson University

"Ethnic Entrepreneurship and Its Transnational Linkages"

Jacob Thomas, Princeton University; Min Zhou, UCLA

7:15–7:30 Closing

Min Zhou, UCLA

PAPER ABSTRACTS AND PARTICIPANT BIOS

Welcome Remarks and Introduction
Min Zhou
Min Zhou, PhD, is Professor of Sociology and Asian American Studies, Walter and Shirley Wang Endowed Chair in US-China Relations and Communications, and Director of the Asia Pacific Center at the University of California, Los Angeles, USA. Her main research areas are in: migration & development, urban sociology, race and ethnicity, education and the new second generation, ethnic system of supplementary education, ethnic entrepreneurship, Chinese diaspora, and the sociology of Asia and Asian America, and has published widely in these areas. She recently published The Asian American Achievement Paradox (with Lee, 2015), The Rise of the New Second Generation (with Bankston, 2016), and Contemporary Chinese Diasporas (ed., 2017). Her co-authored book with Lee, The Asian American Achievement Paradox, received five major academic book awards. She is the recipient of the 2017 Distinguished Career Award of the American Sociological Association Section on International Migration.

Keynote Speech
"*Taishang*, China, and Global Value Chains"
Jieh-min Wu, Institute of Sociology, Academia Sinica, Taiwan

Abstract
Taiwan is known to have made significant contributions to China's economic rise. But how have Taiwanese capital, entrepreneurs, and managers helped promote export-led China's industrialization since the 1980s? And how have the Chinese authorities co-operated with them? Professor Jieh-min Wu will deliver a keynote speech to retell the story of the making of the "workshop of the world" from the perspective of Taishang (Taiwanese businesspeople) and explain the connections between China and global capitalism. He argues that it was Taishang who, as intermediaries, introduced global value chains and made it possible for the Chinese to earn their first pots of gold in Guangdong Province, indirectly bringing about the Chinese boom. Taishang also helped train locals with skills in manufacturing and organization, thereby creating a generation of shop managers with close ties to Taiwanese enterprises. In essence, the secret to China's economic success has been "following global value chains to become the workshop of the world." However, in trying to upgrade itself with a big-push style of industrial development (such as "Made in China 2025") amid intensified rivalry with the US, China is encountering serious difficulties. Professor Wu will use the "Global-District-Local" framework that he developed in his recent book, *Rent-Seeking Developmental State in China* (National Taiwan University Press, 2019), to illustrate the opportunities and challenges facing the PRC.

Bio
Jieh-min Wu (吳介民） is a research fellow at the Institute of Sociology, Academia Sinica, Taiwan. His research interests include political economy, political sociology, and social movement. He has published *Rent-Seeking Developmental State in China: Taishang, Guangdong Model and Global Capitalism* (National Taiwan University Press, 2019) and *Third View of China* (Rive Gauche, 2012); and (co-)edited *The Anaconda in the Chandelier: Mechanisms of Influence and Resistance in the "China Factor"* (Rive Gauche, 2017) and *The Era of Significant Changes: Taiwan 1990-2010* (Rive Gauche, 2010/2014), and *The Double Helix of Power and Capital: A Taiwanese Perspective of China/Cross-Strait Studies* (Rive Gauche, 2013).

PANEL I
Chair/Moderator: Yong Chen, Professor of History, UC Irvine
Bio
Yong Chen is Professor of History at the University of California, Irvine. He is author of *Chop Suey, USA: The Rise of Chinese Food in America* (Columbia University Press, 2014), which received honorable mention in the 2015 PROSE Awards in the category of American History; *Chinese San Francisco 1850-1943: A Transpacific Community* (Stanford, 2000); and *The Chinese in San Francisco* (Peking University Press, 2009). He is also co-editor of *New Perspectives on American History* (Hebei People's Publishing House, 2010); and *Civil Rights in America: A Framework for Identifying Significant Sites for the National Park Service*, authorized and funded by the U.S. Congress.. His research on diverse topics such as Chinese American history, U.S. ethnic food, and higher education has been published in various leading academic journals and has received much public attention in the United States and China. He has been frequently interviewed by various media organizations (such as Radio France Internationale, ETTV, Sing Tao Daily, Correio Braziliense, National Public Radio and KPCC) in four languages, discussing issues ranging from food, race and immigration in the U.S. to Sino-American relations.

"The Untold Truth of China's Resilience to the US-China Trade War: Data and Case Studies"
Jinwu Xiong, China University of Political Science and Law
Ying Lowrey, Alibaba Research Institute

Abstract
The trade-war has strong negative impacts on the economies of America and China, but China is showing incredible resilience to the stress. Motivated by this resilience, the present paper investigates the overlooked real power of China's economic development. Once giving opportunities to unleash the grassroots entrepreneurship, economic vitality takes over. It is imperative for China to adhere to the policy of reform and opening up, and to the market principle of free enterprise and free competition!

Bios
Ying Lowrey is currently a member of the Academic Committee of Alibaba Research Institute, China. She is also an Economics Professor at the School of Social Sciences, Tsinghua University. Her teaching and research interests include Economics of

Innovation and Entrepreneurship in the Internet and Platform Economy, Modern Microfinance Market, Business Demographics, Characteristics of Business Owners, and the Role of Free Enterprise in the Macroeconomy. She received her economics Ph.D. from Duke University, economics MA from Yale University and mathematics BA from Wuhan University. She served as a senior economist at the Office of Advocacy, U.S. Small Business Administration, and taught economics courses at George Washington University and San Diego State University.

Jinwu Xiong is Associate Professor of the Business School of China University of Political Science and Law and Postdoctoral Fellow at Tsinghua University. He graduated from Shanghai University of Finance and Economics with a PhD in 2012, and has served as Deputy Secretary-General of the China Business History Society. His research focuese on Chinese economic history, business history and entrepreneurship studies.

"*Taishang*-Style Enterprises: The Taiwan Factor in the Emergence of Chinese Private Enterprises in the Pearl River Delta, China"
Chih-peng Cheng, Center for General Education and Institute of Sociology, National Tsing Hua University, Taiwan

Abstract
This paper explores the start-up process of Chinese private manufacturing firms in the Pearl River Delta during the post-global recession, especially in the situation of increasing foreign capital flight. As shown in the phenomenon of "declining Taiwanese enterprises and emerging Chinese enterprises" in the Pearl River Delta, the number of Chinese private enterprises has been increasing rapidly since 2008. The role of *Taishang* (Taiwanese investors) as a key OEM and ODM in the global supply has been challenged by Chinese private enterprises. A Taiwanese investor even worried that *Taishang* left nothing but memoires. This Phenomenon corresponds with the plan of "Made in China 2025" announced by the China's State Council in 2015, which attempted to build a "red supply chain" consisting of local enterprises for the global market in the future ten years. How do Chinese private enterprises emerge? For mainstream economics, this phenomenon is simply due to the better price offered by Chinese enterprises to international buyers than their competitors do. However, new economic sociology tells us that the actor transition involves multilateral adjustments among international buyers, trading companies, producers, material suppliers, and workers in the supply chain. If we want to understand how these Chinese private enterprises emerge, we need to put them back in the social contexts that spawn entrepreneurs. This paper argues that *Taishang* plays an important role in facilitating the formation of Chinese export-led private enterprises. Since the Pearl River Delta has been an important site of world factory, industries here are controlled by transnational enterprises, *Taishang* in particular. These nascent private entrepreneurs may acquire start-up capital, techniques, human resources, and management skills from transnational capitalists other than local social networks. Moreover, Chinese private entrepreneurs put Taiwanese management style and corporate culture learned from *Taishang* into everyday practices. The cultural convergence between *Taishang* and Chinese private enterprises creates a "quasi-single ethnic production network" (擬似單一族群生產網絡) in the Pearl River Delta. This network not only reduces the uncertainties of actors' transition in the global supply chain from *Taishang* to Chinese private entrepreneurs, it also stabilizes the status of the Pearl River Delta as the world factory. In other words, only Chinese private enterprises with *Taishang*-like characteristics have the chance to be invited by *Taishang* into the global supply chain. I calls these Chinese private enterprises "*Taishang*-style enterprises" (台資系企業). In conclusion, Taiwan factor is a main part of "Red Supply Chain." For now, some "*Taishang*-style enterprises" are struggling to stay in the global supply chain, especially under the circumstances of "the state enterprises advance, the private sectors retreat" (國進民退) and US-China trade war. Some are moving their factories to Southeast Asia, following the footsteps of *Taishang*. How to analyze their offshore interaction is another important issue. To examine the Taiwan factor of the emergence of Chinese private enterprises and their latest development, the export-led shoe industry in Pearl River Delta is the case studied.

Bio
Chih-peng Cheng is Associate Professor of the Center for General Education and the Institute of Sociology at the National Tsing Hua University, Taiwan. His research fields focus on economic sociology and development sociology. He has published several journal articles on issues of Taishang's production network and labor regime, and the development of small and medium-sized enterprises in Taiwan, such as Taiwanese Journal of Sociology, Taiwanese Sociology, and Journal of Social Sciences and Philosophy.

"The Changing Pattern of Entrepreneurship in Hong Kong: The Importance of Socio-Political Context"
Biyang Sun, Chinese University of Hong Kong
Eric Fong, The University of Hong Kong

Abstract
Hong Kong has long been a major financial center in Asia and one of the global cities. Chinese born in different parts of the world are settled in Hong Kong. Our paper explores the earnings of Chinese entrepreneurs from different parts of the world, particularly from mainland and other countries in Asia. Since Hong Kong returned to China in 1997, its post-colonial environment may have changed the level of earnings of Chinese entrepreneurs from different places. Based on 1996, 2001, 2006, 2011, and 2016 Hong Kong Census data, we document changes in the earnings of Chinese entrepreneurs by the place of origin. Our paper develops a post-colonial perspective to understand how the earnings of entrepreneurs of the same ethnicity differs by their place of origin and to document the diverse characteristics of immigrant entrepreneurs in Hong Kong.

Bios
Eric Fong is Professor, Chair in Sociology, at the University of Hong Kong. Fong joined the University of Hong Kong in 2020 from the Chinese University of Hong Kong, where he served as chair of the Department of Sociology and the inaugural Director of the Research Centre on Migration and Mobility. Prior to arriving in Hong Kong in 2016, Fong had been a professor of sociology at the

University of Toronto for more than 20 years. He was also Changjiang Chair Professor at Xi'an Jiaotong University. Fong formerly served as President of the Canadian Population Society and the North America Chinese Sociologist Association, as well as Chair of the International Migration Section of the American Sociological Association. Fong publishes widely on race and ethnic residential patterns and immigration. His latest book with Brent Berry, *Immigration and the City*, was published by Polity Press in 2017.

Biyang Sun is a PhD student in the sociology department in the Chinese University of Hong Kong, under the supervision of Professor Eric Fong and Professor Lei Jin. She obtained her B.A.s in anthropology, economics, and mathematics (Franklin and Marshall College, USA) and M.Phil. in Asian and Middle Eastern Studies (University of Cambridge, UK). Prior to shifting to academic path, she served as a corporate finance executive in the investment banking industry in Hong Kong, focusing on both IPO listings and mergers and acquisitions. Her previous scholarly works cover education, corruption, and politics in Greater China. She currently focuses on high-skilled migration in China.

"Transnationalism and Immigrant Entrepreneurship: A Case Study of Self-Employed Foreigners in Hangzhou, China"
Zhenxiang (Zeke) Chen, UCLA
Xiaoguang Fan, Zhejiang University

Abstract
In this paper, we explore the way in which transnationalism affect international migrants' entrepreneurship in Hangzhou, China. Our study is one of the few that investigates international migrants in China. Besides, different from Yiwu and Guangzhou where most of the studies on migrant entrepreneurs in China have been conducted, the case of Hangzhou provides us a unique opportunity to explore various categories of international migrants under the same setting, including both south-south migration and north-south migration. Our analysis starts by analyzing how transnationalism affects migrants' likelihood to become an entrepreneur, follows by further exploring how does transnationalism shapes their entrepreneurship in terms of sector and earnings. We contribute to the literature not only by providing new insights into entrepreneurship in China but also by promoting a broader theoretical understanding of migrants' entrepreneurship through comparison between south-south migrant entrepreneurs and north-south migrant entrepreneurs.

Bios
Zhenxiang Chen is a Sociology Ph.D. student at UCLA. His research mainly investigates migrants' self-selection, intragenerational transition, intergenerational transmission, and transnational connection in shaping migrants' outcomes.

Xiaoguang Fan is an associate professor of Sociology in Zhejiang University. He specializes in social stratification and mobility. His current works focus on entrepreneurs, wealth inequality and international migration in transition society.

PANEL II

Chair/Moderator: Sherry Wu, Assistant Professor of Management and Organizations & Behavioral Decision Making, UCLA Anderson School of Management
Bio
Sherry Jueyu Wu is Assistant Professor of Management and Organizations & Behavioral Decision Making, UCLA Anderson School of Management. She received her Ph.D. in Psychology at Princeton University with a doctoral joint degree in Social Policy in 2019. Her research research interests include the overlapping categories of group dynamics, behavioral change, social inequality and hierarchy, judgement and decision making, and research methodology.

"Confucian Entrepreneurship – Rediscovering and Reinventing a Distinct Chinese Entrepreneurship in a Global Context"
Matthias Niedenführ, University of Tübingen, Germany

Abstract
For centuries, philosophical and religious traditions such as Confucianism, Daoism and Buddhism connected China and its Asian neighbours, but with the arrival of Western powers in the 19th century, many of these traditions were repudiated by intellectuals, such as Fukuzawa Yukichi and Lu Xun, who argued for the adoption of Western learning, dismissing Eastern schools of thought as impeding modernization. In China, under Mao Zedong, "Old Learning" was largely eradicated, but following his death and the introduction of the 'reform and opening' policy, economic integration with the world began, a process which also triggered a reappraisal of traditional thinking.
Huashang 华商, entrepreneurs from the Chinese diaspora (Taiwan, Hongkong, South East Asia) played a crucial role in financing and transferring knowledge to the "motherland," as well as exposing a newly (re-)emerging group of private entrepreneurs in China to their peers' distinct ways of doing business. Since the early 2000s, a discourse between both groups emerged on so-called "Confucian Entrepreneurship" (*rushang* 儒商), an endeavour to rediscover and reinvent a distinct Chinese form of entrepreneurship connected to traditional values, such as Confucian virtues, and operationalizing them in modern business. While Western management thinking prevails in business schools and has penetrated Chinese companies, an increasing number of domestic companies aim to offer a complementary Chinese counterpart to dominant Western approaches to management and combine them (*Zhong-Xi hebi* 中西合璧)
This paper examines the main actors involved in disseminating "Confucian Entrepreneurship" – both individual and institutional – and summarizes core notions of their idealized form of Chinese entrepreneurship. Eminent scholars such as Tu Weiming, Cheng Chong-ying, Li Honglei, and others provide the philosophical underpinning. Discussion forums initiated by and for business people

and academics, such as the “Discourse of Confucian Entrepreneurship”, the “Bo’Ao Confucian Entrepreneur Forum” and the “Chinese Culture Transmission Forum,” attract a growing number of entrepreneurs. While famous tycoons, such as Liu Chuanzhi, support this endeavour, “model entrepreneurs,” such as Mao Zhongqun and Wu Nianbo, deliver concrete examples of its implementation. As one of only a few Western observers, I have been privileged to cooperate closely with these scholars and entrepreneurs. My paper thus offers first-hand insights on this phenomenon and explores its implications within the wider context of Chinese companies’ growing footprint in the world and the Chinese government’s promotion of the country’s “excellent traditional culture” as a valuable soft-power element of the Belt-and-Road Initiative (BRI).

Bio
Matthias Niedenführ is Assistant Professor of Chinese Studies at the Department of Chinese Studies of the University of Tübingen and Vice-Director of the China Centre Tübingen (CCT). He was formerly Managing Director of the European Centre of Chinese Studies (ECCS) at Peking University and lived in East Asia for a decade. His research interests include business culture, civil society development and the political economy of communication in China. His current research project focuses on studying model cases of entrepreneurship that implement traditional values, the so-called “Confucian Entrepreneurs” (*rushang* 儒商). Dr. Niedenführ is co-founder of the discussion platform ThinkIN China, established in Beijing in 2010.

“The Politics of Taiwanese Business (*Taishang*) in Cross Strait Relations: Liminal Citizenship and the Case of *Xiaosantong* (Mini-Three-Link) in Kinmen”
Gordon CK Cheung, Durham University, UK

Abstract
This paper attempts to understand Taiwanese identity searching in both theoretical and practical contexts to examine how *Taishang* negotiate their identity between Taiwanese and Chinese through the theoretical study and the operationalization of *Xiaosantong* (Mini-three-links). The paper will first illustrate the identity searching process of the Taiwanese in history as well as cross strait relations studies today. I shall further employ a concept called ‘liminal citizenship’ (originally used more often in Anthropology) to understand how the Taiwanese identity and Chinese identity are in contestation or configuration. The transnational force will be interrogated between the change of Taiwanese identity and the application of such a concept. In the case of cross-strait business relations, I shall focus on *Xiaosantong* (Mini-three-links) to further illustrate how and in what ways that liminal status has been created. The research is based on mixed methodology through the literature reviews of the current debate on cross strait business relations, interviews done between 2011-13 in Taiwan, up-to-date statistics from the Mainland Affairs Council (MAC) and other primary and secondary sources across the strait. The paper is a tentative effort in trying to examine the possibility of cross disciplinary concept for the Chinese business studies and again trying to apply to a case study to understand the antecedent conditions and the potential of identity formation of the *Taishang*.

Bio
Gordon C. K. Cheung is an Associate Professor in International Relations of China and Director of the Centre for Contemporary Chinese Studies in the School of Government & International Affairs at Durham University. He is the Editor-in-Chief of the journal East Asia: An International Quarterly. He previously taught and held visiting positions in the Academia Sinica, the Chinese University of Hong Kong, University of Hawaii, University of Hong Kong, Lingnan University, National University of Singapore, Oxford University, Renmin University, Tsinghua University and the University of Tubingen. He is the author of four books on Chinese political economy, amongst many journal articles.

“Capitalizing on Opportunities during the Covid-19 Pandemic: Business Transitions among Chinese Immigrant Entrepreneurs in France”
Simeng Wang, The French National Center for Scientific Research, France
Xiabing Chen, Sorbonne University, France

Abstract
This article analyses the impacts of the Covid-19 pandemic on Chinese immigrant entrepreneurship in France. Drawing on a historical overview of the formation and development of ethnic Chinese businesses over the last century and an empirical study, combining qualitative and quantitative methods, of Chinese entrepreneurs in France coming from five different sectors (import and export, retail, catering, hotel, and tobacco), we examine how business patterns and commercial practices change under the unprecedented situations such as “deconfinement” and “back to work.” Our findings show that the Covid-19 pandemic accelerated the development of Chinese immigrant entrepreneurs in France, transitioning from tradition to modernity and from segregation in the marginal economy to integration into the mainstream economy. Before the Covid-19 pandemic, some Chinese entrepreneurs had already made or partially made the transition to "integrating online and offline businesses", "hiring beyond Chinese ethnic networks", and "paying attention to and skillfully capturing the local country’s policy directions", which helped them reduce the negative impacts of the epidemic to a large extent. Meanwhile, the pandemic has opened up to two unprecedented opportunities related to rising demands for public health: "fostering local production" and "seeking low-risk sector," which overseas Chinese entrepreneurs proactively pursue through multi-level interactions with the local economy and transnational networks. Our study suggests that, in the epidemic and post-epidemic times, the model of business transition among oversea Chinese entrepreneurs in France needs to be examined beyond the framework of pure economic rationality, taking into consideration the intersection of the new dynamics of Chinese migration into host countries and the cross-cultural, cross-institutional, cross-thinking, and cross-border social engagement of the entrepreneurs themselves.

Bios
Simeng Wang holds a PhD in Sociology from the École Normale Supérieure in Paris (2014). She is currently a Permanent Research

Fellow at The French National Center for Scientific Research (CNRS) and a faculty member at the CERMES3 (Research Centre, Medicine, Science, Health, Mental Health and Society). Since 2009, she has been working on Chinese immigration in France, at first about mental suffering and living conditions of Chinese migrants and their children, then through various analytic angles: intergenerational relationships, conjugality, political participation, social mobility, transnationalism. Her research interests are in the sociology of international migration, sociology of health and mental health, sociology of the Chinese world (China and its diasporas). Currently she coordinate the research network on East and South-East Asian Migrations in France and colead the research project granted by the City of Paris (2018-2020) "Chinese of France: identifications and identities in transition". She hosts at the French School for Advanced Studies in the Social Sciences (École des hautes études en sciences sociales, also known as EHESS) two seminars "Contemporary China and social sciences" and "Migrations and health". She is also an elected member of the executive committee of the French Sociology Association since 2017.

Xiabing Chen is a PhD candidate in sociology at the Sorbonne University. His main research topics deal with the relational sociology, especially with the theories of G. Simmel. Empirically he analyses the exotic culture model in Paris restaurant market of the Chinese and Japanese owners.

"How Unique Is Jack Ma? High-Performing Entrepreneurship and Social Mobility in China"
Robyn Klingler-Vidra, Jiawei (Steven) Hai, Ye Liu, and Adam Chalmers, King's College London, UK

Abstract
There is an increasingly prevalent narrative about high-growth entrepreneurship acting as an engine of social mobility, as typified by Jack Ma's (the founder of Alibaba and richest man in China) self-styled 'rags-to-riches' story. At the same time, existing scholarship on entrepreneurial performance in China emphasizes the prevalence of *hai gui* status, particularly attendance at overseas – often American – universities, and the need for guanxi through CCP membership and/or Officialing status, in underscoring entrepreneurs' abilities to succeed. To assess the extent to which the Jack Ma narrative is unique, or if existing scholarship's findings continue to corroborate the social foundations of high-performing entrepreneurs, in this descriptive paper we examine the human capital (university studies and overseas experience) and social capital (guanxi and Officialing status) of the 75 founders of the Chinese companies that had raised at least US$ 1 billion in equity funding as of March 2020. We find that, like Jack Ma, many members of this elite cohort are graduates of universities in urban coastal regions in China, especially at the Bachelor's level, rather than overseas universities. What's more, we find that *hai gui* only account for approximately a third of the cohort, while CCP membership and Officialing status constitute half. As a result, we find that Jack Ma's story is not entirely unique, and thus offer a counter to existing scholarly accounts that emphasize the overseas social and human capital accumulation; our findings emphasize the coastal patterns of China-based human and social capital accumulation for this contemporary set of high-performing entrepreneurs.

Bios
Robyn Klingler-Vidra received her BA in Political Science at the University of Michigan and her MSc and PhD in International Political Economy from the London School of Economics. She is currently Senior Lecturer in Political Economy at King's College London. Prior to joining the Department of International Development, she was Lecturer in the Department of European and International Studies, also at King's. She was concurrently the Head of Policy Research at the Coller Institute of Venture at Tel Aviv University from 2013-2016. She is the author of The Venture Capital State: The Silicon Valley Model in East Asia (Cornell University Press, 2018) and has published on innovation, entrepreneurship and venture capital in highly-ranked journals, including International Affairs, New Political Economy and Socio-economic Review.

Steven Jiawei Hai is a PhD candidate in Political Science at King's College London. His research primarily focuses on the political economy of technology development, innovation policy and digital entrepreneurship in China and other emerging economies. He is currently a research fellow at the China Digital Economy Institute in Beijing. Steven obtained his BA in International Politics from the University of International Relations (UIR), Beijing, and MA in International Political Economy from the University of California San Diego (UCSD), California. Prior to King's, he was a research and teaching fellow at the Department of Politics and Public Administration, The University of Hong Kong (HKU).

Ye Liu received her PhD in Comparative Sociology in 2011 at the Institute of Education, University of London, supported by a Nicholas Hans Scholarship and the Overseas Research Student (ORS) scholarship. She is currently Lecturer in International Development. Prior to her post at King's, she was a Senior Lecturer in International Education at Bath Spa University between 2013 and 2016, and was a lecturer of Contemporary Chinese Studies and Director of the BA programme in Chinese Studies at the University College Cork, Ireland from 2012 to 2013. She was awarded the 2014 Junior Sociologist Prize by the Research Committee on Women in Society of the International Sociology Association and the 2014 Newer Researcher Award by the Society for Research into Higher Education (SRHE). She has published in highly ranked international journals, such as the British Journal of Sociology of Education, Higher Education and International Journal of Educational Development. Her first monograph entitled, 'Higher education, meritocracy and inequality in China' was published by Springer in September 2016.

Adam Chalmers has a PhD in Political Science from McGill University (2011). He is currently Senior Lecturer of Politics in the Department of Political Economy at King's College London. He was an Assistant Professor of International Relations at Leiden University in the Netherlands (2011-2015). His research, which mainly focuses on international regulatory politics, the politicisation of international trade, and interest group politics, has been published in numerous journals (including Regulation and Governance, Business and Politics, European Journal of Political Research, Political Communication, and Review of International Political Economy), book chapters, and policy papers.

“I Sell Therefore I Exist’: Markets' Contestation, Digital Labor, and Emotional Petit Capitalism of Chinese Migrant Women in Taiwan”
Beatrice Zani, Sciences Po Lyon, France

Abstract
Chinese women's mobilities from mainland China to Taiwan and from Taiwan to China are increasingly dynamic, pluralized and polyform. On the physical level of body displacements, as well as on the virtual level of digital communications, they produce accelerated, orbital movements, hidden instantaneous economic transactions, and translocal, polyhedral emotional practices which generate new bridges between the spaces and temporalities of their pluri-migrations. Performed on the online application WeChat (Weixin 微信） in the frame of time and space compression, women's e-commerce and transnational entrepreneurship transgress and transcend fixed, rigid boundaries, drawing the contours of new creative spaces: an emotional petit capitalism emerges across the Taiwan Strait. Physical and virtual, material and emotional entrepreneurial practices connect the different spaces crossed by women during their pluri-migrations both in mainland China and Taiwan and connect the diverse repertories of social and emotional networks transnationally located. Entrepreneurial practices take the form of multipolar economies where heterogeneous commodities, such as food provisions, clothes, cosmetics, are commercialized and put on move on hidden, porous or lowly-legitimate material and dematerialized roads. E-commerce represents a strategy against local and global hierarchies and inequalities, social contempt and economic marginalization which characterize the mobility regimes experienced by women. In this sense, entrepreneurship and social, economic, spatial and emotional mobilities enable women to “take their place” inside the diverse society they integrate during migration.

Bio
Dr. Beatrice Zani received her Ph.D. in Sociology by Lyon 2 University in December 2019. Her doctoral dissertation is entitled Mobilities, Translocal Economies and Emotional Modernity: From the Factory to Digital Platforms between China and Taiwan. She is currently a lecturer at the Institute of Political Studies of Lyon (Sciences Po Lyon), France. Dr. Zani was awarded the Christian Ricourt Prize of the Yong Researcher in Taiwanese Studies by AFET (2017) and the 11th Prize for Human Rights (2017) by Lyon’s League of Human Rights for her master’s thesis “From the Countryside to the City: The Long March of Dagong Mei—— Ethnography of Migrants’ Solidarity, Collective Action and Struggle for Recognition.” She is also a Research fellow at the International Associated Laboratory "Post-Western Sociologies in Europe and in China", CNRS-ENS Lyon/ Chinese Academy of Social Sciences (CASS), a board member of the European Association of Taiwan Studies (EATS), a board member of the Office of Young Researchers in Asian Studies (GIS Asie), and a board Member of the Thematic Network “Migrations, Alterity and Internationalisation” of the French Association of Sociology.

“Cultural Rationales for Becoming an Entrepreneur: An Ethnographical Approach to the Entrepreneurial Motivations of Chinese Newcomers in Tokyo”
Bin Li, Free University Berlin, Germany

Abstract
The increase of migrant businesses that are owned and operated by immigrants has been a phenomenon that exists in most industrialized countries and the entrepreneurial success of Chinese migrants in Japan has also raised interest of many researchers. Chinese immigrants in Japan have been roughly divided into “older generations” (Rōkakkyō) and “newcomers” (Shinkakkyō) depending on their arrival before or after the Chinese Economic Reform in 1978 (Tan and Liu 2008). The businesses of Rōkakkyō have been characterized as the ‘three knives’ sectors (cuisine, tailor and hairdressing), which relied on certain ethnic enclaves. Compared to the Rōkakkyō, the Chinese newcomers migrating to Japan in the 1980s with higher educational degrees obtained more opportunities in the local employment market. Given this, self-employment has not been the only possibility of economic and social integration into the local society. The entrepreneurship of the Chinese newcomers has been approached from their “group characteristics” (Waldinger 1990) by exploring the significances of ethnicity in entrepreneurial activities (Ito 1995, Takahashi 2008, Higuchi 2010, Yamashita 2010). However, entrepreneurial motivations for actors to discover hidden business opportunities and to be determined to become self-employed has not been sufficiently discussed. Disadvantages theory (Fregetto 2004) is not appropriate to explain entrepreneurial motivations since for the Chinese newcomers, self-employment is not the only alternative to unemployment anymore. In this regard, by considering migrant entrepreneurship as a dynamic process which emerges from daily practices, the paper shows how pre/pro-migration experiences affect the entrepreneurial motivations of the Chinese newcomer entrepreneurs. Ethnography is applied as the main methodology because it pays attentions not only to wider social structures but also to thoughts and feelings of actors within the context of daily life and individual actions. Fieldwork activities included in-depth semi-/non-structured interviews, participation and observation conducted from 2018 to 2019 in Tokyo. Based on the findings, the paper argues that the Chinese newcomer entrepreneurs in Tokyo are not simply rational choice actors but actors with “rationales” (Bourdieu 1990) which emerge from cultural and social contexts. The Chinese newcomers start businesses strategically in accordance with practical logics and values developed over personal migratory experiences. The paper makes no attempt to devalue the importance of external entrepreneurial environments or the “opportunity structures” (Waldinger 1990) but makes an effort to conceptualize migrant entrepreneurship by combining the subjective experiences of immigrant entrepreneurs with the objective social structures. The paper also empirically fills the lack of discussions about Chinese newcomers’ entrepreneurial motivations in Japanese scholarly research. Entrepreneurial motivation is the first part of my doctoral dissertation concerning the dynamic and practice of immigrant entrepreneurship, and it is followed by entrepreneurial strategies and values of the Chinese newcomers which emerged and developed from social interactions and social integration in the local society.

Bio
Bin Li is currently enrolled in a doctor program in Graduate School of East Asian Studies and Anthropology, Freie Universität Berlin (Free University Berlin), Germany. His research interests lie at the dynamic and practices of migrant entrepreneurship. His thesis

investigates how the entrepreneurial motivations, strategies and values of the Chinese newcomers in Japan developed over their migration experiences and social interactions in the local society. He completed his MSc in Graduate School of Environmental Studies at Tohoku University, Japan and a BA in University of International Relations, China.

PANEL III

Chair/Moderator: Jay Chok, Associate Professor of Management, Keck Graduate Institute, Claremont Colleges
Bio
Jay Chok received his PhD in Business Administration from the University of Southern California (USC) and joined academia after several years of professional experience working in a variety of organizations outside the United States. A significant part of his employment experience was developed in varied institutional contexts across transnational organizations such as the World Bank Group and ExxonMobil, and across large government agencies such as the military and the Treasury (the Singapore Ministries of Finance and Defense). Dr. Chok has also held research positions at three very different educational institutions (INSEAD, the Nanyang Technological University in Singapore, and USC Marshall) before teaching at KGI. Since coming to KGI in July 2011, Dr. Chok has served as faculty advisor for Team Master's Project (TMP) sponsored by industry clients including Tecan, Eli Lilly and Company, Yumei Hospital, and Aochi Biotech.

"Chinese Immigrants' Contribution to Trade: Network Competence vs. Educational Attainment"
Howard Xiaohua Lin, Ryerson University, Canada
Xiyan Yang, Shanghai University of International Business and Economics

Abstract
The positive effect of migration on trade is widely recognized. Since 1994, Gould's (1994) seminal work has inspired a massive body of research across countries with supporting evidence continuously built up to date. While the migration-trade nexus is rather established at the aggregated level, the underlying mechanisms are less clear (Lin and Yang 2017). A survey of relevant literature points to two interrelated oversights, namely, on the nature of informal barriers to trade and on the differential advantages possessed by different classes of immigrants in addressing such concerns. Importantly, there are two major types of informal barriers to trade, which produce different concerns for host countries receiving goods from developing vs. developed countries. Low or highly educated immigrants can help address either concern given their advantage in the form of network competence vs. educational credentials.
We hypothesize that low-educated immigrants would contribute more to south→north trade whereas highly educated immigrants would contribute more to north→north trade. We arrive at such novel conceptualizations by drawing on institution and migration literature and by contextualizing destination-source trajectory.
We test our hypotheses on a database of 133 countries, matching the migration data with the trade data. Our empirical investigations, through gravity modeling, support our prediction and go even further to suggest that only low-educated immigrants contribute to south→north trade and only high-educated immigrants contribute to north→north trade. Our underlying premise is that the two groups of immigrants are advantaged in network competence and educational attainment, respectively, which help overcome particular types of informal barriers to trade in the south→north vs. the north→north corridor through either "channels of trust" or "channels of information" (Casella and Rauch 2002). While advancing our understanding of the migration-trade nexus, the study contributes to the broader literature with respect to human capital, social capital, and the context of entrepreneurial entry.

Bios
Xiaohua Lin is Professor of International Business & Entrepreneurship and Director of the Canada-China Institute for Business & Development at the Ted Rogers School of Management, Ryerson University, Canada. He is the former Chair of the Academy of International Business' Canada Chapter, current Vice President (research) of the Canadian Council for Small Business & Entrepreneurship, and the founder of the Canadian Entrepreneurship & Innovation Platform, a non-profit organization that promotes and facilitates Canada-based transnational entrepreneurship among Chinese immigrants.

Xiyan Yang is Associate Professor of International Economics at the International Business School, Shanghai University of International Business and Economics.

"Circulating Beauty: Chinese Wig Business in Ghana"
Jinpu Wang, Syracuse University

Abstract
China is the largest exporter of human-hair products globally. Africa is the second-largest destination for Chinese wigs, making up 37 per cent of the overall market, just behind the US's market share of 39 per cent (Liu, 2019). Xuchang, a city in Henan Province, is known as the "wig capital" for its dominance in the global industry of hair products. In 2016, Xuchang's wigs exports was worth 1 billion USD, contributed by thousands of companies that are of various sizes. Through multi-sited ethnographic fieldwork in Ghana and China, I attempt to trace the supply chain of Chinese hair products in African markets. By mapping out the "world system" of hair products, my findings demonstrate that the Xuchang-origin traders in Africa serve as the "transnational middleman" in this particular market niche. They collect raw materials from South Asia, Southeast Asia, Latin America and elsewhere, then export hair products manufactured by factories in Xuchang. In the recent decade, driven by the restructuring of Chinese economy and stagnant demands from the western markets, Xuchang wig manufacturers have been trying to expand business in previously under-exploited African markets. The burgeoning e-commerce platforms, like Alibaba and Aliexpress, further facilitate the penetration of Chinese wig business into African localities that traditional traders find difficult to access. The evolvement of hair product industry in

Xuchang showcases how China's township and village enterprises (TVEs) emerged from the neoliberal market reforms in the 1980s and eventually grew into transnational players. As a labor-intensive industry, the hair business in Xuchang reflects certain characteristics of China's overall role in global labor division. Its transnational operation has also been forged in China's overall integration into global economy. However, I argue that the Chinese hair businesses in Africa, which consist of a variety of actors ranging from the world's largest wig producer, Rebecca Hair Products, to numerous small family-run businesses, represent a variety of paths of "globalization from below." In addition, drawing on C.K. Lee's thesis of "varieties of capital", the hair businesses from Xuchang stand for a type of autonomous private capital that is independent from Chinese state-directed capital, and to a large extent even independent from the main body of Chinese ethnic economy in Africa. Therefore, a closer examination of the Xuchang hair businesses in Africa may better our understanding in the complexity of China's expanding economic presence in Africa.

Bio
Jinpu Wang is a PhD candidate at Department of Sociology, Syracuse University. His research interests include international migration, social stratification, education and family change in contemporary Chinese society. His ongoing dissertation project explores the links between the experiences of new Chinese diaspora communities in West Africa and China's market/social transitions.

"From Street Food to Gourmet Food: The Globalization and Popularization of the Uighur Lamb Skewers by Chaoxianzu Chinese"
Changzoo Song, University of Auckland, New Zealand

Abstract
The lamb skewers of Uighur people in China used to be confined to the Xinjiang region of the northwest of China until the late 1980s. By the 2000s it became one of the most popular street food in almost every cities of China. This was because the Uighur street peddlers spread the humble food throughout the country in the late 1980s. When this lamb barbecue first appeared in the streets of the Yanbian Korean Autonomous Prefecture in north-eastern China in the end of the 1980s, it gained immediate popularity among Chinese of *Chaoxianzu* ethnicity (中国朝鮮族). Known for their strong drinking culture (just like their co-ethnics in Korea), *Chaoxianzu* people the region quickly found that the lam skewer make an excellent company for when they drink beer. While the Uighur street peddlers grilled the lamb meat on the street (without shops) and sold them as popular street food, some wealthy *Chaoxianzu* (who returned from South Korea after making some capital as migrant workers) started to open restaurants in Yanji (capital of the Yanbian Korean Autonomous Prefecture) that specialise in lamb skewers (certainly with beer and other alcohol). This was the beginning of the amazing globalisation of the humble Uighur food, and the entrepreneurial *Chaoxianzu* people, who came with capital and business experiences from South Korea and elsewhere, started to make a series of innovations in this business: (1) the *Chaoxianzu* businessmen sold lamb skewers with beer and other alcohol, which would not be possible for Uighur Muslims as they do not drink or sell alcohol); (2) they also downsized the meat to bite-sized pieces so that women and children also can consume it; (3) they started to use thin metal skewers, which made other innovations possible, instead of using bamboo skewers that are expensive (especially in north-eastern China) and unhygienic; (4) they mechanised the barbecuing process with very sophisticated automatic grill, which do not require continuous human intervention; and (5) they were able to spread out their lamb skewer business virtually throughout the world, as *Chaoxianzu* have worldwide network (which Uighurs lack) thanks to their high mobility and migration to South Korea and then remigration elsewhere. Today up-market *Chaoxianzu* lamb skewer restaurants are in most of cities in China, South Korea, Japan, and US. This paper explores the evolution of the Uighur lamb skewers from a humble street food to up-market gourmet food in the many global cities of China, South Korea, Japan and the US. In so doing, this paper will investigate the socio-cultural, entrepreneurial, and transnational factors that helped *Chaoxianzu* to globalise this food.

Bio
Changzoo Song is a Senior Lecturer in Asian/Korean Studies at the University of Auckland in New Zealand. He received his PhD in Political Science at the University of Hawai'i at Manoa. His research interests include diasporic identity changes in the post-ethnic return migrations to their ethnic homeland with a focus on the Korean diaspora from China and the former Soviet Union. His recent publications include *Diasporic Returns to the Ethnic Homeland: The Korean Diaspora in Comparative Perspective* (2019), which he co-edited with Professor Takeyuki Tsuda (Anthropology) of the Arizona State University.

"Intergenerational Similarities and Differences among Overseas Chinese Entrepreneurs"
Mei Zhang, University of Science and Technology Beijing, China

Abstract
In order to study overseas Chinese merchants closely, the author, in conjunction with CGTN and CCTV, has interviewed with 13 overseas Chinese entrepreneurs, including such distinguished personalities as Howard Li and Linda Wang, as well as overseas Chinese scholars such as Gungwu Wang and William C. Kirby. Based on these interviews, the paper discusses the intergenerational similarities and differences among overseas Chinese entrepreneurs. According to these interviews, the author found that, compared with the older generation of overseas Chinese entrepreneurs, the new generation of overseas Chinese entrepreneurs have higher educational background, knowledge reserves, higher starting point, greater insight into the market and broader vision.

Bio
Mei Zhang is currently an associate professor of Overseas Chinese, public diplomacy, immigration and global governance, overseas Chinese affairs theory at the University of Science and Technology Beijing, China. She is also a member of the Western Returned Scholars Association in China, president of the Harvard China Alumni Association, and a member of the China Development Strategy Research Association. She is a part-time reporter for global times, China social science news, Phoenix Net. She has published four books and more than 70 articles. Her research articles appear in *Philosophical Studies, Marxist studies, Modern*

International Relations, Overseas Chinese History Studies, XinHua Digest, People's Daily, *Global Times*, and *Phoenix*, as well as social media platforms such as *huanqiu.com, Sina.com, Sohu.com*. She has hosted and participated in the research projects and social science fund projects, and won many awards.

"Privileged Migration and Middle Minority: Comparing Taishang in Dongguan and Jakarta"
Ping Lin, National Chung Cheng University, Taiwan

Abstract
Studies on Taiwanese migrants or entrepreneurship in China and Southeast Asia are often referred as *Taishang* studies. Most research on international migration treats the direction of movement from less to more developed countries as default. This study explores the reverse direction of migration by analyzing the Taiwanese skilled migrants in Dongguan (of China) and Jakarta (of Indonesia). This reverse direction of migration has been triggered by the firm relocation in traditional industries since the 1980s. Certain amounts of Taiwanese 'middlemen' are living in both cities as entrepreneurs, firm managers, or accompanying family members. This study is based on my fieldwork in the Taiwanese communities in both cities in 2010s. Through conducting interviews and participant observation of people affiliated with the international schools and chambers in both cities, together with information obtained from previous studies, I argue that, to people with modest resources and skills, moving to less developed countries could be a short cut of upward mobility. Although most respondents were just 'middle' in Taiwan they were easily 'privileged' overseas. This movement has also modified migrants' gender and ethnic perceptions. Male respondents in both cities have become 'less-masculine' because the success of their careers heavily relies on the contributions of their female partners. While respondents in Jakarta have gradually regarded their ethnic identity as unimportant, respondents in Dongguan are continuously bothered by the inconsistency between their ascribed ethnic identity and their own feelings about it. Only a small portion of young respondents have adapted themselves to the local social circumstances as 'the new cosmopolitans'. These findings show how the global hierarchical structures between countries could enlarge the scope of skilled migration and how migrants' multiple self-identities are affected by the various contexts of the host countries.

Bio
Dr. Ping Lin (林平) is associate professor at National Chung Cheng University in Taiwan. His research interest includes Taiwanese migration to Southern China and Indonesia. He has published a series of papers on the *Chinese Journal of Sociology, Translocal Chinese: East Asian Perspectives, China Information, and The China Review*. Now he is conducting two projects on Indonesia: New Chinese Migrants in Jakarta, and Taiwan and Indonesia in the cold war.

PANEL IV

Chair/Moderator: Tak-Jun Wong, Joseph A. DeBell Professor of Business Administration and Accounting, University of Southern California Marshall School of Business
Bio
T.J. Wong is an expert on accounting and corporate governance in emerging markets. He has published numerous articles in top accounting and finance journals. He is currently the associate editor of Management Science and has served as an editor for The Accounting Review and in the editorial board of several accounting journals. His research is frequently featured in media outlets including the Wall Street Journal, The Economist, The Globe and Mail and South China Morning Post. Prior to joining USC, he served as the Dean of the CUHK Business School from 2008 to 2013.

"Kin Networks, Women, Chinese Family Businesses and Entrepreneurship: Some Theoretical, Methodological and Research Formulations"
Kwok Bun Chan, The Hang Seng University of Hong Kong

Abstract
In an attempt to offer a critique of the writings on the roles and functions of women in family businesses and family entrepreneurship, this paper draws from the literature in the English language on the sociology of marriage and the family, the anthropology of kinship and extended families, studies on social networks, the sociology of emotions, studies on ethnic and immigrant entrepreneurship, and economic sociology on the one hand, and the literature on the Chinese family and marriage on the other hand, much, but not all, of which appears in the Chinese language. Such a critique begins with a reaction to the prevalent world literature on women in family businesses and entrepreneurship in the form of a two-fold complaint: first, it is almost exclusively authored by western, mainly American, sometimes Canadian or European, academics on businesses owned by white men in the US and Europe; second, the bulk of the literature is contributed by academics in business and management studies, psychology, and economics, while sociologists, anthropologists, cultural, ethnic and race studies specialists, and feminists seem strikingly under-represented—their insights and findings about the family, marriage, kinship, social networks, ethnicity and race, minority statuses, are rarely exploited in analyses and interpretations of family businesses or business families, which is lamentable, to put it most mildly.
This paper, with the above preamble, strives to offer ten theoretical and conceptual insights emanating from sociology and anthropology, as well as from studies of marriage, the family and kinship in China and the Chinese diaspora—so as to provide a corrective to the prevailing scholarly understanding of gender and the workings of women in family businesses and entrepreneurship. Sociological concepts such as familial versus marital power (the two are not the same), horizontal versus vertical power, kin knowledge and kin keeping, sexism and preference for sons, family and kin boundaries, family definitions, dyads and triads, gender and generation politics, role flexibility, complementarity and interchangeability, family inheritance, and so on, are invoked to work toward some theoretical formulations. These formulations in turn have important implications for methodology and options for

research strategies, as well as for future research agendas. Whole family and kin case studies using multiple research strategies and their triangulation, which have a long tradition in sociology, especially in classical anthropology, are put forth, while keeping in mind their challenges, promises, limits, and pitfalls.
The paper ends with an articulation of the Chan TAPA Cycle of Experience Theory, which probes the inherent relationships and interactions—as well as tensions-- between Theory (T), Analysis (A), Policy (P), and Action (A)—in the form of a continuous, unending cycle.
Family business start-ups have seen an astounding rate and velocity in China, Hong Kong, Taiwan, Singapore, and elsewhere throughout the Chinese diaspora. As the China economy is rising quickly to become the world's second largest one, watchers and analysts of family businesses are best not to not heed "The China/Chinese case."

Bio
Kwok Bun Chan received his PhD in sociology from York University, Canada. He is currently University Adjunct Professor at The Hang Seng University of Hong Kong and the founder and chairman of the Chan Institute of Social Studies (CISS). He is former Head of Department of Sociology, National University of Singapore, former Chair Professor and former Head of Department of Sociology, Hong Kong Baptist University. His recent specialty areas are: transnationalism, immigrant entrepreneurship, family business, business networks, racial and ethnic identities, hybridity and cosmopolitanism, the Chinese family and marriage, poverty, sociology of emotions, mobile sociology, and gender. He has published 50 books, including his new book (with Vivien Chan Wai Wan) Return Migrants in Hong Kong, Singapore and Israel: Choices, Stresses and Coping (N.Y.: Springer, 2020).

"Entrepreneurial Masculinity and Disjunctive Intimacy: Taiwanese Businessmen and Their Families across the Taiwan Strait"
Hsiu-Hua Shen, Institute of Sociology, National Tsing Hua University, Taiwan

Abstract
This paper explores how migration reinforces businessmen's gender identity as economic being and shapes their intimate relations with their families and the culture of their entrepreneurial communities. Global economy has attracted and forced massive flows of people across borders for opportunities. Many of them migrate solely and leave their families behind. Thousands of Taiwanese investors, managers, and technical professional to China have been ones of them due to Taiwanese investments to China since the late 1980s. Most of those Taiwanese businessmen are married with wives and children living in Taiwan. Transnational, long-distance family for ten, twenty or more years is very common among those families. Drawing from more than a decade of fieldworks in Taiwanese expatriate business communities in coastal Chinese cities (1999-2015) and recent years of interviews of wives and children of transnational Taiwanese business families in Taiwan (2011-2018), this study finds that in their relations with their families in Taiwan, Taiwanese businessmen in China live in a state of "productive space and time" which prioritizes intensive mode of economic activities and gains, and gives little attention on family relations. Their primary connections with their families in Taiwan are economic contributions and a management approach to intimate relations. Their gender and family status and identity as economic adventures and providers are reinforced in the migratory process. However, the ways in which their families in Taiwan related to them are primarily from a state of "reproductive space and time" which emphasizes on emotional and care-connections of marital and family relations. A state of "intimacy jet lag," as a result, is found between Taiwanese business migrant men and their families. The relationships between Taiwanese businessmen in China and their families in Taiwan are disjunctive yet co-dependent due to their emotional lags and material dependence. Modern technologies, including transportation and telecommunication, makes it more invisible for contemporary entrepreneurial families to be more aware of their distance and interdependence with each other. This study shows family and emotional costs of entrepreneurial migrations specifically about Taiwanese business migrations and generally about global Chinese entrepreneurial migrants whose family arrangements have predominately been in a state of long separation across time and space.

Bio
Hsiu-hua Shen is an associate professor and the chair at the Institute of Sociology, National Tsing Hua University, Taiwan. Her areas of teaching and research interests are migration, gender studies, sociology of intimacy with special focuses on China and Taiwan. Her current research projects are transnational families of Taiwanese business communities in Taiwan and China, marriage, family, and housing in contemporary urban China, and contemporary Taiwanese student migrations to China.

"Intergenerational Transformation and Sexual Division of Labor in Middle-Class Sino-Thai Business Families"
Xiaoxiao Ma, Minzu University, China

Abstract
Scholars of the Chinese entrepreneurial ethic focuses primarily on entrepreneurial strategies of men and suggest that women's involvement in family business tends to be indirect or withdraws from business activity as firms grow. But few studies employ diachronic method to examine the issue in an urban middle class entrepreneurial context.
Based on 19-month fieldwork in Chiang Mai, Thailand and collecting oral history of Sino-Thai middle class business people whose first generation migrated from Southeast China to Bangkok and finally settled down in Northern Thailand, this paper tries to first describe the transformation of their family livelihood and development of family business for three generations during localization, and the sexual division of labor in family business and housework of every generation. This studies finds out that sexual division of labor, as one of the main family strategies, is changing between generations with transformation of family business. It argues that, with growth of their family business and betterment of family economic condition, the younger generations tend to hire maids to take charge of housework and raising young kids so that married women are able to take bigger and more important responsibilities in family business.
Further, this paper will analyze the factors of family business transformation that account for changing in roles of men and women and explain the variable changes in the roles by relating them to the interaction of entrepreneurial ideology with Chinese and Thai

family relationships and sex roles.

Bio
Xiaoxiao Ma is currently doing post-doctoral research in Ethnic Economics in the Department of Economics, Minzu University of China. Dr. Ma received her Ph.D. in Cultural Anthropology from Sun Yat-sen University. Dr. Ma's research interests include Economic Anthropology, Immigration Studies and Thai Studies.

"Transgenerational Intent of Taiwanese Business Families: Immigrant Context as Exposure to Country Differences in Family Logic"
Stone Han and Hsi-Mei Chung, I-Shou University, Taiwan
Artemis Chang, Queensland University of Technology, Australia

Abstract
We conceive the immigrant context as exposure to foreign logics and examine the impact of such immigrant context on the transgenerational intent of Chinese immigrant
business families in Australia. Our study makes contribution to two literatures. First of all, we contribute to the literature on institutional logics. Although the institutional logics perspective is understood to be a new approach to culture and process, there has been little application of the logics perspective to cross-cultural context. We develop a framework that portrays immigrants' experiences as encountering conflicting logics between home and host country. Our framework entails: 1) a typology of logics differences that immigrants may encounter between home and host country; 2) response strategies they may adopt; and 3) key factors that may impact their responses. Secondly, we contribute to the literature on immigrant entrepreneurship. Using our framework on immigrant context as the theoretical basis, we explore the influence that conflicting family logics can have for immigrant families who run family-controlled businesses, with a focus on their transgenerational intent. Extant literature in immigrant entrepreneurship shows that the immigrant context tends to facilitate family involvement in the start-ups of migrant enterprises. However, an issue that has rarely been examined is whether such family involvement is likely to extend beyond the first generation. We look at the role that immigrant context may play in this matter by exploring how conflicting family logics in immigrant business families exert influence on the transgenerational intent of their members. We conducted an exploratory study of a sample of family members of Chinese immigrants from Taiwan and China who operate businesses in the Brisbane and Gold Coast area in Australia. Quantitative as well as qualitative data were collected. In step one, we passed questionnaires to our participants with each business family as unit of analysis. At least one parent and one child were asked to fill out a survey. Our survey mainly measures two constructs, parental psychological control and children filial piety, as proxies for the extent to which the family logic of Chinese immigrant business family members were influenced by the host country context. We aimed to link the scores from these measures to the scores participants provided for transgenerational intent. In step two, we interviewed a portion of our business families about their scoring for parental psychological control and children filial piety. Through these interviews, we were able to collect qualitative data about the nature of conflicting family logics parents and children experienced, why such conflicts might exist, and how they were handled. Data from our research have yet to be analyzed. Hence, at this time, we are not able to report on the results. However, our research aims to go beyond host country policies, opportunity structure, and individual resources to tell a more intimate story about immigration: Immigrant families experience conflicting logics, they respond in various ways, and many factors affects their responses, which in turn lead to orientations associated with their businesses.

Bios
Stone Han is a Ph.D. candidate in management at I-Shou University, Taiwan. His research interests include institutional theory, strategic management, and family business.

Artemis Chang is an associate Professor at Queensland University of Technology Business School and the Principal Supervisor of the Australia Taiwanese Chamber of Commerce–Queensland Chapter. Her research interests include time, immigrant entrepreneurship, and complex project management.

Hsi-Mei Chung is a professor at I-Shou University Department of Business Administration in Taiwan. Her research interests include family business, business groups, and corporate governance. She is a member of the international family business research project STEP.

"When Technology Meets Culture: WeChat Marketing by Chinese Immigrants"
Huanwen (Sherry) Jiao, Ryerson University

Abstract
The purpose of this research is to investigate the use of WeChat by the Chinese immigrant entrepreneurs as a marketing tool in Canada. As a free, multi-platform mobile text and voice messaging communication app, WeChat by Tencent Inc also supports social media, multi-purpose communication, and payment functions. Its users grow exponentially in recent years within and beyond China. Many Chinese immigrants have taken advantage of this powerful technology in their entrepreneurial endeavors, particularly as a marketing tool. However, there are only a limited number of past researches concerning WeChat marketing and those studies were primarily conducted in China. The main objective of this exploratory study is to provide insights regarding the use of WeChat marketing by Chinese immigrant entrepreneurs considering the unique characteristics of both the WeChat technology and the Chinese community.
In order to provide insightful analysis, we have conducted an online survey and interviewed with 60 Chinese immigrants in Canada. Participants reflect on their motivation, engagement, and user experience of the Wechat app. Several case studies have provided further insights.
Our findings indicate that WeChat has a positive impact in developing and maintaining long-term, one-to-one relationships between

Chinese immigrant entrepreneurs and their target customers while significantly lowering the overall marketing cost and allowing for precision in promotion communications. The findings uncover fascinating aspects of the entrepreneurial ecosystem among overseas Chinese community by highlighting the interaction between culture and technology application.

Bio
Huanwen (Sherry) Jiao is a Master of Management student at Ryerson University in Toronto, Canada. She is completing her thesis on Chinese entrepreneurship in Canada.

"Ethnic Entrepreneurship and Its Transnational Linkages"
Jacob Thomas, Princeton University
Min Zhou, UCLA

Abstract
Ethnic entrepreneurship is a long-standing area of inquiry in migration studies and has become increasingly transnational. This paper reviews the literature on transnational ethnic entrepreneurship as it has evolved both empirically and through research agendas. We begin with a conceptual discussion on the ethnic economy at a time when most ethnic entrepreneurship studies are embedded within the domestic contexts of nation-states. We then assess research findings that highlight the significance of transnational linkages and address the ways in which "glocal" dynamics and simultaneous embeddedness affect ethnic entrepreneurship. Finally, we examine work on the relationship between ethnic entrepreneurship and diasporic community building. In the conclusion, we synthesize findings from all these strands of research on this subject and raises questions for future research.

Bios
Jacob Thomas grew up in the Bay Area of California. He received his Bachelor of Arts from UC Berkeley and Master of Arts in social science from University of Chicago. After one year teaching about Western societies at Beijing Foreign Studies University he began his Ph.D. at UCLA. His doctoral dissertation research focuses on examining how US consular officers make decisions on whom to issue what type of visas and how different types of migration control and subjective perceptions of potential migrants' characteristics interact to affect human mobility across national borders. He is now in the process of publishing numerous articles, applying for academic positions, and preparing a book manuscript based on his dissertation research.

Min Zhou is Professor of Sociology and Asian American Studies, Walter and Shirley Wang Endowed Chair in US-China Relations and Communications, and Director of the Asia Pacific Center at the University of California, Los Angeles, USA. Her main research areas are in: migration & development, urban sociology, race and ethnicity, education and the new second generation, ethnic system of supplementary education, ethnic entrepreneurship, Chinese diaspora, and the sociology of Asia and Asian America, and has published widely in these areas. She recently published *The Asian American Achievement Paradox* (with Lee, 2015), *The Rise of the New Second Generation* (with Bankston, 2016), and *Contemporary Chinese Diasporas* (ed., 2017). Her co-authored book with Lee, *The Asian American Achievement Paradox*, received five major academic book awards. She is the recipient of the 2017 Distinguished Career Award of the American Sociological Association Section on International Migration.

The UCLA Asia Pacific Center promotes greater knowledge and understanding of Asia and the Pacific region on campus and in the community through innovative research, teaching, public programs, and local and international collaborations. It focuses on the inter-Asian and transpacific cultural and social connections from historical, contemporary, and comparative perspectives. It encourages interdisciplinary work on cross-border and supranational issues such as language and culture, population and environment, technology, politics, socioeconomic development, and sustainability in the ongoing processes of globalization. The center is currently home to the UCLA Taiwan Studies Program and the UCLA Program on Central Asia (PoCA), and seeks to establish a Hong Kong studies program. It is also an academic partner of the Global Chinese Philanthropy Initiative.

Contact:

Elizabeth Leicester, APC Executive Director eleicester@international.ucla.edu

Aaron Miller, APC Assistant Director armiller@international.ucla.edu

Funding for this symposium is provided by the Department of International and Cross-Strait Education, Ministry of Education, Taiwan, represented by the Education Division, Taipei Economic and Cultural Office (TECO) in Los Angeles.

Thank you to our cosponsors for their generous support:

Center for Global Management, UCLA Anderson School of Management

Contemporary China Research Cluster, The University of Hong Kong