The recent global economic crisis has called into question triumphalist narratives of neoliberal capitalism and its presumed uniformity. In this talk we examine contemporary “market socialism” in Vietnam as a fertile site for considering how transnational neoliberalism and state socialism have intersected to shape knowledge, governmentality, and everyday practices.

How does the endurance of socialist interpretive frameworks and logics of morality contest or rework neoliberalism and its global modes of regulation? Conversely, how might socialist continuities work in conjunction with neoliberalism to affirm its basic tenets? Drawing from ethnographic fieldwork on the redevelopment of a socialist internationalist housing project in Vinh and representations of birth mothers whose children have been adopted transnationally, Schwenkel and Leshkowich argue for an understanding of transnational neoliberalism as a globally diverse set of social, economic, and geopolitical policies and practices, informed by cultural-historical particularities, that continually work to reframe and at times reconfirm transnational neoliberal forms of subjectivity and formations of knowledge.