

Innovation and entrepreneurship amongst Pākeha and Māori in New Zealand

INNOVATION AND ENTREPRENEURSHIP AMONGST PĀKEHA AND MĀORI IN NEW ZEALAND

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[Ethnic Entrepreneurship: Structure and Process](#)

ISBN: 978-0-76231-033-3, eISBN: 978-1-84950-220-7

ISSN: 1074-7877

Publication date: 4 December 2003

Abstract

Polynesian settlers arrived in Aotearoa (in *te reo*, or Māori language, "Land of the Long White Cloud") about the 10th century. Aotearoa was visited briefly by the Dutch navigator Abel Tasman in 1642. However, it was not until 1769 that the British naval captain James Cook and his crew became the first Europeans to explore New Zealand's coastline thoroughly. The word Māori meant "usual or ordinary" as opposed to the "different" European settlers. Before the arrival of Europeans, Māori, or indigenous Polynesian inhabitants of New Zealand, had no name for themselves as a nation, only a number of tribal names. The original meaning of Pākeha, the settlers, was a person from England. With time, Pākeha became the word to describe fair-skinned people born in New Zealand. We use the word Pākeha here in the sense of the New Zealand census as a European New Zealander.

Citation

Frederick, H.H. and Henry, E. (2003), "INNOVATION AND ENTREPRENEURSHIP AMONGST PĀKEHA AND MĀORI IN NEW ZEALAND", Stiles, C.H. and Galbraith, C.S. (Ed.) *Ethnic Entrepreneurship: Structure and Process (International Research in the Business Disciplines, Vol. 4)*, Emerald Group Publishing Limited, Bingley, pp. 115-140. [https://doi.org/10.1016/S1074-7877\(03\)04006-6](https://doi.org/10.1016/S1074-7877(03)04006-6)

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New Zealanders like to see themselves as practical, coping with anything thrown at them, with good life-skills and a co-operative "can-do" spirit. View image of New Zealand was not conquered but founded on a treaty between Māori and the Crown (Credit: Credit: Martin Vlnas/Getty Images). Overwhelming the indigenous people and their culture, often at gunpoint, merchants, farmers and tradespeople (mostly from the United Kingdom) imported their view of politics and government and their chance for new lives free from Europe's conflicts and prejudices. New Zealand's online magazine for entrepreneurs, startups and SME business builders. Entrepreneurs will save the economy from COVID-19, according to the Global Entrepreneurship Network in New Zealand (GEN NZ). GEN NZ, a coalition of over 70 ... Read more. Biz Wire Ecosystem. Tourism Accelerator 2020 to kick off in October. #nzentrepreneur, August 27, 2020. Wellington-based startup programme Lightning Lab has teamed up with Tourwriter, an award-winning Kiwi tourism-tech company, to launch Tourism Accelerator 2020.

