This research aims to explore the moral economy of marriage migrants from China and Southeast Asia engaging in entrepreneurship in Taiwan. It asks how migrant women from post-socialist countries such as Vietnam and Mainland China reflect and remake their “home” through the economy activities. Carrying post-socialist “symbolic legacies” such as traditional familial ideology and moral values, this paper discusses how migrant women employ “old” identities to a capitalist nation: Taiwan.

Indeed, since the late 1980s, the burgeoning transnational marriage brokerage in Taiwan has led to an influx of marriage migrants from China and Southeast Asia. However, migrant women are widely portrayed as a drain on social resources or victims of domestic violence and trafficking crime by the mass media. To challenge these stereotypes, this research will provide another moral economy picture to realize how migrant women strategies their various legacies to settle in Taiwan – building a home of their own.

Based on 52 migrant women in-depth interviews in Taiwan, we explore the ways in which migrant women's pursuing entrepreneurship hinges on their conforming to traditional familism and socialism. The key to success by migrant women is to be a good mother first then businesswoman in Taiwan - as they contend that their career achievements will bring in financial benefits and well-being to their children and family. In other words, the socialist and traditional family values – or legacies - are not jettisoned by migrants but re-played by migrants to settling in Taiwan.

This new research finding wishes to contribute to the shift of understanding of migrant life in East Asia from post-socialist to capitalist societies, where migrant women re-interpret and re-apply symbolic moral legacies to their economic activities so they can survive and feel “home” in capitalist Taiwan.