



Indigenous entrepreneurship, sustainable development and the wisdom of our elders in Aotearoa New Zealand

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During the early 1980's, many Muwekma families came together to continue to conduct research on their tribe's history and genealogy. They also considered applying for Federal Recognition. Between 1980 and 1984, the Muwekma Tribal Council was formally organized. In 1984, the Tribal Council passed a resolution to petition the federal government for Federal Acknowledgment.



Muwekma Ohlone tribe of the San Francisco Bay Area



Tūhoe is my tribe



Maungapōhatu is my mountain

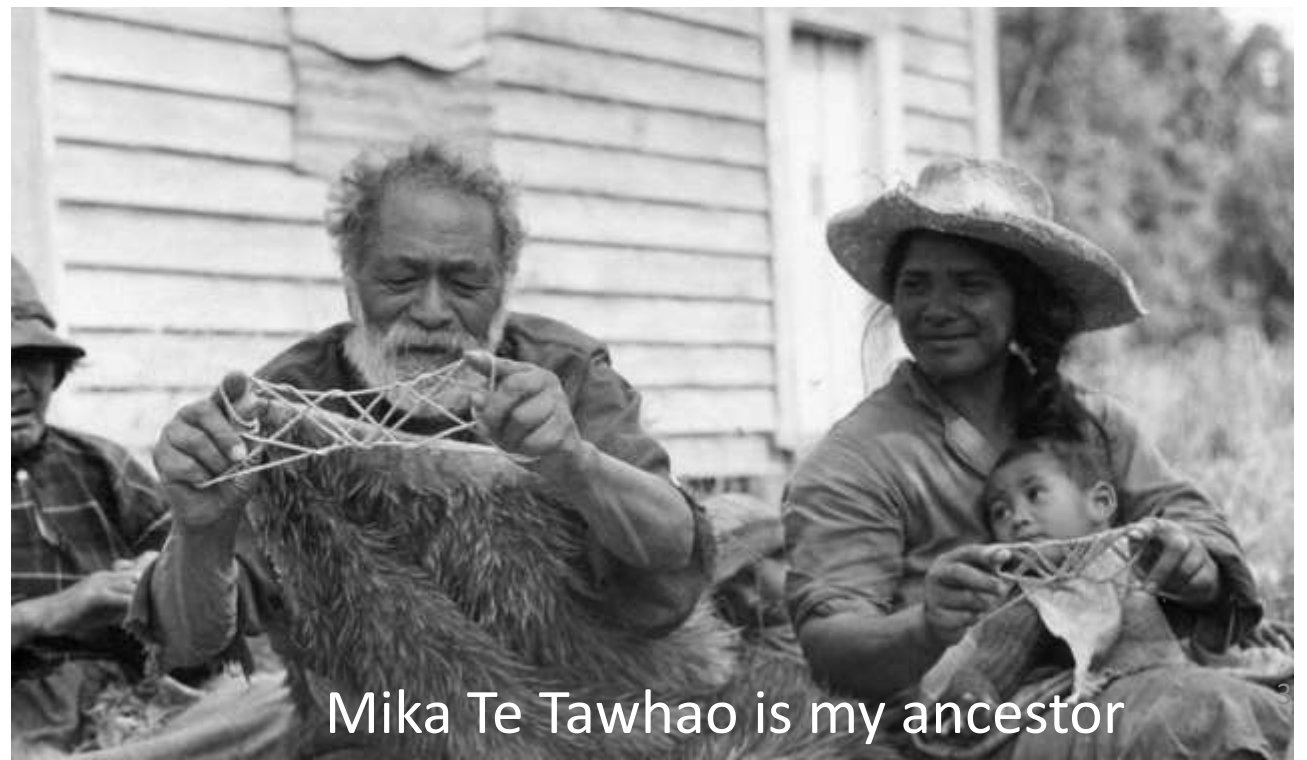


Ōhinemataroa is my river



20-Aug-20

Waikirkiri is my marae



Mika Te Tawhao is my ancestor

The wisdom of our elders

A life long study of
Indigenous economic
and entrepreneurial
endeavour under the
guidance of my elders
for the benefit of
Indigenous peoples



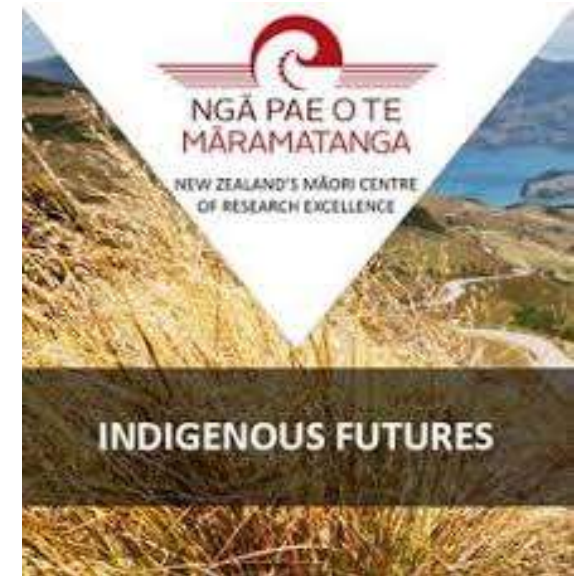


**genomics
aotearoa**

National
SCIENCE
Challenges

**SUSTAINABLE
SEAS**

Ko ngā moana
whakauka





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MASSEY
BUSINESS
SCHOOL



MĀRAMATANGA



THE UNIVERSITY OF ARIZONA
**NATIVE NATIONS
INSTITUTE**

Founded by the Udall Foundation
& the University of Arizona

Strengthening Indigenous Governance

20-Aug-20

Acknowledgements

Agenda

- Indigenous world view
- Indigenous entrepreneurship
- Sustainable development
- Role of government
- Case studies
 - Māori marine economy
 - Māori agribusiness
 - Māori tourism
- Implications for research, policy and practice
- Question and answer

Context

Aotearoa New Zealand

- 1250-1350 settled by Māori
- 1642 Dutch explorer Able Tasman visited
- 1769 James Cook maps coastline
- 1840 British and Māori sign Treaty of Waitangi
- 4.79m people, GDP US\$205b, HDI 0.917 (ranked 16)
- 6,718 miles from San Francisco - \$739, 12 hour flight

✈ 12 h
from \$739

Māori economic development



Māori entrepreneur

Identity, indigenous
entrepreneurial
capabilities



Māori enterprise

Identity, definition and
enterprise development



Māori economy

Identity, nature,
measurement,
development and
growth



Māori development

Identity, self-
determination, wellbeing,
potential, freedom

Identity

Indigenous world view

- Metaphysical explanations of the world and our place within it
- Interconnectedness of all things creates sense of responsibility
- Key concepts:
 - Whakapapa (genealogy)
 - Wairuatanga (spirituality)
 - Mana (power) and tapū (sacred)
 - Mauri (life force)
- Indigenous culture, language and institutions





Who are the Māori people?

- Settled Aotearoa around 1350AD, from Eastern Polynesia
- Māori are the Indigenous people of Aotearoa New Zealand
- In 2017, 734,200 people identify as Māori in Aotearoa
- At least 116 tribes in Aotearoa New Zealand, with many subtribes

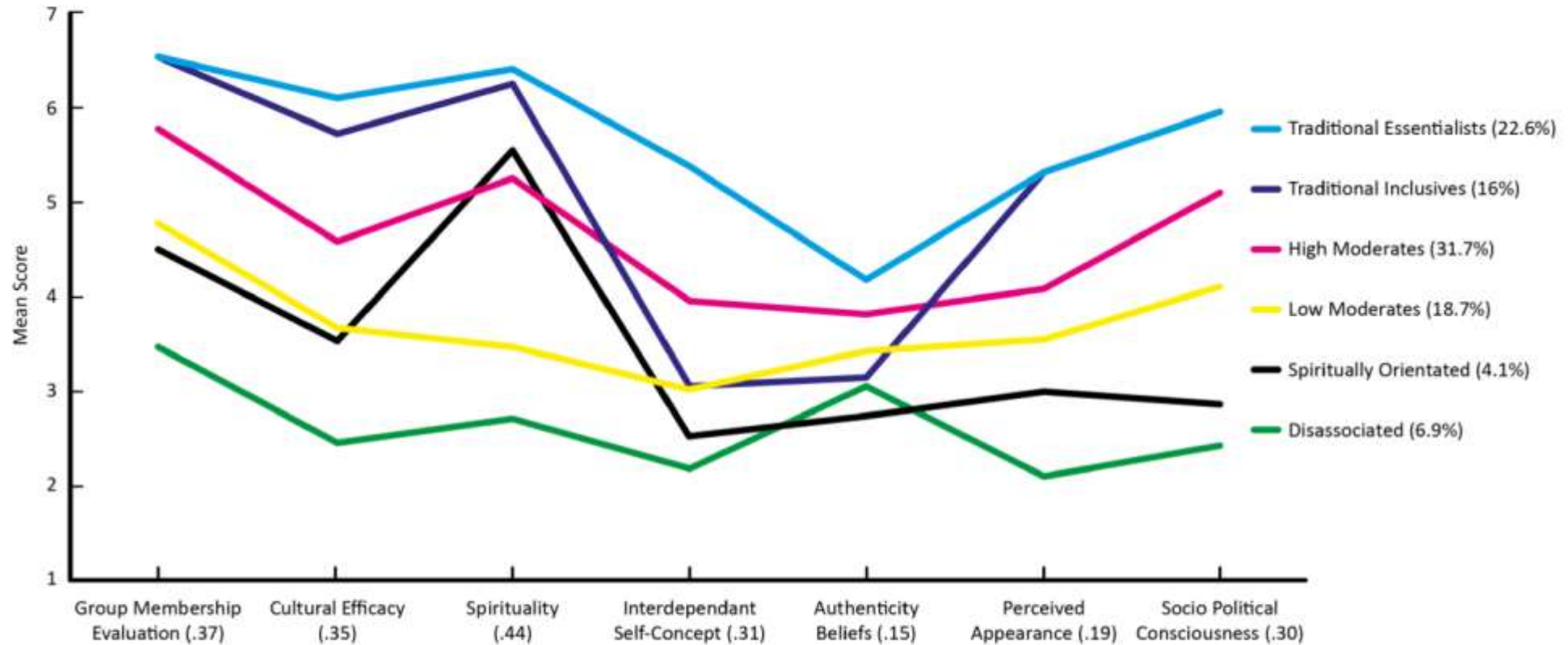


Te Kupenga: Survey of Māori wellbeing

- Culture: 373,000 (70 percent) of adults said Māori culture was at least somewhat important.
- Marae: 71% of Māori know their marae.
- Iwi: 89 percent of Māori adults said they knew their iwi.
- Reo: 257,500 (55 percent) Māori adults had some ability to speak, 50,000 (11 percent) speak well
- Most Māori defined their whānau by whakapapa.

Multi-dimensional Model of Māori Identity and Cultural Engagement

Greaves, L. M., Houkamau, C., & Sibley, C. G. (2015).



Unfolding tensions among post- settled iwi



How do tribes create culturally grounded global citizens?



How do tribes rebalance wealth creation (shared capital) and wealth distribution (shared well-being)?



How do tribes recalibrate tribal institutions so they are fit for purpose?



How can tribes embed entrepreneurship, innovation and enterprise within the tribe?

Entrepreneur



Entrepreneurship

- Non-indigenous entrepreneurs
 - Creating new combinations
 - Bearers of risk and uncertainty
 - Seize price differentials
 - Individualised value
- Non-indigenous entrepreneurship
 - Perceiving opportunity
 - Emphasis on newness & growth
 - Venture formation and growth



Jason Mika

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By Jason Mika

SPIRITUALITY

7 MINUTE READ

101 SHARES



Indigenous entrepreneurship

“A means of fulfilling aspirations for self-determination, sustainable economic development, preservation of traditional knowledge, improving socioeconomic and structural disadvantage and validating alternative conceptualisations of economy.”

Mika, Smith, Gillies and Wiremu,(2019, p. 3).



Māori entrepreneurship

A Māori entrepreneur is a person who identifies as Māori and engages in entrepreneurial activity according to a Māori world view, but integrates within this, elements of a Western world view.



A Māori way of doing business

- Culture, identity and socialisation as Māori
- Self-determination, potentiality and freedom
- Māori enterprise ownership and values
- Duality, collectivism, permanence and intergenerationality
- Integrate Māori and Western world views