

## **Communicative labor in entrepreneurial activities: Examining interactions between grassroots innovative entrepreneurs and angel investors in Beijing**

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### **Abstract:**

In recent years, "Mass Innovation and Entrepreneurship" has been promoted in China as an important impetus to promote economic restructuring and social equity. A new wave of innovative entrepreneurship has started, attracting people from diverse social backgrounds to joining the trend with the hope of kick-starting innovative businesses with the support of investment capital funds. To better understand the complexities and nuances of these practices, this study closely documents the struggles of grassroots innovative entrepreneurs' pursuit of angel investment in contemporary China, and examines how their interactions and communication with angel investors and the latter's interpretation of those play a role in informing the investment decision making processes. Adopting R. W. Greene (2004, 2007)'s notion of rhetorical agency and communicative labor, the presentation sheds light on how social inequalities could be sustained and recreated in the very process of communication and dynamics of digital rhetoric in an ever-capitalizing China.