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Pull Forces in Colombia for Portuguese Migrants

A Qualitative Study of Portuguese migrants and
expatriates in Colombia

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Abstract

This dissertation aims to study the pull forces in Colombia that motivate the migration of Portuguese citizens, starting by analyzing the migratory course between the two countries in order to gauge the motivations and challenges for this path.

Migration is a topic of extreme importance today and an intrinsic part of the culture of current societies. While there are migratory paths that cross the entire world, the present study focuses on the journey made from Portugal to Colombia. Therefore, a qualitative method of data analysis was used, using interviews with Portuguese migrants in Colombia and other secondary materials.

The results suggest that the main motivations for the exit of Portuguese from their country of origin are due to the lack of opportunities and low quality of life, mainly at the financial level. At the same time, it is possible to conclude that the great pull-factors in Colombia are precisely the growing volume of opportunities for professional development and for entrepreneurs, the economic benefits, as well as the Colombian environment and culture.

Keywords: Portugal, Colombia, migration, entrepreneurship, opportunity, pull forces.

Resumo

Esta dissertação tem como objetivo o estudo das forças de atração na Colômbia que motivam a migração de cidadão portugueses, começando por analisar o percurso migratório entre os dois países com a finalidade de aferir as motivações e os desafios para o mesmo.

A migração apresenta-se como um tópico de extrema importância na atualidade, e parte intrínseca da cultura das sociedades do momento. Com caminhos migratórios que se cruzam em todo o mundo, o presente estudo foca-se no percurso feito de Portugal para a Colômbia. Para tal, foi empregado um método qualitativo de análise de dados, com recurso a entrevistas a portugueses emigrados na Colômbia e outros materiais secundários.

Os resultados sugerem que as principais motivações para a saída de portugueses do seu país de origem prendem-se pela falta de oportunidades e de uma elevada qualidade de vida, maioritariamente no que toca ao nível financeiros. Ao mesmo tempo, é possível concluir que os grandes fatores de atração na Colômbia são, exatamente, o crescente volume de oportunidades para desenvolvimento profissional e para empreendedores, os benefícios económicos, e também o ambiente e a cultura colombianos.

Palavras-chave: Portugal, Colômbia, migração, empreendedorismo, oportunidade, forças de atração.

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Introduction

“Migration is one of the significant instruments for globalization.”

- Dr. Forgan Uddin Ahmed

Migration is a phenomenon that has been happening since the beginning of times, with populations moving from one region to another in an assortment of different periods of history. Human beings have always moved in search of new opportunities, or to escape poverty, conflict or environmental degradation. On account of the multifaceted nature of human life and quick evolving economic conditions, human migration is picking up significance step by step.

It became an increasingly relevant topic in the past decades because almost everyone is directly or indirectly affected by it. The processes of migration are intrinsically connected to a person’s life, affecting every area of one’s path, either it is economically, socially or culturally. Today, we have to accept that migration is directly connected to the creation of the “global world” we are currently experiencing, affecting the global policies and with great economic and demographic impact.

Nowadays, every country plays a part in migration, being the sender or the receiver, or even both. The new generation of Millennials is actively moving outside their home countries, looking for international experiences and professional development. And now, more than ever, the world is prepared for it.

Portuguese natives have been migrating in search of better opportunities for a long time, with the greatest flows of migration being to the United States of America, France, Luxembourg, Switzerland and the United Kingdom. Following the 2008 financial crisis in the country, over 200.000 people migrated from Portugal to other European and American countries in search of better opportunities. Still, more recently,

with the rising phenomenon of globalization, individuals from Portugal have started to move towards countries very different from the expected. People are starting to choose less developed countries to settle and grow both professionally and personally. Another important factor to take into account is that most of these migrants are considered “highly skilled people”, meaning that they possess university degrees

The following dissertation was developed with the purpose to understand this particular flow of migrants – from developed to developing countries – in particular from Portugal, since it is the researcher’s home country, to Colombia, given the researcher’s interest in the South American country. Colombia was also chosen as the destination of the migration flows studied in this thesis due to the relevant increase of Portuguese migrants in the country in the past 10 years, from 300 to 800 registered according to the Portuguese embassy in Bogotá.

This master thesis main objective is, therefore, to understand the factors – cultural, political and economic – in Colombia, attracting Portuguese migrants to move and stay for a permanent or semi-permanent period of time.

Chapter 1

Theoretical Framework and Literature Review

The theoretical framework of the present study settles in three pillars of analysis: The first is to understand the concept of International Migration and how it relates and has been changed through globalization; second, to acknowledge the different motivations for migration and the push-pull theory; and lastly, the different types of entrepreneurs and how opportunity finding connects both entrepreneurship and international migration.

1. International Migration and Globalization

According to Theodore Caplaw (1954) "Migration is, strictly speaking, a change of residence and need not necessarily involve any change of occupation, but it is closely associated with occupational shifts of one kind or another.". In 1966 the concept of migration was broadly defined by Lee as a permanent or semipermanent change of residence, that always covers a series of factors about the country of origin and that of destination, intervening challenges and personal characteristics. Eisenstadt (1953) defined this concept as the physical transition of an individual or a group from one society to another., focusing on leaving a whole set of the social life of a person's previous residence to establish a new one in a new place.

Later, most academics started to accept that migration is not an easy to define concept, with various definitions depending on several factors. (Newman, 1984) While some researchers defined migration as "a permanent move to a new location" (Rubenstein 1990; Goldscheider 1971; Week 1989) others believe it can be more broadly

explained as a semi-permanent period for which a person or a group of people changes place of residence (Kammeyer 1988; Ghosh 1989; Chandna 1998).

Historically, there were several periods with distinct flows of migration. One of the first was the Age of Mass Migration, between 1846 and 1938, where around 59 million people left Europe to settle in North and South America, Australia, New Zealand and South Africa. While the migration of individuals have molded countries and societies, as of late what is distinguishing is their worldwide scope, their centrality to local and international legislative issues and their relevant financial and social outcomes (Castles, 2014).

Migration can be separated according to space, time, volume and motivation. Focusing on the bases of space, we have International Migration and Internal Migration, which can be later divided into Intercontinental, Inter-state, Local, Rural-rural, Rural-urban, Urban-urban, and Urban-rural migration (Jansen 1970). More recently, with the new transport and communication technologies, mobility has become easier, putting international migration as a central dynamic within globalization, and as a central topic for this research.

Theories regarding International Migration started as early as the 1940s, with the neoclassical economists being one of the first to really focus on the concept. The oldest and most well-known theory was originally studied to explain labour migration in regards to countries' economic development. Lewis (1954), Ranis and Fei (1961) and Harris and Todaro (1970) stated that "International Migration, like its internal counterpart, is caused by geographic differences in the supply of and demand for labour", meaning that it is caused by the relevant differences in wages from one country to another. These academics believed that the "elimination of wage differentials would end the movement of labour, and migration would not occur".

In recent years, the "new economics of migration" theory has arisen to challenge many of the assumptions made by the neoclassical economists. Stark and Levhari

(1982), Katz and Stark (1986), Lauby and Stark (1988), Taylor (1986) and Stark (1991) affirmed that migration decisions aren't only made by isolated individuals but by groups of people such as families, "in which people act collectively not only to maximize expected income but also to minimize risks and to loosen constraints associated with a variety of market failures, apart from those in the labour market" (Massey et al, 1993., p. 436). Thus, the new economics definition of International Migration covers every movement of people in which international borders are crossed.

Following the 1974 work of Wallerstein, many sociologists connected international migration to the structure of the global world market. This founded the world systems theory, according to which "migration is a natural outgrowth of disruptions and dislocations that inevitably occur in the process of capitalist development.(...) As land, raw materials, and labour within peripheral regions come under the influence and control of markets, migration flows are inevitably generated, some of which have always moved abroad" (Massey et al, 1993, p. 445).

1.1 Global Workforce and the War for Talent

The world has witnessed a growth in the flows of international migration, mainly due to the forces of globalization, accompanied by the development of global careers and of transnational types of human capital (Habti and Elo, 2019). According to the International Organization for Migration (IOM) report for 2018, there were 244 million international migrants (3.3% of the world's population) in 2017 next to only 175 million in 2000. These people are mostly individuals who, other than having extensive training and high capabilities, possess networks of contacts around the world, and have the capacity both to work in multicultural settings and to speak a variety of different languages. The so called Highly Skilled Expatriates are the foundation of the new

Global Workforce, as they are an important part of today's global talent pool, and are increasingly contributing to the competitive advantages of international organizations (Favell et al. 2015).

The term "war for talent" was officially launched by McKinsey & Company, America's largest management-consulting firm, when they published in 1998 a quarterly issue stating that "Better talent is worth fighting for." (Chambers et al., 1998, p. 45). This research concluded that, for the following years, the pool of highly skilled, sophisticated business people would be increasingly important for companies worldwide. In their 2009 study on "The global war for talent", Beechler and Woodward identified four crucial factors impacting this phenomenon: global demographic and economic trends; increasing mobility of people and organizations; changes to business environments, skills and cultures; and growing levels of workforce diversity. Notwithstanding demographic changes, Globalization is one of the factors significantly impacting work supply and the Talent War.

1.2 Diaspora

The term diaspora has gained a wide semantic meaning. It presently incorporates a diverse cluster of groups, such as political refugees, outsider residents, guest workers, immigrants, expellees, ethnic and racial minorities, and overseas communities. It is utilized progressively by displaced people who feel, keep up, create or restore a connection with a prior home. Ideas of diaspora incorporate a past filled with dispersal, myths/recollections of the homeland, estrangement in the host nation, desire for possible return – which can be conflicted, eschatological or utopian – progressing support of the home country and an aggregate identity characterized by the above relationship. (Shuval, 2000)

One of the first academics to study the concept was Sheffer, in 1986, stating that “Modern diasporas are ethnic minority groups of migrant origins residing and acting in host countries but maintaining strong sentimental and material links with their countries of origin – their homelands” (Sheffer, 1986, p. 3). Later, in 1991, Tololian described Diasporas as “the exemplary communities of the transnational moment.”, meaning that diaspora mirrors a feeling of being a piece of a continuous transnational system that incorporates a home country. It is portrayed by a feeling of living in one place while at the same time recalling and longing for somewhere else.

What distinguishes diaspora from other types of migration is that most of the time it is based on claims to a "natural right" to come back to a memorable homeland. In this sort of movement, an ethnic or religious criterion is utilized to guarantee the privilege of return and qualification to particular advantages, in some cases even automatic citizenship. (Shuval, 2000)

1.3 Motivations for Migration

In 1966, when migration firstly started to become an academic subject, Lee divided the motivations into four main factors: Factors associated with the area of origin, Factors associated with the area of destination, Intervening obstacles and Personal factors.

Generally, the development of diversity and transnationalism is viewed as a useful procedure, since it can help overcome violence and destruction. Even though Castles stated in his book “Age of Migration” in 1993, “international migration is sometimes directly or indirectly linked to conflicts”, most migration is not caused by poverty and violence. More recently, Castles (2009) concluded that “Many migrants benefit from the

opportunities of a globalized economy for mobility as highly qualified specialists or entrepreneurs”.

1.3.1 Push and Pull Forces in International Migration

Even though many academics have studied and analysed the different theories and models of international migration, a standout amongst the most normally known models in migration research, is the commonly named Push-Pull Model for the clarification of the motives for migration (Portes and Böröcz, 1989, p. 607). In general, this model comprises of various negative or push factors in the country of origin that force individuals to move away, in combination with various positive or pull factors of a receiving country, that attract immigrants (European Commission, 2000).

The push factors incorporate elements such as financial, social, and political difficulties, while the pull factors incorporate economic and cultural advantages. Mixes of push and pull factors variables would then decide the size and course of migration flows (Portes and Böröcz, 1989).

The strongest factors that motivate migration are considered to be the economic ones. As push economic factors we have the overpopulation, fewer jobs and low wages. This lack of economic opportunities forces people to look for a better future outside of their country of origin, choosing the new destination according to their pull forces, for example the higher wages, and more and better jobs (Lee, 1966). Migrations are also often motivated by opportunities that arise with the global war for talent. Companies are looking across borders to find highly skilled individuals to fill positions of extreme importance in countries where the human capital offer is reduced (Beechler and Woodward, 2009).

2. Migrants: Expats and Entrepreneurs

While the economic factors still play a big part in migration motives, since the processes are no longer constrained to so many barriers as before, migration for non-economic reasons such as family, adventure and self-development is starting to increase (Luthra et al., 2018). In many current situations, rather than a primary motivation, economic benefits are seen as a catalyzer that, when combined with other factors, stimulates the migration process (Parutis, 2014).

2.1 International Entrepreneurs (IE)

In recent years many different definitions of “Entrepreneur” and “Entrepreneurship” have been studied by academics. In 1997, Birkinshaw defined entrepreneurship as an alertness to market opportunities, while Tiessen (1997) saw the term as a stretching and leveraging firm’s resources. In 1998, Johnson defined it as opportunity seeking with determination, taking Timmons words in 1994 “entrepreneurship is the process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled”.

Later in 2003, Eckhardt and Shane updated the definition of entrepreneurship as the interaction between individuals and opportunities inside the marketplace. More recently, one of the most general definitions can be that of Schumpeter (1934), that sees entrepreneurs as people who do not just respond to static market conditions but mould them and create opportunities that previously did not exist. Generally, many scholars end up focusing around three dimensions of entrepreneurship: innovation, proactive behaviour, and risk-seeking action (Covin & Slevin, 1989).

Entrepreneurship can take place locally, as it was more common, or internationally. International entrepreneurship is, by name, a cross-disciplinary field combining international business and entrepreneurship.

The significance of the expression "international entrepreneurship" has developed in the course of the most recent decade, amid which academic interest for the subject has developed. An early definition concentrated on the "international activities of new ventures to the exclusion of established firms" (McDougall, 2000, p. 902).

Wright and Ricks (1994) said it is the firm-level business movement that crosses national borders and that such action centres around the connection among organizations and the environments in which they work.

More recently, a more accepted definition was given by McDougall and Oviatt, in 2000, in which IE was seen as a combination of "innovative, proactive and risk-seeking behaviours that crosses national borders and is intended to create value in organizations". Later, the same academics restructured such definition to "the discovery, enactment, evaluation, and exploitation of opportunities - across national borders - to create future goods and services". This international entrepreneurial behaviour may happen at the individual, group, or hierarchical levels.

2.2 Transnational Entrepreneurs (TE)

Compared to international entrepreneurship, migrant entrepreneurs' behaviour conveys differences stemming from their unique social networks, market-specific knowledge and experience (Elo & Volovelsky, 2017; Riddle, Hrivnak, & Nielsen, 2010), or even cultural, linguistic and religious features that represent particular resources and competencies for internationalization (e.g., Brinkerhoff, 2016). Actually, by Droris' definition Transnational Entrepreneurs are "social actors who enact networks, ideas,

information, and practices for the purpose of seeking business opportunities or maintaining businesses within dual social fields, which in turn force them to engage in varied strategies of action to promote their entrepreneurial activities” (Drori et al, 2009, p.1001). They are migrants and their descendants who establish entrepreneurial activities that span the national business environments of their countries of origin and countries of residence (Riddle, 2008).

Transnational Entrepreneurs are seen as an important source of innovation, given that this phenomenon implies a distinct opportunity structure, which enables those migrants who found and maintain businesses to benefit from ‘two worlds’ as a crucial factor for survival, a way of breaking out, and/or a method for providing competitive advantage (Terjesen & Elam, 2009).

Still on the topic of Transnational and International Entrepreneurs, we can find a new definition, that of Ethnic entrepreneurs, defined by Rath and Kloosterman (2000, p.1004) as “individuals whose group membership is tied to a common cultural heritage or origin and are known to out-group members as having such traits”.

2.3 Expatpreneurs and Self-Initiated Expatriates

Recently there has been a growing evidence that immigrant entrepreneurs have an extremely high impact on national entrepreneurial success (Kerr and Kerr 2016). As an example, in 2017 Vinogradov and Jorgensen stated that immigrant entrepreneurs were significantly more successful in recognising international opportunities than the native entrepreneurs. This evolution has caused the concept of immigrant entrepreneurs to expand, being some of them now considered as a sub-type of self-initiated expatriates (SIEs), the expatpreneurs. (Vance et al. 2016)

In regards to the self-initiated expatriates, they usually originate from developed countries, they finance their own expatriation and are not linked to transfers made by

organisations. SIEs move to a country of their choice with the desire to find cultural, personal and professional development experiences, for an undefined amount of time. (Shaffer et al. 2012).

Expatripreneurs fit inside the more extensive classification of business expatriates, defined as “legally working individuals who reside temporarily in a country of which they are not a citizen in order to accomplish a career-related goal, being relocated abroad either by an organization, by self-initiation or directly employed within the host-country” (McNulty and Vance, 2015, p. 204).

In looking to distinguish “expatriates” from “immigrants”, we should address the topic of permanence, seen as while expatriates are thought to leave their country of origin on a definite period of time, immigrants are usually assumed to leave permanently. On the other hand, self-initiated expatriates tend to relocate for an indefinite period of time, thus becoming permanent immigrants most of the time (Al Ariss & Özbilgin, 2010).

In a different side of expatriation, we can find the corporate expatriates, individuals who move across borders but stay in the same company, and is generally defined by a form of temporary international relocation of individuals (Al Ariss & Özbilgin, 2010). This often follows the beginning of internationalization processes from companies, and for the past 30 years, multinational companies have represented the key factor in the process of globalization.

Many academics agreed that “the typical motives for the individual accepting an international role have been linked to the job on offer, the opportunity to have new experiences and learning possibilities, personal interest in international experience, family and domestic issues, the location of the assignment, and the overall assignment offer including the repatriation package and the financial impact of working abroad”. (Dickmann et al., 2008, p. 732) These expatriates are usually more concerned about returning home as soon as possible and reach a high level of dissatisfaction with the

lack of long-term planning in the repatriation practices of their organizations. (Stahl and Cerdin, 2004)

2.4 Professional Opportunities

Opportunity has been promoted as the concept that best secures entrepreneurship as a research field. (Murphy 2011) An opportunity can be defined as ‘a set of ideas, beliefs and actions that enable the creation of future goods and services in the absence of current markets for them’. (Sarasvathy et al 2003) They usually arise from observations and practices that are combined when trying to make new financial outputs. (Mainela et al, 2013)

The later internationalization process model (Johanson and Vahlne 2009) characterized opportunities as the subset of information that is the absolute most vital driver of internationalization.

It has furthermore been argued that relevant prior knowledge is key to opportunity recognition (e.g., Shane and Venkataraman 2000). This said, prior knowledge can be acquired in two ways: experientially, from acting on an opportunity, or from others (Eriksson et al. 1997). More recently, it has been stated that the opportunity commonly arises from the entrepreneurial creativity, primarily driven by the motivation, attitude and risk propensity of the entrepreneurs, and built on their dissatisfaction with the current options (McMullen and Shepherd 2006). While the finding and creation of opportunities can look like conflicting perspectives, in 2010 Edelman and Yli-Renko indicated exactly that the two ideas are entwined in entrepreneurial activity.

Chapter 2

Context Analysis and Research Questions

1. Context Analysis

To better introduce the study and the research questions, the following sections provide a background of the current situational context in both analysed countries, Colombia and Portugal, as well as the economic and political relations between them.

1.1 Colombia

Colombia is a country located in South America, with a surface area of 1 141 748 sq km, making it the 25th largest country in the world. It has frontiers with Venezuela, Brazil, Ecuador, Peru and Panamá. The Colombian territory has a wide diversity in elevation, with the highlight for the central mountain region, composed by the Andes Mountains. It is also the second most biodiverse country in the world, surpassed only by Brazil, one of the reasons why sustainable development is on top of the priority list for the Colombian Government. (CESO Consultants, 2015)

The country is divided into 32 departments, and one capital district (Bogotá), populated by over 48 million people (CESO Consultants, 2015). The Colombian economy is currently exhibiting a positive growth rate, of around 3%, and is the fourth largest in South America. According to the World Bank classification (2016), Colombia is an “upper-middle-income-economy”. (Turiago-Hoyos, 2017)

In Colombia, the migration subject is only now starting to be approached as an academic consolidation, while in other countries the migration flows are part of their own history. (Vargas, 2011) As of 2017, ONU stated that there were close to 150.000 immigrants in Colombia, a number that has been rising in the past 20 years. Although

the percentage of immigrants is extremely low (close to 0,3%) there has been a growing interest by European citizens and businesses towards this South American country.

1.2 Portugal

Portugal is a nation situated in southwestern Europe, whose region lies in the western piece of the Iberian Peninsula. The Portuguese domain has a complete region of 92,090 km², being delimited toward the north and east by Spain and toward the south and west by the Atlantic Ocean, containing a mainland part and two independent areas: the archipelagos of the Azores and Madeira. Portugal is a developed country, with a Human Development Index (HDI) considered as very high. The country has one of the best health systems on the planet and is also one of the most globalized and peaceful nations in the world.

The country has a population of around 11 million inhabitants, with his most populated city, Lisbon (the capital) hosting 2.8 million of them. The Portuguese economy is positive but is starting to slow down, with a GDP growth rate of 2,2% in 2018, expected to decrease to 1,8% by the end of 2019. Portugal reached its peak of unemployment in the first quarter of 2013, exhibiting a rate of 17,5%, and is now recovering from that crisis, with the unemployment rate consistently decreasing, and having reached 7% by the end of 2018. (Trading Economics, 2019)

If it is true that Portugal became, in the early 1990s, a "country of immigration", since foreigners have come to supplant the Portuguese moves abroad, it is no less true that the small Iberian country remains a "country of emigrants.", by looking at the 4.5 million compatriots (or their descendants) living abroad as of 2017. These are scattered all over the planet, with a strong presence in countries such as France, United Kingdom, Switzerland, USA, Canada and Brazil. Although these are the preferred countries for

Portuguese migrants for many different reasons, the interest in other underdeveloped and underestimated countries is rising, with migrants starting to move to countries like India, Thailand and South American nations such as Colombia and Chile.

1.3 Economic Relations Portugal-Colombia

The Colombian market assumes a modest position in the context of the Portuguese international trade in goods and services. Its share as a customer was 0.09% of Portuguese exports in 2016, lower than in 2015. As a supplier, Colombia had a share of 0.39% in 2016. Portuguese exports of goods and services to Colombia grew by 117.5% between 2012 and 2015, from 37.2 million euros (2012) to 80.9 million euros in 2015. (aicep, 2017)

The growth momentum of the trade flows between Portugal and Colombia, traditionally a deficit for Portugal, has allowed the improvement of the coefficient of coverage of imports by exports from 13.1% in 2010 to 23.6% in 2016.

However, the positive evolution of recent years is far from exhausting the opportunities for Portuguese products in the Colombian market. The growth of the Colombian economy, coupled with the deepening of trade agreements with the European Union, opens up new prospects that deserve to be explored (CESO Consultants, 2018).

As of 2017, over 500 Portuguese companies were exporting to Colombia, recognizing this country as a desirable market and an opportunity window, and placing Portugal as the 7th biggest exporting country to Colombia (AEPTC, 2017). Jorge Rolão Fonseca, President of the Portugal-Colombia Corporate Association stated that the bilateral relations between the countries are going through an extremely advantageous moment,

with Colombian markets and sectors showing needs and the Portuguese companies with the resources to answer to them. (La Republica, 2016)

In the past 10 years, 50 Portuguese firms have moved and settled in Colombia, and the number of Portuguese citizens registered in the Bogotá embassy ascended from 300 to 800. Actually, Jerónimo Martins, the biggest open capital enterprise in Portugal, is quickly expanding in Colombian soil, where they created the supermarket chain brand Ara, back in 2013. As of 2018, leaders from Jerónimo Martins affirmed their intentions to invest around 750 million Euros in the Colombian chain, adding 150 more stores to the existing network of almost 400. (Dinheiro Vivo, 2018)

2. Research Questions and Objectives

Although the official number of Portuguese living in Colombia is relatively small (with around 800) compared to other emigration destinations from Portugal, their impact on the sending society should not be underestimated. The objective of this study is to understand which factors lead to the migration phenomenon, and what are the reasons are making Portuguese migrants choosing to stay in Colombia. This dissertation also aims to study the pull forces of Colombia, as well as the opportunities for the future, as a way to open the path for managers, entrepreneurs and firms intending to move to the country.

The interest and objective of this work aims at migration motives and decision-making processes, and conclusions on migration processes between the two countries. I therefore also analyse the migrants' situation in Colombia (Bogotá, Medellín and Cartagena de Índias), especially in regard to working and living conditions, and how these conditions affect the decision-making process of a permanent or semi-permanent move. This led to the following research questions:

1. Which aspects influence the Portuguese migrant decision to migrate, and how can they lead to an understanding of migration processes between Portugal and Colombia?

Motivations for migration can be multifaceted and the choice to move might be affected by an assortment of variables, be it economic, political, social or cultural ones. The point of this research question is to figure out which perspectives are vital for the individual's choice to move, for the choice of destination and furthermore to build up how and by whom the decision is made.

2. What are the pull forces for Portuguese individuals in Colombia making it an attractive country for a permanent or semi-permanent move?

The pull forces of migration can be economic, such as demand for labour, high wages, strong economic growth, technology, low cost of living, or non-economic, including culture, rights and freedom, environment, safety, or even friends and family. This question aims at obtaining a better definition of the factors influencing the choice of a migrant to move for a long time period and restarting a life with their family in Colombia.

3. What are the main differences between Colombia and Portugal? Are they seen as challenges or motivations?

Differences in culture, economy or political system can, sometimes, become challenges and impediments towards international migration. This question has the objective of understanding the main differences between the two countries, and whether they are seen as challenges or motivations by Portuguese emigrants.

Chapter 3

Research Methodology and Data Collection

1. Research Methodology

The research methodology is a crucial point in any study, as it directly impacts its validity and plays a crucial role in knowledge development of International Business (Kogut, 2001).

In the present dissertation, the research approach undertaken was an inductive one, characterized by starting by observing a certain event and recognizing a pattern, from there we formulate hypothesis to finally come up with a new theory (Fereday & Muir-Cochrane, 2006).

The methodology was designed taking into account the scope of international migration studies, in which qualitative approaches are suggested in order to understand the history and underlying factors of any migration situation (Castles, 2012). Qualitative research involves several empirical materials, such as case studies, interviews, artifacts and other texts, that describe moments and meanings in people's lives, and is defined as a multifaceted methodology that involves an interpretative approach to subject matter (Denzin and Lincoln, 2005). Its descriptive nature will allow for a better description of the subjects' history, enabling us to understand the meaning attached to the experiences (Meyer, 2001). It was seen as the most appropriate approach for this study since its purpose is to explore the life experiences and motivations of Portuguese migrants in Colombia.

1.1 Life Course Approach

Migration is currently seen as a dynamic process, integrated in the life course of individuals (Kou et al, 2015), therefore, a specific approach to the study was selected, the life course theory perspective introduced in the 1960s. The life course approach is a theoretical model applied across a variety of disciplines, aiming to analyse people's lives and experiences within the social, cultural and historical contexts (Elder, 1985). This theory was deemed appropriate for the present dissertation, since it will allow for a better contextualization of the individuals' life-stories and how they are related to the events and trajectories leading to migration.

This dissertation approaches life course through a qualitative lenses, in order to understand the micro-context factors (derived from the individual or its family), as well as the macro level factors (such as opportunities and challenges caused externally) (Kou et al, 2015). Given that the research questions are more related to the personal perceptions of individuals and their behaviours, the chosen approach was a qualitative one, as the opinions expressed verbally tend to offer more valuable insight when understanding an individual's choices and motivations.

The research strategy taken in this thesis began with the analysis and compilation of background information regarding the concepts of migration, expatriation and self-expatriation, as well as about the background contexts of Portugal and Colombia. From that, the research questions were defined as seen in Chapter 2. The data collection approach was through semi-structured interviews, which contained some pre-determined questions, but allowed the interviewer to ask further queries and the interviewee to add and develop any information they saw relevant, through the process of "story-telling". Interviews are deemed an important method of qualitative data collection, as they allow the researcher to interact with the subjects and note different non-verbal cues that might give additional information to the study (Porter, 1996).

The sample chosen for the research was chosen through a non-probability approach which implies that the example has not been picked by utilizing a randomizing selection technique (Bryman and Bell, 2007). The participants were selected accordingly to the level of contribution they would be able to provide for this research, through judgment in parallelism with the literature review, and the following criteria were defined for the interviewees:

- Portuguese nationality.
- Currently living, or have lived for over 2 years in the past, in Colombia.
- Working as entrepreneurs or expatriates. Students were excluded given that they wouldn't have the motivations and life course suitable for this dissertation.

Data were obtained from the Chamber of Commerce Colombia-Portugal, company networking and by a using snowballing technique. It is important to note that the sample was restricted to a few subjects currently living in one of the three major cities of Colombia: Bogotá, Medellin and Cartagena de Indias.

2. Data collection methods

There are several data collection methods, and each has a different influence on a study's outcome. According to Yang (2005), studies should rely on multiple methods of data collection in order to overcome single method bias, using, for example, a combination of primary and secondary data.

Therefore, in this study, the researcher will combine a qualitative analysis with primary data, through semi-structured interviews and, in order to gain more insights, secondary data research was also done.

2.1 Primary data collection

The in-depth interviews were executed through video or phone calls, due to the impossibility of the researcher's presence in Colombia to perform them. They were carried out in the native language of the subjects - Portuguese, audio-recorded and transcribed, to finally being translated into English and analysed. The structure of the interviews started with a semi-structured part for migration processes but was mainly focused on the narration of the interviewee, enabling them to recount their own experiences and motives, with a flowed stream of information (Elo, Taube and Volovelsky 2016). The developed interview protocol can be found in the Appendix 1.

Although interviews are an extremely targeted and insightful source of data, since they are focused directly on the topic of research and provide perceived causal inferences, they possess some weaknesses, such as response bias and inaccuracies due to poorly constructed questions. These weaknesses can be overcome by recurring to secondary data collection, in order to compare and understand the reliability of the answers provided by the interviewees. Moreover, as a method of prevention, the interview questions from the initial guide were pre-tested with a colleague that had previously been immigrated in South America. A few changes were made to the questions to diminish misjudging and improve the significance of the responses.

a) The interviewees

The researcher conducted 4 interviews in total, after previously contacting the subjects through e-mail and/or phone calls. The interviewees opted by maintaining their anonymity, therefore being named Subjects A, B, C, and D.

Three of the interviewed individuals are male, while one is female. All of them have ages comprised between 31 and 46 years old. The interviewees are all Portuguese citizens that are currently living in Colombia. All of them have university degrees. All

the subjects have jobs, one is self-employed. The time the subjects have spent in Colombia varies from 2 months to 8 years.

The interviewees are described, maintaining their anonymity:

- Subject A - Male, 31 years old, IT Manager
- Subject B - Male, 41 years old, Football Coach and Sports Manager
- Subject C – Female, 38 years old, Finance Manager
- Subject D – Male, 46 years old, IT Director

2.2 Secondary data collection

Secondary data is often used as an important source of data when conducting research (Bryman, 2008). Given the limitations on conducting interviews to a bigger sample, the need to use previously obtained data was imminent.

The data collected was available to the general public, and to ensure its quality and authenticity, the main source was a journalistic piece on Portuguese expatriates in Colombia, named “Portugueses pelo Mundo” (Portuguese around the world), particularly episodes 44 (Bogotá), and 104 (Medellín). Both these files comprised several interviews with individuals that perfectly fit the criteria previously defined for the interviewees, therefore being appropriate for a similar analysis as the primary data. The videos were transcribed into Portuguese, then translated to English and separated accordingly to each subject.

The subjects from this piece are defined as follows:

- Subject E - Male, 32 years old, Strategy Director
- Subject F - Male, 32 years old, Financial Controller
- Subject G - Male, 47 years old, Hotel Manager
- Subject H - Female, 29 years old, Sales Representative

- Subject I - Male, 42 years old, Sales Representative
- Subject J - Male, 39 years old, IT Director
- Subject K - Female, 48 years old, Artist

Chapter 4

Data Analysis

1. Qualitative content analysis

The choice of the research and analysis methodology is dependent on the type of research question a study aims to answer. In this case, the research questions are more exploratory, thus the using of qualitative data and, subsequently, a qualitative approach to the analysis. Instead of measuring numerical data on migration, this thesis intends to understand through open-ended questions the experiences and motivations of migrants.

While researching the different methods to analyse qualitative data, the qualitative content analysis by Mayring seemed to be the most useful approach, focused on analysing communication material in a systematic way. (Mayring, 2014) This methodology begins by defining the material on which the analysis will be based. Second, the circumstances in which the data were obtained should be detailed, and lastly, it is necessary to define the format of the material. All these steps were previously detailed in Chapter 3.

The qualitative content analysis has several different techniques, each one adapted to a specific study and set of research questions. For the purpose of this dissertation, the chosen technique was the Inductive Category Formation, based on summarizing, which “aims at a true description without bias owing to the preconceptions of the researcher, an understanding of the material in terms of the material.” (Mayring, 2014, p. 79). This

technique was chosen due to its level of specificity and because it is one of the most time efficient ones.

The results from the interviews and secondary data will be now presented, analysed and discussed, taking into account the literature review.

1.1 Methodology

The analysis was performed using an online tool named “QCAmapp” (www.qcamap.org), an application developed by Mayring for systematic text analysis based on the techniques of qualitative content analysis (Mayring, 2014).

1. Research questions

The research questions were clearly defined accordingly to the theoretical background in Chapter 2.

2. Category definition

The category definition in this technique must be explicit and detailed, taking into account the literature review and must also have a well defined level of abstraction (to decide whether the category is specific or general).

3. Coding

In order to code the material, all the transcripts must be read from the beginning, ignoring any passages not related to the category definition. Relevant passages are split into different categories, according to the level of abstraction.

4. Revision

After the first round of coding, cycles of revision are performed until the final result contains few new categories and it fits the research question.

5. Final coding

A last round of coding through the whole material is performed, according to the same rules in order to obtain the final main categories, by grouping the categories obtained through the whole material.

2. Analysis and findings

2.1. Research Question 1 - Which aspects influence the decision to migrate, and how can they lead to an understanding of migration processes between Portugal and Colombia?

Starting with the definition of the content-analytical units:

- Coding unit: Clear meaning component (sense) in the text
- Context unit: The whole interview and background material
- Recording unit: All four interviews (Subjects A to D); Transcription from interviews from "Portugueses pelo Mundo" (Subjects E to K)

The category definition was formulated as "Factors that motivate the decision to migrate from Portugal". With a level of abstraction defined as "Concrete negative factors that made subjects leave the country of origin - Portugal".

The initial codebook was created through a deductive method, taking into account the literature review, resulting in the following four categories:

Code	Description	When to apply
Company move	The subject's company in Portugal expanded to Colombia.	When the subject refers he still works for the same company he did when in Portugal.
Quality of Life	The quality of life, income and purchasing power are better in Colombia than in Portugal.	When the interviewee refers anything related to better purchasing power, seeking a better income, seeking a more comfortable quality of life.
Professional Development	Opportunities for professional development unrelated to the mandatory company move.	When the subject took the decision of moving for professional reasons (without the company obligating them)
Family ties	Family connections to Colombia.	When the subject refers his family currently or previously lived in Colombia.

Table 1: Codebook for R.Q.1

It is important to note that even though the codes “Company move” and “Professional development” seem interconnected, they are distinct due to the relation to the type of migrant they refer to. “Company move” refers to corporate expatriates, subjects that followed their company to Colombia solely because they were “obligated to”. On the other hand, “Professional development” refers to the individuals that took themselves the initiative to migrate, taking advantage of new professional opportunities, either in the same company or different ones.

After performing the several processes of coding the data, the result added one more relevant category: “Will to go abroad”, and resulted in 5 main categories, with the respective quotes:

A1: Company move

“I am now working for the same Portuguese company, except now I will be expatriated in Colombia.” (Subject A)

“Two years ago that company expanded to Colombia and asked me to become the director of a department, which is why I came.” (Subject D)

“The opportunity arose to work in Medellin, also for a Portuguese automation company.” (Subject H)

“My company decided to make a bet here in Colombia, in the field of raw materials, so here we are contributing to Portuguese exports.” (Subject I)

“There was an opportunity to come Latin America and I ended up establishing my company base in Medellin.” (Subject J)

A2: Quality of Life

“A very good point that is here in Colombia is that for us Portuguese, that we have purchasing power, it is very easy to go to other places in South America.” (Subject A)

“There is a quality of life that we do not have in Portugal, regardless of winning the same salaries, here earning the average salary of 2000 € we have a quality of life far superior to the quality of life that we would have while earning 2000 € in Portugal.” (Subject B)

“And looking at me, with the same salary of people in Portugal in the upper middle stratum, I have a better quality of life than they do.” (Subject B)

“I wasn’t having a very stable and comfortable income in Portugal.” (Subject C)

A3: Professional Development

“I know that if I would stay in Portugal I would be very still, “stuck in the middle”, despite having the same functions, here they are more relevant. I have more power and more responsibility, and it is more liberating. It gives me also a lot of experience, I acquire knowledge and I develop myself at a professional and even personal level.” (Subject A)

“My workload has increased, I see myself staying here for longer periods.” (Subject A)

“I was part of the technical team of José Dominguez (football coach), if I wanted to continue working with him I had to come with him to Colombia. It was for professional reasons.” (Subject B)

“I studied finance and worked as a finance consultant in Portugal, but the opportunities in this area in the country are not very rewarding and appealing” (Subject C)

“I am a director now; I am at a higher place in my career.” (Subject C)

“The Colombian market is extremely dynamic, and I was also very interested in it. Since the company started the expansion I was responsible for some tasks and grew very fond of the country and the opportunities it provided.” (Subject D)

A4: Family Ties

“My father was Portuguese my mother was Colombian, and for that same reason I am here in Colombia, (...) in 1985 I moved to Colombia.” (Subject K)

“I came here because I married my current wife, who is a Columbian-Portuguese.” (Subject G)

A5: Will to Explore/Go Abroad

“I always wanted to see if there was something better out there.” (Subject C)

“One day I woke up and looked out the window and said, "No, I'm going to travel the world! I want to experience other things!" “ (Subject E)

Category	Category Title	Absolute Frequency	Relative Frequency	Category occurs in N documents	Category occurs in % of all documents
A1	Company move	5	0,263	5	0,455
A2	Quality of Life	4	0,211	3	0,273
A3	Professional Development	6	0,316	4	0,364
A4	Family ties	2	0,105	2	0,182
A5	Will to go abroad	2	0,105	2	0,182

Table 2: Category statistics for R.Q.1

2.1.1 Discussion

Through the literature analysis the identification of main categories was a simple and relatively accurate process. Looking at the data, it is easy to conclude that factors like “Company Move”, “Quality of Life” and “Professional Development” can be seen as the main push forces for almost every subject that emigrated from Portugal. All of those categories can be filed under the Opportunity Seeking theme, proving, once more, that migration and *expat-preneurship* is strongly influenced by the search for new and better opportunities outside the country of origin. It is also relevant to note that Family Ties play a relevant role in some of the cases, as well as the “Will to go abroad”, showing that the generation of new migrants is more prone to adventure and has a strong will to discover new cultures and places.

2.2. Research Question 2 - What are the pull forces in Colombia making it an attractive country for a permanent or semi-permanent move?

Starting with the definition of the content-analytical units:

- Coding unit: Clear meaning component (seme) in the text
- Context unit: The whole interview and background material
- Recording unit: All four interviews (Subjects A to D); Transcription from interviews from “Portugueses pelo Mundo” (Subjects E to K)

The category definition was formulated as “Pull forces in Colombia motivating Portuguese migrants to stay permanent or semi-permanently.”. With a level of abstraction defined as “Concrete factors that made subjects choose Colombia.”.

Code	Description	When to apply
Social and Cultural Lifestyle	Colombia’s social habits and culture.	When the subject talks about different social habits and cultural factors.
Opportunities	Opportunities for professional development and entrepreneurs.	When the interviewee refers better or different opportunities for his/her professional development, or benefits and aid for entrepreneurs.
Country environment	The country nature, weather and landscapes.	When the subject talks about the weather, environment, landscapes.
Family ties	Family connections to Colombia.	When the subject refers his family currently or previously lived in Colombia.

Table 3: Codebook for R.Q.2

After some rounds of coding, the final main categories were obtained, with the respective quotes and statistics:

B1: Social and Cultural Lifestyle

“They have enough social life, even during the week they can leave at 6 in the afternoon and it is common to find people in bars, going out to dinner (snacks). At the

end of the week, yes, there are many events. On Fridays, many people go straight from work to dinners and parties. It's easy to eat whatever you want at any time of the day, at relatively cheap prices." (Subject A)

"Latin people, are more joyful than the Portuguese." (Subject A)

"Colombians are extremely friendly people, always ready to help, simple people" (Subject B)

"A good difference is that people here are more joyful and happy and always ready to get together." (Subject C)

"Socially, I have more free time as I said before, and I have more social gatherings with coworkers." (Subject D)

"When I arrived in Colombia I fell in love with the country, the people, the culture, and now I already feel half Colombian half Portuguese. I never wanted to leave here again." (Subject E)

"I come here and I find myself not only with the more traditional neighbourhoods but with neighbourhoods like this, commerce, good restaurants." (Subject E)

"It is easy to be here in Medellin, you are with all the comforts and you will get everything you need." (Subject H)

B2: Opportunities for professional development and entrepreneurs

"I know there are several large companies here, and that the market is very favourable for hiring foreigners." (Subject A)

"My salary is the same; however, I have the allowances, called "*per diam*". Every day I'm in Colombia (including Saturdays, Sundays, holidays) I get an extra bonus on my salary. Besides, the company pays for the hotel or apartment, and the trips as well. I was able to choose between a car for myself or taxi." (Subject A)

"It's very easy for the Portuguese to come to Colombia." (Subject A)

“I'm at a slightly higher level because I started a business. I have a company representing players,” (Subject B)

“There is a quality of life that we do not have in Portugal, regardless of winning the same values, here earning the average salary of 2000 € we have a quality of life far superior to the quality of life that we would have been winning 2000 € in Portugal.” (Subject B)

“But I was working for a MNC that was also present in Colombia. The opportunity arose to move here and move up in my career, so I took it.” (Subject C)

“There are so many opportunities for labour because they lack highly skilled people” (Subject C)

“The Colombian market is extremely dynamic, and I was also very interested in it. Since the company started the expansion I was responsible for some tasks and grew very fond of the country and the opportunities it provided.” (Subject D)

“I am planning on starting my own company. I see Colombia as a great market to invest, with a lot of opportunities and advantages to start a business. We have many aids in investment and I want to settle here because the lifestyle is very good.” (Subject D)

“I see Colombia as a gold mine.” (Subject E)

“Later I met some owners of a small digital agency who hired me and after 6 months I became a partner and strategic director of the agency.” (Subject E)

“For my business, the investment here was much lower than it would be in Portugal, and we have many benefits for being foreigners and creating jobs for Colombians. We are exempt from taxes for 30 years.” (Subject G)

“It is an interesting market in several areas, and my company decided to make a bet here in the field of raw materials,” (Subject I)

“There was an opportunity to stay in Latin America and I ended up establishing my company based in Medellin.” (Subject J)

B3: Country Environment / Weather

“From what I know I like it very much, it has many green sites, spectacular landscapes.” (Subject A)

“(It is) just like Portugal, only with the benefit of being in a tropical city and living in front of the beach, taking advantage of 2 hours of beach and pool per day.” (Subject B)

“I fell in love with Colombia because of the weather and the landscapes. It’s like I am living on holidays all the time. I can go to the beach and see the sun every day. Life is happier here.” (Subject C)

“The weather is also very different, here is like it’s summer every day, and we live in an almost tropical country.” (Subject D)

“It is a city where we have everything, a city less insecure than I thought, and has beautiful sites.” (Subject H)

“The weather is very pleasant. Life is so much fun.” (Subject J)

B4: Family Ties

“I came here first because I married my current wife, who is a Colombian-Portuguese,” (Subject G)

“My father was Portuguese, my mother was Colombian, and for that same reason I am here in Colombia, in 1985 I returned to Colombia once and for all.” (Subject K)

Category	Category Title	Absolute Frequency	Relative Frequency	Category occurs in N documents	Category occurs in % of all documents
B1	Social and Cultural Lifestyle	8	0,267	6	0,545
B2	Opportunities	14	0,467	8	0,727

B3	Environment / Weather	6	0,2	6	0,545
B4	Family Ties	2	0,067	2	0,182

Table 4: Category statistics for R.Q.2

2.2.1 Discussion

This research question aimed at identifying the pull factors in Colombia, through an understanding of why the subjects chose that South American country as their migration destination. Looking at the data and the category statistics, it is very clear that on category stands out from the others, with 14 references and present in 73% of all the interviews, “Opportunity” is shown as the strongest pull factor in Colombia for Portuguese migrants. Whether it is related to companies trying to expand to the country, to professionals looking for new challenges in their field or even to entrepreneurs looking to start a business, it is quite clear that Colombia is providing the right environment for all.

Also relevant is the Social and Cultural lifestyle in Colombia. The Portuguese interviewees showed an admiration and interest by the open-minded, joyful and social atmosphere in the country. With it follows the Colombian tropical weather and beautiful landscapes, making the Portuguese migrants “fall in love with the country”.

2.3. Research Question 3 - What are the main differences between Colombia in Portugal? Are they seen as challenges or motivations?

Starting with the definition of the content-analytical units:

- Coding unit: Clear meaning component (seme) in the text
- Context unit: The whole interview and background material

- Recording unit: All four interviews (Subjects A to D); Transcription from interviews from “Portugueses pelo Mundo” (Subjects E to K)

The category definition was formulated as “Differences between Portugal and Colombia seen as motivations or challenges for the migration.”. With a level of abstraction defined as “Concrete factors, ideally categorized as challenges or motivations.”.

Code	Description	When to apply
Work Habits	Different work methods and habits.	When the subject talks about different work methods, schedules and habits.
Financial Benefits	Income, investment aids and quality of life.	When the interviewee refers income increase and quality of life in Colombia.
Professional Opportunities	Opportunities for professional development and entrepreneurship.	When the subject talks about opportunities.
Cultural Differences	Different cultural habits.	When the subject the cultural differences in Colombia and Portugal.

Table 5: Codebook for R.Q.3

After some rounds of coding, the final main categories were obtained, with one extra main topic for coding showing relevance, the “Society differences”, mostly referred to as a challenge.

C1: Work habits

“(…) dealing with Colombians. That is, the Colombians - not all of them of course, because there are very good professionals - but the great majority is what I consider to be "Latinos", because it is very difficult to get them to work, and I can say that, for

example, closing projects here is very complicated because they can take a week just to do a simple thing.” (Subject A)

“I don’t feel it will be easy for a Portuguese to start a business here in Colombia. The Portuguese are usually put aside / watched with indifference.” (Subject A)

“It is necessary to deal with people with humility and availability, to accept that each person has his way of working, which is not always the same as Portuguese.” (Subject A)

“In Portugal we are accustomed to work from 9 in the morning to 11.30. Here in Colombia, because of the weather, we have to start at 7 in the morning and finish at 9, because from 9.30 is a scorching heat that makes it impossible to work under these conditions.” (Subject B)

“As an example, the chain Jerónimo Martins is present here in Colombia, and brought many Portuguese with whom I contacted, many have not adapted to the way the Colombians work. Their mentality is not the same as ours; they do not fit very well with the way we work.” (Subject B)

“I work with some international people but most of them are from Colombia or other South American Countries and they are usually a bit slow and lazy at work. It’s hard to adapt to their work habits because they do everything at their own pace and we are used to working full speed all the time.” (Subject C)

“The hardest part was and is still a little about the Colombian way of working.” (Subject C)

C2: Financial benefits

“My salary is the same; however, I have the allowances, called “*per diam*”. Every day I’m in Colombia (including Saturdays, Sundays, holidays) I get an extra bonus on my salary.” (Subject A)

“What I like the most in Colombia is, without a doubt, the quality of life that we have here. There is a quality of life that we do not have in Portugal,” (Subject B)

“And looking at me, with the same salary of people in Portugal in the upper middle stratum, I have a better quality of life than they do. And that's what drives me to want to stay here. I do not want to return to Portugal and live in stress not having money that stops me to live comfortable.” (Subject B)

“But in general, for those who come from Portugal, the cost of living is much cheaper here.” (Subject G)

“For my business, the investment here was much lower than it would be in Portugal, and we have many benefits for being foreigners and creating jobs for Colombians. We are exempt from taxes for 30 years.” (Subject G)

C3: Professional Opportunities

“But I know there are several large companies here, and that the market is very favourable for hiring foreigners.” (Subject A)

“A big difference here is also the level of opportunities. There is so much opportunities for labour because they lack highly skilled people,” (Subject C)

“I have and I am planning on starting my own company. I see Colombia as a great market to invest, with a lot of opportunities and advantages to start a business. We have many aids in investment and I want to settle here because the lifestyle is very good.” (Subject D)

“For my business, the investment here was much lower than it would be in Portugal” (Subject G)

C4: Cultural differences

“After the barrier of the first month, one begins to miss the Portuguese food mainly.” (Subject A)

“(What I miss most is) the food. Our food is unique.” (Subject B)

C5: Society

“One of the differences that shocked me a little is the difference between the poor and the rich. There is a lot of poverty.” (Subject A)

“Safety is still a big difference here.” (Subject C)

“A funny thing is that you see a lot of police and a lot of private security, including armies. This is something that shocks who arrives here because in Portugal you do not have the army on the street with machine guns.” (Subject E)

Category	Category Title	Absolute Frequency	Relative Frequency	Category occurs in N documents	Category occurs in % of all documents
C1	Work habits	7	0,333	3	0,273
C2	Financial benefits	5	0,238	3	0,273
C3	Professional Opportunities	4	0,19	4	0,364
C4	Cultural differences	2	0,095	2	0,182
C5	Society	3	0,143	3	0,273

Table 6: Category statistics for R.Q.3

2.3.1 Discussion

While this research question aimed at separating the main differences between the two countries – Portugal and Colombia, it is also necessary to perform a second analysis to the codes and categories obtained, in order to understand whether they are seen as

challenges or motivations for the migration process. In terms of migration, different sets of motivations fueling the decision to go can arise, as well as challenges and barriers in the process.

This analysis was made through an extensive re-read of the coded statements presented before, as well as taking into account the physical and verbal cues during the interviews. The results were then divided into the two following groups:

Motivations	Challenges
Financial benefits	Work habits
Professional Opportunities	Cultural differences
	Society

Table 7: Division of categories by motivation or challenge.

It is now possible to better look and understand which factors differentiate Portugal and Colombia for the Portuguese migrants, and how are they perceived in the migration process.

It is clear that Economic and Professional factors are the biggest pull drivers for Portuguese migrants in Colombia, seen as the major motivations for one’s decision to migrate and stay in the country. The interviewees stated repeatedly that opportunities are one of the biggest differences, with Colombia showing a considerable increase in opportunities and investment for professionals when compared to Portugal.

On the other hand, the subjects also identified some challenges in the transition process, mainly in the work habits of Colombian people. It is clear that the way of working in Colombia is somewhat different than in Portugal, and some of the interviewees found that a hard thing to adapt to. The differences in society, politically and economically are also relevant, as they refer the lack of middle level, with an

extreme gap between the high class and lower ones. Lastly, some of the subjects refer differences in culture, mainly the food, as a challenge towards adaptation.

Chapter 5

Conclusion and Limitations

1. Main Findings

Migration has proven to be one of the main phenomena of the current world, intrinsically connected with globalization. This dissertation aimed to understand mainly the push and pull factors in Portugal and Colombia, respectively, as way to gain a better insight into this not so common flow of migrants – from a developed European country (Portugal) to a developing south American one (Colombia).

The dissertation was divided into three research questions, all of them directly connected to the topic.

1.1. Motives that influence people to leave Portugal and migrate

Migrants have been moving from Portugal for a long time now. In the beginning of the 19th century, floods of migrants left Portugal for countries like Brazil, France and the United States, in search of a better life. While nowadays, the country has evolved and developed an economic and political environment more favorable than before, being now a country of choice for other migrants, the flows of emigration don't seem to come to an end. It is therefore crucial to understand the push-factors in Portugal's economy, culture and political environment that continue to influence its citizens to make the decision to leave the country.

Through the present study, combining the literature review with the results obtained from the data analysis, it is clear that the Economic factors are the biggest drivers for this decision. The main categories perceived as motivations to leave the country were

“Company moves”, “Professional opportunities” (search of), and “Quality of Life”, what means that almost all the interviewed individuals decided to leave their country of origin, Portugal, due to the lack of a comfortable economic and professional environment in the country. Many referred that they left in search of a better quality of life, with one even stating that “in Portugal people don’t really live”. Also of relevance, subject A brought up the issue of being “stuck in the middle”, and how it affects Portuguese workers in the country, meaning that in Portugal some people find it hard to improve and grow professionally.

It is therefore possible to conclude that the economic crisis, the lack of opportunities and the low incomes in the country are the main reasons people decide to migrate from Portugal.

1.2. Motives that influence Portuguese migrants to choose Colombia as the destination

While some migration patterns are easier to understand, such was the case of the migration to the United States, for better jobs and better lifestyle, migration to countries like Colombia is still an extremely understudied topic. For this dissertation, aside from understanding why the migrants decide to leave their country of origin, the main objective was to understand and identify the Pull factors in Colombia attracting the Portuguese individuals for permanents or semi-permanent stays.

Through the data collected and the analysis conducted, it was clear some factors stood out more than others. Firstly, and in coherence with the push factors from Portugal, it is clear that the volume of opportunities in Colombia is one of the biggest attraction points for migrants. It is stated repeatedly that Colombia is full of opportunities for highly skilled people, either in multinational companies that are

currently settling there, as well as for investment and entrepreneurship. Another extremely impactful characteristic of Colombia is the social and cultural lifestyle. Even though Portuguese people are seen as quite warming and joyful, Colombians are referred to as one of the happiest people on earth, extremely sociable and welcoming. This was also seen as one of the factors influencing the choice of Colombia as the migration destination. In addition, the interviewees repeatedly talked about the tropical weather and the amazing landscapes of the country, stating that it feels like “a constant holiday”, and naming it as another reason as to why they chose to stay in that country.

1.3. Differences between Portugal and Colombia

The last research question aimed at combining both the previous ones with a specific determination of possible challenges and motivations for migration, based on the differences between the countries. Through the interviews and secondary data analysis, some aspects stood out as the main differences between the two countries. The level of opportunities and of quality of life being one of the most impactful, with Colombia appearing as a country full of chances for professional development and a better life. Both these differences are shown as the biggest motivations for the migration process from Portugal to Colombia.

On the other hand, with South America and Europe still portraying several differences, it was clear that the cultural and social gaps between the two countries were seen as somewhat of challenges towards migration. The Colombians are more laidback and not as proactive as the Portuguese are used to be in the workplace, what sometimes affects the motivation and adaptation of Portuguese migrants in the South American country. In addition, the fact that Colombia is still a developing country, with an extensive gap between the higher and lower classes, as well as the safety issues, consist in challenges towards migration. People are less prone to make the decision to

move to Colombia due to the stigma of drug trafficking and danger. Nonetheless, the results show that the Colombian government is taking measurements to provide safer environments that are resulting in a calmer and welcoming country.

To conclude, even though Colombia still has its issues regarding the stereotypes created in the decade of 1980, we can affirm that the country is showing a great improvement towards a safer and appealing environment. Clearly, it has become a country in which companies are investing, creating more opportunities and jobs. For foreign entrepreneurs, the government is providing financial benefits to foster job creation and the development of the country.

Portugal, on the other hand, while recovering from a financial crisis and at the lowest unemployment rate since 2008, is still seen by their inhabitants as a country where professional development and a good quality of life is hard to attain. Portuguese people are expected to continue to migrate, taking this fact into account and combined with the new generation's will to go abroad and explore other cultures.

During the interviews we took the opportunity to ask for advice for future migrants, and, very interestingly, all the subjects gave very similar advice: that Portuguese people looking to migrate to Colombia should go there with a very open-mind, prepared to adapt to their work methods and their culture, and that the only possible problem was that they wouldn't want to leave.

2. Implications

The present dissertation can make some relevant theoretical implications regarding the subjects of migration, namely migration "against the tide". The literature review showed that the migration course from developed to developing countries is not a very common choice, and is somewhat understudied. Other deficiencies were found in the

topic of Colombia's market and country attractiveness, which were further studied in this dissertation, obtaining new important findings for future research.

Regarding managerial implications, this thesis is focused in answering relevant questions for managers and companies thinking about moving to Colombia. The results will allow Portuguese company managers and entrepreneurs to make decisions and take the right course of action when planning the migration to this South American country.

Moreover, the study is also contributing to both countries – Portugal and Colombia – regarding policy making and the possible issues that should be improved in order to make both of them attractive for individuals, taking into account the factors that motivate Portuguese people to leave the country, and on the other hand, looking at the factors that are seen as challenges for migrants' adaptation in Colombia.

3. Limitations and recommendations for future research

The topics of migration and expatriation have been widely studied throughout the years. The literature review of this dissertation proves them as concepts in constant change and evolution, and thus further research is crucial.

This thesis was able to underline the main factor pushing Portuguese migrants outside their country of origin, as well as some of the pull factors in Colombia as the choice of destination. However, the sample taken into analysis was somewhat small, given the difficulty in contacting subjects that would fit the profile, and it would be recommendable to study in more depth other less prominent reasons motivating Portuguese people to migrate to Colombia, in order to have a better understanding of how the combination of factors influences the decision making processes.

Another relevant limitation to this thesis was the lack of availability of the researcher to go to Colombia and presently interview and contact with the subjects under study, due to financial and professional reasons. The data collection process would have been more accurate and insightful had it been done in person, with more time available and the ability to capture physical and other non-verbal cues during the interviews. It would be advisable for further researchers to look into the policies being made by both countries that can influence this migration process, as well as the sociological and anthropological reasons behind the choices made by these Portuguese migrants.

In summary, this dissertation shows that Colombia is becoming a country of choice for Portuguese migrants, though the reasons and the process should be further researched. The findings should help expatriates, entrepreneurs and other types of migrants interested in this country as a destination for migration, in analyzing in depth the best approach and to make the migration and adaptation process as simple as possible.

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Appendixes

Appendix 1 - Interview Protocol

1. Can you describe your professional background?
2. What did you do when you worked in Portugal?
3. What was your day-to-day life in Portugal like? (Hobbies, social life, etc.)
4. Where is your family? And your friends? Are they migrants?
5. Why did you leave Portugal?
6. What happened with your previous job, occupation or business?
7. Explain how and why you chose Colombia?
8. Did you know anyone in Colombia before migrating?
9. Describe the general moving process from Portugal to Colombia.
10. Where did you get information about Colombia before migrating?
11. Explain the process of finding a job/creating a business/starting a life in Colombia.
12. Did anyone assist you in looking for work?
13. What is your current job in Colombia?
14. Do you like your current job?
15. Is it on the same level or higher than in Portugal? Or did you start some business?
16. Do you consider setting up a business in Colombia later?
17. What were the biggest challenges in migration?
18. What do you like the most about Colombia?
19. What do you miss the most about Portugal?
20. Describe the main differences between the two countries.
21. Do you see those differences as challenges or motivations?

22. What do you imagine your future to be like?
23. What kind of ties connect them now to these two countries, and how often you visit Portugal
24. Are the people around you in Colombia Portuguese? Or other expats? Or locals?
25. Do you think that your decision on leaving was right?
26. Do you want to stay in Colombia? Explain.
27. What advice would you give someone planning to migrate to Colombia?
28. Would you like to add something? Is there something else you consider important for this study?

Appendix 2 – Interview Transcript With Subject A

A: Hi, how are you?

J: Thank you in advance for your help. This is a very simple interview, I have some structured questions but what I want to take from here is about how was life before migrating to Colombia, how was the migration process and how is life now in Colombia. So I have some questions but this is more in a conversation style. Can we start?

J: Can you describe your professional background? What did you do when you worked in Portugal?

A: Well, I'm a computer engineer, even though I'm now working as a Technical Account Manager, similar to an engineer but with other functions. I am now working for the same Portuguese company, except now I will be expatriated in Colombia.

J: So it's a Portuguese company that went to Colombia?

A: Yes Yes. It has clients in Colombia, and sends the employees in order to streamline the process, being closer to the clients.

J: How long have you been in Colombia?

A: Only 2 months. I moved in late 2018. I was supposed to come earlier but the visa process took a while, so it delayed the move. And I'm going to stay for the whole year.

J: Why did the visa process take long?

A: It took a long time because Colombia has several types of visas here, and in my case it had to be a work visa. But there is a work permit that allows proplr to be up to 180 days (maximum), that was roughly half of the year and I need to be year-round. So it can not be this visa, it had to be another, called a temporary service provider, that allows me to be longer, with multiple entries and exits of the country, and in this case the fact of having this visa gives me the right to a Colombian citizen card, "Carné de Estrangeria."

J: The process was long, was there any obstacle on the part of Colombia?

A: No, it's very easy for the Portuguese to come to Colombia. No visa is required, and a Portuguese per year can be here up to 90 days only with his passport. In my case as it was for work the process was different, but it was not complicated, they needed many documents like bank statements of Portuguese companies, which are things slower to obtain.

J: Okay, so you've been in Colombia for 2 months, what's the difference between day-to-day work in Portugal and now day-to-day work in Colombia? including weekends

A: There are some differences, yes. Not in the method of work, but in dealing with Colombians. That is, the Colombians - not all of them of course, because there are very good professionals - but the great majority is what I consider to be "Latinos", because it is very difficult to get them to work, and I can say that, for example, closing projects here is very complicated because they can take a week just to do a simple thing. Moreover, the most different issue is that they do not work late. for example, when I was in Lisbon I often left after hours, and they here often close the buildings themselves and send the staff home.

J: In terms of social life and hobbies? Is it very different?

A: I live in Bogota, a giant city, has more than 10 M inhabitants. To cross the city takes 2 hours. But they have enough social life, even during the week they can leave at 6 in the afternoon and it is common to find people in bars, to go out to dinner (snacks). At the end of the week, yes, there are many events. On Fridays, many people go straight from work to dinners and parties. It's easy to eat whatever you want at any time of the day, at relatively cheap prices.

J: Did you go alone or did you know anyone in Colombia before?

A: I came alone, no family. I had, however, a Spanish co-worker who was already here. I knew him before and it was good because he gave me some support.

J: I understand it was because of this project of the company that you moved to Colombia. but were there other options or was it only Colombia that you had to choose from?

A: I joined the company in May, and in September they invited me to accept one of these projects. It could be Colombia, Peru or Brazil. Brazil was already taken, and between Colombia and Peru I chose Colombia because it was what I preferred.

J: Why did you prefer Colombia?

A: Because Peru is not so easy and so comfortable, comparing Lima to Bogota, although Bogota is not a paradise, but is way better to live. And then, I've always been curious about Colombia. Despite the problems of drug trafficking and the recent attacks, this happens in other places and did not discourage me from wanting to get to know Colombia.

J: Regarding the project. When you accepted the project, did you get more responsibility, on a higher level? Financial benefits?

A: My salary is the same, however, I have the allowances, called "per diam". Every day I'm in Colombia (including Saturdays, Sundays, holidays) I get an extra bonus on my salary. Besides, the company pays for the hotel or apartment, and the trips as well. I was able to choose between a car for myself or taxi / uber, and I chose uber. I chose this because it is easier because driving in Bogotá is complicated. I have lived in Angola, which is also complicated, and I drove there, but having the opportunity to ride a taxi / uber is safer and more practical.

J: About the housing expenses, can you elaborate?

A: In my case, I had the choice between hotel and apartment. I chose hotel in the first month and a half that I was here, I chose the hotel in the area where I wanted, but according to a budget given by the company. Now I'm looking for an apartment for the long term. An apartment in the area where I am is around € 1000 per month, 1 bedroom.

It's relatively expensive because I'm in the vicinity of Virrey park, and this is an expensive area of the city, with lots of businesses and security.

J: Do you like your current job?

A: Yes, because within the corporative companies it is not easy for a person to evolve, and I know that if I stayed in Portugal I would be very still, Stuck in The Middle, despite having the same functions, here they are more relevant, I have more power and more responsibility, and it is more liberating. It gives me also a lot of experience, I acquire knowledge and I develop myself at a professional and even personal level.

J: Have you thought about starting a business in Colombia in the future?

A: No, because I don't feel it will be easy for a Portuguese to start a business here in Colombia. The Portuguese are usually put aside / watched with indifference. In Bogota, the people are nice and friendly for the most part. However, if you speak to people that live of the coast, more to the north, they feel much superior to us. And sometimes it is difficult to deal with them. So I'm not thinking about starting a business right now. But I know there are several large companies here, and that the market is very favourable for hiring foreigners.

J: What do you like the most about Colombia?

A: I have visited a little bit Bogotá - that is not a very touristic city. I still do not know the coast nor Medellin, which are the most famous spots. From what I know I like it very much, it has many green sites, spectacular landscapes. In terms of social events there are many, what they like most is to dance. A very good point that is here in Colombia is that for us Portuguese, that we have purchasing power, it is very easy to go to other places in South America.

J: What do you miss most in Portugal?

A: After the barrier of the first month, one begins to miss the Portuguese food mainly. The cod. Here I know the ambassador of Portugal and she organizes events for

Portuguese migrants, monthly, where we can eat and speak our language. Reality is that today with the technologies, the homesickness can be reduced.

J: Describe the main differences between the two countries.

A: There are many differences, it is made of Latin people, more joyful than the Portuguese. One of the differences that shocked me a little is the difference between the poor and the rich. There is a lot of poverty. For example, in a partner company that we have here, we have people making \$ 300 a month, and it's hard to see that reality. There are many Venezuelans immigrating to Colombia, and there has been a huge increase in prostitution, many people are on the street asking for money, and criminality as risen. And there are many skilled people who earn only \$ 600 a month. All this in the means of technology.

J: What do you imagine your future to be like?

A: From what I have now, my initial proposal was 3 to 5 years in Colombia. Initially I said no because it is a very long term, and I accepted it for 1 year. But now I'm already here, my workload has increased, I see myself staying here for longer periods. Or even go to other countries.

J: Would you like to go back to Portugal or migrate to other countries?

A: I'd like to go to other countries. Going to Portugal is something that depends, although in Portugal I have a guaranteed position.

J: What kind of ties connect them now to these two countries, and how often you visit Portugal?

A: The company forces me to stay here for 10 months, having 1 month in Portugal and 1 month's vacation. They pay 4 flights a year, which is very good. One of these trips can be anywhere you want to go on vacation.

J: Are the people with whom you usually are Portuguese, Colombian, or other nationalities?

A: Mostly Colombians. I have seen very few Portuguese.

J: Last question: What advice would you give someone who is thinking about going to Colombia to work?

A: A person who wants to come here has to have a very open mind, can not be completely linked to the Portuguese way of thinking, it has to be adaptable. It is necessary to deal with people with humility and availability, to accept that each person has his way of working, which is not always the same as Portuguese.

Appendix 3 – Interview Transcript With Subject B

J: Thank you in advance for agreeing to help me and participate in this study.

B: You're welcome.

J: My goal is to do an open interview, in a conversation style. My thesis is about the Portuguese who migrated to Colombia, and the objective is to understand the process of migration and what life is like in Colombia for the Portuguese. I have some structured questions, shall we start?

My name is Joana, I'm finishing a Master's degree in Marketing and this is the theme of my thesis, which I chose after noting that the migration flows from Portuguese to Colombia are increasing.

I will start by asking you to tell me what your professional background was and tell me what was your occupation when you worked in Portugal.

B: My area of training is Business Management, but my work for the past 8 years has been a football coach. There was an opportunity to work with José Dominguez, which I accepted, and since then I have been a football coach. In 2013 we came to Colombia, in 2015 the contract we had ended, and the team returned to Portugal. I ended up staying here in Colombia, both for personal reasons and for professional reasons.

J: In Portugal, did you also work as a football coach?

B: Yes. I worked with José Dominguez at União de Leiria, at Sporting Clube de Portugal and then we came to Colombia.

J: When you were in Portugal, was the day-to-day life similar to what it is now in Colombia? Both professionally and on weekends.

B: Exactly the same, in soccer there is not much difference in what touches the methodology of work. The coaches work from Monday to Monday, we start to prepare the game from the weekend on Monday, we work every day of the week, Saturday we

have the preparation, Sunday the game, and the next Monday it begins all over again. It is exactly the same in professional terms.

J: What motivated you to leave Portugal? Besides the job offer, what were the reasons that helped you make the decision to leave?

B: What helped me to make the decision ... Well, I was part of the technical team of José Dominguez, if I wanted to continue working with him I had to come with him to Colombia. It was for professional reasons.

J: Did you know anyone in Colombia before emigrating?

B: No, no one.

J: Can you briefly describe the migration and adaptation process?

B: In these situations the football world is a bit different from the rest. I will explain why: from the moment we accepted the proposal to come here, we had a member of the club that was in charge of dealing with our accommodations, transportation, and responsible for making our adaptation as easy as possible. The thing that cost us most to adapt was the weather. We live in Cartagena de Indias, which is a virtually tropical city, where the heat is scorching during the day, and we changed the methodology of work. For example in Portugal we are accustomed to work from 9 in the morning to 11.30. Here in Colombia, because of the weather, we have to start at 7 in the morning and finish at 9, because from 9.30 is a scorching heat that makes it impossible to work under these conditions. When we arrived we stayed in a hotel for a month, until they got us houses. From there it was a normal everyday life, just like Portugal, just with the benefit of being in a tropical city and living in front of the beach, taking advantage of 2 hours of beach and pool per day. The adaptation was extremely easy.

J: Are you at the same career level as you were in Portugal, or are you at a higher level? Did you start any business?

B: I'm at a slightly higher level because I started a business. I have a company representing players, but I want to go back to being a coach. Being a football manager,

for me, is returning to business management, going to the office, talking to people, being aware of a number of factors different from when I was a coach. That's why I want to go back to being a full time coach, because in addition to being more challenging, it's simpler for me than being in the office.

J: Going back to being a coach, would the business continue?

B: The business always continues, I have a team of people in the company, I would retire a little to return to coaching. In fact, with the coming of Carlos Queiroz to Colombia, our company is managing this change and I will probably be integrating his technical team or one of the Colombia teams.

J: Of course this migration process was different. But what was the biggest challenge?

B: Mainly climate adaptation. Adapting to people was easy. Colombians are extremely friendly people, always ready to help, simple people. Football has these things. If you were a business manager it was different. In football, people see me differently.

J: What do you like most about Colombia?

B: The weather, without a doubt. People too. What I like the most in Colombia is, without a doubt, the quality of life that we have here. There is a quality of life that we do not have in Portugal, regardless of winning the same values, here earning the average salary of 2000 € we have a quality of life far superior to the quality of life that we would have been winning 2000 € in Portugal. That's what made me fight to stay here.

J: What are the main differences between Colombia and Portugal?

B: Quality of life is the main difference. We do not truly "live" in Portugal. I see for my friends and my family in Portugal, people that I obviously miss, and I see the stress they have on the day-to-day, and I see the struggle of everyone. And looking at me, with the same salary of people in Portugal in the upper middle stratum, I have a better quality of life than they do. And that's what drives me to want to stay here. I do not want to return to Portugal and live in stress not having money that stops me to live comfortable.

J: Your perspective for the future, what is it?

B: I see myself staying in Colombia. And with the coming of Prof. Queiroz, even more.

J: What do you miss most about Portugal?

B: The food. Our food is unique. Here for example there is no cod, what is there is very bad. And it has an exorbitant price. For example a piece of cod that in Portugal costs 1,5 €, here costs 15 €. It is one of the main differences, the price and the quality. Even the meat and seafood are different here. To give an example, the Sagres frigate was here two months ago, and the Portuguese embassy invited the Portuguese who are in Colombia to come to the frigate. I went, and the best thing I ate was a traditional cod dish, made by Portuguese. Of course, I also miss my family and people.

J: So your family is in Portugal?

B: Yes, my parents, brother, nieces, are in Portugal.

J: How often do you return to Portugal?

B: I usually go 2 times a year, for small periods of 2/3 weeks. Last year I spent a lot of time in Portugal. Because I married in Colombia, my wife is Colombian, and she did not know Portugal. So we took advantage of the players' market opening in January in Europe, we went from January to March in Portugal, so she could get to know the country.

J: Your wife is Colombian. The rest of the people you usually are with on a day-to-day basis, are they Colombians? Other nationality?

B: Mostly Colombian.

J: What advice would you give to someone who is thinking of emigrating to Colombia?

B: First of all is that they shouldn't come without guaranteed employment. I'm talking about the other areas, not only sports. As an example, the chain Jerónimo Martins is present here in Colombia, and brought many Portuguese with whom I contacted, many have not adapted to the way the Colombians work. Their mentality is not the same as ours, they do not fit very well with the way we work. You should come with a steady

job, and come with a very open mind. The Colombian work from 7 am to 4 pm, from that time there is nothing left. Afterwards, Colombia is the country of the world that has more holidays, days in which no one works, not even the stores of shopping centers are open.

J: Extra questioB: How is the danger situation in Colombia?

B: Colombia has the stigma of drug trafficking, the murders, the history of Pablo Escobar ... But Colombia is not just that. There is danger, of course, I live in Cartagena and every day I hear that there are assaults, people steal cell phones, kill those who offer resistance. I have had no such situation to this day. The only risk situation I saw was in Medellin, when I went to a convention, I saw a robber shot down by the police, what is usual because there is overcrowding in prisons.

J: Is there anything else relevant that you want to say?

B: There is an advertising on the planes when we come to Colombia that says "Colombia, the only risk is that we do not want to leave" and it is the reality.

Appendix 4 – Interview Transcript With Subject C

J: Hello! Thank you in advance for helping me and participate in this study.

C: No problem.

J: I have some structured questions but this is going to be more like an open interview / conversation style.

I will start by asking you to tell me what your professional background was and tell me what was your occupation when you worked in Portugal.

C: I studied finance and worked as a finance consultant in Portugal, but the opportunities in this area are not very rewarding and appealing, so I always wanted to see if there was something better out there.

J: What motivated you to migrate to Colombia?

C: As I said I wasn't having a very stable and comfortable income in Portugal. But I was working for a MNC that was also present in Colombia. The opportunity arose to move here and move up in my career, so I took it.

J: When you were in Portugal, was your life similar to what it is now in Colombia? Both professionally and on weekends.

C: At work, the routines are pretty much the same but the environment is very different. I work with some international people but most of them are from Colombia or other South American Countries and they are usually a bit slow at work. It's hard to adapt to their work habits because they do everything at their own pace and we are used to working full speed all the time.

J: Did you know anyone in Colombia before emigrating?

C: No, I had talked with some people from my company but I didn't have strong connections with anyone.

J: Can you briefly describe the migration and adaptation process?

C: The company helped me and took care of almost everything for me. They got me an apartment and bought the flights and took care of the working visa processes. The fact that I was already inside the same enterprise helped me in the adaptation because i was already used to the job and the company values. The hardest part was and is still a little about the Colombian way of working.

J: Are you at the same career level as you were in Portugal, or are you at a higher level? Did you start any business?

C: No, I didn't start a business. I am a director now, so I am at a higher place in my career.

J: what was the biggest challenge in the migration process?

C: Before coming here I had some doubts whether I would adapt and be comfortable living in a country so insecure as I thought Colombia was. I was very scared during the first weeks to go out alone and even walk on the street but now I realised it is not as bad as it seems, it's not at the safety level of Portugal but it's not as bad as people say it is.

J: What do you like most about Colombia?

C: I fell in love with colombia because of the weather and the landscapes. It's like I am living on holidays all the time. I can go to the beach and see the sun everyday. Life is happier here.

J: What are the main differences between Colombia and Portugal?

C: Safety is still a big difference here. We see military everywhere and the news are always talking about crimes and deaths. But I don't feel unsafe because I live in a good and modern neighbourhood. A good difference is that people here are more joyful and happy and always ready to get together. A big difference here is also the level of opportunities. There is so much opportunities for labour because they lack highly skilled people, and you see a lot of discrepancy between the high and low classes, there is no in between

J: Your perspective for the future?

C: I want to stay here and progress even more in my career.

J: What do you miss most about Portugal?

C: I miss my family a lot. My friends too. And the food, but I love to cook and am always trying to recreate the old recipes from Portugal.

J: So your family is in Portugal?

C: Yes, my whole family stayed behind.

J: How often do you return to Portugal?

C: 2 or 3 times a year, in Christmas always and sometimes during my holidays.

J: What advice would you give to someone who is thinking of emigrating to Colombia?

C: People should come with a very open mind, and they need to accept that people don't work like we do in Portugal.

Appendix 5 – Interview Transcript With Subject D

D: Hello Joana. How are you?

J: I'm fine thank you. As I said I am currently finishing my master thesis in Portuguese Migrants in Colombia. This is going to be an Interview more like a conversation, feel free to add anything you like.

J: Can you describe your professional background? What did you do when you worked in Portugal?

D: I studied Computer engineering and worked in Portugal for a few years as an IT Consultant for a Portuguese company. 2 years ago that company expanded to Colombia and asked me to become the director of a department, that's why I came

J: So it's a Portuguese company that went to Colombia?

D: Yes yes. It has now an Office in Bogotá and some Portuguese came here with it.

J: How long have you been in Colombia?

D: I came right when the office opened, two years ago.

J: Can you tell me the difference between day-to-day in Portugal and Colombia? Professional and social life.

D: In my company my job now is very different, because I am no longer a consultant but I am now a director. Still, I feel that I work less because Colombians in general do not work as much as Portuguese do, they like to have their free time and do not work after hours. It's funny because I was a workaholic and it was hard to adjust to having free time, I didn't know what to do. Socially, I have more free time as I said before, and I have more social gatherings with coworkers. I also enjoy going to the events of the Portuguese embassy. Life is not that different because Colombians have the same customs that us, they like to go out for dinner and drinks, and partying. Some places

are more expensive than Portugal, but the difference is not that big, and those are the “High end” places.

J: Did you go alone or did you know anyone in Colombia before?

D: I came alone, I didn’t know anyone.

J: Why did you accept to go to Colombia?

D: The Colombian market is extremely dynamic, and I was also very interested in it. Since the company started the expansion I was responsible for some tasks and grew very fond of the country and the opportunities it provided.

J: Did you have any financial benefits?

D: In addition to my increase in salary, I have free flights (2 a year) and a free accommodation - all provided by the company. Also, the cost of living here is very cheaper than Portugal so it’s easy to have a better life.

J: Do you like your current job?

D: I enjoy what I do and the responsibilities I have. Sometimes it’s hard because I struggle to deal with the way Colombians work. But the job itself is great.

J: Have you thought about starting a business in Colombia in the future?

D: Yes. I have and I am planning on starting my own company. I see Colombia as a great market to invest, with a lot of opportunities and advantages to start a business. We have many aids in investment and I want to settle here because the lifestyle is very good.

J: What do you like the most about Colombia?

D: The quality of life I have here.

J: What do you miss most in Portugal?

D: I miss my friends. I have my wife and kids here, so that is good. But my friends are something I miss everyday.

J: Describe the main differences between the two countries.

D: Colombia is still a developing country, its organization system is not very good when compared to Portugal, and it still faces a lot of safety and narco trafficking issues. The weather is also very different, here is like it's summer everyday, and we live in an almost tropical country.

J: What do you see for the future?

D: I want to stay in Colombia with my family, create my own company and bring more Portuguese and international people here.

J: how often you visit Portugal?

D: I usually only go once or twice a year, to see my Mother and my brother. The flights are expensive, and to take the whole family there is a bit tricky sometimes.

J: Are the people you spend time with Colombian, Portuguese or other expats?

D: a bit of everything. I work with both Colombian and international people, mostly Colombian and Spanish though. The Portuguese people I see often are my family.

J: What advice would you give someone who is thinking about going to Colombia to work?

D: It is crucial to come with no preconceived ideas. "Go with the flow". Accept the differences in culture and be cautious.