

# Doing a PhD

Tales from a wannabe academic...among other things

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MASSEY  
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# Overview

1. Why do a PhD?
2. What a PhD was like?
3. What I studied?
4. What I found?
5. What now?
6. What later?

# Why do a PhD?

- For my whānau, my hapū and iwi
- To teach, research and write about Māori entrepreneurship and Māori management

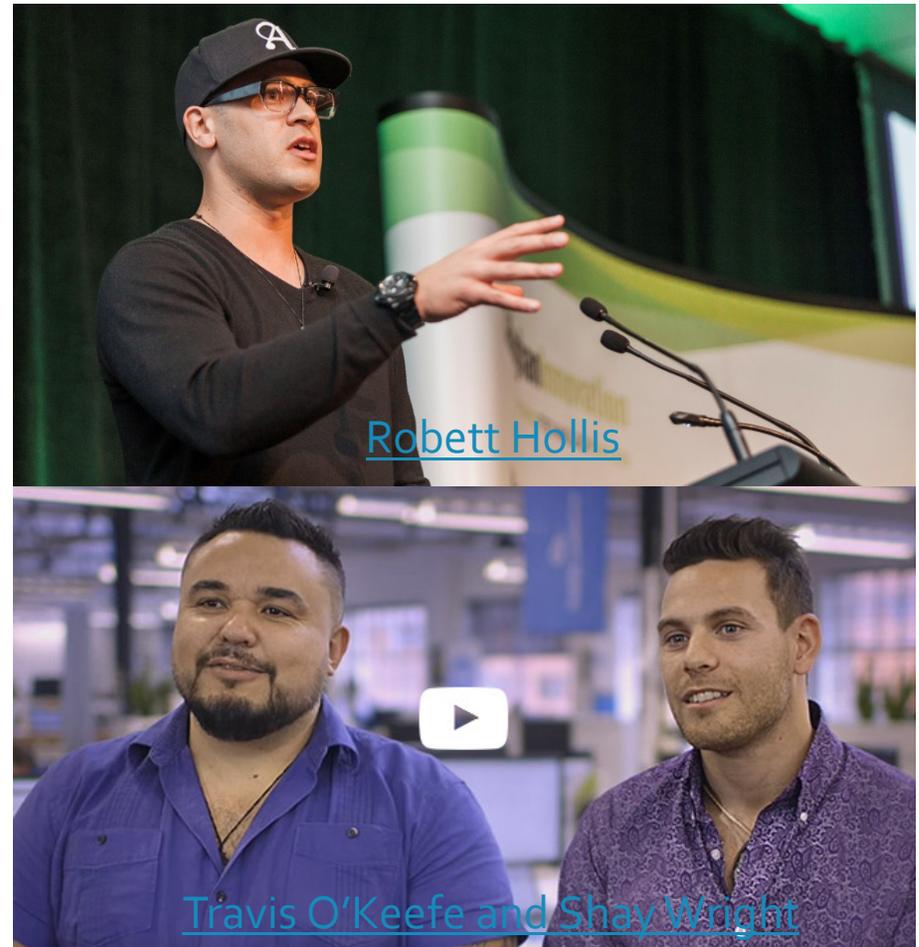


# What doing a PhD was like?

- Before you start
  - Create space in your life for a PhD
  - Live cheap but good
- When you start
  - Don't stop
  - Seize opportunities to do academic stuff
  - See all experiences as opportunities to learn
- Things I did as a student
  - Teaching and marking
  - ANZAM student rep
  - 3-minute thesis
  - Attend conferences
  - Publish articles
  - Wrote a book
  - Motu internship
  - Visited Tokyo Japan
  - Ngā Pae funded research
  - Consulting work

# What I studied?

The role of publicly funded enterprise assistance in Māori entrepreneurship in Aoteaora New Zealand



# What I found?

Enterprise assistance is about building Māori entrepreneurial capabilities to think and do business as Māori within Māori enterprises for Māori and others

Social  
capital

Relationships  
Networks

Human  
capital

Knowledge  
and skills  
Cognition  
and mindset

Cultural  
capital

Cultural  
identity  
Enterprise  
culture

Financial  
capital

Debt finance  
Equity  
finance

Spiritual  
capital

Inner abilities  
Active values

# What now?



Growing sustainable and prosperous Indigenous economies by integrating Indigenous and Western knowledge in entrepreneurship, innovation and enterprise

# What later?

- Māori entrepreneurship and management research
  - What is a Māori business?
  - How do Māori enterprises think about and do innovation?
  - Why and how do organisations do Māori responsiveness?
  - How do Māori collaborate in economic development?
  - How do we assess enterprise assistance efficacy for Māori?
  - What is the case for interindigenous trade?
  - What do Māori and Japanese management styles have in common?

# Conclusion

- Some things to consider in distant horizons
  - Exploring why and how we can do multidisciplinary Māori research across campus
  - Sharing and building Māori academic capability across universities, wānanga and polytechnics
  - Participating in a global indigenous business research project with international partners
  - Incorporating indigeneity as a distinctive element of learning, research and practice in all disciplines