social & indigenous entrepreneurship

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overview of major points

1. entrepreneurial activity is the powerhouse of our economy

2. not all entrepreneurial activity leads to the doors of Macquarie Bank or Goldman Sachs

3. the challenge is to teach & learn about entrepreneurial activities
so what is entrepreneurial activity?

- it occurs in dynamic environments
- it requires creativity & interpretation
- it creates value (captured by someone)
resources
employees
technology
property
capital

capabilities
leverage capabilities
manage processes

markets
meet market need
defined

in contrast to the relatively static ‘business’ activity
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**business environment**
competition, environment, (national) economic structures

**natural, social & cultural environment**
entrepreneurial activity

create
- invention/creativity
- technology
- property
- capital
- employees

innovate
- perceive & recognise a fit
- organise processes
- leverage capabilities

perceive opportunity
- market need
- opportunity
- under-deployed
- resources
- opportunity

(von Mises 1949; Schumpeter 1934, 1947, Kirzner 1997; Ardichvili, Cardozo et al. 2003; Shane and Venkataraman, 2000)
where does entrepreneurial activity lead?

- wealth / poverty
- heaven / hell
- satisfaction / hunger
Value created/captured for entrepreneur

- little
- a lot

Value created for others (whether employees, government, customers)

Inspired by: Bruyat & Julien, 2000
Value created for others (whether employees, government, customers)

I ← NVC
Value created for others (whether employees, government, customers):

- Little value created/captured for entrepreneur
- A lot of value created for others

Legend:
- I: Entrepreneur
- NVC: Value created/captured for entrepreneur

- Mogul
- Entrepreneur
- Subsistence entrepreneurs
- Social entrepreneurs
Value created/captured for entrepreneur

Value created for others (whether employees, government, customers)

(Covin & Slevin 1989)
how do we learn & teach entrepreneurial activity?

• nature / nurture
• freedom / scaffolding
• inquiry / discovery
problem-based learning

• learning by doing

• as much discovering what questions to ask as solving them

• real projects, real confusion, real lack of clear direction

• people
social projects

• printing business
• native honey
• indigenous design
• business hub (supporting indig. business)
• education, communication, storytelling...
who’s involved

- DEWR - Tennant Creek
- Tranby Aboriginal College
- SIFE
- other Faculties (?)
outcomes?

- side projects (education, outreach, hubs)
- exchanges into other paradigms
- small steps (for students & communities)
- challenge of momentum
contact

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