

**Global Economics, Cultural Entrepreneurship,
and Post-Colonialism: Sustainability, Vulnerability,
and Disability in the New World Economy**

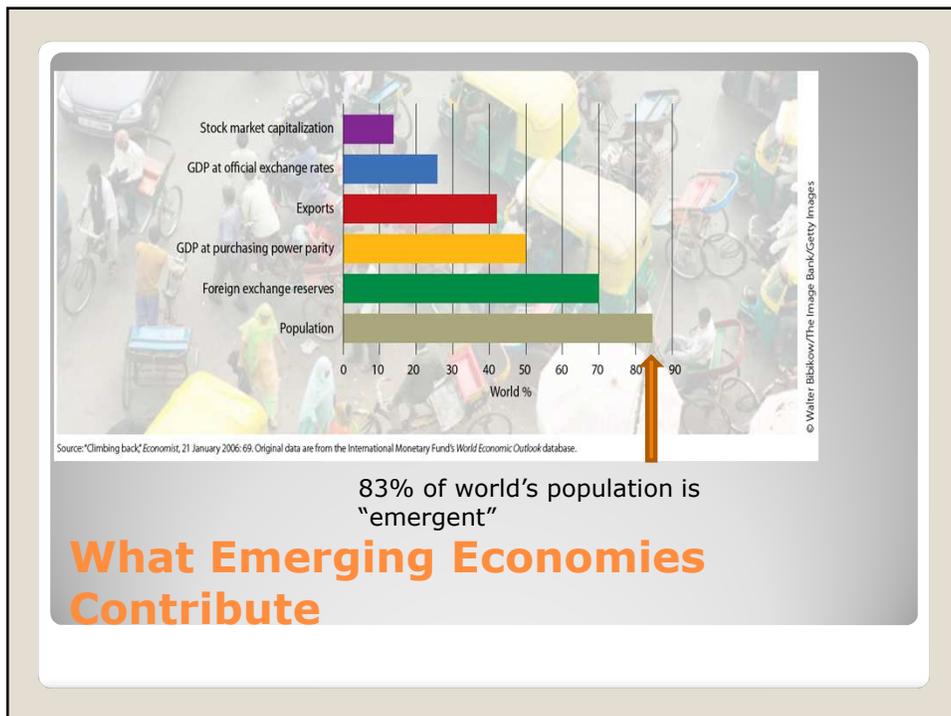
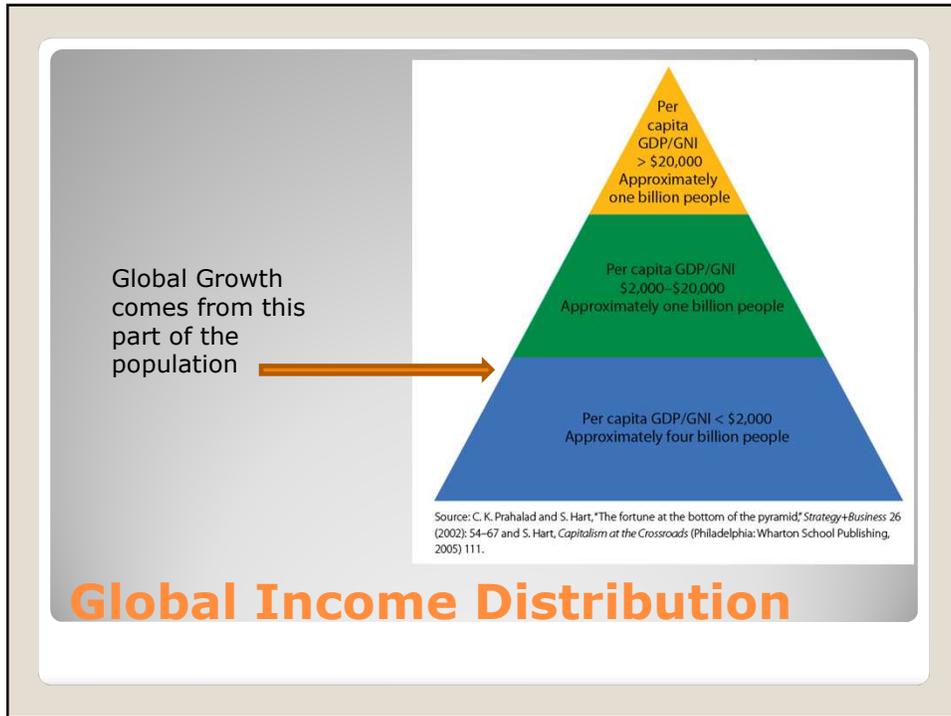
MJR Montoya
Assistant Professor
Anderson School of Management
University of New Mexico

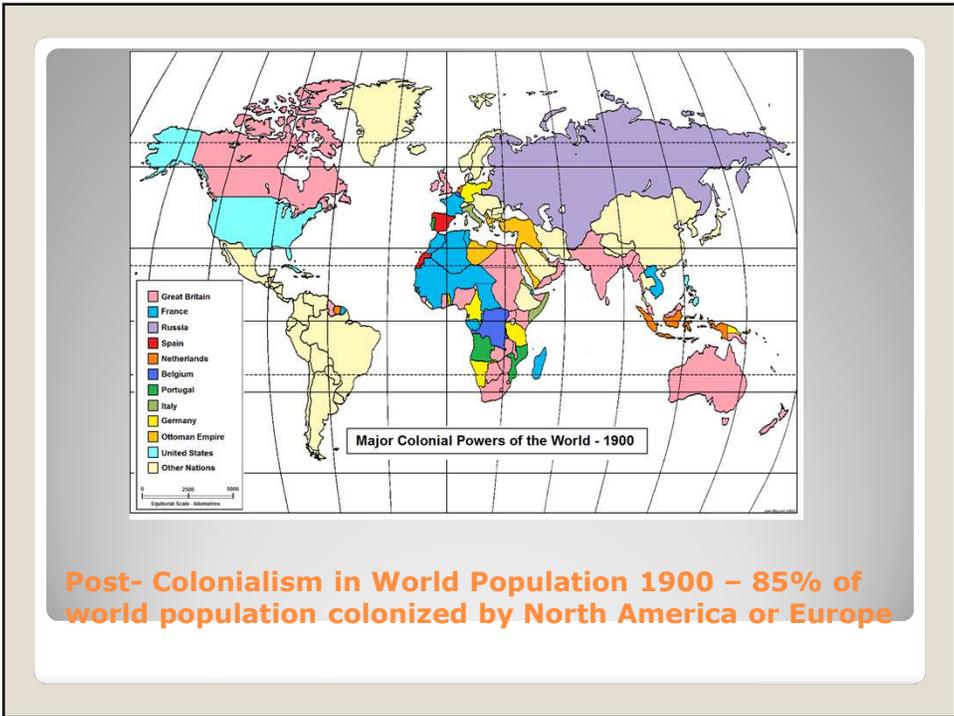
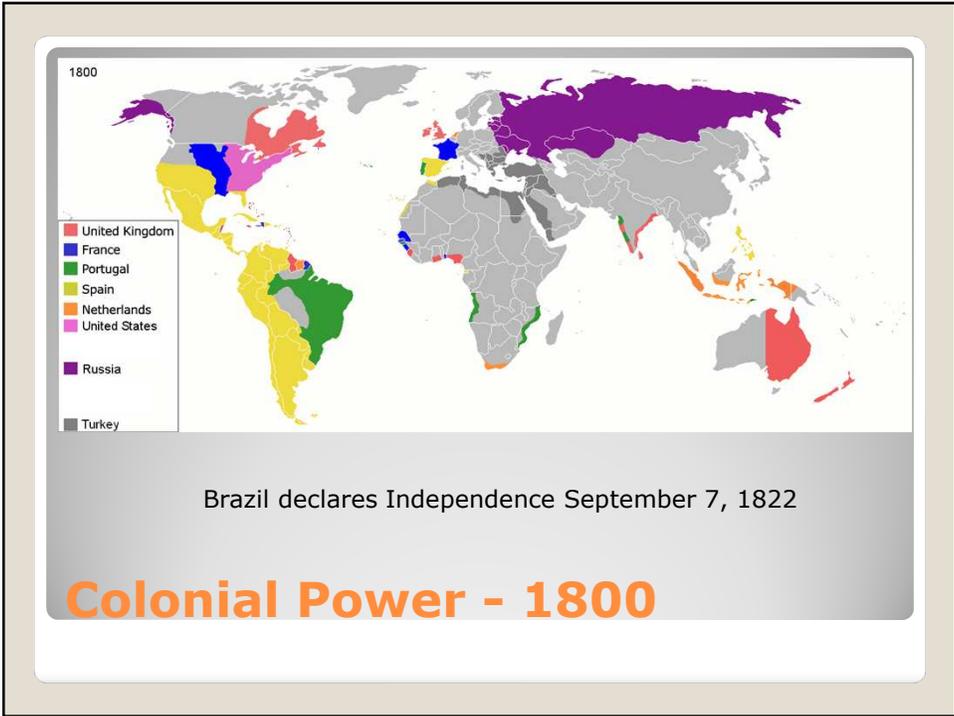
Contributors:
Alexandre Balay
Tim Borrer
Lindsay Laine
Audriana Stark
Jennifer Schwartz
Merve Yildirim

SUDI Conference, 2012
Manaus, Brazil

- Brazil, Russia, India, China, South Africa
- "sub-BRIC" economies
- Large populations that at the bottom of the "income distribution pyramid"
- Come from places where ancestral economies are vital to community identity
- Are located near massive natural resources.

**Emerging Economies are fueling
most of global growth in the
Global Economy**





95% of all populations with emerging economies have had a modern colonial encounter

Within 250 years

Nation-states are only 350 years old

Have ancestral cultures that predate modern political institutions

Colonization and Emerging Economies

- Either indigenous populations or produced as a result of colonial encounters.
- U.N. Definition: Indigenous communities, peoples, and nations are defined by the United Nations as "those which, having a **historical continuity** with pre-invasion and pre-colonial societies that developed on their territories, considered themselves distinct from other sectors of the societies now prevailing in those territories, or parts of them. They form at present **non-dominant** sectors of society and are determined to preserve, develop and transmit to future generations their ancestral territories, and their ethnic identity, as the basis of their continued existence as peoples, in accordance with their own cultural patterns, social institutions and legal systems." *Study of the Problem of Discrimination Against Indigenous Populations*, UN Doc. E/Cn.4/Sub.2/1986/ 7Add.4, para.379 (1986)

World's emerging population is postcolonial

- Explains the social, cultural, and political ramifications of progress in the 21st century to most of the world's population.
- Power – why is most of global growth fueled by population (labor) and what are the effects of that growth to ancestral culture?

The importance of incorporating post-colonial theory to economics

- It unifies most of the world's population more meaningfully than any other global identity.
- Sustainability in the world economy relies on unified global consciousness. Ancestral culture provides a meaningful part of that consciousness.

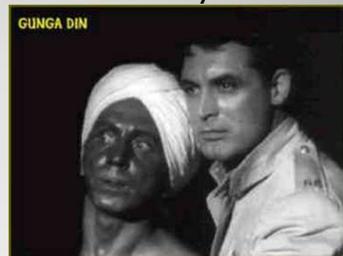
Why is ancestral culture important to the world economy?

- Has become popular in new millennium.
- Focuses on celebrating cultural practices as a sustainable economic endeavor
- “Eco-tourism”
- Has limited success among ancestral communities
- Does not have “buy in” by younger generations who desire other opportunities.

Cultural Entrepreneurship



- About power dynamics, dependency, and self-determination.
- Shows how dependency is culturally reproduced
- Reveals the fracturing of ancestral identity



Post-colonial theory

- Alterity, or “Othering” is the process whereby and individual or group is made to feel excluded or irrelevant to a larger problem.
- “Struggling” for rights often reinforces alterity.
- Some post-colonial theorists suggest that producing the “us vs. them” attitude recreates the old colonial power dynamic. (Memmi- *The Colonizer and Colonized*; Said - *Orientalism*)

Alterity and Othering

- Re-establishing relevance for these communities, and for a larger audience requires “the memory and forgetting” associated with self-determination.
- How does ancestral culture become relevant again for communities?
- How does it avoid “Othering” itself in the process?

Power and Relevance

- Human Rights scholars refer to alterity as a determinant of vulnerability in societies.
- Vulnerable populations (UN definition) are those populations that are susceptible to mental or physical harm as a result of natural occurrences or socio-cultural phenomena that expose an individual or group to harm and prevent self-determination.
- "Disability, is the colonization of the body by the conventions of embodiment, an attitude that assumes that the world has to work a certain way, and that bodies – individual or communal – must all function according to one socio-cultural code or value." (Montoya, 2011).

Disability and Vulnerability

- Interdisciplinary studies such as post-colonial theory adds value to the concept of cultural entrepreneurship and to the fundamental challenges of using culture as an economic driver in the 21st century economy.
- Cultural entrepreneurship is a means of avoiding conventional disputes about coloniality and power, can frame new and relevant processes for communities that are capable of becoming globally relevant.

Final Remarks