

Indigenous entrepreneurship in Southeast Asia

Theoretical and practical implications

CALL FOR CHAPTER CONTRIBUTIONS

We invite chapter contributions to an edited volume on “Indigenous entrepreneurship in Southeast Asia”.

The volume will be published with Palgrave Macmillan and will be part of Book Series “Palgrave Studies in Equity, Diversity, Inclusion, and Indigenization in Business” (Series Editor: Prof Eddy S. Ng):

<https://link.springer.com/series/17011>

Context

“Indigenous” refers to “the people who originally lived in a place, rather than people who moved there from somewhere else” (Cambridge Dictionary, 2022). Subsequently, indigenous entrepreneurship “is the creation, management and development of new ventures by indigenous people for the benefit of indigenous people (Hindle & Lansdowne, 2005, p. 9). Yet, the benefits of indigenous entrepreneurship are not only *for* and *by* indigenous people but could equally contribute to broader society and is of economic or social nature (Hindle & Lansdowne, 2005). The importance of context, history and place are seen as inseparable from indigenous entrepreneurship (Mika *et al.*, 2017). One of the world’s most diverse and highly populated sub regions remains largely unexplored, i.e., Southeast Asia.

Southeast Asia comprises 11 countries (i.e., Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste and Vietnam) that are home to more than 655 million people (United Nations, 2019) who have an average gross domestic product per capita of USD 5014 (International Monetary Fund, 2021). Southeast Asia is characterized by different sets of indigenous entrepreneurs. As a way of illustration, in Indonesia 97.2 per cent of the country’s total workforce are employed in micro, small and medium-sized enterprises (MSMEs) contributing close to 60 per cent of the US\$ 1.2 trillion economy (Tanuwidjaja, 2021). Among those MSMEs, Indonesia is witnessing a rise of a new generation of successful indigenous entrepreneurs, i.e., Pribumi, which consists of many ethnic groups—e.g., Batak, Bugis, Javanese, and Sundanese, excluding “Foreign Orientals” (including Chinese, Arab, and Indian descent) (Njoto-Feillard & Azali, 2016). At the same time, in Malaysia there is an awareness from the Orang Asli, an indigenous community, regarding the importance of the development in terms of basic needs and infrastructure such as roads and economy (Seow *et. al.*, 2013). Correspondingly, there is an increasing number of entrepreneurs from Orang Asli communities in Malaysia who have been involved with their own entrepreneurship mainly selling forest products and produces (e.g., herbs, tripolis and wooden based products) (Mokhtar & Hanafi, 2020). These indigenous entrepreneurs while thriving face various challenges in their business circles. For example, poor health, discrimination, suboptimal education (Colbourne, 2017), seeking improved access to markets, locally, nationally and even internationally (Kristiansen, 2002) and systematic discrimination and deep-seeded societal bias from their local context (Isabella, 2020). For these disadvantaged socio-economic reasons, several scholars have investigated how indigenous entrepreneurship—as a cultural heritage aspect—relates to macro-economic developments (Bråten & Rudie, 2013). In terms of deficient socio-economic developments, indigenous women entrepreneurs deserve special attention. Indigenous women still constitute one of the most socially disadvantaged groups in the world. Despite literature highlighting the many benefits of indigenous women entrepreneurship including empowerment and elevating their socio-economic status (e.g., Minniti 2010; Shah & Saurabh, 2015;

Williams & Martinez, 2014), limited attention given to explore indigenous women entrepreneurship as a research topic.

Regardless all of this valuable work much remains unrevealed about indigenous entrepreneurship, particularly in terms of Southeast Asia's context and different pressing areas such (access to) resources and markets, and societal acceptance and appreciation. Against this background, the book will provide an in-depth exploration of indigenous entrepreneurship and challenges by scholars and practitioners thereby expanding our awareness, while addressing ways to make businesses more inclusive and sustainable in the long term. The book welcomes chapter contributions of any methodological nature (e.g., quantities, qualitative and mixed-methods studies, as well as case studies, literature reviews, research notes, viewpoints and policy-practitioner short-form reports) and the editors are particularly keen on receiving works done by scholars and experts of Southeast Asian and entrepreneurship studies.

Illustrative chapter subjects (not limited too):

- Self-help communities and enterprising individuals
- NGOs in support of indigenous entrepreneurs
- People and products: Emerging out of competitions and discriminations
- The transformation of street hawking to Audi retailers in Indonesia
- China's Belt and Road Initiative and its role in indigenous entrepreneurial communities
- The Batak entrepreneurs: Trading crafts & developing networks
- Karen borderland communities and the tourism trade
- Malaysian Bumiputras and shopping small business
- Traditional Jamu practices for modern Malay virtues and commercialization
- Strategies of indigenous entrepreneurs who preserve their communities from climate change
- The digital Samurais of the Hmongs of Highland Laos
- A new generation of indigenous leadership succession in the AirBnB hospitality industry
- Government policies enabling rural indigenous entrepreneurs in the Philippines
- Indigenous entrepreneurs as successful role models

Timeline:

- 1 February 2023: Abstract submission (300 – 500 words; 5 key words).
- 1 April 2023: Notification of accepted abstracts.
- 1 July 2023: Full paper submission (6000 – 7000 words, including references, tables, figures and appendices).
- 1 September 2023: Notification of review reports on full paper.
- 1 November 2023: Revised and proofread full paper submission.
- 1 December 2023: Delivery of final typescript.

Editors: Emiel L. Eijdenberg, Thirumaran K, Pengji Wang and Caroline Wong

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We look forward to receiving your abstracts!

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