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**THE TRIPLE EMBEDDING: OPERATIONAL MECHANISMS OF RURAL
COLLECTIVE ECONOMIC MANAGERS —A CASE STUDY BASED ON A
VILLAGE IN ZHEJIANG**

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The rural collective ownership system is China's primary property rights framework, with its assets managed by village-level shareholding economic cooperatives. As rural development in China becomes increasingly complex and market-oriented, the operation of collective economies has entered a phase of professional management, with some villages hiring professional managers for specialized operations. In regions like Zhejiang and Guangdong, the introduction of rural collective economic managers represents a crucial pathway for advancing the market-oriented transformation of the rural collective economy. Drawing on embeddedness theory, this paper analyzes the triple embeddedness mechanism of such managers in village operations, encompassing governmental, market, and local community dimensions. By embedding within the administrative system, they secure policy support and resource integration;

through local community embedding, they gain social networks and cultural recognition; and via market embedding, they activate village economic vitality through professional market-oriented operations. The study reveals that developing these multidimensional embedding capabilities forms the institutional foundation for high-quality and sustainable rural collective economic development. Specifically, local community embedding lays the groundwork for cultivating market capacity; institutional embedding within government structures is essential for achieving market-oriented goals; and market-driven village operations represent an effective pathway to realizing multiple objectives, including high-quality rural collective economic development and government-backed rural revitalization.

Palavras-chave: new rural collective economy; rural collective economic managers; village operations ;multi-dimensional embedding;rural development.