

Editors' Introduction

Warren Weir and Wanda Wuttunee

In this issue, writers continue to share interesting and innovative research on a variety of topics key to better understanding Aboriginal community, economic, business, and entrepreneurial development. The four articles profiled in this section of JAED relate to Aboriginal wineries in New Zealand and Canada, job satisfaction and Indigenous labour mobility, the First Nation social economy, and accountability in the Aboriginal gaming industry.

In the first piece, Missens, Dana, and Yule compare and contrast entrepreneurial activities in Indigenous communities located in Canada and New Zealand. Highlighting the value of Aboriginal communities becoming involved in “non-traditional” activities, the authors analyze the activities of two Indigenous communities involved in the wineries industry. They conclude that, while the activities were similar in that entrepreneurship seemed to be a collective activity, there are differences in the objectives, or purposes, of the two enterprises. The authors also explore the idea of social and psychological acculturation as a factor in the success of Indigenous entrepreneurial activities. Social and psychological acculturation refers to the “psychological and behavioural changes that an individual experiences as a result of sustained contact with members of other cultural groups”. This theory suggests that as acculturation increases, associations with culture, identity, and community and family relations will decrease.

In the second article, Gayle Broad shares her reflections on the First Nation social capital derived from her involvement with a major project that took place in and with several First Nation

communities in the 1990s. Broad's article discusses the social capital, the social economy in the First Nation context, and the original project. The project, called Understanding the Strengths of Indigenous Communities (USIC), was well profiled in the communities and institutions involved, but it did not get much airplay in the larger realm of Aboriginal economic development in Canada. In her article, social capital is defined as "the networks of social relations that provide access to resources and support that exist both internally within communities and in external networks between and among different communities".

In the third article, Christopher Adams attempts to "shed a little bit more light on the topic of mobility among Aboriginal people, especially among those who are employed full-time and not residing on-reserve". He surveys why Aboriginal labour becomes mobile, by focusing on job satisfaction and job security in relation to status, gender, age, level of education, and residency.

In the fourth and final piece in this section on research, Yale Belanger examines the relationships that exist between public trust, corporate identity and reputation, consumer trust, and the economic success of Aboriginal enterprises and businesses. His analysis is based on an historical examination of activities related to the Saskatchewan Indian Gaming Authority (SIGA) during 2000–2004. He suggests that the separation of Aboriginal politics and business is a strategy that can enhance consumer confidence and trust, leading to economic success and a positive and sustained corporate image.