

**Keynote for the Responsible Management Unit & Leadership Unit: University of Waikato, 6th
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**The role of culture and identity for economic values: A quantitative study of Māori
attitudes**

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Abstract

How does cultural identity matter for Māori economic decision-making? Te Rangahau o Te Tuakiri Māori me Ngā Waiaro ā-Pūtea/The Māori Identity and Financial Attitudes Survey, or MIFAS, aims to address this question. The MIFAS is the first large-scale nationwide study of Māori aged 18 and over, that aims to correlate personal cultural beliefs and practices to economic choices. This presentation describes the theoretical underpinnings of the MIFAS in Identity Economics and explains the process by which Western methods and methodology are used to explicate the relationship between Māori identity and economic activity. Using Houkamau and Sibley's Multi-dimensional Model of Māori identity (MMMICE) as a framework and drawing from the recently collated MIFAS data set (n=7019) the paper identifies systematic differences in Māori economic beliefs and relates these to various aspects of Māori cultural identity. Evidence for differential economic values will be presented and linked to different sub-groups in the Māori population. It is argued that traditional cultural values continue to play a pivotal role in shaping Māori behaviours and attitudes despite 170 years of colonisation.

Themes: Wellbeing and inequality, Culture, indigeneity and wellbeing (incorporating Māori wellbeing), Wellbeing: policy and practice

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