



NAVIGATING CULTURE AND COMMERCE: LOCAL ENTREPRENEURS' EXPERIENCES IN COMMERCIALIZING INDIGENOUS PRODUCTS FOR INCLUSIVE ECONOMIC GROWTH

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ABSTRACT

This study explores the intersection of culture and commerce by examining how indigenous entrepreneurs integrate traditional products into contemporary markets while maintaining their cultural identity. Guided by a qualitative descriptive design, semi-structured interviews were conducted with five entrepreneurs to investigate indigenous products not merely as sources of livelihood but as carriers of heritage. The analysis focused on the strategies employed to sustain entrepreneurship, the resulting outcomes in local markets, and the role these initiatives play in reinforcing cultural resilience. Findings reveal that products such as woven textiles, beadwork, bamboo crafts, and traditional foods serve a dual purpose: they function both as economic commodities and as cultural symbols. Many entrepreneurs have begun combining traditional craftsmanship with modern strategies, including digital marketing and strategic collaborations, to broaden their reach and enhance profitability. While market participation has contributed to tourism growth and local employment, challenges persist, particularly in terms of limited access to raw materials, insufficient legal protection, and logistical constraints. Framed within the Input-Process-Output (IPO) model, the study underscores that entrepreneurship rooted in cultural authenticity fosters inclusive economic development while safeguarding intangible heritage for future generations.

Keywords: Indigenous products, entrepreneurship, cultural preservation, inclusive growth

INTRODUCTION

In recent years, global conversations on sustainability and cultural preservation have drawn attention to the dual economic and symbolic importance of indigenous products. More than just material goods, traditional crafts, heirloom foods, and heritage-based services embody living traditions, collective memory, and ecological knowledge passed down through generations (United Nations, 2020). These products reflect both artistry and identity, carrying deep cultural meaning while also presenting opportunities for market expansion. However, the path toward

commercialization remains complex, especially in contexts where indigenous communities contend with systemic barriers such as inadequate infrastructure, limited financing, and exclusion from mainstream markets (George, Corbishley, & Tihanyi, 2023).

In the Philippines, entrepreneurs engaged in indigenous industries often find themselves balancing two roles: cultural guardianship and business leadership. Their enterprises go beyond generating income, serving also as avenues for cultural education and resilience. This is particularly evident in Davao, a region known for its

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cultural diversity, where entrepreneurs skillfully merge ancestral traditions with modern marketing practices. Still, their efforts are challenged by issues like resource shortages, sensitivities surrounding cultural representation, and concerns over misappropriation (Smith & Darko, 2021).

While existing studies tend to focus on policy frameworks and institutional mechanisms supporting indigenous enterprises (Banigued, 2021), fewer examine the everyday realities of entrepreneurs as they navigate these tensions. This study seeks to address that gap by centering on their experiences in the Davao Region. Using a culturally responsive perspective, it investigates how local entrepreneurs commercialize indigenous products in ways that safeguard authenticity, while at the same time contributing to livelihood security and inclusive economic growth.

OBJECTIVES OF THE STUDY

The primary objective of this study is to examine how indigenous products can be effectively commercialized through entrepreneurial practices while maintaining their cultural authenticity. Specifically, the study aims to: 1) Identify indigenous products that embody and reflect the cultural identity of the community; 2) Analyze the entrepreneurial strategies employed to promote, sustain, and expand the reach of these products; 3) Assess the market outcomes resulting from such strategies in terms of income generation, visibility, and community participation; 4) Determine how entrepreneurial initiatives contribute to the preservation and intergenerational transmission of indigenous knowledge, skills, and traditions. This study also aimed to generate insights that balance economic advancement with cultural safeguarding, offering a framework for inclusive and sustainable local development.

METHODOLOGY

This study employed a qualitative descriptive design to examine indigenous entrepreneurship in the Davao Region. Purposive sampling was used to identify local entrepreneurs engaged in crafts, textiles, and food products that embody cultural heritage. Data were collected through semi-structured interviews, supplemented by field observations to capture production processes and community practices.

Interview data were transcribed and subjected to thematic analysis to identify patterns across four dimensions: cultural identity, entrepreneurial strategies, market outcomes, and cultural preservation. Ethical considerations were strictly observed. Informed consent was secured from all participants, who were assured of voluntary participation, confidentiality, and the right to withdraw at any time. Cultural sensitivity was maintained by engaging community leaders before data collection and ensuring that findings were presented accurately and respectfully.

RESULTS AND DISCUSSION

1. Indigenous Products as Embodiments of Cultural Identity

The findings of this study revealed how indigenous products were deeply embedded within the cultural, social, and economic lives of the participating communities.

1.1 Preservation and Transmission of Cultural Identity

One of the most prominent themes to emerge from the study was the preservation and transmission of cultural identity, underscoring participants' deep connection to their heritage and their responsibility as keepers of tradition. Whether expressed



through textiles, tools, food, or adornments, many described their crafts as ancestral legacies handed down across generations and ethnic groups. This intergenerational sharing helped ensure that traditional practices remained an integral part of the community's cultural life.

A Maranao artisan explained, "*Ako bilang Maranao... galing pa sa mga ninuno... iba-iba, merong galing sa Marawi at T'boli,*" emphasizing how heritage often carries influences from multiple ethnic origins. Another participant reflected, "*Kaning mga bolo... namana hangtod karon,*" showing how traditional farming tools retain their relevance and symbolic value over time. Culinary traditions also surfaced as markers of identity, as one respondent shared, "*Ang aming pastil... pagkain lalo na sa Maguindanao... nadala sa Davao,*" illustrating how regional dishes travel and connect communities. Similarly, the remark, "*Bagobo Klata... beads parti sa kasuotan... sauna,*" highlights beadwork's enduring role in traditional attire and cultural expression.

These accounts resonate with UNESCO's (2003) view that intangible cultural heritage, such as craftsmanship, culinary traditions, and ornamentation, serves as a vital foundation for maintaining cultural diversity and strengthening community identity. Scholars argue that these traditions are not fixed or unchanging; instead, they persist through what Smith (2006) describes as adaptive continuity, where cultural practices are preserved while also adjusting to social transformations. The participants' stories illustrated this dynamic process, showing that heritage was not simply preserved as a memory of the past but actively lived and reinterpreted in ways that shape present identities.

1.2 Community-Based and Symbolic Craftsmanship

Participants repeatedly highlighted the communal character of indigenous

production and the symbolic meanings embedded in their crafts. Artisans described how different groups work together, exchange knowledge, and preserve traditions that carry profound cultural narratives. This collective approach not only sustains the continuity of the crafts but also nurtures a strong sense of shared identity and belonging.

One artisan noted, "*Mga weaver...lumad...T'boli...Maguindanaon... Manobo,*" pointing to the collaborative participation of multiple indigenous and Moro communities in sustaining production. The symbolic dimension was echoed in another account: "*Dream weavers... pattern has meaning... tradition,*" underscoring that designs are not merely decorative but serve as carriers of stories, beliefs, and historical memory. A participant further explained, "*Gina-use for celebrations... daily life...special occasions,*" emphasizing how these products are woven into both ritual life and everyday practice.

These narratives align with existing scholarship, which underscores that indigenous craft production serves both social and symbolic purposes, reinforcing cultural connections while facilitating the exchange of knowledge across generations (Anderson, 2010). The designs and motifs embedded in these crafts often act as "visual languages" that communicate values and stories (Clifford, 2013), positioning them not merely as economic commodities but as powerful expressions of cultural resilience.

1.3 Sustainable and Adaptive Indigenous Production

Sustainability and adaptation emerged as key themes, especially in relation to material use and the survival of artisanal knowledge. Many participants shared that they rely on locally available natural resources such as bamboo, rattan, and banana fibers, but also acknowledged the need to adjust to shortages by incorporating commercial alternatives. This reflects both



an ecological awareness and a practical flexibility that helps keep production ongoing.

One artisan described this practice: *“Mao ning mga ratan og kawayan... ako kabalo man ko magbuhat...native products,”* illustrating the skillful transformation of raw local materials into functional crafts. Another participant highlighted adaptation, saying, *“Banana fiber...balud...sinulid...beads dati plants,”* which points to the gradual shift from organic materials toward substitutes when resources become scarce. Yet, concerns over continuity surfaced as well, with one remark noting, *“Since 1949...100 years...long tradition but declining due to fewer practitioners,”* raising fears about the dwindling number of younger artisans willing to carry on these traditions.

Scholarly work supports these observations, emphasizing that sustainable indigenous production depends not only on responsible resource management but also on the vitality of cultural knowledge and skills (Hodges & Meffert, 2011). While adaptive resource use can strengthen resilience, the long-term survival of these practices remains at risk if generational transmission declines (Hobsbawm & Ranger, 1983). The experiences shared by participants highlight this delicate balance between ecological sustainability and the cultural continuity of artisanal traditions.

2. Entrepreneurial Pathways for Promoting and Sustaining Indigenous Products

Participant narratives revealed that while traditional practices remain central to their identity, there was a growing openness to innovative strategies that enhance market competitiveness.

2.1 Utilization of Digital and Traditional Marketing Channels

Participant accounts revealed a hybrid marketing approach, where digital platforms were used to expand customer reach while traditional selling methods anchored in community networks remained central. For some artisans, opening a Facebook account created opportunities to engage with buyers outside their locality: *“Meron kaming ginawang Facebook account,”* and *“Naa mi Facebook para kung naa mag inquire, mag message sila daan bago muanhi para makita.”* Social media enabled them to handle inquiries, receive advance orders, and gain visibility at little cost.

At the same time, several, particularly older artisans, continued to depend on direct, in-person transactions: *“Dito lang, wala kaming Facebook kasi matanda at di kami gumagamit nun,”* and *“Ginadayo mangud ni og daghan gihapon mamalit.”* This contrast illustrates selective adoption of technology, reflecting variations in age, digital literacy, and access. Such patterns echo Rahadi and Abdillah’s (2013) observation that while social networking is an effective tool for promotion, its uptake is uneven. More recently, Dalal, Bhattacharya, and Chattopadhyay (2024) suggest that combining face-to-face transactions with gradual exposure to e-commerce can preserve customer trust while supporting artisans’ transition into digital markets.

2.2 Aspiration for Market Expansion and Product Diversification

Artisans voiced strong aspirations to enter international markets and adjust their product lines to remain competitive. This was evident in remarks such as *“Gusto namo ni ma introduce sa international market kay wala pa ni na design”* and *“Kani sya sir flooded na mangud sa market (beads), kami karon ang gina focus kaning lomboy, export quality. Going to Hawaii or the US.”* These statements highlighted their proactive strategy of moving away from oversaturated



items and instead prioritizing distinctive, export-ready products.

Their responses also revealed an awareness of branding and product presentation. For example, one artisan admitted, *“Simple lang... plastic,”* while another explained, *“Naga customize kasi kami... like ito may customer namin pinasadya nya...”* Such practices show attempts to balance practicality with personalized service.

Environmental consciousness was likewise reflected in packaging choices: *“Like yung mga use ng packaging, eco-bag pa rin and mga paper bag.”* This approach resonates with APEC’s (2022) assertion that eco-friendly branding can enhance market appeal both locally and internationally. Moreover, the use of product customization supports competitiveness, consistent with IJTSRD’s (2024) findings on digital handicraft promotion. Taken together, these practices demonstrated how artisans blend cultural authenticity with market-driven innovation, striking a balance between preserving tradition and ensuring commercial viability.

2.3 Limited Institutional Support and Entrepreneurial Self-Reliance

The accounts of participants revealed little reliance on, or confidence in, government and institutional support. Some simply remarked, *“Wala pa,”* while another expressed frustration, *“Kapoy kaayo gobyerno.”* Although artisans comply with regulatory requirements, *“Wala tay training or support pero active kaayo mukolekta tax,”* they noted the absence of meaningful assistance such as training or market linkage programs.

As a result, most relied on self-initiated strategies to sustain and grow their enterprises. This echoes Dalal et al. (2024), who point out that bureaucratic inefficiencies and uneven government follow-through often

discourage meaningful collaboration between artisans and public institutions.

The lack of structured support places the responsibility for marketing, financing, and product innovation squarely on the artisans themselves. While their entrepreneurial drive is evident, the absence of external backing reduces opportunities for scalability and threatens long-term sustainability.

3. Market Outcomes of Indigenous Entrepreneurship

The findings of this study shed light on the multifaceted realities of indigenous entrepreneurs who navigate the delicate balance between cultural preservation, economic necessity, and competitive market forces.

3.1 Improved Economic Outcomes

The adoption of entrepreneurial strategies, such as leveraging digital marketing and participating in local trade fairs, was consistently associated with tangible gains in income, sales, and market reach. Respondents repeatedly linked these strategies to periods of high demand. One artisan shared, *“Mas daghan na mi customers karon labi na kung fiesta ug season sa wedding,”* pointing out how sales often increase during festive periods and wedding seasons. Another explained, *“Nakatabang gyud ang Facebook kay naa mi mga buyers bisan gikan sa layo,”* emphasizing how online platforms help attract customers from outside their locality. These experiences resonate with Gali, Inocian, and Golidan (2022), who stress that digital tools widen the market reach of indigenous goods and generate new income opportunities without the need for physical expansion. Similarly, Donovan and Poole (2014) note that stronger market linkages and improved promotional channels can



significantly boost the earnings of small-scale producers and artisans.

At the same time, participants acknowledged that such gains are not always consistent. One recounted, "*Pag-pandemic, daghan kaayo orders... karon medyo mingaw na,*" showing how demand surged during the pandemic but later slowed down. This echoes Eversole's (2016) argument that rural and artisanal economies often experience fluctuating income patterns shaped by cultural events, tourism cycles, and broader economic shifts.

The accounts suggested that while digital marketing and other entrepreneurial innovations open promising opportunities, indigenous enterprises remain exposed to demand shocks and instability. Strengthening market diversification and building more structured partnerships with institutions could provide a safety net, helping artisans sustain their livelihoods despite these external pressures.

3.2 Production Capacity and Resource Constraints

While demand has grown, many participants pointed out that they are unable to take full advantage of these opportunities because of production constraints. A weaver described, "*Usahay, usa ka tela, abot pa ug unom ka bulan mahuman,*" showing how long and laborious it can be to complete a single piece. Others mentioned problems in sourcing raw materials, noting that rattan has become harder to find and increasingly expensive: "*Lisod na kaayo pangitaon ang rattan, ug kung naa man, mahal kaayo.*"

These difficulties mirror Kuah and Liu's (2020) observation that craft industries are highly dependent on limited natural resources and the specialized skills of artisans, which makes rapid scaling almost impossible. Rising labor costs add another layer of challenge, as one artisan shared, "*Dili mi makakuha ug daghang trabahante kay taas na ang sweldo.*"

As a result, demand often exceeds supply, creating a production bottleneck that risks unfulfilled orders and potential loss of customers. This challenge is further complicated by the cultural importance placed on handwoven and handcrafted goods. Introducing mechanized processes or outsourcing could increase output, but it may also diminish the authenticity that gives these products their cultural value (Forsyth, 2014). Taken together, these insights highlighted the need for stronger resource management policies and training initiatives that can safeguard traditional skills while supporting gradual, sustainable scaling to meet market opportunities.

3.3 Competitive and Market Challenges

Participants highlighted several recurring challenges in sustaining their enterprises, including strong market competition, imitation of their designs, and fluctuations in demand tied to seasons and events. One artisan voiced frustration: "*Gi-kopya lang sa uban among design,*" pointing to the lack of effective intellectual property mechanisms to protect traditional cultural expressions, a concern that UNESCO (2018) has consistently raised in its policy recommendations.

The COVID-19 pandemic further exposed these vulnerabilities, with some entrepreneurs forced to close their shops during lockdowns: "*Napugos gyud mi pagsira sa tindahan kadtong lockdown.*" Others emphasized how sales are often dependent on community gatherings and festivities, as one noted: "*Kung walay event, murag mingaw ang halin.*" These accounts are consistent with Liu's (2018) observation that many small craft-based businesses depend heavily on tourism, festivals, and similar occasions, making them particularly susceptible to disruptions when such events are suspended.

At the same time, some respondents saw potential in proposed government projects,



such as the creation of a dedicated “tribal village” tourism hub: *“Kung madayon ni, daghan gyud siguro turista ug buyers.”* Such initiatives could attract steady streams of customers, improve cultural visibility, and provide educational opportunities for visitors. However, as Peredo and Chrisman (2006) caution, without careful management, these projects risk sliding into over-commercialization, thereby weakening the cultural meaning of indigenous products.

Overall, the narratives illustrated a delicate balance between opportunity and constraint. Expanding market reach has opened new income channels, yet structural barriers such as production limits, copycat competition, and seasonal volatility hinder long-term growth. Addressing these issues required integrated strategies, including: market diversification to reduce reliance on seasonal events by exploring institutional and export markets; resource and skills preservation through sustainable raw material programs and apprenticeship initiatives; and policy reinforcement that strengthens legal protection for indigenous designs and supports tourism infrastructure. These findings echo Shepherd and Patzelt’s (2011) argument that sustainable entrepreneurship in indigenous communities must simultaneously safeguard cultural heritage while fostering economic progress.

4. Cultural Preservation through Indigenous Business Strategies

This study revealed that indigenous entrepreneurship functions as both an economic driver and a cultural preservation mechanism.

4.1 Strengthening Cultural Awareness and Transmission

The respondents consistently emphasized that their involvement in indigenous product making has contributed

to strengthening community awareness of traditional culture. This awareness was not only conveyed through the tangible crafts themselves but also reinforced through events and institutional practices that highlight indigenous identity. As one artisan noted, *“Mas nakilala lalo na ngayon na require every Monday ang Filipiniana,”* illustrating how structured practices in schools and workplaces enhance cultural visibility. Another explained, *“Maremind ang older generations na existing gihapon ning mga kinaraan og ma introduce sa young generation,”* highlighting how these products function as living reminders of heritage that resonate with both older and younger members of the community.

These insights echo Bessant, Öberg, & Trifilova (2015), who argue that innovation anchored in cultural traditions deepens community connections by embedding heritage into everyday life. Within this study’s context, the prominent display of indigenous clothing and crafts in schools, ceremonies, and public gatherings generates renewed interest in cultural identity. This reflects the arguments of López-Bayón, González-Álvarez, and Vélez (2018), who contend that the authenticity of locally produced goods, crafted from materials such as bamboo, rattan, and *amakan*, offers both cultural distinction and competitive advantage in global markets. By tying products to place-based traditions, indigenous entrepreneurs nurture cultural pride while simultaneously broadening their market reach.

Moreover, the participants’ accounts revealed that this awareness-raising role extends beyond symbolic recognition. The practice of wearing indigenous attire in formal or institutional spaces sparked dialogue among younger generations about the history, meaning, and techniques behind these traditions. Such practices demonstrate that cultural entrepreneurship not only produces economic benefits but also serves as an informal mode of heritage education,



transmitting values and knowledge alongside physical goods (UNESCO, 2021).

4.2 Sustaining Traditional Skills through Intergenerational Transfer

A recurring theme in the interviews was that engaging in indigenous production was also a way of ensuring that traditional craftsmanship was handed down to future generations, particularly children and younger kin. As one participant expressed, *“Mapapasa sa anak kasi sya naman ang susunod na magbantay dito,”* while another noted, *“Pwede kaayo mapasa sa mga anak kung nay ganahan.”* These statements reflected both the aspiration to preserve skills within families and the recognition that continuity ultimately depends on the willingness and interest of the youth.

This observation resonates with Ratten and Dana (2019), who emphasize that family enterprises often play a central role in protecting intangible heritage, as their survival relies on maintaining traditional knowledge and methods. However, the participants also acknowledged that transmission of skills does not happen automatically; it requires deliberate teaching, mentoring, and sustained cultural involvement. Some also mentioned that younger relatives tend to pursue modern or higher-paying occupations, which may put the continuation of craft traditions at risk unless structured interventions such as apprenticeship programs are developed.

The idea of intergenerational apprenticeship is further supported by Ocampo, Yamagishi, and Alburo (2018), who argue that indigenous knowledge systems are deeply connected to ecological practices. For instance, one participant described the custom of harvesting bamboo based on lunar cycles, a practice that, while sometimes dismissed as superstition, actually contributed to the durability and sustainability of products. Losing such traditions would not only diminish craftsmanship but also erode

ecological wisdom that has been refined across generations. Thus, preserving these skills also means upholding the values of environmental stewardship embedded within them.

4.3 Embedding Cultural Symbolism and Practices in Production

Beyond their practical use, the respondents emphasized that their creations embodied strong symbolic and cultural significance. One artisan explained, *“Kani sa mga head dress... nay status sa society ang meaning,”* pointing to the way traditional items carry social codes and meanings. Another described the practice of harvesting bamboo in accordance with the moon phases, a custom that is now less common but was once vital for ensuring both quality and cultural alignment. These accounts highlight that the products are not merely material outputs but also vessels of intangible cultural heritage.

This perspective aligns with Littrell, Anderson, & Brown (1993), who noted that the authenticity of handicrafts is often rooted in the stories and symbolism embedded within them. Customer feedback in this study reflected similar sentiments: *“Uy naa pa diay ingon ani?... maremind sila”* and *“Positive kaayo ang approach sa mga customers.”* Such reactions reveal how traditional goods evoke nostalgia and pride, fostering emotional connections that can enhance customer loyalty (UNESCO, 2021).

Despite these contributions, respondents noted the absence of formal recognition or awards for their efforts to safeguard cultural traditions. This lack of institutional acknowledgment points to a gap between community-level initiatives and policy support. Without mechanisms to highlight and incentivize cultural preservation, there is a risk that the symbolic dimensions of production may weaken under market pressures that favor faster and more standardized outputs.



Taken together, the findings illustrated how indigenous enterprises fulfill multiple interconnected roles: they heighten cultural awareness in society, ensure the passing down of artisanal skills, and preserve symbolic traditions within products. Each of these functions supports the others; public awareness fuels demand, which sustains skill transmission, which in turn strengthens the embedding of cultural meaning. This cyclical process underscores that economic and cultural objectives in indigenous entrepreneurship are inseparable, a conclusion consistent with global studies on heritage-based enterprises (Ratten & Dana, 2019; UNESCO, 2021).

Ultimately, the findings pointed to the need for policies and programs that integrate cultural preservation into entrepreneurial support systems. This can be achieved by offering specialized training to younger artisans, establishing heritage certification systems to ensure the authenticity of products, and creating venues where cultural narratives are shared directly with consumers. Without these forms of support, there is a real danger that traditional knowledge and practices may gradually erode, despite the strong commitment of communities to safeguard their heritage.

CONCLUSIONS

The study's results highlighted the dual importance of indigenous products as sources of livelihood and as carriers of cultural heritage. These items embody the histories, identities, and everyday experiences of the community, serving not only as goods for exchange but also as vessels of storytelling and heritage transmission. More than commodities, they reflect a fusion of artistry, ecological awareness, and social practices that have been refined across generations.

More so, the approaches adopted by artisans and community leaders demonstrate that entrepreneurship and

cultural preservation can successfully coexist. When rooted in authenticity, business practices transcend mere income generation, serving also as vital instruments for safeguarding traditions, sustaining local livelihoods, and empowering communities. The resulting market outcomes indicate that financial success and cultural integrity need not be at odds; rather, they can complement one another by ensuring the continuity of traditional practices within modern economic systems.

Cultural identity is further reinforced when economic activities are consciously linked with heritage conservation. The apprenticeship model provides a pathway for younger generations to acquire traditional knowledge and skills, thereby ensuring continuity. At the same time, collaborations with local governments, NGOs, and the tourism sector expand opportunities for indigenous enterprises, enabling them to remain viable while retaining their cultural distinctiveness.

Overall, the study demonstrates that indigenous entrepreneurship, when shaped by cultural sensitivity and sustainability principles, can serve as a powerful driver of both socio-economic development and cultural resilience. This approach offers valuable lessons for other communities striving to embrace modern opportunities without compromising the preservation of their heritage.

RECOMMENDATIONS

Based on the conclusions drawn, the following recommendations are offered:

1. Expand market access by ensuring that indigenous producers have regular opportunities to participate in national and international trade fairs. Such efforts should be supported by logistical and financial assistance from local governments and relevant agencies, allowing communities to



showcase their products on a broader stage.

2. Develop digital literacy and e-commerce capacities among artisans and entrepreneurs through focused training programs. By strengthening their ability to use online platforms effectively, indigenous producers can extend their market presence beyond local areas and tap into regional and global demand.
3. Integrate cultural education into entrepreneurship development by embedding cultural values, heritage awareness, and authenticity safeguards into business training. This approach ensures that commercialization enhances rather than dilutes the cultural meaning of indigenous products.
4. Encourage community-based cooperative models that promote collective bargaining, resource-sharing, and equitable distribution of income. Such models not only strengthen economic resilience but also reinforce solidarity within indigenous groups.
5. Support intergenerational skill transfer by institutionalizing apprenticeship programs that engage younger members of the community in traditional craft-making. Structured mentorship will safeguard cultural continuity while also inspiring youth to see heritage-based entrepreneurship as a viable livelihood pathway.

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