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**Investment Strategies in the Genomic Domain: The Life Cycle of *homo oeconomicus***

In the year of the bicentennial of Darwin's birthday, evolutionary discourse dominates research agendas concerned with explaining and justifying modes of human behaviour in accordance with neoliberal subjectivity. This paper will argue that, in the context of the knowledge economy, narratives of genetic investment make sense, not only of competitive individualism but of the commodification of science itself under the terms of university audit culture and the demands of the 'free market' for forms of inquiry which lend themselves to establishing resources for economic exploitation. Drawing on Michel Foucault's analysis of contemporary forms of governmentality, I will argue that Evolutionary Psychology can be understood as responding to what he calls the 'grid of *homo oeconomicus*' under the terms of which 'any rational conduct or behaviour whatsoever [becomes] the possible object of economic analysis'