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**Lupe Fa'alele: Releasing the Doves:
Factors affecting the successful operation
of Samoan Businesses in
New Zealand.**

A thesis presented in fulfillment of the requirements
for the degree of Doctor of Philosophy in Sociology.
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DEDICATION

I dedicate this thesis to my late grandmother Vaolele Vaoiva Tofilau who has passed before the completion of this study. You motivated me to keep going and cheered me on this journey from beyond. This is for you.

ABSTRACT

This thesis explores levels of Samoan entrepreneurship in New Zealand. It identifies unique challenges and opportunities Samoan entrepreneurs face when establishing businesses in a migrant setting. There is a growing body of knowledge in New Zealand on ethnic businesses, in particular, what constitutes an ethnic business, what facilitates and impedes their success, and the contribution they make to the New Zealand economy. Samoan entrepreneurship, however, remains an academic terra nova. Little is understood about what Samoan entrepreneurship looks like; is there a typical Samoan business, for example; what sorts of challenges do they face when negotiating and navigating cultural and business challenges in the New Zealand business environment; and what does this all mean in terms of success in both the business and community contexts? This thesis considers a qualitative research approach to investigate the lived experiences of Samoan entrepreneurs in New Zealand. The research draws on the experiences of fifteen male and six female Samoan entrepreneurs. The participants interviewed for this study included entrepreneurs who were born and educated in Samoa, those born in Samoa and partly educated in both Samoa and New Zealand, and entrepreneurs born and educated in New Zealand. The research examines how entrepreneurs differ from one another in the way they operate their businesses and the manner in which they negotiate their obligations towards family, religion, community and business responsibilities. Earlier literature on ethnic entrepreneurship has emphasized the importance of ‘social embeddedness’ of entrepreneurs in their social and community networks as key factors in operating a successful business. This study however looks to build on and extend this concept to a mixed embeddedness focus that highlights the combination of cultural, institutional, structural elements of the business environment and relevant strategies that entrepreneurs use to create a successful business. The findings in the study emphasize that the mixed embedded approach produces more successes and a variety amongst Samoan entrepreneurs especially when they negotiate the requirements of both *fa’a-sāmoa* in conjunction with the institutional and the regulatory responsibilities of the New Zealand business environment. The implications of these findings would be valuable for other migrant operated businesses in New Zealand.

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Glossary of Samoan words

<i>aganu'u</i>	Sāmoan culture and traditions
<i>ali'i</i>	high chief or titular chief
<i>āiga</i>	the nuclear and extended family unit
<i>āiga potopoto</i>	extended kin group
<i>aitu</i>	spirit
<i>ālofa</i>	compassion, also payments for Congregational Church pastors
<i>amio fa'atamāli'i</i>	noble ways and behaviour
<i>ae taga'i</i>	to view or observe
<i>āoga a le faifeau</i>	pastor's school
<i>asiga malaga</i>	visitation to a travelling party
<i>aso fanau</i>	birthdays
<i>aualuma</i>	unmarried, widowed or separated women of a village
<i>aumaga</i>	untitled men who provide service to the village
<i>EFKS</i>	Ekalesia Faapotopotoga Kerisiano Samoa
<i>fa' aāloālo</i>	courtesy respect and politeness
<i>fa'afaletui</i>	special meetings called by executive <i>mātai</i> to discuss matters of great importance for the village
<i>fa'aipoipoga</i>	wedding
<i>fa'akomiti</i>	women committee activities
<i>fa'alupega</i>	expression and recognition of chief titles and genealogical origins
<i>fa'alavelave</i>	lifecycle events or cultural events that involve the exchange of goods
<i>fa'ali'i</i>	getting angry or annoyed
<i>fa' amavaega</i>	departing occasion
<i>fa' amātai</i>	mātai system
<i>fa'amanuiaga</i>	blessings
<i>fa'amaualuga</i>	boastful
<i>fa'asalaga</i>	penalty imposed by the village fonu
<i>fa'a-sāmoa</i>	Samoan customs, traditions and its institutions
<i>fa' atamāli'i</i>	behaviour suitable for the aristocrats
<i>fa'aulaula</i>	teasing and pestering
<i>faifeau</i>	church minister

<i>fale</i>	Samoan house
<i>faletua ma tausī</i>	chief's wives
<i>faufautua</i>	advise and consult
<i>feagaiga</i>	covenant between a brother and sister. Used in religion to refer to the relationship between ministers and their congregations or the village and the church
<i>fia-palagi</i>	wanting to be western
<i>foa'i</i>	gifts for the pastor
<i>fono</i>	meeting
<i>fono a tina</i>	womens meetings
<i>fuaō</i>	gunnets
<i>galu</i>	wave or breakers
<i>ia seu</i>	to direct
<i>itūmalo</i>	district
<i>lotu</i>	church or religion
<i>lotonu'u</i>	serving ones village
<i>lupe fa'alele</i>	dove in reference to (Genesis 8:11).
<i>mafutaga a aiga</i>	family gathering for special events
<i>maliu</i>	funeral
<i>mālofie</i>	Association of tattooed men and women or the pe'a
<i>manu</i>	birds
<i>mātai</i>	chief or titled person
<i>Nafanua</i>	Samoan Goddess
<i>nu'u</i>	village or polity with its own precedence
<i>palagi</i>	a white person
<i>peleti</i>	money payments for Methodist pastors
<i>puiāiga</i>	a closely related family group
<i>saofa'i</i>	conferring of matai titles
<i>laoa</i>	term for the resident of the talking chief or tulafale
<i>lau susuga</i>	respectful addressing for many ali'i titles
<i>talanoaga</i>	conversation either formal and informal
<i>tapuaiga</i>	religion
<i>taulele'a</i>	untitled men who serve the village requirements
<i>tautua</i>	Services to family by untitled persons

<i>tausi-āiga</i>	continuous service for the family
<i>tausi-feagaiga</i>	serving the church pastor
<i>tausi-nuu</i>	committing and providing services to ones' village
<i>tulāfale</i>	talking chief or orator
<i>tusigaigoa</i>	village census, a fundraising mechanism used by villages and churches to raise funds for church projects
<i>uo uo foa</i>	friends at times and bleeding heads the next
<i>va-fa'aleaiga</i>	family connections
<i>va-feāloāloa' i</i>	mutual respect in all socio/political relationships