

ANZMAC 2021 PANEL/SPECIAL SESSION

Title:

Integrating Indigenous Knowledge Systems and Entrepreneurial Practices into how we ‘do’ Marketing

Panel:

Associate Professor Michelle Evans, Director, Centre for Indigenous Business Leadership, University of Melbourne/Melbourne Business School; Dept. of Management & Marketing, University of Melbourne.

Professor Mark Rose, Pro-Vice Chancellor, Indigenous Strategy and Innovation, Deakin University.

Kado Muir, Aboriginal Anthropologist, Entrepreneur; Dept. of Management & Marketing, University of Melbourne.

Chair: Dr Michal Carrington, Dept. of Management & Marketing, University of Melbourne

1. Purpose of the session

Indigenous knowledge systems and the practices of Indigenous entrepreneurs are largely overlooked in marketing practice and theory. We have much to learn. Indigenous ways of being, thinking and working are deeply connected to land, community and culture^{1,2}. In addition, once established in a marketplace, Indigenous entrepreneurs are highly successful³. We are facing multiple earth systems crises—on environmental, economic and social fronts—that are intrinsically linked to western consumption and production practices. There is much to learn from Indigenous knowledge systems and entrepreneurial practices in how to produce, consume and engage with markets in ways that are environmentally, economically and socially sustainable—and successful.

This ANZMAC 2021 special session brings together a panel of leading Indigenous business academics, practitioners and entrepreneurs to discuss how Indigenous knowledge systems and entrepreneurial practices can benefit and be embedded within how we ‘do’ marketing.

¹ PWC Indigenous Consultancy (2018), ‘The contribution of the Indigenous business sector to Australia’s economy’

² PWC Indigenous Consultancy (2019), ‘Realising the potential of the Indigenous Procurement Policy (IPP)’

³ Indigenous Business Factsheet, Prime Minister & Cabinet.

2. Anticipated audience

This panel session is highly relevant to marketing academics and marketing practitioners.

3. ‘Something Different’

Indigenous entrepreneurs’ voices, frameworks, and practices are generally overlooked in marketing practice and theory—and this is to the detriment of our discipline, ways of doing marketing, and the consequences of marketing broadly. This panel/special session brings a radical yet established lens to understanding markets and marketing.

4. Method/Approach

Facilitated panel discussion that includes presentations/talks by the panel discussants, and open discussion with the audience.

5. Proposed outcomes of the special session (eg. special interest group formation, policy formation, collaboration etc.)

Knowledge transfer – to build awareness and to trigger new, sustainable ways of thinking and doing marketing. Something Different.