



MANU AO
Academy

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Chellie Spiller

Relational well-being and wealth: Māori businesses and an ethic of care

Chellie shares her presentation given at the Academy of Management Conference, Montreal, in August 2010. The conference theme was *Dare to Care: Passion and Compassion in Management Practice and Research* and Chellie's paper highlighted that care is at the heart of the Māori values system, and calls for humans to be kaitiaki of the mauri in each other and in nature. The relational Well-beings approach that emerged from four in-depth case studies of Māori tourism businesses, demonstrates how these businesses create spiritual, cultural, social, environmental, and economic well-being. A Wellbeings approach entails praxis, which brings values and practice together with the purpose of consciously creating well-being, and in doing so, creates multi-dimensional wealth. Thus, Māori values inform the creation of multidimensional relational well-being, and the value-embodied in relationships can accrue to become the value-added proposition of the firm in the marketplace and the wider world.

Chellie is Ngāti Kahungunu, She has submitted a PhD in Management and International Business at the University of Auckland, and is currently a Te Wheke a Toi Post Doctoral Fellow at Te Ara Poutama, AUT University. Chellie holds a Master's degree in International Relations specialising in world affairs including political strategy, the world economy and society. She has extensive corporate experience in tourism management and marketing roles and during her wide-ranging tourism career Chellie developed tours to diverse places such as Irian Jaya, North Korea, Kalimantan, China, Bhutan, India and Vietnam. Her doctoral research is in the field of Māori cultural tourism and shows how Māori cultural tourism businesses create authentic and sustainable well-being. Her current research interest is Māori spirituality at work.