

文化的力量：跨国企业家的文化资本与制度调整的机制分析

游天龙 梁兆哲

摘要：自改革开放以来，跨国企业家已成为中国快速融入全球经贸网络的重要力量。本研究聚焦于义乌的跨国企业家群体，探讨他们如何利用文化资本在商业成功、政治认可和制度发展等方面发挥作用。通过对三位具有代表性跨国企业家的深入分析，研究发现，这些企业家的文化资本，特别是教育和跨文化技能，有助于其在经济资本和政治资本间的转化，进而影响当地政治经济制度的发展。此研究为理解中国式现代化提供了新视角，强调了在全球化时代跨国企业家在制度创新中的积极作用。

关键词：跨国企业家 文化资本 制度调整 义乌

①作者简介：

游天龙，教育部人文社会科学重点研究基地——云南大学西南边疆少数民族研究中心副研究员，云南大学民族学与社会学学院副教授，社会学系系主任，研究方向为国际移民研究、边境研究，邮箱：tyou0410@gmail.com。

梁兆哲，云南大学社会学系本科生。

The power of culture: the mechanisms between transnational entrepreneurs' cultural capital and institutional adjustments to local governance

Tianlong YOU Zhaozhe LIANG

ABSTRACT

During the reform era, transnational entrepreneurs became a pivotal force in rapidly integrating China into the global economic and trade networks. This research examines the transnational entrepreneur class in Yiwu, China, exploring how they leverage cultural capital for business success, political recognition, and institutional evolution. By meticulously unpacking the oral histories of three such entrepreneurs, our research reveals that their cultural capital, particularly educational achievements and proficiency in intercultural communication, acts as a catalyst in the transformation between other forms of capital, such as economic and political. This, in turn, exerts a significant influence on the evolution of the local politico-economic systems. This study offers fresh insight into China's trajectory toward modernization by highlighting the role transnational entrepreneurs play in driving institutional innovations in the era of globalization.

KEYWORDS

Transnational entrepreneurs; Cultural capital; Institutional adjustment; Yiwu