

## **Native American Cultural Capital and Business Strategy: The Culture-of-Origin Effect [Abstract]**

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This commentary examines the use of American Indian culture in the strategic marketing of goods and services produced from within the American Indian community. Building on concepts from multiple academic disciplines, we introduce a new construct for this practice: the "culture-of-origin" effect. Specifically, the culture-of-origin effect is the strategic use of one's cultural identity as a resource that increases the value of one's products. Moreover, we explore the ethical ramifications of exploiting one's cultural identity for capital gain by highlighting the quandary that emerges when individuals seek to profit from a resource (cultural capital) that belongs collectively to the tribe.

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