**" Entrepreneurship as the New Common Sense"**

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In discussions of economics, development, employment, and politics, the figure of the entrepreneur has become a kind of master-signifier or episteme that structures life and experience within the global North.  And the episteme is not limited to these fields: it has crept into the world of arts, culture, education, and everyday behavior, colonizing the social—and the thinkable—as such. Terms such as “social entrepreneurship,” the “cultural entrepreneur,” and “the entrepreneurial self” have become more and more commonplace, linking the financial, social, artistic, and organizational. Adopting entrepreneurial modes of life and behavior is increasingly linked with *correct* behavior, with doing one’s part in society by maintaining the appropriate orientation both to external fields of possibility (the social, economic, aesthetic, political and so on) and to the internal field of one’s own self.  In this paper, I will explore some of the ways in which the idea of entrepreneurship and the figure of the entrepreneurial subject circulate and operate today. What does the rise of entrepreneurship tell us about where we are today?