

# INTERNATIONAL WOMEN'S DAY



In celebrating the International Women's Day, we invite you to join us engaging with **Kathryn Moeller**, the author of recent published book *The Gender Effect: Capitalism, Feminism, and the Corporate Politics of Development* by University of California Press.

In this book, Professor Moeller attempt to grapple with the question of: How and why are U.S. corporations investing in poor, racialized girls and women in the Global South? Is it a solution to ending poverty? Or is it a pursuit of economic growth and corporate profit? Drawing on a decade of research in the U.S. and Brazil on Nike, Inc., Kathryn Moeller will discuss how these corporations use a logic of development that positions girls and women as instruments of poverty alleviation and new frontiers for capitalist accumulation. She will demonstrate how these practices enable corporations to expand their legitimacy, authority, and reach while sidestepping contradictions in their business practices.

**THE GENDER EFFECT:  
CAPITALISM, FEMINISM, AND  
THE CORPORATE POLITICS OF  
DEVELOPMENT**

**Event with a Book Author**

**442 Stephen Hall, UC Berkeley**

**March 6th, 2018; Noon - 1:00pm**

**Kathryn Moeller** is an Assistant Professor of Educational Policy Studies at the University of Wisconsin-Madison. Her interdisciplinary scholarship examines the gendered, sexualized, and racialized nature of corporate power and its impact on people's lives, institutions, and policies. She is the author of *The Gender Effect: Capitalism, Feminism, and the Corporate Politics of Development* with University of California Press.