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## How Does Ethnicity Influence Entrepreneurship Opportunity Formation Amongst Immigrant Entrepreneurs In Dublin?

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# **How Does Ethnicity Influence Entrepreneurship Opportunity Formation Amongst Immigrant Entrepreneurs In Dublin?**

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Submission for PhD

School Of Marketing,

College Of Business

Technological University Dublin

September 2020

## DECLARATION

I declare that this thesis is entirely my own work and that it has not been submitted as an exercise for a degree at any other university. Technological University Dublin's Library may lend or copy this thesis upon request.

.....

Kingsley C. Njoku

## **ABSTRACT**

In today's world, entrepreneurship is considered an engine of growth and government policies shape the ecosystems and environments that facilitate entrepreneurial activity (Minniti, 2008). Thus, entrepreneurship is of increasing importance to policy makers and academic researchers due to its influence on economic growth. There has been a significant change in migration patterns over the last half century and the rate of immigration between countries has increased dramatically in recent years. This has also resulted in a dramatic increase in the rate that immigrants engage and practice entrepreneurial activities in their host countries. Consequently, numerous studies have focused on the value and the processes of immigrant entrepreneurial activity. An increasing area of interest within immigrant entrepreneurship theory is the role of ethnicity. For example, studies by Brett (2002), Fenton (2010) and Guibernau and Rex (2010) have identified that ethnicity plays an important role in the nature of entrepreneurial activity undertaken by immigrants. However, within each of these studies, what has not been studied is how ethnicity influences entrepreneurship opportunity formation from an immigrant entrepreneurship perspective. It is this gap in the literature that this thesis is seeking to address.

This thesis reviews literature in the areas of entrepreneurship theory, entrepreneurial opportunity formation, immigrant entrepreneurship and ethnicity. Through the reviewed literature, a framework was established which served as a basis for analysis of the data generated through the primary research. The primary research took place in Dublin which involved in-depth interviews with 1<sup>st</sup> Generation immigrant entrepreneurs from four different countries (Brazil, Nigerian, Poland and Pakistan). The selection criteria for these ethnic groups was underpinned by the Central Statistics Office (CSO) report in 2016, which recognised that these are the biggest immigrant communities in Ireland. Each of these groups was represented by 5 participants who identified

themselves as immigrant entrepreneurs with a functioning business in Dublin. The rationale for the sample size was underpinned by past phenomenological studies where sample sizes numbering from 3 to 10 were used (Dukes, 1984; Edwards et al., 2006; Edwards, 2006; Lester, 1999; Padilla, 2003; Polkinghome, 1989; Porter, 1999). Similarly, Creswell and Poth (2017) show that participants in a phenomenological study are much narrower (e.g. 5-25). The data was prepared for analysis using NVivo software and was subsequently analysed manually, while the investigation undertaken used Interpretive Phenomenological Analysis (IPA).

The analysis of the data identified a number of interesting patterns and ideas that were unrecognised by previous research studies based on the reviewed literature. One of these was the discovery made of ‘enablers’ and ‘threats’ as multifaceted impacts of ethnicity on immigrant entrepreneurial practices. Another finding was that the concept of ethnicity as a genetic component (Afa’anwi-Ma’abo-Che, 2016; Kennedy, 2018) had direct, indirect and remote influence on participants in the study. To enable future researchers to build from this work, a new model was developed which is presented in detail in the latter stages of this thesis. This is the primary contribution to academic knowledge that the thesis makes. The thesis makes an additional valuable theoretical contribution by proposing a more robust definition for entrepreneurship opportunity formation, which is believed to have met the criteria in Low and MacMillan (1988). The thesis advances existing knowledge by highlighting that entrepreneurial ethnocentric ideas, behaviours and attitudes are uniquely identifiable in the career choices of the participants. However, the limitations to this work are also recognised and proposals are offered regarding future research opportunities.

## **ACKNOWLEDGEMENTS**

In life, good-health is everything... man can only achieve goals if he is determined and healthy, trusting in the Lord who says “Behold, I am the Lord, the God of all flesh: is there anything too hard for me” (Jeremiah 32:27). On this note, I thank God who made this opportunity possible and gave me the encouragement, security and strength (especially during the challenging moments) to complete this thesis. In an undertaking of this magnitude, a good relationship between student and supervisor is a crucial element. Personally, I count myself fortunate to work with someone who possesses an enviable depth of knowledge in my area of study. In truth, men of his brilliance who are willing to take in and share their intellectual capitals in a fashion of partnership with others are rare to find. Above all, his understanding of me as a person rendered me speechless. He trusted and confided in me despite all odds, sacrificing his valuable time to support me, offering encouragement when motivation was fading, guidance each time I drifted and taught me to take charge. Last but not the least, his hope and trust that I can do this means the world to me. The depth of my sincerest gratitude to Professor Thomas Cooney cannot be expressed in words that I can find. My appreciation of his contribution to this Ph.D., academic publications and to my career will remain embedded in my heart for as long as I breathe.

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Over these years, I have come to learn that undertaking a Ph.D. is like embarking on a solo adventurous mission. It has its challenges and good times throughout its existence. In truth, no one can claim to have completed a Ph.D. on his own. I acknowledge and salute those who have contributed to my study – God bless you!

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## **INTRODUCTION**

From an economic perspective, the value of entrepreneurship has been widely recognised in recent decades, thus becoming the focus of highly debated viewpoints in academic research which have explored the topic from different perspectives. In more recent times, some studies have found that immigrants are influencing economic growth through opportunity creation. By leaving traditional paid jobs to create their own jobs, it is increasingly evident that immigrants are influencing the nature and formation of enterprises in their host country (Clark et al., 2015). Thus, immigrant entrepreneurship (IE) has become an important topic in Western economies (Lemes, et al., 2010) and remains of central policy interest (Kerr and Kerr, 2016). Additionally, it has been found that entrepreneurial activity is higher amongst immigrants than native entrepreneurs (Evansluong, 2016; Rath, 2006), thus making this topic ever more worthy of further empirical investigation. This study is not interested in knowing how fast immigrant entrepreneurship is growing in countries, but instead it takes such a prospect as being true and investigates the role played by an immigrant's ethnic background to show how it influences their entrepreneurship opportunity formation.

The study is concerned with how 'ethnicity' influences a person's ability, choices, willingness and decisions to establish one's own business. Many academic scholars have erred in their assumptions and conclusions that 'ethnicity' is widely considered a 'social construct' and therefore has minimal relevance to entrepreneurial behaviour (Fenton, 2010). This study finds that such conclusions are fallacious and shows that 'ethnicity' significantly influences the growth of immigrant entrepreneurship. Thus, what is lacking in knowledge is an awareness regarding how 'ethnicity' as a cultural embedded element affects the growth of immigrant entrepreneurial activity. This fact makes the current topic an important area with significant interest to both academic researchers and policy makers. Additionally, there has been no previous research within an Irish context

explaining how ethnicity might influence entrepreneurship opportunity formation based on immigrant entrepreneurial practices and approach.

This study aims to develop a model that will facilitate a greater understanding regarding how ‘ethnicity’ might influence immigrant entrepreneurial opportunity formation activities. This will be based on the data collected from four different ethnicities who identified themselves as immigrant entrepreneurs (IEs). To achieve this, participants were selected from four different countries:

- a. Brazil
- b. Nigeria
- c. Poland
- d. Pakistan.

Cognizant of constant interactions between immigrants and their home countries, resources and opportunity structures present in the host environment were considered during the design of the interview questions to address research aim and objectives (Njoku and Cooney, 2020b). The works of Putz (2003) and Waldinger et al. (1990a) were instrumental during the development of a model for the current study. Based on this work, theories were formulated, developed and used to address the current research proposition. Whilst, exploring the relationship between opportunity structures, it was determined that the resources available in the host environment and the approach to entrepreneurship helped to differentiate models of immigrant entrepreneurial activity from the mainstream, and how they facilitated immigrant entrepreneurial success strategies (Dana, 2007).

### **General Statement of The Research Problem**

The literature review generated the following objectives for the study:

- a. Explore how immigrants’ entrepreneurial activities in Ireland are influenced by their ethnic backgrounds;



- b. Identify the motivations behind immigrant entrepreneurial career choices;
- c. Identify how they feel and report about home-country variables associated with their choices;
- d. Identify how ethnicity (as a genetic element) might have influenced immigrants' perceptions to form EOF in Dublin.

The outlined objectives will be explored in great detail in Chapters 4 and 5 of the study.

### **Outline of The Thesis**

The thesis is presented in six chapters; Chapter 1 examines the literature on ethnicity, with a focus on its relationship with entrepreneurship (Putz, 2003; Waldinger *et al.*, 1990a). Based on the literature reviewed, important terms were considered in detail. Ethnicity was then explored from a wide variety of perspectives. For instance, one of these is concerned with the influence of ethnicity on a person's willingness and ability to create his/her own business. Chapter 2 explores the different facets of entrepreneurship opportunity formation (EOF) from an immigrant entrepreneurial perspective, highlighting that the field of EOF has suffered over the imprecise definition of terms for several years (Wustenhagen and Wuebker, 2011). Chapter 3 investigates the phenomenon of immigrant entrepreneurship (IE), with a focus on Ireland to show how they affect the EOF process in the Western economies (Clark *et al.*, 2015). Chapter 4 details the research methodology used in this study, while Chapter 5 showed how data analyses facilitated the development of the research model framework using Interpretative Phenomenological Analysis (IPA). Chapter 6 presented research findings and offered in-depth discussion and recommendations with regard to the findings.

## **Chapter 1 – Ethnicity**

This chapter begins with an exploration of the literature on the concept of ethnicity to show how it evolved to play an important role in the entrepreneurial field. As one of the most intensely discussed concepts in social science which has suffered definitional imprecisions (Gabbert, 2006), this marked the hallmark of its evolution, which revealed that ‘ethnicity’ discloses signs of strong mutual development rather than isolation amongst immigrants (Guibernau and Rex, 2010). Thus, the suggestion of some scholars to consider it as simply an intellectual construct is rather a common natural mistake since ethnicity plays an important role in entrepreneurial behaviour as immigrants have demonstrated (Fenton, 2010). A further evaluation of ‘ethnicity’ and ‘entrepreneurship’ shows it provides entrepreneurs with a valuable resource, as well as ‘ideological support’ for mercantile association in restraint of trade (Light and Rosenstein, 1995). This is evident given that participants to the study expressed ethnocentric ideas, identifiable in their unique approaches to business OF in Dublin, which further shows a link between their career choices and ethnic origins, thus showing strong background influence to their entrepreneurial behaviours (Gregurovic, 2018; Njoku & Cooney, 2020b).

## **Chapter 2 – Entrepreneurship Opportunity Formation (EOF)**

This chapter reviews the literature on EOF in order to elicit the most appropriate structure for examining it in light of immigrant entrepreneurial perspectives. The objectives include to explore the different facets of EOF in relation to immigrant entrepreneurs (IEs) and to draw a conclusion by establishing the nature of the relationship between immigrants’ ethnic backgrounds and their entrepreneurial activities (EAs) in Ireland. The chapter begins with a look at the evolution of entrepreneurship theory (ET), highlighting that there were major pioneering contributions to this field as far back as the 17<sup>th</sup> Century (Landstrom and Lorke, 2010). The chapter then presents the earliest

discussion in entrepreneurship, acknowledging that Cantillon in his 'Essay on the Nature of Trade in General' was the first to endow the concept of 'entrepreneurship' with a more precise economic meaning (Cantillon, 1755). The chapter then moved from the person to process before presenting the framework for understanding EOF. Due to incomplete definition for EOF (Low and MacMillan, 1988), the chapter presents a work-in-progress definition believed to be holistic, robust and suited to the research topic. The chapter concludes with the proposition that the EOF process approach differs between immigrants and the mainstream population.

### **Chapter 3 – Immigrant & Ethnic Entrepreneurship in Ireland**

The chapter on immigrant entrepreneurship (IE) in Ireland commences with a review on migration as one of the subjects mostly studied (Kourtit and Nijkamp, 2012). As a social and economic phenomenon, which has become a topic of academic importance due to increased interest (Lemes, et al., 2010), IE remains of central policy interest (Kerr and Kerr, 2016). Part of the objective of this chapter is to understand why immigrants resort mostly to self-employment in the host country. The reviewed literature shows that the reasons are multifaceted. The chapter then explored the factors influencing IE, identifying some of the ways immigrant entrepreneurs (IEs) can be encouraged, since their contributions to the development of the host economy has been documented in the literature. The chapter then mapped out a profile of IEs in Ireland (Cooney and Flynn, 2008), highlighting the challenges they face. This was followed by discussions on the reasons for criticising the immigrant EOF model. Finally, the chapter presents a model framework used in addressing the main research question.

## **Chapter 4 – Research Methodology**

The positivist tradition is the primary methodological approach that underpins this work. The chapter initially reviews exploratory, descriptive, causal, evaluation and combined research, and then states the research question, strategies and definitions of important key research terms. Following a qualitative methodological tradition, the study discusses the exploratory research employed and identifies phenomenology as the research design (Husserl, 1927). Entrepreneurial literature also shows that phenomenology is inherently qualitative (Abebrese, 2013). Although phenomenology is both interpretive and descriptive, the study will apply the interpretive aspect (Meyer, 2008). Findings will be interpreted using the interpretative phenomenological analysis (IPA) for three reasons: (a) IPA is of phenomenological origin, (b) IPA involves a detailed examination of participants' lived experiences, and (c) IPA uses a two-stage interpretation approach known as a 'double hermeneutic' (Smith and Osborn, 2007). The chapter concludes with an explanation of how the data collected was measured and analysed. It then identifies methodological limitations and presents how rigor was achieved and validated (Dana and Dana, 2005).

## **Chapter 5 – Data Analysis & The Development of A Conceptual Model**

The chapter continues with the different processes available in analysing qualitative data. Having explored different options, the chapter was able to arrive at a conclusion on the best approach for this study. Chapter 5 entails the pilot analytical phases, results and the values it offered in preparation for the main analysis. The chapter also showed that the research analytical process was innovative given the flexibility exercised during the main analysis. Chapter 5 therefore showed rigor and validity by confirming that the approach employed in analysing the core study findings was the best subject to the orientation of the research topic. The chapter also facilitated the

development of the model (the visual mixed embeddedness framework, VMEF), which was used to address the research question.

## **Chapter 6 – Presentation and Description Of Findings**

This chapter is a reflective review of the research study undertaken on ‘ethnic influence on immigrant entrepreneurship opportunity formation practices in Ireland’. The chapter is based on the research analysis and the literature review. It entails the presentation and description of findings, including the research limitations and recommendations. The chapter begins with an introduction, which reviewed how the preceding chapters were tied together, especially between the analysis and findings. The chapter then discusses the research topic as a way of refreshing the minds of the audience on what the research is about. Then, it highlights the processes employed in applying interpretative phenomenology analysis (IPA) (Smith, et al., 2009) and its underpinning rationale (Husserl, 1859). Subsequently, the results were described and supported using direct quotations and comments from the transcripts. Finally, using the model developed (the visual mixed embeddedness framework, VMEF), the chapter addresses the research problem question.

**How Does Ethnicity Influence Entrepreneurship  
Opportunity Formation Amongst Immigrant  
Entrepreneurs In Ireland?**

# **Chapter 1**

## **Ethnicity**

## **1.1 Introduction**

In recent years, the value of entrepreneurship from an economic growth perspective has been increasingly recognised by policy makers. Indeed, entrepreneurship has become the focus of substantial amounts of academic research explored from a wide variety of perspectives. One such perspective is concerned with the influence of ethnicity on a person's ability and willingness to establish their own business. The common natural mistake and supposition of some scholars researching 'ethnicity' is that the term is widely considered as a 'social construct' and thus, they believe that it has minimal relevance to entrepreneurial behaviour (Fenton, 2010).

The classical expectations that many small and medium firms would disappear because they were unprofitable has subjected the value of entrepreneurship to the same fate as ethnicity (Wilken, 1979). These perceptions and beliefs have been questioned by scholars and have become the basis for new investigations in entrepreneurial studies. In addition, it has been argued that entrepreneurship has become an increasingly important issue for the growth of national economies across the world given that immigrants of all ethnicities continue to add significant value to the entrepreneurial ecosystems. As a result, governments of many countries believe that developing local start-ups and supporting immigrant entrepreneurs (IEs) is crucial to achieving sustainable economic growth. In considering the crucial roles played by different categories of entrepreneurial businesses in the development of economies, scholars across the globe have developed interests in comparing different ethnic groups of entrepreneurs to identify how they differ from one another (Drescher, 2017; Parastudy and Bogenhold, 2019). Consequently, this study will explore the role of ethnicity in the development of entrepreneurship opportunity formation (EOF), with a focus on identifying possible influences on immigrant entrepreneurship (IE) in Ireland (Van-Scheers, 2010). Hence, the research objectives include:



- e. to explore how immigrants' entrepreneurial activities in Ireland are influenced by their ethnic backgrounds;
- f. to identify the motivations behind immigrant entrepreneurial career choices;
- g. to identify how they feel and report about home-country variables associated with their choices; and
- h. to identify how ethnicity (as a genetic element) might have influenced immigrants' perceptions to form EOF in Dublin.

The aim of this study is to develop an empirically grounded framework (visual mixed embeddedness framework, VMEF) with which to establish how ethnicity might have influenced the EOF process amongst IEs within the Dublin geographic area. Remarkably, the continuous growth of European ethnic populations since 1945 and the increased rate of immigrants into the United States after the 1965 immigration law reform are major contributors in turning the concept of ethnic enterprise into a topic of international concern (Aldrich and Waldinger, 1990a). It has been observed that the high growth rate of 'immigrant businesses' was influenced by a restructuring phase within western economies. Thus, joblessness and low paid employment have forced immigrants and ethnic minorities who were caught up by this conjuncture to embrace alternate means of survival in foreign lands where there were no jobs for them. Light and Bhachu (2008) have reported cases showing the possible ethnic impact on how immigrants form, create, access and exploit entrepreneurial opportunities (EOs). Similarly, research further reveals that scholars are in unanimous agreement that entrepreneurship is the driving force of economic growth, job creation, innovation and social adjustment (Van-Scheers, 2010). As a topic driven by gaps in the existing literature (e.g. incomplete definition of EOF) (Hisrich, 1986), the importance of this study is clear given that an empirical framework that expounds how ethnicity influences EOF amongst IEs is yet to be produced. This study will fill this gap by developing a framework (VMEF) that will further explain how

IEs in Dublin add significant value to the Irish entrepreneurial eco-system, thus contributing to academic knowledge.

To achieve the research aim and objectives, this study will explore the background of the ethnicity concept to identify ethnic business activities before defining the concept of ethnicity. Then, ethnic businesses in Ireland will be mapped-out alongside with their communities. The international perspective of ethnic entrepreneurs is then explored to demonstrate the relationship between ethnicity and EOs. In the subsequent paragraphs, this study will use different framework dimensions to examine the major contributions of ethnicity to job creation, innovation, social adjustment and to the formation and creation of EOs. Hence, it is believed that the proposed strategic approach to achieving the study objectives will stimulate a relational understanding of the general framework within which expounding other various sub-headings will be possible. As a foundation to the research aim, an explanation of how ethnicity impacts the concept of EOs amongst IEs in Ireland becomes realistic and obtainable.

The proposed research framework will be influenced by an ethnic group's access to opportunities, background, characteristics, sources of opportunities and the emergent strategies for future opportunity creation. Therefore, the study objectives will require a review of the academic literature written in recent decades. Findings will be compared to understand how the 'ethnicity concept' has evolved in the field of entrepreneurship. This will help ascertain its role in the formation of EOs. Subsequently, findings will be analyzed, evaluated and juxtaposed with entrepreneurial ethnic groups, focusing on their attitudes and relationship to opportunities. A framework for understanding the research proposition will be built on multiple interactive components: (i.e. groups' business categories, opportunity structure, group's attitude to opportunities, characteristic and strategies) (Waldinger et al., 1990a). Opportunity structures will consist of market conditions likely to favor products or services oriented to co-ethnics and the

circumstances in which a non-ethnic market is served on a wider spectrum. Although access to means of obtaining opportunities is highly dependent on the level of interethnic competition and state policies, the opportunity structure also includes the ease with which access to business opportunities is obtained. The components of ethnic group characteristics include predisposing factors such as: “selective migration, culture, resource mobilization, ethnic social networks, general organizing capacity and government policies that constrains or facilitates resource acquisition and aspiration levels” (Aldrich and Waldinger, 1990a, p.114). Thus, ethnic strategies are the products of interactions about opportunity between these groups and their characteristics as they adapt to their new environments (ibid).

## **1.2 Defining Ethnicity**

Based on the literature reviewed, the concept of ‘ethnicity’ only came to be widely used in the 1970s (Fenton, 2010). Brett (2002) explored developments in Biblical studies which presented two conceptual approaches to ‘ethnicity’. While Ezra and Nehemiah’s accounts on the first concept focused on ‘blood ties’ and ‘genealogy’, the second account was directed on ‘peoplehood’. This was further distinguished between ‘spiritual’ and ‘physical descent’ (Gal. 4:29; Brett, 2002). Further discussion on ‘ethnicity’ discloses signs of strong mutual development (i.e. ‘groups’ and ‘identities’) rather than ‘isolation’ (Guibernau and Rex, 2010). Therefore, the need for a robust approach to ‘ethnicity’ involving different ways of thinking, perception, interpretation and presentation is imperative. As Guibernau and Rex (2010, p.36) stated “the intricate and ever-recommencing definitional casuistry in studies of ethnicity, race and nationalism has done little to advance the discussion and indeed can be viewed as a symptom of the non-cumulative nature of research in the field”. Proponents of this view believe that the current scholarly perception of ‘ethnicity’ is more worrying than seeking definitional agreement.

Therefore, it has been suggested that scholarly conceptual tools require critical scrutiny (ibid). The argument for this reasoning further suggested that ‘ethnicity’, ‘race’ and ‘nationalism’ be viewed in relational, processual, dynamic, eventful and disaggregated terms and not as substances, things, entities, organisms or collective individuals (as the imagery of discrete, concrete, tangible, bounded and enduring ‘groups’) (Guibernau and Rex, 2010; Ward and Jenkins, 1984).

In Glazer et al., (1975), the concept of ‘ethnicity’ first appeared in the Oxford English Dictionary in 1972. However, Weber defined ethnicity as “the belief of social actors in common descent based on racial and cultural differences, among other factors” (Hamilton, 1991, p. 284). In a debate between the anthropologists and the sociologists, problems associated with the imprecise definition of the term was observed. Consequently, ‘ethnicity’ has been defined and described in various forms. The definition of ‘ethnicity’ has further been argued to have “emerged out of specific anthropological and sociological theories” (Wan and Vanderwerf 2009, p.4). Thus, Banks (1996) suggested that the best way to approach ethnicity is for observers to think of it as an ‘intellectual construct’. In addition, Tishkov (2000) mentions in ‘Forget The Nation’ that to argue something is an ‘intellectual construct’, not a denial of its existence. However, in Eller’s (1997, p.1) definition, ‘ethnicity’ was expounded as “the process or phenomenon which underlies or gives rise to ethnic groups”. In DeVos’ own understanding, ethnicity was described as “the subjective symbolic or emblematic use of any aspect of culture (by group), in order to differentiate themselves from other groups” (DeVos, 1980). Similarly, further attempts to define the term described it as “an aspect of the social relationship between agents who consider themselves as culturally distinctive from members of other groups with whom they have a minimum of regular interaction” (Eriksen, 2002, p.12). Burgess’ (1978) understanding of the concept is more elaborative and detailed.

Comparable to previously reviewed definitions, a more inclusive approach defines ‘ethnicity’ as: “the character, quality or condition of ethnic group membership, based on an identity with and/or a consciousness of group belonging that is differentiated from others by symbolic ‘markers’ (including cultural, biological, or territorial), and is rooted in bonds to a shared past and perceived ethnic interests” (Burgess, 1978, pp.265-85). Notably, besides Ellers’ attempt, previously examined definitions share common features and characteristics such as: ‘symbolism’, ‘identity’, ‘solidarity’ and ‘belonging’. However, in addition to Weber’s broad definition of ‘ethnicity’, Guibernau and Rex (2010) report that “if rationality regulated action is not widespread, almost any association, even the most rational one, creates the overarching communal consciousness; this takes the form of a brotherhood on the basis of the belief in common ethnicity” (Guibernau and Rex, 2010, p.14). Literature further shows that “ethnic origin and contingencies factors play a role in differentiating and encouraging or discouraging entrepreneurship” (Alexandre-Leclair, 2014, p.13).

A discussion of ethnicity in light of entrepreneurship describes it as the character of a group of people that share three core elements (i.e. descent, history and homeland) (Green, 1997). As a distinctive social phenomenon, Fenton (2010, chap. 9) summarises the concept of ‘ethnicity’ as: “a category or group with some perception of shared culture, one or more aspects of which will be used primordially as a charter for membership (and for excluding non-members), with the capacity for an institutionally self-supporting and self-sustaining existence”. For the purpose of this study, ethnicity is defined as:

*“the character, quality, or condition of ethnic group membership, based on an identity with and/or a consciousness of group belonging that is differentiated from others by symbolic ‘markers’ (including cultural, biological, or territorial), and is rooted in bonds to a shared past and perceived ethnic interests”*

**Source (Burgess, 1978, pp.265-85).**

Burgees' (1978) approach was adopted because it is holistic and encapsulates the required attributes and features to suit the study purpose, aim and objectives. Ethnicity in this sense is intersubjective and can be related to the primordialists' rationale of the concept as innate. In Glazer et al., (1975, p.1) the term 'ethnicity' was subjectively presented then as a new term. In their study, they argued that the earliest appearance of the term was in the Oxford English Dictionary (1989). But it was previously acknowledged that it was first used by the American sociologist David Riesman in 1953 (Riesman, 1953). Since then, ethnicity has evolved in academic history over a period of time. Originally, it was an adaptation from a much-older word '*ethnic*', which was derived from a Greek word '*ethnos*'. Although, the term '*ethnos*' was taken from another vocabulary '*ethnikos*' (which originally meant 'heathen' or 'pagan'), research shows that 'ethnicity' was used from the mid-fourteenth century until the mid-nineteenth century before its meaning gradually began to transform on account of interpretations into the current form of 'racial characteristics' (Guibernau and Rex 2010, p.46). Since the emergence of ethnicity, findings in research revealed the different ways scholars had previously approached the term. For instance, in approaching 'ethnicity' from post-modern and deconstructionist perspectives, Eriksen's research studied how the relationship between 'identity' and 'culture' became the key components of ethnicity (Eriksen, 2002).

In comparison, Brubaker's approach criticised the reification of concepts such as 'ethnicity', 'race', 'nation' and 'class', arguing that "these are often treated as if they enjoyed a 'discrete existence, boundedness, coherence, identity interest and agency when these attributes are in fact characteristics of organizations" (Brubaker, 2010; Guibernau and Rex, 2010, p.13). Frequently, scholars run into issues during cross-cultural interpretations of academic terms described as "an emic-etic problem as a matter of global politics" (Brett, 2002, p.7). Therefore, one of the questions that has been asked by Brett

(2002, p.9) is whether modern ideas of ‘ethnicity’ have direct parallels in ancient cultures, and if so, by what method should any cross-cultural comparison proceed? This inconsistency had been acknowledged in different academic literature. In Bolaffi (2003, p.94), a slightly different conceptual meaning of ‘ethnicity’ was presented. These authors acknowledged that ‘ethnicity’ is a derivative from a Greek word ‘*ethnos*’. They further alluded that ‘*ethnos*’ meant “people, but also stock, multitude, crowd or nation”. The question is ‘how deep does modern interpretations of terms impact their applications and meanings in the contemporary research world’? In retrospect, it is arguable that the later conceptual interpretation of ‘ethnicity’ has been heavily influenced by centuries of evolution. For instance, some literature claims that the Greek word (*ethnos*) is in turn derived from the Sanskrit ‘*sabbah*, community’. Not until the late nineteenth century and early twentieth century does the conceptual perception of the term start to gain more recognition. Similarly, a stretch in the interpretation of ‘ethnicity’ has recognised terms such as race, people, nation and nationalism as synonymous in meaning (Guibernau and Rex, 2010). Traces of this ambiguity is still experienced and felt today in the social science research (Bolaffi, 2003).

Research further shows that the term ‘ethnicity’ is one of the most intensely discussed concepts in social science, which has suffered definitional imprecisions (Gabbert, 2006). Furthermore, in page 1 of Gabbert (2006), it states that “ethnic communities are not a ubiquitous form of social organization, hence, suggesting a distinction between ‘nation’, ‘ethnie’, and ‘ethnic group’ to account for the huge difference in the social bases and political potential of individual ethnic communities”. In Max Weber’s argument, a subjective characterisation of ‘ethnicity’ was identified (Goulbourne, 2001). This acknowledges that political communities play a role by encouraging a common sense understanding of *ethnie* and solidarity (e.g. sentiments of likeness can be created by the political community which will continue to exist with an

'ethnic' connotation, even after the demise of the community). Weber further points out that this kind of ethnicity connotation (resulting from creating sentiments of likeness) is mostly created by the language group that bears a specific 'cultural possession of the masses' (*massenkulturgut*) and permeates common understanding (*verstehen*). Within members of a group, the key components in the construction of a shared identity are reflected on the role *ethnie* plays as a precursor of nations by highlighting the power of symbols, rituals, traditions and ways of life (Smith, 1986). The study of ethnies (i.e. histories, culture, myths and names of human populations with shared ancestry) is associated with a specific territory, a sense of solidarity' and hence, central to Smith's ethno-symbolist theory (Guibernau and Rex, 2010).

Based on the reviewed literature, the concept of 'ethnicity' is still young in the entrepreneurial field considering that it made its first appearance in the Oxford English Dictionary in 1989. Given the differences in scholarly perceptions regarding the origin of 'ethnicity', it has been explored from a variety of academic disciplines, which has resulted in disagreements over adopting a unified definition. Eller (1997) expounded ethnicity as a phenomenon or process that gives rise to ethnic groups. Consequently, ethnicity has been defined differently to portray different meanings in the academic literature. As a new concept into the entrepreneurial field, a pure definition of the term from an entrepreneurial perspective remains undeveloped. It has also been learnt that the concept of ethnicity has often been used interchangeably in the literature to suggest either race or nationality. However, when scholars try to explain related concepts like ethnic entrepreneurs, immigrant diasporas, ethnic entrepreneurship, etc., they focus on identifying the relationship between these based on common features and characteristics. Amongst other reviewed definitions, Burgess (1978) best described the characteristics and features of study target group of immigrant entrepreneurs who will provide insights that will facilitate answering the problem question.



### **1.3 Distinguishing Between Ethnicity, Race And Nationality**

In Anglophone social anthropology, the concepts of ‘ethnic groups’ and ‘ethnicity’ have become household words. According to Cohen (1978), only a few who referred to these terms considered their definitions important. However, in social science discussions, the question that has been asked is whether ‘race’ and ‘ethnicity’ have explanatory value? The outcome of the question presents two different views. While some are in favor, some scholars argue that these concepts have little or no value to either give information that will help understand the types of social structures or explain behaviors pertaining to a societal relationship. As a result, the first view is described as “liberal colorblindness and the second, lodged within a reading of the works of Marx” (Goulbourne, 2001, p.7). Nevertheless, a deeper examination of both views further highlights that the position of the first view out-rightly denies the existence of the ‘race’ concept on the basis that it is founded on a highly destructive false conception. According to Crick (1996), to address issues of ‘race’ results paradoxically in reinforcing this false concept. The second position was a derivative from Marx’s analysis of capitalism as a “social system in which class struggles are central to change” (Goulbourne, 2001, p.7). Consequently, it has been argued that none of the founding fathers of sociology and social anthropology granted the concept of ‘ethnicity’ much attention with the partial exception of Max Weber (Guibernau and Rex, 2010). Notably, the root of the problem with Weber’s theory of ‘ethnicity’ has been argued to have originated in his (1968) definition of the term. According to Malesevic’s analysis, Weber’s theory of ethnicity is mostly ‘inward looking’, thus it failed to consider other scholarly perceptions and categorization of a particular group (i.e. human groups that entertain a subjective belief in their common descent) (Malesevic, 2004). Hence, Weber’s analysis of ‘ethnicity’ was argued to be less of an apt analysis, but more rudimentary, thus a mere statement. For instance, the Weberian conceptualization of ‘ethnicity’ states that “just as neo-Marxists do with ‘class;

so neo-Weberians often attribute a privileged position to social status” (Malesevic, 2004, p. 140). Therefore, the problem with both neo-Marxists and Weberian perspectives of ‘ethnicity’ lies in their analysis, which is often too static and group-centric.

### **1.3.1 Ethnicity And Race**

Ethnicity and race are used by people to express important significant features that differentiates their ethnic origins from others (Goulbourne, 2001). Research findings continuously highlight the dynamism of ‘ethnicity’ and ‘race’ in the contemporary world (e.g. their effects on social relationships, structures and actions, including entrepreneurial activities) (ibid). As such, it is generally assumed that such differences between groups of people are palpable (Goulbourne, 2001). Consequently, this study further points out that users of these terms frequently ignore or rather forget there is a clear distinction between a ‘group’ (which has some degree of coherence and solidarity by definition) and a sector, category, grouping, subpopulation, aggregate or bracket which indicates a patterned differentiation. Thus, an ‘ethnic group’ simply highlights that members have common awareness and as such are latently aware of this fact (Petersen, et al., 1982). The question then becomes: at what point do people become a ‘group’? Invariably, the concept of ‘race’ is used to describe different groups (Goulbourne, 2001).

Research on ‘race’ however, highlights that its usage diminished after the war against Fascism (Ashley, 1972; Rex, 1986). Consequently, ‘ethnicity’ was infused with racial characteristic or traits, thus appearing less negative, and became more acceptable in academic and policy deliberations. This construction of ethnicity was embraced by a larger number of people because it incorporates both physical and cultural differences (e.g. religion, language, customs, etc) (ibid). Similarly, it was further observed that Irish immigrants to America in the 1830s and 1840s were victims of contradictions and inconsistencies due to racial ideological competition, because they became the first of the

European groups to be caught in this contradictory racial space (Rees, 2007). Due to increased number of immigrants from the South Central and Eastern Europe in the late 19<sup>th</sup> century, scholars compared between the positions of the Irish in the antebellum period (ibid). As a result of this ambiguity, Barrett and Roediger (2002) state that between the 1830s and 1840s, the Irish were neither fully white nor clearly of colour. Thus, the new immigrants amongst them were described as ‘in-between people’. Subsequently, the term ‘race’ has gradually and commonly been used to separate one group of people from another (Goulbourne, 2001).

### **1.3.2 Ethnicity And Nationality**

The ability of some people to choose who they are seems to have been constrained by race, ethnicity and nationality (Spinner, 1994). Research shows that how people think of ‘racial’, ‘ethnic’ and ‘national groups’ are influenced by how these terms are defined (ibid). Although they are often used without distinguishing among them (Kennedy, 2018), it has been argued that between the three groups, ‘ethnicity’ is often the catch-phrase (Spinner, 1994, p.16). A broader definitional attempt took a unique approach. From an ‘ethnic groups’ perspective, ethnicity was defined as “communities that base themselves on a sense of group origins and share (or think they share) some cultural attributes” (ibid p.25). While the Harvard encyclopaedia of ethnic groups included Native Americans, Jews, African Americans, Italian-Americans, the Amish and others under the rubric of ‘ethnicity’, some writers failed to distinguish between ‘ethnicity’ and ‘race’ (e.g. the neoconservatives argued against policies in support of such distinction and thus refused to separate race from ethnicity). Thus, they concluded that these terms are socially constructed because there are no natural criteria that can be used to define them (ibid).

The argument from this point of view highlights that ethnicity, race and nationality are not naturally part of the world, and thus were socially created by men and

can be changed by men (Spinner, 1994). Consequently, the major flaw with such a conclusion lies in its reasoning. Hence, the premise of such position is derivative, assumptive and paradigmatic. Similarly, research shows that the concept of 'nation' and 'nationality' equally presented scholars with interpretational challenges (Petersen et al., 1982). While 'ethnicity' is about 'descent' and 'cultural differences' which are invoked under certain condition, it is described as a 'social identity'. Nationality is used to suggest 'national quality' or 'character' (Spencer, 2014). Furthermore, a 'nation' (frequently of a people potentially but not actually a nation) (e.g. Soviet Union) "denotes a particular type of ethnic category because the words 'nationalism' and 'nationalists' can pertain to existent of nations (in which case they are more or less equivalent to 'patriotism' and 'patriot'), but more likely to refer to ethnic sentiment with or without an implicit aspiration to establish an independent country" (Petersen et al., 1982, p.4). In the *ethnocultural* sense, the notion of a 'nation' was introduced into the international academic and political language under the influence of human rights and minorities movements in the 1960s-1980s (Tishkov, 2000). It was argued that the long-standing and commonly shared search for an acceptable definition of what does not exist (e.g. nation, nationality, nationalism etc) is in reality, a collective body responsible for failure and mental quagmire concerning theory and political practice of nation and nationalism (including both traditional approaches and late nationalism studies) (Tishkov, 2000).

Seton-Watson (1977) (a prominent historian of nationalism) admits that even though the phenomenon of 'nation' 'has existed and continues to exist, no scientific definition of the term can be devised because it is notoriously difficult (Spinner, 1994). However, it has been argued that Benedict Anderson's definitional attempt captures the spirit of a modern nation. Anderson states that the 'nation' "is an imagined political community that sees itself as limited and sovereign". The idea points out that though the image of a nation's communion lives in the minds of its members, most members will

never meet each other and thus, is imagined, which means a nation is ‘thought up’ (imagined) by the people. A ‘nation’ is equally limited because it never pretends to encompass the entire world (Spinner, 1994). Remarks on this view suggest that Anderson’s rationale was influenced by personal perceptions and thus, over-sided and subjective (ibid, 1994). To justify why a nation is ‘imagined’, Anderson overlooked the fact that some members of a nation do meet again after encountering each other previously. In this sense, a ‘nation’ does not necessarily have to connote ‘the entire world’. For instance, God’s promise to make Abraham (a single individual) into a great nation (Genesis, 12:2) was not understood in the context to imply ‘multiplying a single individual (Abraham) into a whole country’. In Petersen et al., (1982, p. 1), these scholars further acknowledge that “nation” is a Latin word from French whose ultimate source is *nasci* (i.e. to be born), thus, the closest source is *natio* (birth).

In summary, this section of the research showed how the struggle over academic definitional interpretations and the practiced culture of imposition of meanings have become a tradition amongst competitive groups of scholars and worldwide coalitions. The general rule highlights that “it is the richer and the stronger that impose definitions and lead debates” (Tishkov, 2000, p, 639). Nevertheless, this study has shown that some scholars have failed to show clearer understanding between ‘ethnicity’ ‘nation’, ‘nationality’ and ‘nationalism’. As a result, they erred in their conclusions that these are ‘politically correct’ terms, which are dangerous utopias (ibid, 2000). Although, the concept of ‘nationality’ has been revised in favour of its ethnocultural (soviet) meaning by some political philosophers to conform to contemporary political correctness, it has further been identified that “a weakness of the concept or even the loss of its functional meaning applies to the category nation, and to its derivatives- nationalism, nationality, nation-state, and so on” (Tishkov, 2000, p. 639). For anthropologists, these terms are

synonymic with floating referents, which are often used interchangeably in sentences without making significant emphasis on their differences.

The analysis conducted on Weber's theories of ethnicity indicates how both the concept of 'ethnicity' and 'ethnic groups' have become household words (Weber, 1930). As a result, Cohen (1978) claims that only a few scholars who referenced these terms considered their definitions as important. Similarly, this section highlighted two views that originated from social science discussion on 'ethnicity' and 'race'. While the first view denied the existence of 'race' concept, the second view was influenced by the works of Weber (Goulbourne, 2001). In comparison with other theories reviewed, Weber's theory granted the 'ethnicity' concept more attention than all other theories (Guibernau and Rex, 2010; Weber, 1930). Furthermore, the study showed that academic scholars used the concepts of 'ethnicity' and 'race' to express important differentiating features about people, which indicates the dynamic nature of these terms, thus highlighting how they have evolved over the years (Goulbourne, 2001). This has delayed the adoption of a unified definition of ethnicity amongst academic scholars. The section following shows that the right of some ethnic group members to self-identify themselves was equally restrained by 'race', 'ethnicity' and 'nationality' (Spinner, 1994). A good example was cited in the neoconservatives' arguments forbidding making a distinction between these terms (*ibid*).

Although, the natural criteria for defining 'ethnicity', 'race', or 'nationality' is yet to be developed in the entrepreneurial literature, Spinner (1994) maintains that these terms are socially constructed. However, Brett's (2002) research highlights evidence on how ethnicity was recently approached based on the works of Biblical scholars. In the next section, this chapter will discuss ethnic theories in more detail, with a focus on how they have evolved over time. It will also explore different schools of thought on ethnicity to

identify its role to entrepreneurship development and business opportunity formation amongst immigrant entrepreneurs within an Irish context.

#### 1.4 Ethnicity Theories

Fenton (2010) acknowledges that the orthodoxy by which ethnicity is approached claimed that there can neither be existing theory of ethnicity nor ‘ethnicity’ be regarded as a theory. However, a theory can emerge out of the modern social world which can be used to express ethnic identities within a material and cultural context. Furthermore, Smith’s (1986) study reveals that his ethno-symbolist theory offers novelty and enlightening pre-modern insights on how cultural identity can be collected (e.g. those embodied in *ethnies*).

While exploring the origins of ‘nations’ and ‘national identity’, Smith discovers that ethnic identity is a part of pre-modern ways to collect cultural identity. In Barth’s argument, as cited in Brett (2002, p.13), he states that “by imagining that cultures tend to work in isolation of each other, developing mainly in response to local ecologic factors, through a history of adaptation by invention and selective borrowing, older theories of ethnicity occluded the problems of boundary construction”. Wan and Vanderwerf (2009) added that ‘ethnicity theories’ were the products of anthropological and sociological theories. However, developments in anthropological research studies point-out that theories of ethnicity were grouped into three typologies. The materialist theoretic perspective was discovered later in Fishman and Garcia (2016) as the table below reflects.

**Table: 1.1 Three Anthropological Approaches To Understanding ‘Ethnicity’**

Perspective	Description
Primordialist Theories	Ethnicity is fixed at birth. Ethnic identification is based on deep, ‘primordial’ attachments to a group or culture.
Constructivist Theories	Ethnic identity is not something people “possess” but something they “construct” in specific social and historical contexts to further their own interests. It is therefore fluid and subjective.
Instrumentalist Theories	Ethnicity, based on people’s “historical” and “symbolic” memory, is something created and used and exploited by leaders and others in the pragmatic pursuit of their own interests.
Materialist Theories	Discussed in line with the ‘circumstantialists’ perspective, the materialist approach to ethnicity argues that human consciousness and the processes of social group formation are primarily determined by material conditions of peoples’ lives (i.e. the mode of economic production and the social relations of production).

**Source (Fishman and Garcia, 2016, p. 35; Wan and Vanderwerf, 2009, p.4).**

With the exclusion of materialist's theory yet to be developed in the literature, the table above showed that the anthropological perspectives of ethnicity were categorized into three groups with three distinct descriptions. As indicated, these theories reflect a twenty (20) years old approach in anthropology (i.e. movement from evolution theories to structural-functional theories, to conflict theories and finally, to postmodern theories) (ibid).

#### **1.4.1 The Evolution Of Theories On Ethnicity**

Over the last fifty years, the concept of ethnicity has become prominent in popular scholarly thinking. Surprisingly, it has remained a hotly debated topic from the time it emerged in the 1960s as an important form of collective identity. Research shows that different kinds of people have appropriated the concept for personal gains (e.g. “from political mobilization that uses the necessity of ethnic homogeneity as the basis for expelling populations of different racial backgrounds, to the conflation of ethnicity with religion (as when people assume Muslims are an ethnic category), and the reduction of complex geostrategic and historic conflicts to ethnic strife”) (Adlparvar and Tadros, 2016, P.1).

In the wake of exploring literature on this concept, it became evident that it is practically impossible to discuss how the concept of ‘ethnicity’ originated and evolved over the years without basing its foundation on the premonarchic Israel. Given the present state of the textual and artificial evidence, literature shows that nothing definitive was written about ethnicity before premonarchic Israel. However, a breakthrough was made decades ago by historians of ancient Israel and Judah when they became aware of this limitation and as a result, paid more attention to the complex nature of ‘ethnicity’ and its functions in the society (Brett, 2002).



#### 1.4.2 The Primordialist School

According to the literature, both the sociologists and the anthropologists agree that the oldest approach to 'ethnicity' originated from the primordialists' arguments which claim that ethnicity is derived from the kin and clan of human societal structure, thus it remains an 'objective theory' or 'essentialist theory' (Wan and Vanderwerf, 2009, p.5). The roots of this approach can be traced back to the German Romantic philosophers (Herder, J H) who stated that the atavistic power of the blood and soil (*Blut and Boden*) bound one closely with one's people (*das volk*) (Wan and Vanderwerf, 2009, p.5). From the 1970s onwards, the primordialists' account of ethnicity was perceived as a shared value. For instance, the classic primordialists' perception of 'ethnic identity' was generally viewed as innate, fixed and permanent (Adlparvar and Tadros, 2016). However, subsequently reviewed literature discloses some important observations. For instance, a 1969 study by Barth triggered a paradigm shift that influenced the current understanding of 'ethnicity'. The belief that "the social world was made up of distinctly named group" became one of the most difficult conundrums facing academic experts. To this, Barth argued that a quality of the container (an essence or fixed, objective reality belonging to a cultural or ethnic group) is what emerges when a given social group interacts with other social groups and not groups' identity.

The anthropological emphasis on static evocation of tribal identity as a feature of social structure was shifted to a recognition of ethnic identity as a dynamic aspect of social organization. This became the basic anthropological model of ethnicity (Wan and Vanderwerf, 2009, p.7). Invariably, the progression of these approaches was closely studied and found to have links to the maturity of theories supporting thought in social science (ibid). Brett (2002, p.12) mentions that the position of the primordialists (Edward Shils and Clifford Geertz) suggests that ethnicity is ineffable and overpowers coerciveness. It is a deeply rooted affiliation based on kinship, tradition, shared territory,

speech, custom and congruities of blood and not just a function of interaction. Nevertheless, in what is commonly known as ‘ancient hatreds, the primordialists’ argue that basic cultural differences and values often result in cultural clash and violence between ethnic groups. This implies that “ethnic identity serves a fundamental human need for belonging and meaning” (Adlparvar and Tadros, 2016, p.2). Until the 1970s, this view was commonly perceived as a unit defined culturally. Primordialism further claims that every individual is born into an ethnic group or tribe. The result of this view was the classification of tribes and ethnic groups using aspects of their material culture, biological and territorial features. Nevertheless, the primordialists believe that ethnic identity is inherent in human and genealogically passed from one generation to another, given that it is assigned at birth (Afa'anwi-Ma'abo-Che, 2016).

### **1.4.3 The Constructionist School**

Wan and Vanderwerf (2009) highlight a partial agreement between the constructionists’ and postmodern views on ‘ethnicity’. Although the postmodernists’ theoretical views are more concerned with ‘nations’ and ‘nationalism’ than with ‘ethnicity’, their approach was rooted in the works of ‘Michael Foucault’s emphasis on the construction of the metaphor’ and ‘Pierre Bourdieu’s notions of practice and ‘*habitus*’ as basic factors shaping the structure of all social phenomena’ (ibid, p.7). Similarly, some modern proponents of primordialism like Clifford Geertz and Edward Shils have expanded further on this claim. In agreement with Biblical scholars (Ezra and Nehemiah), these scholars acknowledge that the concept of ‘ethnicity’ is more than a function of interaction because of its strong root and long-lasting affiliation based on kinship, shared territory and traditions. Ethnicity is by default, ineffable and overpowers coerciveness (Brett, 2002). In contrast, it could be argued that the expressions in the works of the ‘constructivist’, ‘instrumentalist’ or ‘circumstantialist’ represent a diversion since these

schools of thought concluded that ethnicity is more manipulable and variable (Brett, 2002). For instance, the constructionists mention that because the concept of ‘ethnicity’ is a process that continues to unfold, the basic notion of this knowledge is that in everyday life, ‘ethnicity’ is constantly being negotiated and constructed (Wan and Vanderwerf, 2009).

#### **1.4.4 The Instrumentalist School**

A review of the literature shows that the instrumentalists’ theoretical approach originated from two main contributions that challenged the primordialists’ beliefs (i.e. from Barth’s 1969 seminal essay and the contribution from members of the Manchester school with Abner Cohen’s thesis as the key study) (Adlparvar and Tadros, 2016). Although, the instrumentalists’ approach was influenced by the works of Moynihan and Glazer (1975) and Glazer et al., (1975), their arguments digressed from Glazer and Moynihan’s paradigm. Rather, awareness from this discussion significantly highlights the ‘strategic efficacy’ of the concept of ‘ethnicity’ in making claims upon the modern state (ibid). Both the ‘instrumentalists’ and the ‘social constructionists’ theories of ‘ethnicity’ were influenced by these studies. Further observations point-out that Barth took a subjectivist standpoint rather than focusing on the cultural contents (Moynihan and Glazer, 1975). This however, was found to be a weakness in his position. The instrumentalists’ understanding of ‘ethnicity’ as a concept that is changeable or something that can be constructed and manipulated to gain either political or economic ends further suggests that ‘ethnicity’ in this perspective is “created in the dynamics of elite competition within the boundaries determined by political and economic realities and ethnic groups are to be seen as a product of political myths, created and manipulated by culture elites in their pursuit of advantages and power” (Wan and Vanderwerf, 2009, p.7).

However, in view of the understanding that ‘ethnicity’ is dynamic, Barth (1969) argues that ethnic groups’ interaction is an indication that differences exist between the ‘groups’ and their ‘cultures’. For Barth, this understanding further creates boundaries separating two different ethnic groups. Therefore, markers such as religion, language or rituals change over time. Barth further argues that cultural characteristics are not fixed but are defined within boundaries during interactions between these groups. The argument from this claims that because these changeable markers serve to identify ethnic boundaries, ethnicity is simply situational and subjective and thus not fixed (Barth, 1969; Jenkins, 1984a; Jenkins, 1984b; Jenkins, 2008; Jenkins, 2014; Ward and Jenkins, 1984).

#### **1.4.5 The Materialist School**

In the materialists’ approach to ethnicity, research indicates that this theory is yet to be developed in the literature. However, the increasing scholarly interest in discovering whether social reality is predominantly intersubjective has created true meanings and values. The question is whether ‘social reality’ resulting from existence of real and objective structures as old as human thought (i.e. material for the most part) (Malesevic, 2004) has become the basis for many debates? The materialists’ approach has been discussed in some studies in line with the ‘circumstantialists’ approach. This view argues that human consciousness and the processes of social group formation are primarily determined by material conditions of peoples’ lives (i.e. the mode of economic production and the social relations of production) (Fishman and Garcia, 2016, p. 35). In the 1970s Soviet episode of *ethnos* led by Soviet anthropologists (e.g. Yulian Bromley), it indicates that Yulian Bromley’s writings not only agrees that ‘*ethnos*’ originated from the Greek word, but also affirms that the concept of ‘ethnic groups’ is not a threat to the Soviet State but, preserves the materialists’ theory (Fenton, 2010).

Although it has been stated that “the materialist explanatory paradigm in the study of ethnicity is adopted in rational choice theory, neo-Marxism, elite theory and sociobiology” (Malesevic, 2004, p.173), subsequent findings show that the Weberian legacy is rooted in unifying both the idealist and materialist positions. Thus, the neo-Weberian theories of ‘ethnicity’ are all distinctly materialistic (ibid). In addition, the materialists’ view originated from ‘Crude’ Marxist theories and the work of Hechter (1979). Proponents of this view described ‘ethnicity’ as an epiphenomenon or a result of class relations (Adlparvar and Tadros, 2016, p.3). However, besides critiquing Barth’s ecological and circumstantialist perspective of ‘ethnicity’ for its materialist reductionism and overemphasis on individual choice in ethnic identification, Hechter’s ideologies of ethnic group boundaries, as socially maintained and negotiated influenced some anthropologists into exploring ‘ethnicity’ in a multicultural interactive context to examine differences in cultural construction (Fishman and Garcia, 2016).

In relation to immigrant entrepreneurship, this section of the study explores different academic perceptions of ethnicity. In this respect, it further supports the rationale for scholarly use of rhetorical questions, thus it justifies grounds for adopting a similar approach in this study. After reviewing previous definitional attempts in the entrepreneurship literature and outside this discipline, the study expounds when ethnicity first appeared in the 14<sup>th</sup> century and gradually became popular in academic studies in the 1970s. Consequently, the disparagement of arguments against the ethnicity concept emerged. However, the important contributions of Biblical scholars (Ezra and Nehemiah) facilitated Brett (2002) in his work regarding the current perceptions on the values of ethnicity in the entrepreneurship field of study. The section presents a detailed account on how ethnicity has evolved over the past centuries, with a focus on how it has been represented using different perspectives, including the views of entrepreneurial scholars.

The section presented different accounts from different schools of thought in entrepreneurship stressing on their usefulness and contributions to entrepreneurship and to the general field of knowledge. For instance, the crucial role played by both the anthropologists and the sociologists in the development of ethnic theories in relation to entrepreneurship was acknowledged, showing how the contributions of entrepreneurial researchers have facilitated the development of academic literature. This has become the hallmark of modern research triggering debates amongst scholars (both in and outside the field of entrepreneurship). Consequently, the question on the meaning of ‘ethnicity’ in relation to entrepreneurship has become the premise for social discourse and social competition whose importance and effectiveness has become appealing to different academic groups. This section equally captures the role played by the idealists (subjective) and materialists (circumstantialist) in identifying and understanding the concept of ethnicity (Fishman and Garcia, 2016). Hence, the primordialists’ account of ethnicity around the 1970s can be described as fundamental, given that proponents of this view believe that ‘ethnicity’ is innate and fixed (Adlparvar and Tadros, 2016). Therefore, the argument that ‘ethnicity’ is best thought of as a network of individuals and dimensions of social relationships among groups, rather than a fixed bundle of characteristics of a group is not intersubjective to some theorists. Finally, entrepreneurship has benefited from the values of ethnic networks, which supports and has helped it to grow because of business opportunities created and developed by IEs (Njoku and Cooney, 2020b).

## **1.5 Ethnicity And Entrepreneurship**

Examining the literature on ethnicity in relation to entrepreneurship shows that the notion of ‘ethnicity’ not only provides entrepreneurs with a valuable resource (i.e. business ideology), but also with ‘ideological support’ for mercantile association in restraint of trade (Light and Rosenstein, 1995). Studies by Werbner (1987) and Yu (2001)

reveal that by bringing entrepreneurs together around an ideology of solidarity, ethnicity offers entrepreneurs a countervailing force, which increases the probability of cartelization in defiance of market competition. Similarly, in Aldrich and Waldinger (1990a, p.111), ethnicity and entrepreneurship were examined using a framework based on three dimensions: “an ethnic group’s access to opportunity”, the characteristics of a group and emergent strategies”. However, it has been argued that the nature by which opportunities are structured affects how ‘ethnic groups’ access these opportunities (e.g. “market conditions may favor only businesses serving an ethnic community’s need, in which case entrepreneurial opportunities are limited. Or, market conditions may favor smaller enterprises serving non-ethnic populations in which case opportunities are much greater”) (ibid, p.114). On this first dimension to understanding ‘ethnicity’ and ‘entrepreneurship’, the question is: how available are these opportunities for immigrant ethnic minorities (IEMs)? Although business opportunities (BOs) are controlled by non-ethnic group members irrespective of market condition, IEMs are entitled an access to these opportunities in order to be efficient and productive.

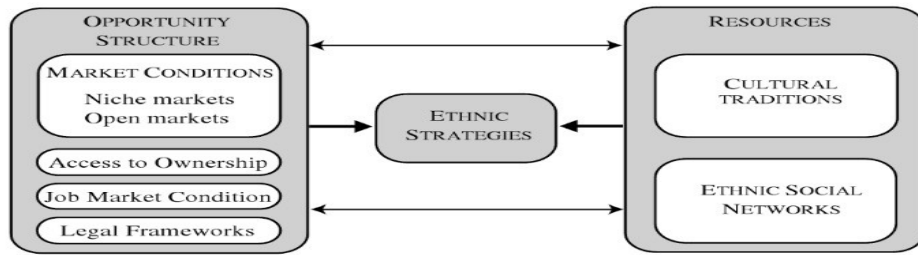
The workings of business markets may either be impeded or become less frequently enhanced due to political factors, thus making it difficult for potential ethnic entrepreneurs to have access to ownership positions (Aldrich and Waldinger, 1990a). For instance, the severe competition experienced by Chinese immigrants from Whites in the 19<sup>th</sup> century denied them access to other better-paying sectors (e.g. manufacturing, construction) after the decline of mining in the late 1860s. The result from that discrimination left them with laundry businesses as the only option to entrepreneurship (Ong, 1981). In addition, Lieberman (1980) added that the impact of the competition was more severe on ‘Black People’ (Africans) than it was on the Chinese community. These examples highlight the nature of hurdles faced by IEM groups before they can access BOs in host countries and how they are frequently influenced by ethnicity. On the second

dimension to understanding ‘ethnicity’ and ‘entrepreneurship’, research shows that ‘group characteristics’ have two dimensions (i.e. “predisposing factors and resource mobilization”) (Aldrich and Waldinger, 1990a). Predisposing factor focuses on skills and goals brought to an opportunity by individuals and groups. The study by Hirschman (1982) argues that the socioeconomic achievements of ethnic groups are partly due to the sociocultural orientation motives, ambitions acquired from group membership and a function of individuals’ human capital. Resource mobilization was therefore an indication that every business requires capital and labor to run and function. Thus, immigrant business entrepreneurs are no exception to these requirements. In Light’s model, cultural endowments, reactive solidarity and sojourning orientation are classified as ethnic resources because potential owners are advantaged by these (Light, 1984). Furthermore, institutional completeness and internal solidarity give some immigrant groups advantage to mobilize resources with conditions historically contingent, heavily independent upon individual initiative and subject to manipulation by dominant groups (Aldrich and Waldinger, 1990a).

The final dimension to understanding ‘ethnicity’ and ‘entrepreneurship’ was based on the research work by Boissevain and Grotenbreg (1986) and Boissevain et al., (1990). These show that as IEs adapt to the resources available to them, they interact with opportunity structures and by building on group characteristics, they create strategies. Ethnic strategies therefore manifest on the operational business opportunity structure used by IEs and the group owner’s characteristics. The interaction between IEs and their business development model as Waldinger et al., (1990a) conceptualized indicates that immigrant business development and their entrepreneurial success cannot be traced back to a single characteristic. Thus, a group’s success is dependent on a complex interaction that takes place between opportunity structure and the group’s resources as the figure below demonstrates.



**Figure 1.1: Interactive Model of Ethnic Business Development**

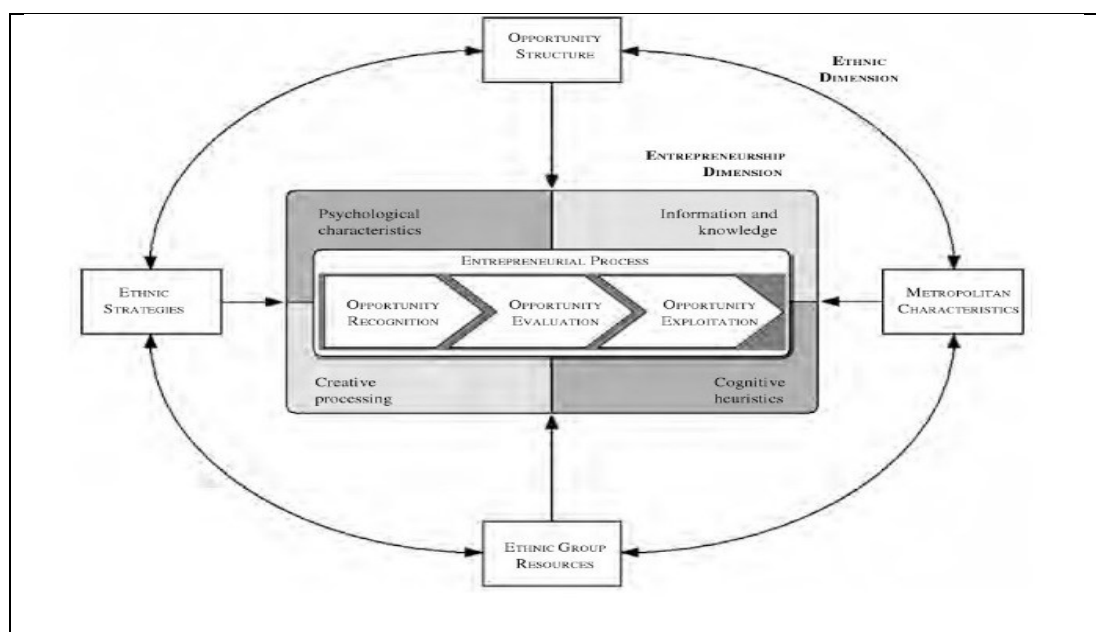


**Source: Dana, 2007, p.34; Putz, 2003; Waldinger et al., 1990a**

The process of interactions between IEs and their ethnic families, and between

opportunity structure and resources is necessary because it is influenced by the home and host environments (Njoku and Cooney, 2020a). For instance, it facilitates immigrant entrepreneurial success strategies in the host country (Dana, 2007). Similarly, it has been argued that “the entrepreneurship dimension exists independently of a potential entrepreneur’s ethnic, cultural or religious background and influences the pursuit of entrepreneurial opportunities” (ibid, 2007, p.36). During the opportunity formation process, IEs are influenced by similar factors discovered within ethnic entrepreneurial dimension. The figure below captures the factors influencing IEs through the recognition of two essential aspects: (i.e. that the individual is an immigrant entrepreneur and that he/she is from a different ethnic group) (Dana, 2007, p.36).

**Figure 1.2: Factors Influencing Immigrant Entrepreneurs Based On Ethnic Origin**



**Source: Volery, 2007, p.36**

Given that the way people generally recognize and pursue opportunities is influenced by different factors (indigenous or ethnic/IEs alike), findings support the argument that the entrepreneurship dimension is impacted by the factors present in the ethnic dimension (Dana, 2007). Furthermore, a keen observation in the process of examining ‘immigrant businesses’ highlights the importance of entrepreneurial dimensions of innovation and risk taking. For example, some categories and levels of immigrant businesses are known for replicating and reproducing old forms rather than breaking new ground in products. Although some of these businesses are found in retail and service sectors, every business regardless of their innovative capacity takes high risks (ibid). Even though some writers have been credited for attempting to distinguish between ‘entrepreneurs’, ‘owner/managers’ and the ‘self-employed’ based on their innovativeness and risk-taking capacity, research shows that neither economists (Baumol, 1968, p.66) nor sociologists (Wilken, 1979, p.60) have been able to operationalize this distinction. This is further proof that no clear distinction between these categories of entrepreneurship has been established successfully. In following the lead set by anthropologists, entrepreneurs are operationally defined as “owners and operators of business enterprise” (Greenfield, et al., 1979). The importance of this definition is that it limits the tendency for differentiating between ‘entrepreneurs’, business owners/managers and the ‘self-employed’ by equally recognizing all categories of entrepreneurship. In retrospect, research continues to show that the higher rates of business formation and ownership are mostly found among first and second-generation immigrants than foreign native-born (Birdthistle, 2012).

The entrepreneurial guiding principles reports a scholarly unanimous observation agreeing that the combustion of entrepreneurship could not have ignited and grown but for the mobilization of family forces (Rogoff and Heck, 2003). In asking the question how does ‘ethnicity’ and ‘entrepreneurship’ relate, scholars for decades have observed

that ethnicity (combined with a national or cultural tradition) plays an important role in the acceleration of entrepreneurship (Karra, 2017). Also, it has been observed that 1<sup>ST</sup> and 2<sup>nd</sup> Generation immigrants are more likely to create new ventures than others (ibid). These ventures have grown from small businesses that cater for the needs of the same ethnic minorities to international enterprises founded on ethnic ties (Kara, 2017). Thus, in Van-Sheers (2010), the concept of ‘ethnicity’ was referred to as a multifaceted phenomenon entwined with the role played by factors (i.e. differences in culture, religion, language or socio-economic positions) to enhance ethnic entrepreneurial studies. As a result, this implies that the relationship between ethnicity and entrepreneurship can equally be described as multifaceted given that such a relationship can equally be influenced by similar factors. Although earlier findings in research showed that ethnic business owners predominantly serve the needs of the socio-cultural or ethnic class to whom they belong (Waldinger, 2006), new studies have equally shown a shift in this line of reasoning.

Today, ethnic businesses have gradually expanded their market area towards a much larger coverage of the urban demand (Van-Sheers, 2010). Therefore, the question is: what phenomenon can best explain the nature of the relationship that exists between ethnicity and entrepreneurship? It is arguable that a theoretical explanation for this relationship can equally be based upon the supposed pattern of interaction that exists between ‘ethnicity’ and ‘entrepreneurship’. Remarkably, the works of classic scholars like Simmel (1950), Sombart (2017) and Weber (1930) have been identified as the time when the first research into ‘ethnicity’ and ‘entrepreneurship’ began. Thus, Gajigo (2008, p.127) acknowledges that “the importance of ethnicity in business performance going back centuries has already been documented”. Consequently, it has been suggested that the relationship between ethnicity and entrepreneurship can be explored using a comparative approach to identify their common features. A socio-cultural perception of

‘ethnic resources’ as Light and Rosenstein (1995) described, sees it as a feature which the whole group (co-ethnic entrepreneurs) utilize actively to benefit their businesses (e.g. ethnic cultures and networks benefit employees and management from the same ethnic group). Based on logical reasoning, the relationship between ‘ethnicity’ and ‘entrepreneurship’ could be impacted by ethnic resources given that these are clear facilitators to the development of entrepreneurial concept.

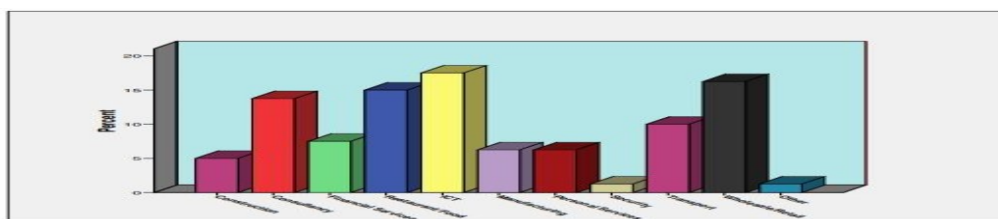
This study agrees that the relationship between ethnicity and entrepreneurship has numerous faces characterized by connection. For instance, the entrepreneurial concept benefits from social networks created by immigrant ethnic groups. Thus, ethnicity and entrepreneurship share a common network within which entrepreneurs continue to grow and develop their entrepreneurial operations (Njoku and Cooney, 2020b). Similarly, the middlemen minorities approach suggests that ethnic entrepreneurs serve as negotiators for large firms to attract cheap labor which ultimately reduces their production costs. This role had been identified as contributing to the growth of entrepreneurship (Karra, 2017). Thus, ethnic ties play an important role in the founding of new immigrant entrepreneurial ventures in the host economies since ethnicity and entrepreneurship share common cultural norms, all of which help both concepts to function and operate in unison while complementing each other. Although limited attention has been paid to how ethnic families influence immigrant entrepreneurial process (Aldrich and Cliff, 2003; Gibb-Dyer, 2006; Rogoff and Heck, 2003), the family remains a conduit of culture and core cultural values for entrepreneurial start-ups (Landau, 2007). Hence, ethnic family business structures and relationships are more integral to understanding immigrant entrepreneurial management processes better than mainstream businesses (Danes et al., 2008).

Institutions (e.g. Churches and voluntary associations) are major resources to immigrant enterprises because they are forms of ‘social capital’ to entrepreneurial

business management (Auster and Aldrich, 1984). Adler and Kwon's (2002) definition of 'social capital' differentiates it from 'human capital'. While 'social capital' is embodied in relationships among people and formal social institutions, 'human capital' is embodied in the individual. Therefore, social capital is defined as a "goodwill that is engendered by the fabric of social relations and that can be mobilized to facilitate action" (ibid, p. 17). As co-ethnic loyalty requires of all ethnic institutions and for business reasons, they support and are supported by ethnic businesses (Aldrich and Waldinger, 1990a). In Carter and Jones-Evans (2012, p.215), they find that "in the creation of ethnic minority business, mixed embeddedness theory is a more realistic way to approach structure versus culture, hence firms are simultaneously grounded in both its own social capital-resources supplied by family, community, and other social ties and the wider surrounding economic and legal environment of markets and states". Invariably, this theory further acknowledges that an entrepreneur is indebted to social relationships given that firms must act within parameters set by this powerful context (ibid).

An ethnic minority entrepreneur is described as an entrepreneur with a particular ethnic origin (e.g. from Africa or Caribbean). Thus, "in the layman's eye, ethnic entrepreneurs often carry images of petty traders, merchants, dealers, shopkeepers, or even peddlers and hucksters, who engage in such industries or businesses as restaurants, sweatshops, laundries, greengrocers, liquor stores, nail salons, newsstands, swap meets, taxicabs, and so on" (Zhou, 2004, p. 1041). The figure below confirms that ethnic entrepreneurs engage in different forms of entrepreneurial activities. Figure 1.3 aligns with the findings in Zhou (2004), which identifies the different levels and forms of entrepreneurial activities to which ethnic minority groups are popularly known by in the host economies. In light of this knowledge, it can be concluded that the interest of ethnic entrepreneurs in entrepreneurial business activities is diversified.

**Figure 1.3: Industrial Profile of Ethnic Entrepreneurs**



**Source: Coney, 2008 p. 60**

In summary, this section showed that scholars are in unanimous agreement that ethnicity plays an important role in the development of entrepreneurship. Similarly, the question of whether entrepreneurship still matters was equally addressed in the simplest form by alluding to entrepreneurs as ‘innovators’. With immigrants’ ethnic families as conduits, this section highlighted that the importance of entrepreneurship includes demonstrating how new entrepreneurial startups are launched. Immigrants mostly reform old products to indicate entrepreneurial innovation at different levels. Consequently, all entrepreneurs regardless of their risk-taking propensities are innovators (Wilken, 1979). Thus, innovation is harder to measure than is realized (Marsh and Mannari, 1986). For instance, the more the challenges involved in the measurement of innovation and many other dimensions of the concept are considered, the more useless it becomes to distinguish the ‘self-employed’ from other categories of ‘entrepreneurship’ on grounds that innovation is not limited only to a particular category of entrepreneurs (Light and Rosenstein, 1995).

While some scholars (e.g. Cricks, 1996; Miles and Torres, 2007) have theoretically denied that the concept of ‘race’ can offer explanatory value on certain kinds of social relationships, structure and action, this study presented how Marx’s theory countered this position and defended his views (Goulbourne, 2001). In addition, this section reported on Jenkins’ (2008) suggestion concerning the need for anthropologists to rethink their understanding of ethnicity. However, by examining ethnicity and entrepreneurship using a three-dimension framework, this study established that an

important relationship exists between ‘ethnicity’ and ‘entrepreneurship’ based on shared characteristics, especially during opportunity formation development. Therefore, the notion of ethnicity provides entrepreneurs with both a ‘valuable resource’ and ‘ideological support’ (Jenkins, 1984c).

The study further showed that the nature of interactions between IEs, their business development model and entrepreneurial success cannot be traced back to a single characteristic, but to a complex interaction between opportunity structure and group resources (Waldinger et al., 1990a). Based on immigrants’ ethnic origins, the factors that influence their entrepreneurial activities were identified as Figure 1.2 demonstrated. Furthermore, the study acknowledged that ‘ethnicity’ provides ‘entrepreneurs’ with valuable resources like business ideology and ‘ideological support’ for mercantile association used to restrain trade (Light and Rosenstein, 1995). The study then showed how ethnicity brings entrepreneurs together around an ideology of solidarity and offers IEs a countervailing force that protects them against market competition (Werbner, 1987). This section also captured the complex nature of the relationship between ethnicity and entrepreneurship. Subsequently, it showed that entrepreneurship is successful because of the mobilization of family forces (Rogoff and Heck, 2003).

The section then demonstrated that the important role played by ethnicity in the development of entrepreneurship is widely acknowledged (Karra, 2017). Although this relationship has multifaceted characteristics as a result of the entwined role played by different factors (Van-Sheers, 2010), these factors equally formed the basic link between ethnicity and entrepreneurship. Hence, they complemented each other through mutual benefits. For instance, while entrepreneurship benefits from social networks created by ethnic groups, IEs serve as negotiators for large firms to attract cheap labor, thus reducing their production costs. Finally, ethnic ties play a crucial role in the development of immigrant entrepreneurial ventures through sharing common cultural norms that facilitate

both concepts to function and operate in unison. This is clear following the 2020 study by Njoku and Cooney on the Man-Know-Man network concept popular amongst Nigerian immigrant entrepreneurs. Hence, ethnic families remain the conduit of culture and core cultural values for immigrant entrepreneurial start-ups (Landau, 2007).

### **1.6 Differences In Entrepreneurship Activity Amongst Immigrant Ethnic Groups**

It has been argued that ‘ethnic enterprise’ is ‘ethnic’ because of the assumed connection and regular patterns of communication between them and the common national background or migratory experiences they share (Aldrich and Waldinger, 1990a). A study on immigrant ethnic group entrepreneurs shows that these groups independently affect the rate, form and the nature of opportunity formation (OF) by leaving traditional paid jobs to create their own sources of employment in response to lack of employment opportunities, minimal wages, etc. (Clark et al., 2015). By creating job opportunities through job provisions, they contribute to economic growth. Thus, it has been stated that the concept of ‘reactive ethnicity’ only applies to “immigrant and ethnic entrepreneurship in response to alien status in defense of the collective self-esteem of group members” (Light and Rosenstein, 1995, p.19). Through enhancing solidarity, ethnicity enriches entrepreneurship by providing immigrant entrepreneurs (IEs) with a valuable business resource known as ‘ideology of management’ (Bendix, 1956). This is significant given that the sociology of entrepreneurship deals with the extent and conditions under which entrepreneurship is causally important (Light and Rosenstein, 1995).

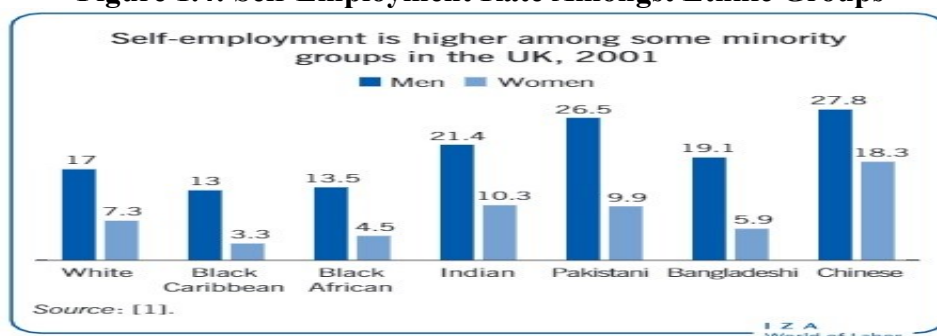
While some scholars in their theories claimed that a great difference exists between ‘entrepreneurs’ and the ‘self-employed’, Clark et al.,’s (2015) study shows that most ethnic businesses are owned by IEs. This result proves that neither the elite theory of entrepreneurship (Light and Rosenstein, 1995) nor the 30 years’ search proved that a difference exists between ‘entrepreneurs and ‘the self-employed’. The question is who



are the ‘self-employed’? In the re-emergence of ‘self-employment’ by Arum and Muller (2004, p. 136), ‘self-employment’ was defined as “those who see themselves as working on their own account rather than for an employer in a conventional employment relationship”. Those satisfying this condition were mentioned as “extremely heterogeneous type” because they made up of a variety of categories of work at different degrees of autonomy and independence. At minimum, they include: “independent professional workers, small business proprietors, farmers, skilled manual and craft-workers, some categories of home workers/out workers, labour” (Arum and Muller, 2004, p. 136). The review of the literature further shows that the ‘self-employed’ are mostly immigrant entrepreneurs who ventured into their own businesses due to low paid employment.

According to statistics, the self-employment immigrants (mostly ethnic minority groups) are overrepresented compared with the majority in many countries (Clark et al., 2015). For example, the figure below compares native-born and immigrant ethnic minority groups (male and female) self-employment rates in the UK.

**Figure 1.4: Self-Employment Rate Amongst Ethnic Groups**



**Source: Clark et al., 2015, p. 1**

The supply side of entrepreneurship opportunity formation (EOF) has equally proven conclusively that the tendency to become an entrepreneur was not evenly spread over all labor segments. Evidence shows uneven participation of immigrant ethnic minorities in business ownership (Light and Rosenstein, 1995). In comparison, the proclivity of self-employment rates has been higher amongst ethnic entrepreneurs in

Canada, Australia and the United States than the native-born population for at least the past century (Borjas, 1986, p.486; Castles, et al., 1991, p.30; Simon, 1989, pp, 71-4). Much as foreign-born entrepreneurs exceed the business start-ups rate of native-born entrepreneurs, immigration continues to recreate cultural heterogeneity in their labor force societies by producing appreciably higher rates of entrepreneurship than foreign-born people in the advanced markets (Light and Rosenstein, 1995). Consequently, ethnic self-employment normally exceeds non-immigrant self-employment rates where entrepreneurship is legally available to both on an equal basis (ibid).

Through cooperation amongst co-ethnics who share an ethnic identity, enhanced capacity is acquired to allow advantageous business cartels capable of running their competitors out of business (Light and Rosenstein, 1995). Such patterns have shown the significance of IEs in the EOF process across the world. Although their entrepreneurial status is hardly recognized without placing one distinction or another, their important contribution to economic growth and to job creation have been recognised by entrepreneurial scholars. Although some literature argued that there is no difference between the self-employed and entrepreneurs, the question is: how entrepreneurial are immigrant ethnic minority groups? Due to different ways used in measuring entrepreneurship, it is not uncommon to observe conflicts in some estimates (Minniti, 2006). Two major problems are responsible for differences in the rates of immigrant entrepreneurial activities and these are that they have difficulties accessing finance to start and develop their businesses and this influences their entrepreneurial performances. As the section shows, the literature confirms that the limitations of immigrant business niche markets (Ram and Jones, 2008) influences their level of entrepreneurial performances. For instance, a study on the Chinese and South Asian groups in the UK shows that where immigrant firms can enjoy a competitive edge over non-minority firms, much importance is placed on such niche markets and specialised fields of demand (ibid).

In summary, previous studies agree that immigrants influence the nature and formation of entrepreneurship opportunity formation through the creation of their own businesses in the host country (Clark et al., 2015). Thus, Aldrich and Waldinger (1990a) showed that immigrant entrepreneurial performances can be traced back to their ethnic origins subject to regular communications, interactions and strong relationship between immigrants in the host countries and their home countries. Hence, immigrant entrepreneurship contributes to economic growth through job creations. As a cultural element embedded, ethnicity affects immigrants' entrepreneurial behaviours through solidarity, thus enriching immigrant entrepreneurs with resources and ideological support, which help them stand against market competitions through sustainability (Light and Rosenstein, 1995).

## **1.7 Conclusion**

Chapter 1 of this study showed the different approaches used by scholars to delineate between 'race', 'nationality' and 'ethnicity' in relation to 'entrepreneurship'. Although the literature reviewed in this respect is not exhaustive, it does reveal the attempts by some scholars to overturn natural traditional practices about the discrete, bounded and homogeneous nature of cultures, using distorted links to show how the backgrounds of different ethnic groups affect the nature of their relationships to entrepreneurship. Much as some writers believed that these concepts are socially constructed, the primordialists' position drew an inference in contrast. In using the oldest form of texts available (the vulgate Bible), the study demonstrated in congruence with the work of scholars such as Brett (2002) that these concepts have existed for many centuries before their interpretational evolution began. This was further reconfirmed in the primordialists' position, which acknowledges that the concept of 'ethnicity', 'race' and 'nationality' are fixed and innate.

From an immigrant entrepreneurship point of view, the traditional approaches to 'ethnicity', 'race' and 'nationality' have enabled history, traditions, cultures and ethnic backgrounds of some groups to be tied together in an exclusive and monolithic fashion, reinforcing essentialist representations of ethnic groups in entrepreneurship. As the study title shows, the challenge however, is twofold: (i) identifying how ethnicity influences OF amongst IEs in Ireland, and (ii) establishing the nature of the relationship ethnicity shares with entrepreneurship. Although this study equally acknowledged changes observed in research terrain, it is up to the modern-day researchers to produce new questions and approaches to these concepts quite distinct from theories that tend to deny the fixability and innate attributes of cultures, boundaries and traditions by resorting to the only reliable ancient text that has survived many centuries (the vulgate Bible).

Applying a robust approach, the study explored other different theories of 'ethnicity' (Fenton, 2010) and found that Smith's (1986) study on ethno-symbolist theory offered novelty and enlightenment on how the pre-modern ways and cultural identity can be collected. Although the materialists' theory to ethnicity remains undeveloped, the anthropological and sociological perceptions showed that the theories of 'ethnicity' emerged from three typologies (i.e. the primordialist, the instrumentalist and the constructivist theories respectively (Wan and Vanderwerf, 2009). Clearly, 'ethnicity' first emerged in the 1960s and has remained a hotly debated topic until recently, before it was exploited for both good and ill purposes by academics and politicians (Adlparvar and Tadros, 2016). However, the works of Biblical scholars (e.g. Ezra and Nehemiah) facilitated the rediscovery of ethnicity subject to the important role played by the nation of Israel (Brett, 2002). For academic and politically-related reasons, ethnicity was criticized because those who were discriminated against based on their physical (racial) typology, also struggled against marginalization and societal exclusion (Goulbourne, 2001).

The study further expounded the two key published works that triggered the growth of a large and complex theory with diverging opinions, which resulted in the founding of the four schools of thought (Adlparvar and Tadros, 2016). Although, the 1980s' classical view of entrepreneurship was broadly criticized because it gave no room for questioning (Jenkins, 2008), entrepreneurship and small business enterprise remains vital in the near future (Borjas, 1986; Waldinger, 1986; Weiss, 1988). As the works of Rainnie (1985a), Rainnie (1985b) and Steinmetz and Wright (1989) clearly explained, the above view agrees with the Marxists' rationale, though Marx's prediction about the seemingly protracted decline of self-employment ended in 1972 (Light and Rosenstein, 1995). Hence, scholars have widely acknowledged the important role played by the concept of ethnicity in the development of entrepreneurship (providing entrepreneurs with valuable business ideological supports) (Light and Rosenstein, 1995) against countervailing forces during market competition (Werbner, 1987; Yu, 2001).

The research identified the three-dimensional framework by which 'ethnicity' and 'entrepreneurship' were examined as: the group's access to opportunity', 'their characteristics' and 'emergent strategies' (Aldrich and Waldinger, 1990a). In addition, this section confirmed that ethnic business development and entrepreneurial success are dependent on a complex interaction that takes place between opportunity structure and a group's resources (Waldinger et al., 1990a). This shows that different factors influence entrepreneurs in their pursuit and recognition of entrepreneurial opportunities regardless of their ethnic backgrounds (Dana, 2007). Using the analogy of family mobilization forces as a basis, the study expounded how the relationship between ethnicity and entrepreneurship originated (Rogoff and Heck, 2003). Furthermore, this shows one of the ways ethnicity has facilitated the acceleration of entrepreneurship in the past decades (Karra, 2017) through its entwined multifaceted roles (Van-Sheers, 2010). In addition,

this section demonstrated how ethnic business owners have expanded their market areas to cover the urban demands (ibid).

By recalling the meaning of ethnic entrepreneurship as a positive reinforcement, this section reaffirmed that the relationship between ethnicity and entrepreneurship is multifaceted. Hence, it can be explored based on features and characteristics that are common to both. Such a relationship can be identified in the pattern of interaction between them (e.g. entrepreneurship share a social network created by ethnic entrepreneurs). By acknowledging that ethnic enterprise is 'ethnic' subject to a common connection through communication and shared national background and migratory experiences, the section further showed how IEs and the self-employed independently affect the rate, form and nature of economic development irrespective of their ethnic backgrounds (Light and Rosenstein, 1995). A good example was taken from empirical research findings on the Australian economic growth rate (Castles et al., 1991) and self-employment growth rate in the U.S (Light, 1984). By referring to the independent contributions of IEs to economic development, the regional and ethnoracial growth of their own group, this study highlighted the importance of ethnicity to entrepreneurship.

Using empirical data, this study showed that the number of foreign-born entrepreneurs exceeded the rate of native-born entrepreneurs in some countries. Such an appreciably high rate of entrepreneurship is produced by several immigrant and ethnic minorities than the foreign-born population in general (Light and Rosenstein, 1995). Although, many writers agreed that 'ethnicity', 'race', 'nationality' and 'entrepreneurship' are political products, their cultural ties play an important role in both research development and OF, making them equally important. As a distinguished factor and a core attribute in this field (Alvarez and Barney, 2008; Fletcher, 2006; Shane and Venkataraman, 2000), entrepreneurial opportunity marks the first critical step of the entrepreneurial process (Hills, et al., 1997; Timmons, et al., 1987). Hence, ethnicity

influences EOF process by initiating the channeling of new entrants into the labor market through ethnic social networks (Hiebert, 2002). Therefore, the concentrations of immigrants in specific groups and niches has become a thing of culture amongst IEs. This claim is consistent with the documentation found in the literature, which stated that IEs get information on job openings through social networks (Granovetter, 1995; Rees, 1966).

When a job search is aided by personal ties, it becomes more productive. Therefore, the concept of ethnicity influences EOF amongst IEs in two different ways. Firstly, through ethnic ties and connections, labor migrants learn about job openings advertised by established immigrant/ethnic entrepreneurs in the host countries. This shows that when ethnic entrepreneurs' immediate family, relatives and wider communities benefit from businesses owned by ethnic entrepreneurs (Birdthistle, 2012), a domino-effect of ethnic entrepreneurship occurs. This influences EOF by reducing the unemployment rate amongst IEs and indigenous citizens (Rath, 2010). Therefore, foreign-born entrepreneurs brought growth in self-employment through job creations for both immigrants and native citizens (Loftstrom, 2014). Secondly, immigrants' ethnic origins also influence the nature of businesses they run by targeting markets and ethnic communities in need of exotic goods.

A report by Andersson et al. (2009) presented mixed evidence describing how immigrants' enclaves act as labor market intermediaries through jobs provisions. The study showed that partnering in business opportunity creation was higher amongst immigrants who reside on the same block. Also, with social networks acting as intermediaries in labor markets, immigrants are able to create networks that lead to job opportunities and access to employment (Cutler, et al., 2008; Patel and Vella, 2013). With the help of expatriates in the same country, new immigrants minimize mistakes when planning on creating job opportunities (Andersson et al., 2009). Thus, IEs directly reach people willing to support their new venture formation through business networks (Inge-

Jenssen and Greve, 2002, p.255). This benefits entrepreneurship because it fosters a diverse culture of the business community of individuals by enabling its members to have access to information and other vital resources. Much as co-ethnic relationships play an important role in the formation of enterprise opportunities (Barrett et al., 2002), a complete dependency based on such ties has its advantages and disadvantages (Borjas, 2006; Lazear, 1999). Finally, IEs shape their own destinies by acting as active agents through establishing their own businesses while creating job opportunities and providing services that indigenous/native entrepreneurs are not able to provide (Kumcu, 2001). Hence, IEs are not necessarily restricted to filling vacancies in the job markets, they also create jobs and employment opportunities that benefit both ethnic immigrants and natives.



## **Chapter 2**

# **Entrepreneurship Opportunity Formation (EOF)**

## 2.1 Introduction

Entrepreneurship has become an increasingly important issue for the growth of national economies across the world. Governments in many countries believe that developing local startups is critical to achieving sustainable economic growth. Given the proliferation of businesses due to the emergence of higher rates of entrepreneurial activity (EA), the current interest in entrepreneurship opportunity formation (EOF) is understandable. Therefore, understanding EOF is essential to enabling stakeholders to deliver appropriate supports (Dew and Sarasvathy, 2007). The chapter's objectives include to expound the different facets of EOF in relation to immigrant entrepreneurs (IEs) in Ireland and to draw a conclusion by establishing the nature of the relationship between immigrants' ethnic backgrounds and their entrepreneurial activities (EAs) in Ireland.

Recently reviewed literature shows that entrepreneurial scholars have been struggling to agree on common definitions for entrepreneurial terms and this has caused imprecise definitions for decades (Krueger, 2002; Wustenhagen and Wuebker, 2011). These challenges to define have resulted in many diversified conclusions among scholars and have brought about disagreement, as is clear following the analysis of the literature on entrepreneurship (Cole, 1968; Gartner, 1985b; Harvey, 1978; Kirzner, 1973; Knight, 1921a; Schumpeter, 1934; Stevenson and Roberts, 1985). The question is whether answers to why many diverse conclusions exist in entrepreneurship research are limited to entrepreneurial literature or can be found outside this field of study? While a disagreement among scholars on grounds of research ontology and epistemology inevitable, especially since Brush et al., (2008, p.249) state that "a lack of definitional consensus is not necessarily a hindrance to achieving empirical progress in a field", a range of different definitions have emerged. The literature shows that the volume of quality debates and research by scholars (e.g. Gartner, 1990; Shane and Venkataraman,

2000; Stearns and Hill, 1996) is an indication that efforts are being made towards achieving a common definitional ground (Williams et al., 2004). Although in reality, the realisation of this objective appears remote.

The question is how can steady progress be maintained in an undefined research field with so many diversities? Just as the question of how do entrepreneurs and organisations form and exploit opportunities has long been a central topic in entrepreneurship literature (Kirzner, 1973; Schumpeter, 1934), the lack of a complete definition for EOF has arguably contributed to many diverse conclusions. In Low and MacMillan (1988), the issue of a lack of a complete definition that captures a full picture of EOF process was raised. However, to achieve the study objectives, this chapter of the study will investigate the historical background of entrepreneurship definitions to contextualise when and how the concept of entrepreneurship evolved over time. Subsequently, the study will present results from investigations explaining how the concept of EOF moved from person to process and will discuss the relationship between entrepreneurship and economic schools of thoughts. Then an exploration of existing definitions within the context of EOF and theories will follow, capturing areas of greatest opportunity for further research.

## **2.2 Evolution of Entrepreneurship Theory**

When Birch (1979) discovered that small firms were the net creators of jobs, governments across the world suddenly realised that creating more small firms was hugely important to a nation's economic success. Such emphasis on small firms served as a springboard that facilitated the growth of entrepreneurship research. As a result, many intra-scientific explanations were discovered as the field continually indicates a steady growth of opportunity in empirical research (Davidsson et al., 2001; Landstrom and Lohrke, 2010). While the study of entrepreneurship is currently important, Landstrom

and Lorke (2010) identified that there were also pioneering contributions in entrepreneurship as far back as the 17<sup>th</sup> century. Research further highlights that ‘entrepreneurship’ is “a multifaceted phenomenon that cuts across many disciplinary boundaries” (Low and MacMillan, 1988, p.140). Thus, it has been stated that “exploratory studies that are not theory driven should be discouraged unless the topic is highly original” (ibid, p.140). Investigating how entrepreneurship research has become more theoretically driven will help understand the assumptions on which entrepreneurial research theories are based, including the intellectual roots relating to their evolvment, existing diversified definitions and conclusions, and how entrepreneurship opportunities (EOs) are formed (ibid). Similarly, contextualising the concept of entrepreneurship will help in understanding what aspect(s) of an entrepreneur should theoretically feature in definitions of EAs (Gartner, 1988).

Entrepreneurship in past centuries has received significant attention and recognition as an important part of the economy. The argument is that when individuals act on previously unnoticed profit opportunities, then entrepreneurship has occurred. By adopting a contextual approach, this study will explore how entrepreneurship contributes to understanding this phenomenon (Welter, 2010). Notably, it has been argued that economic behaviour can be understood better within its historical, temporal, institutional, special and social context. While these are considered an asset regarding the nature and extent of entrepreneurship, historical evidence shows that the orthodoxy of entrepreneurship research upholds the economists’ reasoning (ibid). As a result, context is essential for understanding when, how and why entrepreneurship happens and who becomes involved (ibid), thus acknowledging the importance of the context in which the entrepreneurship historical evolution took place (Gartner, 1995). Context simultaneously provides individuals with EOs and sets boundaries for their actions (Welter, 2010). In addition, contextualising how and when the evolution of entrepreneurship took place will

help reduce the tendency for underestimating external factors and overestimating personal factors or internal factors influencing EOF (Gartner, 1995).

### **2.2.1 Earliest Discussion In Entrepreneurship**

The history of entrepreneurship research shows that the term ‘entrepreneur’ has played many roles wearing different faces. The reason could be traced back to different scholarly ontological positions and beliefs. Although the term ‘entrepreneur’ was common in the 18<sup>th</sup> century with an imprecise definition, it originated from the French language and rarely appears in the pre-history of economics (Hebert and Link, 2009). In the 18<sup>th</sup> century, ‘entrepreneur’ was defined as a contractor, manufacturer, master builder and equally as someone who undertakes a project (Hoselitz, 1960; Savary, 1723). While investigating an earlier appearance of the word ‘entrepreneur’ in the 14<sup>th</sup> century (Hoselitz, 1960), later developments acknowledge that the frequent usage of the term occurred in the 16<sup>th</sup> to the 17<sup>th</sup> centuries to describe government contractors (i.e. a contractor who built military fortifications or public works) (Hebert and Link, 2006). According to Hoselitz (1960), the phrase ‘government contractor’ was the final stage of the development of the term ‘entrepreneur’.

Prior to the emergence of entrepreneurship as a ‘rescuer’ to the dilapidating economies of the West, empirical research findings further showed that between the fall of Rome (Circa 476 CE) until the 18<sup>th</sup> century, the per capita wealth generation in the West was fast collapsing (Murphy et al., 2006). Although, entrepreneurs in the early middle ages (500-1000 CE) were described as ruthless in their dealings, the situation was salvaged by the role played by the Church. Before this time, resources were acquired using hostile means and those who could not fight back paid the ultimate price. Entrepreneurship as it was conducted in those days was practically based on survival of the fittest. Entrepreneurs of this era were described as unproductive because they “aimed

at obtaining transfer, typically via rent-seeking or violence” (Lucas and Fuller, 2017). However, the hostile era of entrepreneurial practices was gradually replaced with a new phase through the workings and relentless efforts made by the Catholic Church to fight corruption (Murphy et al., 2006).

Through a gradual evolution, the importance of moving the entrepreneurship research field forward became a common agenda. As far back as the Shakespearean era, it was discovered that entrepreneurial historical research maintains an existing, though hidden, relationship between the use of language and interpretations of entrepreneurial thoughts. In addition, the consistency of this pattern of relationship was discovered in Cantillon (1755). For instance, in Shakespeare’s ‘Julius Caesar’ (i.e. in ‘Act 4 Scene 3’), it was stated that “there is a tide in the affairs of men which, taken at the flood, leads on to fortune; omitted, all the voyage of their life is bound in shallows and in miseries” (Raffel et al., 2006, p.148-50). This discovery of prior existing relationship highlights the gradual evolution, solidarity and agreement in entrepreneurship evolution.

Baron (2006) acknowledged that the field of entrepreneurship strongly agrees with the Shakespearean words on the importance of recognising and acting upon opportunities. Similarly, a retrospective review of the literature showed that the question of ‘where do EOs come from’ has posed a challenge to organisational science scholars for decades (Venkataraman, 1997; Zoltan and David, 1990). The impetus for substantial research on entrepreneurship in the 1960s and 1970s emerged partly because of the notion that entrepreneurs are different from the rest of the population (Alvarez and Busenitz, 2001). While some literature claims that Savary’s was the first attempt to define ‘entrepreneur’ (Hoselitz, 1960; Savary, 1723), the generally accepted belief was that Cantillon in his ‘Essay on the Nature of Trade in General’ was the first to endow the concept of ‘entrepreneurship’ with a more precise economic meaning (Cantillon, 1755). His work was regarded as a remarkable contribution to economic thought.

By alluding to individual property rights and economic independency, Cantillon outlines the principles of early market economy. In using a relationship analogy, Cantillon gradually establishes a coherent flow that demonstrates how EA took place in his time, thus indicating how the combination of human activity and land create opportunity and wealth, which became beneficial to the economy when the land produce is sold and currency exchanged as a result (Cantillon, 1755). Cantillon further describes the entrepreneur in these words; the ‘businessman’ and the ‘undertaker’, thus stating that due to uncertainty in the real-world marketplace, the function of the ‘entrepreneur’ is to meet and bear that uncertainty through investments, paying expenses and hoping for a profitable return.

Over time, entrepreneurship has been examined under different schools of thought such as the environmental, the financial/capital and the displacement school of thought (Raheel, 2011). Table 2.1 highlights the evolution of theories from different schools of thought and serves as a summary representation of contributions from various generations and schools of social scientists.

**Table 2.1: The Economic Theories of the Entrepreneur**

	Early Classical	Mainstream	Austrian	Radical
18 <sup>th</sup> and 19 <sup>th</sup> Centuries	Cantillon 1755; Turgot 1766 Baudeau 1771; Say 1803; Whitaker 1974			
1900-1933	Hawley 1907	Knight 1921a		Schumpeter 1961; Schumpeter & Redvers 1934
1934-1966			Mises 1949 Von-Hayek 1937	
1967-2004		Baumol 1968 Casson 1982	Kirzner 1981 Schultz 1975	Choi 1996 Harper 1996

**Source: Cherukara and Manalel, 2011; Kalantaridis, 2004**

As the table highlighted, between the 18<sup>th</sup> and 19<sup>th</sup> centuries, the early and classical theorists include Baudeau (1771), Cantillon (1755), Say (1803), Turgot (1766) and Whitaker (1974). Some years later, Hawley in 1907 joined the group. The mainstream ideologies did not arrive until between 1900 and 1933. Knight in 1921 became the first theorist and was later joined by Baumol in 1968 and Casson in 1982. Similarly, the radical

perspective emerged between 1967 and 2004 and was pioneered by Choi in 1996 and Harper in 1996.

### **2.2.2 The Early Classical Theories**

Cantillon's (1755) recognises the role of entrepreneurs in the economy by classifying the economic agents as "landowners, entrepreneurs and hirelings" (Cherukara and Manalel, 2011, p.4). Entrepreneurs play a central role by connecting consumers and producers, and as decision makers they engage with the markets and struggle with both uncertainty and earning profits (Gebrel et al., 2003; Kalantaridis, 2004). In 1766, Turgot added that an entrepreneur is the result of a capitalist investment decision because he owns the money and decides on what to do with it (Gebrel et al., 2003). However, in 1771, Nicolas Baudeau became the first to suggest entrepreneurial functions as innovative. As a result, innovation and invention became part of the concept. Thus, the ability of an entrepreneur to process knowledge and information made him a lively and active economic agent (Gebrel et al., 2003).

In 1803, Jean Baptiste Say builds on Turgot's ideas and elevated the entrepreneur to be a key figure in economic life (Gebrel et al., 2003). Say further identifies tripartite division as "(1) the philosopher (who identifies theory), (2) the entrepreneur (who makes application by creating useful products) and (3) the workman (who supplies manual labour)" (Cherukara and Manalel, 2011, p.5). Hence, an entrepreneur earns wages that can be theoretically differentiated from the interest earned by the capitalist in return for coordinating and combining factors of production (Kalantaridis, 2004). Say became the first to distinguish between entrepreneurial function and capitalist function. He further identifies that uncertainty makes an entrepreneurial role difficult (ibid). As a result, the Schumpeterian theory on entrepreneurship was influenced by the work of Say (Gebrel et al., 2003). Similarly, while Marshall in 1881 introduces the innovative function of the



entrepreneur by arguing that the entrepreneur constantly tries to minimise costs by seeking opportunities (Iversen et al., 2008), Hawley (1907) tries integrating the entrepreneur into classic theory and his work constitutes an intermediate stage between Cantillon and Knight (Cherukara and Manalel, 2011).

### **2.2.3 Entrepreneurship and Innovation (Radical) Vs. (Mainstream) Theories**

In Schumpeter (1928), the novel concept of creative destruction by entrepreneurs was introduced. The entrepreneur was classified as an “innovator, the individual who introduces new combinations of production factors” (Cherukara and Manalel, 2011, p.6). Schumpeter further listed the five tasks carried out by entrepreneurs as follows: “(1) entrepreneurs create new good or new quality; (2) they create new method of production; (3) they open new markets; (4) they capture new source of supply; and (5) they create new organization or industry” (Schumpeter, 1949, p.66). The Schumpeterian work opposes the then existing views that entrepreneurs were risk bearers and managers of companies. He further separated risk from the entrepreneur on the assumption that the capitalists and banking sectors should be identified as risk bearers. In the case of mainstream theory, the idea that entrepreneurship research and economics share intellectual genealogy contributes to the merging of entrepreneurship and spatial economic theories to form an integrated view of entrepreneurship as a spatial process (Acs and Audretsch, 2010).

Research has shown that the work of Cantillon gave rise to the theoretical principles of Knight, Schumpeter and Von-Mises, which are themselves the cornerstones of modern entrepreneurship theory (Herbert and Link, 2006). Although, it has been argued that a framework of entrepreneurship as a spatial process would offer a more realistic view of the entrepreneur and the modern economy, the problem is that more realism alone does not necessarily translate into better theory in general or superior

predictive qualities in particular (Fujuta et al., 1999; Scotchmer and Thisse, 1992). As a result, scholars like Acs and Audretsch (2010) have posed the question of whether integrating entrepreneurship and spatial economic theories into a coherent whole would necessarily enhance or improve the descriptive and predictive power of the frameworks in either field. After Knight (1921b) distinguishes his findings between uncertainty and risk, he related profit and the entrepreneur to these. Thus, the presence of uncertainty leads economic agents to voluntary specialisation of decision-making. The argument was that uncertainty is an aspect of business decisions because, while production takes some time, risk can be covered with insurance.

#### **2.2.4 The Austrian Theories**

The Austrian school is a heterodox school of economic thought, which emphasises the organising power of price mechanism spontaneously. In entrepreneurial studies, the Austrian school provides the most coherent and suggestive theoretical construct (Cherukara and Manalel, 2011). Mises (1949) states that an economic agent (entrepreneur) applies reasons to changes occurring in the market. Hence, the “entrepreneur is an acting individual, whose action is the manifestation of his mind, as a special quality of man to transform the raw material of sensation into perception and perception into an image of reality” (Cherukara and Manalel, 2011, p.7). Similarly, Hayek (1937) develops the price theory, focussing on information and knowledge rather than entrepreneurial decision-making. In Hayek’s studies, he tries to understand how individuals in complex division of labour use local and idiosyncratic knowledge successfully to coordinate their actions. In his thoughts on the learning process, the key element is the problem of division of knowledge (Cherukara and Manalel, 2011).

While Kirzner (1997) establishes his theory based on the work of Mises and Hayek, he argues that the constant shock that hits the economy puts it in a state of

disequilibrium. As a result, Kirzner rejected the equilibrium theory and emphasises that even in a phase of disequilibrium, entrepreneurs experience discovery breakthroughs (ibid). Economic agents' lack of knowledge for the availability of additional information means they suffer from 'utter ignorance' (Grebel et al., 2003). Hence, 'entrepreneurial alertness' involves being receptive to overlooked available resources. In the same manner, new discoveries evolve from overlooked opportunities. Thus, entrepreneurial boldness and market imagination as defined by 'Knightian uncertainty' originated from previously un-thought of knowledge (Kalantaridis, 2004). As an attempt to expand on the 'market equilibrium' concept, Schultz (1975) admits that after an exogenous shock, markets do not automatically and instantaneously regain equilibrium. Findings further showed that it takes time to regain equilibrium. Therefore, based on the costs and returns of the sequence of adjustment available to people, how they proceed over time is dependent on their efficiency in responding to any given disequilibrium (Klein and Cook, 2006).

In Choi (1996), an alternative to the analysis of human agency decision-making was advanced. Four sources of uncertainty were identified: (1) relative complexity of calculation in decision making and the decision maker's capability for calculation in relation to the decision area; (2) unpredictability of the future; (3) independence of human action; and (4) the mental process of the individual economic agent and the fact that s/he is not omniscient (Cherukara and Manalel, 2011). The theory of Choi supplemented the then mainstream framework by distinguishing decision-making as perception/logical choice, which suggested understanding a situation with enough confidence to support action (ibid). While defining an 'entrepreneur' as an agent that seeks to break outside the established routine and the framework of ideas, Harper argues that entrepreneurship involves the discovery and creation of new end-means frameworks, rather than the allocation of given means in the pursuit of a given end. Hence, he defines

‘entrepreneurship’ as “profit seeking activity aimed at identifying and solving ill-specified problems, structurally uncertain and complex situations” (Cherukara and Manalel, 2011, p.7). Although Harper (1996) was a student of Casson, he claims that the learning process is crucial to most of the phenomena that economists seek to explain and thus develops a dynamic theory of entrepreneurial learning.

In summary, the reinforcement of entrepreneurship after its emergence in the 1970s and 1980s was partly pioneered by external factors such as government policy makers. This helped the growth of both entrepreneurship and opportunity in empirical research (Davidsson et al., 2001; Landstrom and Lohrke, 2010). Thus, an understanding of how this field of research became more theoretically driven facilitated knowledge of the intellectual roots relating to the evolution of entrepreneurial theory and the assumptions on which its research theories were based (Low and MacMillan, 1988). Therefore, acknowledging the context in which events in the history of entrepreneurship took place is important. Starting from the earliest economist Cantillon (1755) to the later agents like Casson (1982), Harper (1996) and Schultz (1975), this study endeavoured to accurately reproduce the positions of each economic scholar of note by highlighting the important contributions of different agents based on the categories of their theoretic studies. This study also regarded the manner in which these economic agents developed and contributed to knowledge using constructive arguments. The study equally captured the areas in which these economic agents deviated from each other.

Through contextualisation, it became easier to understand the roles of different individual economic agents in detail. Besides creating a clearer picture of work published, arguments raised and knowledge categorized, contextualisation helped in demonstrating the Church’s important role to the growth of entrepreneurship. Cantillon (1755) not only was the first to endow the concept of entrepreneurship with a more precise economic meaning in the 18<sup>th</sup> century, he also outlined the principles of early market economy. By

this theory, entrepreneurs played a central role by connecting consumers and producers, thus engaging in the market to struggle with both uncertainty and profit earning (Grebel et al., 2003; Kalantaridis, 2004). Following on from this, Schumpeter (1928) defines entrepreneurs as innovators because they introduced the combination of factors of productions. Lastly, although entrepreneurial behaviour is important in the history of economic development, the existence of entrepreneurship in orthodox economic theory remained undetectable. This resulted in the disappearance of the concept of entrepreneurship from the history of economics. Hence, an entrepreneur remained a stranger in economic theory because allowing for the introduction of entrepreneurial behaviour in the orthodox theory would have risked the loss of the model's consistency.

#### **2.2.5 The Schools of Entrepreneurship**

The lack of agreement on entrepreneurial definitional terms has arguably weighed down research progress. Consequently, it has been suggested that prior studies in entrepreneurship should be revisited and debated due to the growing lack of consistency (Cunningham and Lischeron, 1991). Research discloses that the concept of entrepreneurship has six schools of thought (i.e. “the Great Person School, the Psychological Characteristics School, the Classical School, the Management School, the Leadership School and the Intrapreneurship School”) (ibid, p.46). The Great Person School argues that in order to succeed, all entrepreneurs must possess a winning personality. This theory further states that returning customers/clients do not limit their reasons for calling back on the greatness of the product/service alone, rather they also consider the treatment received during their previous visit an important factor (Cunningham and Lischeron, 1991). While the Psychological Characteristics School places emphasis on three important personality characteristics (the individual values of entrepreneur, the entrepreneur's need for accomplishment and their venturesome trend),

the Classical School differentiated between an entrepreneur and a manager. For instance, an entrepreneur might not necessarily have employees and so completes various tasks without requiring approval, while a manager is usually in charge of several people charged with certain tasks.

The Management School on the other hand, describes an entrepreneur as “a person who organizes or manages a business undertaking, assuming the risk for the sake of profit” (Cunningham and Lischeron, 1991, p.50) and is chiefly concerned with how startup ventures develop a business plan and determine business growth. The aim of the School is to provide specific training opportunities for existing entrepreneurs to be educated and to minimise business failure rate. The Leadership School describes the successful entrepreneur as one with self-esteem, a high level of vigour and persistence. Within this perspective, such individuals have exceptional belief in their abilities and possess a strong drive for independence and success. Finally, the Intrapreneurship School focusses on the idea of working as a creative team leader in an organisation. Given the important roles played by these schools of thought (Cunningham and Lischeron, 1991), none is considered more important than the other.

### **2.2.6 Entrepreneurship Theory and The Person**

The earliest research in entrepreneurship indicated that the concept was of interest to economists primarily. Economists like Cantillon (1755) and Say (1803) received credit for early references of the term ‘entrepreneur’ (Cherukara and Manalel, 2011). In subsequent findings, research shows existing controversial issues between theoreticians and academics on the phenomenon of entrepreneurship theories (ibid). These controversies are presented in the later sections of this study. Based on research, the term ‘entrepreneur’ fell out of use after its first appearance in economics, with the concepts of ‘perfect competition’ and ‘perfect information’ becoming supported by neo-classical

economics. Risk-taking and innovative entrepreneur were found to be redundant and thus, the economists dropped the concept of 'perfect information'. The leading argument was that if people have perfect information, there will not be a need for judgement. Therefore, the economists' perspectives became confusing and the sociologists and psychologists took over the concept of entrepreneurship (Cherukara and Manalel, 2011). The progress recorded by sociologists and psychologists in the theorisation of entrepreneurship since then has not been as organised as the economists. Entrepreneurship studies are therefore incomplete without the contributions of economist, sociologist and the psychologist schools of thought (ibid).

Many writers agree that personal characteristics (e.g. vision, leadership, entrepreneurial spirit, management ability and commitment) (Nassif et al., 2010, p.218) are significant contributors to entrepreneurial success. Although the model suggests an evolution dynamism in the attributes of the entrepreneur, the contextualists' position denies this conclusion regardless of the increased number of those in favour. In Aldrich's (1989) traits approaches, it was argued that entrepreneurial personal attributes were complementary to each other. In Aldrich's outlook, personal characteristics were not recognised as contributing to venture success, regardless of whether the contribution originated in personality or in behaviour. As such, the search for a personality profile of the successful organisation founder was called "personological endeavour by psychologists" and was therefore "deemed fruitless" (Shaver and Scott, 1991, p.25). Although, Mischel (2009) argues persuasively that the consequence of a 'person-situation' interaction results from the person's behaviour, the quest for trans-situational consistency in personality traits went out of style over 20 years ago in the field of psychology.

In summary, the economists' perspective was explained under the classical economic movement, which began with a formal introduction of entrepreneurship by

Cantillon published in 1755. Though the key contribution of the movement was the concept of diminishing returns, it was refuted on grounds that ‘the movement could not explain the dynamic upheaval generated by entrepreneurs of the industrial age’ (Murphy et al., 2006). Similarly, psychology as a discipline of research was discovered and rarely defined as the sum of its practitioners but was distinguished from other social or behavioural sciences like sociology, anthropology and economics through its concentration on the individual person as the level of analysis (Shaver and Scott, 1991). Though two of psychology’s core theoretical concerns have been the contents of mind, their approach to EOF firstly focused on the person. This was found to contradict the extreme contextualists’ description of new venture creation (ibid).

### **2.2.7 Moving From The Person To The Process**

The movement of EOF from person to process was contextualised on multidisciplinary bases (Murphy et al., 2006). Miller (1975) and Popper (1976) acknowledge that epistemological research has utilised formal logic to explain such movement from prior knowledge limits. Consequently, the practice of entrepreneurship is described as ‘heterogeneity’ because it is made up of “high technology firms, network marketing, social entrepreneurship, serial entrepreneurship, franchising, ethnic entrepreneurship, women entrepreneurship and more” (Murphy et al., 2006, p.28). It has been argued that theories of entrepreneurship that failed to borrow directly from other research disciplines have started drifting from focussing on ‘types’ of ‘environment’ or ‘individual’ (Eckhardt and Shane, 2003). While studies by Brockhaus (1980) and Brockhaus and Horwitz (1986) indicate that a focus on personal characteristics failed (Brockhaus 1980, p.1), they concluded that “risk taking propensity may not be a distinguished characteristic of entrepreneurs”). The studies of Dunkelberg and Cooper



(1982) and Hornaday and Aboud (1971) presented a continuation of the focus movement and the entire approach was not challenged until Gartner (1988).

At the end of the twentieth century, equilibrium models dominated economics and all profit opportunities were regarded as exploited, leaving no role for entrepreneurship (Holcombe, 2003). Findings revealed that Holcombe implies in his study that the concept of EOs simply started with the activities of an entrepreneurial person. In Holcombe's views, an alert entrepreneur is encouraged by the profit to be realised from acting on the opportunity. Murphy et al., (2006, p.15) state that "we acknowledge past research showing that, for at least 35 years, person-centric and strictly environmental base research have not adequately delineated explanatory linkages of entrepreneurship". The question is whether the inability of 'person-centric' and 'strictly environmental base research' to adequately delineate explanatory linkage of entrepreneurship triggered the movement (moving from person to process)? In the context of an economics-based approach, it was mentioned that approaches to describe entrepreneurship of earlier movements began to shift in the mid-twentieth century. Both human and environmental factors were used when explaining market actor behaviour and economic behaviours (Murphy et al., 2006). Consequently, the evolution of research comparing entrepreneurs to other types of people began. For instance, psychological traits (e.g. needs for achievement, desire to accept responsibility in complex situations and accepting risk willingly) became important under conditions of skill-based performances and were conjectured as factors stemming from individual differences (McClelland, 1961). While Shaver and Scott (1991, p.23) acknowledge that 'psychological characteristics' were attributes of a person capable of influencing entrepreneurial activity, Hills (1994) added 'marketing factors' as having equal potential. Based on this movement, existing environmental level factors (i.e. "new technology, markets, level of modernization, etc." also affect entrepreneurial activities (Reynolds, 1991, p. 47).

Considering the explored literature, a quick recap would start by acknowledging early economists who first made references to the concept of ‘entrepreneur’ like Cantillon (1755) and Say (1803). This was later followed by developments that highlighted controversial issues between theoreticians and academics on the phenomenon of entrepreneurship theories. However, the introduction of ‘perfect knowledge’ and ‘perfect information’ resulted in the disappearance of the term ‘entrepreneur’ from the economists’ language where it had first appeared. As a result, confusion about the meaning of ‘entrepreneur’ arose in the perceptive economist view (Cherukara and Manalel, 2011) leading to the concept being investigated by sociologists and psychologists. Although their theories were not as organised as the economists’, the study of entrepreneurship is nonetheless incomplete without the contributions of these various schools of thought. While many writers affirmed that personal characteristics are significant contributors to entrepreneurial success, contextualists denied this conclusion, arguing that personal characteristics are complementary to each other and not recognised as contributing to venture success (Aldrich, 1989). Meanwhile, the psychologists’ view opposed the extreme contextualists’ perspective of new venture creation. Hence, studies in the personality of an entrepreneur have been inadequately represented by the broad psychologists’ approach.

### **2.3 A Framework for Understanding Entrepreneurship Opportunity Formation**

In Low and McMillan (1988), their work suggests that entrepreneurship research should be identified with a common definition. This position contended that in order to understand the concept of EOF, agreement on common entrepreneurial definitional terms was considered imperative. To achieve this, an overview of prior studies on existing definitions of ‘opportunity’ and ‘entrepreneurship opportunity’ (EO) will play a significant role for a thorough academic exploration of EOF by providing a basis for

analysing entrepreneurial academic subjects on existing studies. Though study shows that many entrepreneurial scholarly positions on this epistemology acknowledge there is definitional limitation of the concept, subsequent findings suggest that in order to explain EOF, the nature of the entrepreneurial process has to be based on assumptions (Shane, 2003). Arguably, the lack of agreement amongst scholars is a sign that puts easy understanding of entrepreneurial definitional terms in great jeopardy.

Revisiting the revised works of Kirzner (1979) on ‘asymmetric beliefs’ by Mises (1947) was one approach to understanding EOF. In this perspective, the concept of forming EOs was understood as conditional. Although the logic behind this position originates from imperfect knowledge subject to the particular knowledge of the time and place possessed by the entrepreneur, the reasoning accompanying this logic concludes that the concept of EOs was understood as something out-there for the taking. However, only those who possess the qualities necessary to discover and exploit these opportunities can benefit from them (Shane and Eckhardt, 2003). Based on the taxonomy developed by Drucker (1985, p.35) EOs have been argued to have originated from seven sources of change such as: unexpected occurrences, incongruities, process needs, changes in industry structures or markets, demographic changes, changes in perception and new knowledge.

For scholars such as Holcombe (2003), EOs originate in the most basic form. Such opportunities presented themselves to alert individuals who may take advantage of them. Through an individual’s activity or labour, a product can be purchased at low cost and resold at higher price. The profit is therefore the reward for alertness to the opportunity, created by the entrepreneurs’ activity (ibid). Such activity in turn benefits both the entrepreneur, the seller, the market and the economy. Holcombe’s (2003) model further acknowledges that these three factors originate ‘profit opportunities’, which in Kirzner (1973) were identified as: “(i) factors that dis-equilibrate the market; (ii) factors that

enhances production possibilities; and (iii) entrepreneurial activity that creates additional entrepreneurial possibilities” (Holcombe, 2003, p.26). It could be argued that Holcombe’s perspectives agree with the principles of market economy outlined by Cantillon, because it acknowledges individual property rights and economic independence and explains the processes of wealth generation through man’s labour that benefits the economy by creating opportunities (Cantillon, 1755). Thus, EAs have been held as the most important source of EOs (Stevenson & Roberts, 1985). Through EAs, opportunities that never existed before began to exist (Cuervo et al., 2007). Since opportunities are not always profitable, the key word “beliefs” is required. Hence, “EOs can be formed through the power of ‘beliefs’” (Shane and Venkataraman, 2000, p.6). Therefore, every theoretic definition of EOF in the future should not be limited to explaining the process, but must contain elements to demonstrate the existence of entrepreneurial nexus to the concept of opportunity formation (OF) framework by capturing the full picture of the concept of EOF (Low and MacMillan, 1988).

### **2.3.1 The Meaning of Entrepreneurship Opportunity (EO)**

The lack of agreement among scholars on many entrepreneurial terms is no longer a topic to be disputed. Arguably, the existing lack of definitional agreement is partly influenced by scholarly paradigms. Paradigms are believed to be primary causes of entrepreneurial imprecise definitions of terms. The important question is whether adopting definitional precedents is the only logical solution to diverse and peculiar conclusions among scholars? According to Hansen, et al., (2011, p.284), “Scholars explicitly define ‘opportunity’ and when they do, their definitions are often generated by themselves for the particular article”. Consequently, “entrepreneurship research in the past has either lacked clarity of purpose, or in some cases, the specified purpose was of little consequence” (Low and MacMillan, 1988, p.141). While some scholars believe that

the lack of agreement on common entrepreneurial definitional terms hampers research progress (Gartner, 1985a; Hansen et al., 2011; Vesper, 1983), others counter-argued holding that “a lack of consensus is not necessarily a hindrance to achieving empirical progress in the field” (Brush et al., 2008, p.249). The question worth considering is how precisely does a lack of definitional agreement affect research progress?

In reviewing entrepreneurship literature, some updates related to this dilemma were observed sixteen years since Cole’s statement (Gartner, 1989), some of which discloses that the phenomenon of entrepreneurship is entwined with a complicated set of contiguous and overlapping constructs. The dictionary meaning of the word ‘opportunity’ is “a favourable or advantageous circumstance or combination of circumstances, a chance for progress or advancement, as in a career” (Farlex, 2016). In comparison, Korsgaard (2011) describes ‘opportunity’ as a situation in which actors and resources are mobilised to make objects, actor’s ends and means emerge in a specific way. Arguably, adopting a proactive investigation from various disciplines (e.g. economics, sociology, finance, history, psychology and anthropology) that use their own concepts and operate within their own terms of reference (Low and MacMillan, 1988) is one way out of this definitional dilemma. Another possible solution (as the researcher envisaged) is for the entrepreneurial field of study to consider adopting a definitional precedent approach.

### **2.3.2 Defining Entrepreneurship Opportunity (EO)**

Shane and Venkataraman (2000) acknowledge that defining EOs is useful since it is about two things: (1) something happening in the environment (resources) and (2) something to do with the individual (creation, beliefs, and recombination). Cuervo et al., (2007, p.2) added that “the entrepreneurial opportunity is an unexpected and as yet unvalued economic opportunity”. The key question is why do EOs exist? Cuervo et al., (2007) addressed this by adding that the idea of converting resources from inputs to

outputs or the different ideas on relative value of resources of different agents are the reasons why EOs exist. However, in defining entrepreneurship as: “opportunity-driven behaviour cognizant of the resources required to pursue the opportunity”, Casson formulates a theoretic concept to demonstrate the correlation between entrepreneurship and how individual awareness of resources within an environment triggers the pursuit of EOs (Casson et al., 2006, p.312). One definition of an entrepreneur defines him/her as an individual often in quest for change, responding to their findings and exploiting it as an opportunity (Drucker, 1985).

In comparing Drucker’s definitional perspective with Casson’s paradigm, the concept of entrepreneurship is subject to a condition of being ‘opportunity-driven’. Casson’s reasoning can further be explored on the basis that it contains inductive reasoning elements. Hence, it could be argued that an individual’s understanding of EOF is motivated by entrepreneurs’ knowledge of available resources. This triggers certain behavioural patterns compelling the individual to react to such awareness with the specific intention of creating new ventures or forming an opportunity. Therefore, the premise of Casson’s theory can be regarded as supplying stronger evidence for the truth found in this conclusion. Although Casson’s definition of entrepreneurship is limited to industrial and national firms comprising a certain size, Shane’s (2003) rationale adopts a similar approach to indicate a connection between entrepreneurs and opportunities. As a result, entrepreneurship involves the nexus of EOs and enterprising individuals.

This nexus further highlights that “opportunities are important in every entrepreneurial process” (Shane, 2003, p.18). In Casson’s (2003, p.15) work, EO was defined as “those circumstances that allow the introductory and selling processes of new goods and services, as well as raw materials and organizing methods at a greater price than their costs of production”. Thus, the rationale of the market-making firm is to produce trade at minimum cost. Similarly, Shane (2003, p.18) defines ‘EO’ as “a situation

in which a person can create a new means-end framework for recombining resources that the entrepreneur believes will yield profit". Unlike Casson's definition, which focussed mainly on 'circumstantial moments' that might enable the process of introducing new goods and services with the aim of marketing them at a cost higher than production costs, Shane's (2003) definition highlights the significant role played by an entrepreneur's 'beliefs' in the maximisation of profit.

On these grounds, it can be concluded that Casson's definition of EO is more extrinsic to entrepreneurs' motives and objectives in comparison with Shane's, although neither definition succeeded in presenting the full picture of how EOs undergo the processes of being formed/created. A further elaboration of Casson's position could result in the conclusion that it lacks 'motivational factor'. In analysing these two different definitions further, it is argued that Shane's approach conveys a more specific entrepreneurial objective directly intrinsic to the general notion of entrepreneurship. The importance of this approach to definition is that an individual entrepreneur is not dependent on circumstances to make profit, but actually 'believes' that the recombination of certain resources will yield profit. This latter definition is logical and more plausible.

While acknowledging financial profit as an important motivational factor during OF, Rae took a broader definitional approach to include factors such as improvement in social, cultural, health and environmental arenas as equally important in creating value (Rae, 2015). Clearly, this section shows that the definitions of EOs are motivated by personal beliefs and understanding of what constitutes an opportunity. Hence, the explored definitions differ because each definitional approach is influenced by idiosyncratic paradigm and underpinned by personal perspectives.

### 2.3.3 Defining Entrepreneurship Opportunity Formation (EOF)

Just as the question of who an entrepreneur is has often featured without a precise definition (Iversen et al., 2008), entrepreneurship researchers have struggled to produce a definition that captures the entire concept of EOF (Low and MacMillan, 1988). Thus, “while existing definitions capture some aspects of entrepreneurship, none captured the entire picture of entrepreneurship” (ib.id, p. 141). This implies that prior attempted definitions were limited, incomplete and imprecise. The question is whether entrepreneurial scholars should settle for existing imprecise definitions of EOs, rather than collectively pursue a more complete definition to satisfy the expectations of academic scholars? In Marinov and Marinova (2012, p.308-14), ‘entrepreneurial opportunity development’ was defined within an international context as “the formation of new goods or services which occurs over time and [is] linked to the firm’s cross-border activities, the founder’s prior experience, the firm’s domestic market and the firm’s network ties”. Although the concept of EOF is motivated by certain factors like economic values (Shane et al., 2003), it can be argued that in order to produce a complete definition, the theory of EOF should primarily be explored based on the orthodoxy of ‘entrepreneurial fantasy’ (EF).

This view further contends that entrepreneurial desires and drives to create ideas to meet market needs (e.g. searching for ways to solve societal problems, provide market needs or solutions to national matters) is the first stage to all physically created/formed opportunities (Mendlesohn, 2013). This perception further highlights that it is in fantasising that entrepreneurs originate ideas and are able to build theories around their fantasied ideas, which subsequently are turned into products. Agreeing with Shane and Venkataraman (2000), these products are believed to solve both economic and human related problems. This process of building theories on how to solve market needs, provides solutions to both national and societal problems, thus defines every condition



that facilitates effectuation in the process (Sarasvathy, 2001). In comparing results with previous definitional attempts, it was determined that prior attempts were substantive and separated because they exist independently.

This loophole presents a gap in the literature, which only a complete definition of EOF can fill. In order to define EOF to meet the expectations in Low and MacMillan (1988), a more robust approach that will entail elements and characteristics of ‘entrepreneur’, ‘entrepreneurship’ and ‘OF’ must be considered. Focusing on previous definitional paradigms as a ground to distinguish between motivational reasons, it was discovered that previous attempts lacked interconnectedness due to missing elements. As Cherukara and Manalel (2011) acknowledged, as an entrepreneur manifests what is in his/her mind through action and transforms sensational raw materials into perception, then into image of reality. In light of relevant theories and concepts, the proposed definition will build on the logic in Cherukata and Manalel (2011). Thus, the work-in-progress definition for EOF defines it as:

The process by which enthused individual entrepreneurs integrate fantasied ideas and thought patterns, which are believed to materialize tangible objects (either in the form of products or provision of valuable economic services) by assembling and recombining available resources, to form and create resourceful opportunities to solve human, societal and market related problems in a given environment.

**Source: (Author: adapted from Korsgaard, 2011; Mitchell et al., 2007; Oyson and Whitaker, 2016; Whitaker, 1974; Whitaker, 2017; Shane, 2003).**

While comparing Marinov and Marinova’s definitional model to the perspective in Ardichvili et al., (2003), it is concluded that Marinov and Marinova’s definition is international-context-centric and barely meets the set expectations (Low and MacMillan, 1988). The definition above detailed the processes that explains how entrepreneurial fantasies (Mendlesohn, 2013) trigger the actor’s entrepreneurial mental schema to pursue, create and form opportunities, while cognisant of available resources to form physical objects or services of economic values that are resourceful to both entrepreneurs and their environment (Li, 2012). In comparison, while Marinov and Marinova’s attempt failed to

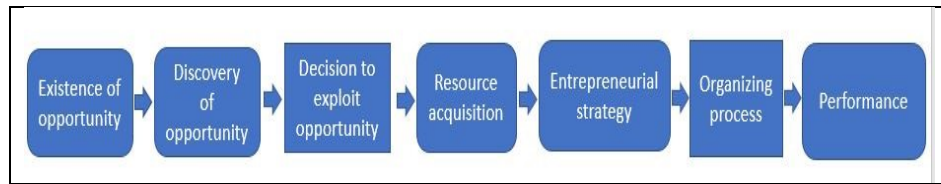
explain how entrepreneurs' opportunities are formed, the work-in-progress definition is believed to have satisfied the implied conditions in Low and MacMillan (1988).

Based on the literature reviewed on entrepreneurial definitional terms, a contextual summary overview showed that the concept and processes involved in EOF are heavily influenced by entrepreneurial fantasy (EF), environment and the entrepreneur's cognisance of available resources. It has been suggested that for this field of research to achieve a stable progress, entrepreneurial scholars should either agree on common definitional grounds or adopt a definitional precedent. Hence, scholars have conducted analyses using different units, adopted different methodologies and utilised different theoretical perspectives in addressing a diverse range of entrepreneurial questions. Although there is a possibility that entrepreneurs' desire for common definitional grounds and clearly defined research areas of inquiry will remain unfulfilled in the foreseeable future, a 'common ground' definition is strongly needed and thus highly recommended in entrepreneurship research in order to synthesise diverse approaches of inquiry and facilitate unity among entrepreneurial researchers.

#### **2.4 Types Of Entrepreneurship Process Models To Opportunity Formation**

Based on the Schumpeterian perspective, the constant change in consumer behaviour affects 'entrepreneurial opportunity existence' (Schumpeter, 1934). However, Schumpeter argues that through new combinations, new means of production can be created. Arguably, the existence of EOs is independent of their discovery. The interaction between an individual entrepreneur and his/her environment suggests that EAs originate EOs (Holcombe, 2003). Hence, "entrepreneurial actions are the critical pathways to the creation, development and creative destruction of sustainable business models" (Breat, 2009, p.52). Prior to Breat's claims, Shane's study discusses the role of individual-level variation in the discovery process (Shane, 2003) and this is replicated in the figure below:

**Figure 2.1: The Direction of Entrepreneurial Process**



**Source: Shane, 2003, p.12**

Clearly, the figure depicts a step-by-step process leading to the formation of EOs, starting with the theory of existence of opportunity to performance. In view of these developments as they relate to the debate on whether EOs are ‘discovered’ or ‘created’, it could further be argued that opportunities either ‘pre-exist’ or they are discovered in the environment through entrepreneurial actions (EAs). Entrepreneurial environment is like a spectrum with already existing opportunities waiting to be discovered and opportunities created through EAs (Breat, 2009). Furthermore, environments indicate to what degree opportunities are brought into existence through entrepreneurs.

Due to the limitation of environmental forces, entrepreneurs have to work before opportunities are created. Similarly, research shows that creative entrepreneurs also depend on environmental preconditions (Breat, 2009, p.69). In McMullen and Shepherd (2006), entrepreneurship is said to require action to drive the process of equilibrium and this causes the market to gravitate through entrepreneurs’ activities (Kirzner, 1973). In Berglund (2007), the differences between OF by discovery and creation were mentioned. However, Li’s typologies on how opportunities are created were based on three fundamental principles: “a reconceptualization, a clarified dimensional framework and a psychometric operationalization of the construct” (Li, 2012, p.2). Furthermore, Li (2012) states that the dimensions of entrepreneurial alertness can reflect on entrepreneurial sensory factors with which every individual entrepreneur is able to form and create opportunities. These factors include: (a) cognitive structure, (b) accumulated knowledge and (c) behavioural styles (ibid). The resultant argument is that by activating these

sensory factors, an entrepreneur becomes capable of identifying opportunities as they show up.

Expanding further, an 'alert' entrepreneur is an entrepreneur who has switched on his/her sensory factors and is always ready to spot and identify opportunities. Thus, an 'alert' entrepreneur is an entrepreneur on 'stand-by' to discover and exploit EOs. The second premise argues that "entrepreneurship opportunity formation results from close interactions of knowledge and psychological and behavioural factors" (Li, 2012, p.2). This interactive ideation account is depicted in Fuduric (2008, p.8), as: "a meeting place of many factors that entrepreneurial opportunities are either present or not" and explained as a 'relationship' in Soderqvist (2011). In the third premise, Li (2012) states that this framework requires some modification of existing mental mode before new opportunities can be formed. Similarly, the concept of 'discovering opportunities by searching' has been highlighted and recognised as a source of EOF in the literature (Gunda, 2013).

Scholars acknowledged that the study of process is at the epicentre of entrepreneurial debates, though not prominently employed by researchers (Moroz and Hindle, 2012). A process-focussed approach offers much unexplored potential for understanding, if not unifying a highly disparate research domain (Bygrave, 2007; Low and MacMillan, 1988). In addition, Moroz and Hindle (2012, p.784) state that "we are of the view that something less than open slather for every conceivable model is what the entrepreneurship field needs and needs to agree on when it comes to understanding entrepreneurial process". To this, it has been suggested that entrepreneurship process (EP) should be made as universal as possible. However, research shows that an indirect use of process theory to frame academic examination of EAs has not only produced several insightful observations, but equally, informs several researched themes and issues prominently related to entrepreneurship (Kuratko, 2011). Nassif et al., (2010) argued in the dynamic approach to understanding the EP that in order to understand EP, it is also

important to understand the values, characteristics and actions of the entrepreneur over time. In consolidating Schumpeter's critique with the Austrian School body of thought and the Kirznerian adaptations, findings showed that "entrepreneurship has become the pivotal point of a micro-based evolutionary theory" (Grebel et al., 2003, p.7). An entrepreneur's ability to process knowledge and information makes him/her a lively and active economic agent (ibid).

The process theory is founded on a world view that conceptualises processes, rather than objects, as the basic building blocks of how the world around us is understood (Moroz and Hindle, 2012). Although the models of EOF were presented to follow different approaches, scholars agree that each of these leads to the formation of new EOs following refined strategies. In Bygrave (2004), it was presented as stage events following one another. For example, business idea or conception events trigger business operation, business implementation and finally, growth of the business. In page 2 of the same source, Bygrave (2004) acknowledges that "the entrepreneurial process involves all the functions, activities and actions associated with perceiving opportunities and creating organizations to pursue them". By stating that "there is almost always a triggering event that gives birth to a new organization", Bygrave (2004) consolidates his stage events theory. Thus, personal attributes, environmental and sociological factors, etc. influence people to embark on entrepreneurial career (ibid).

In Timmons' (1990), a dynamic model of EOF was regarded as opportunity-driven, with controllable components that can be altered. Timmons's model is opportunity driven, led by an entrepreneur and his/her team. It is also creative and resource parsimonious since it depends on the fit and balance among these, it is sustainable, integrative and holistic (Timmons, 1990, p.110). While 'opportunity', 'resources' and 'team', are the three most important components for a successful new business formation, the three key components needed to start, run and grow a successful

business venture are “opportunity”, ‘the entrepreneur’ and ‘resources’ (Timmons, 1990). In comparing Timmons’ model with Grebel et al., (2003), both studies agree that the concept of entrepreneurship is a process model, which starts at the actors’ level (Grebel’s et al., 2003; Moore, 1986; Timmons, 1990). Hence, in Timmons (1990), a ‘founder’ or business ‘founders’ are the entrepreneurs.

In Grebel et al., (2003), these components were presented differently (i.e. as ‘entrepreneurial spirit’, ‘human capital’ and ‘venture capital’). Bygrave added that “as with most human behaviour, entrepreneurial traits are shaped by personal attributes and environment” (Bygrave, 2004, p.5). Although Moore’s model as replicated in Bygrave (2004) did not represent Grebel’s et al., (2003) exact findings, it can nonetheless be deduced that both models agree that EP begins with the person and passes through a series of stages before new business opportunities can be formed. Despite the differences, the two models share common features and are similar on some levels.

Shane’s model for EOF was motivated by a lack of a coherent conceptual framework for entrepreneurship. A keen observation in the literature confirms that scholars appear to concentrate only on one part of the EP without adequately considering the relationship between all parts (Moroz and Hindle, 2012). Consequently, Shane’s model for OF attempts to present a constructively unified theoretical framework for studying entrepreneurship based upon the nexus of individual and opportunity (Shane, 2003). Shane’s model primarily identifies two views: (1) the individual-centric and (2) the environmental-centric point of view. The model differs from Bygrave’s (2004), Grebel’s et al., (2003) and Timmons’ (1990) because it represents Shane’s constructive attempt to unify theoretical frameworks for studying entrepreneurship based on the nexus of individual and opportunity, which other models seem to have omitted or showed less interest in. Shane (2003) believes that: (1) the existence of profit base opportunities that may be exploited through the application of new means end relationships, (2) variation

among people in their willingness and ability to act, (3) the need to embrace uncertainty/risk bearing, (4) a requirement for purposive organizing and (5) a requirement for some form of innovation have potential for unifying the field.

Drucker (1998) acknowledges that in order for entrepreneurs to effectively respond to market problems, they purposely engage in a rational and systematic search process to identify EOs. Drucker's perspective was reaffirmed in a research study by Baron (2007) where they argued that the notion of forming opportunity by identification requires that an individual entrepreneur embarks on an active search (Baron, 2007). Gunda (2013, p. 12) affirms that "the three elements central in opportunity recognition are: "alertness, searching and prior knowledge". While Gunda (2013) explains how an individual entrepreneur benefits by mastering knowledge in a particular field, Kirzner's research study commented on one of Gunda's central elements to forming opportunity by recognition (i.e. through alertness) and stated that an 'alert' entrepreneur recognises overlooked opportunities in the environment without searching for them (Kirzner, 1985).

Baron (2006) demonstrates the interconnectivity nature of the three elements necessary in the process of OF by recognition, acknowledging that a particular market, industry or customers help in refining an entrepreneur's search. Furthermore, Baron argues that it appears as though when alertness is very high, 'active search' for opportunities becomes less important because entrepreneurs are so sensitive to them. Hence, entrepreneurs need not to engage in formal systematic search processes. The "necessity for active search is arguably, reduced due to high levels of prior knowledge" (Baron, 2006, p.112-113). Findings further point to the fact that opportunities are constantly discovered in the course of searching for them. Invariably, while the quest for market imbalance helps an entrepreneur to discover and form new opportunity (Gunda, 2013), allocating resources properly leads to environmental equilibrium (Kirzner, 1973).

To sum up, while examining the process models applied by entrepreneurs during EOF activities, findings disclosed that something always triggers events that result in new business opportunity formation using defined entrepreneurial models (Bygrave, 2004). Thus, constant change in consumer behaviour influences the formation of EOs (Schumpeter, 1934). As a result, the process of EOF is influenced by personal attributes, environmental factors and other social factors (Bygrave, 2004). Besides the struggle for a unified definition for entrepreneurial terms, the orthodoxy of EP as a defined strategic model for new business OF implies that entrepreneurs are creative economic agents (Grebel et al., 2003; Breat, 2009). Subject to the reviewed literature, the basic structural process of entrepreneurship as a process model summarises how several levels of analysis are distinguished, thereby indicating where the process of EOF primarily begins (i.e. at the actor's level) (Grebel's et al., 2003). With a defined model strategy in place, an entrepreneur together with his/her teams form a social network for EOF purposes. However, this changes over time and these actors group together to constitute a potential firm. Although every EOF process begins at the actors' level, the process of EOF is dependent on actors' cognizance of available resources within their environments and their abilities to act. Entrepreneurial scholars may disagree on other levels, this remains the one single consistency in entrepreneurship research epistemology that is undisputed amongst scholars because together they are both materialistic to the progress of EOF.

Although Shane's (2003) model for EOF differs from the other models, the literature showed that each of these models simply represent a different approach to achieving the formation of new businesses. Despite the debates on whether or not disagreements affect entrepreneurship research progress, it has been suggested that the adoption of a unified definition for EOF will ensure a stable approach to entrepreneurship research ontology and epistemology, and reduces diverse and peculiar conclusions amongst scholars. This makes entrepreneurship the point of micro-based evolutionary



theory (Grebel et al., 2003). Therefore, an entrepreneur's ability to process knowledge and information makes him a lively active economic agent.

## **2.5 The Criticisms Of Entrepreneurship Opportunity Formation (EOF)**

The orthodoxy of EOF presents arguments to delineate some intellectual perspectives and positions on OF due to insufficient empirical evidence. The purpose of this section is to explore possible criticisms against theoretical constructs upon which these models were built. In focusing only on the thoroughness and thoughtfulness in the communication patterns by which entrepreneurship nexus to OF was presented, the tougher it becomes to fault the applied strategies (Blenker and Thrane, 2007; Sarasvathy, 2009). Consequently, some interpretational approaches used in the discovery view of OF to establish a relationship between an individual and opportunity have received heavy criticisms (Korsgaard, 2011).

Entrepreneurial critics (e.g. Baker and Nelson, 2005; Berglund, 2007; Berglund et al., 2007, p.278; Garud and Karnoe, 2003, P.294-296; Sanz-Velasco, 2006; Sanz-Velasco and Magnusson, 2004) have argued that the discovery perspective of EOF provides limited empirical accounts. The reason for these criticisms has been extended to Drucker's study on sources of OF. Thus, the Kirznerian (1985, p.52) perspective added that opportunities originating from the Druckerian concept are perceived as "inefficiencies or situations overlooked until now because of error". Consequently, both the Kirznerian position and Berglund's (2007, p.247) perspectives expanded further on this view. They argued that "opportunity thus exist objectively in the form of underused resources, different forms of structural change and uneven distribution of knowledge leads to unnoticed market inefficiencies". These critics substantiated their arguments further by demonstrating that EOF does not necessarily precede resource mobilization.

In defining 'opportunity', resources may give opportunity a somewhat different role in the entrepreneurial process (EP) (Korsgaard, 2011, p.269). Sanz-Velasco's (2006) argument on theoretical and empirical problems inherent in the concept of OF by discovery elaborated this view further. His study claims that "the theoretical problem with the discovery view was its assumption of a telos ("ultimate end"), whereby entrepreneurs discover errors, which they correct through their actions, thus approaching a "correct" state (Sanz-Velasco, 2006, p. 254). Also, the three perspectives of EOs outlined in Sarasvathy's et al., (2003) study (i.e. (i) an allocative view, (ii) the discovery view and (iii) a creative view) were equally criticized. According to Sanz-Velasco (2006), the 'creative view' is teleological and thus implies that entrepreneurs are expected to focus on generating wealth.

A subsequent development appears to have concluded that the 'creative view' of OF departed from the local conditions after it was compared with the 'resource-based' view. The reason was because it focuses more on knowing what can be achieved using what is under control, rather than what it would require to reach a given position (Sarasvathy, 2001). Further review of the literature shows that this perspective contradicts Stevenson and Jarillo's (1990, p.23) traditional conceptual view of entrepreneurship. This defines the term 'entrepreneurship' as: "pursuing opportunities with or without resources available". Similarly, Berglund (2007) states that emphasis on creativity and entrepreneur as a history maker runs counter to both the neoclassical (Shane, 2000) and Austrian frameworks (Berglund, 2007, p.249). While the major argument was that knowledge of the future appears to exist in dispersed, personal and tacit forms (Buchanan and Vanberg, 1991, p.169-70), this position was not supported in the perspective of a radical subjectivist. Hence, such knowledge does not exist based on the fact that the future is yet to be created. As Klein (2010, p.103) points out: "Expectations about the future are inherently subjective and under conditions of uncertainty rather than risk, constitute

judgements that are not themselves modelable”. To this, Berglund (2007, p. 249) states that “Entrepreneurial action is thus making history instead of merely responding to it”. Similarly, the orthodoxy of EOF was criticised in Van-Gelderens and Masarel (2012). These scholars argue that the concept of EOF by discovery did not represent the concept of opportunity as a ‘process’, but rather as ‘something’ out there meant to be discovered.

Based on this, the aim of entrepreneurial scholars as Van-Gelderens and Masarel (2012, p4) reported include to “understand entrepreneurial opportunity as a “process”, rather than a “thing”. Chiasson and Saunders (2005) also critiqued some perspectives of opportunity recognition and formation, emphasising heavily on how entrepreneurial opportunities are formed using script. Their study depicts a conceptual model of how Structuration Theory (ST) can be used to resolve the dichotomy view, which according to their perspective is inherent in OF research. A further analysis of this study delineates how entrepreneurial actions are heavily influenced by the recognition of script and identification of entrepreneurs who are able to select and identify script with much attention focused on the creation of a unique script (Chiasson and Saunders, 2005). In support of this view, Chell (2008) mentions that structuration theory (ST) suggests that opportunities are both formed and created through scripts which dissolves the dichotomy of opportunity formation by recognition. This observation further suggests that entrepreneurial loss cannot be explained using either ‘discovery’ or ‘creation’ language. In the Kirznerian formulation theory, failure to discover existing profit opportunity could be disastrous for entrepreneurs (Kirzner, 1997).

In conclusion, this section utilized insightful arguments from entrepreneurial critiques to demonstrate the presence of ontological limitations in scholarly efforts and attempts to explain possible relationship between entrepreneurship and the concept of OF. Some critiques have condemned the Druckerian OF perspective, arguing that its position was insufficiently defended due to a lack of an empirical account. Consequently,

Kirzner refers to opportunities based on the Druckerian concept as ‘inefficiencies’ or ‘situations overlooked until now because of error’. Similarly, it established that the discovered ontological problems in the opportunity creation concept were impacted by researchers’ paradigms. Hence, their positions lacked empirical supports and were heavily influenced by their individual perceptions and beliefs. As a result, the creative perceptive view of OF departed from the local conditions when compared with the resource-based view. This contradicted Stevenson and Jarillo’s traditional view of entrepreneurship. In addition, the orthodoxy of EOF by ‘discovery’ was criticized by Van-Gelderen and Masurel (2012) because the concept of ‘opportunity by discovery’ presents OF process as ‘something out there’ waiting to be discovered rather than a process. Finally, according to Chiasson and Suanders (2005), their research work used the structuration theory (ST) as a reconciliatory element to resolve the dichotomy believed to be inherent in OF research. Using a conceptual model diagram, they concluded that opportunities are both formed and created using ‘scripts’.

## **2.6 Factors Influencing Entrepreneurship Opportunity Formation (EOF)**

It is well-established in the literature that entrepreneurial sources of opportunities have been categorised in different ways (Fuduric, 2008). In all the areas in which EOs were claimed to have originated from, two important factors have been identified as constantly in communication with one another (i.e. the individual and his environments) (Rath, 2000). The concept of EOF has been significantly influenced by numerous factors, some of which have dynamic effects on EAs thus impacting OF.

### **2.6.1 Individual/Demographic Factors Influencing EOF**

Demographic conditions affecting EOF are presented as controlled variables consisting of gender, programme and family background (Kadir, et al., 2016). This

includes age, work experience and education (Welmilla, et al., 2011), and human capital (HC) (Liese et al., 2003). In Mathur's (1999) study, 'HC' is defined as "an accumulated stock of skills and talents, which manifests itself in the educated and skilled workforce in the region" (Mathur, 1999, p.205). It contributes to the knowledge stock of a particular region, which is a contribution to knowledge growth, and which rises with accumulation of knowledge stock (Liese et al., 2003). Thus, HC stock provides a pool for the emergence of entrepreneurs, which indirectly raises entrepreneurial productivity (EP) (Liese et al., 2003). Invariably, there is a great need for entrepreneurs managing their own organisations to be more flexible in order to cater for increasing diversity within the labour market resulting from demographic/individual changes. Diversity not only alters pools of potential employees and the need for employees, it equally influences broader entrepreneurial business objectives such as OF and creations (Sayers, 2012). Similarly, entrepreneurs operating in countries with less stable population demographic profiles are facing challenges related to population demands and should pay more attention regarding how to control EAs through control management mechanism, to withstand the adverse impact that demographic fluctuation is likely to have on their objective activities.

A study by Berry et al., (2010) indicates that market attraction and potential for growth are influenced by demographic factors. As Singh (2014) confirms, these factors have been found to be capable of potentially influencing entrepreneurial intentions. In light of the definition of 'intentionality' by Bird (1988), it is evident that a person's attention, experience and action towards a specific goal is directed by his/her state of mind. While intention is a predictor of entrepreneurial behaviours, entrepreneurial intentions have equally been described as international behaviours (Singh, 2014; Singh et al., 2017). Axiomatically, when the intention is high, entrepreneurs venture out and take actions by initiating entrepreneurial behaviours that will lead to the creation of specific opportunities (ibid).

### **2.6.2 Institutional/Political Factors (PFs) Influencing Opportunity Formation**

Institutional factors have the potential to influence entrepreneurship positively and negatively. Consequently, entrepreneurship has become a key policy issue worldwide (Wennekers, et al., 2010). Political factors (PFs) could come in the form of legal restrictions, quality of law enforcement, political instability and currency instability (Gutterman, 2015). As one of the exogenous influences affecting business OF, PFs have been classified as macro-environmental factors capable of impacting a firm and its sources of opportunities nationally and internationally (Stokes and Wilson, 2010). Other local factors with relatively significant powers to influence EOF have been classified as micro-environmental. The nature of impacts resulting from these factors are naturally dynamic, hence they change over time (ibid). As a result, some countries use retrograde laws, which are difficult and time-consuming in order to influence entrepreneurial processes by artificially creating hurdles and barriers to OF (Edwards, 2011).

### **2.6.3 Environmental Factors (EFs) Influencing EOF**

Research on EFs affecting EOF shows that when an environment is integrated in a strategic planning and decision-making process, it implies that general policy formulation takes into account key environmental issues (World Bank, 2011). The EFs capable of influencing EOF can emerge from institution and environmental culture or from regional or specific issue of industries (Ximenes and Sato, 2014). Arguably, EFs such as political factors, market forces and resources affecting entrepreneurial success can interchangeably influence EOF (Gutterman, 2015). Thus, the factors that could influence OF are not limited only to endogenous forces, but extends to exogenous forces (Stokes and Wilson, 2010). As a result, both environmental and welfare economics literature acknowledge that producers/entrepreneurs lack expertise in market changes. Dean and McMullen (2007) refer to this as asymmetries in awareness or what Hayek

(1945, p.530) describes as “the unavoidable imperfection of man’s knowledge and the consequent need for a process by which knowledge is constantly communicated and acquired”. Kirzner (1985, p. 65) refers to this phenomenon as “market errors and inefficiencies, attributed to a dynamic market process and the widespread ignorance market participants”. Bhat and Khan (2014) argue that micro and macro factors can either help or hinder an entrepreneur’s success by influencing the process of OF.

The field of entrepreneurship considers macro or contextual environment more central in the development of an economy (Bhat and Khan, 2014). As factors that can either promote or hamper entrepreneurship activities, their dynamic nature calls for the development of entrepreneurial special management skill, since they can lead to multiple adverse effects likely to jeopardise OF. As Dean and McMullen (2007, p.56) stated: “exogenous shocks can alter either demand (taste and preference) or supply (new product or process technologies)”. Similarly, a study by Stevenson and Jarillo (1990) acknowledges that EFs are also relevant. Hence, a conducive environment can have direct impact on the success of new business establishment.

## **2.7 Opportunity Exploitation Process (OEP)**

So far, entrepreneurship research indicates that the need for common academic definitional terms plays an important role. Acs and Audretsch (2010, p.62) define ‘opportunity exploitation’(OE) as “taking action to gather and recombine the resources necessary to pursue an opportunity, as opposed to the mental activities of recognition and evaluation”. OEP depends on several factors including the attributes of entrepreneurs and those of the opportunities they seek to pursue. The exploitation process requires attributes of opportunities because the process of OE is influenced by asymmetric information, which makes EOs possible (Venkataraman, 1997).

Based on the works of Shane and Venkataraman (2000), research findings were understood to suggest that entrepreneurial scholars are required to study the sources of EOs, the processes involved prior to opportunity discovery, how opportunities are evaluated, exploited and the characteristics of individuals who discover, evaluate and exploit those opportunities. Although the concept of entrepreneurial nexus to the environment is best described as a moment of interaction between an individual entrepreneur and his environment, it is also described as a complicated place (Mueller, 2006, p.2). Thus, “it is at this meeting place of many factors that entrepreneurial opportunities are either present or not” (Fuduric, 2008, p.8). This ‘nexus’ was described as a ‘relationship’ in Soderqvist (2011). The sequential process of the concept of entrepreneurship according to Acs and Audretsch (2010) is represented in the figure below:

**Figure 2.2: Entrepreneurial Individual Opportunity Nexus**



**Source: Acs and Audretsch, 2010, p.49**

In order to exploit an opportunity, an entrepreneur must create physical products or processes to provide services, devise business models and in some cases, construct new organizations (Acs and Audretsch, 2010, p.48). The “most significant cause of entrepreneurial opportunities is ‘prior’ entrepreneurial activities” (Holcombe, 2003, p. 26). Arguably, EAs originate EOF, which by extension includes factors that dis-equilibrate the market and factors that enhances production possibilities (Ibid, p.30, para 1). Much as ‘opportunity exploration’ (OE) is linked with ‘opportunity identification’ (OI) to which EAs (i.e. ‘opportunity discovery’, ‘searching for opportunity’, ‘creating opportunity’ and ‘dealing with challenges’) together constitute entrepreneurship ‘OE’, they are described as ‘the executed act’ to realize an opportunity. It includes: “refinement, evaluation, implementation and commercialization” (Soderqvist, 2011, p.23).



In March (1991), while ‘exploration’ requires experiencing new possibilities, ‘exploitation’ is concerned with ‘refinement’. Also, OE is equally regarded as the first stage of many stages involved in the concept of entrepreneurship. This means that entrepreneurs engage in innovative activities to penetrate the market or locate opportunities, while the outcome is referred to as “an innovative product or service introduced to the market at that stage” (Kariv, 2011, p.79). Moreover, by describing an entrepreneur as a catalyst of market opportunity identifier, Kariv (2011) argues that an entrepreneur is advantaged by being the first to uncover the process of innovative OE. In Holcomb (2003) simplified model of OE, the processes involved include: (a) identify an opportunity, (b) develop the concept, (c) determine required resources, (d) evaluate the opportunity (e) implement, manage and grow, and (f) harvest and exit (Holcombe, 2003).

In summary, this section explored some definitions attached to the concept of OE and highlighted the factors for which OE is dependent upon. It equally mentioned the need and usefulness for studying various aspects involved in OE processes to facilitate a better understanding of an entrepreneur’s relationship with his environment. By using prior related studies, this section presented how entrepreneurs are linked with opportunities and subsequently indicated how an entrepreneur should go about exploiting opportunities. As a result, this part of the research acknowledged that EAs originate EOs. Also, it captured the reason why an entrepreneur has been described as a catalyst of market OI. Finally, the section identified the processes involved in OE, which in most cases, help entrepreneurs make informed decisions.

## **2.8 Entrepreneurship Opportunity Formation And Immigrant Entrepreneurs**

Given the order in which arguments have been raised in the discussions about EOs and IEs, it is arguable that the ontological interpretation of EOF is independent of the epistemology of immigrant entrepreneurial (IEr) concept. Hence, the epistemology of

EOF can be formed independently from the knowledge about IEs (Acs and Audretsch, 2010). Based on prior definitional incompleteness, an additional review of the literature shows that a strong bond exists between OF process and the person of the entrepreneur. This is clear subject to the relationship that exists in the form of interaction between ‘entrepreneurs’, environments (either home or host) and how EAs can lead to EOs. Findings also draw attention to the fact that before the actors in the context can transform resources into either tangible object (i.e. products, new venture formation) or form services of economic values, they must have fantasies about them (Johnsen & Sørensen, (2017); Njoku and Cooney, 2018; Njoku and Cooney, 2020a). These are then transformed into thought patterns with their images held in the mind with utmost convictions that their materialization can be properly engaged through interactions and taking decisive action, while being cognizance of available resources (Njoku and Cooney, 2020b).

From an immigrant’s entrepreneurial point of view, an entrepreneur is an actor who manifests his/her mind in the form of transforming sensational raw materials into perception and image of reality (Cherukara and Manalel, 2011, p.7). Due to a lack of an objective scale that can successfully delineate values between ‘opportunities’ formed by IEs and those formed by native entrepreneurs, this research will create a conceptualized methodological framework that will capture how factors and threats influence immigrant EOF processes. In retrospect, one could argue that the notion of EOF lacks specialized ontological characteristics and features that can determine the original actors behind the creation of a particular opportunity, since opportunities created by immigrant and native entrepreneurs serve the same purpose.

Findings have confirmed that immigrants’ home countries serve as sources of opportunities during EAs in the host countries. This knowledge is often used in literature to distinguish between OF process amongst immigrants and native entrepreneurs (Ram et al., 2017). Consequently, both cultural and managerial differences, including the nature

of workforce construction are still unable to differentiate between opportunities formed by either of these groups (ibid). Cultural differences can only differentiate between different values and traditions upon which a particular business/opportunity was founded. Similarly, the relationship between EOF and IEs is located within their environments (Bhat and Khan, 2014; Gutterman, 2015; Rath, 2000), which has been acknowledged to influence entrepreneurs' mind-sets and paradigms during OF activities. Thus, an immigrant's EOF process is determined by his ethnicity (Rath and Kloosterman, 2000).

Consequently, immigrant entrepreneurial methods of operation is primarily influenced by their cultural and environmental origins (Carpenter and Dunung, 2016). Furthermore, IEs have been poorly defined as immigrants from less developed economies moving to developed economies for business and settlement purposes (Miller, 2010). The orientation of this definition implies that all immigrants come from less developed and developing economies and as such stereotyped all self-employed immigrants in foreign countries. For the purpose of this research, a more robust definition is proposed in Chapter 3. The literature further shows that entrepreneurs and their environments are in constant interaction (Rath, 2000) and this influences EAs (Ximenes and Sato. 2014. P.6).

Based on the reviewed papers, it can be concluded that amongst all other factors influencing EOF, the nature of interactions between IEs and their environments take the lead and these can easily be traced back to both countries because they equally impact entrepreneurial behaviour, activities and immigrants' OF strategies to a greater degree (Waldinger, 1986; Waldinger, 2006). By defining entrepreneurial strategy as the meeting point for all strategic actions and activities to exploit opportunities, Shane (2003) showed that a relationship exists between EOF and IEs from a strategic point of view because immigrant EAs to form opportunities are influenced by factors and threats from both environments (Light and Isralowitz, 2018).

## 2.9 Conclusion

The reviewed literature draws on the important roles played by external factors in the reinforcement of entrepreneurship after its re-emergence in the 1970s and 1980s (Welter, 2010). This is important since it highlighted the order under which entrepreneurship research achieved growth. Thus, understanding how entrepreneurship became theoretically driven is equally important because it eased knowledge of the intellectual roots relating to the evolution of entrepreneurial theory and the assumptions facilitating their formation (Low and MacMillan, 1988). Based on the earliest discussions in entrepreneurship, the review highlighted that it draws on the importance of entrepreneurship orthodoxy and the roles played by the different actors who were instrumental to the development of entrepreneurial history (e.g. Cantillon, 1755 and Savery, 1723). This is important because it showed how governments embraced the need to strike a balance between external and personal factors that contributed to this evolution (Gartner, 1995). Consequently, governments of many western economies began to focus more on creating new businesses and supporting new venture formation since they create job opportunities and contribute to the growth of national economies (Birch, 1979). At this period, entrepreneurial sources of opportunities have remained a challenge to academic scholars (Short et al., 2010; Venkataraman, 1997).

Entrepreneurship research began to experience a positive radical change after the Church pacification took place in the 1760s. As a result, the movement from the person to process is simply a continuum of the historical evolution. This is important because it shows how entrepreneurship in Europe was affected by taking the process of EOF through a radical phase in the early Middle Ages. Consequently, 'entrepreneurship' gained a more precise economic meaning subject to the contribution by Cantillon in 1755. Chapter 2 further identified the challenges posed by imprecise definitions of entrepreneurial terms (Low and MacMillan, 1988). This is important given that it highlights the challenges that

the entrepreneurship field of research continues to face as a result. For instance, incomplete definitions have caused diverse conclusions and disagreements amongst scholars and thus, can be described as a threat to research progress (Hansen et al., 2011). Consequently, the need for understanding the concept of EOF from an inclusive and holistic point of view was suggested (Wustenhagen and Wuebker, 2011) because existing definitions were separated and distinctive and thus failed to present a full picture of EOF (Low and Macmillan, 1988). Since scholars define OF to suit the aim of the study in a particular article, there was a lack of full definition to match the current study goal. This became the premise for the development of a work-in-progress definition for EOF as:

The process by which enthused individual entrepreneurs integrate fantasied ideas and thought patterns, which are believed to materialize tangible objects (either in the form of products or provision of valuable economic services) by assembling and recombining available resources, to form and create resourceful opportunities to solve human, societal and market related problems in a given environment.

**Source (Author: adapted from Korsgaad, 2011; Mitchell et al., 2002; Oyson and Whittaker, 2016; Shane, 2003).**

Chapter 2 further showed that disagreements on research basis are simply the products of differences of opinion. The reviewed literature indicated that achieving a unified definition might be farfetched in practice. The implication is that disagreement and diverse conclusions will remain part of the entrepreneurial field in the near future. Thus, the chapter suggested that the field of entrepreneurship research should consider adopting a common definition for entrepreneurial terms or move to introduce the practice of following definitional precedents, since it is believed to reduce diverse conclusions and disagreements by promoting research progress. This was followed by the contributions made by the different schools of thought to entrepreneurship development until the early classical theories. For instance, the Schumpeterian (1928) introductory concept of creative destruction highlighted the main five tasks carried out by entrepreneurs (Schumpeter, 1949), which brought more clarity to the characteristics and attributes of an

entrepreneur thus addressing the questions about who an entrepreneur is and what they do.

By comparing the different process models of EOF (Bygrave, 2004; Timmons, 1990), Chapter 2 identified other types of EOs and highlighted the difference between Grebel's et al., (2003) and Shanes (2003). Thus, Shane's (2003) model is important because it was an attempt to unify theoretical frameworks for studying entrepreneurship based on the nexus of individual and opportunity. Chapter 2 then moved to report the various reasons for critiquing EOF and pointed out that EOF by discovery was criticized because it failed to represent the concept of 'opportunity' as a process but rather presented it as something 'out-there' waiting to be discovered (Van-Geldereren and Masurel, 2012). This is important because it alluded to the importance of interactions between the environment and an individual during EOF process (Rath, 2000). Furthermore, it explains why EOF has been influenced by different factors and threats (Kadir et al., 2016).

Thereafter, Chapter 2 showed that the nature of the relationship that exists between EOF and IEs are subject to constant interactions between an IE and opportunity resources present in both environments. Hence, their entrepreneurial operations are primarily influenced by their cultural and environmental origins (Carpenter and Dunung, 2016) because their business operations are determined by their ethnicity (Kloosterman and Rath, 2001). Shane (2003) then showed that entrepreneurial strategies intersect between all strategic actions to exploit opportunities. Examining immigrants' strategies to OF in the host economies is important because it established the relationship between IEs and EOF. Finally, the premise that entrepreneurs are in constant interactions with their environments showed that immigrant EOF process can be traced back to both the home and the host countries. Together, they influence immigrant entrepreneurial decision-making powers (Ximenes and Sato, 2014) and intentions (Singh, 2014), actions and activities to OF (Njoku and Cooney, 2018).

## **Chapter 3**

# **Immigrant & Ethnic Entrepreneurship in Ireland**

### **3.1 Introduction**

Entrepreneurship literature shows that in modern social and behavioural sciences (e.g. in demography, sociology, geography, economics, etc.), one of the subjects mostly studied is ‘migration’ (Kourtit and Nijkamp, 2012). Based on the attention given to this age of migration by scholars, it is arguable that ‘the statement that humankind will structurally and always remain on the move’ is a valid hypothesis (ibid). While ‘ethnicity’ is used to describe group solidarity and self-identification, the term ‘ethnic’ describes how those who self-identify themselves as belonging to a group interact often with each other. An ethnic entrepreneur may or may not be an immigrant.

Given the orientation of the research topic, it is important to move from ‘ethnic’ to ‘immigrant’ to align with the study objectives. Despite the lack of one unified definition of who an ‘immigrant’ is (OECD/ILO, 2018), the selected definition defines it as “any person who changes his/her country of usual residence, in which an individual normally spends his daily period of rest” (UN, 1980, Rev. 1). This implies that an individual is considered an immigrant in the host country after he/she has legally lived more than three (3) months in the receiving state (OECD/ILO, 2018).

It has been observed in many western societies that the concept of immigrant entrepreneurship (IE) as a social and economic phenomenon has become a topic of academic importance due to increased interest (Lemes, et al., 2010). The presence of culturally diverse businesses has become an identity with which to differentiate between larger cities and the relatively smaller ones. Immigrants contribute to the development of an entrepreneurial base for many countries and have become an important source of human capital (Schuetze and Antecol, 2005). Thus, it remains a central policy interest (Kerr and Kerr, 2016). It has been argued that the act of leaving one’s native home for a foreign country for the purpose of starting a new life has something inherently entrepreneurial associated with it. That perhaps justifies the disproportionately higher rate



at which immigrants show strong intentions (Parastuty and Bögenhold, 2019) to start businesses than native-born in their host countries (Stangler and Wiens, 2015).

As the literature shows, immigrant entrepreneurs (IEs) have helped to rebuild abandoned shopping streets in cities and also introduced colorful goods to citizens of the host countries (Borges-Mendez, et al., 2005; Kloosterman and Rath, 2003). This phenomenon thus exposes natives to a new form of social cohesion (ibid, 2003). Research further indicates that immigrants with special visas have the potential to boost the economic growth of the host countries and create jobs for native nationals (Stangler and Wiens, 2015). Writers such as Kerr and Kerr have credited hard-working successful IEs for job creation (Stangler and Wiens, 2015) and for their remarkable contributions to the development of the host countries' economies (Kerr and Kerr, 2016).

Observations in immigrant and ethnic entrepreneurship literature by Najib (1999) and Nutek (2001a) concluded that an immigrant per definition is considered an 'immigrant entrepreneur' in the host country once he/she establishes a business and the business is then considered an immigrant business (Dalhammar, 2004, p.8). Similarly, the literature shows that scholars have used the concept of 'ethnic entrepreneurship' in explaining and defining IE regardless of the differences in their meanings (Sinnya and Parajuli, 2012). In general, understanding reasons why people chose the entrepreneurial path is tantamount to this study since people are motivated by different reasons. For example, some scholars have suggested that many workers chose an entrepreneurial path due to a lack of job availability (Rissman, 2006).

In addition, some studies show that people resort to self-employment as the only option for stronger reasons (e.g. people may decide to be self-employed due to weak labour demand in the wage market). Being self-employed for such reasons certainly presents more opportunities than the wage market might offer (Sinnya and Parajuli,

2012). In comparison, the literature discloses that some immigrants chose to become self-employed because they want to be their own boss (Rissman, 2006). Although immigration into Ireland continues to surge (CSO, 2016), research around the Irish context presents very little findings in connection with how immigrants' ethnic backgrounds might have influenced their motives and interests to new venture creation and their development of entrepreneurship opportunities (EOs) in Ireland.

Chapter 3 will adopt a comparative analysis approach to determine how ethnicity-effects occur differently in the Irish entrepreneurial ecosystem. The results will be used to further identify how immigrants' ethnic origin, cultural ties and traits impact their attitudes to entrepreneurial activities (EAs). The objectives include expounding how variable factors (e.g. more money, entrepreneurial freedom, etc.) encourage entrepreneurial migration (Sinnya and Parajuli, 2012) and subsequently, determine how IEs affect the OF process (Clark et al., 2015).

This will be achieved through establishing a connection between the three facets of the research question. This study will consider exploring detailed case studies on IE from developed countries with a number of successful IEs. The idea is to draw on their approaches and strategies to foster similar studies in Ireland. The study will also pay attention to the role played by Irish institutional frameworks in determining the extent and incidence of IEs. Invariably, this will help to access the nature of the effect ethnicity has on Irish IEs' mode of operation. Special attention will be paid to case studies (e.g. on settlement and integration, social participation, access to jobs and opportunities, family ties, etc) (Henderson, 2014). The study by Pinkowski (2009) on 'challenges and promise for IE in Dublin' will also be explored and analyzed.

### 3.2 Defining Immigrant And Ethnic Entrepreneurship (IE)

The review of the literature shows that the most newly published entrepreneurial materials are studies conducted around IEs. Many of these writers acknowledge that the general rates of business ownership in some developed countries (e.g. Australia, Canada, United Kingdom and the United States) is greater among immigrants than natives (Lofstrom et al., 2014). A study by Hunt (2015) on ‘skilled migrants’ equally identifies that the propensity to start a personal business was higher among immigrants than comparable locals. Before defining the concept of IE, the question is: who and what attributes and qualities best define the concept of ‘IEs’? Research highlights that much as ‘IEs’ and ‘ethnic entrepreneurs (EEs)’ are often used interchangeably (Rusinovic, 2006; Welsch, 2003), a difference does exist between these two (Sinnya and Parajuli, 2012). For instance, in Loue (1998), the concept of ‘IEs’ was defined as:

“individuals who have relocated across national boundaries, whether temporary or permanently, whether voluntarily or involuntarily, whether repetitively or on a single occasion and whatever purpose...”

**Source: Loue, 1998, pp.19-36**

However, an ethnic person was defined as:

*“a function of the strength of an individual’s identification with an ethnic enclave regardless of generation”*

**Source: Chaganti and Greene, 2002, pp127-128; Dana, 1997, p.50**

While ethnic minorities specialize in self-employment without imposing the requirement of foreign-born origin (Qiu and Gupta, 2015), IEs thus share a common nation background or migratory experiences and are connected by either networks or regular pattern of interactions amongst them (Waldinger, et al., 1990, p.3). Arguably, while these characteristics can equally be identified amongst EEs, the major difference is that:

‘Ethnic entrepreneurs’ identify themselves as belonging to a particular ethnic group, whereas the concept of ‘immigrant entrepreneurs’ is more generic and not limited only to a particular ethnic group, but rather, encompasses all immigrants who are engaged in running their own businesses in the host economies.

**Source: Author**

Immigrants' ethnic origin influence the way they operate and run businesses in the host countries (Rath and Kloosterman, 1998a). In Ivan (1972), a proposition to distinguish between the '1<sup>st</sup> Generation immigrant entrepreneur' and the '2<sup>nd</sup> Generation ethnic entrepreneur' was made using the term 'IEs'. Qiu and Gupta (2015, p, 3) presented IE as "culturally oriented, culturally derived, and reliant on the specific community and relationships within which the immigrant is embedded". However, an attempt to define '2<sup>nd</sup> Generation' IEs was observed in Rusinovic (2006, p.38). This study defined the term following the U.S. approach as: "those immigrants who were born in the Netherlands, with at least one immigrant parent or who arrived in the receiving country before the age of twelve". The literature further shows that it is mostly adopted in other developed countries like Canada, New Zealand and Australia (Kibria, 2002; Portes and Rumbaut, 2001). Comparable to the Netherlands, it is defined as "born in the Netherlands, with at least one immigrant parent or who arrived in the Netherlands before the age of six" (Kibria, 2002, p.295; Portes and Rumbaut, 2001, p.23). Notably, the two reviewed definitions placed an emphasis on IEs' affinities and connections to their families and 'ethnic communities' and this implies they serve as sources for support (Halkias and Adendorff, 2016). While Chagani and Greene (2002, p.128) define IEs as "individuals who, as recent arrivals in the country, start a business as a means of economic survival", Nestorowicz (2011, p.12) defines IEs as "self-employment within the immigrant group at a rate in excess of the general rates".

Also, IEs have been defined as "people who start their own business just after arrival using their individual/personal connection with former immigrants" (Manimala and Wasdani, 2015, p.330). However, Cason et al., (2006, p.582) explain that 'immigrants' "are recent arrivals in a country, who often enter business as a means of economic survival". Similarly, Collins (2003) defines an immigrant as a person with a different nationality but engages in self-employment in his/her current country of

residence. Although, these definitions were inspired by different motives, the definitional paradigm in Chaganti and Greene (2002) raised some issues. A keen observation shows that their approach included “individual immigrants whose business activities do not rely on communities of co-ethnics or co-nationals, but excludes autochthon ethnic minorities” (Zimmermann, 2016, p.28). Nevertheless, the shortest definition in the literature defines an ‘IE’ as “a person who engages in immigrant entrepreneurship” (De-Vries, 2007, p.32). In light of all reviewed definitions, some concerns have been observed. The question is whether the choices for terms and words used (e.g. ‘recently arrival immigrants’ and ‘businesses’) limited the scope of understanding in some definitional approaches (Zimmermann, 2016).

In comparison, while the approach in Collins (2003) is simpler and easier to understand, it is arguable that the strategy found in Changanti and Greene (2002) is much clearer to follow. IE has become a highly debated topic for many researchers in the present context (Sinnya and Parajuli, 2012). The increasing number of people moving from all parts of the globe and the concept of globalization had doubled statistical figures on IE (Kloosterman and Rath, 2003). Brush et al., (2010, p. 110) argue that “any theoretical discussion of immigrant entrepreneurship requires the clarification of two key constructs: entrepreneurship and immigrant entrepreneurship”. Consequently, Guercini et al., (2017, p. 1) describe IE as “an increasingly important phenomenon driven by growing immigration, entrepreneurial attitude diffusion among the immigrants and the globalization of markets and supply chains”. Waldinger, et al., (1990) refer to IE as “entrepreneurship performed by groups of immigrants in a country” (Sinnya and Parajuli, 2012, p.6). However, in Chrysostome and Lin (2010), IE “is a vital means for socio-economic process in the host country”. Thus, IEs’ movement gained attention on both job and wealth creation for the society (Rasel, 2014, p. 18).

The concept of IE according to Grosu (2015, p. 173) is “a representation of a means for diminishing the negative effects specific to the migration phenomenon and for emphasising the positive ones, contributing to the development of strong regions”. From an immigrant perspective, Basu and Altinay (2002, p.371) and Sahin, et al., (2006, p.2) acknowledge that entrepreneurship amongst immigrants often involves either setting up a new business or buying an existing business. In addition, Sahin et al., (2006, p.1) mention, “when the process of entrepreneurship is carried out by an immigrant, the phenomenon is referred to as an immigrant entrepreneurship”. This definitional paradigm is in congruence with Waldinger’s et al., (1990).

From a broader perspective, interrelationships between great issues (e.g. current ideology and settlement) have been identified. Families and ethnicity are instrumental in the understanding of IE internationally and offer vital information which continually helps to develop diverse societies (De-Vries, 2007). Consequently, the definitional paradigm of IE has been stretched further. Thus, De-Vries (2007, p.32) defines it as “immigrants or their immediate offspring, who have a specific ethnic identity and who create workplace settings for themselves and others, within their receiving country”. Following the definition in Herman and Smith (2010) as immigrants coming from the less developed economies to the developed economies for the purpose of running their business, the need for a more robust definition is paramount. For the purpose of this study,

An ‘immigrant entrepreneur’ is defined as an immigrant who left his/her country of birth to a foreign country to start, run and manage his/her own business and became self-employed and thus, acquire the status of immigrant entrepreneur in host country.

**Source: Author**

In comparison, the robustness in the definition clearly highlights that IEs can emerge from any background. Comparable to the previous definitions, this is a more inclusive approach because it points out that IEs come from diverse economies and do not necessarily come from less developed economies as Herman and Smith (2010) stated.

In summary, researchers agreed that the general rates of business ownership in the western world is higher amongst immigrants than native entrepreneurs (Lofstrom et al., 2014). Although ‘immigrant’ and ‘ethnic’ entrepreneurs have been used interchangeably (Rusinovic, 2006; Welsch and Maltarich, 2004), a difference exists in their definitional understanding (Sinnya and Parajuli, 2012). Section 3.2 compared the different definitions and highlighted that while ‘EEs’ identify themselves as belonging to a particular ethnic group, the term ‘IEs’ is more generic and not limited to a particular ethnic group and thus, used to describe all immigrants who engage in self-employment activities in the host country. This is a major difference between these two terms. As a result, ‘EEs’ are differentiated by ethnic enclave strength (Chaganti and Greene, 2002). Similarly, after carefully investigating previous attempts to define ‘IEs’, the proposed definition was discovered to be a more complete definition of the term with robust features and characteristics because IEs come from a diverse background and not particularly from less developed economies as Herman and Smith (2010) claimed.

### **3.3 Factors Influencing Immigrant Entrepreneurship (IE)**

Research shows that immigrants left their countries of origin to a foreign land with the common feeling that they will live independently and freely in their new home (Sinnya and Parajuli, 2012). With earning more money to support themselves and cater for their family needs as primary common objectives (Foley, 2008), immigrants venture into various businesses after every effort to find conventional jobs in the host countries failed. Consequently, IEs view business OF differently in comparison to native entrepreneurs (Halkias and Adendorff, 2016). Therefore, it is important to acknowledge that the reasons immigrants venture into self-employment in foreign countries are multifaceted. Chrysostome (2010, P.141) identifies some of the common skills lacking amongst immigrants venturing abroad to include: professional experience and limited

knowledge of the local culture. They face resultant common challenges such as: language barriers, lack of recognition of academic credentials, etc. (ibid). Immigrants who engage in entrepreneurial activities (EAs) thoroughly consider certain factors such as market competition, market accessibility, capital accessibility, cultural hospitality and support networks before deciding to leave their own countries to foreign countries (Halkias and Adendorff, 2016). They also consider other personal characteristics (e.g. education, age, entrepreneurial and migration experience) as much as they consider economic factors. These are the core factors that encourage entrepreneurial migration (EM) because they influence immigrants' decision-making powers regarding whether or not to settle in the host country. The non-recognition of immigrants by the labour market has contributed to the rapid rate at which they resort to self-employment more frequently than natives (Ensign and Robinson, 2011). The table below explains the factors responsible for the high rate of self-employment amongst immigrants.

**Table 3.1: Reasons For High Rate Of Self-Employment Amongst Immigrants**

Factors	Evidence Based on Prior Research
Non-Recognition	The failure of businesses and the labour market to recognize the values that immigrants bring. Due to a lack of required credentials (e.g. language skills, etc.), they feel unable to get the job done properly. Such feelings of 'not qualified' impact their confidence and beliefs about their paid jobs.
Marginality	While not all marginal groups are entrepreneurial, it has been recognised that marginality is the explanatory variable for entrepreneurship among marginal groups (Dana, 1993; Hagen, 1962)
The familiarity factor	In addition to the familiarity factor, the constant refusal of bank loans (as the literature confirms) forced some immigrants to venture into entrepreneurial businesses (Irwin and Scott, 2010; Jones, 2004, as cited in Ensign and Robinson 2011).
Cultural factors	Immigrants settle for self-employment businesses due cultural factors since they influence an immigrant's higher propensity towards self-employment.
Religion	Religion has the potential to impact immigrant's attitude towards entrepreneurship (Rafiq, 1992; Clark and Drinkwater, 2000). In Schuetze and Antecol (2005, p. 2), they stated that " <i>empirical support for the hypothesis that self-employment rates among immigrant groups are correlated with home-country rates has been mixed</i> ". Scholars have discovered that immigrants are more likely to be self-employed if they migrated from countries with high self-employment rates (Fairlie and Meyer, 1996).
Discrimination	An observation in Chrysostome (2010) reveals that immigrants are discriminated against mostly in European countries rather than in the United States. Discriminatory attitudes compel immigrants to become self-employed in order to enjoy the feelings of job security.
Immigration Policy	The nature of a country's immigration policy not only influences self-employment, but also encourages immigrants to pursue their entrepreneurial dreams. Sinnya and Parajuli (2012) observed that the Swedish immigration policy and its liberal human rights encourage EM into Sweden. The type of agreement it has with both the EU countries and different international organizations (Statistics Sweden 2010a) has turned it into a popular destination that attracts IE (Sinnya and Parajuli, 2012).
Expression of Passion	Some immigrants become self-employed as a way to express their passion for a particular career and so form new businesses and become their own bosses (Irwin and Scott, 2010; Jones, 2004 as cited in Ensign and Robinson 2011).

**Source (Author, adapted from; Chrysostome; 2010; Clark & Drinkwater, 2000; Dana, 1993; Fairlie and Meyer, 1996; Irwin & Scott, 2010; Jones, 2004; Rafiq, 1992).**



Amongst other reasons, the table above highlighted the principal reasons encouraging self-employment amongst immigrants in the host economies. In most cases, immigrants are left with less choices than to pursue an entrepreneurial path (Portes and Zhou, 1996). To summarize, developments in the literature support the conclusion that some of the reasons for labour migration as discovered amongst IEs were multifaceted. As clearly highlighted, some of the factors that influenced entrepreneurial migrations were among the main reasons for immigrant EM (Sinnya and Parajuli, 2012). Using a table, this section also acknowledged that the familiarity factor and the constant bank loan refusal further pushed immigrants away from traditional paid jobs. In order to survive in the host economies where there are no available jobs for them, they settled for other possible options for survival. These challenges caused immigrants to feel insecure about the host economies' traditional paid jobs. Consequently, some immigrants ventured into entrepreneurial business activities to create and form new businesses and so they became self-employed (Irwin and Scott, 2010; Jones, 2004). Based on a review of the literature, immigration policies of some European nations (e.g. Sweden) played a significant role to encourage entrepreneurial migration (EM). As the table further highlighted, nations with easy-going policies on labour migration attract immigrants from different nationalities to pursue their entrepreneurial dreams in the host states.

#### **3.4 Challenges and Ways to Motivate Immigrant Entrepreneurs (IEs)**

Based on the order of development, the literature shows that changes in the economy can either be favorable or challenging for citizens (Pinkowski, 2009). The nature of economic change thus determines the necessary adjustments required. Research discloses that the 2008 restructuring of economic and labor market policy in Ireland affected all areas of the Irish entrepreneurial environment. The argument was, for Ireland to sustain job creation, it must provide a business environment that will enable both native

and IEs to function through the development and production of innovative products and services (Stephens, 2013). Accordingly, IEs face many business-related challenges just as the mainstream/native entrepreneurs. Irish entrepreneurs not only share common features like background, business environment and personal characteristics with IEs, but also similar personal drive and commitment to play a key role to overcome barriers and difficulties (Forfas, 2006).

In line with this observation, a study by the Small Business Forum of Ireland (2006) listed some of the challenges small business sectors and start-ups face when growing their businesses to include: difficulty in accessing finance, weak management capability, burdensome administration regulations, etc. (Birdthistle, 2008; Pinkowski, 2009). In Birdthistle (2012), the impact of these challenges to the growth of immigrant businesses were identified. Invariably, some of the ways IEs can facilitate the growth of their businesses in the host countries is through learning the native language, studying the host country's regulation, institutional agencies, culture and laws. Research shows that immigrants who aspire to be self-employed also face the challenge of proving that they possess sufficient business acumen to venture into their areas of interests. In Cooney and Flynn (2008, p 39), they observed that IEs in Dublin go through distinctive challenges during business start-up phases in Ireland (e.g. lack of business connections in their new environment, indeterminable credit history, etc.).

Arguably, how IEs differ in proclivity towards entrepreneurship determines the type of challenges they face. For instance, in the case of necessity entrepreneurship, start-ups will encounter challenges not identical with skillful immigrants who already have a clear idea of what business to pursue and how to go about it. Nevertheless, the efforts by immigrants to promote entrepreneurship in the host countries have been recognized in most western countries. The European Commission is working to foster immigrant businesses through policy development to ensure that European IEs receive the business

support they need (Birdthistle, 2012). Although, encouraging and supporting IEs can come in different forms, the concept of entrepreneurship in Europe requires promotion in the form of comprehensive support and protective policy making.

Entrepreneurial measures and activities can be successfully increased through the development of policies that will encourage people to develop entrepreneurial mind-sets. According to Birdthistle (2012), the European Charter for Small Enterprises (ECSE) acknowledges that one way to improve European small businesses is to stimulate entrepreneurship. The charter further provides guidelines on how this agenda could be achieved to include: (a) strengthening the spirit of innovation and entrepreneurship which enables European businesses to face the challenges ahead; and (b) achieving a regulatory, fiscal and administrative framework conducive to entrepreneurial activity and improve the status of entrepreneurs (ibid, pp.28-29). Similarly, it has been suggested that IEs should be supported and encouraged based on their specialized business areas. Furthermore, it has been observed that the Irish policymakers are working hard to encourage indigenous entrepreneurs and IEs.

A 2010 report by the Global Entrepreneurship Monitor (GEM) points out that Irish entrepreneurs do not see many opportunities. To this effect, De-Pillis and Reardon (2007, p. 384) stated that “identifying any impediments to the Irish entrepreneurship activity is a necessary first step towards cultivating indigenous and immigrant entrepreneurship”. According to GEM, one way that could be used to help Irish entrepreneurs is to sponsor free training workshops and programs focusing on helping IEs in Ireland to learn how to discover and identify opportunities. Also, additional important moves have been taken by the Director General (DG) to support entrepreneurs at every stage of their business life. Some of these include: (a) Better Borrowing Environment: this comprises of bankers and small business organizations that make outsourcing finance easy for IEs; (b) More Risk Capital: this institution is responsible for equity investment; (c) CIP Financial instrument:

this is a medium used by the EU to provide funding assistance to small and medium-sized enterprises (SMEs), etc. These are some of the newly developed governmental initiatives to assist the socially excluded people (immigrants) who want to be self-employed but have no collateral for bank loans (Howorth et al., 2005).

However, it has been suggested that Ireland could adopt the approaches found in the UK and Spain to promote and encourage immigrant entrepreneurial spirit. In the UK for instance, there are programmes focusing on supports and incentives for both local business starters and immigrant businesses. UK official entities developed to promote entrepreneurship and provide business support take charge of all related cases concerning immigrant entrepreneurial starters (e.g. the Prince's Trust). Similarly, Spain, Portugal and France promote entrepreneurial spirit through the recognition of an entrepreneurs' day. These are powerful and remarkable ways to encourage and support all entrepreneurial categories including IEs (Howorth et al., 2005).

In summary, some observed events in their sequential order showed that economic changes can either favour or create more problems for citizens of the country (Pinkowski, 2009). Where that is the case, Section 3.4 identified that citizens will be required to make adjustments based on the nature of a particular economic change. For instance, during the 2008 restructuring of Irish economic and labour market policy, entrepreneurship in Ireland was deeply impacted which affected businesses and their owners in different ways. Similarly, at the 2006 Small Business Forum event held in Ireland, the challenges facing small business sectors and new start-ups in Ireland at their early business stages were identified as numerous. Difficulty in accessing finance, weak management capability, lack of innovation and rising local authority charges were identified as some of the new challenges (Pinkowski, 2009). These and many other factors pose serious impediments to the growth and success of immigrant businesses in the host countries, including Ireland (Birdthistle, 2012).

This study agrees that some of the ways to encourage both IEs and local start-ups include through the provision of loan services and training programs by the host governments. Immigrants can equally grow their businesses faster through integration. IEs can also be encouraged by agencies providing free financial services to those who want to establish their own businesses but have no collateral for borrowing money. The idea is to assist small entrepreneurial businesses with bank loans up to €2,500, €10,000 and €25,000 to set up and run their businesses with lesser challenges (Howorth *et al.*, 2005). This section equally identified the need for Ireland to adopt effortless and promising approaches used in the neighbouring European countries to promote and encourage entrepreneurial spirit amongst IEs in Ireland. Thus, the fact that many European governments have taken adequate measures to assist entrepreneurial starters set up their businesses, leaves a pattern that can be replicated in the Irish entrepreneurial ecosystem.

### **3.5 Immigrant Entrepreneurial Venture/Opportunity Creation Process Models**

Research on IEs across western societies shows a rapid growth rate of businesses established by immigrants in the host countries. This phenomenon has become a matter of international interest (Evansluong, 2016). Development in key research areas in entrepreneurship reveals that IEs have gained significant attention over the past three decades (Vinogradov and Elam, 2010). In the wake of entrepreneurship and business strategies, cultural factors amongst many others have been identified to have played important roles in the way IEs run their businesses, despite the fact that traditional theory of entrepreneurship has paid limited attention to them (Halkias and Adendorff, 2016). The need to study immigrants' venture/opportunity creation process models (Evansluong, 2016) has been suggested because businesses and opportunities created by immigrants are yet to earn sufficient attention in the entrepreneurial research field (Aliaga-Isla and

Rialp, 2012; Aliaga-Isla and Rialp, 2013). Research equally shows that IEs have successfully created a growing number of businesses that contribute to economic and social development in the host countries (Kloosterman, 2003). Rath and Kloosterman (2003, p.3) stated that “immigrant entrepreneurship has become a kind of growth sector itself”. The question is whether IEs (Brush et al., 2010) adopt the mainstream entrepreneurial venture/opportunity creation process models or follow a different approach (Bygrave, 2004; Shane, 2003; Sarasvathy, 2001)? By stating that all entrepreneurs do the same thing, it is arguable that Drucker implies that all entrepreneurs (including immigrants) follow a similar approach to creating new businesses (Drucker, 1985). By extension, Drucker’s (1985) perspectives could also mean that there is no difference between business opportunities formed by immigrants and those created by native entrepreneurs, therefore proposing that both ‘immigrants’ and ‘native’ entrepreneurs follow the same business creation process models. It has been observed that immigrant EOF process models are influenced by certain characteristics and factors not present in the mainstream opportunity creation model. In addition, Halkias and Adendorff (2016, chap.4) state that “the type of business that an immigrant entrepreneur starts, how it is operated and its success is shaped by the opportunity structure of the community, region, and, country the immigrant is in, as well as by the immigrant’s group characteristics”. These factors were referred to as “embedding process” by Evansluong (2016, p.7) because IE models integrate factors and threats from the home and the host country during the EOF process.

Evansluong (2016, p.28) further proposes that: “the entrepreneurial opportunities of immigrant entrepreneurs must be examined (a) in a process manner and (b) in relation to immigrant entrepreneurs’ actions in the home country and the host country because their business activities are influenced by both countries”. Hence, it has been argued that an IE EOF process model involves certain factors uniquely identifiable in their activities

(e.g. previous experience in both home and the host country, networks, etc.) (Aliaga-Isla and Rialp, 2012; Bolivar-Cruz et al., 2014; Clydesdale, 2008; Smans et al., 2014). Kloosterman (2003) acknowledges that there are several distinct immigrant factors influencing immigrant entrepreneurial experiences and outcomes (e.g. the role of cultural and language differences on the formation and growth of entrepreneurial ventures, relationships with families and friends in both host and home countries, etc.) (ibid). In light of these, Brush et al.,'s (2010) study on IE process models will be used to distinguish between IE venture/opportunity creation process model and the mainstream native process models.

In general, it is important to acknowledge that entrepreneurs share common components and features. Every entrepreneurial creation model is opportunity driven, led by the entrepreneur and team members. This means that although entrepreneurs are creative beings, they are parsimonious. While Turkina and Thai's (2013) study identifies factors from immigrants' home countries influencing their EOF process model as ethnic networks, social norms, family bonding, laws and regulations, Evansluong (2016, p.32) expounds similar factors impacting immigrants' business activities in the host countries (i.e. network, time, location, government policies and language). Consequently, immigrants' business activities are influenced by both home and the host countries, thereby forming the 'mixed embeddedness' analogy. Evansluong (2016) concludes by stating that because entrepreneurial activities and business activities cannot be separated, immigrants' EOF process is influenced by factors from both home and host countries. Hence, entrepreneurial creations are integrative, holistic and are sustainable (Timmons, 1990).

According to Brush et al., (2010, p. 110), the two key research questions deemed vitally important are: "what key factors at various level of analysis differentiate immigrant entrepreneurs and their businesses from the mainstream counterparts and do

these key factors matter more or less at various stages of the venture creation process”?

In retrospect, it is believed that exploring these questions can further facilitate research quality approach to ensure rigor, thus making the establishment of a relationship between findings on IE and the traditional EOF process models obtainable. Therefore, in response to the first part of the question, Brush et al., (2010) argue that selective migration and pre-migration experiences uniquely defines immigrants’ position in the host countries. They further argue that immigrant individuals or groups are influenced differently at various stages of the entrepreneurship process by the characteristics and resource sets that define immigrants in their new-found context (ibid).

While explaining IEs’ EOF process models, Brush et al., (2010) identified the different factors that distinguish between immigrant and the mainstream entrepreneurship. Their study shows that every business opportunity formation (OF) starts with the primary knowledge that opportunity exists. Discovering the opportunity in existence and taking a decision on whether or not to exploit it follows. Subsequently, acquisition of resources for exploitation and creating business opportunities are considered. Research clearly establishes that there is a significant difference between immigrants and the mainstream entrepreneurial business model.

Immigrants are influenced by different factors and traits and their method of operation is primarily influenced by their ethnic and regional group characteristics; thus, they view business OF process differently (Brush et al., 2010). In Kloosterman et al., (1999, p.257), the concept of mixed embeddedness was expounded as “encompassing the crucial interplay between the social, economic and institutional context”. This was later discovered as possessing characteristics that differentiates between ‘immigrant’ and the mainstream OF approach. Njoku and Cooney (2018) subsequently argue that the visual mixed embeddedness framework (VMEF) is the best theoretical lens for studying and understanding the phenomenon of immigrant EOF process model (Trupp, 2015).



Given that opportunities consist of entrepreneurs' actions, evaluations and reactions to the market and the context, they are treated as a nonlinear and recursive process (Alvarez and Barney, 2007; Dimov, 2007a). Nonetheless, it has been argued that the present complexity of actions and interactions between individuals and the context (Johannisson, 2011; Steyaert, 2007) requires additional research to understand the phenomenal activities behind the processes and the nature of all functions, activities and actions related to opportunity and the formation of organizations to pursue them (Bygrave, 2004, p.7). The EOF process begins with an entrepreneurial idea (Davidsson, 2003; Dimov, 2007a) which is considered a starting point for entrepreneurial process and new venture development (Evansluong, 2016, p.34).

Furthermore, the introduction of the VMEF will ease an understanding of how factors and threats from home and the host countries integrate to influence immigrant entrepreneurial activities (Gomez-Velasco & Saleilles, 2007). As a process mostly visible in action, the effects become convincing such that immigrants' decision-making powers are impacted, thus differentiating their process from the traditional approach. In detail, the framework encapsulates the nature of interaction that takes place between IEs and the context, focusing on identifying how threats from immigrants' new environments and enablers from their home countries alter their entrepreneurial idiosyncrasies (Kloosterman and Rath, 2001; Njoku and Cooney, 2018).

The framework thus confirms that influence from both countries affect immigrant EOF strategies differently, thus agreeing with Brush et al., (2010). Nonetheless, it has been stated that the IE model follows a stage-like approach that divides the process into major phases (Baker and Nelson, 2005; Bhave, 1994). Albeit it simplifies the different stages involved, it has been criticised because it fails to reflect the interactions of different components representing different actors in the process (Moroz and Hindle, 2012). Using an IE model is advantageous because it captures both the sequences of actions and the

temporal order from which the process is created (Downing, 2005) as shown in the table below:

**Table 3.2: Immigrants EOF Process Models**

Type	Details	Criticisms
Dynamic	In the dynamic process model, the relationship between different actors and the temporal sequences of the actions present during venture/opportunity formation process is identified as important activities (Evansluong, 2016).	Even though the dynamic process model aims at showing IEs' action in sequence, it failed to show the relationship of interaction between the different actors in sequential order (Aliaga-Isla and Rialp, 2012).
Static	Similarly, the static process model stresses the nature of the relationship that exists between IEs and the different actors in the home and host countries (ibid). For example, the study by Johnson et al., (2007) highlights 'access to capital', 'entrepreneurial opportunities', 'institutional support' as environmental actors from the host country and 'motivation for migration' as environmental actors from home country that influence the type and level of entrepreneurial activities carried out by IEs.	Invariably, the argument critiquing the 'static' process model states that even though it can illustrate the relationship between IEs and different actors in the home and host countries, it is unable to show the sequence of IEs' activities (Castells, 2011).
Stage	Aliaga-Isla and Rialp's (2012) study indicates that the stage process model aims at showing IE' actions in sequence.	The stage process model was criticized for its failure to acknowledge the existence of interaction between the different actors. In addition, this process model was criticized because it fails to show how the pre-migration period and the post-migrant period interact with immigrant's skills (Evansluong, 2016).

**Source (Author, adapted from Aliaga-Isla and Rialp, 2012; Baltar and Icart, 2013; Vinogradov and Elam, 2010).**

According to these authors, other process models used by IEs to discover opportunities include: (i) through knowledge acquired in the home and host country during pre-migration period; and (ii) through migrant's skills. The question is: to what degree does Castells (2011) agree with Evansluong's (2016) 'static process model'? Furthermore, Foley (2008) concurs with the strong effects of social networking on entrepreneurial activities because entrepreneurs' decisions are influenced by its embeddedness in the social context. Such embeddedness and relationship with social networking activities are described as 'integration' into new cultures (Kloosterman and Rath, 2001).

Scholars have observed that even though the study of 'process' is not prominently employed by researchers, it is at the epicenter of numerous debates in EOF (Moroz and Hindle, 2012). Therefore, a process-focussed approach offers much-unexplored potential for understanding, if not unifying a highly disparate research domain (Bygrave, 2007; Low and MacMillan, 1988). Hence, it has been argued that "in every quest for greater knowledge of the entrepreneurial process and more effective learning, there must be intellectual and practical collisions between academic theory and the real world of

practice” (Timmons and Steven, 2004, p. 88). Therefore, it has been pointed out that the most criticisms in research originated from common mistakes due to intellectual and practical collisions between research theories and the real world of practice (Howorth et al., 2005).

After carefully investigating the different concepts and processes of immigrant EOF and new business formation models, Section 3.5 differentiated immigrant EOF process from the mainstream approach. Consequently, IE has become a kind of growth sector itself (Rath and Kloosterman, 2003, p.3) based on their contributions to economic growth and social development in the host countries (Kloosterman, 2003). This section also acknowledged that amongst other components, cultural factors played an important role despite that traditional theory of entrepreneurship paying limited attention to them (Halkias and Adendorff, 2016). Given that the mixed embeddedness theoretical logic discloses how the concept of “embedding process” differentiates between immigrants and the mainstream EOF process models (Evansluong, 2016), the argument in favour claims that an IE model integrates traits from immigrants’ host countries and factors from the home country during venture/opportunity creation process. By acknowledging that the immigrant EOF process is integrative and holistic, Timmons (1990) agrees with this perspective and that they are sustainable. Furthermore, this section showed that as a greater knowledge of entrepreneurship process is sought, more discoveries will be made and consequently more intellectual and practical theories will collide with the real world of practice (Timmons and Steven, 2004).

### **3.6 Immigrant Entrepreneurship (IE) in Ireland**

In accordance with the literature, the popular destinations that make remarkable settings for studying IE include the United States of America, United Kingdom, Canada and Australia (Basu, 2011; Froschauer, 2001; Jones et al., 2010; McQuaid et al., 2010;

Teixeira and Li, 2009). It has been stated that how IEs start and run their businesses (including how they achieve success) is dependent on their community structure, region and their ethnic origin and group characteristics. Hence, immigrants' cultural ties and factors (e.g. identity) define their views on business conduct and strategies. In the past years, the history of Irish IEs indicates a rise in their networking activities. Similarly, it was not until recently that the study of IE as a research field gradually began to earn recognition in Europe (Slavnic, 2013; Vinogradov and Kolvereid, 2007).

Stephens (2013, p.2) states that: "since 2008, there has been a dramatic restructuring of economic and labor market policy in Ireland". Research shows that the recent demographic change in Ireland presents an opportunity for entrepreneurship (Pinkowski, 2009). Cooney and Flynn (2008) observe in a survey that 12.6% out of the 1,108 foreign nationals in Ireland claims ownership of a business. Stephens (2013, p.5) acknowledges that Cooney and Flynn's (2008) study "is consistent with the rate of ethnic business ownership in other countries". In addition, Forfas (2008b) states that Ireland's ambition is to lead in entrepreneurship and innovation in Europe. In a micro and strategic analysis of different sets of entrepreneurs in the Midwest of Ireland, both already established businesses and those in the planning phase were studied and analyzed (Birdthistle, 2012).

The barriers and some of the challenges Irish IEs face during planning and establishment of their businesses in Ireland were identified. Support services outside Ireland were examined and recommendations were made to provide the best services to Irish immigrant entrepreneur aspirants (ibid). In addition, important key recommendations designed to reduce economic challenges were made. These include that support agencies should conduct an annual review on European Union entrepreneurial policies in order to stay informed about future developments within this area (Birdthistle, 2012). However, for entrepreneurs in the planning phase, it was recommended that

training on how to register a business name, programs on how to establish limited liability companies and employment law be taught and made available to these groups.

### **3.7 Profile of Immigrant Entrepreneurs (IEs) in Ireland**

Some scholars have described their understanding of 'IEs' as people with different nationalities who engage in self-employment in their current countries of residence (Changanti and Greene, 2002; Collins, 2003). Cooney and Flynn (2008) identifies that 11% of the Irish population is constituted of foreign nationals, leaving Irish nationals the remaining 89%. While this number is anticipated to increase in the future given that many IEs resort to self-employment to survive in Ireland, it was further identified that the concept of "necessity entrepreneurship" has pushed many immigrants into starting their own businesses (Halkias and Adendorff, 2016; Volery, 2007). In addition to Stephen's (2013, p.7) findings that "immigrants may be shut out of more stable or lucrative jobs, resulting in fewer options for generating income", research shows that 'opportunity' and 'access to business network' have the highest propensity to influence self-employment amongst immigrants in Ireland. Although the factors that motivate both immigrant and indigenous entrepreneurs are multifaceted, it is arguable that on some level, both immigrant and indigenous entrepreneurs who start their own businesses are motivated by similar factors.

Cooney and Flynn (2008) show that discrimination against immigrants blocks their opportunities for progression in their role as employees. As a result, immigrants accept jobs they are overqualified for because Ireland does not accept foreign qualifications readily (Pinkowski, 2009). Also, immigrants in Ireland who start their own businesses freely to take advantage of a business opportunity are called 'opportunity entrepreneurs' (Chrysostome and Lin 2010; Keh et al., 2007; McMullen and Shepherd 2006). Ireland's immigration experience in relation to immigrants' countries of origin,

demographic profile and economic role in the Irish labor market were observed, recorded and summarized in the table below.

**Table 3.3: Ireland's Immigration Experience Trend**

<ul style="list-style-type: none"><li>• Non-Irish nationals comprise approximately 11% of the total Irish population</li><li>• The rate of immigration into Ireland from both EU and non-EU nationals increased exponentially over the <u>intercensal period 2002-2006</u></li><li>• Nationals from the EU 10 states which acceded to the EU in 2004 have had the most significant influence on the population profile of Ireland over the <u>intercensal period 2002-2006</u></li><li>• The rate of immigration into Ireland has accelerated since Census 2006 was undertaken, as adjudged by the issuance of PPS numbers to foreign nationals, particularly nationals from the EU 10 states</li><li>• Non-Irish nationals have a markedly young age profile relative to the Irish population. This young age profile is most pronounced in the case of EU 10 nationals, EU pre-2004 nationals, Rest of Europe nationals and Asians. A young age profile is associated with other demographic characteristics of immigrants, including their relatively high level of educational attainment and their high participation in the <u>labor market</u></li><li>• Except for EU 10 nationals, there is parity in numbers between non-Irish national males and non-Irish national females</li><li>• Non-Irish nationals have an impressive educational profile relative to the Irish population. In almost all cases, the level of educational attainment at second and third levels is higher among non-Irish nationals than Irish nationals. This high level of educational attainment across foreign national groups in Ireland is reflective of their young age profile</li><li>• The economic status of non-Irish nationals shows a higher <u>labor force participation rate</u>, most notably for EU 10 nationals, with fewer students, homemakers and full-time students compared to Irish nationals. Variation is found between different foreign national groups in respect of their economic status, with non-EU nationals having a lower <u>labor force participation rate</u> relative to EU 10 nationals</li><li>• The occupational profile of non-Irish nationals evinces significant variation. For EU 10 and Rest of Europe nationals there is a clear trend of taking employment in the following three sectors: Manufacturing, Construction, and Services. Asians have a high participation rate in the Professional/Technical/Health occupations. Other foreign national groups broadly resemble the occupational profile of the Irish population</li><li>• The settlement pattern of non-Irish nationals is not uniform. To be expected, several groups – Asia, Africa, EU pre-2004 and Rest of Europe – have a high concentration in Dublin. EU 10 nationals and UK nationals have a similar settlement pattern to the Irish population, showing geographic dispersal right across the country.</li></ul>
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**Source: Cooney and Flynn, 2008, pp.32-33**

The trend above represents a 2008 study on immigrant nationals living in Ireland and the increased rate of non-Irish nationals between 2001 and 2006. Though they came to Ireland for different reasons, research reveals that unfavorable work conditions pushed some of them into starting their own businesses. The profile categorized different groups based on their ethnic origins, age and gender. It captures the group's economic participation in the Irish labor market, their contributions to the economy and their settlement patterns and occupational profile of both non-Irish males and females. An example in Chrysostome and Lin (2010) shows that in many developed societies, immigrants' owned businesses were found with distinguished features.

In a 2003 statistical analysis, GEM states that Ireland is at the upper tier position amongst the Organization for Economic Cooperation and Development (OECD)

countries for entrepreneurial activity. Today, Ireland is described as a world-renowned enterprise economy because of the increased business creation rate by the Irish foreign nationals (Cooney and Flynn, 2008). Pinkowski (2009) acknowledges that the 2006 study by CSO shows that the largest immigration groups into Ireland happened in 2006. Subsequently, the study maps out IE using data obtained from the 2011 study by OECD on global IE. With specific references and interests limited only to the Irish context, the figure below shows that employment creation by IEs from OECD countries maintains a steady increase during the period of 1998-2008 (OECD, 2011), agreeing with findings in Cooney and Flynn (2008).

**Figure 3.1: Evolution of Self-Employment by Place of Birth in OECD Countries**

	Foreign-born				Native-born			
	1998-2000	2001-2003	2004-2006	2007-2008	1998-2000	2001-2003	2004-2006	2007-2008
Austria	6.1	6.8	8.0	8.1	7.6	8.1	9.0	9.0
Australia	13.7	13.6	13.0	11.5	11.1	11.0	10.7	10.0
Belgium	16.1	15.4	14.8	14.7	13.5	12.4	11.9	12.0
Czech Republic		22.5	24.5	20.3		15.8	15.4	15.1
Denmark	9.8	8.7	8.4	10.0	6.9	6.6	6.7	7.0
France	10.4	10.0	10.9	10.6	8.3	7.6	7.8	8.0
Germany	8.0	7.9	9.6	9.3	9.1	9.3	10.3	10.0
Greece	11.8	9.8	11.0	10.2	28.1	26.9	26.7	26.5
Hungary	15.5	17.3	16.1	15.2	13.0	11.8	12.0	10.8
<b>Ireland</b>	<b>16.8</b>	<b>14.4</b>	<b>11.0</b>	<b>8.7</b>	<b>12.4</b>	<b>12.3</b>	<b>12.6</b>	<b>13.6</b>
Italy	17.7	15.9	17.9	17.0	23.3	22.6	24.2	23.4
Luxembourg	6.5	6.0	6.7	6.0	7.6	5.9	6.3	5.0
Netherlands	7.6	7.7	9.8	10.7	8.4	9.0	9.6	10.7
Poland			24.8	29.4			11.3	11.2
Portugal	14.9	14.3	12.7	12.6	17.4	17.7	16.1	15.3
Slovakia	0.0	7.6	19.9	23.6		9.6	12.2	13.0
Spain	19.9	14.2	10.3	11.9	16.7	15.6	15.7	16.1
Sweden	12.1	10.7	10.5	10.0	8.6	8.1	8.5	8.5
United Kingdom	15.5	14.2	14.1	14.2	10.8	11.0	11.6	12.1
Norway	7.4	5.9	7.6	7.4	4.7	4.8	5.5	5.8
Switzerland		9.9	9.5	8.8		11.5	12.5	12.4
Australia	13.7	13.6	13.0	11.5	11.1	11.0	10.7	10.0
United States	9.4	8.6	9.3	10.0	8.9	8.8	9.5	9.2
<b>OECD</b>	<b>12.1%</b>	<b>11.4%</b>	<b>12.7%</b>	<b>12.8%</b>	<b>12.1%</b>	<b>11.8%</b>	<b>12.2%</b>	<b>12.1%</b>

Source: OECD, 2010b as cited in Birdthistle, 2012, p. 18

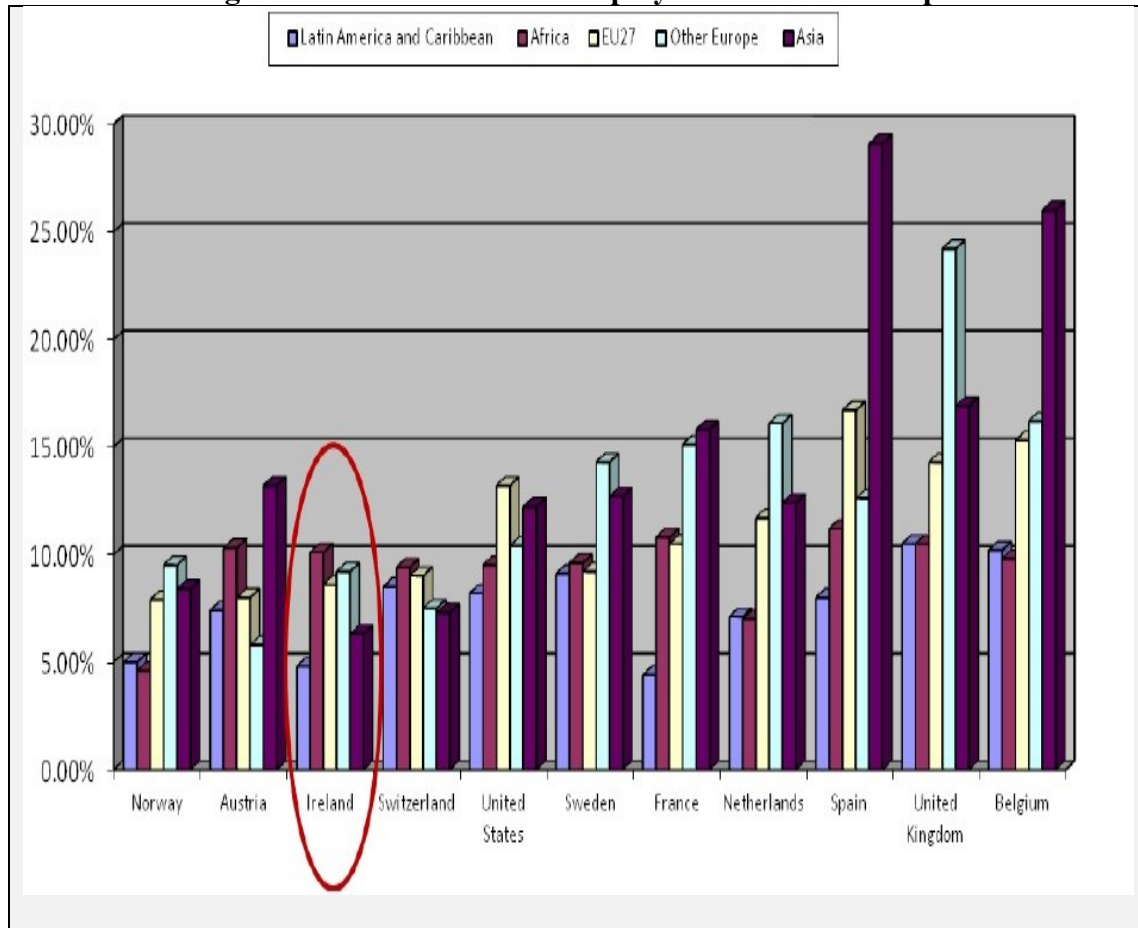
Overall, immigrant self-employed entrepreneurs are higher in the central and Eastern Europe. The trend compares between foreign-born (self-employed) immigrants

and native-born (self-employed) entrepreneurs in OECD countries between 1998 and 2008. Based on the report, countries in the lead are Poland, Slovakia and Czech Republic, with Hungary close behind. This trend is important because it clearly maps Ireland and compares its position in the global chart of self-employment rate in OECD countries with other countries. According to the study, migrant entrepreneurship decreased significantly in Ireland from 16.8% to 8.7%, while the native-born self-employment rate increased between 1998 and 2008 from 12.4% to 13.6%. In comparison with Spain, a similar trend was observed. However, the Spanish native-born self-employment rate decreased from 16.7% to 16.1% (ibid). Similarly, later studies report a higher growth rate of Irish IEs in the recent years.

In Desiderio and Mestres-Domenech (2011) and OECD (2010b), the profile of IEs was examined in a survey study on OECD countries. Based on findings, it is arguable that self-employment rate is higher amongst immigrants than comparable natives because they ventured into entrepreneurship in their early years. Hence, there are greater number of younger IEs in the country than the Irish native-born entrepreneurs. However, this is not the case with entrepreneurs between the ages of 45-64. The trend shows that a greater percentage rate in the Irish population are entrepreneurs than immigrants within the same age category (i.e. while 29.3% and 19.6% represented Irish entrepreneurs between the ages of 45-64, foreign-born entrepreneurs within the same age categories were represented by 25.5% and 13.5% respectively). It could be argued that the reason for this decline is because most IEs retire to their home countries to identify with their ethnic groups as they get older. A closer analysis of the trend also reveals that the majority of IEs have lived in their host countries for more than 10 years. Similarly, between 2007 and 2008, a different trend was observed in a 2012 study on 'self-employment rate in Europe'. Ireland was clearly identified in the chart below to explain entrepreneurial activities (EAs) that took place within the indicated timeframe.



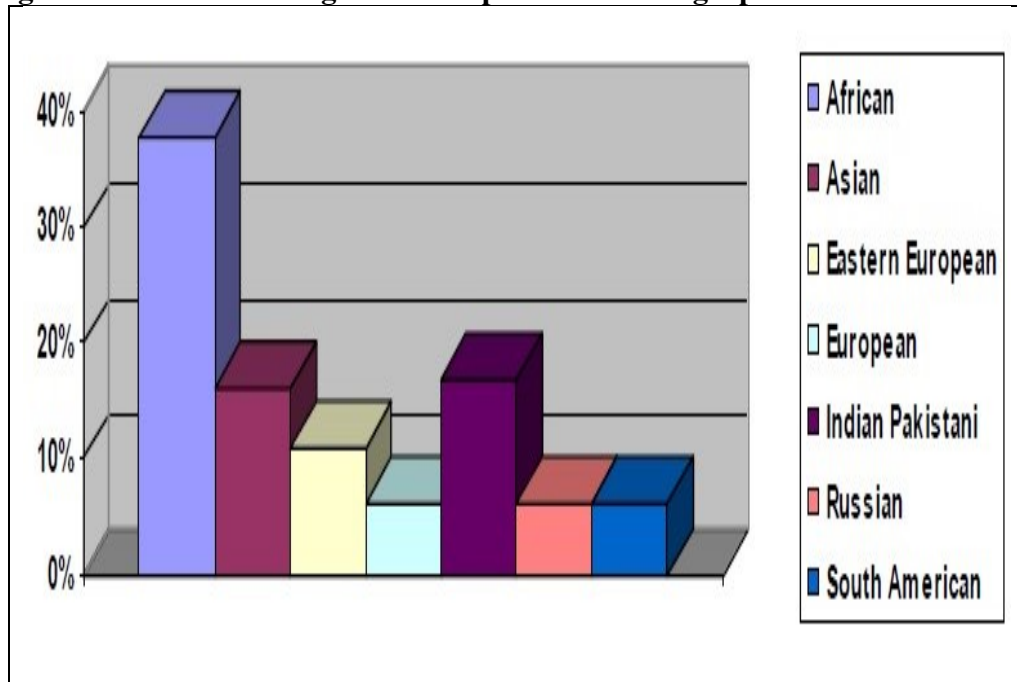
**Figure 3.2: 2007-2008 Self-Employment Rate in Europe**



**Source: Desiderio and Mestres-Domenech, 2011, p.150**

While the chart above reports that the number of self-employed Asians in all of the OECD countries outnumbers the rest of IEs living in those regions, this was not the case in Ireland. The circled region clearly shows that EAs in Ireland were mostly carried out by African immigrants in the country, indicating that African IEs in Ireland were greater in number in comparison with other migrant entrepreneurs. Also, EAs by self-employed migrants were higher in Ireland than Switzerland and Norway. The study by Birdthistle (2012) presents a profile of established entrepreneurs in Ireland based on their countries of origin. The report shows there was 72% male entrepreneurs and 28% female who took part in this survey. While 72% (over two-thirds) of the respondents indicated that they were married, 14% were single. Similarly, 11% specified that they were cohabiting with their partners, while 3% were divorced or separated as the chart below shows.

**Figure 3.3: Ethnic/Immigrant Entrepreneurs Demographic Profile In Ireland**



**Source: Birdthistle, 2012, p. 50**

Based on this study, the majority of the respondents were of African origin (e.g. Nigeria, Ghana, Democratic Republic of Congo, Sudan, Uganda, and Cameroon). While Indian and Pakistani nationals represented the Asian context, central Europe was represented by entrepreneurs from France and Italy. Similarly, entrepreneurs from Eastern Europe were mostly of Polish nationalities. Given the reviewed literature, IEs were simply described as people with different nationalities who engage in self-employments in the host countries (Collins, 2003; Changanti and Greene, 2002).

However, Section 3.7 of the study mapped out the profile of Irish IEs and compared results with native-born entrepreneurs. Using evidence from trends, charts and facts from OECD, EFTA and GEM reports, the section showed that the number of IEs is fast outgrowing natives. By comparison, the section examined Ireland's participation in the global trend on foreign migrant entrepreneurs and identified variations in the flow and growth of migrant entrepreneurs in Ireland since 2006 until recent years. Although, the number of foreign-born owned businesses in Europe and in the OECD countries is on the rise (Cooney and Flynn, 2008), findings showed that Ireland is one of the European

countries to experience a substantial increase in immigrant business establishment as a result of the Irish economic growth rate. This is relevant because it showed that Ireland's largest immigration trend occurred in 2006. Findings further acknowledged that immigrants have a higher propensity of starting their own businesses in the host countries than native-born entrepreneurs subject to multifaceted reasons. IEs in Ireland have contributed to the growth of the Irish economy through job creations, employment opportunities and payment of taxes. This is evident subject to the demographic profile of IEs in the Mid-West of Ireland. Together, the facts and figures from the demographic profile supported findings claiming that the rate at which immigrants in Ireland are taking to self-employment is on the rise. These facts continue to suggest that IEs have more entrepreneurial mind-sets in comparison with native-born.

### **3.8 Supporting Immigrant Entrepreneurs (IEs) in Ireland**

Immigrants have actively contributed to the development of the Western economies since World War II by playing different roles to address workers shortages and create job opportunities (Waldinger, et al., 1990). Similarly, the number of active immigrant labourers in Ireland increased by over 0.5 million persons to 1.8 million from 1992 to 2003 (Harney and Nolan, 2014). This section presents the need for the Irish government to create an environment for nurturing, growing and sustaining both local start-ups and IE through support and encouragement. Besides the many reasons why immigrants pursue entrepreneurial careers in Ireland, it is important to highlight that these reasons were prompted by different motives. Research highlights the need for Ireland to provide a conducive business environment capable of sustaining the growth of businesses for both indigenous and IEs. As a result, it is necessary that the Irish government conducts more research to explore Ireland's entrepreneurial related weaknesses and how best the

system can assist both indigenous and immigrant entrepreneur start-ups on an equal footing (De-Pillis and Reardon, 2007).

Arguably, the government of Ireland can adopt the strategy in Fairlie and Loftstrom (2015) to support immigrant entrepreneurship in Ireland using the ‘special visa’ technique popular in many developed countries like Australia, Canada, UK, US, etc. (Loftstrom, 2014). Stephen (2013) acknowledges that there is a great need to support both local start-ups and IEs in all their activities and throughout their business cycle. Other findings agree that encouraging and supporting IEs boosts a country’s economy (e.g. as with the United States, Switzerland, etc). Stephen (2013, p.6) added that “practical supports are available to entrepreneurs, typically from local councils/agencies; county enterprise boards; private training organizations; Enterprise Ireland, through its range of training and financial supports; and higher education institutions (HEIs). These supports typically manifest themselves in business incubation centers (BICs)”. BICs support business start-up, encourage knowledge and technology transfer and the commercialization of research by HEIs to develop and engineer programmes on business initiative development.

On a similar note, Birdthistle (2012) points out that the majority of those who provide support for IEs are specialist organizations (e.g. NGOs, Migrant Groups, Social Enterprise, Government support agency and 3<sup>rd</sup> level institutions). These organizations have a specially designed programme to support IEs. For instance, ‘start your own business programme’ has been offered in foreign languages as needs have been identified. A programme called ‘Food Safety Training for Management in the Chinese Food Sector’ is also available and information on food safety is provided in different languages. Similarly, ‘work-based language skills’, ‘start your own business training’ and ‘start your own business programme’ have been provided in Polish to help Polish IEs in Ireland (ibid, p.47).

Nevertheless, participants benefited from networking opportunities, access to mentorship for ethnic entrepreneurs, assistance to disabled participants and ethnic minority entrepreneurs also benefited from these programs (Birdthistle, 2012). In a recent survey on entrepreneurial start-ups including immigrants in Dublin on whether or not they received support, advice, training programmes from government support agencies, the results obtained showed that the number of start-ups who were unable to meet with government representative bodies and did not receive any support was greater than those who met with these agencies prior to starting their own businesses in Dublin.

Although these agencies were established to assist entrepreneurs, it has been argued that the location of their offices might have affected immigrants who were unable to take advantage of these opportunities. Besides the long-distance that must be covered to meet with these government agencies, another primary reason given by IEs in Dublin for not participating in the training programmes was lack of awareness. Only 17% out of 83% ethnic/IEs in Dublin took advantage of the training programmes that were provided (Birdthistle, 2012, p.60). Similarly, the number of immigrants who missed out on the programme because they were not aware was substantial compared to those who could not attend for other reasons such as cost, unfavourable timing, and those who felt they needed not to attend (ibid).

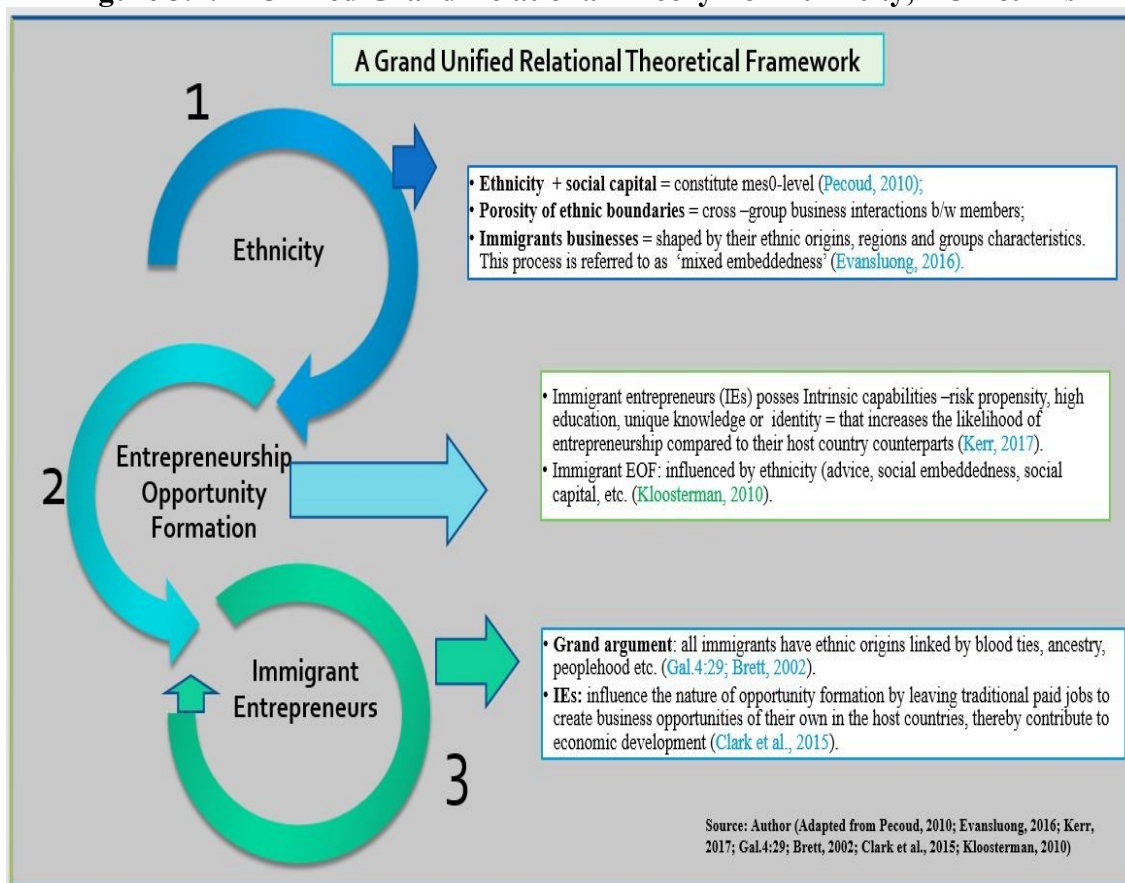
Using data collected from surveys, this section establishes that both indigenous and IEs have different reasons for starting their own businesses. As this section further reported, results showed that governments of many host countries including Ireland are making efforts to support both native and foreign-born entrepreneurs through the provision of various training programmes. Although some of these programmes may not have met the needs of all aspiring IEs, survey results indicated that quite a low number of IEs took advantage of these programs by being in attendance.

Of all the numerous reasons provided by participants, the number of those who expressed lack of awareness was 62.5%. Given the contributions of immigrant businesses to the host economies (Cooney and Flynn, 2008; Matley and Hegarty, 2006), Irish policymakers have synergised forces with the EU in making immigrant entrepreneurial activities one of their top priorities. One of the arrangements to assist both immigrant and local start-up businesses with funding was the establishment of financial institutions by the Director General (Howorth et al., 2005). Finally, the section suggested that Ireland should copy non-financial approaches used in other European countries to support both indigenous and IEs by recognizing and celebrating their entrepreneurial achievements (ibid).

### **3.9 Understanding How Ethnicity Influences EOF Amongst Immigrant Entrepreneurs (IEs) Using the Visual Mixed Embeddedness Framework (VMEF)**

While Drucker (1985) argues that all entrepreneurs do the same thing, the literature shows that IEs view business opportunities differently comparable to the mainstream entrepreneurs (Halkias and Adendorff, 2016). Thus, IEs' opportunity creation model is influenced by certain characteristics, traits, features and factors not found in the native entrepreneurial process. This observation constitutes strong evidence to prove that a difference exists between these two models. Immigrants' businesses are shaped by immigrants' country of origin, region and the group's characteristics (Halkias and Adendorff, 2016). These factors were referred to as "embedding process" (Evansluong, 2016, p.7) because together with enabling threats from host countries, they influence immigrants' entrepreneurial idiosyncrasies and activities. Starting with relationship, the figure below shows how the three facets (i.e. ethnicity, immigrants and the process of creating/forming entrepreneurial opportunities) are theoretically connected.

**Figure 3.4: A Unified Grand Relational Theory For Ethnicity, EOF & IEs**



**Source: Njoku and Cooney, 2018, p.56**

Similarly, the figure above indicates that ‘ethnicity’ and ‘social capital’ constitute connection (meso-level) that creates porosity on ethnic boundaries to facilitate cross-group interactions between members (Pecoud, 2010). In light of Kloosterman’s (2010) study on migrant entrepreneurship from missed embeddedness perspective, the figure captures Kloosterman’s attempt to combine an individual entrepreneur micro-level (with his/her resources), with the meso-level to show how an immigrant entrepreneur interacts with opportunity structure within his/her environment. It also shows that IEs possess certain qualities (i.e. intrinsic capabilities-risk propensity, high education or unique knowledge) that increase their likelihood to venture into self-employment than their host country counterparts (Kerr, 2017). Finally, the figure expounds that all immigrants have ethnic origins connected by either blood-ties, ancestry or peoplehood (Brett, 2002; Galatians. 4:29 in Bible Holman, 1966).

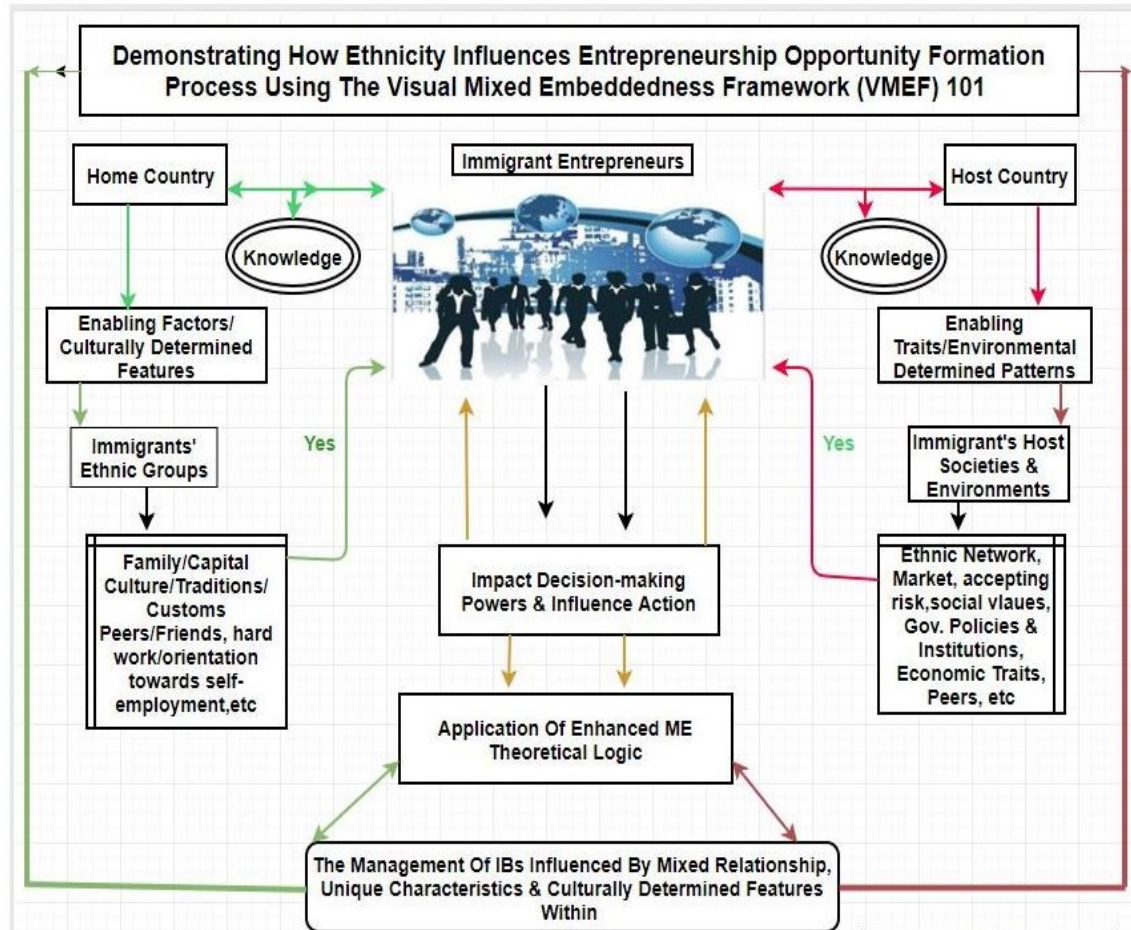
Evansluong (2016) argues that immigrants' opportunity creation process is influenced by factors from both home and host countries and so entrepreneurial activities and business activities cannot be separated. Therefore, mixed embeddedness portrays key important explanations regarding how the social, economic and institutional contexts interact with each other during OF processes (Kloosterman et al., 1999). A relationship describing such embeddedness with social networking activities is described as 'integration' into new cultures (Kloosterman and Rath, 2001). While considering the connection that exists between the three facets of the research question, further investigation on 'mixed embeddedness theory' discloses the existence of a bond which can be traced back to each IEs' ethnic origins. Findings confirm that by altering IEs' opportunity creation perceptions, their decision-making powers are equally influenced to conform with their adopted strategies. Such influence has benefited the growth and sustenance of immigrant businesses in the host countries over the years. In addition, some of the ways ethnicity influences IEs include through supports, advice, social capital and collaborating with ethnic families in setting up business opportunities in the host countries.

Using an individual level developed framework, this study visually projects below how immigrants' ethnicity influences their EOF idiosyncrasies differently to reflect upon their activities. Although the mixed embeddedness theory acknowledges the existence of connections between 'ethnicity concept', 'opportunity formation' and 'IEs' (Kloosterman et al., 1999), the VMEF best utilizes the mixed embeddedness theoretical and ideological logics to expound the 'how question' (Njoku and Cooney, 2020a). The VMEF will achieve this purpose through visual representation and explanation of the processes involved. For instance, the VMEF depicts how enablers from the home countries (e.g. ethnic group characteristics, families, advice, support, etc) and threats from the host



countries (e.g. work discrimination, harsh government policies, lack of traditional paid jobs, etc.) unite to influence immigrant entrepreneurial decision-making powers.

**Figure 3.5: The VMEF Based On Pilot Findings**



**Source: Njoku and Cooney, 2018. P. 58**

In practice, the VMEF shows that ethnic influence on immigrant entrepreneurial activities (IEAs) affects their strategies and actions through partial control from families and host economy regulatory laws. Consequently, IEAs are influenced differently comparable to the mainstream approach (Kloosterman and Rath, 2001). In addition to the temporal order from which the immigrant EOF process originates, the VMEF as a conceptual model is important because it captures the sequence of actions and interactions that take place between IEs and their environments (home + host). In agreement with Kloosterman (2010), the VMEF also shows how IEs on a meso-level, are linked with entrepreneurial activity on the micro-level through interactions with opportunity structure

present in their environments. Prior to presenting analytical results in a later chapter, it is imperative to explain how the concept of ‘ethnicity’ was approached in light of the research question based on grounded rationale.

Adlparvar and Tadros (2016) suggested that ‘ethnicity’ is best thought of as a network of individuals and dimensions of social relationships among groups rather than a fixed bundle of characteristics of the group. Supported by the Primordialist’s theory, ‘ethnicity’ is described as inherent natural genetic components (Kennedy, 2018). Therefore, ‘ethnicity’ was applied independently to suggest ‘traits’ and multifaceted explanatory variables (i.e. enablers and threats) that determine social behaviours and influence human actions (directly, indirectly and remotely). Scholars agree that the concept of ethnicity is more than a function of interaction because its strong root and long-lasting affiliation is based on kinship, shared territory and traditions. It was on this notion of understanding that it is used in the current study (Dana, 1997).

Based on the reviewed literature, it has been learnt that ethnicity plays multifaceted roles in the development of immigrant entrepreneurship. As the preceding chapters showed, ethnicity provides immigrants with resources and ideological support, which help them overcome market competition through sustainability. This is important because it shows how immigrants in the host countries are able to contribute to economic growth through business creations. Immigrants thus affect the nature and formation of EOF by leaving traditional paid jobs to create their own business opportunities in the host environments. This knowledge was instrumental in addressing the research question by providing useful empirical evidence underpinning the exploration of the concept of ethnicity from a three-dimensional point of view (i.e. immigrants relationship with their families, their opportunity formation strategies and how they mobilize resources during EOF). Since cultural perceptions are subjective (Njoku and Cooney, 2018), it is expected

that participants' ethnic backgrounds will have different influence on their entrepreneurial idiosyncrasies based on their ethnic origins to reflect in their entrepreneurial activities.

### 3.10 Conclusion

The reviewed literature clearly showed that entrepreneurial motivations varies across culture. As a result, drawing on the research main findings showed that a great controversy arose amongst scholars in the 14<sup>th</sup> century, which led to disagreements over interpretational meanings and the use of ethnicity (Fenton, 2011; Glazer et al., 1975). From an entrepreneurial point of view, the meaning of 'ethnicity' was challenged in the academic field subject to less empirical evidence underpinning its adoption within entrepreneurial research. Subsequently, ethnicity was branded a product of specific anthropological and sociological theories (Wan, 2009). Hence, scholars suggested that the best way to approach ethnicity is for observers to think of it as an 'intellectual construct' (Bank, 1996). This is crucial because it was believed that the definitional casuistry of 'ethnicity' has slowed down research progress (i-Berdun et al., 2010). This explained why different interpretational approaches for ethnicity emerged in the academic literature post the 14<sup>th</sup> century, thus highlighting the reasons why scholars differed in their epistemological and ontological positions, and conclusions over matters associated with ethnicity.

Chapter 1 further showed how history underpinning the research in entrepreneurship in relation to ethnicity post the 14<sup>th</sup> and 19<sup>th</sup> centuries of evolution re-emerged, focusing on identifying how ethnicity relates with entrepreneurship. The model definition of ethnicity for this research defined it as:

*“the character, quality, or condition of ethnic group membership, based on an identity with and/or a consciousness of group belonging that is differentiated from others by symbolic ‘markers’ (including cultural, biological, or territorial), and is rooted in bonds to a shared past and perceived ethnic interests”*

**Source: Burgess, 1978 as cited in Eller, 1997**

From an immigrant point of view, this model was selected because it appealed to the research hypothesis by facilitating the exploration of ‘ethnicity’ from the perspectives of Ezra and Nehemiah (i.e. blood-ties, ancestry and peoplehood). This is important because it presented a more holistic definitional approach most suiting to the research aim and objectives based on the conclusion that ‘ethnicity’ represents a mutual development within a group of people sharing identical cultural values.

The importance of this lies in the remote nature of the relationship that exist between ethnicity and entrepreneurship (Bret, 2002; i-Berdun et al., 2010). Thus, ‘ethnicity’ represents a sign of mutual development and solidarity amongst groups who identified themselves with a common pattern of communication rather than isolation (Bret, 2002). This development became the hallmark of a major research breakthrough. Consequently, the ‘primordialist’ approach was identified amongst other perspectives as the study’s theoretical basis under which arguments to support the research findings will be built because it described ‘ethnicity’ as innate (Wan, 2009; Adlparvar and Tadros, 2016; Barth, 1969; Malesevic, 2004). Comparable to other perspectives, the Primordialist’s philosophy is in congruence with the current research paradigm and supports the study objectives.

As Chapter 1 further showed, the three-dimensional perspectives under which ethnicity was approach in light of entrepreneurship (Aldrich and Waldinger, 1990) formed the basis used in demonstrating how the three facets of the research question are connected. Thus, ‘ethnicity’ adds valuable resources to entrepreneurship and provides IEs with ideological support used in restraint of trade (Light and Rosenstein, 1995) and offers them countervailing forces used in defiance of market competitions. Therefore, immigrants’ ethnic families are conduits for immigrant EOF and have contributed to the combustion of entrepreneurship (Rogoff and Heck, 2003).

In approaching ethnicity from this perspective and in describing it as an embedded genetic component, the lessons learnt include that: (a) ethnicity influences entrepreneurial behaviours subject to dependent variables (i.e. as either enablers or threats). This knowledge became part of the philosophical assumption underpinning the research theory; (b) the adopted strategy agrees that the choice and decision to be self-employed as immigrants often display were triggered by the roles played by ethnic embedded explanatory variable factors; and (c) the roles played by 'ethnicity' takes different forms in practice (i.e. 'direct', 'indirect', 'latent' or 'remote') because immigrants are unconscious of this fact.

Finally, the contextualization of ethnicity concept within entrepreneurial research based on IE practices in the host country formed the basic origin underpinning the arguments addressing the research question. By drawing on conclusions to show how ethnic characteristics and features affect immigrants' entrepreneurial choices and decisions to be self-employed, results indicated that ethnicity played different roles during immigrants' entrepreneurial practices. These are important because they presented a coherent flow of developments in research, linking findings to research hypothesis and thus, explained how these helped in addressing the roles played by ethnicity in light of the research question.

Chapter 2 expanded further on how ethnicity and entrepreneurship relate through the interactions between IEs and their ethnic families. Immigrants' abilities to maintain regular communications with their families helped them to develop strategies for accessing and creating new business opportunities in the host economy (Aldrich and Waldinger, 1990). Consequently, EOF can be understood from IEs' perspectives through interactions with opportunity resources present in both environments. While Fuduric (2008) described such interaction as 'a meeting place', Soderqvist (2011) calls it a 'relationship'.

These findings are important because they further support the orthodoxy underpinning the claims laid in Chapter 1 on how the three parts of the research question connect together. Chapter 2 Further disclosed that it is important for entrepreneurs to adjust their mental plane (i.e. turning-on sensory factors) because it increases their abilities to identify opportunities (Li, 2013). This revealed the secret associated with EOF by showing that the process of OF starts with a fantasy turned into mental images, which are manifested in the physical through entrepreneurial activities (EAs) (Njoku and Cooney, 2018). Clydesdale (2012) described this process as solving consumer problems in the market through the combination of resources as the Schumpeterian approach acknowledged (Schumpeter, 1934).

From immigrant entrepreneurial perspectives (IEPs), these findings confirmed the important role played by entrepreneurial ‘cognitive’ abilities and ‘alertness’ in the completion of EOF process. Similarly, the problems posed by imprecise definitions of entrepreneurial terms were identified and the need for a common definitional ground was raised. This is important because it revealed that little has been written about the definition of EOF (Wustenhagen and Wuebker, 2011). The lesson learnt is that not only does a lack of unified definition caused many academic debates, it is detrimental to research progress (Brush, et al., 2010; Gartner, 1985a; Vesper, 1983).

In congruence with Gartner (1985a), Hisrich (1986), Low and MacMillan (1988), Vesper (1983), Wustenhagen and Wuebker (2011), Chapter 2 agrees with findings in Chapter 1, thus showed that a lack of unified definition of terms can slow-down research progress based on simple logic. The argument is that since imprecise definitions have caused diverse conclusions, logic dictates that disagreement makes moving forward harder to realize. On this note, a more complete definition for EOF was proposed to actualise the current research goal since prior definitional attempts were isolated, separated and failed to show mutual development of events. Hence, they failed to present

the full picture regarding the processes involved during the formation of EOs (Low and MacMillan, 1988). Such failure presented a gap in the literature which the study fills using a more holistic definition and thus justifies defining EOF as:

The process by which enthused individual entrepreneurs integrate fantasied ideas and thought patterns believed to materialize tangible objects in the nature of products or provide services of economic values, by assembling and recombining available resources to form and create resourceful opportunities to solve human, societal, and market related problems in a given environment.

**Source (Author, adapted from Korsgaard, 2011; Mitchell et al., 2007; Oyson and Whittaker, 2010; Shane, 2003; Njoku and Cooney, 2018).**

The work-in-progress definition is important because it will help academic researchers to understand three things; (i) that variable factors and threats motivate entrepreneurs in their quest for OF; (ii) that EOF process is influenced by the need to solve market related problems and to provide values that economically benefit the society and the people; and (iii) that entrepreneurial environments (i.e. both home and the host) play significant roles subject to the interactions that take place between the actors and the contexts.

Chapter 3 began by highlighting the importance of understanding reasons underpinning immigrants' high inclination to self-employment in the host country. This formed the foundation used to separate previous scholarly suggestions regarding the subject matter from results obtained by the current study. For instance, one of the reasons for immigrants' choices for self-employment is due to weak labour demand in the host market and lack of jobs (Rissman, 2006). The chapter's main findings identified the confusion posed by definitions of terms (e.g. 'ethnic' and 'IEs'). While some scholars used these two terms interchangeably, this chapter showed that a difference exists between them (Chaganti and Greene, 2002; De-Vries, 2007). This highlight is important because understanding the meaning of IEs from the study's point of view is required to achieve the central goal. Amongst all reviewed definitions, the selected model defined IEs as 'individuals who left their countries of birth to a foreign country to start, run and manage their own businesses and became self-employed and thus, acquire the status of

IEs in host country'. This model was selected because it draws on the related reasons associated with migration from immigrant entrepreneur's perspectives (IEPs) and pointed out that such reasons can possess dual characteristics. It is holistic and places no limitation on the characteristics and qualities of this group.

Chapter 3 further showed that the general rates of business ownership in the West is significantly higher amongst immigrants than natives (Loftstrom et al., 2014) by mapping out the profile of Irish IEs and compared it with native-born entrepreneurs. This is important because it supports the claim that immigrants have a higher propensity to be self-employed than natives as statistics acknowledged. Not only does this support the claim that entrepreneurship amongst immigrants is mostly influenced by ethnicity, but it suggests that immigrants have more entrepreneurial mind-sets in comparison to native people. As cited in Birdthistle (2012), findings in Desiderio and Mestres-Domenech (2011) and OECD (2010b) further substantiated this claim by indicating that African immigrants are amongst the main ethnic minority groups in Ireland with successful entrepreneurs. This conclusion aligns with the rationale in Foley (2008) that entrepreneurs' decisions are influenced by its embeddedness in both social context and immigrants' personal attributes with strong effects on their social networking. Such embeddedness is a relationship with social networking activities and is described as 'integration' into new cultures (Fuduric, 2008; Kloosterman and Rath, 2001).

A relational framework model was introduced to demonstrate how the three parts of the research question interact. This further showed that the VMEF complimented the mixed embeddedness theory through a visual utilization of its logic to project the nature of interactions that take place between IEs and the other environmental factors (i.e. individual's ethnic origins, social, economic, new environment, the institutional context, etc.). The VMEF is described as a practical lens that is best used in studying the phenomenon of immigrant EOF (Njoku and Cooney, 2018) because it agrees that



ethnicity influences the immigrant EOF process through interactions with both the home and host environments. While prior research indicated that there is still immense potential in the future development of entrepreneurial motivation (EM) from immigrants' point of view, it is believed that the framework developed addresses the research topic and advance the body of knowledge on EM and learning within the context of ethnic influence on immigrant entrepreneurial activities (IEAs) in Ireland.

Based on the reviewed literature, the gap(s) that emerged included a lack of complete definition for EOF that meets the requirements in Low and MacMillan (1988). In addition, there is not yet an academic literature on how ethnicity might have influenced EOF amongst IEs in the Irish context. By filling these gaps, the study seeks to make new theoretical contributions to the field of ethnic minority entrepreneurship. Given that 'ethnicity' represents a sign of mutual developments amongst IEs rather than isolation based on either blood ties, people-hood or ancestry, the lessons from the literature showed how immigrants' ethnic cultural ties and traits impact their entrepreneurial idiosyncrasies and activities in practice through a clear indication that ethnic resources are facilitators of entrepreneurial concepts and activity development.

Finally, while previous studies showed that ethnicity influences EOF through supports, advice, through social capital and collaborations with ethnic families during business set-up in the host country, the current study has indicated how immigrants' ethnic backgrounds are materialistic to their choices to be self-employed. Comparable to prior research logics, the VMEF orthodoxy helped in expounded how variable factors from both the home (Turkina and Thai, 2013) and the host countries (Evansluong, 2016) together influence IEAs and OF decision-making powers, which Kloosterman and Rath (2001) described as 'integration' into new cultures. In agreement with Brush et al., (2010), immigrants (individuals or groups) are influenced differently at various stages of the entrepreneurship process by the characteristics that define them in their new context.

These findings are important because they point to the significance of the research topic to academic study by captioning the lessons and benefits this study bring to future scholars, the Irish government and the wider immigrant communities in Ireland.

# **Chapter 4**

## **Research Methodology**

## 4.1 Introduction

Research in a common parlance has been described as a quest for knowledge (Kothari, 2004). A qualitative research study focuses on qualitative phenomenon involving ‘quality’ or ‘kind’ (ibid). Qualitative research has been described as “a situated activity that locates the observer in the world” (Creswell and Poth, 2017, p. 7). In light of the investigated topic, a qualitative approach will be applied to investigate the ‘how’ question and to explore reasons for immigrant entrepreneurial behaviours (IEBs) in Ireland (Wortman and Roberts, 1982). Given the orientation of the subject of inquiry, the literature recognises that entrepreneurs are influenced by culture (Dana and Dana, 2005).

However, understanding culture from an entrepreneurial point of view will facilitate an in-depth knowledge regarding the concept of entrepreneurship. Thus, the use of qualitative method will help in identifying how an entrepreneur’s social embeddedness interacts with the opportunity structure present in their environment during new business formation (ibid). In light of this knowledge, Dana and Dana (2005) highlight the need to have a case study analysis on the important aspects of an entrepreneur’s environment using qualitative methods. The idea is to understand the roles played by entrepreneurial environments during EOF. This argument further justifies the application of a phenomenological qualitative approach, focusing on the roles played by participants’ ethnic cultural backgrounds to understand their entrepreneurial activity in Ireland (Dana and Dana, 2005).

Consequently, a qualitative researcher must be alert as well as flexible (ibid). In this research methodological approach, the data that will be collected will be analysed focusing on identifying how ethnicity affects immigrant entrepreneurial activities (IEAs) differently amongst the selected groups. Results are then used to identify the roles played by ethnicity in the development of entrepreneurship. By exploring how ethnicity provides immigrant entrepreneurs (IEs) with valuable supports for mercantile association in

restraint of trade (Light and Rosenstein, 1995), the study will point-out how it brings them together around an ideology of solidarity (Yu, 2001; Werbner, 1987). The aim of the study is to disclose the common features shared by ethnicity and entrepreneurship before establishing how it influences the formation of entrepreneurial opportunities (EOs) amongst the select ethnic groups (Van-Scheers, 2010).

The preceding chapters have shown that some of the ways immigrants are affected in their quest for business opportunity formation (OF) in the host countries include through advice, support and social capital (Brett, 2002). Thus, the selected definition for ethnicity is defined as "the character, quality or condition of ethnic group membership, based on an identity with and/or a consciousness of group belonging that is differentiated from others by symbolic 'markers' (including cultural, biological or territorial) and is rooted in bonds to a shared past and perceived ethnic interests" (Burgess, 1987, pp.268-85). However, in order to show how the principal propositions and objectives are connected, the logic of the mixed embeddedness theory was used as the first three chapters clearly showed (Kloosterman et al., 1999; Kloosterman and Rath, 2001; Li, et al., 2015). This approach equally highlights the relationship between the three facets of the research question (i.e. 'ethnicity', 'EOF' and 'IEs').

Chapter 4 entails the proposed research methodology for the study and discusses the rationale employed for using the selected method. According to Kallet (2004), the research methodology section addresses two main questions: (a) how is data to be collected or generated; and (b) how is generated data going to be analysed? Based on outlined principles (Tracy, 2019), a qualitative approach helps the researcher understand: (i) the meanings and perspectives of the people you study—seeing the world from their point of view, rather than simply from your own; (ii) how these perspectives are shaped by and shape their physical, social and cultural contexts; and (iii) the specific processes that are involved in maintaining or altering these phenomena and relationships (Maxwell,

2013, p.viii). Given that there is no single right way to analyse a dataset, researchers must apply prior established tenets governing data analysis of their choice because the decisions taken are inevitably subjective (Auerbach and Silverstein, 2003).

In congruence with the reviewed literature, the study objectives agree with outcomes in the reported works of academic scholars. Thus, the research objectives are:

- a. to explore how immigrants' entrepreneurial activities in Ireland are influenced by their ethnic backgrounds;
- b. to identify the motivations behind immigrant entrepreneurial career choices;
- c. to identify how they feel and report about home-country variables associated with their choices;
- d. to identify how ethnicity (as a genetic element) might have influenced immigrants' perceptions to form EOF in Dublin.

With a focus on IEAs in Dublin, the aim is to develop a model (the visual mixed embeddedness framework, VMEF) based on findings that will give a visual understanding of the events behind immigrants' career choices and decisions to be self-employed, in order to establish how their ethnic backgrounds influence their OF perceptions differently in Dublin. Subsequently, the research goal will be achieved by analysing findings following the data collection phase.

#### **4.2 Approach To Qualitative Methodology**

The application of the proposed research methodology requires the analysis of findings to determine how ethnic backgrounds and government policies on start-ups might have affected immigrant entrepreneurs' (IEs) attitudes to entrepreneurship opportunity formation (EOF) activities in Ireland. Where these appeared to have impacted research findings, further investigation will be conducted based on observations and

comments on personal experiences to determine the ‘how ‘inquiry. In addition, empirical data will be collected by canvassing both small and large businesses run by immigrants in Dublin. By using a qualitative study and through highlighting its relevance to actual reality experience, research findings will be grounded, compared and contrasted with similar results in different countries. Interestingly, this research will also analyze the latest research developments on efforts and the approaches that many developed nations have undertaken to attract IEs to their economies. For instance, some policy makers in the United States believe that the role played by immigrant founders in job creation contribute to economic growth. Consequently, both local and national policy makers in some European countries have copied the United States’ approach and launched new policy initiatives to attract IEs. While some aspects of these policies are designed to tackle specific issues preventing immigrant start-ups from starting and growing their businesses, other aspects focus on attracting and encouraging new immigrant businesses (Kerr and Kerr, 2016). A qualitative study will be used to explore IEs’ underlying motives and attractions to self-employment. This will help in understanding the causes for disparities (e.g. reasons why majority of IEs often resort to self-employment in the host countries than most native entrepreneurs). It has been argued that qualitative research adheres to the notion of ‘trustworthiness’ as opposed to validity and reliability (Savin-Baden and Major, 2010). However, by offering an in-depth experience of IEs’ perspectives on EOF in Ireland, a qualitative approach makes understanding the phenomenon behind immigrant entrepreneurial career choices and decisions easier to analyse. Using data obtained through in-depth interviews, the study will establish how differently participants’ ethnic backgrounds influence their ideas during the opportunity creation process in the Irish context.

Due to numerous debates amongst academic scholars on the issue of quantitative and qualitative methodology, different views have been expressed and reported in the

literature. For instance, advocates of quantitative researchers like Kerlinger denies the existence of qualitative data and argue that everything is either 1 or 0. However, given that raw experiences can either be illustrated in word or numbers (Miles & Huberman, 1994), it is arguable that Kerlinger’s conclusion was heavily influenced by personal views and approach to research methodology and interpretation techniques. Interestingly, this view was countered in the work of Donald Campbell whose ontological basis for arriving to the conclusion that all research have qualitative grounding (Campbell, 1978) took an inductive approach.

Although it has been argued that the outcomes in a qualitative method are not measurable and quantifiable, it remains the most suited in research studies canvassing for small samples (Langkos, 2014). Advantages of qualitative (as opposed to quantitative) research, include “the ability to learn directly from the research subjects, thereby reducing measurement errors common in survey studies which often need to make assumptions” (Dana and Dana, 2005, p. 80). Furthermore, employing qualitative method reduces type III error, which comes from asking the wrong question and type IV error by limiting solving the wrong problem (ibid). Arguably, the perennial disagreement amongst academic scholars on the strengths and weaknesses of quantitative and qualitative research has brought about disagreement on classic paradigms, thereby sparking off further debates. Subject to the required need to satisfy the research objectives, it is imperative to adopt a qualitative approach. A qualitative study can be approached differently as the table below shows.

**Table 4.1: Approaches To Qualitative Study**

Method	Details
Semi-structured interviews	Interviews that follow a question guide but have scope to deviate from the script
Focus groups	Small group discussion on a specific issue
Unstructured interviews	Like a conversation with loose ideas about what should be included
Participant observation/observation	Recording incidents that are observed and looking for certain actions
Diaries	Notes made by participants relating to the issue in question
Documentary analysis	Intensive analysis of either ‘official’ or personal documents

**Source: Dahlberg and McCaig, 2010, p. 118**



In social science research, the meaning of qualitative research suggests that researchers depend on textual data rather than numerical data. Consequently, researchers are more inclined to conduct a textual study analysis as opposed to conducting numerical study analysis. Based on the outcomes from comparing between quantitative and qualitative research methods, the reasons for using a qualitative approach are therefore justified in the table below:

**Table 4.2: Reasons For Using Qualitative Method & Justifications**

<b>Reasons</b>	<b>Justifications</b>
<b>Exploratory</b>	A qualitative research facilitates an exploration of a research area in open manner. Open-ended questions can be asked during a focus group section. Alternatively, interviews can be used to develop a more nuanced semi-structured questionnaire to find out more about the problem.
<b>Flexibility &amp; Adaptability</b>	A qualitative research allows changes to be made as new data and insights are discovered. Researchers can start off with a broad focus and narrow down in time.
<b>Detail</b>	The researcher can require detailed explanations from participants to understand research problems.
<b>Access</b>	Using a qualitative research for this study will make it is easier to reach a target audience for participation purposes.
<b>Sensitivity</b>	The use of qualitative research allows the researcher to handle sensitive issues diligently before responding to them (e.g. through gaining trust and confidence).
<b>cost</b>	A qualitative research requires mostly 'time resources' rather than costs of equipment.

**Source: Author, adapted from Dahlberg and McCaig, 2010**

The popularity of qualitative studies in social science research (Denzin and Lincoln, 2011) has led to the suggestion that research in entrepreneurship should often follow qualitative approaches (Gartner and Birley, 2002; Hindle, 2004; Neergaard and Ulhoi, 2007).

In summary, a qualitative research methodology creates an opportunity to explore new issues as they develop during the course of research fieldwork. This permits the pursuit of new areas of interest as they emerge rather than being bound and tied to pre-determined questions or assumptions. Therefore, qualitative analysis is more appropriate for this study because it allows going deeper into the meaning of human action (Schwandt, 2001), thereby enabling a detailed exploration of issues (Dahlberg and McCaig, 2010).

Thus, applying qualitative method will increase the study internal validity (Dana and Dana, 2005).

### **4.3 Research Categories**

Research category is described as the problem area and the primary purpose of the research project (e.g. conducting analysis) (Vriens, 2006). There are three main research categories at the most general level, which are the quantitative, qualitative and integrative research categories (Hymel, 2006). These are distinguished from each other by their philosophical orientations. In the quantitative research category, the approach is philosophically driven and the view of reality and truth highlight the objective and unbiased approach to scientific investigation (e.g. orientation is rooted in numerical data that are primarily analysed statistically after measurement and found valid and reliable). The qualitative research category is influenced by high individual perceptions on reality and truth, and relies on subjective, contextual and highly individualistic observed experiences.

Thus, it is equally philosophically driven. This approach is primarily based on verbal data, which are alternatively interpreted on the part of the observed and the observer (Hymel, 2006). Being cognizant of research categories is important in every research (Vriens, 2006). This helps researchers stay within the bounds of their research categories by preventing the collection of information not necessary for the research and limit the amount of data researchers must analyse (ibid). Adherence to a research category benefits researchers (e.g. in the case of face-to-face interviews) (Vreins, 2006). While the quantitative research approach analyses numerical data objectively, qualitative research adopts a subjective approach and interprets data contextually. Qualitative data are collected primarily through verbal means. The integrative category combines the two (e.g.

objective and/or subjective orientation, numerical and/or verbal data), hence, synthesizing efforts are valued (Hymel, 2006).

#### **4.3.1 Exploratory Research Method**

In Saunders et al., (2016, p. 174), it was mentioned that research questions are designed to fulfil a purpose (either 'exploratory', 'descriptive', 'explanatory' or 'evaluative purpose') or even a combination of these in some cases. However, the phrasing of every research question informs the researcher regarding which of these approaches is best suited in the research. The use of an exploratory study allows researchers to ask open questions using either 'what' or 'how' during data collection to understand what is happening. This helps them to gain insights on the topic of their interest (Saunders et al., 2016). Researchers use this mostly to clarify problems to know whether a particular research is worth pursuing or not (ibid). Some approaches to this research method include: literature research, interviewing experts in the subject area, individual interviewing or a focus group. The quality of contributions from participants help researchers plan the next stage of their research project (Saunders et al., 2016). Some of the advantages of this method include its flexibility and adaptability to change as a result of new data and insights likely to occur. This approach allows researchers to start off with a broad focus and narrow down over time.

#### **4.3.2 Descriptive Research Method**

In descriptive research, the goal is to test hypothesis and answer questions. Although, it cannot address the 'why' causes of behaviour, it allows researchers to gain an accurate profile of particular situations, events or persons (Mitchell and Jolley, 2012). For example, descriptive researchers often start by trying to answer 'what' questions about a single variable, such as "what is the behaviour and what percentage of people

have that character” (ibid, p.224). However, researchers often expand their focus from ‘what’ to ‘who’ or ‘where’, ‘when’ to ‘how’ questions which describe a relationship between variables (Mitchell and Jolley, 2012). In the same way, a similar approach is discovered in the phrasing of data collection questionnaires to gain a description of persons, events or situations (Saunders et al., 2016).

Descriptive research describes and measures a phenomenon at a point in time. This approach is structured and planned because it assumes prior specifications of hypothesis. Cross-sectional design and longitudinal design are the primary methods of descriptive research. Whereas a longitudinal study repeatedly measures the same population or panel over a period of time, a cross-sectional study measures a population only one point in time (can be a sample from the target population). A descriptive research approach can be used for either practical or ethical reasons to manipulate variables even when it is not applicable (Mitchell and Jolley, 2012). This approach provides the researcher with conclusive results to a research problem, thereby allowing for either validation or invalidation of research hypothesis.

#### **4.3.3 Causal Research Method (Explanatory)**

Research shows that establishing causal relationships in a study between variables is also known as ‘explanatory research’ (Saunders et al., 2016). An explanatory research question often begins with ‘why’ or ‘how’, hence it seeks explanatory answers. In the same way, data collection questionnaires are phrased with ‘why’ or ‘how’ to gain explanatory responses. During explanatory research, researchers study a particular situation or problem, which allows them to gain insights that will enable them to explain relationships between variables. Causal research uses four conditions to causality (i.e. covariation, time sequence, systematic elimination and experimental design). In causal research, the principal method is ‘experiments’ (i.e. ‘laboratory’ or ‘field’).

During experimental research, an independent variable is manipulated to investigate its effects on a dependent variable. This research approach is characterized by three components (Greeno, 2002). Two groups of similar subjects are selected, one group is administered (a 'treatment' of some kind). The second group (the control group) either gets no treatment or an alternative treatment (known as the independent variable). After application of the treatment(s), the researcher determines what activity, behaviour or result to measure. During this process, independent variables are most likely to be altered as a result of the experiment. The outcome is usually the measured change in the independent variables.

After observation, the researcher is able to discern the amount of shift that may have occurred as a result of applying the treatment, if any. Finally, the requirement that subjects be assigned to all test groups randomly reduces the chances of influencing who may or may not receive the treatment by the researcher. Thus, extraneous variables are controlled in the process, in which case, the findings are conclusive which helps the researcher with decision-making (McNabb, 2015).

#### **4.3.4 Evaluation Research Method**

During evaluation research, researchers are keen to discover how well something works (e.g. 'how', 'what' 'to what extent'). Data collection questionnaires for evaluation research often begin with 'what', 'how' or 'why'. Researchers collecting evaluation responses can make comparisons between events, situations, groups, places or periods, which in addition allows them to ask questions beginning with 'which' 'when', 'who' or 'where' (Saunders et al., 2016).

The primary objective is to study effectiveness of existing knowledge in practice so that practical action can be informed and guided and not to discover new knowledge. This distinguishes evaluation from basic study, hence it has no methodology of its own

(Clarke, 2012). This approach involves the application of social research methods. Similarly, evaluation research is action oriented so the question of purpose distinguishes evaluation research from other forms of social research. Thus, evaluation research is “a systematic application of social research procedures for assessing the conceptualization, design, implementation and utility of social intervention programs” (Rossi and Freeman, 1993, p.5). Researchers conduct an evaluation study to determine value or policy impact, practice, programme, service or intervention in order to recommend change where necessary. Invariably, evaluation issues can be addressed based on the researcher’s prior knowledge of strengths and weaknesses of the various research methods and methodologies (Clarke, 2012).

#### **4.3.5 Combined Study**

Different research methods are approached using either quantitative or qualitative technique. A quantitative study is conducted using research instruments (i.e. highly structured questionnaire or interview schedules) with predetermined, standardized categories where collected responses are fitted and used. However, a qualitative approach allows the elicitation of views from participants without imposing pre-existing expectations (Clarke, 2012). Not only do researchers have to be aware of the philosophical assumptions behind these two approaches, they also should be careful when selecting between them and the requirements for combining the two in a single study (ibid). In a combined study (also known as mixed methods), researchers combine more than one purpose of the research design together (Saunders et al., 2018).

In summary, this section of the study explores the different research categories available for researchers. The literature shows that each of the research categories are employed based on the nature of the question, aim and objectives. Although some research topics may require a combination of more than one research categories, the

current study adopts the exploratory research category. The rationale underpinning this choice is pragmatic. For instance, it allows open questions to be asked using ‘what’ or ‘how’ during the data collection process and this facilitates an in-depth understanding of what is happening.

#### **4.4 Research Question**

Scholars like Cameron (2011), Clarke (2012), Creswell and Clark (2017) and Saunders et al., (2016) agreed that a choice of research methodology is influenced by philosophy. Similarly, “research is a philosophy and way of human life with indivisible component of human knowledge” (Khan, 2008, p. 19). The aim of every academic research lies in finding solutions to problems in research questions. This is obtained through the application of scientific methodology, which guarantees the reliability of collected data, thus ensuring that they are free from bias (ibid). An amalgam of these works provided different considerations on what a research methodology should contain. However, the literature reviewed for the first three chapters has aided the development of a research theoretical model upon which the primary research was based.

During the development of the research question (How Does Ethnicity Influence Entrepreneurship Opportunity Formation Amongst Immigrants Entrepreneurs In Ireland), debates on ‘ethnicity’ and ‘entrepreneurship opportunity formation’ (EOF) attracted many scholarly attentions, thus triggered the intital interest in the topic. The last consideration leading to the development of this question was based on the study by Clark et al., (2015). This study shows that IEs affect the nature and formation of opportunities in the host countries by leaving traditional paid jobs to create opportunities of their own. The analysis of findings from the perspectives of IEs in Ireland subsequently became the basis for new entrepreneurial research studies. The novelty of the research topic question highlights its importance and contribution to academic research studies, especially given

the lack of a prior visual framework that is capable of explaining how ethnicity might have influenced EOF activities differently amongst IEs operational in Dublin. A framework for understanding this proposition was developed using multiple interactive components (i.e. ethnic enabling factors/threats behind immigrant's career choices and decisions, 'groups' business categories, opportunity structure, group's attitude to opportunities, characteristics and strategies) (Waldinger et al., 1990).

#### **4.4.1 Research Strategy**

Saunders et al., (2018) showed that research strategy influences the selection of time horizon. In addition to 'accessing data, location and money' as ethical issues and constraints, research indicates that practical constraints (i.e. the role of the researcher) affects research design (ibid). While a 'strategy' is simply a detailed plan of action to achieve the set goal, a 'research strategy' is a plan that the researcher has decided to use in answering research proposed question(s). Thus, the methodological link between a research philosophy and the choice of method for data collection and analysis is known as a 'research strategy' (Denzin and Lincoln, 2011). Consequently, while Saunders et al., (2016, p.178) identified four qualitative approaches to inquiry as: "ethnography, action research, narrative inquiry and grounded theory", Creswell and Poth (2017, p.65) added 'phenomenology' to the list of approaches that can be employed in a qualitative inquiry. As the preceding chapters further identified, the study aim is to develop a framework model (visual mixed embeddedness framework, VMEF) that will describe the essence of participants' lived experiences which expounds how the role of ethnicity influences the EOF process differently amongst the target ethnic groups. The objective findings will help to describe the nature of influence that ethnicity might have on these groups, focusing on their EOF approach in Ireland (Van-Scheers, 2010). To achieve this, a qualitative phenomenological method was employed during data analysis.



#### 4.4.2 Defining Key Concepts

Defining key terms in the research question not only provides the reader with important prior knowledge that will make understanding findings easier, it also facilitates a consistent extrapolation of findings (Israel, 2015). This approach is necessary in both quantitative and qualitative research. For instance, in quantitative research, the next step will be to develop operational definitions (e.g. attaching numbers to the conceptual definitions) otherwise known as “operationalizing the terms” in social science language (Johnson, 2014, p.44). However, before concentrating on a phenomenological approach (Bryman and Cramer, 2009; Creswell and Poth, 2017; Saunders et al., 2016), it is necessary to define the following characteristics of the population for greater clarity purposes. Thus, defining important research terms will be based on a number of factors. For instance, establishing the rationale for choosing a particular definitional approach must stand close scrutiny to avoid bias and secondly, prior academic definitions must be taken into considerations (Johnson, 2014).

- **Ethnicity:** although many definitions exist for this term, the definition below was selected because it explained the term as envisaged by the current study aim and objectives. Ethnicity is defined as “the character, quality or condition of ethnic group membership, based on an identity with and/or a consciousness of group belonging that is differentiated from others by symbolic ‘markers’ (including cultural, biological or territorial), and is rooted in bonds to a shared past and perceived ethnic interests” (Burgess, 1978). The definition elucidates the characteristics and features of the target groups in a very clear and simple form.
- **Influence:** this is a noun word that suggests ‘power to have an effect’ on either people or things (Walker, 1990). The term ‘influence’ as used investigates the power of ‘ethnicity’ or its ‘effect’ on the population studied (i.e. immigrant entrepreneurs (IEs) in Ireland). It equally includes the power to have effect on the

character, development or groups' behaviours, actions and their entrepreneurial activities in Ireland. In other words, it seeks to address the 'how' inquiry and to ascertain to what degree is the effect.

- **Entrepreneurship opportunity formation (EOF):** given the lack of consensus amongst scholars on a common definitional ground for entrepreneurial terms, the entrepreneurial field of research continues to struggle. Hence, many entrepreneurial terms have been imprecisely defined (e.g. entrepreneurship opportunities (EOs) (Low and MacMillan, 1988). As the literature has indicated, it has been established that previous definitions of EOs were incomplete since they are separated in their definitional attempts and as such, failed to capture the full picture and the process of EOF (ibid). Since OF involves human cognition, any definition describing the process of how EOs are created/formed should encapsulate a detailed process of all activities involved (Baron, 2006), especially where such information requires the activation of the brain structures (Rahim, 2017). In considering that entrepreneurship is a behaviour driven by human cognition (Smith, 2010), it is well stated that EOs come before entrepreneurship (Shane and Venkataraman, 2000). Therefore, EOF as used in this context is meant to investigate entrepreneurial cognitive behaviours and activities amongst IEs in Ireland in order to identify their contributions to entrepreneurship development.
- **Amongst:** the word 'amongst' as used is definite. It was used to set of 'context' in order to define the set 'population boundary' for the study. As the research question shows, the choice of word (amongst) placed limitation only to the selected category or groups of IEs while excluding others.
- **Immigrant entrepreneurs (IEs):** as a highly debated topic in this field (Sinnya and Parajuli, 2012), many definitions exist in the academic literature. Research shows that 'IEs' and 'ethnic entrepreneurs (EEs)' are often used interchangeably

(Rusinovic, 2006; Welsch, 2004). However, this study is more focused on the attributes and qualities that best define the selected population group. The elected definition defined the term as “immigrants or their immediate offspring, who have a specific ethnic identity, and who create work place settings for themselves and others, within their receiving country” (De-Vries, 2007, p.32). This definition was selected because it perfectly defines the target generations (1<sup>st</sup> and 2<sup>nd</sup>) of IEs, thereby setting a clear boundary between the target groups and others. Invariably, a process whereby immigrants indulge in entrepreneurial activities is often referred to as ‘immigrant entrepreneurship’ (IE) (Sahin et al., 2007). Hence, immigrants’ ethnicity influences their mode of operation (Rath and Kloosterman, 2000).

- **Ireland:** Ireland as used simply shows where the research study and data collection took place. This study was conducted in the Republic of Ireland with Dublin as its capital. Similarly, it is a clear indication of geographical context where the research was conducted, analysed and tested.

As a research practice, researchers must define key research terms associated with their research to bring clarity that will help the audience follow the development of findings. Consequently, it is a requirement in both quantitative and qualitative research approaches.

#### **4.4.3 Research Population**

In every academic research, it is fundamental that an operational definition of the research population be adopted (e.g. identifying the appropriate individuals and obtaining representative sample). The selection of the research population is an important part because it helps researchers to know how a given population responds (Drew et al., 2008). A population thus “refers to all constituents of any clearly described group of people, events or objects who are the focus of an investigation” (Drew et al., 2008, p.83). A

population can either be large or small. For the purpose of this study, the research population is defined as ‘all immigrant entrepreneurs (IEs) from the selected ethnic group categories’ (Brazil, Nigeria, Poland and Pakistan).

In total, there are four groups representing the target population, each represented by five immigrant members. The idea is to allow a comparison of different perspectives on the central phenomenon between participants as their views will reflect differences and provide a good qualitative study (Saunders et al., 2016). Although a clearly defined population helps the researcher to know what population unit set to use (Fraenkel et al, 2011), it does contain restrictions. For example, in this research, the population investigated included only IEs from Brazil, Nigeria, Poland and Pakistan. This implies that those who fall outside the selected groups will not be relevant for the study. The idea for restriction is to exclude participants with unwanted characteristics. Thus, ‘units’ and ‘restrictions’ as used to describe a set of population to be investigated is equally regarded as an essential factor. A clearly defined set of characteristics specifies when results are generalizable (Drew et al., 2008), so the researcher specifies the parameters of what describes the target population (Salazar et al., 2015). The order by which the researcher intends to collect, manage and process data for the study is presented later in Table 4.3. The process of selecting, focusing, simplifying, abstracting and/or transforming the data in the full corpus (body) of written-up field notes, interview transcripts, documents and other empirical materials is known as ‘data condensation, which is part of the analytical process.

#### **4.4.4 Sample Design and Size**

In a phenomenological data collection process, the sample size of the research question is equally an important decision (Padilla, 2003). The number of participants can range from 1-325 (Padilla, 2015) as Polkinghorne (1989) showed. Thus, Porter (1999,

p.796) argues “when a rare target population is the focus of a proposed descriptive phenomenological study, it is important to project the size of the population that is both eligible to participate and accessible to the investigator”. Epistemologically, phenomenological approaches emphasize the importance of personal perspective and interpretation and are based in a paradigm of personal knowledge and subjectivity (Lester, 1999). On this note, while Dukes (1984) recommends studying between 3-10 participants, Edwards (2006) studied 33 participants (Edwards et al., 2006). In addition to complete coverage (i.e. a 100% sample), a proper choice of sample-design in research requires that all possible plans be considered (Deming, 1990; Deming et al., 2009).

Scholars have described ‘samples’ as unit subsets obtained from the population (Abbott and McKinney, 2013). It has been recommended that a sample must be selected using ‘nonprobability sampling technique’. Selection from every unit in the set population must not be carried out equally and the challenge is that any data gleaned using nonprobability sample is not generalizable (Abbott and McKinney, 2013). Similarly, a sample of individuals from the population must contain the same existing variations in the population to provide a useful description of the total population (e.g. “if the population you’re interested in is composed of 50 percent women and 50 percent men, we would expect a random sample to closely match those percentages” (Abbott and McKinney, 2013, p.3).

The literature shows that it is problematic to use a nonprobability sample where the researcher’s intent is to generalize to a larger population (ibid). For instance, in a quantitative study, the following are guided by sampling (i.e. “content, behaviour, performance, materials, and causes of differences”) (Deming, 1990, p.23). A probability sample is thus, a “representative of the population from which it is selected because within a probability sample all members of the population have an equal chance of being chosen for the sample” (Abbott and McKinney, 2013, p.3). The accuracy of the sample is

calculated based on mathematical probability theories. This allows researchers to select from various feasible sample-designs (Deming et al., 2009). A probability sampling design is specific with rules governing sample selection. However, a purposeful sampling strategy is another qualitative research approach. Depending on the specific approach, the three considerations that go into this purposeful sampling are “the decision as to whom to select as participants (or sites) for the study, the specific type of sampling strategy and the size of the sample to be studied” (Creswell and Poth, 2017, p.157).

With regards to this study, although 5 participants took part in the pilot test analysis, it is believed that studying an additional 20 participants for the main analysis is appropriate based on information that emerged during the pilot analysis. The groups studied were selected from four different countries (Brazil, Nigeria, Poland and Pakistan). The rationale for their selection was based on the 2016 Central Statistics Office (CSO) report that these countries represent the largest immigrant ethnic groups in Ireland (CSO, 2016). Although the current study adopted a purposeful sampling strategy, the sites for the study was not purposefully selected. Participants granted interviews at different locations and when suitable for their work schedules. For instance, interviews took place at participants’ residential addresses, work places, etc.

Given that the decisions on the number of participants was underpinned by the pilot findings, the study targeted mostly 1<sup>st</sup> Generation IEs and this was helpful because they possess the experiences that were insightful to the research aim and objectives. There responses were materialistic to addressing the research question. The decision about sampling mostly 1<sup>st</sup> Generation IEs benefited from the conceptualization of Marshall and Rossman’s (2016) work on the four aspects of sampling (i.e. ‘people, actions, events and/or processes’. The fact that only the 1<sup>st</sup> Generation immigrants participated in the study without the 2<sup>nd</sup> Generation can be perceived differently. Nevertheless, it clearly shows that the current study adopted a flexible approach during data collection and in

handling the analytical process. This is similar to the approach that guided the selection of interview sites since data collection took place at different sites (Marshall and Rossman, 2016).

#### **4.5 Phenomenological Research**

Research shows that the concept of ‘phenomenology’ draws heavily on the writings of Edmund Husserl (1931), a German mathematician and other advocates of this view such as Heidegger, Sartre and Merleau-Ponty (Macann, 2005; Spiegelberg, 1982). Phenomenology is popular in social sciences, sociology (Borgatta and Borgatta, 1992; Swingewood, 1991), psychology (Giorgi, 2009; Polkinghorne, 1989; Wertz, 2005), Nursing and health sciences (Nieswiadomy, 1993; Oiler, 1986) and education (Tesch, 2013; Van-Manen, 1990; Van-Manen, 2016) and thus embedded in a strong philosophical component (ibid). According to Creswell and Poth (2017, p.75), a phenomenological study “describes the common meaning for several individuals of their lived experiences of a concept or a phenomenon”. Phenomenologists focus on describing what participants in a study have in common as they experience a phenomenon or event (i.e. home-country impact to immigrants’ career choices and how that influence their decisions to be self-employed).

In a phenomenology, the purpose is to reduce individual experiences with a phenomenon to a description of the universal essence (Creswell and Poth, 2017), that is to a “grasp of the very nature of the thing” (Husserl, 2012a; Van-Manen, 1990, p.177). As a technique popularly used in qualitative method, its usage in research is well documented across many academic disciplines. Consequently, the philosophical assumption(s) underpinning its application rests on common grounds (i.e. the study of lived experiences of persons, the view that these experiences are conscious ones (Van-Manen, 2016), and the development of descriptions of the essences of these experiences,

not explanations or analyses (Moustakas, 1994). Phenomenology has four different philosophical perspectives (a return to the traditional tasks of philosophy, a philosophy without presuppositions, the intentionality of consciousness and the refusal of the subject/object dichotomy) (Stewart and Mickunas, 1990). The study will focus more on a philosophy without presuppositions because it best describes the philosophical assumption underpinning the choice for the study research analytical approach. This perspective employs the natural attitude approach to ensure quality results. For instance, it suggests the suspension of all judgements about what is real concerning participants' experiences until results are confirmed on a more certain basis. Husserl (1931) refers to such suspension as *epoche*. To ensure that interpretations are not influenced by personal views, the study adopted the detachment strategy during the analytical process to avoid tainting data results.

#### **4.5.1 Rationale Underpinning Research Methodological Choice**

Given the orientation of the research question and what objectives it seeks to satisfy in the study, the need for a qualitative approach is considered useful. To address the research question, the challenges that lies with selecting the right design was addressed by examining the five different approaches (i.e. narrative study, case study, ethnographic study, grounded theory and phenomenology) (Husserl, 2012a; Husserl, 2012b) to facilitate informed choice (Creswell and Poth, 2017). Both the study focus and the need for the research were equally taken into account. Through in-depth interviews, the goal is to study participants from four different ethnicities (Brazil, Nigeria, Poland and Pakistan) to ascertain the roles played by explanatory variable factors (as enablers and threats). To understand how the variable factors affected their career choices and decisions, the focus is on the meanings that participants give to their experiences. Thus, phenomenology is believed to be the appropriate design for the study because it allows



the transcendental of personal views and perceptions using the *epoche* principle (Husserl, 1931) during data analysis and interpretations. Astalin (2013, p. 119) defines 'phenomena' as "events, situations, experiences or concepts, thus, phenomenology is a way of describing something that exists as an integral part of the world in which we are living".

#### **4.5.2 Philosophical Assumptions for The Choice of Research Design**

Subject to the adoption of 'lived' phenomenological method, entrepreneurship research has been placed under the domain of qualitative approach to explore the lived experiences of entrepreneurs (Abebrese, 2013, p. 14). According to Berglund (2007, p.81), "an important goal of entrepreneurial research should be to capture and communicate the meaning of entrepreneurs' experiences in everyday life". Phenomenological approach is important in entrepreneurship because "the focus is firmly on the participants and what they have learned from their experience in the entrepreneurial process" (Abebrese, 2013, p.12). In methodological terms, Thompson et al., (1989) argue that a phenomenological approach is important not only because it provides an experientially based understanding of the phenomenon, but it also affords sufficient descriptive detail to illustrate how individuals live this experience. Given that 'philosophical studies' cross many disciplines (e.g. the phenomenology of practice), it can be concluded that the philosophical assumptions underpinning the choice of method for the study rests on some common grounds (the study of the lived experiences of persons) (Husserl, 1927; Husserl, 2012c). From the perspectives of different ethnic groups, the aim is to understand and describe how the phenomenon of immigrant OF process is impacted differently, subject to the roles played by variables (enablers and threats) from the home country to influence their career choices and decisions. Given that the process of forming an opportunity is a 'conscious' act, it thus constitutes a

'phenomenon'. Subject to this, consciousness is examined as a pure phenomenon (West et al., 1996). Since the research goal is not to generalise data, the philosophical assumptions underpinning the choice of methodology agrees with Cope's (2005) perspective that phenomenology is mostly applicable to studies not intended to use construction of generalizable laws to provide predictive knowledge that expresses the existence of a regular relationship in the world.

Phenomenology is not concerned with 'context stripping' (Guba and Lincoln, 1994) but aims at building a better understanding of the contextual and subjective nature of the entrepreneurial process and comprehend this phenomenon with a specific context. Hence, adopting this approach means retelling the interpreted version of participants' stories, anecdotes and narratives (Abebrese, 2013). Similarly, besides the different philosophical tenets of phenomenology between Husserl and Heidegger, they agree on a 'lived-world', which represents the world of ordinary, immediate experience that forms the background for all human endeavours and the concrete context for all experiences (Cope, 2005). This is important in methodological terms because the meaning of experience is always situated in the current experiential context (Thompson et al., 1989).

#### **4.5.3 Challenges in Phenomenology Research**

It is important to note that researchers applying a phenomenological approach to their studies encounter challenges that they must overcome (Heidegger, 1988). According to Creswell and Poth (2017), Moustakas' (1994) approach for analysing data can be too structured for novice qualitative researchers. In addition, researchers are expected to identify some of the philosophical assumptions in their studies to indicate their knowledge of them. This can be hard to demonstrate since they are abstract conceptual ideas and not easily seen in written phenomenological studies. Furthermore, the requirement to choose participants who have experienced the phenomenon so that a common understanding can

be forged successfully is not an easy task because finding and accessing participants can be tough based on the topic under investigation.

Similarly, Van-Manen, (1990) found that it can be hard for the researcher to bracket his/her personal experiences since interpretations of the data always incorporate the assumptions that researchers bring to the topic under investigation. Therefore, it is imperative that the researcher understands and respects the individuals being studied by carefully handling sensitive information (Creswell and Poth, 2017). In addition to providing an opportunity with a strong handle on what “real life” is like, the richness and holism in qualitative data is capable of revealing complexity. Such data will provide thick descriptions (Geertz, 2008) with a ring of truth to influence readers since they are vivid and nested in a real context (Harrison et al., 2017).

#### **4.5.4 The Place of Empathy and Intuition in Phenomenological Inquiry**

Hirschman (1986) posits that qualitative researchers employ two processes (intuition and empathy), which is not common in positivist methodology (Bogdan and Taylor, 1975; Cope, 2005). Understanding participants from their own context entails empathy, intuition and translation (Cherian and Harris, 1990). Empathy is required because the researcher must be able to learn others reality to understand how they feel, think and believe to gain an understanding of the phenomenon from the participants’ frame of reference (Bodgan and Taylor, 1975). Intuition enables the researcher to translate comprehension of the phenomenon into knowledge that can be transferred to the targeted audience (Geertz, 1973), though difficult to realise.

#### **4.5.5 Justifications for Selecting A Phenomenological Design**

Given the orientation of the research question and the objectives it seeks to satisfy, the need for a qualitative approach is considered useful. To address the research question,

the challenges that lie with selecting the right design were addressed by examining the five different approaches as previously mentioned to facilitate informed choice (Creswell and Poth, 2017). The study focus and the need for the research were also considered. In order to understand the meanings that participants ascribe to the explanatory variables factors (as enablers and threats) underpinning their career choices, the researcher visited them at their work places to identify how their backgrounds affect their decisions and idiosyncrasies regarding OF in Dublin. This was achieved by examining participants to the study through in-depth interviews. This further supports the selection of a phenomenology as the research study design.

Phenomenology is the most appropriate design for the current study because it allows the researcher to identify insights for participants' motivations by relying on their own perspectives about their entrepreneurial lived experiences. The current literature shows that the concept of IE in the host country is becoming a centre of attraction and the need to understand the role of immigrants' ethnic origins to this phenomenon comparable to others is important to understand the different ways participants' backgrounds affect their career choices and decisions to be self-employed in the host country. The literature suggests that in a phenomenological study, sufficient data is collected between five to twenty-five interviews for common themes and findings to be validated using other participants (Sauro and Lewis, 2016).

The purpose of a phenomenological study is to "reduce individual experiences with a phenomenon to a description of the universal essence (Creswell and Poth, 2017, p.75) a "grasp of the very nature of the thing" (Van-Manen, 1990, p. 177). Consequently, the application of a 'phenomenological approach allows the use of interviews (semi-structured) during non-numerical data collection to examine participants in the study and the nature of relationships (i.e. between immigrant entrepreneurs, immigrants' ethnic families and the host countries). Also, this approach supports the use of a variety of data

collection techniques and analytical procedures to develop a conceptual framework that makes up research theoretical contribution.

#### **4.6 Pilot Study Aim and Purpose**

A pilot study is an a priori investigation to validate the proposed research method and suitability with the aim of ascertaining best research practice for the core analysis. While the aim of a pilot study is “to try out the research approach to identify potential problems that may affect the quality and validity of the results” (Blessing and Chakrabarti, 2009, p.114), the purpose is to find solutions and approaches for any issues that may arise during the course of the main core study analysis. The target population for this study was limited to 1<sup>st</sup> and 2<sup>nd</sup> generation immigrant entrepreneurs (IEs) who live and operate in Dublin. Very importantly, findings from this pilot study formed the basis for recommendation and development of the stage-one core analysis.

In total, five IEs from different ethnic groups (China, Gambia, India, Mexico and Romania) (hereby described as the ‘international group’) participated in this study. Although, the study focused on 1<sup>st</sup> and 2<sup>nd</sup> generation IEs, only 1<sup>st</sup> generation entrepreneurs volunteered. Subsequently, participants were interviewed based on their ethnic origins to ascertain how their backgrounds influenced their entrepreneurial idiosyncrasies and activities in Dublin differently, focusing on variable factors (e.g. enablers and threats) that affected their career choices and decisions to be self-employed. Also, the study was designed to find out how immigrants interact with the host environment (Ireland), to identify how they recreate the conditions of their minds to adapt in their new home. The participants’ demographic information is detailed in the table below:

**Table 4.3: Participants Profile for Pilot Study**

Participants ID	Gender	Age	Ethnicity	Marital-Status	Type of Business	Year Started	Generation	Location
GABRL	Male	31-40	Romania	Single	Barbing Shop	2012	1 <sup>st</sup> Generation	Dublin 1
JOBBY	Male	41-50	India	Married	Retail Shop	2007	1st Generation	Dublin 1
MCHAL	Male	31-40	Mexico	In a relationship	Food Restaurant	2007	1st Generation	Dublin 1
SHUYI	Male	31-40	China	Married	Phone-Shop & accessories	2014	1st Generation	Dublin 1
MBEMB	Male	41-50	Gambia	Married	Consultancy company	2016	1st Generation	Dublin 1

**Source: Author**

The table shows the complete demographic information of participants to the pilot study. They were interviewed at their work places using a face-to-face interview interactive mode. The interview lasted between 20-30 minutes per interview. The rationale for inclusion of participants was informed by the nature of the research area, the research purpose and aim. This makes the target ethnic group unique, thus participants must be IEs with a good command of English language. In addition, they must reside and operate in Dublin. In terms of business-type, there were no restrictions placed on the type of businesses they are to be associated with. They were selected to participate in the study based on the criteria that they identified themselves as IEs and business owners.

As successful entrepreneurs, it is believed that they possess the required qualities to partake in this study based on their experiences. The adopted approach allowed prompts and probing of participants' responses for more information and encouraged the use of informal conversation. With the approval of participants, all interviews were recorded. Subsequently, the data was transcribed before applying the 8-steps analytical process suggested in Adu (2016). At this point, it is important to point out that the

analytical process used for the pilot is different from the approach in the main analysis. This shows development, flexibility and efforts to ensure rigor and validity during the main data analysis process.

#### **4.7 Using IPA: Theory and Method**

As a new approach to qualitative inquiry, interpretative phenomenological analysis (IPA) is a phenomenological strategy committed to the examination of how people make sense of their major life experiences (Smith, et al., 2009). The IPA strategy allows researchers to focus on understanding the significance of everyday flow of lived experiences, especially when something important happens. In relation to the current study, IPA was adopted to analyse the major transition of what took place in the lives of immigrant entrepreneurs (IEs). For instance, IPA is applied to understand how IEs take the decisions to immigrate to Ireland in pursuit of entrepreneurial careers, focusing on the roles played by variables (as either enablers or threats) emerging from their backgrounds (Smith and Osborn, 2007).

As Smith et al., (2009. P.3) acknowledged, “some of these experiences are the result of proactive agency on the part of the person, some come unexpectedly and are uncalled for. Some are discrete and bounded, while others go on for a considerable period of time. Some will be experienced as positive, others are definitely negative”. This is important to the study because the paradigm reflects different true-life situations that occur in everyday life experiences and therefore in congruence with the research findings. Despite the nature of the experience, participants share common characteristics in that they are of major significance to the person (IEs). Theoretically, the approach is best suited for the study because it facilitates an understanding of participants’ accounts of their experiences in order to make sense of what happened (Smith et al., 2009).

#### **4.7.1 Justification for Employing IPA Approach**

Given that participants' responses will reflect their attempts to make sense of their experiences, IPA shares the view that human beings are sense-making creatures. IPA recognises that access to participants' experiences are based on their stories, which the researcher will have to interpret in order to understand them. IPA entails a small number of participants, which is aimed at revealing something about the experiences of each of the participants involved. Not only are IPA researchers engaged in double hermeneutics (an attempt to make sense of what participants have said about their experiences), IPA facilitates a commitment for a detailed examination of the particular case by focusing on understanding details (e.g. what participants' experiences are like and what sense they are making out of it) (Smith et al., 2009). Thus, IPA "aims to conduct this examination in a way which as far as possible enables that experience to be expressed in its own terms, rather than according to predefined category system and this is what makes IPA phenomenological" (Smith et al., 2009, p.32). IPA is primarily concerned with the lived experiences; the meanings participants make out of this and the end result is focused on how the analyst think participants are thinking (double hermeneutics). The use of the IPA approach allows the part to inform the whole and vice versa (e.g. the meaning participants ascribe to their experiences in words only becomes clear when examined in their contexts) (ibid).

#### **4.7.2 Forms of Data**

Creswell and Poth (2017, p.160) showed that qualitative data collection strategies have been grouped into four basic types of information. They include "interviews (ranging from one-on-one, in person interactions to group, web-based interactions), observations (ranging from nonparticipant to participant), documents (ranging from private to public) and audio-visual materials (ranging from photographs to participant-



created artifacts). An interview is generally construed as a social interaction based on conversation (Rubin and Rubin, 2011; Warren and Karner, 2015). For research purposes, an interview is defined as “where knowledge is constructed in the interaction between the interviewer and the interviewee” (Brinkmann and Kvale, 2015, p.4). However, the researcher used an in-depth interview data collection technique. Although, the mode for data collection was mixed (i.e. face-to-face and telephone), they both proved effective and facilitated the collection of rich data through interactions with participants during the process. This approach helped to elucidate certain terms contained in the information sheet that might have appeared unclear at the time of the interview.

In Anderson and Spencer (2014), 58 multiple interviews conducted over a period of 18 months was used in a phenomenology research approach to examine the cognitive representations of images of AIDS by patients. In comparison, while it appears that the time horizon in Anderson and Spencer (2014) is longitudinal, the study in question is cross-sectional since the interview process lasted between three to four months. In this study, a face-to-face interview technique was selected because it allowed a full range of communication. Both the researcher and the respondent were able to respond to the non-verbal signs given by the other. For instance, questions that appear too sensitive to the respondent were either skipped or rephrased, thereby making it less sensitive.

### **4.7.3 Participants in The Sample**

Research shows that participants in phenomenological studies are much narrower (e.g. between 5-25) (Creswell and Poth, 2017). It is important that participants in a phenomenological study have similar experiences of the phenomenon under investigation. Given that many sampling strategies exist in qualitative research, Creswell and Poth (2017, p.158) acknowledged that “sampling can change during a study and that researchers need to be flexible, but despite this, researchers need to plan ahead as much

as possible for their sampling strategy”. Consequently, the current study applies the ‘criterion sampling’ strategy because scholars agreed that it works well in a study when all the individuals studied represent people with relatively similar experiences about the concept/phenomenon (ibid).

The purpose of criterion sampling “seeks cases that meet some criterion; useful for quality assurance” (Creswell and Poth, 2017, p.159). In addition, it is believed that ‘maximum variation sampling’ (MVS) will also apply “to determine in advance some criteria that differentiates the sites or participants and then select sites or participants that are quite different on the criteria” (ibid, p.158). Similarly, the purpose of MVS is to “document diverse variations of individual or sites based on specific characteristics” (ibid, p. 159). This will allow for the selection of participants from four different ethnic groups to reflect the differences in their opportunity formation perceptions and increases the likelihood that the findings will reflect differences or different perspectives, hence it facilitates a good qualitative result.

In a good and well-planned qualitative study, two sampling levels can be found in a single research project (Creswell and Poth, 2017, p.158). Following similar research paradigm, this study incorporated two sampling levels and these include; site level and participants’ level. The idea is to ensure that all parameters are covered and this limits the chances of committing big errors during research analysis (Dana and Dana, 2005). Furthermore, it enhances the chances of achieving research set goal and objectives.

#### **4.8 The IPA Process**

The review of the literature shows that the use of IPA in qualitative studies follows a step-by-step process during data analyses (Smith et al., 2009, pp.82-107). The steps employed during the analysis of the current study are discussed below.

**Table 4.4: IPA Data Analysis (A Step-By-Step) Approach**

Steps	Detailed Explanation
<b>Reading &amp; Re-reading</b>	This helps with data familiarization and makes the complete analysis easy (e.g. transcripts, listening to audio recording, etc.). This process also encourages reflection and keeping personal notes on most striking observations, ideas and possible connections. This phase requires a total active engagement with the data.
<b>Initial Noting</b>	Taking detailed information can be time consuming. This phase of analysis on exploratory level examines semantic content and the use of language. It ensures a growing familiarity with the transcript (e.g. it identifies specific ways by which participants talk about, understand and think about an issue). In practice, steps 1 and 2 can be merged since they share a lot in common. The aim is to make comprehensive detailed notes on what matters to participants (e.g. key objects of concern such as relationships, processes, places, events, values and principles) and make comments on data, while keeping close to participants' explicit meanings. Focusing on identify the meaning of these key objects from the participants' point of view and commenting on similarities, differences, echoes, amplifications and contradictions. The current study conducted exploratory noting by going through the transcripts and underlining important text and phrases, documenting why they are considered important. Then, keeping a general note of whatever comes to minds when reading certain words and sentences. This phase can adopt 'deconstruction' (reading a sentence at a time to get the feel for the use of a particular word. Such de-contextualization helps to identify interrelationships between one experience and another).
<b>Developing Emergent Themes</b>	Using the larger notes gathered while exploring the transcripts, the themes for the study were developed through "simultaneously attempting to reduce the volume of details, while maintaining complexity, in terms of mapping the interrelationships, connections and patterns between exploratory notes" (Smith et al., 2009, p.91). This process involves a focus, at the local level, on discrete chunks of transcript and a recall of what was learnt during the initial noting process. The current study developed 'themes' by breaking up the narrative flow of interview (i.e. turning the original whole of the interview into a set of parts during the analytical process), this allowed summarizing underlined sentences and phrases into a concise and pithy statements subject to their importance. However, they were put back together during the write-up phase, thereby representing the manifestation of the hermeneutic circle. Inevitably, this process is influenced by the whole text because the part is then interpreted in relation to the whole and vice versa. This process represents how 'themes' were developed in the current study. The 'themes' reflect both participants' original words, thoughts and the interpretational technique employed because they capture and reflect an understanding (Smith et al., 2009).
<b>Connections Across Emergent Themes:</b>	The mapping of how the themes fit together is an important process in the current study since not all emergent themes are incorporated. This part of the analysis depends on the research questions and its scope. The development of such structure is subject to the emergent themes and allows a connection of the most interesting and important aspects of the research participants. (ibid). However, the current study used 'abstraction' and 'sub-sumption' technique. Using abstract, patterns were identified between emergent themes and developed a sense of 'super-ordinate' theme (Nodes). This involves "putting like with like and developing a new name for the cluster" (e.g. religion, tradition, home-environment, family, peers, family responsibilities, institutions, regulations, etc. were grouped together under the superordinate theme titled 'home-country variables factors' emerged with direct and remote influences on career choices. Sub-sumption brings together a series of related themes by helping with the development of the super ordinate theme (predisposing factors, passions, the urge to be ones own boss, making more money, searching for a better life in a more stable economy, security, networks, etc) are grouped under 'ethnic factors and threats influencing career decisions'. In addition, transcript were examined focusing on differences instead of similarities, which is known as 'polarization' because it seeks for oppositional relationships between themes. Organizing the emergent themes to identify the contextual elements also proved helpful because the transcripts were shaped by participants' narrative elements within an analysis. The study also considered the number of times with which a theme is supported known as 'numeration'. The themes were also examined in terms of their roles (function) within the transcript (negative (e.g. positioning participants as victims of circumstance) and positive (positioning participants as survivors or heroes, etc) to avoid interpreting these beyond what participants presented in terms of their meanings. After exploring patterns and connections, a figure was created to represent how the emergent themes are connected.
<b>Moving To The Next Case</b>	Following the same process, the 20 transcripts representing individuals who took part in the main study were analysed. By keeping with IPA idiographic commitment, quality analysis throughout was ensured by bracketing ideas that emerged from previously analysed transcripts to avoid their tainting the next. This facilitated rigour and reduced bias.
<b>Looking For Patterns Across Cases:</b>	through a closer examination of the transcripts, patterns were identified across cases. By asking personal questions (e.g. what themes are the most potent, how does a theme in one's case illuminates a different case? etc), the emerged results as observed moved the study analysis to a more theoretical level. For instance, some themes were discovered to have dual nature by representing participants' individual cases while sharing other qualities. In the examples mentioned previously, one of the themes grouped under 'super ordinate theme titled "the home-country variables with both direct and remote influences on career choices" can have both direct and remote influences on one particular individual case, thus pointing to how some represent unique idiosyncratic instances and higher order quality at the same time (Smith et al., 2009).

**Source (Author, adapted from Smith et al., 2009; Smith & Osborn, 2007).**

As the table shows, IPA has different levels of interpretations (i.e. social comparison, metaphorical, microanalysis and psychodynamic interpretational analysis) (Charmaz and McMullen, 2011; Smith, 2004; Smith et al., 2009, p.104). The current research will apply the microanalysis approach because it is more detailed. This aim was achieved by taking participants' important responses in parts from the whole for in-depth examination and bringing them together with the whole. This approach strengthens the

confidence in which data is treated because it shows how a ‘part’ of the responses informs the ‘whole’ and how ‘whole’ informs’ a ‘part’.

#### 4.8.1 Establishing Reoccurrence

In light of this study, reoccurrence is defined as the number at which participants’ responses under the ‘emergent’ or ‘super-ordinate’ themes agree with majority in that group in all the interviews. Based on what constitutes reoccurrence, it is important to measure this across cases to increase validation of results. The idea is to support findings thereby establishing that majority of the participants from Poland for instance has a large corpus comparable to the rest of Polish participants. Similarly, participants from Nigeria showed the same pattern subject to their responses. The approach adopted in this study is IPA and this can be seen from the particular examples taken from each participant representing the different ethnic groups (Smith et al., 2009).

According to Smith et al., (2009, p.107) “there is no rule for what counts as reoccurrence and the decision will be influenced by pragmatic concerns such as overall end product of the research project”. The level of commenting and theming can also influence the degree of occurrence. In light of the current research, participants from different ethnic groups manifested similar (if not the same) super-ordinate themes under different themes as the table shows below.

**Table 4.5: Identifying Re-Occurrent Themes**

Super-Ordinate Themes	Ethnicities											Present in Over Half Sample?								
	Nigeria					Poland						Brazil				Pakistan				
	C	C	M	M	V	A	K	M	M	M	D	L	M	S	T	F	M	Q	S	S
Education/Pre-disposing factors	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Family-Business Influence	Y	Y	Y	Y	N	N	N	N	Y	Y	Y	N	N	Y	Y	Y	N	Y	Y	N
Entrepreneurial Background	N	N	Y	Y	Y	N	N	Y	Y	N	Y	N	N	Y	Y	N	N	Y	Y	N
Testing For Ethnic Environmental Enabling Factors & threats	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Cultural & family traits	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Ethnic Enablers (factors & threats)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Source: Author

Although there is no rule for what counts as reoccurrence (Smith et al., 2009), the creation of the recurrent themes in the table above was influenced by pragmatic concerns, thus, taking into account the set of criteria in Smith et al., (2009, p. 107). However, the relationship between the identified themes was established in Chapter 5.

#### **4.8.2 Data measurement**

While designing the research questionnaire, the ROI methodology (“a balanced approach to measurement that captures six types of data” (ROI Institute, 2013, p.1) was found helpful (Phillips and Stawarski, 2008). Key considerations (e.g. brevity, clarity, use of language, simplicity, measurability, etc) were noted. Subsequently, important key terms were defined, followed by a set of instructions clarifying possible misunderstandings. In addition, the reviewed literature shows that interview questionnaires adopt similar designs as surveys (ibid). One of the advantages of using interview-questionnaire in this research is because it is flexible (Alreck and Settle, 1995). Interviews helped capture IEs’ attitudes, beliefs and opinions to OF (Phillips and Stawarski, 2008). As a result, rather than limiting interview questions to elicit only a ‘yes’ or ‘no’ response, a flexible approach was used in designing the questionnaire. The idea was to obtain both subjective information about IEs and document objective measurable impact of how differently their ethnic backgrounds affected their career choices and decisions to be self-employed in Dublin. A copy of the questionnaire is provided in appendix.

#### **4.9 Limitations**

Research limitations are described as ‘risen matters’ and ‘occurrences’ in studies which are beyond the control of the researcher (Simon and Goes, 2013). Arguably, every research methodology contains limitations that must be acknowledged. In light of the

current study, it was impossible for the entire research population (immigrant entrepreneurs) to be tested. To make up for this limitation, the provided population sample will be used to produce similar results to those that would have been obtained had the entire population been tested (Drew et al., 2008). Also, researchers are required to obtain or construct a complete list of individuals in the population, known as a 'population frame'. This is another limitation of the study given that this requirement had been described as an 'extremely difficult and laborious task', unless such listing is already available. Thus, "occasionally it is impossible to construct a complete frame as defined by the population" (Drew et al., 2008, p.85).

To make up for this shortcoming, a more restricted sample was used. Given the adopted approach for data interpretation (IPA), the methodological route through the strategies will not employ the linear approach. This makes data interpretation process challenging. Using the philosophy of 'presuppositionless' (Moustakas, 1994), this limitation was resolved by allowing participants tell their stories while holding personal opinion in abeyance throughout the process. The literature also shows that the IPA analytical process is complex because the experience under analysis may be one of the following: collaborative, personal, intuitive, difficult, creative, intense, etc. (Smith et al., 2009, p.80).

Based on the logic of double hermeneutics, IPA analytical claims about truth are always tentative and subjective, though the application is dialogical, systematic and rigorous given that the results are made available for the audience to check subsequently (ibid). Research shows that IPA has different levels of interpretations (i.e. social comparison, metaphorical and microanalysis) and this can pose an issue (Smith et al., 2009, p.104). Similarly, the analysis of each case in a larger corpus cannot be so detailed, because the emphasis may shift to concentrate on key emergent themes for the whole group (ibid). Therefore, the current study may be subjected to a similar faith.

The reviewed literature shows that researchers encounter field issues when gathering data that needs to be anticipated (Creswell and Poth, 2017) which can result in a research limitation. For instance, “entry and organizational access, procedures for observations, dynamics between interviewers and interviewee and availability of documents and audio-visual materials” (ibid, p.172). This can affect data quality where access to the right group becomes impossible or difficult to achieve by making the researcher settle for other options. In relation to this study, the field issues encountered included difficulties accessing participants. For instance, the first interview appointment with an immigrant entrepreneur was fruitless because the individual changed his mind at the site. The reason was traced back to the ‘participant’s information sheet’ content. Subsequently, the individual withdrew his consent and the interview was cancelled.

There were also other cancellation cases with individuals from Brazil, Nigeria and Poland based on different reasons. These could have affected data quality subject to the responses obtained from the participants who substituted their inabilities to participate in the study. Other cancellations were based on difficulties for the individuals to keep up with appointments. In addition, attempts to convince most previously targeted individuals to participate in the study, especially getting people from the site to respond equally proved difficult. Despite many appointments being re-scheduled, some individuals could still not attend. It is believed that interview cancellations can reduce the quality of responses from the participants because some individuals were more qualified than others in terms of experience, skills and the required abilities to tell their stories as they experienced them.

#### **4.10 Approaches Used To Ensure Validity**

Again, it is important to note “there is no ‘single right’ way to analyse a dataset and that decisions taken are inevitably subjective” (Auerbach and Silverstein, 2003, p.

32). Nevertheless, researchers have no free reign to analyse data as they please. Consequently, the approach employed in this research is guided by key principles of validity. Jupp (2006a, p.311) defines ‘validity’ as “the extent to which conclusions drawn from research provide an accurate description of what happened or a correct explanation of what happens and why”. There are several ways to check for validity of research result. One way is reading thoroughly through interview transcripts prior to commencing analysis (Schmidt, 2004). This is a good way of making sure that results reflect what participants stated. The current study will also consider the reflexivity approach. According to Heaton (2004, p.104), ‘reflexivity’ “in primary qualitative research generally involves the self-examination of how research findings were produced and particularly, the role of the researcher in their construction”. The idea is to ensure that the person(s) reading the research output will assess the validity of the study findings and conclusions. Finally, participants may be visited a second time to ensure that they are satisfied with the findings as Miles and Huberman (1994, pp.275-277) and Steinke, 2004, p.185) recommended. Although, this approach has its challenges (e.g. participants may disagree with the results of the analysis). This in some cases could be as a result of unintentional misrepresentation of views. Where this is the case, the solution will be to include the new result in the findings.

#### **4.11 Introducing Participants’ Demographic Information for The Main Study**

Participants for the study were recruited from a diversified background as the study previously indicated. The rationale for their selection criteria was based on the report from the Central Statistics Office (CSO, 2016), which shows that the following ethnicities are part of the largest in Dublin (Brazil, Nigeria, Poland and Pakistan). This is evident given the table below, which shows that these groups are one of the largest in Ireland.



**Table 4.6: Country of Origin of Non-Irish Nationals Classified by Persons**

1 - 10	11 - 50	51 - 200	201 - 1,000	1,001 - 10,000	Over 10,000
Andorra	Azerbaijan	Armenia	Albania	Afghanistan	America
Anguilla	Bahrain	Bolivia	Algeria	Australia	Brazil
Antigua/Barbuda	Barbados	Burma	Angola	Bangladesh	France
Bahamas	Benin	Burundi	Argentina	Belgium	Germany
Belize	Bhutan	Cuba	Austria	Bulgaria	India
Bermuda	Brunei	Cyprus	Belarus	Canada	Italy
British Indian Ocean territory	Chad	Eritrea	Bosnia	China	Latvia
Burkina Faso	Costa Rica	Guinea	Botswana	Congo	Lithuania
Cambodia	Dominica	Hong Kong	Cameroon	Croatia	Poland
Cape Verde	Dominican Republic	Iceland	Chile	Czech Republic	Romania
Cayman Islands	East Timor	Indonesia	Colombia	Estonia	Spain
Central African	Ecuador	Ivory Coast	Denmark	Hungary	UK
Faroe Islands	Equatorial Guinea	Jamaica	Egypt	Malaysia	
French Polynesia	Fiji	Jordan	Ethiopia	Mauritius	
Gibraltar	Gambia	Kazakhstan	Finland	Mexico	
Grenada	Guatemala	Lebanon	Georgia	Moldova	
Guadeloupe	Guyana	Lesotho	Ghana	Netherlands	
Guam	Honduras	Liberia	Greece	New Zealand	
Guinea - Bissau	Kyrgyzstan	Macedonia	Iran	Nigeria	
Haiti	Laos	Malta	Iraq	Pakistan	
Liechtenstein	Luxembourg	Palestine	Israel	Philippines	
Macau	Maldives	Peru	Japan	Portugal	
Madagascar	Mali	Rwanda	Kenya	Russian Federation	
Monaco	Mauritania	Sierra Leone	Kosovo	Saudi Arabia	
Montserrat	Montenegro	Tanzania	Kuwait	Slovakia	
Mozambique	Nicaragua	Togo	Libya	South Africa	
Namibia	Niger	Trinidad and Tobago	Malawi	South Korea	
North Korea	Panama	Tunisia	Mongolia	Sweden	
Papua New Guinea	Paraguay	Uganda	Morocco	Thailand	
Puerto Rico	Salvadoran	United Arab Emirates	Nepal	Turkey	
Qatar	Samoa	Uruguay	Norway	Ukraine	
Reunion	Senegal	Zambia	Oman	Venezuela	
San Marino	Seychelles		Serbia		
Solomon Islands	South Sudan		Singapore		
St. Kitts and Nevis	Swaziland		Slovenia		
St. Lucia	Uzbekistan		Somalia		
St. Vincents	Yemen		Sri Lanka		
Suriname			Sudan		
Tonga			Switzerland		
Turkmenistan			Syria		
Turks and Caicos Islands			Taiwan		
Vatican City			Vietnam		
Western Sahara			Zimbabwe		
Yugoslavia					
			<b>Number of countries</b>		
	44	37	32	43	32
			<b>Total number of persons</b>		12
	201	949	3,398	22,721	105,341
				393,959	

Open in Excel: [Census 2016 Profile 7 - Migration and Diversity Table 1.1 \(XLS 14KB\)](#)

Map 1.1 Non-Irish nationals living in Ireland, 2016

**Source, CSO, 2016, p.3.**

As the table shows, immigrants were identified based on their ethnic origins and categorised based on the rate of their influx into Ireland. The encircled countries in the table highlight that the selected ethnic groups for the main study fell between 1,001-10,000 and over. While the Brazilians and the Polish were classified under over 10, 000

non-Irish nationals in 2016, the Nigerian and the Pakistanis came under second to the highest (i.e. 1,001-10,000) non-Irish nationals in the same year. In addition, the Irish Times in 2017 published a story that the Nigerian nationals were the largest group of Irish citizens in 2013, thus proving that the Nigerian population in Ireland is on the rise (McMahon, 2015). According to the same publication, the Poles are one of the two groups from the European Union acquiring citizenship in the same year as evidence further supported. Anderson (2012, p.1) also affirmed in the Independent publication that “among nationalities with 1,000 or more persons, Nigerian headed households had the highest”. These justify rational for the sample choices made based on CSO report in 2016. As a mixed population, Saunders et al., (2016) suggested that the analysis of mixed perceptions always yield better qualitative results. See the table below for a full representation of participants based on the demographic information:

**Table 4.7: Participants Profile & Demographic Information (Main Study)**

Participants ID	Gender	Age	Ethnicity	Marital-Status	Type of Business	Year Started	Generation	Location
Chinaedu	M	40-50	NG	Married	Publishing	2000	1 <sup>st</sup> Generation	Dublin 1
Cynthia	F	30-40	NG	Married	Restaurant	2010		
Mathew	M	30-40	NG	Separated	Saloon	2013		
Mushood	M	30-40	NG	Married	MoneyTransfer	2018		
Victor	M	40-50	NG	Married	Garage	2001		
Anella	F	30-40	PL	Married	Tanning	2007	1 <sup>st</sup> Generation	Dublin 1
Kaplan	M	40-50	PL	Married	Acct. Office	2009		
Marcin	M	20-30	PL	Married	Tec-Business	2006		
Mateusz	M	30-40	PL	Single	Dance Company	2015		
Miecz	M	20-30	PL	Married	Healthy Food	2016		
Daniel	M	30-40	BR	Married	Supermarket	2018	1 <sup>st</sup> Generation	Dublin 1
Leonardo	M	30-40	BR	Married	Restaurant	2018		
Marco_Cesar	M	30-40	BR	Stable R	Laptop Lab	2017		
Sandra	F	40-50	BR	Single	Food Business	2015		
Thiaz	F	30-40	BR	Married	Head-Rap	2014		
Faiz	M	40-50	PA	Married	Barbing-Shop	2018	1 <sup>st</sup> Generation	Dublin 1
Muhammed	M	30-40	PA	Married	Phone Shop	2000		
Qamarali	M	30-40	PA	Single	Phone/Accessories	2017		
Shabbiz	M	40-50	PA	Single	Mobile Phones	2018		
Shaoib	M	30-40	PA	Married	Phone/Accessories	2018		

**Source: Author**

As the table highlights, while participants are made up of immigrants from diversified ethnic backgrounds, one of the things they share in common irrespective of their background differences is that they all are 1<sup>st</sup> Generation immigrant entrepreneurs (IEs). From the Nigerian group, 4 out of the 5 participants were male between the ages of (41-50 and 31-40) respectively. Only 1 of all participants was female who runs a

restaurant business in Dublin 1. Comparable to Brazil, Poland and Pakistan, it can be concluded that while a majority of men showed interest in entrepreneurial activities, there was a zero representation of female entrepreneurs in the Pakistani group in contrast with the 1 representation in the Nigerian group. Between the Nigerian and Polish groups, there is a tie in female entrepreneurial representations. The Brazilian group has the largest number of female entrepreneurs with 2 out of 5 participants.

#### **4.12 Conclusion**

As demonstrated in this chapter, qualitative research adheres to a notion of ‘trustworthiness’ as opposed to validity and reliability (Savin-Baden and Major, 2010). Although several debates amongst scholars have led to different views on the use of qualitative data in academic research, a qualitative approach remains the most appropriate in research investigations requiring small sample representations. Even though the outcomes can neither be quantified nor measured statistically (Langkos, 2014), generalizability can be achieved outside statistical grounds where necessary. However, the advantage of applying a qualitative method is that unlike quantitative research, a qualitative approach completely describes and analyses the research subjects, with an accurate representation of the research scope and participants’ responses (Collis and Hussey, 2013). Given the orientation of the research question, this study successfully used a ‘qualitative research method’ (Saunders et al., 2016) to examine values and population principles, in conjunction with analysing societal determinants that occurred (Classen, et al., 2014, p. 678).

Chapter 4 presented comprehensive detail of the research methodological choices for the main analysis and justifies why the chosen method for data collection and analysis best defines the research domain. Applying the IPA analytical approach, the study presented the rationale underpinning its philosophical assumptions (Smith et al., 2009)

and demonstrated why it is the best approach. The study further showed that the research methodological choice agrees with the research question subject to its orientation (Creswell and Creswell, 2017). In addition, since the goal of entrepreneurship research should be to study the everyday life experiences of entrepreneurs (Berglund, 2007), entrepreneurship research is placed under the domain of a qualitative method (Donalek, 2004). Thus, the adopted methodological approach is perfect because phenomenological research is inherently qualitative (Cope, 2005), with the aim of examining the lived experiences of individuals to understand the essence of their experiences (Husserl, 1970).

Chapter 4 further presented the reasons for adopting the interpretative phenomenological approach (IPA). For instance, not only does IPA allow data to be interpreted accurately to reflect participants' lived experiences about the phenomenon, it also rejects the objectivist view of reality. The table below summarizes the research methodology and the choices made.

**Table 4.8: Research Methodological Choices & Justifications**

Choices Made		Justifications
Method	Qualitative Method (QUAL M) (Creswell & Poth, 2017)	Qualities method is the appropriate approach because it explores lived experience) (Abebrese, 2013) of people.
Approach To Theory Development	Abductive (Saunders et al., 2016)	The approach to theory development is 'abductive' because it makes up for the limitations of inductive & deductive approaches.
Research Design	Phenomenology (Husserl, 1927)	Phenomenology is best used because it is inherently qualitative and focuses on understanding people's lived experiences (Cope, 2005).
Type(s)	Hermeneutics (Heidegger, 1962) & Transcendental (Moustakas, 1994)	A person's reflection of the experience can help in interpreting the meaning discovered (Heidegger, 1962), while observing the Philosophy of presuppositionless (Husserl, 1927), which holds all personal views in abeyance.
Interview Structure	In-Depth (Open-Ended Questionnaires) (Hennink et al., 2010)	In-depth interview was used because it allows an informal conversation b/w the researcher & the participants. This helps the management of sensitive questions by restructuring them.
Data Collection	Semi-Structured	The interviews were semi-structured because it allows prompts & probes to be used. This is important since it facilitates follow-up questions.
Mode	Face-To-Face	The idea for a Face-To-Face interview is to manage sensitive information by reading body language and gestures during interview process (Creswell & Poth, 2017). It allows a proper interpretation of participant's responses.
Sampling	Purposive	The sampling is purposive because it allows the selection of qualified participants at the expense of unqualified volunteers.
Data Sample Size	20 (5 Participants from each of the groups (Brazil, Nigeria, Poland & Pakistan (CSO, 2016)	The idea for mixed immigrant group is to test d/f perspectives for a better qualitative result (Saunders et al., 2016).
Form Of Analysis	IPA (Husserl, 1970)	The choice of analysis is IPA because it reflects on participant's 'lived experiences' about the phenomenon of EOF in Ireland (Collins & Stephens, 2010).
Approach	Interpretivism (Abel & Myers, 2008; Dudovskiv, 2017)	By nature, phenomenology is both interpretive & descriptive
Perspective	Subjective (Dudovskiv, 2017)	Phenomenology rejects the objectivist view about reality, which does not agree with the research perspective.
Time Horizon	Cross Sectional	The interview process lasted between 2-3 Months.
Micro Level (20 Interviews)	Goal	The goal of micro-level interview is to make a small theoretical contribution to knowledge.

**Source: Author**

The table also justifies the reasons behind the methodological choices using the authorities behind their development in the literature.

The chapter also detailed the analysis process for IPA and justified why it considers the establishment of 'reoccurrence' in the analytical process important. Furthermore, Chapter 4 established why the research analytical process incorporated both the logic of 'hermeneutic circle' and 'transcendental' strategies. While the hermeneutic circle allows part of the data to be taken out, analysed and merged back with the whole (thereby allowing the part to inform the whole, the whole to inform the part), the transcendental technique allows the application of the bracketing concept or the *epoche* principle. This means suspending personal views to concentrate on participants' experiences to understand the 'essence' of the phenomenon and so it encourages the logic of 'presuppositionless' (Husserl, 1999).

The chapter further acknowledged that all research methodological choices are subject to limitations and established why the current research will not be an exception to this shortcoming, especially since research limitations have been described as 'risen matters' and 'occurrence' in the study (Simon and Goes, 2013). The study also presented how employing the necessary steps for data analysis helped to overcome the limitations and thus ensured that validity was achieved. The Chapter finally introduced the demographic profile of the participants for the main study analysis. In Chapter 5, the study will present part of the pilot study findings to show how it informs the adopted techniques and strategies used in the main research analysis.

## **Chapter 5**

# **Data Analysis & The Development Of A Conceptual Model**

## **5.1 Introduction**

Results emerging from an interdisciplinary literature review identifies several suggestions by different schools of thought on some of the explanatory variables influencing entrepreneurship amongst ethnocultural groups as “the individual’ or ‘self’, the ethnocultural environment, the circumstances in society and a combination of these” (Dana, 1997, p.52). Clearly, previous research on related field agrees with the current research findings. Nevertheless, an extensive exploration of the literature on the three facets of the research topic (ethnicity, entrepreneurship opportunity formation and immigrant entrepreneurs) was conducted successfully. As Chapter 4 showed, the foundation underpinning the choice of research methodology was facilitated by insights drawn from the reviewed literature. This phase of the study is important because it presented the pilot analysis and the results, thus showing how pilot findings informed and directed further alteration, amendments and the reformation of interview questions in order that the research question will be properly addressed. Consequently, the interview questions were updated taking into account the research topic aim, objective(s) and rationale.

The purpose of conducting a pilot test includes to establish the research selected methodology and design for data analysis, and to ensure its appropriateness as informed by the pilot results. Also, it ensures that during analysis, the emergent themes are based on constructive important responses with hints on how the research question is to be addressed. The idea is to ensure their effectiveness before the commencement of the main core study analysis. The aim of the pilot study is to certify methodological rigour and scientific validity. Although Chapter 4 covered the three major modes for collecting qualitative data (Wolcott, 1992), a phenomenology was employed because it allows vital information to be collected from participants using a face-to-face interview technique. Chapter 5 will further explain how the conceptual model for the pilot study was developed

and explained. The review of the literature agrees that a conceptual model is an art-creation for the purpose of visual illustration. Miles and Huberman (1994, p.18) describe it “as something that explain, either graphically or in narrative form, the main things to be studied—the key factors, concepts, or variable—and the presumed relationship among them”.

Axiomatically, a conceptual model is not found, but it represents a creative art for academic explanation purposes. The completion of the pilot study phase was highly valuable to the entire research process. For instance, the pilot model enhanced the visibility of the research original framework by highlighting additional insights and values that should be part of the main framework. However, using a structural approach, the conceptual model was developed with a focus on ideas around immigrants’ opportunity formation perceptions with theories surrounding the research question. Together, these informed the factors considered in the process of developing the conceptual framework.

## **5.2 The Different Phases in The Pilot Analytical Process**

As briefly mentioned in Chapter 4, researchers conduct a pilot study for different reasons and purposes. Although conducting a pilot study is not mandatory for every study, the literature shows that researchers who conduct a pilot study often do so to test the research data collection method for the main analysis. For instance, conducting a pilot study for the current study was also another way to gain pre-knowledge on how the different ethnic group of immigrants perceive EOF process subject to the different variable factors associated with their ethnic backgrounds. Such knowledge served as a preparation on what to expect during data collection and analysis from the four ethnic groups (Brazil, Nigeria, Poland and Pakistan) described as participants to the research main study.



### **5.2.1 Pilot Analytical Process 1<sup>st</sup> Phase**

After initial transcribing of the data, it was proofread to make sure that there were no spelling and grammatical errors. Subsequently, the data was cleaned, reorganised and familiarised through exploration of the data. This was followed by grouping together all participants' responses to a particular question (e.g. question 1) to facilitate the analytical process. During data exploration, the 'NVivo Query-command' was used to search for 'frequently used words' by participants during the interview process. The result showed that the most frequently used word(s) were business, Dublin, ethnic, family, etc. Subsequently, themes/parent nodes were created based on their accurate representation of the data, taking into account the responses from participants. This was followed by the coding process which requires the creation of 'child nodes' prior to dropping useful information in the nodes. The 'child nodes' are small containers where participants' important responses relating to the research question were dropped in. This process was guided by the participants' responses to the questionnaire.

### **5.2.2 The Background Story From The Pilot The Study**

The pilot study provided useful information regarding how the international group of immigrants who participated in this study started their entrepreneurial journeys in Dublin. This part of the analytical process report focused on highlighting the characteristics of the five immigrant participants who represented the international group (GABRL, JOBBY, MCHAL, MBEMB, SHUYI). For the protection of their identities, participants were given fictitious names. The idea is to give brief background information on each participant to know what motivated their individual entrepreneurial journeys and compare findings to identify where they differ from each other.

### **5.2.3 2<sup>nd</sup> Phase Analysis: Participants' Characteristics**

#### **GABRL**

The participant above is from Romania and between the ages of 31-40. He arrived Dublin in 2012 for the primary purpose of taking up an English language course in order to improve his life and develop his communication skill. After completion of his studies, he identified a business opportunity and went into business. As 1<sup>st</sup> generation immigrant entrepreneur, he has been running a barbershop in Dublin 1 for the past five (5) years and has one employee who manages the business in his absence.

As an immigrant with family members back in Romania who run their own businesses, he believes that part of his motivations for the pursuit of self-employment has something to do with his family background. For instance, he was asked whether his pursuit for entrepreneurial activities in Dublin could have been influenced by his background. On admission he answered “*Yes*” and added; I would say my background influenced what I am doing”. In addition, he identifies “commitment to hard-work, membership in a strong ethnic community, accepting risk, accepting social value patterns and orientation toward self-employment” as culturally determined features with strong influence on how he runs his barber business in Dublin.

#### **JOBBY**

Jobby is from India and between the ages of 31-40 when he first arrived Dublin in 2007 to be re-united with his family (wife). After settling down, he switched his Visa status to Stamp-10 and this allowed him to set up a retail shop. At the time of interview, he admitted that his entrepreneurial career was mostly influenced by a lack of a traditional paid job. In addition, the business opportunity he created employs ten people, thus reducing the number of job seekers in the Irish market. As a unique participant with neither prior entrepreneurial knowledge nor families in Indian who run their own

businesses, his pursuit for self-employment was self-originated given his background in commercial business.

Due to a lack of regular jobs in Dublin at the time he needed it most, he was forced to create a business opportunity for himself. He started his business in 2013 and relates to ideologies, policies, rules and regulations as some key ethnic drivers to how he runs his business in Dublin. He further acknowledges that ‘orientation toward self-employment, business acumen and willingness to work long hours as some of the factors that played significant roles in his choice for self-employment in Dublin. However, the major driver for his decision to become an entrepreneur in Dublin was due to a lack of traditional job opportunities. Out of necessity, he was forced to take the entrepreneurial path and avoided not becoming a burden to the Irish economy.

## **MCHAL**

The above participant was originally from Slovakia and was partly raised in Mexico. He was between the ages of 31-40 when he first arrived Dublin in 2007 as a seasonal worker. After working as a waiter for some Dublin hotels for a reasonable period of time, he gradually developed an interest in hospitality and built up skills that facilitated the opening of a Mexican Burrito Bar with his partner a few years later. They created job opportunities that currently employs two people in Dublin. He identified himself as an IE from Mexico. Although, he refused to disclose how much the business is making monthly, they get their supplies from both Ireland and Mexico, thus showing strong affinity with the home country. In addition, he acknowledged that he was influenced by his mother who ran her own business for over 30 years during which he assisted and helped her. He also identified “self-reliance, flexibility, willingness to work long hours, financial capital, entrepreneurial skill and business-acumen” as some of the unique characteristics with significant influence on how he manages the business. Finally, he admitted that amongst

other factors that affect their business mode of operation in Dublin “family business techniques and ideologies” have greater impact.

### **MBEMB**

This participant is of Gambian origin and has been living in Dublin for sixteen years since first arriving in 2002 for studies. He is between the ages of 41-50 and runs a consultancy company in addition to exporting his own branded milk to Gambia. As a family business managed by himself and his wife, the milk business brings in about 20,000 Euros per annum. Despite that he was from an entrepreneurial family background, he was mostly influenced by the personal skills developed while in Gambia. To confirm this, he stated, “I used to be an entrepreneur trainer myself and help people set up businesses, especially women-farmers, who could not access savings or loans. Therefore, we were actually giving them chances to have savings account and rooms for their agricultural production. So...that is where I got\_entrepreneurial ideas”. When he was asked to identify some of the possible ethnic factors that affect his entrepreneurial activities in Dublin, he stated: “...coming from my background, entrepreneurship development contributes a lot. For instance, as diasporas, we have lots of skills and what motivates me is the knowledge. The knowledge that as diasporas, there are so many things we can export home as well”. He further acknowledged that immigrants possess unique characteristics and traits that are innate which control their entrepreneurial choices and actions, both directly and indirectly. This is significant since it points to the direct and remote roles played by ethnicity during immigrants’ entrepreneurial activities.

### **SHUYI**

In the case of the Chinese immigrant participant, he first arrived Dublin in 2014 for business purposes. As a married man between the ages of 31-40, he has family responsibilities. He runs a mobile phone shop with accessories in Dublin 1 on a low budget. The pilot finding agrees with Rodríguez-Gutiérrez et al., (2019, p.1) which

showed that “the Chinese immigrant entrepreneurs with better “guanxi” (a special form of social capital for Chinese communities) run businesses with a higher risk-propensity...than those who undertake business planning and control activities are more prompted to take risks in the management of their companies”. Just like GABRL, JOBBY and MCHAL, he identified himself as a 1<sup>st</sup> generation immigrant entrepreneur of Asian origin. According to him, he makes an average income of 2000 Euros monthly and has no employees. SHUYI is motivated by market needs. Comparable to other European countries like the UK, Germany, Switzerland, etc., he identified Dublin as a county with less immigrant population where those needs can be fulfilled. According to him, less immigration into Ireland presented an opportunity and market niche given that the number of immigrants in the phone business in Dublin was relatively low. When questioned about the possible ethnic factors that drive his entrepreneurial actions and activities in Dublin, he identified “market need, customs and traditions, passion and customers” as major driving factors. Furthermore, he emphasised that “customers are very important” because without them, there will be no ‘need’ to be satisfied in the market. He further acknowledged that his entrepreneurial activities in Dublin are also influenced by a commitment to hard-work and taking risk.

#### **5.2.4 Reasons For Coming To Ireland**

In order that the pilot study ascertains participants’ primary reasons for coming to Ireland, NVivo software was used to create a table containing the individual participants. The table simply shows that the selected group of individuals who participated in this study arrived in Dublin for various reasons. In general, immigrants from non-English-speaking countries often claim to emigrate to native English-speaking countries to improve on their English language skills. However, based on the pilot findings, it can be concluded that immigrants elect to emigrate to English speaking countries not just to

improve on their language skill, but for other reasons that are equally important to them. Based on participants' responses to the questions, the study also showed immigrants employ different approaches to improve on their language skills besides taking up a language course. Immigrants equally improve on their English language skills through establishing their own businesses in Dublin and so create an opportunity to interact with customers in English language on a daily basis.

### **5.2.5 Summary**

The pilot study results have accurately and succinctly presented background information including the characteristics of participants' who took part in the study. It also contains participants' reasons and motivations for their entrepreneurial choices. As this section equally reported, statements representing participants' responses on how they began their entrepreneurial journeys in Dublin were directly lifted as evidence in support of the claims. Based on the variances observed in their inputs, each participant took the entrepreneurial path for a different reason. In using their own words from the interview, the researcher provided evidence to support the claims regarding their entrepreneurial journeys. Although these participants shared certain things in common (1<sup>st</sup> Generation immigrants living in Dublin county), both JOBBY and MCHAL started their entrepreneurial businesses in 2007, while MBEMB and SHUYI started theirs in 2014.

In comparison with others, GABRL's story differed since he came to Ireland for the primary purpose of studying English. By using participants from different parts of the world, the pilot analysis represented an international group's perspectives based on the context. The study thus presented their uniqueness in terms of entrepreneurial activities and the motives behind their journeys. The pilot study captured the different ways their backgrounds imparted their entrepreneurial choices and decision-making powers. By showing the value of this analytical phase to the general study, the pilot equips the

researcher with important skills and ideas required for conducting the core study analysis. The next phase will examine the process of core stage one analysis in details. It will also capture summary details of the themes that emerged from the pilot study and how they will be developed further during core stage one analysis. Finally, the pilot study was conducted to determine and finalise the research methodology approach and sample size number for the core study. Therefore, it is important to note that the approach used in the main study analysis is different from that used in the pilot.

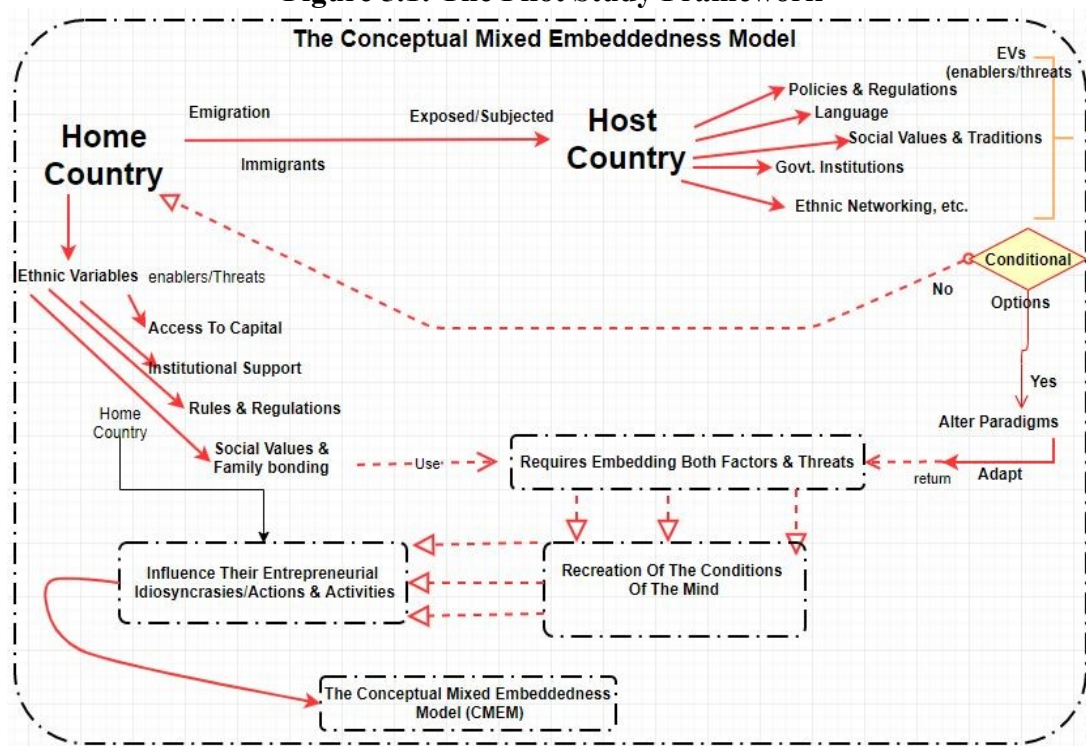
### **5.3 Development of A Model**

The smooth transition from the literature reviewed to the interpretational approach adopted in reporting the pilot study results were anchored on participants' responses to align with the outlined research strategy. Consequently, the current study was able to show relationships between participants and the collected data. This served as the basis for important decision-making regarding the direction that the entire study was taking. Furthermore, a keen observation showed that the development of the conceptual model helped with identifying other relevant activities and interpretational meanings previously omitted by re-capturing their importance. In Dana (1997), to develop a conceptual model requires taking into account important cultural and environmental variables influencing self-employment choices. Therefore, understanding the macro-societal forces (negative and positive) which influence self-employment choices (directly, indirectly and remotely) amongst the tested individuals is vital (ibid). Several explanations exist in the literature regarding explanatory variables influencing self-employment amongst ethnocultural communities. From Weber's (1956) point of view, these explanatory variables are cultural values. To Hagen (1962), self-employment is triggered by social marginality. Amongst other reasons, it can be concluded that self-employment amongst immigrants in the host country is influenced by multifaceted explanatory variables and reasons since

individuals from different ethnocultural groups do not all share the ambition to be self-employed (Dana, 1997).

Arguably, an adequate understanding of entrepreneurship cannot be found in one discipline alone (Reynolds, 1991). Therefore, the development of a conceptual model for this study will integrate existing theories and empirical findings from multidisciplinary literature and create a model from them. In addition, a ‘productive conceptual model’ takes relevant ideas from outside the study parameters and defines them to suit the areas of the study under investigation (Rosa et al., 2008; Shane et al., 2003). Based on the pilot study pre-analytical process, an attempt was made to report the relevant findings from the pilot study taking into consideration participants’ responses and the research topic. The pilot study phase was considered relevant because it informed the general study analytical method employed subject to the results that emerged. By limiting focus to references with a stronger emphasis on the research topic question, important research techniques were developed and this eliminated information with little or no relevance. Thus, the conceptual model developed from the pilot study is illustrated in the figure below:

**Figure 5.1: The Pilot Study Framework**



Source: Author



The model simply shows that all immigrants have ethnic origins with existing cultures, traditions, institutions with rules and regulations embedded in the entire system. Subject to the host country's rules and regulations, the decision to either stay or leave becomes optional upon immigrants' arrival. Indirectly, the decision to stay implies that immigrants are willing to adapt and observe the set regulations governing the way of life through embeddedness, including how to establish a business. Subsequently, their actions, perceptions and approach to life are altered to conform with the new system. Hence, the process of reconditioning the mind affects their perceptions and actions. Often, this is revealed in their results through their choices of entrepreneurial activities.

#### **5.4 The Key Pilot Findings**

Before presenting the key pilot findings, a brief overview of the main themes that guided the adopted coding technique used for this study will be discussed. It is important to note that the coding process takes into consideration the reasons associated with participants' self-employment motivations and how that reflected on their entrepreneurial opportunity formation activities in Dublin. Without disregarding the host environmental influence (Dana, 1997), greater attention will be directed in understanding how the emergence of variable factors (e.g. family, tradition, peers, customs, home country, family-business ideas and techniques, religion) have influenced immigrants' career choices and decisions to be self-employed. The focus will be directed on the nature of the roles played by these factors (directly, indirectly and remotely) to identify their influence on participants' entrepreneurial idiosyncrasies, perceptions, attitudes and approaches to opportunity formation in the host city.

The pilot study was able to highlight a new interpretational approach, which focuses on establishing embedded relationships between variable factors from the home and the host environment. It also facilitated the exploration of immigrants' interactive techniques

with the Irish environment to identify how their actions and entrepreneurial activities were influenced. In agreement with results that emerged, the variable factors originating from immigrants' home countries had two features (i.e. enabling and threat). These were described as ethnic because of their indirect roles and influences on participants' career choices and decisions. Thus, immigrants' entrepreneurial behaviours (i.e. their different ways and approaches to opportunity formation) in Dublin were subject to embedded mixed relationships. The pilot study provides direction for the core stage one analysis and highlights new research areas. In conducting the pilot study, the following aims were achieved:

- i. **core study feasibility:** by running the pre-test phase, the main study feasibility in terms of time, costs, procedures and best analytical approach for this study was realised. Ideas on how to secure respondents emerged with information on where to locate participants for the main study;
- ii. **development of analytic skills:** by running through the process of data analysis as often as necessary, knowledge and mastery of the processes involved were gained, including the use of technical commands and management of other NVivo features, such as using NVivo software to prepare data for analysis. Skills on how to manually trouble-shoot analytical issues during data analysis were also acquired;
- iii. **clarity on methodology:** the pilot analytical phase helped finalise the appropriate methodology for the main study. For instance, through the analysis of data collected, it became clear that interpretative phenomenological approach (IPA) is the best method for the study. Also, useful techniques that can be used when addressing methodological questions likely to arise were learnt.

Based on information from the pilot study, a conclusion regarding the research sample size was drawn. For the core analysis, the sample size is twenty participants from four different ethnic groups (i.e. five participants each from Brazil, Nigeria, Poland and Pakistan). This decision was facilitated by results from the Central Statistics Office (CSO) Ireland. This acknowledged that these groups are amongst the largest number of immigrants who are thriving in their self-employment businesses in Dublin. In line with the adopted approach for data collection and developments thereafter, it can be concluded that the process was more dialectic than linear, subject to additional data collection in response to the initial data collection phase. This was useful given the emergence of new information until saturation was reached.

Given that the pilot finding agrees with previous research on variables that influence self-employment decisions amongst ethnocultural groups (Dana, 1993; Dana, 1997; Dana and Morris, 2011; Hagen, 1962; Reynolds, 1991), the use of phenomenology for the core data analysis was based on pragmatic grounds. By transcending personal views (Cordes, 2014) to focus on the common meaning of lived experiences (Creswell and Poth, 2017, p.75), it becomes easy to understand the essence of participants' experiences. Phenomenology allows the use of interpretive phenomenological analysis (IPA) based on common grounds (Smith and Osborn, 2007). It has been argued that data analytical process is a dynamic process. As a result, it is important to get close to participants' personal world (an insider's perspective) (Conrad, 1987). However, this is a difficult task to achieve in practice subject to the active role of the researcher (e.g. researcher's own conception) (ibid).

Employing IPA in this study is appropriate because it allows a two-stage interpretation process or the double hermeneutic (i.e. participants are trying to make sense of their world; the researcher is trying to make sense of participants' experiences) (Smith and Osborn, 2007, p.53). IPA allows broad-based knowledge to be contextualized within

a social, cultural, environmental and individual based context by using relevant context specific situations to support findings. Not only that the research methodological choice resonates with the orientation of the research question and participants' philosophy (Charlick et al., 2016), it allows the researcher to adopt the bracketing principle (*epoche*) during data analytical process (Husserl, 1927), which enhances data validity.

## **5.5 The Value and Use of Pilot Study**

In conformity with empirical research, the credibility of a pilot study can be explored from different levels. Theoretically, a pilot study brings clarity to topics related to the research question. In some cases, information obtained from pilot study analysis is used to develop larger-scale studies and modify the study research methodology. As Sharma et al., (2017) further indicates, researchers conduct pilot studies for several reasons and purposes. For instance, through a pilot study, research-funding bodies are convinced regarding whether or not a proposed research question is worth funding. The pilot study facilitated the refining of the following aspects of the main analysis: study design, fieldwork procedures, data collection instruments, approach to data analysis and interpretation (Yin, 2016, p.39), including presentation of findings.

In addition to improving the research questionnaire internally, the process allowed the same questions to be administered to participants and record the duration to determine whether it is reasonable. It also allowed re-wording or re-scaling questions that were not answered properly and discard ambiguous terminologies. The pilot study further helped with confirming the interpretational approach that best suits the information provided (Van-Teijlingen et al., 2001). Conducting the pilot analysis for this study helped to assess the entire study practicability by ascertaining the availability of study subjects. This further helped to establish validity and reliability of the proposed research tools (Sharma, 2010). The literature shows that based on the orientation of a research question, aim and

objectives, conducting a pilot study before embarking on the research main analysis is one way to ensure in-depth understanding of the entire research parameters, method and best interpretational approach.

In light of this study, it could be argued that the pilot study provided an overview of important research information regarding the main study. For instance, one of the benefits of conducting a pre-text analysis using immigrants from different ethnicities helped in understanding the remote roles played by ethnic characteristics in the forms of educational culture, political culture, family culture, religion, etc. on the participants. Generally, researchers do not conduct the main study in the same room where the pilot study was conducted to avoid the risk of contamination or tainting the data. As a result, data collection for this pilot took place at different sites using a face-to-face interview technique. In the table below, it shows the pilot study summary table and interpretations adopted.

**Table 5.1: Pilot Study Summary Table & Interpretations**

Question	Theme	Frequency	Meaning	Evidence
Q.12	Home-Connection Influence	3	This identifies possible role(s) played by immigrants' families (e.g. business line, religion, advice, etc.,)	"My mother was running her own business in Slovakia for over 30 years and I was with her as her assistant and helper" (MCHAL).
Q.14	Entrepreneurial Background	4	This is trying to establish prior existing affinity for entrepreneurial activities, links and connections with home-country, family-members, peers, and possible factors that might have triggered the passion for the pursuit self-employment in Dublin.	"I used to be an entrepreneur trainer myself and help people set up businesses, especially women-farmers, who could not access savings or loans. Therefore, we were actually giving them chances to have savings account and rooms for their agricultural production. So... that is where I got entrepreneurial ideas"(MBEMB)
Q.24	Ethnic-Home-Factors	12	These are prior entrepreneurial knowledge which immigrants have either been exposed to/developed before coming to Dublin that are capable of influencing their entrepreneurial choices. These can also 'reasons' for their entrepreneurial choices.	"I think I will identify 'family-business' my business is actually myself and my family members (MBEMB).
Q.25	Host Environmental Influence	5	These are unavoidable subjective host environmental influence (contacts, policies, networking, rules and regulations, etc.).	"In general, the Irish environment is friendly for entrepreneurial activities" (GABRL).
Q.26	Cultural Influence	22	This shows that immigrants' entrepreneurial activities in Dublin have a mixture of cultural features from their home countries.	E.g. "Commitment to hard work, accepting risk, accepting social value patterns and orientation toward self-employment" (SHUYI).
Q.27	Unique Characteristics	27	These are innate qualities with potentials to alter immigrant entrepreneurial decisions making abilities.	"In terms of 'willingness to work hard', of course, we work very hard and for long hours. I think all these factors will apply to me" (MBEMB)
Q.28	Ethnic-Traceable Factors	11	These are associate factors that can be traced back to immigrants' ethnic origins based on the patterns of their entrepreneurial actions and activities in Dublin.	"I think entrepreneurship activities abroad has influence on what I am doing. For business design and mode of operation, I would actually think family-business techniques and ideology but coming from my background, entrepreneurship development contributes a lot" (MBEMB).

Source: Author

The table also captures the questions coded, themes and result frequency. In addition, it captures the meanings to themes and uses direct evidence from participants' responses to justify how the researcher arrived to a conclusion. The contents in the table highlight the relationship between themes. The table agrees that all immigrants have ethnic origins connected by either blood ties, ancestry or peoplehood (Brett, 2002; Gal.4:29). Hence, they enjoy ethnic affinities with their home countries, family members and peers. Affinity with the home country suggests that the presence of culture, traditions, rules and regulations have both direct and indirect influence on their actions. On arrival to the host environment, immigrants are subsequently exposed to new policies, cultural values, different approaches to life and acceptable behaviours, which are the keys to integration.

Immigrants require clearance from the relevant institutions before venturing into any business (Kloosterman and Rath, 2001). How fast they integrate is subject to open-mindedness to alter their attitudes to accommodate new values. This presents them with options (whether to stay or to leave), though the literature shows they mostly prefer to stay in the host countries. Whereby the decision to stay has implied conditions subject to observing the rules and regulations governing the way of life in the host country, the altering of mind-sets to conform with the social values and dictates of the host environment is a prerequisite that will influence actions, perceptions and their entrepreneurial activities (Evansluong, 2016).

## **5.6 Summary of Pilot Findings**

As a before-research process carried-out to refine research methodology, the pilot study was designed to identify how resources about the main study parameters are best utilised based on their reliability (Sharma et al, 2017). This process helped to improve the internal validity of the research questionnaire by assuming the same nature and process

as a full-scale study. Although the study parameter targeted both 1<sup>st</sup> and 2<sup>nd</sup> generation immigrant entrepreneurs (IEs), volunteers were mostly 1<sup>st</sup> generation IEs from a diverse background. Participants for the pilot study were selected from five different ethnic groups and together they formed the international members. The pilot study findings were useful because they helped to determine the study feasibility in terms of costs, procedures and the best approach for the core study analysis. It helped in determining the core study sample size, developed important analytic skills and determine the appropriate method for data analysis, and how to secure respondents in cases of cancelations. Therefore, the pilot study was invaluable because it helped to refine the following aspects of the entire study design: fieldwork procedures, data collection instruments, method for analysis and best approach to interpret and present findings. It also helped with improving the research questionnaire internally by rewording and rescaling questions that were not answered properly and discard ambiguous terminologies.

## **5.7 Analysis of Core Research Data**

Chapter 4 captured a table detailing demographic information of participants for the core analysis, which included participants profile, names, gender, age-group, ethnicity, marital status, type of business, their status in Ireland (1<sup>st</sup> Generation immigrants) and their business location in Dublin. The information highlighted how long they have been living and operating as immigrant entrepreneurs in Dublin. Participants came from diversified ethnic backgrounds (Brazil, Nigeria, Poland and Pakistan). The idea for the mixed population is to understand how the differences in their backgrounds reflect in their entrepreneurial idiosyncratic behaviours in practice. As Saunders *et al.*, (2016) acknowledged, a mixed perception of a particular phenomenon makes a good qualitative study. There are two different types of phenomenology (i.e. ‘hermeneutic’

(Van-Manen, 2016) and ‘empirical/transcendental/psychological’ (Moustakas, 1994). Each one adopts a different approach for analysis and reporting findings.

At this point, it is important to re-emphasize that the core analysis process employed a different approach than that which was used in the pilot study. Given that there is no single prescribed way to handle data, the intent is to produce an analysis following the order in which the data were collected and analysed (Polkinghorne, 1989). Smith et al., (2009) encouraged novice phenomenological analysts to be innovative and this justifies the mixed approach used in the current study. Furthermore, “...even when computers are used, it is still the researcher who undertakes qualitative data analysis” (Gibson and Brown, 2009, pp.176-177). In addition, Blismas and Dainty (2003, p. 458) stated, “note that computers cannot replace the intuition and judgements of the researcher. However, the use of computers can have an impact on the management of data and even the direction that analysis takes”. The process comprises of both the traditional approach and using NVivo to explore and mainly to prepare data for a traditional analytical approach.

### **5.7.1 1<sup>st</sup> Phase Analysis: Reading and Cleaning Transcripts**

After the data collection was completed, they were arranged and reorganised using a software (NVivo) in preparation for analysis. This technique helped with data exploration and facilitated a deeper understanding of the language used mostly by participants, focusing on their meanings. This phase enhanced data validity by making sure that findings accurately reflect the original data by ensuring that participants were accurately represented. As part of the familiarization process, further exploration of data was carried out using the NVivo ‘query command’. Based on results obtained, the word-cloud output in Figure 5.2 shows the most frequently used words by participants in order of their hierarchy.





amongst other reasons for their decisions to come to Ireland, running a business is prevalent amongst them all. In further agreement with the word cloud result, Faiz from Pakistan highlights “I started this business because at the time, I discovered that this particular industry was booming in Dublin and the shops were closed in 2010 and there were lots of empty shops then available for rent. Basically, it was the environment and the opportunity that it presented at the time”. The figure further shows why immigrants are gradually developing a liking for Dublin, thus they identified the Irish environment as an ideal place for entrepreneurial activities.

### 5.7.2 2<sup>nd</sup> Phase Analysis: Summarizing Transcripts

This process followed immediately after reading and cleaning the data for familiarization purposes. Focusing on the main questions raised by participants, it became easy to avoid getting lost in a welter of details. Paraphrasing the content into a shorter form can eliminate unnecessary features such as repetition (Flick, 2009, p. 325). In light of the current study, this process helped to identify commonality, differences and examine relationships between the patterns identified. Using ‘anchor coding’ technique (Adu, 2016), it became easier to summarize participants’ responses and select important statements and interpretation technique (Harding, 2018). The table below captures the significant statements that emerged and their formulated meanings.

**Table 5.2: Selecting Significant Statements From Participants**

Significant Statements	Formulated Meanings
I left Poland because Ireland is more open and I thought it wise for my children to come here and study English. As I said earlier, Poland is very close-minded to some of these things. I wanted my children to get a better education, this is very important to me and that was one of the reasons I left Poland for Ireland.	Poland is too closed-minded for the kind of future I wanted for my children.
I came to Ireland because Brazil as we speak is very difficult. The politicians steal money meant for the public and people are very poor. As a result, they have no spending power. I had to look for a better life for my wife and kids.	The Brazilian corrupt leaders have made the environment unsafe for poor people to earn a living and raise children.
I left Nigeria because as at the time I was there, the problem of economic instability was a huge problem for youths like myself. Because of this, the Nigerian youths like myself were unable to see hope in their future. In addition, I left because I wanted to upgrade myself since there was no hope of that happening in Nigeria.	Due to economic problems, the Nigerian youths are searching for a better future elsewhere.
I came to Ireland to study initially. When I got my Irish Passport, I started my business but I am planning to go back to Pakistan to open a business there in the future.	To obtain quality education and improve English language skills.

**Source: Author**

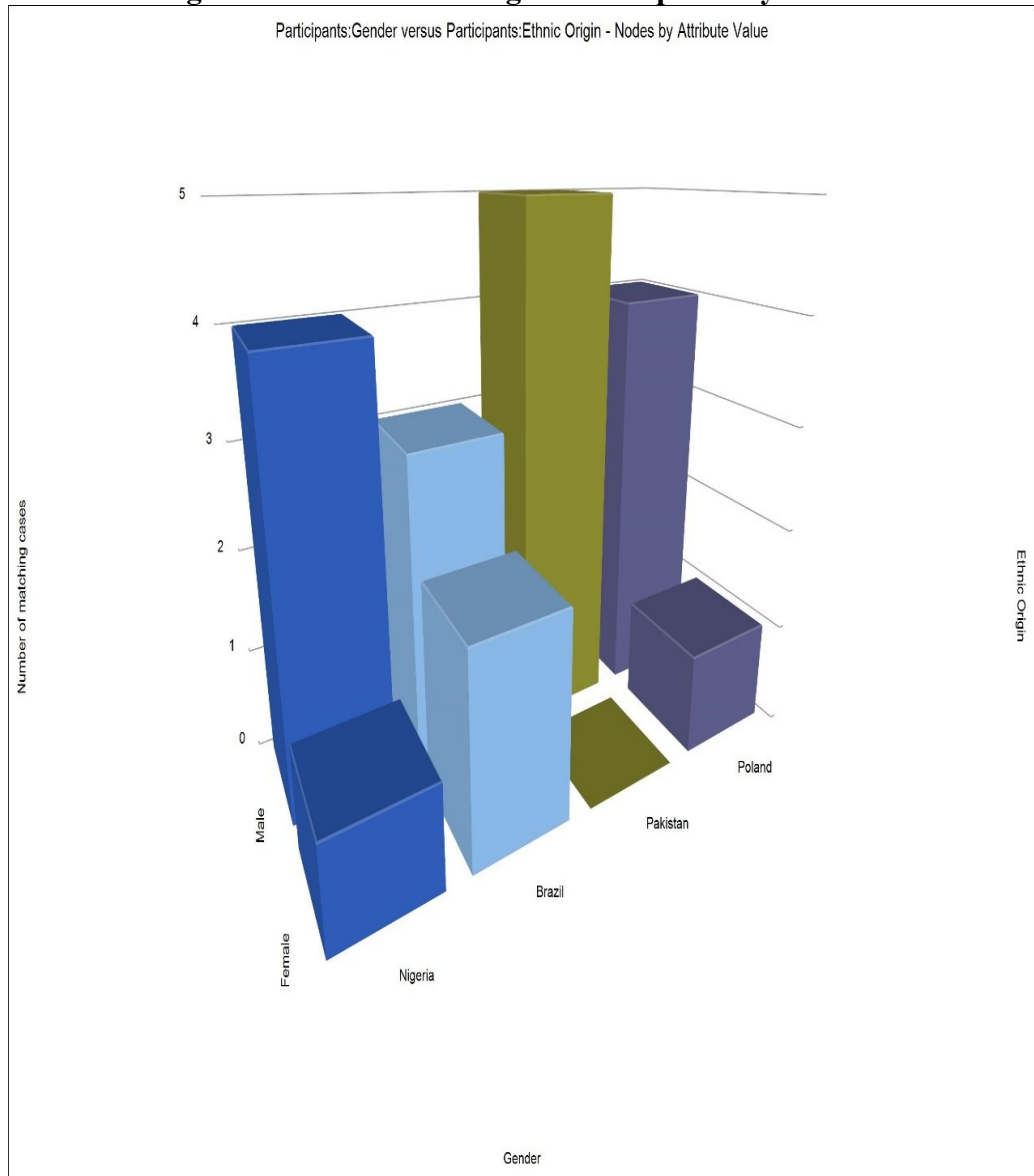
Although the information in the table above represents extracts from the four groups, the statements are taken from each of the participants representing a particular ethnic group. The first was a statement from a Polish participant on why she left Poland amongst other reasons. Each participant had different entrepreneurial motivations underpinning their choices and decisions to be self-employed. These statements are significant because they encapsulated various reasons under which important decisions were taken. Some of the points raised led to the development of super ordinate themes that will emerge later in Chapter 6.

### **5.7.3 3<sup>rd</sup> Phase Analysis: Using Constant Comparative Method**

Comparison is the engine through which insights were generated by identifying patterns of similarity or difference within the data set (Barbour, 2008, p. 217). Using constant comparison to examine commonality, differences and relationship helped with identifying participants' different motives underpinning their career choices and decisions to pursue the entrepreneurial path. Comparable to Brazilian, Polish and Pakistani participants, it can be concluded that men showed greater interest in entrepreneurial activities, given that there was a zero representation of female entrepreneurs in the Pakistani group and 1-person representation in the Nigerian group.

Between the Nigerian and the Polish groups, there was a tie in female entrepreneurial representations. The Brazilian group has the largest number of female entrepreneurs with 2 overall. There were 4 male entrepreneurs in both the Nigerian and the Polish groups. While the Pakistani group was 100% male entrepreneurs, 3 of the Brazilian group were male entrepreneurs, making 2 of the participants from this group female. See the chart below, which shows the matrix coding of participants by gender.

**Figure 5.3: Matrix-Coding of Participants By Gender**



#### 5.7.4 4<sup>th</sup> Phase Analysis: Identifying Categories

Given the lack of technique for identification of categories, researchers are encouraged to use their best judgements. This was achieved by identifying broad subject areas under which data could be grouped. According to Moustakas (1994), this step is known as ‘*horizontalization*’. For this research, the initial categories were identified based on reading the transcripts and codes were subsequently placed into the identified categories. The figure below shows how the relationship between the emergent themes were categorised.

**Figure 5.4: Relationship Between Coded Themes**



With a focus on immigrants' entrepreneurial behaviour, the figure above represents a well formulated idea to identify the factors behind immigrants' increasing interests in self-employment. This was achieved by exploring both ethnic enabling factors and threats, and the host enabling factors and environmental threats that affected participants' career choices and entrepreneurial decisions (EDs). For instance, one of the major themes that guided the applied anchor-coding technique explored 'Family Influence' and its relationship to immigrants' increasing interest in self-employment and business opportunity formation in the host country. For the purpose of clarity, the question associated with this theme focused on obtaining information on how immigrants' families/backgrounds might have influenced their career choices in entrepreneurship. This was based on exploring family business opportunity formation relationships to traditions, religion, customs, family ethics and practices that evolved and became part of immigrants' family rituals. Consequently, the themes are connected subject to the research goal (to establish how differently immigrants' ethnic backgrounds

affect their perceptions and formations of entrepreneurial opportunity in Dublin). Finding answers to this challenge will also help with a theoretical description of how the roles played by ethnicity (directly and remotely) in forms of enabling factors and threats from the home country influence participants' career choices and abilities to make EDs.

#### **5.7.5 5<sup>th</sup> Phase Analysis: Coding of Transcript**

This is simply selecting, separating and sorting data (Charmaz, 2006, p.45). Nevertheless, it is one of the tasking phases of the analytical process because it involves iteration and paying attention to participants' responses. This phase of the data analysis offered a great opportunity to ensure research rigor and validity through a clear representation of findings by ensuring that participants' responses accurately represented their positions. The approach also reflected the double hermeneutics concept in interpretative phenomenological analysis because it is concerned with the lived experiences of participants and the meanings they make out of it. The idea of this section is to be focused on what participants are thinking based on their representations and what the researcher makes of their experiences.

#### **5.7.6 6<sup>th</sup> Phase Analysis: Identifying Themes**

This phase of the analysis requires that themes be generated based on the contents in the data transcripts. The literature shows that conceptual themes have five characteristics. These help to identify them during data analysis. One of the characteristics is that 'themes' emerge from different sections of the transcripts. They use codes from the analysis to illustrate different issues and are not always referred to directly. Themes cannot be spotted easily during analysis. They achieve the most difficult aim of thematic analysis (Gibson and Brown, 2009, pp.128-129) and enable theory building. Using both summary and constant comparative approach (Harding, 2018), themes were identified

and generated by examining interview questions (focusing on their aims and objectives) and by comparing with answers in the transcripts (focusing on the orientation of the research question aim and objectives). Taking these characteristics into account, the table below highlights the themes identified in the course of reading the research transcripts comparatively with the interview questions aims and objectives.

**Table 5.3: Two Theme Clusters With Their Associated Formulated Meanings**

Theme Clusters	Associated meanings
Family-Business Influence	This helps to identify whether participant's interest in entrepreneurial activity has anything to do with their family career choices or line of businesses.
Entrepreneurial Background	This was an attempt to further establish prior existing background affinity underpinning participants' career choices. For example, in the form background check to identify possible affinity that might influence participants' decisions to become entrepreneurs. This could range from links and connections with home country, family members and relatives, peers and possible enabling factors that might have triggered the passion for the pursuit self-employment in Dublin.
Testing For Ethnic Environmental Enabling Factors & threats	This is an inquiry to identify possible primary reasons in the forms of (enablers or threats) from the home environments with significant influence on participants' abilities to take the decisions that affected their career choices.
Cultural & family traits	This involves observing participants to identify how family transferable genetic traits, components and features must have manifested during participants' interview responses, with focus on personal tenets underpinning their career choices and motivations.
Ethnic Enablers (factors & threats)	This identifies some of the elements that can be traced back to participants' ethnic origins as major drivers for their career choices and decisions to pursue the entrepreneurial path abroad with either 'direct' or 'remote' influence.

**Source: Author**

Given that one of the characteristics of a conceptual theme is to generate theory, Grbich (2007, p.186) describes 'theory' as "abstract knowledge which has been developed as an account regarding a group of facts or phenomena". She suggests that there are three levels of 'theory': (a) micro theory (Reay and Whetten, 2011), (b) middle-range theory (Bilton et al., 2002, pp. 274-276) and (c) grand theory (Grbich, 2007, pp. 188-189). However, the current study will build a micro-theory because it allows concepts to be used in identifying common aspects of phenomena, thus allowing the researcher to focus more on limited choices that tend to be available to immigrant entrepreneurs (IEs). Based on the themes identified in the study, micro-theories emerged in light of these concepts. With regards to the concept of 'ethnic variables' (either as threats or enablers), an explanation on how the Pakistani participants career choices to become entrepreneurs were influenced based on strong family business succession ethics and traditions was offered. The understanding based on their accounts was that family bonds obliged them to obey the dictates of their parents, whether favourable or unfavourable. The reactions

from this group showed that such family conventions and traditions are sometimes against their individual wishes and personal career goals, thus limiting them from pursuing their passion career-wise, rather than being tied down by traditions and customs.

### **5.7.7 Summary**

In congruence with the reviewed literature (Blismas and Dainty, 2003; Gibson and Brown, 2009), the current research data analysis was manually conducted. Using both computers and NVivo as tools, the data was explored in preparation for analysis. The common assumption that software can be used to analyse data is a misrepresentation of research analytical facts and goes against established claims that although computers and software play useful roles during data analysis, they cannot replace the intuition and judgements of the researcher (Blismas and Dainty, 2003; Gibson and Brown, 2009).

The analytical process as applied thus showed flexibility in phenomenological qualitative analysis. Identification of categories was based on the researcher's judgement and was achieved by reading transcripts and highlighting important statements that provided understandings underpinning participants' experiences, otherwise known as '*horizontalization*' (Moustakas, 1994). Subsequently, 'clusters of meaning' from participants' significant responses were developed into 'themes'. This was followed by textural and structural descriptions of participants experiences, which was focused on identifying the home country situations and events that affected participants' career choices and decisions to be self-employed, to show how they affected their entrepreneurial activities in Ireland. The last phase involves the 'coding of transcripts', which includes selecting, separating and sorting data (Charmaz, 2006, p.45). This process helped to identify commonality, differences and examine relationships between variables using 'anchor coding' technique (Adu, 2016). The literature showed that the 'coding'



process involves three elements: (summarizing, selecting and interpreting) (Harding, 2018, p.84-45).

## **5.8 Qualitative Results/Main Findings**

The qualitative approach and the applied research methodology share a common philosophy about entrepreneurship. While it has been argued that the goal of the entrepreneurial field should be to study the everyday lived experiences of entrepreneurs (Berglund, 2007), qualitative research seeks to understand people's experiences (Cope, 2011). However, phenomenology is interested in the meanings people give to their lived experiences (Husserl, 1927). Based on this, the following are the results obtained by applying the Moustakas' (1994) approach for analysing a phenomenological study.

### **5.8.1 Brazilian Participants**

Comparable to other groups, participants from Brazil showed rather unique reasons for their choices to self-employment in Dublin. While it is clear that their motives equally fall under the rubrics of ethnic enabling factors affecting business opportunity formation amongst IEs, the observed trend indicated that their decision-making powers were mostly influenced by enabling threats subject to peculiar events originating within the Brazilian system of governance. This group mostly felt marginalised in their own country subject to negative political culture. In Dana (1993, p. 1), it was recognised that "marginality is the explanatory variable for entrepreneurship among marginal groups, however, not all marginal groups are entrepreneurial". This is clear based on empirical data collected from participants who constantly referred to the Brazilian government as weak and corrupt. While it can be argued that this is a common phenomenon in third world countries, the case of Brazilians in Dublin is a direct reaction to the impacts of non-accountability of government agents. As variables, they are embedded in different

environmental activities that trigger their occurrence. As enabling threats, they are described as having an indirect influence on the subjects. As the data showed, 'self-orientation' towards self-employment becomes an attribute prevalent in the responses obtained from the Brazilian IEs as primary drivers for their choices. Justifiably, this agrees with Dana (1993), thus showing that entrepreneurial orientation as observed among minority groups can stem from negative political behaviour perceived as a threat to means of livelihood. This is because their means of livelihood is threatened by the Brazilian political culture (e.g. lack of traditional paid jobs for graduates and support agencies, threat to equality rights and lack of government support in the form of out of job allowance), thus a major ethnic threat emerging from within the home environment.

In agreement with the literature, in every plural society, political culture seems more connected to everything else (Welch, 2013). Similarly, the theme 'political culture' was approached based on the same rubric as 'economic culture' as the Nigerian participants represented or 'religious culture' as in the case of the Pakistanis and thus a set of orientations toward a special set of social objects and processes (Almond and Verba, 2015). Consequently, participants settled for creating business opportunities for themselves rather than scouting for white-collar jobs. The Brazilian participants gradually developed interests in self-employment subject the workings of political culture which has caused instabilities. Thus, their early orientation towards self-employment were mostly as a result of these threats that enabled their career choices and decisions to be self-employed. To consolidate these claims, the study refers to the actual responses of participants. In reference to Daniel, when questioned to identify his primary intention for coming to Ireland, his response was rather brief and straightforward. Although, a little unexpected in that he appears to have used 'education' as a means to achieve his goal of becoming self-employed in Dublin, it could be concluded that he was honest given that he was running a similar business in Brazil before leaving. In his own words, he stated:

“Firstly, I came here to study and after arrival; I changed my mind and went into business” (Daniel, 2018).

When he was further questioned to find out more about his prior entrepreneurial experience while in Brazil in order to identify a relationship, he stated: “Brazil is difficult for entrepreneurial activities because there are too many taxes involved. In addition, the Brazilian politicians are very corrupt. Nonetheless, I can say that my background influenced my entrepreneurial activity. Back in Brazil, I was also running my own supermarket and had never worked for anyone before” (ibid, 2019). Consequently, the reason for leaving Brazil became clearer in his further response. On its face, he emphatically referred to the Brazilian government as corrupt and unaccountable. In addition to a lack of jobs, there is insecurity everywhere. It was on this account that the idea of leaving the country for a more stable environment first came into his mind. “I came to Ireland because Brazil as we speak is very difficult. The politicians steal money meant for the public and people are very poor as a result, they have no spending power. I had to look for a better life for my wife and kids” (Daniel, 2018). The Brazilian participants showed that their inclination toward self-employment in Dublin began in Brazil.

As an attempt to isolate participants’ primary reasons for their entrepreneurial choices from secondary reasons to become self-employed, their opinions were sought on why they are interested in the businesses they run in Dublin. The idea is to analyse how much their ethnic backgrounds affected their opportunity formation (OF) perception and compare it with the Dublin effect while taking the host environmental circumstances to account. To this, Marco-Cesar responded: “I would say that it is easier to start a company than to work for a company because you have the background skill that you need. The Universities back-home in Brazil do not know the values of university degrees because they still cast doubt on university graduates’ abilities to perform tasks based on their

qualifications” (Marco-Cesar, 2018). This is important given Sandra’s reasons for leaving for Ireland. In her own words, she stated: “I left Brazil because I wanted to study English. Also, I did not believe in the politics of my country and I did not expect growth, even after having spent 12 years of my life studying. However, I have background knowledge in psychology, social work and environmental management” (Sandra, 2018).

On the same question, Thiaz demonstrated that she was motivated by different enabling factors/threats that have emerged from within the Brazilian community. Thus, her response to the same question was: “No... what I do is much more like a mission because it is my approach to reconnect some people with afro-head-raps that has been denied Brazilian women in the past. It is also much more about writing our own history. From my background, a lot of afro-history that I heard were really based on western perspectives. For me, the history of head-raps in the afro-history was not written and that is what I would like to write about with respect to all the cultures and values behind it. From my area, the people that are connected with this are driven by passion or fashion statement. Again, because white people always validate white people, our culture and traditions are turned into folk stories and are never regarded or seen as fashionable or amazing. They only become amazing when we talk about them and that is why I came to break these barriers” (Thiaz, 2018).

Participants were asked direct questions with a focus on exploring possible embedded factors in their ethnic backgrounds in the forms of character, patterns, norms, behaviours, beliefs and practices to ascertain the role of these enabling factors in their entrepreneurial careers in Dublin and how much impact they have on their approach to OF. The idea was to identify how either of these might have appeared in a form of threat. To this Thiaz identified the following: “I would say that ‘home country’ and ‘the need for what I do’ are very significant since they drive the major forces behind what I do”. Clearly, the response from Thiaz also showed that her orientation toward self-

employment started in Brazil even before the conception of ideas to come to Dublin was ever nurtured in her mind. Probing further to find out whether participants ‘orientation toward self-employment’ has any possible direct family-effect, Marco-Cesar stated: “No, I did not inherit what I do. But I can say that it was influenced by my background experience. Back then in Brazil, I had worked in Brazil for someone fixing laptops and computers. That was how I got the experience and gradually, the idea of setting up my own business was developed and nurtured in me...” (Marco-Cesar, 2018). To further understand where other participants first got their entrepreneurial ideas from, questions on prior entrepreneurial background experience were asked. To this Thiaz responded: “I graduated in fashion design in management. Before I used to have my own business with brands. I started doing head-raps six years ago back in Brazil and it is something that is special for me since it is related to empowerment of black women. So for me the business is a mission”. There is a striking resemblance between how the Brazilians reacted to self-employment and findings in Dana’s (1996) study on the Canadian Sub-Arctic, which showed that a limitation in culture influences how people respond to self-employment and not just the availability of opportunity in a particular environment (Dana, 1996).

### 5.8.2 Nigerian Participants

The Nigerian participants are strong advocates of entrepreneurial culture and traditions. In light of interview question N26, the table below is a visual display of result on the Nigerian participants’ cultural perception as embedded elements potentially capable of affecting their behaviours toward business opportunity formation in Dublin.

**Table 5.4: Attitudes Toward ‘Cultural Perceptions’ By Nigerian Immigrants**

Matrix Coding Query - Results		A : Negative	B : Neutral	C : Positive
1 : Chinaedu_NG_4	▼	0	0	2
2 : Cynthia_NG_1	▼	0	0	2
3 : Mathew_NG_5	▼	0	0	1
4 : Mushood_NG_2	▼	0	0	1
5 : Victor_NG_3	▼	0	0	2

As the table further shows, the Nigerian immigrants’ perceptions on cultural influence varies. This is evident following study findings as demonstrated in the previous chapters. Although, participants all responded positively, the table equally shows that there are variances in their feedbacks. For instance, all of the Nigerian participants acknowledged the presence of a cultural impact in their activities in Dublin. However, their manifestations in the decision-making process and career choices varies across individuals. The conclusion drawn based on the table is that the degree of cultural impact varies. Using the same approach, further analysis was conducted to test participants’ knowledge regarding possible factors/threats that might have played a role in determining their choices and decisions to become entrepreneurs. The table below shows the results obtained.

**Table 5.5: A Test for Background Influence**

	A: Mixed	B: Negative	C: Positive
1: Chinaedu_NG_4	0	1	1
2: Cynthia_NG_1	0	1	0
3: Mathew_NG_5	0	0	1
4: Mushood_NG_2	0	0	1
5: Victor_NG_3	0	0	1

As the table shows, two of the participants responded negatively. Participant N4 had both ‘positive’ and ‘negative’ attitudes toward cultural perception. In his own words he affirmed “Despite that my mother managed her own business for a short time, I do not see how that influenced my decisions. My business in Dublin was heavily influenced by my inability to secure white-collar jobs after my studies” (Participant N4, 2018). This agrees with John et al., 2014. Participants in the study confirmed that they were

introduced to entrepreneurship subject to their parental attitudes towards entrepreneurship. However, some of the participants had negative attitudes toward cultural influence. Overall, the majority of the participants acknowledged that their family backgrounds played the most significant roles in their entrepreneurial behaviours and actions by re-energizing their personal thoughts and feelings about self-employment, thus making their appearances more visible, profound and convincing. Some further acknowledged that based on the success their families have achieved running their own businesses, it became clearer and evident that self-employment offers freedom, excitement and the opportunity to follow one’s career passion. Thus, these proofs served as strong motivations that strengthened their decisions for their entrepreneurial journeys in Dublin.

### 5.8.3 Polish Participants

The Polish immigrant entrepreneurs made strong references to their educational system as having a significant impact on their entrepreneurial life journeys. Although the Polish environment was not conducive for entrepreneurial activities then due to bureaucracy and corruption, participants remained grateful to their educational system, which offers Polish citizens the chances and opportunities to gain entrepreneurial knowledge through education by offering entrepreneurial courses from early high school stages. The table below contains the coding results based on participants’ responses to the interview questions.

**Table 5.6: A Test For The Influence Of Educational Culture**

Name	In Folder	References	Coverage
Anella_PL_3	Internals		2 0.29%
Kaplan_PL_5	Internals		1 0.16%
Marcin_PL_4	Internals		7 0.71%
Mateusz_PL_1	Internals		2 0.23%
Micmez_PL_2	Internals		1 0.15%

Clearly, Table 5.6 captures all references from the Polish participants during their interview responses. In agreement with related research, ethnic enabling factors and threats with the potential to influence immigrant entrepreneurial activities in the host country can have multifaceted faces. For instance, during an interview with one of the Polish participants on the subject matter, he affirmed: “I will mention educational qualification because in Poland, entrepreneurial skills are developed in higher education offered free by the Polish government” (Kaplan, 2018). As factors that emerge directly from the participants’ ethnic origins, this is evident subject to other similar responses that are in agreement with this conclusion. For instance, the second participant acknowledged the following “I would say my Polish background was a driving force for what I am doing today. Back then, it was just about finding ways about what you want to do, how you want to do it and going for it”.

When further questioned on other possible enabling factors or threats that might have come to mind which he believes affects his entire approach to business opportunity formation in Dublin, he stated: “I would identify groups solidarity, self-reliance and willingness to work long hours as strong characteristics. In addition, I possess educational qualification and entrepreneurial skills and these influence my interactions with the people I work with” (Mateusz, 2018). As Anella affirmed, “directly or indirectly, what we do has elements of our identities”, thus agreeing with the works of Jenkins (1984a; Jenkins, 1984b) and Jenkins (2014) on why ‘identify matters’. Marcin added: “Again, coming to customs and traditions, we had the concept that “hard work is good” embedded in us...I think customs and traditions would be the strongest because based on the way we were raised in Poland, a lot of things are embedded in us”.

Based on the analysis, the Polish participants showed that the act of studying entrepreneurial modules in high schools and colleges is customary and has become part of the Polish tradition because it is embedded in their educational system. As 1<sup>st</sup>



Generation immigrants, they believe that such practice is part of their higher educational culture and thus defines their identity (Annella, 2018). As an embedded practice with the aim of making entrepreneurial behaviour a culture in Poland, participants acknowledged that it has both direct and indirect influence on their behaviours within and outside Poland.

#### **5.8.4 Pakistani Participants**

The Pakistani participants showed that their entrepreneurial activities to opportunity formation are mostly influenced by family traditions on business succession and religious practices. Further to this, findings strongly suggested that these three factors or elements are embedded and work in unison. Based on the coding technique adopted, the results obtained showed that the Pakistani IEs in Dublin were raised in an environment governed by strong ethics and family customs integrated into religious practices that have become part of their daily lives. Family decisions have a great impact on participants (Dana et al., 2019). The data collected in this respect confirmed this subject to participants' responses to the interview questions. For instance, the Pakistani participants mostly replicate family business line, design and patterns in the host country. This can further be elucidated following the number of references each participant made in acknowledgement that 'family ethics on business succession and traditions' command the strongest influence in the Pakistani entrepreneurship idiosyncratic perception. The result showed that the variable factors (enablers/threats) had both direct and indirect impact on their career choices and decisions. This agrees with Dana et al's (2019) study, which showed interdependency between participants from Pakistani and their family members. The study further shows that IEs from ethnic backgrounds with strong religious practices and dogmas are most likely to set-up businesses according to the dictates of their family members.

As a form of social conventional requirement, family business succession approaches take different forms (Seaman, et al., 2018). Such belief and ritual practices consider family business successions by other members as honourable acts. Subject to the inferences drawn from the data collected, choosing a life career path is heavily influenced by family traditional practices on the most part. For instance, during an interview with one of the participants from Pakistan, with a focus on his family-background affinity to his entrepreneurial activities abroad, he asserted: “It is not something that I inherited per-se. What I do is influenced by culture. I belong to a community where we take responsibility ourselves. For our survival, we have to be extra active and it is in our background. We basically have to be entrepreneurs” (Faiz, 2018). When further asked about the role(s) ethnic enabling factors /threats played during decision-making and how that affected his choices, he added: “I personally want to be independent because my father was independent and so was my grandfather. It is culturally and traditionally important for me to be independent. The kind of business line my family were into served as enabling factors with strong impact on what I do in Dublin because, they serve as driving forces that kept me focused (ibid, 2018). Agreeing with Dana’s (1996) study, how the Pakistanis responded to opportunity formation is linked to culture.

In the representations of the second participant, he stated: “Well, I was in college when my father back in Pakistan was running his business, but I was not interested in what he was doing. But as you can see, I ended up doing what he was doing and it is working well so far” (Qamarali, 2018). When further questioned on how he first identified and evaluated this opportunity in Dublin, he reiterated: “I would say, this opportunity can be linked to what my father does back in Pakistan. I got all the necessary ideas, patterns and approach to this business from watching him run similar business back home. Then, I worked hard and learned some new things for close to four months. These are skills I brought from my country to Ireland” (ibid, 2018).

As an attempt to further elucidate how other variables might have played a role in their choices, more questions were asked to assess each participant's understanding and perception on other ways their choices to become self-employed in Dublin might have been indirectly influenced by other variables embedded in their background way of life. He confirmed the following: "For me personally, when I compare lifestyle here and back home, the family influences what I do here in Dublin the most. Although relatives and cousins command some influence when you compare how well I'm doing with theirs" (Qamarali, 2018). In a further attempt to justify results, other participants were asked the same questions on different occasions. Their responses further highlight the inherent role played by ethnic enabling factors, which sometimes appears in a threat form. In the case of Shabbiz, when the question "would you say you are doing this type of business because this is where the opportunity lies for you?" was raised, his response was: "I have been passionate about electronics since early stage of my life. I was brought up in this line of business by my family. It is a kind of traditional line of business and that influenced my decision to stick with the same business" (Shabbiz, 2018).

Based on these findings, it can be concluded that the Pakistani participants who are running their businesses in Dublin are mostly controlled by family forces, which have been embedded into their way of lives. These invincible forces influence both their career choices and abilities to take decisions to implement those choices. Thus, they are genetic materials which formed part of the basic foundations of their existence. Based on the results obtained, the nature of business opportunities created by participants showed both direct and indirect links from their family backgrounds given their similarities. As the study shows, questions were designed to investigate and explore deeper elements and components with ethnic qualities in different forms in order to accurately align participants' entrepreneurial OF perceptions and ideas to findings. In awareness that not all participants may have full knowledge about the subject matter, these questions were

broken down and asked in different ways focusing on the study aim and objectives. This technique helped in obtaining rich information that was valuable and instrumental in addressing the research question. As the findings showed, participants to the current study relate to opportunity formation quite differently. This agrees with Dana's (1995) study on Eskimos and non-native respondents in the remote sub-Artic community, which revealed discrepancies in their relationship to opportunity formation, thus highlighting the strong influence of culture in addition to passion for self-employment (Dana, 1996; Njoku and Cooney, 2020b).

## **5.9 Summary Table of Primary Research**

The idea for a summary table is to justify the research conclusion on findings to increase transparency and credibility. The summary table is also an attempt to incorporate together data collection based on interview questions. This is subject to how participants responded and how their meanings were derived based on the structure of the interview questions. Focusing on how these influenced the research themes generated as a result, direct quotations from participants will be used to justify the rationale applied. Consequently, this section of the study can be described as the summary outcomes of the data analysis process. With the research question as the main focus, interview questions designed to address the problem question were identified from the list of questions asked. As key questions, the researcher developed research themes based on these questions. While the themes represent parent nodes, the sub-themes represented 'child-nodes'. As child-nodes, they are treated as containers because this is where references or rather significant information from participants' responses were gathered together. Subsequently, the nodes were categorized based on their similarities and connections to the main study problem question. The table below contains some of the questions that were asked in relation to the research question, some of the research themes developed

and their meanings. It also contains the number of times information was dropped into the nodes and it presents evidence from participants' results.

**Table 5.7: Summary of Findings As Guided By Research Themes**

QUE	Theme	Frequency			Meaning	Evidence
		P	N	M		
Q.12	Family-Business Influence	14	9	0	This identifies possible role(s) played by immigrants' families (e.g. business line, religion, advice, etc.).	"Yes, my family members all run their own businesses back home in Nigeria" (Cynthia).
Q.14	Entrepreneurial Background	14	9	0	This is trying to establish prior existing affinity for participants' choices. E.g. in the form of background check to identify other possible reason(s) in connection with home-country in the form of family-members, peers, and possible factors that might have triggered the passion for the pursuit self-employment in Dublin.	"I can say that my entrepreneurial activity is influenced by my background. Back in Brazil, I was also running my own supermarket and had never worked for anyone before" (Daniel).
Q.19	Reasons For Business Choice	13	1	12	This shows whether participants' decisions for their choice of business were as a result of home/host influence. E.g. family ethics, succession, pressure	"I am doing this particular business here in Dublin as a way to reach my ethnic community by making our traditional food and products available to them" (Daniel)
Q.24	Ethnic-Enabling-Factors	20	0	12	This identifies some of the components that can be traced back to participants' ethnic origins as key-drivers to their career decisions.	"As Polish, I can say that passion, family business-culture and idea play important role in what we do because it's a family business which I run with my husband...directly or indirectly, what we do has elements of our identity" (Anella).
Q.25	Host Enabling Traits	16	3	4	These are unavoidable subjective host environmental influence (contacts, policies, networking, rules and regulations, etc.)	"The Irish environment has major influence on what we do in the sense that we are dependent on the society to get revenue and advertisement" (Chinaedu).
Q.26	Cultural Influence	20	0	0	This is an investigation to identify cultural traits, features and components with focus on how participants responded to the interview questions.	"Again, coming to customs and traditions, we had the concept that "hard work is good" embedded in us. Secondly, I think when you are an immigrant in a new country, you kind of activate your risk-taking factor and move it a bit higher because you are going into the unknown" (Marcin)
Q.27	Unique Characteristics	20	0	0	These are innate qualities, which participants displayed during their responses to questions. These qualities possess potentials that can alter immigrant entrepreneurial decisions making abilities because they are naturally embedded in them.	"I can identify willingness to work long hours, flexibility and self-reliance. For class resources, in addition to learning English language in Dublin, I possess educational qualification from Pakistan, business acumen and entrepreneurial skills with little training" (Muhammed)
Q.28	Ethnic-Traceable Factors	19	1	1	These are associate factors that can be traced back to immigrants' ethnic origins based on the patterns of their entrepreneurial actions and activities in Dublin.	"I would say, ideologies and the kind of business line my family was into when I was in Pakistan have greater influence in our business because, they equally serve as driving forces that keep us focused on our objectives" (Qamarali).

**Source** (Author: Main Study Output as adapted from Saldana, 2015).

As the table shows, the factors that influence immigrants' decision on whether or not to settle in the host country (Ireland) include personal characteristics (e.g. education, age, entrepreneurial experience and migration experience). They also consider economic factors as the figure above represents (ibid). These are the core enabling factors and threats that encouraged participants' entrepreneurial migration. This is evident subject to the study analysis and findings, which showed that they were behind participants' career

choices and influenced their decision-making powers on whether or not to settle in the host country (Adendorff and Halkias, 2014).

## **5.10 Discussion Section**

The discussion section of the study examines how the research objectives related in Chapter 4 have been addressed. After the collected data was cleaned, they were thoroughly examined, studied and uploaded in NVivo for further exploration. For best practices, an ‘anchor-coding’ technique was adopted based on emerging information (Adu, 2016). Subsequently, ‘themes’ were developed subject to interview questions designed to extract useful information from participants, with a focus on addressing the main research subject matter. Through discussion of the research themes that emerged from the orientation of the interview questions, in-depth rich data were extracted at the completion of the analysis process. Results helped the researcher address the research topic of discussion, thus fulfilling the research aim and objectives.

For better research practice, this section will lightly refer to previously presented results to limit repetitions. The discussion of findings will also include results obtained by comparing the different ethnic group of participants who took part in this study, taking into account their gender differences, age and group’s perceptions toward entrepreneurship opportunity formation (EOF) as informed by their ethnic origins. The idea is to present results based on empirical findings that will help understand to what extent immigrant ethnic backgrounds contribute to their formation of entrepreneurial ideas in the host country based on their ethnic origins.

Participants were 1<sup>st</sup> Generation immigrants from Brazil, Nigeria, Poland and Pakistan, who reside and run their own businesses in Dublin. As the core analysis, the goal was achieved by examining research objectives 1,2,3 and 4 proposed in Chapter 4. Consequently, the study aim ‘examining the different ways immigrants’ opportunity

formation (OF) is influenced by the emergent ethnic explanatory variable factors based on their entrepreneurial activities (EAs) in Dublin' was fulfilled through in-depth face-to-face interview conducted on IEs from the target ethnicities.

### **5.10.1 Objective 1: Ethnic Background Influence Affecting IEAs**

Reflecting on the 1<sup>st</sup> research objective, a further examination of 'immigrant businesses' highlights the importance of entrepreneurial dimensions of innovation and risk taking. For example, some categories and levels of immigrant businesses are known for replicating and reproducing old forms rather than breaking new ground in products. Although some of these businesses are found in retail and service sectors, every business regardless of their innovative capacity takes high risks (Dana, 2007). This agrees with the results of the research analysis subject to the responses and feedback from participants from Pakistan and Brazil. Under the second dimension for examining ethnicity and entrepreneurship from the current study perspective, it was found that participants have predisposing factors. Predisposing factors are skills immigrants bring into entrepreneurship with the goal of serving the needs of locals and members of their ethnic origins simultaneously.

Given that cultural perceptions assumed the 'subjective' position, the study found that 'subjectivity' in this case is a necessary means to empirical conclusion because it is abductive given that inferences reached were based on tested data. Furthermore, participants to the study confirmed this by exhibiting different behavioural characteristics subject to the dictates of the emerged enabling factors and threats from their home countries. For instance, when one of the Polish participants was asked whether he could identify with the presence of some of these unique characteristics in the way he runs his business, he stated: "Based on the way we were raised in Poland, a lot of things are embedded in us. For instance, taking loans from Bank. We were raised not to go to banks

for money. Basically, if you do not have money for something, you don't buy it. In our culture, it is embedded in us that you just don't go to banks for loans". Based on his responses, he was further asked whether his culture played any role in his career choices and decisions. To this he added: "Again, coming to customs and traditions, we had the concept that "hard work is good" embedded in us" (Marcin, 2018'). In practice, this is evident following a report that the Polish immigrants in Dublin are significant in number based on statistics from the Central Statistics Office (CSO, 2016). In addition, this section further reflects on the 1<sup>st</sup> and 4<sup>th</sup> research objectives subject to further discussion on empirical findings, which showed important connections with the conclusions reached.

The study explored entrepreneurial practices amongst the four target immigrant groups in Ireland to establish how differently their ethnic origins might have affected their perceptions about business opportunity creations in Dublin. Based on analytical results, the study identified variable factors emerging within immigrants' ethnic origins and cultural characteristics embedded in their daily actions and activities. These have been established to have direct, indirect and remote influence on 1<sup>st</sup> Generation immigrant entrepreneurial motivations and decisions to be self-employed in foreign countries. The analysis further confirmed that these enablers can equally appear as threats.

### **5.10.2 Objective 2: Motivational Factors Encouraging Self-Employment**

Immigrants' inclination to self-employment can also be as a result of being exposed to entrepreneurial courses on business management and establishment. This can be linked to the 2<sup>nd</sup> research objective since 'educational culture' is ethnic subject to the characterization of 'ethnicity' in Goulbourne (2001). As a motivational variable, this relates to the Polish participants since "ethnic origin and contingencies factors play a role in differentiating and encouraging or discouraging entrepreneurship (Alexandre-Leclair, 2014, p.13). In this case, 'ethnicity' followed the approach in Weber, thus connoting



results from creating sentiments of likeness (mostly created by the language group that bears a specific cultural possession of the masses) (*massenkulturgut*) and permeates common understanding (*verstehen*) as the Polish participants showed.

Besides the family as the primary agent that shapes the behaviours and career choices of their young ones, education as a culture plays a similar role in the lives of young people by helping them improve their decisions on these matters. Research shows that students are mostly confident in their career decisiveness as they go through the educational phases (Marx et al., 2014). As a secondary agent, education has strong influence on our decision-making powers. Thus, the Polish participants' aptitude for self-employment was mostly subject to self-employment courses taken at early school stages. As participants showed, the Polish approach to education played a significant role in their entrepreneurial journeys. It helped participants rediscover their passions by making them become aware that they have career options between traditional paid jobs and being self-employed. The idea of entrepreneurial courses in early school stages presented countless possibilities to choose from career-wise. Gradually, participants developed a strong interest for self-employment as better career options over traditional employment opportunities.

Participants' aptitude for self-employment in Dublin (as the Polish group showed) also agrees with findings in Marx et al., (2014). By engaging students to start early to think about their careers, Polish IEs demonstrated how effective this approach has become in practice (Galliott and Graham, 2015). Research also agrees that the Polish IEs in Dublin have a reputable record. This is evident given the Central Statistics findings in 2016, which confirms the study result on how well established and vast in number the Polish IEs in Dublin have become over the years. This group possess one the highest number of successful IEs in the country. Based on this, it can be concluded that the study findings on early stage incorporation of entrepreneurial courses as the Polish educational cultural

practice observes is an ethnic influence since it affects the choices and decisions of the subjects. Given that, they graduate from colleges and institutions of higher learnings knowing what career choices to follow.

### **5.10.3 Objective 3: Impacts of Home-Country Explanatory Variables Factors**

Immigrants are most likely to take on self-employment in the host country based on ethnic family demands, practices, the dictates of their parents and on religious grounds. Again, this section goes a bit further in addressing the 3<sup>rd</sup> research objective. Although the study established why it is not unusual to observe immigrants take after their family business line due to genetic connections, the study equally showed that in some cases, family career cloning can be induced based on practices common in a particular environment. Such influence is mostly anchored on family responsibilities, and so the individual is bound by custom and tradition to succeed in the family business line regardless of the environment. This is clearly evident following the research finding on some ethnic groups with strong perceptions on family business succession traditions. This agrees with the study by Njoku and Cooney (2018), which shows that cultural perceptions are subjective to some degree. Furthermore, the Pakistani participants in the study showed a strong connection with this claim. In some extreme cases, it is a non-optional situation for a member of the family to succeed their parents in a particular line of trade.

In addition, the Pakistani participants agree with the findings in Singaravelu et al., (2005), which showed that one of the factors that influenced most Pakistanis career choices is the family, religion and traditions. Although, it could be argued that cultural practices and strong traditions place limitations on the group by limiting their abilities to create new innovative businesses rather than following and imitating ventures already in existence, this is clear evidence of cultural subjectivity in practice. This form of influence can be described as a threat since failure to adhere to family demands in some cases can

result in serious consequences, like being ostracised from the family or total rejection (Little, 2015).

In comparison, while it could be argued that the Pakistani participants in this case are more bound by their religions and cultural practices, the Polish (together with the Nigerian participants) are more flexible because they are not bound by family ethics. However, compared with the Pakistanis, the Nigerian participants showed a stronger connection with genetic influences in their entrepreneurial activities by indicating that they are neither limited nor bound by customs and traditions to partake in family business successions practices. Unlike the Pakistani participants, the Nigerian group are independent thinkers since the data collected showed that they voluntarily opted to follow the entrepreneurial path doing businesses they like. Findings in this study further agrees with So, S.H.Y (2016) and so proved that family commitments and obligations push most 1<sup>st</sup> Generation IEs into entrepreneurship in foreign countries.

#### **5.10.4 Objective 4: Ethnicity Influence on IEAs**

In light of the 4<sup>th</sup> research objective, immigrants' family backgrounds can have direct, indirect and remote influence on their career decision-making powers based on transferable genetic components. It can be argued that cases where children grew up idealizing the careers of their parents simply suggest that the chances of following in the footsteps of their parents are high. Therefore, it is almost unlikely to imagine that third parties can influence one's career choice any more than the family members and peer groups could. It is therefore not unusual for immigrants to exhibit traits of career cloning in the host environment. Immigrants' family backgrounds influence their career choices based on genetic qualities that have been transferred to them from generations before theirs' (Kennedy, 2018). As genetic materials, they link family members by blood ties and this fact affects human choices, behavioural patterns, etc. Consequently, family

backgrounds can directly, indirectly and remotely shape the perceptions of one's career choice based on the examples of their parents, family members, peers, etc. This is evident given that Nigerian participants in the study showed that they grew up idealizing similar career options as their parents, brothers and in some cases, peers.

This finding also agrees with the study by Singaravelu, et al., (2005) where 'peers' was highlighted as one of the factors affecting Asian and non-Asian immigrant career choices abroad. This further implies that career inclination can be inherently genetic. Such influence is ethnic by nature subject to blood ties and ancestral connections. It is also 'ethnic' based on the description of 'ethnicity' in DeVos (1980) as "the subjective symbolic or emblematic use of any aspect of culture [by group], in order to differentiate themselves from other groups". This further agrees with Green's (1997) discussion of ethnicity in light of entrepreneurship as a character of a group of people that share three core elements (i.e. descent, history and homeland). In light of the study, not only does the group share homeland, they also share common cultural values, which determines human behaviour.

Another interesting development to note is that the findings agree with So, S.H.Y (2016), which showed that immigrants are accustomed to their traditions, way of life, beliefs and practices regardless of how deep they must have been embedded with the host society. They remain strongly attached to their ethnic cultural practices as the Nigerian participants demonstrated in their entrepreneurial activities in Dublin. Interestingly, most of the Nigerian participants in the study had entrepreneurial skills and educational qualifications. Although, Ireland does not recognise some international qualifications, these served as foundations and helped participants remain focused on their quest to be self-employed in Dublin. With these skills, they were able to interact with the right people within their ethnic origins and together, they formed formidable teams and helped each other realise their goals.

In the following propositions, the study will attempt to synthesize the empirical findings from the analysis conducted to address the research question focusing on the study objectives. As an ethnic background influence, thus reflecting more on the 1<sup>st</sup> research objective, immigrants take to self-employment in the host country on grounds of political culture (Almond and Verba, 2015; Welch, 2013) and economic instability in their home-countries. Political culture is ethnic because it connects to everything within a particular context and is approached on the same ground as economic culture and religious culture (ibid). As the study further disclosed, the workings of political factors and the lack of government accountability in participants' home countries can have a direct effect on their career decision-making powers. Where corruption and wars result in anarchy, young graduates feel threatened due to uncertainty in their future. Consequently, where immigrants' home economies have been crippled by the actions of government representatives, it creates feelings of hopelessness, insecurity and vulnerability. Indirectly, such feelings affect their inclination to self-employment abroad as the Brazilian participants revealed. Based on their responses, the rising inclination amongst Brazilians to migrate for self-employment purposes was due to endless political crisis in Brazil. As an issue that is almost becoming epidemic, many people have taken to self-employment as the only option left to feed their families, while some have decided to seek help outside their ethnic environments.

In referring back to the results that emerged from analysing the data collected from this group, it is common and acceptable to assume that theoretically, if immigrants are frustrated in their ethnic countries by the system of government, one of the options was to immigrate to another where they can certainly earn their living using their skills. It is interesting to note that this group realised that depending on traditional paid jobs in Dublin was not a good option. Immediately, they resorted to starting their own businesses with the intentions of serving more than their own ethnic communities in Dublin. In

practice, this is similar to experimental learning since participants did not start their own businesses in Dublin immediately after their arrival.

As one of the participants' acknowledged: "the language barrier made it difficult to find traditional paid jobs and integration with the Irish people became even difficult to realise. The only way out was to enrol in college and take English classes to improve my English skills before thinking of running my own business". However, the 'intention to become self-employed' is best understood by studying three primary models: the model of developing entrepreneurial ideas (Krueger, et al., 2000), the model for an entrepreneurial event (Shapiro and Sokol, 1982) and the model for planned behaviour (Ajzen, 2002). As participants in this study showed, the decision-making power for career choices amongst these groups varied across culture. Based on the comparison drawn, participants' intentions to be self-employed were determined by different variables (Parastuty and Bogenhold, 2019). In agreement with a 2017 study results by Amway Global Entrepreneurship Research (AGER), Parastuty and Bögenhold (2019) upheld that the variables behind the intention for self-employment varied significantly amongst the investigated ethnic minority groups from different countries. In light of this conclusion, the current study found that Parastuty and Bogenhold's (2019) position was valid on grounds that the four different ethnic groups who took part in this study exhibited similar behavioural patterns, which agrees with the conclusion reached in this study.

It can be well established that the results obtained from this study have strong connections with Kennedy's (2018) perception of 'race' as bearing bio-behavioural essences. "Race naturalist social scientists once thought of adjudicating the biological conceptions of race by depicting races as bearing bio-behavioural essences or genetic differences that explain behavioural characteristics, physical characteristics and cultural predispositions of individuals from a certain race" (Kennedy, 2018, p. 182). Similarly, the analysis of the naturalist social scientists' line of reasoning suggests that the basis for

their research ontology and position was well grounded on empirical results. This is evident following similar results obtained from twenty participants from four different ethnicities who reside and run their businesses in Dublin. By comparison, the results obtained in Kennedy (2018) were well investigated and accurately reported given their similarity with the conclusions reached in this study.

A view of 'ethnicity' from a similar perspective shows that the type of influence it commands varies across culture. As participants to the study projected, their perceptions of 'ethnicity' based on their responses followed the naturalist social scientist approach. In this case, 'ethnicity' was described in light of the social scientist reasoning and thus, explained as a concept with embedded ethnic bio-behavioural essences or genetic differences that ultimately explains participants' behavioural characteristics as demonstrated in their entrepreneurial activities in Dublin.

The data collected from the Nigerian participants highlighted an individual expression of ethnic ontology as a matter of choice agrees with the notion that 'self-identity' is equally about choice because it is on this context that ethnic characteristics such as culture, tradition, origin and language emerged (Araque and Weiss, 2018, p. 183). This is clear following the concept of 'self-identification', which often is an important issue that must be dealt with before immigrants (or even natives) can fully take part in academic research.

As research shows, 'self-identification' is influenced by personal choice, without which IEs may or may not be deemed eligible to participate in a research study. This is clear following a pre-interview selection exercise conducted to eliminate unwanted characteristics. During this process, potential immigrant participants have to indicate whether they are 'immigrant or native entrepreneurs'. Findings further led to the conclusion that the notion of 'ethnicity' embodies multifaceted characteristics, attitudes,

etc. from which emerged differences in behaviours and actions. Thus, it is embedded in customs and practices that define the human origin based on traditions and languages.

Ethnicity describes people with common ethnic backgrounds and characteristics from those who do not share similar values, beliefs and traditions. This can be seen based on results obtained from participants, which showed that based on their ethnicities, the four groups of IEs indicated how these differences in their ethnic backgrounds contributed in their decisions to be self-employed, thereby identifying which of the ethnic elements/components that best influence their opportunity formation perceptions and career choices in Dublin. The study further showed that immigrants are loyal to their ethnic customs and traditions in the same way natives observe ethical principles governing their safe operation of businesses and daily activities. Ethnicity “is conversely defined as a sense of common ancestry based on cultural attachments, past linguistic heritage, religious affiliations, claimed kingship or some physical threats” (Cornell and Hartmann, 1998, p.19).

As the literature further shows: “In many ways, individuals can rarely have any choice over their racial identity because of the physical threats associated with race, but ethnicity is more a choice because it is based on context, culture, tradition, origin and language” (Araque and Weiss, 2018, p. 183). This further supports study findings on how differently participants’ ethnic origins influenced their opportunity formation idiosyncrasies and entrepreneurial ideas. Schuetze and Antecol (2006, p. 2), found that: “empirical support for the hypothesis that self-employment rates among immigrant groups are correlated with home-country rates has been mixed”. In agreement with findings on Nigerian immigrant participants’, the extant literature has already established that immigrants are more likely to be self-employed if they migrated from countries with high self-employment rates and thus, have less to do with correlation (Fairlie and Meyer, 1996).



## 5.11 Conclusion

Prior to reporting the main findings, an overview of the chapter's purpose was presented, highlighting the research question. This approach allowed reporting research findings in a coherent and logical manner using phenomenological qualitative approach (Moustakas, 1994). The introduction of the chapter was followed by a presentation of results as obtained from the data analysed. These were further justified using both figures, charts and direct quotes from participants. As the chapter showed, there were more practical examples based on results obtained from the four groups of participants respectively. In comparison, it can be summarised that the Nigerian participants were motivated by multifaceted explanatory variables. For instance, their family backgrounds through peers and parental entrepreneurial attitudes. This is evident given their natural liking for entrepreneurship. In comparison, it can be concluded that the Nigerian participants entrepreneurial behaviours were passed on to them through the workings of entrepreneurial genetic materials embedded in their family bloodlines. The Pakistanis on the other hand were mostly bound by conventions and traditions on family business succession practices. As a result, they developed their entrepreneurial skills through observations and working in family businesses back in Pakistan. While some share the view that this approach is a less painful way to self-employment, one of the disadvantages is that it places limitations on the group's abilities to create new business ventures. Some of the Pakistanis participants also showed that strict adherence to family business succession customs and practices equally mounts pressure on the individuals, thus becoming enabling threats.

In comparison, research on the Polish participants focused more on those running their own businesses in the host countries. Results showed that a significant number of the Polish immigrants in Dublin are following the entrepreneurial path. Based on data collected from participants, references were made to the Polish system of education as

the primary course for increasing the rate of Polish IEs in Dublin. In the case of the Brazilian participants, findings showed that their orientation toward self-employment in Dublin are subject to unfavourable political culture emerging from their ethnic backgrounds. For instance, the workings of negative political factors in Brazil has threatened the future of young graduates in the country. Consequently, the lack of employment opportunities and government support agencies pushed participants toward the entrepreneurial path as the only way to survive. This affected their career choices and the decision to become self-employed became the only practical option.

Immigrants' career choices and orientation toward self-employment in Dublin have a strong connection with factors stemming from their ethnic backgrounds. Results collected based on the analysed data from participants suggested that the distinct ways immigrants start and manage their businesses in Dublin is associated with events and activities that emerged within their ethnic origins. Although, the research targeted both 1<sup>st</sup> and 2<sup>nd</sup> Generation IEs, it is important to point out that regardless of how much participants might have blended with the host society, they still held onto their cultural heritages and way of life. This is evident subject to research findings on 1<sup>st</sup> Generation IEs who have lived in Dublin for decades without losing their ethnic heritage that define their true identities.

Based on the interview questions, themes were generated with the aim of addressing the research main question by focusing on participants' constructive responses. In addition, sub-themes or child-nodes were created where relevant participants' responses addressing the interview question were dropped in. Subsequently, evidence was used to support findings by making direct references to participants' interview responses. Findings were further justified using visual display results that were extracted during the data exploration phase. As findings further highlighted, immigrants' career choices and decisions for self-employment varied across the tested groups based

on their ethnicities. As variable factors, they have been noted to have multifaceted impacts on the groups studied. Thus, immigrants' propensity to self-employment were directly and indirectly influenced. Hence, participants quickly learnt and recognised the need to be proactive upon arriving in Dublin subject to their prior experiences back in their home countries. As great motivators for their career choices and decision-making, immigrants utilized the opportunity presented to them by the Dublin environment to achieve their goals. Hence, instead of relying on traditional paid jobs for survival, they took to creating business opportunities for themselves and locals.

The flexibility offered by the Dublin society enabled them to maintain their own cultures and traditions, which had shaped their thinking and pursuit for self-employment. This is evident based on their entrepreneurial activities in Dublin, which possess elements and components of their ethnic backgrounds. Based on their constant relationship with their home countries, their entrepreneurial activities and actions are influenced differently. The study thus showed that while it can be argued that all immigrants exhibited the presence of both enabling factors and threats in their entrepreneurial activities, the data conclusively indicated that in practice, while some group(s) can be said to have been mostly influenced by enabling threats, others were influenced by enabling factors. Consequently, the reasons for their career choices and decisions varied significantly as the participants' responses confirmed.

Given that participants to the study constantly referred to their backgrounds as sources of supports and encouragement for their career choices and decision-making, Chapter 5 further showed that participants were well exposed to the dynamics of ethnic characteristics, features and their components. This is clear given the evidence obtained; thus, participants identified themselves as 1<sup>st</sup> Generation IEs. As immigrants who were born and raised in their home countries, they well understood the concept of embeddedness since these values are natural and innate in them. In reference to the

preceding chapters, the literature showed that several attempts have been made to distinguish between ‘entrepreneurs’, ‘owners/managers’ and the ‘self-employed’ based on their innovativeness and risk-taking capacity. However, neither economists like Baumol (1968) and sociologists like Wilken (1979) have been able to operationalize (through definition) such a claim successfully. Hence, based on the definition of an “entrepreneur” as an acting individual, whose action is the manifestation of his mind, as a special quality of man to transform the raw material of sensation into perception and perception into an image of reality” (Cherukara and Manalel, 2011, p.7), participants to the study clearly qualified as entrepreneurs.

The Nigerian participants showed how the mobilization of family forces have influenced their entrepreneurial activities in Dublin (Rogoff and Heck, 2003). Therefore, in asking the question how does ‘ethnicity’ and ‘entrepreneurship’ relate, scholars for decades have observed that ethnicity (combined with a national or cultural tradition) plays an important role in the acceleration of entrepreneurship (Karra, 2017). Thus, ethnic ties play an important role in the founding of new immigrant entrepreneurial ventures in the host economies since ethnicity and entrepreneurship share common cultural norms, all of which helps both concepts to function and operate in unison while complementing each other. Inferences drawn from the responses that emerged from the questions posed to participants showed that cultural perceptions manifested different results amongst different ethnicities. As the Pakistani participants further showed, cultural perceptions are subjective to a reasonable degree. This is evident following because the majority of participants from the same ethnic group reacted in a similar way to the questions, though interviews were conducted differently at different times and locations in Dublin.

In summary, based on the data collected and analysed to address the research problem question, it can be concluded that immigrants’ ethnic backgrounds influenced

their idiosyncratic perceptions on how business opportunities can be formed differently through the following:

- a. 'Family background': immigrants' family backgrounds have both direct and indirect influence on participants' career decision-making powers based on transferable genetic components. Subject to the feedback obtained from the Nigerian participants to the study, this group agrees that the mobilization of family forces is ethnic following Rogoff and Heck (2003).
- b. 'educational culture': cultural characteristics are ethnic because they shape human behaviours. Following the definitions of 'ethnicity' in DeVos (1980) as the subjective symbolic or emblematic use of any aspect of culture (by group), in order to differentiate themselves from other groups, this study showed that participants' ethnic origins and contingencies factors play a role in differentiating and encouraging or discouraging entrepreneurship (Alexandre-Leclair, 2014). Immigrants' inclination to be self-employed can also result from being exposed to educational culture through entrepreneurial courses on business management and establishment at a very early stage. As the Polish participants to the study showed, the Polish educational culture helped them to become clearer on their career choices and enabled them to take decisions on which career path to follow.
- c. 'Traditions on Family-Business Succession Practices': immigrants are most likely to take to self-employment in the host country based on family pressure, practices, religion and the dictates of their parents. As participants from Pakistan showed, family traditions and conventions have a strong influence on their career choices. This is evident given the feedback obtained from one of the participants, who indicated that parents can mount pressure on their children until they succeed their parents in family businesses or replicate the family line of business.

- d. 'The Workings of Political and Economic Cultures': In light of Max Weber's argument, a subjective characterisation of 'ethnicity' was identified (Goulbourne, 2001). This acknowledges that political community culture plays a role by encouraging a common sense understanding of *ethnie* and solidarity (e.g. sentiments of likeness or dislike can be created by the political community which will continue to exist with an 'ethnic' connotation, even after the demise of the community). On this notion, immigrants take to self-employment in the host country subject to political and economic instability in their home-countries on grounds of unfavourable cultural impact. As one of the prevalent reasons for migration, the Brazilian participants in the study related mostly to this enabling threat as their main reasons for choosing a career in entrepreneurship.

Given the enabling factors and threats (political, educational and economic instability, etc) that emerged during the course of interviews, participants showed that their career choices and decision-making powers were altered to suit each of these. Consequently, participants strongly showed how differently each of these factors and threats (including other reasons) affected their opportunity formation perceptions in relation to setting up business opportunities in Dublin. This is evident given that participants created jobs and formed businesses based on their ethnic-venture formation orthodoxies. Hence, their ethnic backgrounds explained the differences discovered in their behaviours, characters and entrepreneurial physical activities. Ethnicity in this case depicted the embeddedness of bio-behavioural essences or genetic differences (Kennedy, 2018) based on the nature of each of the group's cultural predispositions and line of business.

# **Chapter 6**

## **Findings And Recommendations**

## 6.1 Introduction

In consistency with the preceding chapters, findings regarding the entrepreneurial behaviour of participants from Brazil, Nigeria, Poland and Pakistan agree with previous studies based on data analysis conducted on 20 immigrant entrepreneurs operational in Dublin. Given participants' diversified background origins, there is a correlation between the explanatory variables identified in the current study and Dana's (1997) study on the origins of self-employment in ethno-cultural communities. In comparison, while participants in the current study showed that their entrepreneurial idiosyncratic behaviours were influenced subject to mixed reasons emerging from their home countries, Dana (1997) found that the forces which result in high rate of self-employment within various ethnic groups originated from the individuals, their ethnic environments and the host society. Very importantly, Dana (1997) further confirms that these explanatory variables are linked to participants' entrepreneurial decision.

Furthermore, there is an interesting relationship between the current study and Dana's (1993) study on culture and entrepreneurial practices amongst immigrants in Montreal. A good example is that while the current study found that participants to the study (Brazil, Nigeria and Pakistan) were influenced by both positive and negative factors in the forms of enablers and threats, Dana's (1993, pp. 16-13) study highlighted that "marginality is the explanatory variable for entrepreneurship among marginal groups". This is important to the current study because participants from Brazil and Pakistan exhibited feelings similar in nature. For instance, the Brazilian group often referred to the Brazilian negative political cultural practices amongst the Brazilian politicians as the major reason for their decisions to be self-employed and for leaving Brazil in search of a more conducive environment where they can practice their entrepreneurial activities without fear. Such feelings of despair, hopelessness and the government's inability to provide solutions for the new graduates made them feel marginalised in their own



countries and thus, feared for their future and the future of their family members both old and young. Together with the pilot study and the main analysis, this study has demonstrated that immigrants' career choices are shaped subject to the roles played by both enabling environmental factors and threats (e.g. family line of profession, traditions, customs, religion, sheer belief, etc.). As this chapter presents, research findings reflect the progression of the initial report on themes generated from the pilot study, with a focus on the problem question. Based on results obtained from the tested themes, the development of the research question 'How Does Ethnicity Influence EOF Amongst Immigrant Entrepreneurs in Dublin' was encouraged by several academic debates, which resulted in a growing interest in the topic amongst entrepreneurship experts. Consequently, entrepreneurship became the focus of a substantial amount of research explored from a wide variety of perspectives.

Supported by the review of the literature, it was discovered that a body of research investigating how immigrants' ethnicities might have influenced their entrepreneurial activities in Dublin with a focus on their opportunity formation perceptions and business creation models was yet to be developed. Using Dublin as the geographical context, this topic was formulated with the aim of drawing a comparison between immigrant entrepreneurs operational in Dublin to identify how their ethnic backgrounds influence their opportunity formation idiosyncrasies by exploring both the remote, direct and indirect roles played by ethnicity. In congruence with Chapter 5, Chapter 6 entails the presentations of results to support the conclusion drawn therein. Based on the analyses conducted, the results obtained showed that the concept of ethnicity commands different types of influences across the tested immigrant ethnic communities. Approached as an embodiment of cultural practices, 'ethnicity' is described as a component of tradition with bio-behavioural essences or genetic materials that determine the nature of human cognitive activities and actions. As an element of culture, it is used to describe a group of

people who share common cultural values and traditions. Given the results, Chapter 5 established that cultural perceptions are subjective (Njoku and Cooney, 2018). This was substantiated based on the different behavioural patterns (consciously and unconsciously) that emerged during interviews (as the tested groups exhibited) which support the conclusion that participants are subject to the dictates of their genetic qualities. Such innate qualities influence their decisions and life career choices. Furthermore, these claims were confirmed during the face-to-face interviews conducted involving twenty participants from different ethnic origins (i.e. Brazil, Nigeria, Poland and Pakistan). For the purpose of this study, each ethnic group member produced five individual participants who run their businesses in Dublin.

As Chapter 6 depicts, the analysis conducted in this respect seeks to address the question ‘How Does Ethnicity Influence Entrepreneurship Opportunity Formation Amongst Immigrant Entrepreneurs In Dublin’. However, the purpose of this phenomenological study is to present a detailed account that explains the different ways immigrants’ ethnic backgrounds might have influenced their entrepreneurial activities in Dublin. The data analytical process was conducted in order to present findings on how the researcher approached participants to understand their side of the story. As Chapter 5 already showed, immigrant entrepreneurs who participated in the pilot exercise were excluded from participating in this analysis. As a continuum of the research report on the main study findings based on Chapter 5, a composite description technique was employed in reporting the “essence” of findings. This required the documentation of composite description that presents the ‘essence’ of participants’ entrepreneurial experiences based on the structural and textural analysis of their responses. This is also called the “essential invariant structure” (Creswell and Poth, 2018, p.80). The common experiences of participants will be the primary focus of this section of the study. An understanding of the essence of the experience is presented in written form, hence the practice of

phenomenological inquiry is considered inseparable from the practice of writing (Van-Manen, 2016). Similarly, it is important to note that the analysis has moved from identifying ethnic variables (either as ‘enablers’ or ‘threats’) underpinning participants’ career choices and decision-making to describing the roles played by these variables either (‘directly’, indirectly or ‘remotely’), with a focus on how they influenced participants’ pursuit for entrepreneurial activities in Dublin using interpretative phenomenological analysis (IPA) approach.

Finally, it is important to clarify why ‘country of origin’ was sparsely used interchangeably with ‘ethnicity’ in the study. Although, a clear difference between these exists, for instance, while ‘country of origin’ represents participants’ places of birth or their home countries, ‘ethnicity’ as used in the research context represents the characteristics and features of immigrants’ countries of origin (home country). Ethnicity also describes participants’ unique behaviours as a result of their home country cultural components, which they observed or introduced into the system over a period of time. As practices that have been gradually embedded into social convention, they have become part of participants’ traditions and customs capable of reforming, reshaping and affecting the way a particular ethnic group lives or responds to daily environmental realities as informed by their lived experiences. As a consequence to participants’ approach to reality, their influences have multifaceted effects. For instance, they influenced participants positively and negatively as either enablers or threats. Therefore, ‘country of origin’ was used in some cases as a substitute for ‘ethnicity’ to suggest ‘home country’ with ethnic characters as features that shape behaviours. In this perspective, ‘country of origin’ was used to connote ‘ethnic characteristics’ with some qualities (family culture, tradition, family business succession practices, political, economic and educational cultures, etc.) appearing as either ‘enablers’ or ‘threats’ originating from participant’s home-countries, which have been proven to affect their behaviours and thus, subject them to change.

## **6.2 How Does Ethnicity Influence EOF Amongst Immigrant Entrepreneurs in Ireland?**

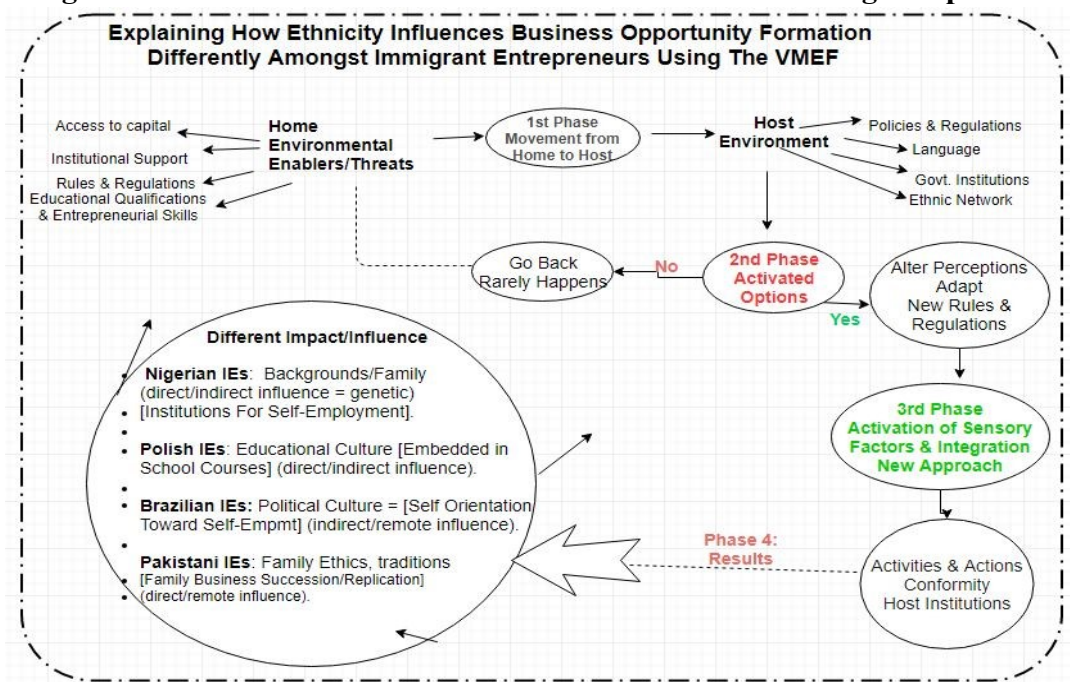
In order to address the research question, it is important to draw on vital information from the data results obtained. The participants in the study were 20 immigrant entrepreneurs (IEs) recruited from a variety of sources (through internet search and by visiting other immigrant entrepreneurs within the same locality during fieldwork). Participants come from a diversified background (i.e. Brazil, Nigeria, Poland and Pakistan), five participants from each group. Participants identified themselves as IEs with their businesses in Dublin. Their age categories varied and they were also motivated by variable factors (e.g. passion, predisposing skills, political culture, bad economies, educational culture, family responsibilities, lack of employment opportunities in Ireland, etc). Participants were all 1<sup>st</sup> Generation IEs who came to Dublin for various reasons, which includes education, to run own businesses, to join family members, etc. While some were married with children, others were either single or divorced. Immigrants bring unique characteristics and skills from their home countries and these are reflected on their entrepreneurial activities in the host country.

As immigrant entrepreneurs, the themes that emerged illustrate the multifaceted roles of ethnicity (directly, indirectly or remotely) in the everyday life of participants. Beginning from career choices to decision-making processes, ethnicity has played important roles subject to the dynamism of embedded features resulting from family influence, religious and traditional influence, political and educational cultures as components and characteristics of ethnicity. Consequently, the dynamic nature of the roles played by ethnicity suggest that the factors underpinning how it influenced participants to the study took the forms of ‘enablers’ and ‘threats’. The results further suggest that the nature of ethnic influence can be remote subject to playing latent roles. For instance, the results obtained from analysing the four immigrant groups showed that

the presence of ethnic influence on some participants' entrepreneurial activities was observed to be latent and thus, unknown to these individuals due to lack of knowledge about the subject matter. Based on observation, participants became more aware of these during the interview process, which further enlightened them by expanding their awareness of the concept and on the different shapes ethnic influence can take in practice. Given that the answer to the research question has been partially addressed in Chapters 3 and 4, it is believed that Chapter 5 of the study also made several references to support the interpretational approach adopted with the aim of addressing the research question.

The framework below is simply a visual representation of how ethnicity influences entrepreneurship opportunity formation amongst immigrant entrepreneurs in Dublin. The model further reflects the point raised in Low and MacMillan (1988) on the need for scholars to show the processes involved during entrepreneurship opportunity formation when defining entrepreneurship opportunities. The framework thus encapsulates in-depth formation regarding the different phases and processes to EOF based on information provided by the tested immigrant participant groups.

**Figure 6.1: The Visual Mixed Embeddedness Framework Logic Explained**



Source: Author

The framework shows that the process of ethnic influence on immigrants is completed in four different phases. As previously explained, the decision to migrate launches the 1<sup>st</sup> Phase known as ‘the movement from home to the host’. Previous research shows that immigrants come from environments with an existing way of life underpinned and governed by institutions and cultures in both the educational and the political sectors. As participants showed, cultural characteristics also appeared in the forms of traditions and customs on family business succession, etc. As ethnic components and characteristics, cultural characteristics are embedded in the up-bringing of participants from birth and are described as inherent genetic components and features (Afa’anwi-Ma’abo-Che, 2016; Kennedy, 2018). Immigrants’ arrival in the host country automatically activates the 2<sup>nd</sup> Phase known as ‘the arrival to the host environment’. This phase exposes them to the new environment where the way of life is clearly different from where they came from. On its face, immigrants are further exposed to other things associated with life which are totally new information to them at this point. For instance, these include rules, regulations, government institutions, local authorities, acceptable behaviours, etc.

At this stage, immigrants have the option to either stay or leave since the decision to stay means altering behaviours to accommodate new ones. On the contrary, the decision to leave would not require any further action to be taken by the individual (i.e. no compelling need by local laws for change to be made subject to legislations on what constitutes good conduct). However, the literature shows that immigrants rarely leave after their arrival in the host country. The decision to stay implies that immigrants have accepted to be law abiding and this decision launches them into the 3<sup>rd</sup> Phase known as the ‘paradigm-altering period’, thus agrees with Chrysostome (2010) that one of the skills lacking in immigrants coming to the host country for jobs is limited knowledge of the local culture. This phase allows immigrants to learn the host’s culture and master the

necessary aspects that will apply in their daily business operations in the host country. Very importantly, the third phase requires that immigrants activate their sensory factors and neuro receptors in order to adapt and integrate in their new environment. This include accepting what works and rejecting what does not. Gradually, immigrants began to learn from natives and locals around them. Those whose primary intention for coming to Ireland is to study will begin to prepare their minds and become open-minded in order to be indoctrinated subject to academic cultural practices. Those who came for other intentions will also be exposed to the cultural norms guiding their areas of interests. This means that their behaviours and entrepreneurial activities are subject to the different rules, regulations, cultures, etc. and this launches them into the 4<sup>th</sup> and final Phase known as ‘the moment of impact’. The 4<sup>th</sup> phase entails immigrants’ general results following the different activities they have been engaged with since arrival. As the model framework shows, the different groups were influenced differently based on variable factors (as either ‘enablers’ or ‘threats’) in the forms of family influence, customs, political and educational culture, religion, etc. that emerged as embedded ethnic components.

Subject to their origins, these variable factors represent the characteristics of ‘ethnicity’ based on the definitions of ‘ethnicity’ in Alexandre-Leclair (2014), Burgess (1978) and DeVos (1980). Given the definitions and classifications of political culture (Almond and Verba, 2015; Welch, 2013) and educational culture (Goulbourne, 2001; Guibernau and Rex, 2010) as ethnic components based on their abilities to shape and influence choices and decisions, the research analysis showed that ethnic characteristics had both direct, indirect and remote influence on the tested groups. In this sense, such ethnic influence is further described as originating from participants’ genetic codes with inherent innate qualities (Afa’anwi-Ma’abo-Che, 2016; Kennedy, 2018; Njoku and Cooney, 2018; Njoku and Cooney; 2020b). The table below summarises how ethnicity influences the different groups to the study based on their ethnic backgrounds.

**Table 6.1: Summary Answer To The Research Question**

<b>The Brazilian Participants</b>	The definition of 'ethnicity' in Burgess (1978) as the character, quality or condition of ethnic group membership... reflects well with the Brazilian group since they further affirmed that when the condition of the people are bad (e.g. unemployment, negative political culture and practices, etc.), it affects their decision-making and choices. On this note, this group showed that a negative political culture can create threatening economic situations. The Brazilian political culture had mostly negative impact on participants. As an ethnic factor (Welch, 2013; Almond & Verba, 2015) originating from participants' ethnic backgrounds, the type of influence on participants were mostly direct and negative. As young graduates without jobs, this posed threats to their future, thus forcing them into developing self-interest in entrepreneurship in order to survive and take care of their families. However, the degree of its negative impact forced participants to flee in quest of a more stable environment where they can successfully put their predisposing skills to good use. Thus, agreeing with the theory of Knight (1921), which shows that the presence of uncertainty leads economic agents to voluntary specialization of decision-making.
<b>The Nigerian Participants</b>	Dana (2007) shows that the way people recognize and pursue opportunities is influenced by different factors (indigenous or ethnic/IEs alike). In light of this, the Nigerian group showed that they were mostly influenced by their family members (parents/peers) through genetic career cloning. In this case, families/peers represent cultural of change using both direct/indirect instruments to alter behaviour thus, change the course of decisions on life career matters. The Nigerian group showed a strong sense of culture that recognises looking after each other in form of financial assistance, advise, etc. This further agrees with the 2002 study by Eriksen, which shows that the relationship between culture and identity are components of ethnicity. In this case, 'ethnicity' plays a unique role as a 'precursor' of nations highlighting the power of symbol, a sense of solidarity, etc., which is central to Smith's ethno-symbolist theory as Guibernau and Rex (2010) acknowledged.
<b>The Polish Participants</b>	In relation to the Polish participants, the nature of 'ethnic influence' to this group reflected the logic used in Eriksen (2002). Ethnicity is about what this group considered as representing their identity as Annella (one of the Polish participants) acknowledged. This reflects well in the description of 'ethnicity' in Eller (1997) as an activity or phenomenon. This group showed that education is a cultural activity or phenomenon (Eller, 1997) and as a powerful instrument, it is used by the system to change people through direct indoctrinations. Thus, the type of education they obtained in Poland influenced their career decisions by helping them develop entrepreneurial mindsets through business modules embedded into the system and, thus a culture within the educational environment. This further agrees with Hession (2013), which showed that entrepreneurial and cultural traits are amongst the factors that influenced Polish immigrants to pursue self-employment in Ireland.
<b>The Pakistani Participants</b>	This group showed that family culture, religion, customs and traditions on family business succession is inherently domineering and cannot be easily challenged. Thus, they grow up mostly replicating family business lines or setting up businesses in the host country subject to the dictates of parents and other powerful family members. This group grew of in families with strong cultures on business succession approach. The Pakistanis' relationship can be likened to those of the Nigerian participants as representatives of strong cultural heritages, thus agrees with Smith's (1986) study, which highlights 'ethnicity' as the power of symbols, rituals, traditions and ways of life.

**Source: Author**

The table further shows the different ways 'ethnicity' (as defined, described and used in the context of the current study) influences the different groups based on their ethnic backgrounds (Carpenter and Dunung, 2011). The table thus supports the finding that ethnic components are genetic (Kennedy, 2018), which can directly and indirectly affect behaviours and career decisions differently (Njoku and Cooney, 2020b). Subject to the observations made following the results, ethnicity as used in the context played different roles as variable factors both directly/indirectly and remotely. Participants thus support previous research to prove that ethnic influence can be inherently genetic through family career cloning, imposed through family members/peers in the name of family business succession ethics or even changing one's life career interest (e.g. from focusing on traditional jobs to developing an interest in setting up one's own business) subject to the workings of negative political culture. The table also shows that education is a form of culture as powerful as family culture which can change the course of career choices



and decisions through indoctrination. These are the different ways the concept of 'ethnicity' has influenced the tested groups of immigrants into pursuing the entrepreneurial path.

In summary, the VMEF showed that participants were influenced differently subject to their ethnic backgrounds (Carpenter and Dunung, 2011), which as Chapters 4 and 5 showed possess different characteristics that directly, indirectly and remotely controls behaviours consciously and unconsciously. These findings were equally supported by the different definitions of ethnicity as an activity or phenomenon (Eller, 1997), as an objective symbolic or emblematic use of any aspect of culture (DeVos, 1980), as an identity that distinguishes between different ethnic groups (Eriksen, 2002). Furthermore, the study alluded to the recurrent themes that emerged during the course of data analysis to ensure research rigor and rigidity, which were used to further justify research claims, thus addressing the question by showing that participants' positive responses to the questions are present in over half of sample.

### **6.3 Applying Interpretative Phenomenological Analytical (IPA) Approach**

As mentioned earlier, IPA has no prescribed single method on how to work with data. As a consequence, the 'essence' lies in its analysis (Smith et al., 2009). Therefore, "to correctly interpret the words of respondents, the qualitative researcher must be empathetic (i.e. able to consider how the world looks to other people)" (Hennink et al., 2011, p.9). IPA allows broad-based knowledge to be contextualised within a social and cultural context and produces relevant findings by capturing context specific situations (Charlick et al., 2016). Using a qualitative method, the research analysis was carried out. Similarly, in-depth data was collected by asking open-ended questions which lasted between 30-40 minutes per interview using a semi-structured interview technique. This approach was used because some of the research objectives required the examination of

participants' personal stories about the subject matter (Hennink et al., 2011, p.110) to understand how their reasons affected their choices and perceptions of entrepreneurship opportunities, with a focus on the kind of actions that they took.

The reason for the mode of data collection (semi-structured) was to ensure an adequate coverage of important areas in every interview (e.g. to fully understand the variable factors that influenced participants' choices and decisions to be self-employed). Based on this, the sampling is purposive and the major weakness of 'purposive sampling' according to Fontana and Frey (2008, p140-141) is that the data becomes subjective and biased. However, this was mitigated by reading the transcripts several times before analysis (Schmidt, 2004) and making results available so that both researchers and others can assess the validity of findings and conclusions (Heaton, 2004, p. 104).

Participants can also be approached the second time for validity verification purposes. The reason for selecting qualitative was theoretically and practically driven (i.e. the researcher is committed to understand how immigrant entrepreneurs (IEs) perceive opportunity formation (OF) in Ireland) (Bryman, 1988, 61-63). This also influenced the research data sampling size. In total, there were 20 participants (5 participants from each group) (Brazil, Nigeria, Poland and Pakistan). Although, the selected groups are amongst the largest immigrant entrepreneurs in Ireland (CSO, 2016), they are scattered within different counties. Therefore, the reason for not considering either quantitative or mixed method is that quantitative is associated with measurement, causality and generalization (Bryman, 1988). Given the small number of participants in Dublin, the research aim is not to generalize data and so using either quantitative or mixed methods becomes impossible.

The study adopted 'abductive reasoning' because it allows the development of theory using inductive inferences and iteratively conduct tests on deductive ones throughout. In addition, it makes up for the limitations in deductive and inductive

approaches. The research design is 'phenomenology'. The origin of 'phenomenology' has a strong philosophical component to it (Creswell and Poth, 2018, p. 75). As formerly acknowledged, it draws heavily on the writings of a German mathematician Edmund Husserl (1859) and those who expanded on his views, such as Heidegger, Sartre and Merleau-Ponty (Spiegelberg, 1982). As a philosophical tradition, it was first introduced by Edmund Husserl between 1859-1938. There are two types: Hermeneutics (Van-Manem, 1990) and empirical, psychological or transcendental (Moustakas, 1994).

The current study combined the two approaches and the decision was made on pragmatic grounds. In order to understand the meanings participants give to the variable factors (i.e. enablers or threats) behind their career choices and decisions, studying participants through in-depth interviews and visiting their places of work becomes important (Astalin, 2013, p.75). This allowed personal views about the subject matter to be transcended or suspended and bracketed to focus more on the 'essence' of participants' stories, or to hold subjective, private perspectives and theoretical constructs in abeyance and allow the essence of the phenomenon to develop (Racher and Robinson, 2003). While an IPA approach would frequently conclude with a review of the various elements of the study, this thesis will instead conclude by highlighting the main lessons learned for the different potential stakeholders.

#### **6.4 Research and Methodological Implications**

The current study suggests that the entrepreneurship field of research should consider adopting a definitional precedent or agree on the common definition of entrepreneurial terms as a pragmatic step towards ensuring steady progress. The reason for this is based on majority arguments, which show that constant disagreement amongst entrepreneurial scholars poses threats to the future of research progress and thus, responsible for all peculiar conclusions. Similarly, based on the complexity in the action

and interactions between immigrant entrepreneurs and the context (Johannisson, 2011; Steyaert, 2007), it is unclear whether immigrant entrepreneurial idiosyncrasies are mostly dominated by the home-country influence than the host environment. In relation to the applied principles of the VMEF construct, this needs further investigation and clarification to reduce uncertainty, thus enabling future researchers to approach the VMEF logic with clearer knowledge and understanding.

In practice, the use of phenomenology in academic research is still young (Husserl, 1859). Based on different aspects of the phenomenology, Patton (1990) notes that given its application in research, it is possible to confuse researchers who lack knowledge of the basic underpinning principles for which it is used as a research method. In the absence of a formal strategy to using IPA, the approach employed in the current study represents a novel strategy given that it is a combination of the two types of phenomenology (transcendental and hermeneutics). This was justified on pragmatic grounds since the use of transcendental helped the analyst to focus on participants' lived experiences in order to understand the 'essence', thus holding in abeyance all personal prejudices. Meanwhile, the application of the 'hermeneutic' principles allowed the analyst to take out part of participants' responses from the transcript to determine how it informs the whole and vice versa.

Based on pragmatic grounds, the level of flexibility exercised in this research can be extended/replicated in future qualitative research practices with a focus on understanding the 'essence' of peoples' lived experiences. Encouraging the approach employed in this study can produce a generation of future researchers who understand the importance of flexibility in research data analytical process. Consequently, at the methodological and epistemological levels (Cope, 2001), the application of a phenomenology method in the research study may have different meanings and connotations. Subject to the research conclusion, a number of research implications have

emerged. Although the research study made both empirical and theoretical contributions, limited knowledge of the entrepreneurship research domain is considered a research implication. While the researcher takes full responsibility for the current study, it is believed that despite all the efforts to prepare and manage the primary research consistently in an unbiased manner, there remains a possibility that personal views may have impacted the validity of findings and thus the conclusions drawn.

Awareness of the methodological challenges associated with adopting interview design is considered an inherent research limitation. However, in considering the focus of the study research topic, a choice of qualitative method was deemed appropriate because it allows for a small research data sample size to be tested and thus, not oriented to provide validity through accurate statistical representations of findings. Instead it adds depth by asking participants questions beginning with 'how' and 'why', etc. Although the research goal is not to generalise results, such limitation is considered a research implication in the current study. In light of the research sample framework, although the sample strategy was purposive to allow the selection of qualified participants for the study, the entire process may have been influenced by the snowball-effect due to difficulties experienced during the recruitment process.

In future research, employing a statistical sampling approach may be an option to achieving generalizability, thus enhancing the validity of results. Given that qualitative research allows participants to the study to tell their stories, the tendency to provide inaccurate information may be higher in cases of participants whose participation may have been as a result of pressure from either the researcher or peers. This is considered a research implication since results may not accurately reflect their lived experiences subject to participants' bias and a threat to data quality. Consequently, triangulation may serve as an alternative solution to enhance the validity of results where that is the case.

Finally, one of the criteria for participation in the study is the English language requirement to facilitate a dialogue between the researcher and the participants. It is believed that this requirement may have restricted the extension of the research study results and thus considered a research implication because it may give an edge to participants with better English language skills over participants who have been living in Ireland for a lesser number of years. This may influence the quality of data collected between the participated immigrant groups subject to their abilities to express themselves well in the English language.

## **6.5 Discussing The Applied IPA Analytical Techniques**

The analysis has demonstrated, first and foremost, that ‘ethnicity’ as used in the context adopted the primordialists’ logic (Fishman and Garcia, 2016; Wan and Vanderwerf, 2010), which is understood from the perspective of immigrant entrepreneurship as comprising of natural unique predisposing factors and variables (e.g. skills, networking, culture, behaviours, family-traditions, environmental influence, family business ethics, etc). Dana (1997, p. 52) refers to these factors as “the specific explanatory variables of self-employment prevalent among ethnocultural groups”. Ethnicity in this sense possesses great potential to influence behaviours as either ‘enablers’ or ‘threats’. This also agrees with Dana (1993, pp.16-31), which showed that “marginality is an explanatory variable for entrepreneurship among marginal groups”. Marginality as discussed in Dana (1993) falls under the rubrics of enabling threats as the current study found. Although treated as a threat, it enabled the individuals in the study to take decisions. In this context, marginality as a threat therefore served as the driving force behind the Brazilians entrepreneurial decisions to be self-employ. In practice, these explanatory variables have both ‘direct’, ‘indirect’ and remote effects through multifaceted roles. Similarly, ethnicity was approached as representing unique

characteristics used in identifying a particular group's behaviour subject to shared cultural values (Burgess, 1978). Based on the current study's analytical results, participants in the study confirmed this claim through their responses to the questions asked.

Participants successfully demonstrated that ethnic components have strong effects in their career choices, decision-making powers and in their everyday entrepreneurial activities following its genetic qualities', which can neither be suppressed nor altered by outside influence or by merely being exposed to a different culture. In this context, diversity as immigrant entrepreneurial motivations show it is part of their deoxyribonucleic acid (DNA). This is important because the results emphasised the need to understand that the multifaceted nature of the roles played by ethnicity can practically manifest during career choices and influence decisions, thus encouraging risk taking.

From this analysis, immigrant entrepreneurial activities can be described as personal idiosyncratic behaviours, carried out in response to a particular phenomenon within a particular environment, which either poses a threat unless something is done or will bring career fulfilment when acted upon. The process is relational in that it involves constant interactions with families, friends, peers, the home country and networking in the host environment. Njoku and Cooney (2020a, p.169) describe such relationship as "informal networking practice that utilises product of goodwill to enable entrepreneurial activities through action". Although the points raised by the analysis may seem obvious, participants' actions have foreseeable implications (risk-wise). The argument is that the idea of leaving one's home country in quest of a greener pasture abroad involves different kinds of risks stemming from countless possibilities (e.g. fear of being discriminated against, fear of being sent back, host societal pressure, adaptability challenges, cultural challenges, government institutions and host regulations, etc.). As the analysis further shows, participants' daily attempts to respond and address daily environmental reality

challenges (e.g. lack of job, family responsibilities, passion to pursue a particular career path, orientation toward self-employment, etc.) trigger genuine concern through instincts.

In light of the current study, the characteristics of ‘ethnicity’ as participants’ idiosyncrasies showed is embedded in their behaviours which controls their choices and decisions as reflected in their actions. Consequently, immigrant entrepreneurial activities to form opportunities are influenced subject to their ethnic affinities with the home country, thus agreeing with Guibernau and Rex (2010), which showed that ‘ethnicity’ discloses signs of strong mutual development (i.e. ‘groups’ and ‘identities’) rather than ‘isolation’ . In agreement with Afa’anwi-Ma’abo-Che (2016), ethnic identity is inherent and genealogically passed on from one generation to another from birth.

On its most basic level, the analysis showed that the role played by ethnicity has multifaceted faces. This aligns with the description of ‘ethnicity’ in De-Vos own understanding as a symbol that is subjective or an emblematic use of any aspect of culture by a group (De-Vos, 1980). In related career decision matters, the results showed that ethnicity took the form of variable factors as either ‘enablers’ or ‘threats’. As an enabler, the extract from participants’ responses showed that ‘ethnicity’ encourages the pursuit of career passion, career goal, curiosity, adventurous dreams, ethic and tradition, etc. For instance, one of the participants from Poland came to Dublin out of curiosity to try something new in a different environment. This became the theme underpinning his career choice and decisions to pursue the entrepreneurial path. The analysis further revealed that ‘ethnicity’ as a ‘threat’ played a similar role, though in a reversed format. This was clear following the accounts from most Brazilian participants. They acknowledged that they left Brazil due to high quantum of corruption, economic downfall and a lack of accountability from the Brazilian government to come up with agenda with which the new graduates can either secure jobs or be supported while out of jobs.



The situation became a threat because life in Brazil practically became survival of the fittest where those with families were facing the risk of starvation. This group felt to have been indirectly marginalised in their own country subject to the poor treatment from the Brazilian politicians (Dana, 1993). Furthermore, the analysis demonstrated the importance of English language fluency as one of the Brazilian participants showed. In her own words she affirmed ‘When I got to Ireland, I wanted to start my own business but was unable to do so because of language barrier. This made it difficult for me to integrate with locals. I had to enrol myself in college to study English language prior to starting my own business’ (Sandra, 2018). This agrees with findings in Chiswick and Miller (2002). They found that there is a relationship between immigrant entrepreneurs who are fluent in English language and their business success. This is evident following findings in Edin et al., (2003), which showed that immigrants with high skills earned more than those with low skills.

In Fairlie and Robb (2010, p.11), they found that “black business owners are much less likely than White-business owners to have had a self-employment family member owner prior to starting their business and are less likely to have worked in that family member’s business”. In light of this, a further discussion on the Nigerian participants in the current study shows an agreement by validating the conclusion reached in the current study. In agreement with Fairlie and Robb (2010), most of the Nigerian participants simply cloned their parental career behaviours and were never bound by tradition or custom to work or succeed in their family type of business. Their choices and decisions to be self-employed can be described under one of the findings in Dana (1997), which shows that participants in the study were motivated by three explanatory variables (focus on the self, focus on the ethnocultural *milieu* and the host society) (Dana, 1997, pp. 53-54). It suffices to state that the Nigerian participants in the study were self-motivated with their parental self-employment career attitudes as driving force.

On its higher level, 'ethnicity' was approached from an embedded genetic component perspective with characteristics and qualities that directly and remotely influence the human behaviours and actions. This is important because it shows a relationship between the first theme and the second. Thus, the results confirm that ethnicity had different influences on participants' entrepreneurial opportunity formation approaches subject to their ethnic origins. An example from the analysis clearly showed the nature a remote influence can take in practice.

It is important to note that the extract presented a strong case of how a genetic influence can affect career choices and decisions: "...I was in college when my father back in Pakistan was running his business, but I was not interested in what he was doing. But as you can see, I ended up doing what he was doing and it is working well so far (Qamarali\_PA). Consciously, the appearances of current realities may seem to exist outside an individual's realm of understanding at the point in particular time because they are either pleasing or displeasing. However, the nature of an individual's reality triggers the action that follows in response. Participants in most cases are not cognizance of opportunities resulting from the particular event, happening or phenomenon until their realities become conscious experiences.

Comparable to other participants, it suffices to state that the Pakistanis' descriptive accounts of their experiences subject to the variables that influenced their entrepreneurial activities support the conclusion that 'cultural perceptions are subjective to a certain degree' (Njoku and Cooney, 2018). This further implies that career inclination can be inherently genetic. The Pakistanis exhibited a unique pattern, leading to the conclusion that their entrepreneurial activities were mostly influenced by traditions, culture and religion as key drivers. Overall, not only that the current study highlights the different ways in which the explanatory variable factors motivated participants into setting up their own businesses in the host country based on the analysis conducted,

results further show that self-employment amongst ethnic minority group in Ireland are on the rise. The results also supported the claim that immigrant entrepreneurs from Brazil, Nigeria, Poland and Pakistan were motivated subject to multifaceted driving forces appearing as both ‘enablers’ and ‘threats’ with direct, indirect and remote influence on the groups. In light of the current study, the results obtained share similar features/characteristics with the study of Light and Sanchez (1987). Hence, there is consistency in the pattern of development in the entrepreneurial literatures regarding explanatory variables responsible for high rate on self-employment amongst ethnic minority groups based on previous research.

## **6.6 Contributions To The Academic Literature**

There are several ways in which the study advances the current understanding of immigrant entrepreneurship opportunity formation. In particular, the review of the literature shows that there is a dearth of knowledge on immigrant entrepreneurship in the Irish context (Hession, 2013). This study will contribute to knowledge by expanding existing body of research on immigrant entrepreneurship in Ireland. Therefore, it is believed that this study is playing a role by re-emphasizing the call for more research to be conducted in this area of study (Cooney and Flynn, 2008; Forfas, 2007; Fitzsimons and O’Gorman, 2009; Onyeljelem, 2003; O’Connell et al., 2011; Shoesmith, 2006).

The study offers novel insights using a visual aided model to show how the interactions between immigrants, the home and host environmental enabling factors and threats together influence their career choices, and decisions in practice. Consequently, the ability to identify the variable factors in the forms of ‘enablers’ and ‘threats’ based on participants’ responses constituted key ethnic determinants to career choices and decisions to pursue them. This is important because they highlight the multifaceted variables underpinning immigrant entrepreneurial business opportunity formation

principles with ethnic characteristics. The research results therefore extend an understanding about the importance of the roles played by ethnic entrepreneurial enablers and threats as motivators for the pursuit of self-employment amongst immigrants.

Amongst entrepreneurial competence, the review of the literature shows that entrepreneurship opportunity formation (EOF) is a critical element that is lacking research regarding the influence of ethnicity and thus, the focus of substantial amounts of research explored from a wide variety of perspectives. Consequently, there is yet to emerge academic research that explores how ethnicity influences EOF amongst immigrant entrepreneurs in Dublin. This leaves a gap in the literature on this aspect of entrepreneurial research. Finding answers to the subject of inquiry thus make contribution to knowledge since immigrant entrepreneurship has become an important topic for many governments in the Western economies, including Ireland.

Furthermore, the study makes contribution to knowledge through the creation of a model framework described as the visual mixed embeddedness framework (VMEF). As the primary contribution, the idea behind the VMEF construct is to visually capture the sequence of actions and interactions between immigrant entrepreneurs (IEs) and their environments (i.e. the home and the host) while showing the temporal order of their entrepreneurial activities. In addition, the VMEF adds to knowledge as a practical lens for studying and understanding the phenomenon of immigrant EOF process model by offering clear descriptions of how immigrant entrepreneurial personal attributes influence their EOF differently based on their ethnic origins (Njoku and Cooney, 2018). Subject to the analysis conducted, the VMEF agrees with the research findings, thus showing how immigrant entrepreneurial decisions are influenced by its embeddedness in both social and the business environmental context as participants' personal attributes demonstrated following their entrepreneurial behaviours and activities in Ireland.

In addition to the theoretical contributions, it is believed that the study equally achieves a methodological contribution. In light of the adopted research methodology, the study recognised the flexibility exercised during data analytical process by combining transcendental approach with the hermeneutic orthodoxy based on pragmatic grounds. This is a contribution since it is believed to be the first of its kind in an Irish context, thus answering the call for new researchers to be innovative in their data analysis subject to a lack of formal data analytical approach (Auerbach and Silverstein, 2003). Therefore, the strategy employed in analysing participants' responses to understand the meanings that they gave to their 'lived experiences' can be replicated by future researchers.

Similarly, previous studies show that little has been written on the definition of entrepreneurship opportunity formation (EOF) (Low and MacMillan, 1988; Wustenhagen and Wuebker, 2011). This is evident given that prior research on entrepreneurship opportunities found that the concept of EOs has been imprecisely defined for many years (Hisrich, 1986). Low and MacMillan (1988) argue that none of the previous definitions of entrepreneurial opportunities captures the full process on how opportunities are formed by entrepreneurs. It is believed that imprecise definitions have led to disagreements amongst scholars, resulted to many controversial debates in the entrepreneurship literature and have equally slowed down research progress (Gatner, 1985a; Vesper, 1983). This implies that the concept of EOF is still young in the academic research field and therefore creates a gap that must be filled with a robust definition. The study further contributes to academic knowledge by proposing a complete definition for EOF that is believed to have met the expectations in Low and MacMillan (1988).

## **6.7 Lessons For Immigrant Entrepreneurs**

Based on the research objectives, it is clear that the central goal of this study focuses on how an immigrant entrepreneur's ethnic background will influence their

opportunity formation activities in their host country (Carpenter and Dunung, 2011). The research provides valuable lessons designed to benefit both immigrants who are looking to run their own businesses in Ireland. Subject to observation, the data that was collected from participants clearly shows that immigrant entrepreneurs in Ireland feel unimportant and unrecognised based on their responses. However, it is believed that the study will reassure them that their entrepreneurial activities are as important as traditional paid jobs based on their contributions to the entrepreneurial eco-system. The results from the study will make them feel important and confident in their career choices. For instance, the knowledge that their entrepreneurial activities in Ireland have attracted the attention of academic researchers will give them hope and the assurance that their roles in the entrepreneurial field are recognised.

The research provides opportunities for both participants and future immigrant entrepreneurial aspirants through the provision of new knowledge on government agencies in Ireland established to assist new entrepreneurial start-ups. For instance, future entrepreneurial aspirants with zero knowledge will learn through the results obtained where they can call for help and access government agencies based on their areas of specialization. Furthermore, the study provides the names of some of the agencies and their locations in Ireland. The study will further benefit immigrant entrepreneurs in general by creating awareness of the programs and other ways that the Irish government is willing to help immigrant entrepreneurs to start their own businesses. For instance, those with limited funding capacity will learn about responsive government support agents that provide financial assistance to enable interested candidates to experience less difficulties in starting their own business in Ireland.

The study will also help immigrant entrepreneurs to learn the importance of networking with their ethnic group members. This agrees with prior studies that 'ethnicity' brings immigrants together around an ideology of solidarity and unite them

against market competitions (Werbner, 1987; Yu, 2001). In this context, immigrants will learn that as members of the same ethnic origins, their unity against opposition is a networking strategy by understanding the different roles played by ethnicity (Rogoff and Heck, 2003). Through networking, immigrants will learn how to support each other in difficult times and this increases their chances to become successful. For instance, the majority of the participants to the study acknowledged that they attend important meetings and functions involving their ethnic communities where important topics are discussed and useful information shared. This is evident given the following extract from Shaoiab\_PA (2018).

**Researcher:** How did you identify and evaluate the business opportunity?

**Shaoiab\_PA:** Besides my personal research on this line of business, this business opportunity was identified through meeting with friends in Dublin who are also running similar businesses. Through conversations and discussions, they explained everything there is to know about the mobile phone business and that was how I learnt and was able to start my own business.

In the context of education, the research provides opportunities for immigrants to learn how their backgrounds influence their entrepreneurial idiosyncrasies based on their ethnicities during entrepreneurial activities in the host country. This knowledge can help them to determine ways to best utilize the different opportunities offered by ethnicity. For instance, they will learn that their unity as members of the same ethnic origins in the host country will benefit each member in different ways (e.g. through helping each other with loans, business advice, business connection, business ideas, learning from each other's mistakes, important lessons on how to cooperate with local authorities, etc.).

It is also believed that results from the study will help immigrants to learn the importance of keeping clean credit record by forcing them to build good reputations for themselves in the host country. With this knowledge, they can go to the banks for loans

to pursue bigger business opportunities in the host country. Prior research shows that the host country banks seldom grant immigrant entrepreneurs loans when they come for financial assistance. As a result, immigrants resort to their families, friends, etc. for financial assistance (Tolstoy, 2010). Through the results obtained, immigrants will also learn the reasons behind the high rate of refusal of bank loans and work toward changing this from reoccurring in the future.

Given that it takes a long time for authorities to respond to immigrant entrepreneurs' financial problems and other related harassment issues, the need to form or join existing associations and organisations for immigrant entrepreneurs becomes necessary. Immigrants will learn to belong to unions and other reputable organizations that will represent their interests in the government. These organizations will serve as insurance against risks (e.g. financial loss, loss of property as a result of break-ins, etc). They will also represent their interests in legal matters related to harassment, unfair treatment, etc. Forming organizations or joining existing ones has proven to be more effective than going solo in handling personal related problems in the host country.

As members of an organization for immigrant entrepreneurs, their voices and cases will be heard faster based on the reputation of the organization. This way, immigrants as ethnic society members in the host country will learn to solve their problems quicker than waiting for authorities to solve all their cases. The study will also help immigrants to learn that in practice, their entrepreneurial behaviours and actions take an interactive form subject to mixed relationships with both their home countries and the host environment. Immigrants will also learn that their strategies have been empirically proven to differ from the mainstream entrepreneurial approach to opportunity formation (Halkias and Adendonff, 2016).

In addition, immigrant entrepreneurs will learn the importance of collaboration based on the accounts of those who have benefited from collaborating with others in



forming lucrative business opportunities. The idea for testing different immigrant groups is to show that there is a possibility in working with immigrants from different nationalities to achieve mutual goals. Such collaboration is useful when the parties are planning to pursue unique entrepreneurial opportunities that will benefit both parties and the economy of the host country through job creation and payment of taxes to the government.

## **6.8 Lessons For Policy Makers**

The reviewed literature shows that there is yet to emerge in the Irish system a policy guiding the practice of immigrant entrepreneurship (Hession, 2013). Recent developments in entrepreneurial research shows an increasing interest amongst academic scholars in the area of immigrant entrepreneurship. Similar to previous related studies, this study reopens the call for policy makers in Ireland to consider the urgent need for the development of policies and legislation regarding how immigrant entrepreneurship should be practiced in Ireland based on the fast rate at which it is growing in the country. This will align with the campaign for the building of national policy on entrepreneurship to stimulate latent entrepreneurial potential, especially amongst the immigrant communities (Small Business Forum, 2006; Spence, 2007). In addition, the study will raise awareness to stakeholders regarding the contributions of immigrant entrepreneurs to the Irish economy.

Given the results obtained from participants in the study, it is believed that the current research will benefit government policy makers in different ways. Based on the orientation of the research subject of inquiry, policy makers will learn about the increasing rate of immigrant businesses in Ireland. This serves as a legitimate ground for policy makers to encourage a multi-ethnic approach to its immigration policies as one way to encourage entrepreneurship diversity in Ireland. The reviewed literature supports

the claim that immigrants are making positive contributions to the host economies (e.g. in Sweden, the UK, US, Canada, etc) (Sinnya and Parajuli, 2012; Statistics Sweden, 2010a).

The current study further presents an opportunity that can favour both immigrants and the Irish economy through immigration policy reform to enable those who want to pursue entrepreneurial activities to do so with less difficulties. Similarly, immigrants' support to Irish society through job creation for both natives and immigrants might be considered a good reason for policy makers to identify ways to facilitate entrepreneurship start-ups in Ireland. The study will also inform Irish policy makers about the strategies used in the neighbouring European countries to support and encourage immigrant entrepreneurial spirit (e.g. celebrating immigrant entrepreneur's day, etc.), which can be copied and used in supporting immigrant entrepreneurs in Ireland.

The study results and findings can provide useful information regarding different ethnicities and the nature of businesses they are creating in Ireland, thus helping policy makers to learn about the different challenges that immigrants face during early business start-ups. Both the Irish government and other private support agents can see the need to make supporting immigrant entrepreneurs their priority based on their contribution to economic growth (De-Pillis and Reardon, 2007; Stephens, 2013). In addition, it is believed that this study can feature in one of the various websites offering entrepreneurship related information services online. As part of ongoing efforts to promote an entrepreneurial spirit in Ireland, research like this can offer useful information for entrepreneurial aspirants through financial institutions' online channels, which will be available in different languages for free.

The study can also provide useful information to the Irish government and policy makers on the need to treat different ethnicities with dignity based on their entrepreneurial

contributions through implementing policies with zero tolerance on discrimination against immigrants. This will help tackle discrimination matters against non-natives in different fields and limit unfair treatment on foreigners in the country. For instance, one of the Pakistanis reported constant harassment and break-ins from young Irish natives and how the Police have been unable to stop this from reoccurring. This has resulted in goods being stolen and serious damage done to his business premise. Immigrant entrepreneurs suffer losses through various ways at the hands of natives, which the authorities fail to handle properly. These are some of the cases that policy makers could learn from. For instance, policy makers can implement policies to protect immigrant victims through compensation considering that they are mostly on low budget business plans with limited capital.

The Irish policy makers can also learn from the approaches used by policy reformers in other European countries (e.g. Sweden) in boosting entrepreneurial spirit and encouraging more immigrant aspirants to set up their own businesses. Furthermore, the results from the study can facilitate policy reformers to tackle discrimination against immigrants in colleges, universities and at work places. For instance, one of the Pakistani participants stated: “Honestly, there are lots of redlines for immigrants. For instance, when I was studying at Dublin Institute of Technology (now TU Dublin), there were lots of redlines for immigrants. The white-collar jobs were not available for immigrants. Some of my course mates then, who were less talented than myself, were working in different companies because they were Irish while I could not even get a job. They were given chances while the three of us in the same class from different ethnic backgrounds were having interview and work placement problems. Due to these redlines despite the opportunities resulting from the booming Irish economy. I was out of market for 5 years. I thought of the need to be self-sufficient as I was back home in Pakistan. I had to do it myself since no one is given me a chance. Something I would say I inherited from my

parents because they were running their own businesses too” (Faiz\_PK-2019). This agrees with the assertions of Dennis and William (2011) that when the principle of rule of law (which demands that law be equally applied) fails in practice, the implication can be more dangerous and problematic for immigrants. The feelings expressed in the above extract captured is the true experience of Faiz\_PK. It follows that the above extract tells more about the nature of the question that was asked. Following the response, it can be argued that the question succeeded in extracting the reasons sought and presented an opportunity for in-depth description of the experience. Thus, Faiz’s account describes the feeling of discrimination by the system based on his conviction that he was unfairly treated.

In the context of education, the results obtained from the study will benefit the academic community by adding new knowledge regarding this topic. For instance, the study will inform trainers and educators regarding how ethnic backgrounds influence the entrepreneurial activities of immigrant entrepreneurs. Similarly, the study will help academics/policy-makers/support agents to realize the economic significance of immigrant entrepreneurship to the Irish entrepreneurial eco-system. The study can inform the Irish government on the need to support and work more closely with immigrant entrepreneur organisations. In addition, it can be argued that one of the general and most important lessons from this study emphasized the importance of ‘lived experience’. Overall, the analysis of the data collected showed that the four group of immigrants from different ethnicities (Brazil, Nigeria, Poland and Pakistan) had different motivations for their career choices and decisions to be self-employed. Consequently, the concept of ‘lived experience’ as a phenomenon is conclusive proof that two different people within the same environment or confined space can be subjected to the same experience and both emerged with different results and interpretations of their ‘reality’ in terms of the experience. The importance of this knowledge is that ‘reality’ is understood from an

object point of view. Thus, the two individuals who were subjected to similar experience and subsequently emerged with different accounts based on their interpretations of ‘reality’ are each correct regardless.

In this context, the findings in the current study can be related to the debate between the constructionists and realists on the topic ‘where do entrepreneurial opportunities come from?’ (Alvarez et al., 2010). These groups of scholars had interesting but different perspectives on what constitutes ‘reality’ to an individual entrepreneur (ibid). In like manner, participants showed that ‘lived experience’ is an individual experience and should be interpreted based on its meanings as it was experienced. The ‘reality’ within every ‘phenomenon’ or ‘lived experience’ is subject to personal perceptions and interpretations of what constitutes ‘reality’ subject to that which was experienced. This becomes clearer in the account of one of the Pakistanis, thus showing that ethnic variable factors take different shapes and forms.

The results obtained further confirm that the variations in the logic employed in the debates between the constructionists and the realists on entrepreneurs’ ‘reality paradigm’ were influenced by circumstances or phenomenon underpinning the experience following how it was perceived (Alvarez et al., 2010), thus supporting the comparison drawn following the current study results. The general and final lesson is clear for both policy makers and organizations that what constitutes ‘reality’ as used in the context to describe participants individual lived experiences varied based on individual perceptions and descriptions. The argument is that immigrants’ ethnic origins should be considered when dealing with them by authorities.

## **6.9 Study Limitations**

In addition to the limitations mentioned in Chapter 4, additional study shortcomings were observed during the course of the data analytical process. It is

important to mention them to cover all relevant research parameters. Similarly, it is important to reemphasise that limitations in research are matters and occurrences which the researcher cannot control (Simon and Goes, 2013). Research limitations take various forms and in some cases may be too remote to identify. Given that the current study is not oriented to generalize results following the research sample size, this decision could have been affected by statistics which shows that the target population for the study are scattered outside the study context, thereby making it impossible to reach more qualified participants to take part in the study. Based on research policy context, the need to focus on one city for data collection can be a limitation because qualified participants who are residing outside the study parameter cannot take part in the study. This may affect the quality of response obtained subject to this reason. In terms of experience, it can also be argued that participants who reside outside the study geographic parameter may be more qualified to partake in the study than those who reside in the Dublin area.

It is also important to note that the current study was originally intended to collect data from both 1<sup>st</sup> and 2<sup>nd</sup> Generation immigrant entrepreneurs. Development of events during the field research affected this intention. However, due to the lack of volunteers from the 2<sup>nd</sup> Generation immigrants, the research concentrated on 1<sup>st</sup> Generation immigrants only. This is a limitation given that information from the 2<sup>nd</sup> Generation immigrants might have yielded different results comparable to the 1<sup>st</sup> Generation immigrants, which may have improved data quality. In addition, between the four ethnic groups of participants who took part in the current study, there was a discrepancy in the representations of participants based on gender. This is considered a limitation because the male entrepreneurial dominance might have affected participants' responses and the quality of data based on the fact that both genders reason, perceive, and interpret information differently.

On a more general note, the issue on study parameter limitation can affect the quality of results and, thus an issue for academic researchers. Reflecting on the current study, especially on the point raised in the previous paragraphs concerning the lack of participants from the 2<sup>nd</sup> Generation immigrant group, it could be argued that the inability to collect data from qualified 2<sup>nd</sup> Generation immigrant participants was subject to the formal research practice, which prohibits researchers from collecting data from qualified candidates on grounds that they reside outside the study parameter. This is a limitation on the current research since responses from the 2<sup>nd</sup> Generation immigrants may have produced a different result, thus influenced the result quality. Arguably, this limitation could have been mitigated by simply exercising a little flexibility in the research data collection approach, thus limiting the general research challenges that researchers face during the course of data collection and analytical process.

#### **6.10 Future Research**

In light of the current study, future research should specifically focus on identifying how the orthodoxy of the VMEF construct influences the actors during the formation of organizations to pursue immigrant business opportunities in their host country (Bygrave and Zacharakis, 2004). Similarly, Brett (2002) acknowledges that the roles played by Biblical scholars (e.g. Ezra and Nehemiah) provided basic universal knowledge on when ethnicity was first used in the 14<sup>th</sup> century, which was materialistic to the modern-day general understanding of the concept. This study finds that the contributions from Biblical scholars are barely recognised in the literature. The need to further investigate the evolution of ethnicity in light of the modern-day research in entrepreneurship is necessary to highlight the historic principles underpinning its approach from immigrant entrepreneurial perspectives.

The review of the literature further shows that limited attention was paid to the roles played by the Church during the reformation of entrepreneurship in fighting corruption (usury), which invaded entrepreneurial practices in the early 14<sup>th</sup> century. Consequently, Murphy et al., (2006) acknowledge that entrepreneurship research regained specialised knowledge as a result of the many different roles played by the Church. Thus, the Church's involvement prevented immediate threatening warfare in the 1760s (ibid). The need to revisit entrepreneurial history in the 1760s to understand the factors underpinning the steps undertaken by the Church which supported the growth of entrepreneurship would make an interesting contribution to knowledge for proper documentation.

Given the lack of clarity on whether immigrants are dominated by the home-country entrepreneurial perspectives during opportunity formation in the host country, it is still unclear whether immigrants' entrepreneurial activities are mostly dominated by the variables (enablers/threats) emerging from the home-country or factors from the host environment. The need for such clarification is paramount for the future of entrepreneurship opportunity formation practice from immigrants' perspective for proper research documentation. In addition, the question on whether the immigrant entrepreneurial approach to opportunities is primarily perceived from the ethnic background lens or dominated by the host environmental forces has also been raised.

Based on the themes that emerged during the course of this study from both the home and host country, the need to further distinguish between the variable factors based on their ethnic origins is necessary to understand the nature of the roles played by the themes in light of participants' ethnicity. This can enhance further understanding regarding the relationship between immigrant entrepreneurs and the variable factors based on their embeddedness into the system to impact career choices, and their abilities to take decisions. Finding answers to this will help future researchers differentiate which



of these factors commands remote influence from the ones with direct influence. Such understanding will make a good contribution to the entrepreneurial field of research.

The review of the literature further shows that research philosophy remains a challenging aspect of the academic research for new researchers. The requirement for researchers to identify some of the philosophical assumptions in their studies to indicate their knowledge of them is hard to demonstrate since they are abstract conceptual ideas and not easily seen in written studies. Thus, further investigations have been suggested to put more clarity on this to enable future researchers work with absolute clarity and knowledge on philosophical assumptions underpinning their adoptions in research. Based on empirical findings, immigration flow into Ireland is on the rise and subject to the Irish low population rate, it is arguable that immigrants are mostly targeting the Irish job sectors to fill up shortages in the labour market (CSO, 2016).

Research on labour migration attracts the attention of both research experts and government agencies. Following the academic research terrain, emerging researchers are encouraged to bring new perspectives and ideas into the field for development. Finding answers to novel research topics has always benefited the government, academic scholars and the wider population. Therefore, the review of the literature further suggests that there are still many unanswered questions regarding the phenomenon of immigrant entrepreneurship and thus, researchers are welcome to make contribution to any specific area that interests them. In this way, they will make contributions to knowledge by honouring the universal clarion call to achieve progress in the entrepreneurial field through making new and steady research contributions.

Given that the study on immigrant entrepreneurship in Ireland is new, it implies that the general knowledge of the concept is limited. Therefore, it follows that the standard of knowledge possessed by new researchers concerning immigrant entrepreneurship in the Irish context can be described as modest. Consequently, there is

a need for further research to develop ethical solid research methods for conducting immigrant entrepreneurship research in Ireland. This study specifically focused on four ethnic minority groups of immigrants (Brazil, Nigeria, Poland and Pakistan). Therefore, a logical course of action for future researchers would be to examine other immigrant group of entrepreneurs from countries like China, India, Latvia, Romania, etc.

A comparative research study to isolate how differently immigrants' ethnicity influences their entrepreneurial activities to native entrepreneurs will make an interesting topic. The idea will be to understand how the host environment influences 2<sup>nd</sup> Generation immigrants and native entrepreneurs simultaneously to understand how differently they interpret their perceptions of reality by asking the question 'what constitutes 'reality' to both native and 2<sup>nd</sup> Generation immigrants during entrepreneurship opportunity formation process in the host environment? It is believed that a research topic with such orientation will make an interesting contribution to the academic field of knowledge. It is also believed that a research topic focusing on African women entrepreneurship in Ireland would be interesting since empirical knowledge in this area of specialization is yet to be developed in the Irish context. Also, an in-depth research inquiry on the relationship between immigrant entrepreneurs and the Irish financial institutions would make a great topic. Given the current poor relationship between these, such research would help unravel the reasons behind high refusal of bank loans to immigrant entrepreneur start-ups, thus helping future immigrant entrepreneur aspirants build a better relationship with the Irish financial institutions.

Research focused in understanding nascent immigrant entrepreneurial journeys within the Irish context is believed to make an interesting contribution to knowledge. Based on the topic orientation, it is suggested that the timeframe for such a research question will be longitudinal given that the researcher will be required to consider different periods of time from the time of immigrants' first entry into Ireland until the

present day and so, will be time consuming. Finally, it is suggested that further research work can be conducted on transnational entrepreneurship from the Nigerian immigrant entrepreneurial perspective. Based on statistics, the rate of Nigerian immigrants in Ireland is on the rise. As a result, such a research topic will make an interesting research focus in the Irish context.

## **6.11 Conclusion**

The reviewed literature showed that in every plural society, political culture seems more connected to everything else in that context (Welch, 2013). Subject to the Brazilian participants, the theme ‘political culture’ was approached based on the same rubric as ‘economic culture’ as some of the Nigerian participants alluded to under additional reasons for coming to Ireland or ‘religion as a culture’ as in the case of the Pakistanis. These are sets of orientations toward a special set of social objects and processes (Almond and Verba, 2015). In agreement with social scientists on the concepts of states and society, political culture has a complex relationship with these variable factors in practice (Welch, 2013, p.1). This is evident following the different results obtained from the four groups. As the Brazilian participants showed, political culture is a notion that serves policy-makers well even if its scientific standing is poor.

While Welch (2013) argues that political culture as a concept may not have a direct explanation for social conduct, the results from the Brazilian participants showed otherwise by proving that the kind of impact (e.g. negative or positive) resulting from political culture can have multifaceted influence on the subjects. Directly or indirectly, the degree of such impact influences what the likely and the unlikely consequences of political actions will be on the subjects within a particular society. Given that the influence resulting from political culture is measured by interviews on attitude (ibid), the

Brazilian participants showed that the actions of the Brazilian government influenced their rational choices.

In causal terms, 'political culture' denotes a behaviour which gave rise to resistance to change (Welch. 2013). As participants showed, the constant references to the poor behaviours of the Brazilian politicians represent resistance to change. Change in this case was achieved by fleeing the home environment to continue with their entrepreneurial activities elsewhere. Consequently, participants' choices to leave Brazil represents a movement of resistance to register their disappointments following their experiences in Brazil. Subject to the particular environmental context, 'political culture' and other ethnic cultures including 'educational culture' are products and characteristics of 'ethnicity' that influence behaviour and action either in the form of resistance (negative) or acceptance (positive). The Brazilian participants further demonstrated that 'political culture' possesses embedded ethnic variables with both positive and negative influence since in practice, political change uses culture as its instrument.

The Polish participants showed that the act of studying entrepreneurial modules in high schools and colleges is customary and has become part of the Polish tradition because it is a process that has been embedded in their educational system. As 1<sup>st</sup> Generation immigrants, they believe that such practice is part of their higher educational culture and thus, defines their identity as Annella, one of the Polish participants acknowledged. As an embedded practice with the aim of developing entrepreneurial behavioural mindsets as a culture in Poland, participants acknowledged that it has both direct and indirect influence on their lived experiences within and outside Poland. In support of this Table 5.7 captured all references from the Polish participants during their interview responses. In agreement with related research, ethnic enabling factors and threats with the potential to influence immigrant entrepreneurial activities in the host country can have multifaceted faces. For instance, during an interview with one of the

Polish participants on the subject matter, he affirmed: “I will mention educational qualification because in Poland, entrepreneurial skills are developed in higher education offered free by the Polish government”.

It is important to note that participants’ experiences following their accounts are treated as ‘positive influence’ because they mostly affected their choices positively. As ethnic variable factors, they are used as embedded practice in the Polish educational system, which has become part of their educational tradition. Comparable to other participants, entrepreneurial modules were never part of their high school curriculum. The constant reference to this factor by the Polish participants simply showed that it has become an embedded cultural practice which has influence on the behaviours of those who participated in the study.

As these groups of participants (Brazil, Nigerian, Poland and Pakistan) have demonstrated based on data that was collected and tested, ‘ethnicity’ as a concept of culture and cultural practice is embedded in politics, traditions, customs, religion, etc. As a result, ethnic characteristics and values vary by country and thus, functioned causally as a set of ‘packaged variables’ (i.e. as enablers and threats) with significant influence on human behaviours as participants to the study represented based on their ethnic origins. In practice, the findings further revealed that the factors/threats responsible for immigrants’ orientation toward self-employment also influence their opportunity formation idiosyncrasies, perceptions and behaviours. For instance, under the ‘home-country factors’, this study showed that immigrants possess personal characteristics and features that are natural, which directly or indirectly influenced their actions and entrepreneurial activities differently. These characteristics are described as embedded genetic behavioural patterns because they have both direct and remote influences on participants’ entrepreneurial perceptions and general attitude to entrepreneurship. Their approaches and daily activities are equally affected. For instance, prior research showed

how families, peers, passion, etc., can influence immigrants' entrepreneurial behaviours in their host country.

The current study found that customs, traditions, religion, approach to family business succession, etc. have a dual influence on immigrants' entrepreneurial behaviours in the host countries as enablers and threats. Similarly, findings also showed that the educational system is a culture used to indoctrinate students and shaped their behaviours and thus, have a strong influence. In light of this study, political culture induced pressure, fear, hopelessness, lack of trust, lack of security due to a lack of home country government support for jobless youths. These variable factors influenced immigrant entrepreneurial idiosyncratic attitudes, thus account for participants' popular orientation towards self-employment. As factors with multifaceted roles (enablers and threats), they are traceable to immigrants' ethnic origins and played significant roles in their career choices by influencing their decision-making powers.

Finally, based on the analysis conducted over the four different ethnic groups of immigrant entrepreneurs in Ireland, ethnicity influences EOF amongst immigrant entrepreneurs in Ireland differently as a result of differences in cultural perceptions amongst the tested groups. For instance, while the Nigerian group is known for a strong culture that allows them to look after each other regardless of age, the same cannot be said about the Polish group subject to their strong beliefs in cultural heritages and identity. As the study further disclosed, the Pakistanis grew up in families that are entrepreneurial with strong beliefs, customs and religious practices on family business succession principles that have become part of their lives, thus governing their entrepreneurial approach to opportunity formation. The Brazilians however developed entrepreneurial mindsets and grow accustomed to the practice of entrepreneurship in order to survive subject to unfavourable political cultural practices, which have been introduced in the system. As either 'enablers' or 'threats', these ethnic variable factors have affected

participants' decision-making powers positively and negatively, by playing direct, indirect and remote roles in their career lives. Findings thus, agree with Gregurovic's (2018) study by showing that participants to the study expressed ethnocentric ideas and behaviours, which identifies each of the participated group as distinct from others based on unique cultural dispositions and attitudes towards entrepreneurial activities in Dublin (Njoku and Cooney, 2020b).

## **APPENDICES**



## Appendix 1- RESEARCH ETHICS APPROVAL



Research Ethics and Integrity Committee,  
Dublin Institute of Technology,  
Dublin 8.

11/05/2018

Dear Kingsley C. Njoku,

The Research Ethics and Integrity Committee of the Dublin Institute of Technology has reviewed your application entitled *How Does Ethnicity Influence Entrepreneurial Opportunity Formation Amongst Immigrant Entrepreneurs In Ireland?*, our reference REC-17-145.

Your application is now approved. If there are any changes in the research as described in your submission REC-17-145 you must contact the REIC. The committee notes that the final survey instrument should be provided before the commencement of this aspect of the work

The committee would like to wish you the best of luck with your work.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Steve Meaney', is written over a horizontal blue line.

Steve Meaney, PhD  
Chair - DIT Research Ethics and Integrity Committee

2.

## CONSENT FORM (FRONT AND BACK)



### Consent Form

**Research project title:** An Investigation of How Ethnicity Influences Entrepreneurship Opportunity Formation Amongst Immigrant Entrepreneurs in Ireland

**Research Investigator:** Kingsley C. Njoku

<b>Researcher's Name</b>	KINGSLEY C. NJOKU
<b>Academic Unit</b>	TECHNOLOGICAL UNIVERSITY, AUNGIER STREET, SCHOOL OF MARKETING
<b>Title of Study</b>	How Does Ethnicity Influence Entrepreneurial Opportunity Formation Amongst Immigrant Entrepreneurs In Ireland?

**The following section should be completed by the research participant**

	Yes	No
Have you been fully informed of the nature of this study by the researcher? (Note that this would typically include use of a participant information sheet.)	<input type="checkbox"/>	<input type="checkbox"/>
Have you had an opportunity to ask questions about this research?	<input type="checkbox"/>	<input type="checkbox"/>
Have you received satisfactory answers to all of your questions?	<input type="checkbox"/>	<input type="checkbox"/>
Have you received sufficient information about the potential health and/or safety implications of this research?	<input type="checkbox"/>	<input type="checkbox"/>
Have you been fully informed of your ability to withdraw participation and/or data from the research?	<input type="checkbox"/>	<input type="checkbox"/>
Have you been fully informed of what will happen to data generated by your participation in the study and how it will be kept safe?	<input type="checkbox"/>	<input type="checkbox"/>
Do you agree to take part in this study, the results of which may be disseminated in scientific publications, books or conference proceedings?	<input type="checkbox"/>	<input type="checkbox"/>
Have you been informed that this consent form shall be kept securely and in confidence by the researcher?	<input type="checkbox"/>	<input type="checkbox"/>

<b>Name of Participant</b>	Please use block capitals		
<b>Signature of Participant</b>		<b>Date</b>	
<b>Signature of Researcher</b>		<b>Date</b>	

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Participants' Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Researcher's Signature

\_\_\_\_\_  
Date

Technological University-School of Marketing-Ethics Committee-2018

[Consent Form](#)

### Contact Information

This research has been reviewed and approved by Dublin Institute of Technology Research Ethics Board. If you have any further questions or concerns about this study, please contact:

**Name of Researcher:** Kingsley C. Njoku  
**Full Address:** 45, Kilmore Road  
 Artane, Dublin 5  
 D05 N8X0  
**Tel:** 0892401404  
**E-mail:** Kingsley.njoku@mydit.ie

You can also contact Professor Thomas M. Cooney (supervisor)

**Name of supervisor:** Thomas M. Cooney  
**Editor:** 'Small Enterprise Research'  
<http://www.tandfonline.com/toc/rser20/current#.VeQ7jZpRHIU>  
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**Email:** Thomas.cooney@dit.ie  
**Twitter:** @thomasmcooney  
**EdX Talk:** <https://www.youtube.com/watch?v=0h34EmzU6B8>

### What If I Have Concerns About This Research?

If you are worried about this research, or if you are concerned about how it is being conducted, you can contact the Chair of the Principles of Integrity & Ethics Committee, Dublin Institute of Technology, Aungier Street, Dublin 2, Ireland (or email at [researchethics@dit.ie](mailto:researchethics@dit.ie)).

School of Marketing-Ethics Committee-2018

## Appendix 2- Sample print screen on the use of NVivo to prepare data

The screenshot displays the NVivo Pro software interface. The top menu bar includes FILE, HOME, CREATE, DATA, ANALYZE, QUERY, EXPLORE, LAYOUT, and VIEW. Below the menu is a ribbon with various tool icons for workspace, item, clipboard, format, paragraph, styles, editing, and proofing. The main window shows a list of sources under the 'Internals' category. The list includes columns for Name, Nodes, References, Created On, Created By, Modified On, and Modified By. The sources listed are:

Name	Nodes	References	Created On	Created By	Modified On	Modified By
Daniel_BR_5		41	43 07/01/2019 13:43	JASPERTHEGREAT	07/05/2019 08:20	JASPERTHEGREAT
Leonardo_BR_1		42	43 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Marco-Cesar_BR_2		43	45 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Sandra_BR_4		44	47 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Thiaz_BR_3		43	45 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Chinaedu_NG_4		44	46 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Cynthia_NG_1		42	46 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Mathew_NG_5		43	45 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Mushood_NG_2		43	44 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Victor_NG_3		43	45 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Faiz_PA_1		43	45 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Muhammad_PA_5		43	47 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Qamarali_PA_2		45	48 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Shabbiz_PA_3		41	43 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Shaoib_PA_4		43	46 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Anella_PL_3		42	46 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Kaplan_PL_5		42	42 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Marcin_PL_4		43	48 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Mateusz_PL_1		43	45 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT
Micmez_PL_2		44	45 07/01/2019 13:43	JASPERTHEGREAT	07/01/2019 13:43	JASPERTHEGREAT

The bottom status bar shows the user 'JASPERTHEGREAT' and '20 Items'.

### **Appendix 3: Publications**

#### **Academic Publications, Upcoming Paper(s) And Paper(s) In Progress**

- **Paper Title:** ‘How Does The Man-Know-Man Network Culture Influence Transnational Entrepreneurship’.

**Published Journal:** Journal of Entrepreneurship and Innovation in Emerging Economies.

- **Paper Title:** “How is Immigrant Entrepreneurial Opportunity Formation Influenced by Interactions between Home and Host Countries?”

**Published Journal:** International Journal of Entrepreneurship and Small Business

- **Paper Title:** How Does Entrepreneurship Education in Country of Origin Influence Entrepreneurship Opportunity Formation in Country of Residence?

**Published Journal:** Journal of Entrepreneurship Education

#### **Book Chapter Publications**

- **Title:** “Understanding How Immigrants View Business Opportunity Formation Through Ethnicity in Creating Entrepreneurial Space: Talking Through Multi-Voices, Reflections on Emerging Debates Vol: 9”.

**Publisher:** Emerald Publishing Limited

- **Title:** “The Influence Of Ethnicity On Entrepreneurship Opportunity Formation (EOF) Amongst Immigrants in Developing Entrepreneurial Competencies For Start-Ups And Small Business”.

**Publisher:** IGI Global, USA.

#### **Paper(s) In Progress**

- **Paper Title:** **How Does Ethnicity Influence Opportunity Formation Within Entrepreneurship Behaviour?”.**

**Target Journal:** International Journal Of Entrepreneurship Behaviour And Research (IJEBR).

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## **Appendix 5: Topic List for Chapter 4 and Sample Transcript (Pilot Study).**

Eliciting Useful Information Through Pilot Data Collection to Understand How Participants' Ethnic Backgrounds Might Have Affected Their Choices.

- \*1. For the purpose of the recording device, can you confirm your gender?
- \*2. Where are you from originally?
- \*3. When did you first arrive Dublin, Ireland?
- \*4. Was your primary intention in Dublin to run your own business?
- \*5. How would you describe your ethnic background?
- \*6. Would you identify yourself as an immigrant entrepreneur?
- \*7. What generation would you classify yourself?
- \*8. What type of business are you running in Dublin?
- \*9. Do you have people working for you?
- \*10. Do you mind discussing your monthly or annual income?
- \*11. Do you do business with your home country and people?
- \*12. Do you have families back home who run their own business?
- \*13. At the time you were back home, how good was the environment for entrepreneurial activities?
- \*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?
- \*15. Would you say running business back home is different from the Irish approach to self-employment?
- \*16. Why did you leave your home country for Ireland?
- \*17. How closely integrated are you with your ethnic community in Dublin?
- \*18. When did you first start your business in Dublin?
- \*19. Why this particular business?
- \*20. How did you first identify and evaluate the business opportunity?
- \*21. Is the Dublin environment helpful and supportive?
- \*22. What about your ethnic community, are they also supportive?
- \*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?
- \*24. Which of the following ethnic factors influence how you run your business in Dublin? [the need for what I do, prior experience, passion, family-business culture, customs and tradition, support family back home, business idea]?

- \*25. How would you say the Irish environment is influencing how you run this business?
- \*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?
- \*27. Which of the following unique characteristics would you identify in how you run your business in Dublin: [Ethnic resources]: e.g. ‘groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. [Class resources]: these refer to the educational qualifications, financial capital, business acumen, and entrepreneurial skill which immigrants possess.
- \*28. In what way(s) has any of the following factors influenced how you are running your business? [family business techniques, ideologies, family business design, import and policies, rules and regulations].
- \*29. Do you import or acquire materials from your home country for your business?
- \*30. Which of the following age categories do you belong? [18-30, 31-40, 41-50, 51-60, 60 and above]
- \*31. Are you married?

### **TRANSCRIPT (PILOT STUDY)**

**Date: 24/07/2018**

**Interview Site: Bolton Street, Dublin 1, Ireland**

**Time for the Interview: 10:27 AM Dublin Time**

**Name:** [REDACTED]

- \*1. For the purpose of the recording device, can you confirm your gender?

Male

- \*2. Where are you from originally?

Romania

- \*3. When did you first arrive Dublin, Ireland?

6 years ago

- \*4. Was your primary intention in Dublin to run your own business?

I came to Dublin to study. Thereafter, I saw an opportunity to run my own business, so I took it.

- \*5. How would you describe your ethnic background?

European origin

- \*6. Would you identify yourself as an immigrant entrepreneur?

Yes.

- \*7. What generation would you classify yourself?

First-generation

- \*8. What type of business are you running in Dublin?

Barbing shop

- \*9. Do you have people working for you?

Yes, I have one employee.

- \*10. Do you mind discussing your monthly or annual income?

Yes, I do mind.



- \*11. Do you do business with your home country and people?  
No.
- \*12. Do you have families back home who run their own business?  
Yes
- \*13. At the time you were back home, how good was the environment for entrepreneurial activities?  
The environment was ok for business, but not encouraging.
- \*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?  
Yes, I would say my background influenced what I am doing.
- \*15. Would you say running business back home is different from the Irish approach to self-employment?  
Yes, there is a slight difference, especially with regards to rules and regulations on small business start-ups. It is different in Romania than it is here.
- \*16. Why did you leave your home country for Ireland?  
Well, originally came to study English and thereafter, I saw an opportunity to be self-employed and I went for it because it was hard to find traditional paid jobs.
- \*17. How closely integrated are you with your ethnic community in Dublin?  
I am well integrated with the Romanian community in Dublin. As you can see, they patronise my business.
- \*18. When did you first start your business in Dublin?  
I started this business 5 years ago.
- \*19. Why this particular business?  
I am skilled in this area of business and that is one of the reasons. I also enjoy what I am doing.
- \*20. How did you first identify and evaluate the business opportunity?  
I saw this line of business as an opportunity and that was how I started.
- \*21. Is the Dublin environment helpful and supportive?  
Yes, the people are nice and friendly.
- \*22. What about your ethnic community, are they also supportive?  
Yes, they are very supportive. In fact, they are the reason why I'm here.
- \*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?  
Yes, this is where I found an opportunity after studies.
- \*24. Which of the following ethnic factors influence how you run your business in Dublin? [the need for what I do, prior experience, passion, family-business culture, customs and tradition, support family back home, business idea]?  
Prior experience, the Romanian community, business idea, passion.
- \*25. How would you say the Irish environment is influencing how you run this business?  
In general, the environment is friendly. The laws, rules and regulations are ok for what I do. I cannot complain.
- \*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?  
Commitment to hard work, membership in a strong ethnic community, accepting risk, accepting social value patterns and orientation toward self-employment.

\*27. Which of the following unique characteristics would you identify in how you run your business in Dublin: [Ethnic resources]: e.g. ‘groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. [Class resources]: these refer to the educational qualifications, financial capital, business acumen, and entrepreneurial skill which immigrants possess.  
Group solidarity, self-reliance, willingness to work long hours, educational qualification, business acumen and entrepreneurial skill.

\*28. In what way(s) has any of the following factors influenced how you are running your business? [family business techniques, ideologies, family business design, import and policies, rules and regulations].  
Rules and regulations, ideologies, import and policies.

\*29. Do you import or acquire materials from your home country for your business?  
No

\*30. Which of the following age categories do you belong? [18-30, 31-40, 41-50, 51-60, 60 and above]  
31-40

\*31. Are you married?  
No

**Date: 25/07/2018**  
**Interview Site: Bolten Street, Dublin 1, Ireland**  
**Time for the Interview: 15:25 PM Dublin Time**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

India

\*3. When did you first arrive Dublin, Ireland?

In 2007

\*4. Was your primary intention in Dublin to run your own business?

No, I first came to Dublin to join with my wife who was pregnant. After she gave birth, I got my Visa changed to stamp 10 and that makes me eligible to have my own business.

\*5. How would you describe your ethnic background?

I am of Asian origin.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes

\*7. What generation would you classify yourself?

First Generation.

\*8. What type of business are you running in Dublin?

Retail shop.

\*9. Do you have people working for you?

Yes, I have 10 employees.

\*10. Do you mind discussing your monthly or annual income?

Nearly 20-22,000 Euros annually.

\*11. Do you do business with your home country and the people?

No

\*12. Do you have families back home who run their own business?

No

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

N/A

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

No, I was into commercial business and that was how the idea came about.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Yes, it is quite different

\*16. Why did you leave your home country for Ireland?

I came here because I like Ireland. They are straightforward.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am very active with them.

\*18. When did you first start this business?

I started in 2013.

\*19. Why this particular business?

At the time, it was difficult to find a job in Dublin. As a result, myself and my friends decided to start something for ourselves since there was no job for us.

\*20. How did you identify and evaluate the business opportunity?

Through discussions with friends.

\*21. Is the Dublin environment helpful and supportive?

Yes, the environment has been supportive.

\*22. What about your ethnic network community, are they also supportive?

Yes, my ethnic community are also supportive.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, this is where I find an opportunity.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

Business idea and passion.

\*25. How would you say the Irish environment is influencing how you run this business?

The Irish are very cooperative.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work, accepting risk, accepting social value patterns and orientation toward self-employment.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Groups' solidarity, willingness to work long hours, business acumen and entrepreneurial skills.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

Ideologies, policies, rules and regulations.

\*29. Do you import or acquire materials from your home country for your business?

No

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

31-40

\*31. Are you married?

Yes, I am married with two children.

### **Interview Transcript**

**Interview Site: 4 Bolten Street, Dublin 7**

**Name:** XXXXXXXXXX

Q1. For the purpose of the recording device, can you confirm your gender?

Male

Q2. Where are you from originally?

I am originally from Slovakia, but I identify myself as Mexican.

Q3. When did you first arrive Dublin, Ireland?

In 2007

Q4. Was your primary intention in Dublin to run your own business?

Not at all, I was freshly finishing my high school program and was interested in hospitality and that is my passion since I was a teenager. I worked in a Hotel for one 1 year as a waiter. Since I moved to Dublin, I have been interested in the kitchen after many years of experiences working with hotels.

Q5. How would you describe your ethnic background?

Mixed (Mexican-Slovakian)

Q6. Would you identify yourself as an immigrant entrepreneur?

Yes

Q7. What generation would you classify yourself?

First Generation immigrant entrepreneurs

Q8. What type of business are you running in Dublin?

It's a Mexican burrito bar, which serves Mexican food.

Q9. Do you have people working for you?

We have two employees

Q10. Do you mind discussing your monthly or annual income?

No comment

Q11. Do you do business with your home country and the people?

No, we have Irish suppliers for all our products. We also get some Mexican products directly from Mexico.

Q12. Do you have families back home who run their own business?

My mother was running her own business in Slovakia for over 30 years and I was with her as her assistant and helper.

Q13. At the time you were back home, how good was the environment for entrepreneurial activity?

No comment.

Q14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I would say my background influenced what I do because, having lived, watched, and assisted my mother for those years, I was equally learning and that inspired me.

Q15 would you say running business back home is different from the Irish approach to self-employment?

I cannot comment on this because I am not running this business alone. However, from the time we opened, I have felt some philosophical differences on how to open a business in Ireland with my partner. This differences between my partner and I is an unfortunate one but, I guess it is part of the things that happen in business life and the important thing is how the person handled the problem.

Q16. Why did you leave your home country for Ireland?

Well, after my graduation, I first went to North Italy. There, the language was German, and I was interested in improving my German language. I came back to Slovakia because I was a seasonal worker. Then I thought of improving my English because it was very poor. That was how Ireland came into the picture since it was an EU country, I decided to come here to improve my English.

Q17. How closely integrated are you with your ethnic community in Dublin?

We are all right with the community. It is a friendly and reasonably good relationship

Q18. When did you first start this business?

We started this about two years ago.

Q19. Why this particular business?

In my previous job, I was working in similar business in Dublin 2 and was in charge of the kitchen for three years. It was then that I gained most of the experiences needed for this job. Somewhere along the line, I realized that there were some managerial rules not corresponding to my professionalism. As a result, I decided to open my own business and do things different and better.

Q20. How did you identify and evaluate the business opportunity?

Coincidentally, my business partner is a colleague from our former place of work in Dublin 2. We were both passionate about running similar business ourselves and most of the ideas were collectively generated.

Q21. Is the Dublin environment helpful and supportive?

Unfortunately, in this area, it has not been very positive.

Q22. What about your ethnic network community, are they also supportive?

They are ok supportive.

Q23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, I will say that we are into this business because that is where the opportunity lies in front of us.

Q24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

Family business culture.

Q25. How would you say the Irish environment is influencing how you run this business?

From this point of view, I cannot put a value on how the Irish culture and environment are positively influencing what we are doing because I am very pleased so far.

Q26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work, accepting social values and patterns and orientation toward self-employment.

Q27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Self-reliance, flexibility, willingness to work long hours and financial capital, business-acumen, entrepreneurial skills

Q28. In what way(s) has the following factors influenced how you are running your business: [Family-business techniques, ideologies, family business design, import and policies, rules and regulations]?

Family business techniques, import and policies, ideologies.

Q29. Do you import or acquire materials from your home country for your business?

Yes

Q30. Which of the following age categories do you belong to: [18-30, 31-40, 41-50, 51-60, 60 and above]?

31-40

Q31. Are you married?

Yes, I am married with children.

**Date: 23/07/2018**

**Interview Site: Bolton Street, Dublin 1, Ireland**

**Time for the Interview: 08:27 AM Dublin Time**

**Name:** XXXXXXXXXX

Q1. For the purpose of the recording device, can you confirm your gender?

Male

**Q2. Where are you from originally?**

China.

Q3. When did you first arrive Dublin, Ireland?  
4-years ago.

Q4. Was your primary intention in Dublin to run your own business?  
I came here to run my own business.

Q5. How would you describe your ethnic background?  
Asian origin (Chinese).

Q6. Would you identify yourself as an immigrant entrepreneur?  
Yes, I am an immigrant entrepreneur.

Q7. What generation would you classify yourself?  
First-generation immigrant entrepreneur.

Q8. What type of business are you running in Dublin?  
I sell mobile phones and accessories.

Q9. Do you have people working for you?  
No, I do not have people working for me.

Q10. Do you mind discussing your monthly or annual income?  
I make about 2000 Euros a month.

Q11. Do you do business with your home country and people?  
No, I get my supplies from Ireland.

Q12. Do you have families back home who run their own business?  
No, I am the first in my family who runs his own business

Q13. At the time you were back home, how good was the environment for entrepreneurial activities?  
I did not run any business in China.

Q14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?  
No, I did not inherit what I am doing.

Q15. Would you say running business back home is different from the Irish approach to self-employment?  
For me, there are no big difference between how business is done here and the Chinese approach to self-employment.

Q16. Why did you leave your home country for Ireland?  
I came to Ireland because it is a small country and not so many people are doing this here compared to the UK where the population of immigrants are fast growing. Ireland in this case has lots of opportunities.

Q17. How closely integrated are you with your ethnic community in Dublin?  
I am well integrated with the Chinese community in Dublin because we meet up to socialize.

Q18. When did you first start your business in Dublin?  
I started this business 4 years ago.

Q19. Why this particular business?  
I am into this business because I think that there is an opportunity in this line of business here in Dublin.

Q20. How did you first identify and evaluate the business opportunity?  
I saw this line of business as an opportunity and that was how I started.

Q21. Is the Dublin environment helpful and supportive?  
I think different parts of Dublin, for instance the countryside has different effect. The area where I am doing this business is much friendlier, people are friendly here.

Q22. What about your ethnic community, are they also supportive?  
Yes, the Chinese are also supportive in their own way.

Q23. Would you say, you are doing this type of business because that is where the opportunity lies for you?  
I am doing this because this is where I found an opportunity in Dublin.

Q24. Which of the following ethnic factors influence how you run your business in Dublin? [the need for what I do, prior experience, passion, family-business culture, customs and tradition, support family back home, business idea]?

The need for what I do, customs and traditions, passion and customer. Customers are very important.

Q25. How would you say the Irish environment is influencing how you run this business?

Normally, the Irish environment is good with positive influence. However, sometimes, it can be challenging around here too, especially with drunks disturbing our peace around this area.

Q26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work, accepting risk, accepting social value patterns and orientation toward self-employment.

Q27. Which of the following unique characteristics would you identify in how you run your business in Dublin: **[Ethnic resources]**: e.g. 'groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. **[Class resources]**: these refer to the educational qualifications, financial capital, business acumen, and entrepreneurial skill which immigrants possess?

Self-reliance, flexibility, willingness to work long hours, educational qualifications, financial capital, business acumen, and entrepreneurial skills.

Q28. In what way(s) has any of the following factors influenced how you are running your business: [family business techniques, ideologies, family business design, import and policies, rules and regulations]?

Ideologies, import and policies, rules and regulations.

Q29. Do you import or acquire materials from your home country for your business?

No, I purchase my products through Dublin suppliers.

Q30. Which of the following age categories do you belong: [18-30, 31-40, 41-50, 51-60, 60 and above]?  
31-40.

Q31. Are you married?

Yes, I am married with children.

### **Interview Transcript**

**Interview Site: 9c, Abbey Street, Dublin 1 (African Centre)**

**Name:** [REDACTED]

Q1. For the purpose of the recording device, can you confirm your gender?

Male

Q2. Where are you from originally?

I am originally from Gambia.

**Q3. When did you first arrive Dublin, Ireland?**

**In 2002.**

Q4. Was your primary intention in Dublin to run your own business?

I firstly came here as a student. Through a fellowship programme, I was sent to Ireland to come and do a degree in development studies.

Q5. How would you describe your ethnic background?

I am of African origin.



Q6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am an immigrant entrepreneur.

Q7. What generation would you classify yourself?

1<sup>st</sup> Generation immigrant entrepreneur.

Q8. What type of business are you running in Dublin?

I have a company for consultancy, which is about providing more services and trade.

Q9. Do you have people working for you?

No...its just myself. Actually, I have a company in Gambia which is an extension of this with someone manging it. However, the centre of all my companies is located here in Dublin.

Q10. Do you mind discussing your monthly or annual income?

To be honest...as a new start-up, I am not making a lot at the moment. The annual income is about 20,000 Euros. Now, it's about more investment than profit.

Q11. Do you do business with your home country and the people?

Yes...as I was saying, my trading is a collaboration with the company in Gambia. I have my own milk powder brand that I export from Ireland to Gambia and that's where they are sold.

Q12. Do you have families back home who run their own business?

Yes...most of my family members have their own business as well.

Q13. At the time you were back home, how good was the environment for entrepreneurial activity?

I think it is changing a lot. Recently, African countries in general, particularly, Gambia is encouraging more foreign direct investments (FDI) investment and infrastructural development in terms of institutions because that is the way development has to come. Most people are not looking at aid as a solution. They are more into businesses and development. So that's what people are more interested in presently. Maybe, few years ago, that would have been the case, but now, people are headed toward infrastructural development.

Q14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

No, actually... my parents are more like subsistent farmers (farming to feed). However, I would have done business studies at school, but I was working with the community development in Gambia. In addition, I have worked in micro finance institutions as a savings and credit officer for some time before I came to Ireland. During that time, I would actually done courses in entrepreneurial training. I used to be an entrepreneur trainer myself and help people set up businesses, especially women-farmers, who could not access savings or loans. Therefore, we were actually giving them chances to have savings account and rooms for their agricultural production. So...that is where I got\_entrepreneurial ideas. When I came to Dublin, I have been studying for some time, working for the African centre. Just in 2015, I decided to take a leap into entrepreneurship and that's how I started.

Q15 would you say running business back home is different from the Irish approach to self-employment?

I think it is different. For example, things are straightforward here. In setting up companies, you know what to do and the bureaucracy is not that much. You will definitely know within a week, two-weeks, you can get things done. The prices are straightforward and so are many other things here. This is the problem with most African countries, like Gambia. Things are not straightforward. It takes time and sometimes, people do not really know what they are doing. So that is the difference.

Q16. Why did you leave your home country for Ireland?

Well, as I was saying, I got a fellowship to come to Ireland for studies which was a degree program. As a student, I was working part-time to pay for my post-graduate studies in Ireland. I have lived here now for the last 16 years and had become an Irish citizen. I think this is home for me (home from home). So, I don't see anywhere else I can go. In fairness also, I think Ireland being an English-speaking country coming from Gambia. The UK would have been an option, but I didn't get a scholarship to go to the UK. Ireland is the country that gave me the scholarship and that is why I'm here. Moreover, I don't have any plans to go anywhere else in the future because this is where I am...this is where my business is and this is where my networks are.

Q17. How closely integrated are you with your ethnic community in Dublin?

Yeah...we have a Gambian community; we have a Gambian association in Ireland. I'm actually the chairperson of that association. We meet often, though it's a small community. Probably, less than 60 people in the whole of Ireland. It's mostly families with children. We do events, celebrate independence and meet for different activities together here on a daily basis.

Q18. When did you first start this business?

I would say, 2016...so, it's still less than 2 years since inception. It is still at the early stage.

Q19. Why this particular business?

Well, I think what I am doing with consultancy is merely my experience, working with the African diaspora. I have been doing policy, research, in terms of facilitating community capacity development with African diaspora group in Ireland and in Europe. I have been involved in few reviews with the African union. So, it's coming from own background and in terms of the trade, the reason why I have chosen milk-powder is because I have seen a need in that market. But I am more into agricultural products but also, to produce. We have lots of agricultural products in African countries, especially in Gambia, but the problem we have is the end-product. We do not have finished goods...and this is what I am trying to do. At the moment, I'm exporting milk-powder to Gambia, but I would love to invest more in producing things in Gambia to hit the European market.

Q20. How did you identify and evaluate the business opportunity?

Well, I did a lot of market research myself, and I found a niche in the consultancy that I am doing. I guess not a lot of people are doing it in terms of household as well because I have seen milk-powder made by the Lebanese. Africans are not doing it, so I thought that if they can do it, why can't I (a Gambian)? Also, I'm very conscious about the health of my people, though Africans are not that much interested in quality but quantity. I think the milk-qualities coming from China and other places are mixed and that worries me a lot. So, I was trying to introduce something healthier because it is traceable, there is healthy certificate. Actually, it's a standard. Though, I would not call it European standard, but, it's of the highest standard compared to what they have in Gambia presently. It is also affordable. Those are some of the things I thought inspired me.

Q21. Is the Dublin environment helpful and supportive?

I think Dublin has been somewhat supportive. The banking sector is ok. Based on my own personal experience (e.g. having two student's loans) which I paid off, actually helped me. But there are some mechanisms here as well, for instance, it is very difficult for immigrants as well who are trying to secure loans. For instance, the chamber of commerce, supports from the enterprise sectors have lot of criteria, even from the banks. I was fortunate enough to secure two loans from the bank. But I think a good number of Africans would not be fortunate enough to secure loans from the bank because of maybe, track record.

Q22. What about your ethnic network community, are they also supportive?

You see, I do not work much with Africans...like the African centre here. Previously, yes. But in terms of my own business, they are not really supportive. I participate in groups. As an individual...because I involve with the African community as a chairperson as well and then, I do volunteer my time, sometimes my resources as well, to support the group. I probably would give some money if I can. But like working directly with them, I have not reached that stage yet...maybe, something I will have to develop.

Q23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

To be honest, my trading is not in Ireland. It is actually from Ireland to the Gambians. It is just sourcing the materials. But in terms of my consultancy, all the consultancy work I did were mainly in the UK and wider Europe and not in Ireland. The African community in Ireland is a very difficult place to work with. People are so divided, and I think we don't help ourselves. I don't know if this is due to research but, African diaspora in Ireland is a bit complicated as a set of groups of people. For me, I have not actually done a lot of work with them. The needs might be there, but I think it is totally different from the people in hair-saloon business because they have seen that people actually want to have hair-extensions, so that's a niche there. But in terms of my work, I don't really do much with the African community. I am passionate about my business. I would love to see more Africans starting their own businesses and to be more professional as well. So many people do businesses, but they are not professionals. If you go to the food sectors, e.g. their dressing code, their serving as well, no price tags. Prices are always changing here and there, and expiry dates are not in conformity to the rules and regulations. But, also, there are certain areas like if you want to

eat at the restaurants, they are not up to standard. Those are the things I would love to see change. I probably would invest in them, like their supermarkets (African supermarkets) but well formal, where people can go, proper serving, price tags, etc. I want to see African restaurants where they have proper menu and you don't have to wait for 2 hours for food to arrive. And not when it finally does, it's cold, etc. Those are the things I am personal about that have to improve.

Q24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I think I will identify 'family-business' my business is actually myself and my family members. But in term of my consultancy business, I would identify 'policy' because I definitely would like to change the current policy. I think policy in terms of the African migrants' integration, the voice of African migrants and immigration is lacking in Ireland and in Europe. That influence my work as well.

Q25. How would you say the Irish environment is influencing how you run this business?

Well, I think there is a gap in Ireland because Irish people tend to do things with their own people, even in terms of integration. They don't actually like to see more migrants integrating and taking responsibilities on their own. They still want to get Irish people to integrate us...this is actually my problem. In that case, my entrepreneurial approach is more like a way of telling the Irish people that...'hey' look...we are also here, we got educated here, we are citizens and taxpayers...actually we can take responsibilities ourselves. We don't have to still get the white-Irish people to tell us what to do. We can do it ourselves because we are here, we are not going anywhere.

Q26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work is something I always think as Africans, we need to do because this is something like a stereotype around us (i.e. as Africans, we are not serious). I definitely want to defuse that in whatever I do. And living in 'austerity is something that I think is part of our DNA, like when people complain about that...we have led in that for the rest of our lives. So, for us, struggling is part of our DNA, I don't need to see it...I was born in austerity and I don't think it has any influence about me. 'Membership in a strong ethnic community...I think as Africans, we definitely need to have a sense of being strong as part of ethnic community. Of course, we have to accept risks. If you don't take risks, you will never know what might happen. And for the 'social value patterns', you see, I think that we are different compared to others. For instance, when someone comes from Europe, they are still classified as 'white-European'. So, with us Africans, even when I first came here in 2002, it was very difficult. When you go to O-Cornel street then, you hardly see people. People started coming to Ireland in 2004 in numbers. And I think in terms of the 'social patterns', the African community is growing. I think what we are missing especially the families is that a good number of children that are raised in Ireland do not speak their local languages because their parents refuse to speak them. They speak English and I find this very difficult to accept. I think as Africans (whether entrepreneurs or diasporas), we need to have that cultural pattern or cultural sense on how to go about inculcating our cultures into the habits of our children to have that social norms as well. But not only children. Even our old folks...sometimes they tend to lose those traditional values as well. They want to adopt the western way of life and they are lost. Under orientation to self-employment, my biggest motivation to self-employment is that as African diaspora, we need to think of how to actually create jobs than going to work for people. Because if we actually have a sense of creating jobs for our community, then, so many entrepreneurs are going to be created. We can create so many jobs for our people, and we can actually alleviate them from poverty because they will be employed and in turn, encourage them to create employment. That's what we need to do.

Q27. Which of the following unique characteristics would you identify with how you run your business in Dublin: Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess?

I think as a group, it is something that you always lean to have 'social capital' around you. I have used that before. For 'group solidarity', sometimes, you have it, but I tend to find a lot of African diaspora exploiting each other, especially they people who assume leadership. I think 'group solidarity' is misused as well and

I am trying to get myself out of that. 'self-reliance, 'yes'. I will associate to that and I think a lot of Africans would, even though, people don't see us as such, especially, the Irish because they tend to think as Africans, we are always relying on the state, which is actually totally false. In terms of 'willingness to work hard', of course, we work very hard and for long hours. I think all these factors will apply to me.

Q28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I think entrepreneurship activities abroad has influence on what I am doing. For business design and mode of operation, I would actually think family-business techniques and ideology but coming from my background, entrepreneurship development contributes a lot. For instance, as diasporas, we have lots of skills and what motivates me is the knowledge. The knowledge that as diasporas, there are so many things we can export home as well.

Q29. Do you import or acquire materials from your home country for your business?

Yes

Q30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
41-50

Q31. Are you married?

Yes, I am married with children.

## **Appendix 6: Topic List for Chapter 4 and Sample Transcript (Main Study).**

### **Main Research Interview Questions**

- \*1. For the purpose of the recording device, can you confirm your gender?
- \*2. Where are you from originally?
- \*3. When did you first arrive Dublin, Ireland?
- \*4. Was your primary intention in Dublin to run your own business?
- \*5. How would you describe your ethnic background?
- \*6. Would you identify yourself as an immigrant entrepreneur?
- \*7. What generation would you classify yourself?
- \*8. What type of business are you running in Dublin?
- \*9. Do you have people working for you?
- \*10. Do you mind discussing your monthly or annual income?
- \*11. Do you do business with your home country and the people?
- \*12. Do you have families back home who run their own business?
- \*13. At the time you were back home, how good was the environment for entrepreneurial activity?
- \*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?
- \*15. Would you say running business back home is different from the Irish approach to self-employment?
- \*16. Why did you leave your home country for Ireland?
- \*17. How closely integrated are you with your ethnic community in Dublin?
- \*18. When did you first start this business?
- \*19. Why this particular business?
- \*20. How did you identify and evaluate the business opportunity?
- \*21. Is the Dublin environment helpful and supportive?
- \*22. What about your ethnic network community, are they also supportive?
- \*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?
- \*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

\*25. How would you say the Irish environment is influencing how you run this business?

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin?

Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture.

Class Resources: these refer to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

\*28. In what way(s) has the following factors influenced how you are running your business? [family-business techniques, ideologies, family business design, import and policies, rules and regulations].

\*29. Do you import or acquire materials from your home country for your business?

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

\*31. Are you married?

#### TRANSCRIPT FOR MAIN STUDY

**Date: 25/07/2018**

**Interview Site: Bolten Street, Dublin 1, Ireland**

**Time for the Interview: 07:25 PM Dublin Time**

Name: [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male.

\*2. Where are you from originally?

Originally, I was born in Spain and raised in Brazil. I will identify myself as Brazilian.

\*3. When did you first arrive Dublin, Ireland?

I arrived Dublin in 2014, approximately 4 years ago.

\*4. Was your primary intention in Dublin to run your own business?

I came here for a different purpose before starting my business.

\*5. How would you describe your ethnic background?

I am South American. However, I was born in Spain and raised in Brazil, but I identify myself as Brazilian.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes

\*7. What generation would you classify yourself?

First Generation immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I run a take-away food restaurant.

\*9. Do you have people working for you?

Yes, I have two employees.

\*10. Do you mind discussing your monthly or annual income?

Yes, I do mind, no comment.

\*11. Do you do business with your home country and the people?

Yes, I do business with all kinds of people, from different nationalities, including Brazilians as well.

\*12. Do you have families back home who run their own business?

No

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

I would not know since I never experienced any entrepreneurial kind of work then.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

No, I am the only one in my family who runs his own business.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

I cannot really answer this question based on my previous answers.

\*16. Why did you leave your home country for Ireland?

I am passionate about what I do, and I decided to come to Ireland to practice it.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am very close with my community in Dublin. We often meet up for socialization.

\*18. When did you first start this business?

Two months ago (May 2018).

\*19. Why this particular business?

I am passionate about the business and that is why I am doing it.

\*20. How did you identify and evaluate the business opportunity?

It is a business I have skill in and passionate about.

\*21. Is the Dublin environment helpful and supportive?

Yes

\*22. What about your ethnic network community, are they also supportive?

Yes

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I am influenced by money. As the family's breadwinner, I need to make more money to support families back home.

\*25. How would you say the Irish environment is influencing how you run this business?

I cannot say precisely how, but I believe the Irish environment has no influence on what I do since majority of Brazilians patronise my business.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Accepting risk, commitment to hard work and orientation towards self-employment.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Under ethnic resources, I can certainly identify with group solidarity, willingness to work long hours, self-reliance and flexibility. Under class resource, again, I can identify with business acumen, educational qualification and entrepreneurial risk.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations]

Given that I had prior experience back home before arriving Dublin, I would say that ideologies play significant role to how I manage my business because, I did not have to undergo new trainings besides learning the Irish rules and regulations governing self-employment in Dublin.

\*29. Do you import or acquire materials from your home country for your business?

I run a Brazilian food take away. This implies that I use Brazilian food ingredients from Brazil.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
31-40.

\*31. Are you married?

Yes, I am married with children.

**Date: 27/07/2018**

**Interview Site: Moore Street, Dublin 1, Ireland**

**Time for the Interview: 07:27 PM Dublin Time**

**Name:** ████████████████████

\*1. For the purpose of the recording device, can you identify your gender?

Male.

\*2. Where are you from originally?

Southeast Brazil.

\*3. When did you first arrive Dublin, Ireland?

I arrived Dublin two years ago [2016].

\*4. Was your primary intention in Dublin to run your own business?

I firstly came here for study and after that, I saw an opportunity in Dublin to utilize my past working experience on the same profession and I jumped at it.

\*5. How would you describe your ethnic background?

I am Brazilian. As Brazilians, we are used to hard working. In comparison, Europeans are not familiar with our kind of background, which makes us to work while studying. Back in Brazil, I graduated in engineering, which was a five years course in Brazil. During those five years, I was working and studying at the same time. Therefore, I think my entrepreneurial knowledge is one of the things my Brazilian background endowed me with (i.e. to work hard to achieve my life's purpose).

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes



\*7. What generation would you classify yourself?

I would classify myself under the first-Generation immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I am running a computer fix and repair lab shop. It is where computers and other technological devices can be fixed and maintained. We fix all kinds of computers, laptops, etc.

\*9. Do you have people working for you?

Yes, I have four employees.

\*10. Do you mind discussing your monthly or annual income?

Yes, I do mind [no comment].

\*11. Do you do business with your home country and the people?

Yes, we do business with all kinds of people, from different nationalities. Our shop is open for all people.

\*12. Do you have families back home who run their own business?

No, I am the first one in the family to run his own business.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

The Brazilian environment then was all right for entrepreneurial activity. However, it was not the best.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

No, I did not inherit what I do. But I can say that it was influenced by my background experience. Back then in Brazil, I had worked in Brazil for someone fixing laptops and computers. That was how I got the experience and gradually, the idea of setting up my own business was developed and nurtured in me. What I needed the most when I first started was to study the Irish legislation to understand the basis. Also, I would say I became an entrepreneur in Ireland to put in practice what I learnt in Brazil.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

Yes, it is quite different. I would say, here in Dublin, everything works in a more organic fashion [e.g. advertising through word of mouth]. While this is no excuse for not investing in advertisement, I do not need to invest in advertisement now because it is not my main focus at the moment. I receive customers through the existing Irish organic system.

\*16. Why did you leave your home country for Ireland?

The reason is that it was easier to get here. Being someone that has a Passport that could allow me travel freely was also helpful. To be considered as European also, opened the door easily.

\*17. How closely integrated are you with your ethnic community in Dublin?

Actually, we are quite close here and organise meetings on a regular basis. I have friends from different nationalities. As I know, the situation with Brazilians here requires them to study English. As a result, I employ all nationalities, but more Brazilians to empower them financially so that they can pay for their studies.

\*18. When did you first start this business?

I started this business a year ago in 2017.

\*19. Why this particular business?

The story behind what I do is influenced by passion. It is something that I have skills in. I have been doing this in Brazil for 8 years. In other words, it is something that is strongly supported by my prior background experience and expertise.

\*20. How did you identify and evaluate the business opportunity?

I would say that my background is materialistic to how this opportunity in Dublin was identified. I saw that technology is always growing. Electronic gadgets (e.g. laptops, computers) are no longer what people think

they should have. In fact, they need to have it. People need to check their mails, for research and many other bigger things. I saw that even though it is cheap to buy them here in Dublin, not many can afford to change them after 6 months. As a result, people need to fix and maintain their old laptops. This is how I saw the opportunity to open my own laptop clinic shop.

\*21. Is the Dublin environment helpful and supportive?

Yes, they are very supportive.

\*22. What about your ethnic network community, are they also supportive?

Yes, they patronise what I do and that is enough support I would say.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, and in addition, I would say that it is easier to start a company than to work for a company because you have the background skill that you need. The Universities back-home do not know the values of university degrees because they still cast doubt on university graduates' abilities to perform tasks based on their qualifications.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I would say that I saw a need for the experience I possess, and I decided to fill the gap. In addition, my 'home country' was also instrumental because the knowledge I have for what I do in Dublin originated in my home-country.

\*25. How would you say the Irish environment is influencing how you run this business?

I would say that Irish people are open for new kind of business. Also, there is reasonable tax rate even before Ireland joined the European Union. The Irish people are open to new companies and diverse business ideologies.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I can say commitment to hard work, accepting risk, accepting social value patterns and orientation toward self-employment.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

I can say that I possess the following characteristics: Group solidarity, self-reliance, flexibility and willingness to work long hours and educational qualifications business acumen and entrepreneurial risk propensity.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

Personally, I would say that the Irish and rules and regulations on entrepreneurial activities play huge role since all businesses have to play by the rules and standards set by the Irish government.

\*29. Do you import or acquire materials from your home country for your business?

That depends. Although there are many Brazilians here and so there are also Brazilian electronic brands here in Dublin. I only order products from Brazil when I come across such Brazilian products. Usually, I buy materials and products from Europe, China and the US. I also have Brazilian customers who patronise me.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above].  
18-30

\*31. Are you married?

No, but I am in a stable relationship.

**Date: 01/08/2018**

**Interview Site: 1, Coke Lane, Smithfield, Dublin 7, Ireland**

**Time for the Interview: 07:30 PM Dublin Time**

**Name:** ██████████

\*1. For the purpose of the recording device, can you identify your gender?

Female

\*2. Where are you from originally?

Brazil

\*3. When did you first arrive Dublin, Ireland?

I got here in 2014.

\*4. Was your primary intention in Dublin to run your own business?

I came here to study English language for 6 months and after that, I had arranged on how to start my own business thereafter.

\*5. How would you describe your ethnic background?

Afro-Brazilian.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes

\*7. What generation would you classify yourself?

First Generation immigrant entrepreneurs.

\*8. What type of business are you running in Dublin?

I run a head-rap and styling in art direction. Basically, I teach people on how head-raps works.

\*9. Do you have people working for you?

I have collaborators, but I do not have employees.

\*10. Do you mind discussing your monthly or annual income?

I cannot state how much I make in a year because my work is seasonal, and I have other jobs that I do. Just getting into the European market at the moment.

\*11. Do you do business with your home country and the people?

Yes, I travel to Brazil every year. As a patent collector, I bring test styles from Brazil for people in Dublin.

\*12. Do you have families back home who run their own business?

Yes

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

The environment was good. My business was growing well. For instance, in 2014 when I moved here, I was part of a ranking that got me between the 25th one of the most influential women on the web in 2014. That was important for me to realize a lot of things about my own work and career. As an artist, I am creative, and it is part of how our society was founded.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family of influenced by your ethnic origin?

I graduated in fashion design in management. Before I used to have my own business with brands. I started doing head-raps 6 years ago back in Brazil and it is something that is special for me since it is related to empowerment of black women. So, for me the business is a mission.

\*15. Would you say running business back home is different from the Irish approach to self-employment?  
Yes, it is different. Though, I cannot tell whether it is better or worse. However, here in Europe, it is easier to travel around for business whereas, in Brazil, mobility can be expensive given that the country is big.

\*16. Why did you leave your home country for Ireland?

The reason I left is because, life in Europe is very easy. If you are hardworking in Brazil, you will not need to work as hard in Dublin to earn a fair living, enjoy quality lifestyle and less exposure to risks, harm and violence. Here in Dublin, it is much relaxed due to social differences. One does not have to be crazy trying to become rich. One of the reasons for my being here is that there is no pressure to get rich.

\*17. How closely integrated are you with your ethnic community in Dublin?

We have really good Brazilian friends. However, most of the Brazilians here are different of me. They have white mentality. We do not match music-wise, politically, and socially but we have good Brazilian community in Dublin.

\*18. When did you first start this business?

When I came from Brazil in 2014, I already had fusion-market booked one week after my arrival because my business was already moving well in Brazil. I came with the mentality of keeping things moving while I arrive Dublin. I brought with me lots of head-raps, scarfs, materials, flyers about my work and discussions with other entrepreneurs about my business.

\*19. Why this particular business?

I am in this because I am driven by passion. This is a kind of invitation for people to be more connected with what I do. The name of my company is Turbante.se. This means 'turban yourself'.

\*20. How did you identify and evaluate the business opportunity?

Everything was natural. When I started wearing head-raps, people were asking lot of questions and were curious to know how I did it. I made the first workshop on head-raps, and people felt good about it. I observed that women felt powerful wearing those head-raps. On the second workshop, I did not just repeat the same thing. I did a bit of research on head-raps in Brazil and discovered everything was superficial and nothing deep. Subsequently, more request began to pour in. it became my parallel activities and as a result, I quit my job to concentrate more on my business.

\*21. Is the Dublin environment helpful and supportive?

Yes

\*22. What about your ethnic network community, are they also supportive?

Yes, the good ones are supportive.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

No. It is much more like a mission because it is my approach to reconnect some people with afro-head-raps that has been denied Brazilian women in the past. It is also much more about writing our own history. From my background, a lot of afro-history that I heard were really based on western perspectives. For me, the history of head-raps in the afro-history was not written and that is what I would like to write about with respect to all the cultures and values behind it. From my area, the people that are connected with this are driven by passion or fashion statement. Again, because white people always validate white people, our culture and traditions are turned into folk stories and are never regarded or seen as fashionable or amazing. They only become amazing when we talk about them and that is what I came to break these barriers.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

The fact of seeing that a lot of women want to wear good head-raps or how some of them search for European or northern American way to look beautiful encouraged me 6 months later. Soon after I began receiving requests from women about my age trying to get connected with head-raps that has been denied them for so long. I also, believe that I was gifted with what I do.

\*25. How would you say the Irish environment is influencing how you run this business?

Personally, I do not think that the Irish environment has any influence at what I do because a lot of my target marketing is not in Ireland. It is much more with other European countries like Paris, London. Also, given the fast growth rate of the mixed race, Latin and the black communities in Ireland makes me feel that people here are supportive and make me feel homely. All the events I have attended in Ireland have also exposed what I do causing people to inquire more about it.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work, accepting risk, orientation towards self-employment, and social value patterns.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Flexibility, self-reliance, and willingness to work long hours. In addition, I possess business acumen, entrepreneurial skills, educational qualification and financial capital.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I would say, home country and the need for what I do are very significant since they drive the major forces behind what I do.

\*29. Do you import or acquire materials from your home country for your business?

Well, I can say 'yes' to that because I travel every year to Brazil to collect art works for workshops in Dublin. These help me teach head-raps and showcase differences, styles, and various options in what I do.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above] 31-40.

\*31. Are you married?

Yes, I am married with zero children.

**Date: 25/07/2018**

**Interview Site: TU, Dublin, Angier Street, Dublin 2, Ireland**

**Time for the Interview: 14:25 PM Dublin Time**

**Name: \_\_\_\_\_**

\*1. For the purpose of the recording device, can you confirm your gender?

Female

\*2. Where are you from originally?

I am from Brazil. My city is Salvador Bahia.

\*3. When did you first arrive Dublin, Ireland?

3 years ago

\*4. Was your primary intention in Dublin to run your own business?

No, my primary intention for coming here was to study English language.

\*5. How would you describe your ethnic background?

Afro-descendant Brazilian

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes

\*7. What generation would you classify yourself?

1<sup>st</sup> Generation immigrant entrepreneur

\*8. What type of business are you running in Dublin?

I make Brazilian traditional food for Brazilians in Dublin on a low level.

\*9. Do you have people working for you?

Sometimes, for instance, when I have big Brazilian events, carnival, Brazilian day then, I hire people to assist me. Also, when I need to help out with events and when working with restaurants and partners, I collaborate with the restaurant staff. It is very important because functional projects as such requires that we share profits between us.

\*10. Do you mind discussing your monthly or annual income?

It varies depending on the event.

\*11. Do you do business with your home country and the people?

No

\*12. Did you or do you have families back home who run their own business?

Yes, back home, I was working at traditional food businesses from Bahia of African origin, also known as "santo food", which involves religious syncretism of the *orixás*. This is one way we get together to learn about different culture, religion and socio-economic viability in a single project. Besides doing something that gives me pleasure, I cook with love.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

Well, it was not so encouraging but, it was ok.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

Yes, because even with my degrees in psychology and social work, I love cooking.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Yes

\*16. Why did you leave your home country for Ireland?

I left Brazil because I wanted to study English. Also, I did not believe in the politics of my country and I did not expect growth, even after having spent 12 years of my life studying. However, I have background knowledge in psychology, social work and environmental management. However, the great number of Brazilians here in Dublin make me feel at home.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am very integrated because we have Facebook and WhatsApp group here in Dublin and we do meet up for socialization.

\*18. When did you first start this business?

I started this in 2015

\*19. Why this particular business?

Because I love cooking despite my degrees in other discipline. In addition, Brazilians in Dublin place demands on their traditional food and that is one of the reasons I do this type of business.

\*20. How did you identify and evaluate the business opportunity?

I identified this opportunity through meeting with Brazilians in Dublin. During our discussions, I realised that the Brazilian community in Dublin has great demand for Brazilian traditional food. This was how I identified the opportunity. In addition, my poor English language skill made it very difficult for me to have access to the labour market. So, I started thinking about the possibility of generating income from the many Brazilians who reside in Dublin, especially when there were no Brazilians at the time who were selling food Bahian. Because I love cooking, I decided that this might also be a way to bring Brazilians and our culture together and that was how I started.

\*21. Is the Dublin environment helpful and supportive?

Yes, because of the great incidence of the Brazilian community that is here, especially in the region of Dublin.

\*22. What about your ethnic network community, are they also supportive?

Yes, they are supportive because without them, I would not be doing this business. Also, they help me academic-wise to improve my English language.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, no doubt the combination of the passion and skill brings quality, so I chose something that I like to do with love.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I can say culture and religion because the food I make in Dublin is a traditional food with a strong origin traced back to Catholics. Social inclusion added to the socialization of the culture of my country. All aspects have positively influenced my business and the way I go about my job to bring Brazilian culture to Ireland. Traditionally and culturally, we have mixture of beliefs, ideologies, symbolism and religion.

\*25. How would you say the Irish environment is influencing how you run this business?

It is conducive due to the presence of Brazilians in Dublin. Especially, given how they have positively influenced the Irish with Brazilian gastronomic food culture. In addition, since I arrived here to study and work due to poor Brazilian economy and high-rise in unemployment, the Irish people have been very nice and hospitable.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work and membership in a strong ethnic community and the need to keep the Brazilian community in Dublin together through social gathering to enjoy some traditional foods as members of the same ethnic minority group.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Groups' solidarity, willingness to work long hours and access to an ethnic network that provides credit and workers. In addition, I also possess educational qualification in psychology and social care and entrepreneurial skills.

\*28. In what way(s) has the following factors influenced how you are running your business? [family-business techniques, ideologies, family business design, import and policies, rules and regulations].

Ideologies, home-country, tradition and religion.

\*29. Do you import or acquire materials from your home country for your business?

Yes. My work depends a lot on the import trade since in Ireland it does not have raw materials to make typical food from Bahia and the products that I use from different states of Bahia and other countries as well; Africa, Asia and Brazil.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

31-40

\*31. Are you married?

No, I am single.

**Date: 10-08-2018**

**Interview Site: Bolten Street, Dublin 7**

**Time: 14:30 PM, Dublin Time**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

I am originally from Brazil.

\*3. When did you first arrive Dublin, Ireland?

I arrived Dublin a year and two months ago.

\*4. Was your primary intention in Dublin to run your own business?

Firstly, I came here to study and after arrival; I changed my mind and went into business.

\*5. How would you describe your ethnic background?

South American.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am an immigrant entrepreneur.

\*7. What generation would you classify yourself?

First Generation immigrant entrepreneurs.

\*8. What type of business are you running in Dublin?

I have two businesses in Dublin (i.e. the market and Pizza place). This particular shop is the market.

\*9. Do you have people working for you?

Yes, I have eleven employees.

\*10. Do you mind discussing your monthly or annual income?

I would mind discussing my income with you. I am sorry, I cannot.

\*11. Do you do business with your home country and the people?

Yes, as you can see, I run a Brazilian market which implies that I have to import Brazilian products into Dublin for the Brazilians in Dublin.

\*12. Do you have families back home who run their own business?

Yes, back in Brazil, I do have families who run their own businesses as well.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

Brazil is difficult for entrepreneurial activities because there are too many taxes involved. In addition, the Brazilian politicians are very corrupt.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I can say that my entrepreneurial activity is influenced by my background. Back in Brazil, I was also running my own supermarket and had never worked for anyone before.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

For me, running business here in Dublin is a little bit different from the Brazilian approach to self-employment.



\*16. Why did you leave your home country for Ireland?

I came to Ireland because Brazil as we speak is very difficult. The politicians steal money meant for the public and people are very poor as a result, they have no spending power. I had to look for a better life for my wife and kids.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am very close with the Brazilian community in Dublin.

\*18. When did you first start this business?

I started this Brazilian supermarket about two months ago.

\*19. Why this particular business?

I am doing this particular business here in Dublin as a way to reach my ethnic community by making our traditional food and products available to them.

\*20. How did you identify and evaluate the business opportunity?

I discovered that there are Brazilian colleges nearby and through my research; I found out that they are missing home food and products and that was how I identified this business opportunity.

\*21. Is the Dublin environment helpful and supportive?

Yes, I must say. So far, the environment has been supportive.

\*22. What about your ethnic network community, are they also supportive?

Yes, they come here to patronize my business.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

I am into this business because I like to buy and sale products to Brazilians. When I discovered they need Brazilian products around this area, I found an opportunity to provide these needs to them.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I would say that my home-country has influence on how I run my business in Dublin.

\*25. How would you say the Irish environment is influencing how you run this business?

I cannot see how the Irish environment is influencing my business.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I can state that I am committed to hard work.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

I can identify with flexibility and entrepreneurial skill as having influence on my approach.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I can say that the way I run business in Dublin is influenced by family business techniques because of my prior experience back in Brazil on similar business line is helping me sustain and manage my businesses well through replicating the same business strategy and mode of operation.

\*29. Do you import or acquire materials from your home country for your business?

Yes, given that I run a Brazilian supermarket, I have to import the products from Brazil.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
31-40.

\*31. Are you married?

Yes, I am married with children.

**Date: 25/07/2018**

**Interview Site: Parnell Street, Dublin 1, Ireland**

**Time for the Interview: 19:30 PM Dublin Time**

Name: [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Female.

\*2. Where are you from originally?

I am from Nigeria.

\*3. When did you first arrive Dublin, Ireland?

I arrived Dublin in September 1999.

\*4. Was your primary intention in Dublin to run your own business?

It all started when I saw the populations of Africans including Nigerians who were missing home of which I can testify to+ since I was also missing home. Then, I realised I was not the only one who was missing home (Nigeria). Then, based on what I discovered from these people; I started a grocery store selling mostly Nigerian food items. The idea was to bring home closer so that my fellow Nigerians can have a taste of home.

\*5. How would you describe your ethnic background?

I was born and raised in Nigeria, so I am Nigerian by birth.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I run a grocery shop and restaurant take-away food shop.

\*9. Do you have people working for you?

Yes, I have two employees.

\*10. Do you mind discussing your monthly or annual income?

Yes, I do mind [no comment].

\*11. Do you do business with your home country and the people?

Yes. I do business with all kinds of people, from different nationalities, including Nigerians as well. Most of our food products we sell here are coming from Nigeria [e.g. fresh vegetables, pumpkin leaves, and waterleaves]. All the vegetables and spices are imported from Nigeria.

\*12. Do you have families back home who run their own business?

Yes, my family members all run their own businesses back home in Nigeria.

13. At the time you were back home, how good was the environment for entrepreneurial activity?

The Nigerian environment is good for entrepreneurial activities if you know what you are doing and how to locate your target audience. One of the major challenges back home is power, internet and insecurity.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

No, I did not inherit what I am doing from family. I am the only one in my family who runs a food restaurant business. It originated as a result of need created by Nigerians and other Africans here in Dublin who are missing home meals. I saw it as an opportunity to provide these needs and became passionate about it.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Well, yes to some degree because back in Nigeria, we also pay tax, rent, and operate under the Nigerian regulations in the same way we are paying here in Dublin. From my point of view, I do not see much difference.

\*16. Why did you leave your home country for Ireland?

One of the things that attracted me to Ireland is that the Irish were different from other westerners. That is to say that they are nice and welcoming. In addition, I saw an opportunity to change environment and I took advantage of it.

\*17. How closely integrated are you with your ethnic community in Dublin?

I meet up with the Nigerian community in Ireland. As someone who runs her own restaurant business in Dublin, you will try as much as possible to be in touch with your home community, especially when they patronise your business.

\*18. When did you first start this business?

I started my business in 2010.

\*19. Why this particular business?

Well, I started with a hair salon business in 2010. I later converted it to what it is today in 2012 because I was not comfortable running a saloon business. Also, seeing that my fellow Nigerians are missing home, the thought of converting the saloon luminance in.

\*20. How did you identify and evaluate the business opportunity?

The opportunity was identified in the process of listening to my fellow Nigerians talk very often, about how much they missed Nigerian food and more. Being a Nigerian myself, the constant repetition of these talks got a strong hold of me and I found it necessary converting the saloon business since it was not as vibrant as I originally anticipated.

\*21. Is the Dublin environment helpful and supportive?

Yes, Ireland as a whole has been very supportive.

\*22. What about your ethnic network community, are they also supportive?

Yes, without the Nigerian community in Dublin, I would not be here doing what I am doing today because they have been very supportive and patriotic.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Well, the hair saloon did not work very well even though, I was importing materials from India, China, Brazil, etc. For instance, it takes a long time to sell these products and this tied down business capital. In addition, the fact that people fix their hair ones in 3 months was not good for the both the business and capital. In fact, it was not the type of business I envisaged. I believe in turnover and turning things around as quickly as I can.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

When I was in Nigeria, my mother was running her own business. The things I saw her did was part of what planted the entrepreneurial seed in me. My mother being a woman who is always creative, looking for something doing and keeping busy all season. As a young girl then, I was watching her as she does all these and I became passionate and loved seeing her never gave up. I guess that is what I can say I inherited from her since I can see that I am doing just that. I do not quit because the first attempt did not work. I move to another and try to make it work. Such a never-give-up attitude is something I inherited from home.

\*25. How would you say the Irish environment is influencing how you run this business?

I would also admit that the Irish environment has been supportive and positive to how I go about my business here in Dublin. The people are friendly to say the least.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Firstly, I will admit that commitment to hard work and membership in a strong ethnic community play significant role. In addition, accepting risk and social value patterns and as well as orientation toward self-employment have great influence on how I run my business. The risk factor is a driving force without which I could be out of employment in Dublin as at the time I began.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Given how I started, group solidarity, flexibility and willingness to work long hours can easily be identified as having major influence. If I was not flexible and strategic, things could have gone bad for me. In addition, I came to Dublin with business acumen, hoping to utilize my entrepreneurial skills once I settle down.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

When I was back home, my mother was a huge influence because I learnt to be hardworking and flexible from her. I believe these traits which I brought from Nigerian to Dublin are influencing how I run my business in an invisible manner in that they influence certain decisions that I take to become a better manager and business owner.

\*29. Do you import or acquire materials from your home country for your business?

Yes, most of the food items and spices are imported from Nigeria due their demands from Nigerians who are missing home and are desperate to taste homemade food in Dublin.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
41-50

\*31. Are you married?

Yes, I am married with 4 lovely children.

**Date: 23/07/2018**

**Interview Site: Moore Street, Dublin 1, Ireland**

**Time for the Interview: 12:30 PM Dublin Time**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male.

\*2. Where are you from originally?

I am from Nigeria.

\*3. When did you first arrive Dublin, Ireland?

I arrived Dublin in 2003.

\*4. Was your primary intention in Dublin to run your own business?

No...actually, I was here to join my family who already live in Dublin. I was on paid job when I first arrived, but something happened, and I was without job. That was when I started thinking on what to do to earn a living by starting my own business.

\*5. How would you describe your ethnic background?

Back then as a Nigerian, who was born and raised in Lagos State Nigeria, I was running my own computer business in Ikeja Lagos. With my prior business idea and background, it was easy for me to start my own business here in Dublin when I lost my job.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I was born and brought up in Lagos Nigeria before coming to Dublin to join my family and subsequently began my own business.

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

We run a money Ria Transfer business. This offers Nigerians the opportunity to remit money to their families back in Nigeria. We are also planning to grow this business into Western Union and money gram business.

\*9. Do you have people working for you?

No, but I have a partner who runs the business with me.

\*10. Do you mind discussing your monthly or annual income?

Well, given that my partner is responsible and manages the company's account, he is in the best position to explain and as you can see, he is very busy at the moment.

\*11. Do you do business with your home country and the people?

Not with Nigerians alone. We do business with different nationalities. The business is open for all and not exclusively Nigerians.

\*12. Do you have families back home who run their own business?

Yes, my parents.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

The environment was ok for business transactions.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

Yes...given that both of my parents have entrepreneurial ideas. For instance, when I was in secondary school, they were running their own business in Lagos Nigeria. I was assisting with the management and running of the shop when my mother is not around. That was how the idea came into me and I knew if I would someday want to run my own business, it will be straightforward based on my background and the trainings I got from my parents.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

Yes, because back in Nigeria, we have manners and here it is same in that you have to respect your customers and treat everyone equally. Here you respect and treat people respectfully and not anyhow it pleases you. This helps to grow your business due to returning customers.

\*16. Why did you leave your home country for Ireland?

Actually, Ireland is the first country we live in the Western world. Although I have visited other European countries, the fact that my knowledge of Ireland is much, I believe Ireland is a very good place to live.

\*17. How closely integrated are you with your ethnic community in Dublin?

Yes, I do meet many Nigerians and as a result, I have many Nigerian friends here in Dublin. I also hang out with other different nationalities.

\*18. When did you first start this business?

For this Ria money transfer business, it was started about 6 months ago (that will be in February 2018).

\*19. Why this particular business?

Well, I have a friend who is doing the same type of business and after we discussed about it, and with his encouragement, we started the business.

\*20. How did you identify and evaluate the business opportunity?

The opportunity was identified in the process of having some discussions with friends from a different nationality who is already into the same type of business and his assurances that it would made a great opportunity to start the same business targeting Nigerians who remit money back home triggered the starting of this very business.

\*21. Is the Dublin environment helpful and supportive?

Yes, the Irish environment has been supportive. People always stop by to ask questions on the things happening around here and not just to transfer money. Often, we provide information services to these people who eventually would promise their return for more insights and other business dealings.

\*22. What about your ethnic network community, are they also supportive?

Yes, the Nigerians are easy and supportive. When they pass through this area, they exchange greetings and from there they will inquire about your business and became friends with you.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

No, I would not say this is strictly where the opportunity lies for me here in Dublin. We are thinking of expanding and doing other things in addition to this.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I would say, besides the friend from a different nationality, discussions with my Nigerian friends over social event meetings who were also doing this encouraged us because through the trainings we received from them on how we can run this business, we learnt that this can also work with Nigerians in Dublin.

\*25. How would you say the Irish environment is influencing how you run this business?

The environment has been good, and people are friendly and are willing to mingle and discuss business. For instance, people always come to inquire on how we started, and we prep them on all there is to know about this business.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work, orientation towards self-employment and accepting risk are the major features that drive my business mode of operation in Dublin.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

For me personally, willingness to work long hours, group solidarity, self-reliance and flexibility are definitely easy to identify in my business pattern. Under the second category (class resource), I can relate well with educational qualification and entrepreneurial risk as positive drive forces and as well as business acumen.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

Well, policies and regulations are major influence on how we run our business in Dublin. The Irish government and other institution decide how much tax is to be paid and regulate the way businesses are managed and run in Dublin.

\*29. Do you import or acquire materials from your home country for your business?

No, given the line of business we are in, we do not deal with consumer products as such, as you can see.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

\*31. Are you married?

Yes, I am married with children.

**Date: 31<sup>st</sup> /07/2018**

**Interview Site: Unit4, Damastown Way, Mulhuddart, Dublin 15, Ireland**

**Time for the Interview: 12:30 PM Dublin Time**

Name: [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

I am from Nigeria.

\*3. When did you first arrive Dublin, Ireland?

I have been in Dublin for about 12 years.

\*4. Was your primary intention in Dublin to run your own business?

Not really, though I had running my own business in mind but, that was not the primary objective. I was open to embrace whatever that comes up. When I first arrived Dublin, I searched for traditional paid jobs, but unfortunately, I did not find any. Despite the CVs sent to different employment agencies and companies, there was neither an acknowledgement letter nor a rejection letter. They left me in limbo and that became frustrating. However, along the line, I did work with a construction company briefly and finally, I decided to go back to unemployment scheme program, and they refreshed my memory on my current work, though I did the same work in Nigerian.

\*5. How would you describe your ethnic background?

I am Nigerian and there no place like home.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am definitely an immigrant entrepreneur.

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

As you can see, we fix cars, provide overhauling car engine services. We do car body works and provide car wash services too.

\*9. Do you have people working for you?

Yes, I have about 2 people working for me.

\*10. Do you mind discussing your monthly or annual income?

Well, I can say, I make about 20,000 Euros in a year, but the bills and other expenses are too much.

\*11. Do you do business with your home country and the people?

I do not do business with Nigeria because of the way things are done over there. However, if for any reason, I want to go into business in Nigeria, I would definitely go back into fixing cars because that is what I am used to doing.

\*12. Do you have families back home who run their own business?

No, I do not have family businesses who run their own businesses back home. I am the first in my family to run his own business.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

Well, I was trained on how to fix cars while in Nigeria, the environment generally was ok. However, there were few challenges resulting from poor leadership. The basic infrastructure needed by Nigerians to run their businesses effectively are not provided the government. As a result, it becomes hard to operate successfully in Nigeria.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I can categorically state that my entrepreneurial skills were influenced by my ethnic origin. I was trained in Nigerian by a car mechanic whom I was living with at the time. The training lasted for about 4 years and that was how I acquired the skill.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

Yes, because back in Nigeria, one can open and run a business the way he/she wants it. For instance, you can fix and change prices as you like but, here things are different in that there is a sort of price control to what you do. Again, here in Dublin, you pay tax, which most companies in Nigeria do not know what

paying tax is all about. Also, you have to learn to speak to customers with respect unlike in Nigeria where some people can talk to others anyhow, they please.

\*16. Why did you leave your home country for Ireland?

I left Nigeria to get a better life elsewhere and that was how I landed in Dublin, Ireland.

\*17. How closely integrated are you with your ethnic community in Dublin?

For me personally, I am not closely integrated because I do not really have much close relationship with Nigerians other than my customers. We relate well in terms of this alone. I am not really used to Nigerian community meetings.

\*18. When did you first start this business?

I have run this business for more than 7 years in Dublin.

\*19. Why this particular business?

My story about this business has more to do with my beliefs, the God that I serve and passion because when I came to Ireland, I realised that there are things that God has deposited in me that I needed to develop.

\*20. How did you identify and evaluate the business opportunity?

Not being able to find a job at first was the first thing that led to the rediscovery of this potential lying waste in me and gradually, I developed passion for it. Secondly, I did some research about this job in Dublin and discovered there were only few people from my own ethnic background who were providing car services in Dublin. Again, the fact that some motorists including Nigerians complain about high bills from other garage service providers provided an opportunity to run the same business at an affordable rate.

\*21. Is the Dublin environment helpful and supportive?

Yes and no. Though I have both Irish and Nigerian customers who patronise what I do, this place was broken into recently and they made away with about 7 cars that belong to my customers. It is difficult sometimes as a foreigner to be able to find your stand when it comes to a business like this since you are just struggling to survive since there is no one to fight for you.

\*22. What about your ethnic network community, are they also supportive?

Yes, the Nigerian community here are very supportive.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

No, I would not say strictly that I am doing this because this is where the opportunity lies for me. One of the things that pushed me into this is passion. Besides the difficulty in finding traditional paid jobs even in the same field with the experiences I have, it was still difficult to break through.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

One of the factors that I can say influence my business in Dublin is prior skills developed while still in Nigeria and strong passion for it. Though, I was trained back in Nigeria, I went through additional training to learn more, especially how to use these machines to conduct diagnosis on cars.

\*25. How would you say the Irish environment is influencing how you run this business?

So far, the Irish environment has been positively influencing my business here in Dublin. For instance, the availability of handy revolutionary instruments and machines that make carrying out different tasks easy have been encouraging and helpful [e.g. diagnostic machines, etc]. If I were to do this business in Nigeria, it would be difficult because there are no machines and electricity to power these instruments. Also, based on the information I have about other EU countries (e.g. Germany), I do not think that I will be able to do what I am doing here in Germany because they have a higher standard than Ireland. It makes it easy for a beginner like me to be able to perform this kind of services in Dublin.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Again, I can mention that what I am doing today in Dublin was primarily influenced by orientation towards self-employment. In addition, accepting risk and commitment to hard work equally play significant roles.



\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

I can identify willingness to work long hours, self-reliance and flexibility drive the force behind my business because when I could not find traditional paid jobs in Dublin, I was left with no other option than to create job for myself. As I stated earlier, group solidarity has less influence. In addition, class resource such as business acumen, educational qualification and entrepreneurial risk fit in well in what I do given that they provide the basic driving force for entrepreneurial activities.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I would say, my prior skills and knowledge in this line of business play huge role in shaping my business here in Dublin since I did not have to undergo a comprehensive training before executing any required services.

\*29. Do you import or acquire materials from your home country for your business?

As you can see, given the line of business we are into, we do not deal with consumer products, but we buy the products for repairing and fixing cars from Dublin.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
41-50

\*31. Are you married?

Yes, I am married with children.

**Date: 7/08/2018**

**Interview Site: 34 Frederick St North 1 Co-Dublin, Ireland**

**Time for the Interview: 12:30 PM Dublin Time**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

I am from Nigeria.

\*3. When did you first arrive Dublin, Ireland?

I arrive Dublin more than 21 years ago.

\*4. Was your primary intention in Dublin to run your own business?

Yes, I came to Ireland for a different reason. However, I went into entrepreneurship in Dublin due to lack of opportunity. As a formal staff for the Irish Time, there was limited job hours at the time and that became an opportunity for me to employ myself.

\*5. How would you describe your ethnic background?

I am a black man from Nigerian.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am an immigrant entrepreneur of African origin.

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur

\*8. What type of business are you running in Dublin?

I do publishing and events.

\*9. Do you have people working for you?

Yes, I have three people working for me.

\*10. Do you mind discussing your monthly or annual income?

What I earn is small and not much, though, it used to be big.

\*11. Do you do business with your home country and the people?

Yes, we do training events and sometimes we do promotions depending on what it is about. For instance, if someone contacts us from Nigeria looking to promote something here in Dublin targeting members of the diaspora, for sure, we will work with that person.

\*12. Do you have families back home who run their own business?

No, however, I know very well that when my mother retired as a nurse, she had a pharmacy, but it did not last long and she sold it off.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

It depends on what you are looking at that time. Even here in Ireland, I do not think that entrepreneurship was a big thing, everybody was talking about business. It is only but recently that the word entrepreneurship became mainstream. Back home then, people were not really used big businesses but small ones. For instance, stores, etc.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

Not really despite that my mother managed her business for a short time. My business in Dublin was heavily influenced by inability to secure white-collar jobs after my studies.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

Of course, it is different in the sense that these are two separate cultures. Here in Dublin, the system is different in that sometimes you do not even need to talk to anyone over the phone or meet in person. Many business transactions are taking care of here through email. However, back in Nigeria, you still need to meet people for business transaction, the network system, internet, telephone system are not 100 percent reliable in Nigeria. You can say these facilities are 98 reliable here in Dublin comparable to Nigeria.

\*16. Why did you leave your home country for Ireland?

I left Nigeria for personal reasons. However, I studied here in Dublin after arriving here.

\*17. How closely integrated are you with your ethnic community in Dublin?

For me personally, I do not really belong to any association, but I understand what they do, attend their events and meet up and interact with them. What I do not do is belonging to any of their associations.

\*18. When did you first start this business?

I started this business 18 years ago.

\*19. Why this particular business?

I am a trained journalist. Therefore, this is the area I saw an opportunity as at the time I was freelancing with the Irish times. This was the only opportunity I saw at that time.

\*20. How did you identify and evaluate the business opportunity?

Like I just stated, I identified this opportunity when I was freelancing with the Irish Times newspaper.

\*21. Is the Dublin environment helpful and supportive?

Yes and no. Yes, in the sense that some people who are interested in inter-culturalism, multiculturalism, and diversity celebrate difference. Those people are keen to support what we do. But the policy makers and the government are not supportive.

\*22. What about your ethnic network community, are they also supportive?

Yes, but we do not really target Nigerians alone. In our business, we target all immigrants as well as Irish people. So, we know people from Nigeria, India, Philippines, almost from every nationality. We interact with them and work close with many of them.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you? Yes, because I know the business, and the area. As a journalist, I understand the rudiments of journalism. So, I was able to start this business because it was a kind of a safe place for me. It was not something I was going to be learning newly. However, my understanding of the Nigerian women in Dublin is that most of them are just looking to make quick money and the only thing that goes is hair business and fashion as a result of weekend parties.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

Actually, the factors you just mentioned are secondary because what we do here is not targeted at Nigerians in Dublin alone. What we do is a mainstream thing. In terms of culture influencing it, I would not really say, it is basically influenced by culture. Rather, we provide information to immigrants based on what we see in the Irish immigration culture and policy. The influence from my background is minimal.

\*25. How would you say the Irish environment is influencing how you run this business?

The Irish environment has major influence on what we do in the sense that we are dependent on the society to get revenue and advertising. We also depend on big companies. Whereby they are not advertising, it affects us because we cannot depend on immigrants or people from my own culture to run the business since they do not have the spending power.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Yes, I can identify risk-taking as an influence because I consider myself as one of those born to take risk. I do not mind taking risk of any type as it stands. But, again, most of the other factors mentioned are also generic in that they cut across the Irish society. So, I can identify with many of these factors as having strong influence, including my ethnic origin and as well as my own personal experience in Ireland.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

For sure, I can identify with flexibility, willingness to work hard, willingness to work long hours, and less of ethnic network because there are national minorities like the Polish immigrants and others we work with. I would not identify so much with possession of a capitalist culture as such, because in my case, I can say it is mixed. Under class resources, I can state for sure that my educational qualification has strong influence on how I run my business here. I can also relate with business acumen and entrepreneurial skills as playing significant role.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

Personally, the main thing that influence what we do is the capital. Lack of capital hinders what we do. If we have capital, we can do anything without any hindrances.

\*29. Do you import or acquire materials from your home country for your business?

No, we are into publishing and advertising and do not require product importation as such.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
41-50

\*31. Are you married?

Yes, I am married with children.

**Date: 14-08-2018**

**Interview Site: Bolten Street, Dublin 7, Ireland**

**Time for the Interview: 17:30 PM Dublin Time**

**Name:** [REDACTED]

- \*1. For the purpose of the recording device, can you confirm your gender?  
Male.
- \*2. Where are you from originally?  
Edo State, Nigeria.
- \*3. When did you first arrive Dublin, Ireland?  
I arrived Dublin on the 8<sup>th</sup> November 1998.
- \*4. Was your primary intention in Dublin to run your own business?  
I came to Dublin, Ireland for a different reason and along the line things changed and I embraced the opportunity of running my own business.
- \*5. How would you describe your ethnic background?  
I am of Edo State descent from Nigeria.
- \*6. Would you identify yourself as an immigrant entrepreneur?  
Yes, of course, I identify myself as an immigrant entrepreneur of Nigerian origin.
- \*7. What generation would you classify yourself?  
First generation immigrant entrepreneur.
- \*8. What type of business are you running in Dublin?  
I have a barbing salon and I distribute cosmetics, head-extensions and wigs.
- \*9. Do you have people working for you?  
Yes, I have two employees.
- \*10. Do you mind discussing your monthly or annual income?  
Yes, I would mind discussing my income with you.
- \*11. Do you do business with your home country and the people?  
Yes, I import cosmetics and wigs from Nigeria.
- \*12. Do you have families back home who run their own business?  
Yes, I have family members back in Nigeria who run their own businesses.
- \*13. At the time you were back home, how good was the environment for entrepreneurial activity?  
Because of the system of government in Nigeria, it was hard for someone who would like to run a business like this one to start, especially, if you came from a poor family background that cannot provide you with initial capital for the business. As a result, the economy back then was not conducive for entrepreneurial activities.
- \*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?  
While I was in Nigeria, I was working part time as a barber at a friend's shop. Although, I was just assisting him with his business, I was motivated during my time with him and that helped pushed me forward to where I am now.
- \*15. Would you say running business back home is different from the Irish approach to self-employment?  
Yes, because here in Dublin, you have everything you need to run and manage a business. It is easier to make fast connection using technology. Whereas in Nigerian, it is difficult to connect people together regardless of technological development.
- \*16. Why did you leave your home country for Ireland?  
I left Nigeria because as at the time I was there, the problem of economic instability was a huge problem for youths like myself. Because of this, the Nigerian youths like myself were unable to see hope in their future. Also, I left because I wanted to upgrade myself since there was no hope of that happening in Nigeria.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am well-integrated with the Nigerian community in Dublin. Given the number of years that I have lived here in Dublin, I have become popular around Bolton Street. I have many Nigerian friends through my profession and the support and encouragement from my community.

\*18. When did you first start this business?

I started this business about 15 years ago.

\*19. Why this particular business?

I am passionate about this business because I grew up doing this from the university years back in Nigeria. As students, most people could not afford to go to barbing saloon to cut their hairs and that was how I identified this opportunity and began to cut hairs at a very low price for students.

\*20. How did you identify and evaluate the business opportunity?

Like I mentioned in my previous response, this opportunity was identified through offering to cut university students' hair at a low cost and that attracted many of them to me. It was through their support and encouragement that this business was created.

\*21. Is the Dublin environment helpful and supportive?

When I started this business, the Dublin environment was supportive until 2008 when things went a bit rough and tough. Besides those days, the environment has been very supportive.

\*22. What about your ethnic network community, are they also supportive?

The Nigerian community here in Dublin are wonderful and very supportive too. Their patronage has helped me sustain my business in Dublin until this day.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

I would not say categorically that I am doing this because it is where I found an opportunity because there are lots of other opportunities here in Dublin. However, I am personally passionate about what I do, and it interests me so much and that is why I stick with it.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I can say I was motivated by my ethnic group in addition to being passionate about it which was also as a result of prior experience as a barber back in those days when I was in Nigeria.

\*25. How would you say the Irish environment is influencing how you run this business?

The Irish people do not patronise African businesses as such for some reasons. I believe that could be as a result of lack of confidence in Africans. They probably think we cannot cut or fix their hair as they would like. Regardless, the Irish in general are friendly and hospitable.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I can say that I am mostly influenced by commitment to hard work.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

I can identify with self-reliance, groups solidarity and willingness to work long hours. Under class resources, I can acknowledge that entrepreneurial skills, business acumen and educational qualification have the most influence.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I can state that importation of goods, ideologies and rules and regulations also play significant role in how I operate and run my business.

\*29. Do you import or acquire materials from your home country for your business?  
Yes, I import cosmetics, hair extensions and wigs from Nigeria.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
31-40

\*31. Are you married?  
Well, I am separated with five children.

**Date: 16-08-2018**

**Interview Site: Moore Street, Dublin 1, Ireland**

**Time for the Interview: 15:30 PM Dublin Time**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Female

\*2. Where are you from originally?

Poland.

\*3. When did you first arrive Dublin, Ireland?

Eleven years ago.

\*4. Was your primary intention in Dublin to run your own business?

I did not necessarily come to Dublin to run my own business. The primary intention was to work and with time I opened my own business.

\*5. How would you describe your ethnic background?

I am Polish and from Eastern European.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes.

\*7. What generation would you classify yourself?

First Generation Immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I run a tanning business. It is a shop where people come for body tanning. People generally feel good of themselves when they get tanned.

\*9. Do you have people working for you?

Yes

\*10. Do you mind discussing your monthly or annual income?

I do mind ...no comment.

\*11. Do you do business with your home country and the people?

Yes, also, my business is open for all nationalities including the Polish.

\*12. Do you have families back home who run their own business?

Well, not really in Poland but this tanning business is a family business because I run this place with my brother.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

For me the Polish environment was very bad for entrepreneurial activities because there were too many VAT and levies to pay to the government before one can successfully open a business.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

No, this is my first time managing my own business.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Yes, it is different in the sense that people like what they do back in Poland but there are too many government barriers. The Polish people are scared to open businesses as a result of too many restrictions from the government. Whereas here in Dublin, people are free to open any business of their choice without government restrictions. The approach here is more relaxed and open compared to Poland.

\*16. Why did you leave your home country for Ireland?

I left Poland because Ireland is more open, and I thought it wise for my children to come here and study English. As I said earlier, Poland is very close-minded to some of these things. I wanted my children to get a better education and this is very important to me and that was one of the reasons I left Poland for Ireland.

\*17. How closely integrated are you with your ethnic community in Dublin?

Yes, I have Polish friends and we are very close because we meet every weekend for socialization.

\*18. When did you first start this business?

I started this business eleven years ago.

\*19. Why this particular business?

We are doing this business because we care about peoples' wellbeing. We care about their cleanliness and how they look. We have very good opinion about people and their appearances. Our company is very popular and had worked hard on this issue. You can call this place a beauty salon because people come here to get tanned to look beautiful.

\*20. How did you identify and evaluate the business opportunity?

I identified this opportunity through having discussions and conversations with people and that was how I got to know that people are searching for where they could get this type of service provided at a reasonable price.

\*21. Is the Dublin environment helpful and supportive?

Yes, the Dublin environment has been supportive.

\*22. What about your ethnic network community, are they also supportive?

Besides the Polish educational system, I think the Polish friends I have are equally supportive but not all of them because some of them are very lazy.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, and it was better when I first started. As we speak, there are so many other competitors and that slows business down for us.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

As Polish, I can say that passion, family business-culture and business idea play important role in what we do because it is a family business which I run with my husband. Directly or indirectly, what we do has elements of our identify.

\*25. How would you say the Irish environment is influencing how you run this business?

I think the Irish environment has much influence on our business too. We do have many Irish customers and getting to know them means you have to respect and please them because they are your customers and consider their suggestions.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I would say commitment to hard work and orientation toward self-employment are the driving features to what we are doing.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Under ethnic resources, I would also identify flexibility, willingness to work long hours given that sometimes I work long hours to cover for my employees when they are on holidays. Under class resources, I would mention that entrepreneurial skills and financial capital play significant role in my approach to business management.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I would say import and policies, Ideologies and mode of operation have influence on my business management.

\*29. Do you import or acquire materials from your home country for your business?  
Yes, I import some of the tanning materials from Poland.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
41-50

\*31. Are you married?

Yes, I am married with children.

**Date: 13-08-2018**

**Interview Site: Moore Street, Dublin 1, Ireland**

**Time for the Interview: 18:00 PM Dublin Time**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

Poland



\*3. When did you first arrive Dublin, Ireland?

I arrived Dublin in September 2013.

\*4. Was your primary intention in Dublin to run your own business?

My primary intention for coming to Dublin was not to run my own business. I came here to live with my girlfriend. I work in a catering industry for about 15 years and when the opportunity to open this place showed up, I took it. Combined with my prior knowledge and experience in this field, I used the savings I had to open this place for myself.

\*5. How would you describe your ethnic background?

I am Polish and from Eastern European

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes.

\*7. What generation would you classify yourself?

First Generation Immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I run a food business.

\*9. Do you have people working for you?

No, it is just myself.

\*10. Do you mind discussing your monthly or annual income?

I make between 1,400 euros per month.

\*11. Do you do business with your home country and the people?

No, I do no business with Poland.

\*12. Do you have families back home who run their own business?

I might have cousins who run small businesses of their own back home, but I do not have family members who are business owners.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

When I was in Poland, the environment was very bad for entrepreneurial activities and I believe that it has not changed any better even as we speak. There are lots of restrictions and taxes and in some cases, the government makes unconventional demands and requirements before one can start his/her own business in Poland.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I was working in restaurants both in the kitchen and as manager. I have also managed food section for a hotel. I have also worked as a manager in a UK restaurant. The combination of these experiences helped me set up this place.

\*15 would you say running business back home is different from the Irish approach to self-employment?

I would say that it is a little bit easier to run a business here than it would be in Poland. Unlike in Poland, one can open business here online and this is amazing.

\*16. Why did you leave your home country for Ireland?

Well, I left Poland after I finished my degree and when the chance to make some extra money in the UK showed up, I ended up spending five years in the UK. Then I met my wife who got a job in Dublin. I decided it was going to be much easier moving with her to Dublin.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am not well integrated with the Polish community in Dublin. I would say 30% of my friends are Polish. The rest of the 70% are either Europeans, Irish or internationals.

\*18. When did you first start this business?

I started this business 18 months ago.

\*19. Why this particular business?

As you can see, it is a healthy food business. I used to play basketball and professionally, I always eat healthy and trying to be fit. I truly believe that how you eat reflects on how you live your life.

\*20. How did you identify and evaluate the business opportunity?

I identified this opportunity through a normal conversation with my wife and not on the basis of getting special advice or something of that in nature. The beginning was very difficult because it was my first time trying to run my own business. But after about 7 months, I finally make my way to what I wanted to do and how I wanted it.

\*21. Is the Dublin environment helpful and supportive?

Yes, the Dublin environment has been supportive.

\*22. What about your ethnic network community, are they also supportive?

Well, the Polish in Dublin are not supportive, as I do not see them around my shop much. Maybe, that is because there are few Polish restaurants around here. I would say that the Irish community are more supportive than the Polish community.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, I would agree that this is where I found an opportunity in Dublin because as I believe. It is getting there, and I think there is room for improvement and that is where I found the niche and conviction that I can run this business in Dublin.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

Based on my earlier submissions, the major factors that influence this business include the need for what I do, prior experience and passion.

\*25. How would you say the Irish environment is influencing how you run this business?

Again, based on earlier statements, the Irish environment has a positive influence on how I run my business in Dublin through the people.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I would say commitment to hard work and orientation toward self-employment are the most driving features to what I am doing.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Under ethnic resources, I would also identify flexibility, willingness to work long hours because based on my experience working in restaurants, I can well identify their influence on how I managed these businesses in the past. Under class resources, I would identify entrepreneurial skills and financial capital as playing significant role in my approach to business management.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

Ideologies and mode of operation have influence on my business management.

\*29. Do you import or acquire materials from your home country for your business?

No

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

31-40

\*31. Are you married?

Yes, but have no children.

**Date: 10-08-2018**

**Interview Site: StarBuck, O'Connell Street, Ireland**

**Time for the Interview: 14:30 PM Dublin Time**

Name: [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

Poland

\*3. When did you first arrive Dublin, Ireland?

I arrived Dublin about 8 years ago if I remembered correctly.

\*4. Was your primary intention in Dublin to run your own business?

My primary intention for coming to Dublin was to try something new. I already had a well-paid job back in Poland. I came here to change an environment and visit some friends then it turned into having a job and I decided to stay here given the opportunities around then.

\*5. How would you describe your ethnic background?

I am predominantly Polish. My both parents are Polish, and we lived in a small town in the south of Poland, near the mountains.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, for the purpose of this research, I will identify myself as an immigrant entrepreneur from Poland.

\*7. What generation would you classify yourself?

First Generation Immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I started off organising small dance events and gradually turned it into a festival. At the moment, I am running a three days festival that is supported by the Irish council and dance Ireland. I also have my own dance company called 'human collective'. And I am creating a theatre work with those guys on a regular basis.

\*9. Do you have people working for you?

No, but I have a team of five people that I work with.

\*10. Do you mind discussing your monthly or annual income?

The answer to this question varies. It depends on the project done. It can be something like 500 Euros a week and sometimes, you make nothing in a week and sometimes, you make 3000 Euros a month depending on the gig I get. All my work rotates around organizing a festival. Income from the festival is big enough to sustain me for up to six months.

\*11. Do you do business with your home country and the people?

No, I do no business with Poland. I do more business with the UK than I do with Poland at the moment. This is a good point as I would like at some point to be able to do some trade between Poland and my company. Although, I have been in touch with some people, we have not been able to reach a common ground on how we can help each other.

\*12. Do you have families back home who run their own business?

Yes, my mom back in Poland is always interested in changing jobs. So, that was something that really inspired me because she was never satisfied with what she has and so she is always trying different stuff. In that respect, she is the one who really inspired me a lot. In addition, my brother is a musician who is finding different ways to earn money from different sort of jobs. Although, he's a producer, he also acts as a DJ just to be versatile.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

Back then, I started when I was a teenager to organise jams for the community in a very small scale. I would not be able to speak on a proper entrepreneurial life in Poland because the experience I had then had more to do with my humble beginning on how I can get things together.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I would say my Polish background was a driving force for what I am doing today. Back then, it was just about finding ways about what you want to do, how you want to do it and going for it.

\*15 would you say running business back home is different from the Irish approach to self-employment?

I would say that there is a difference in entrepreneurial approaches between Poland and Ireland. For instance, back in Poland, self-employment is institutionalized and involves a lot of paperwork at the moment. I would say it is much harder to buy a property in Poland than it is here at the moment because it involves a lot of paperwork.

\*16. Why did you leave your home country for Ireland?

I left Poland out of curiosity and changing environment. In addition, my three years study for tourism gave me a sort of feel for travelling and ideas. I discovered in the process that I am good wherever I go. For instance, I worked in Cyprus, Greece, etc. my work experience convinced me that I am good wherever I go. Lastly, my friends here in Dublin invited me over and that was how it first started.

\*17. How closely integrated are you with your ethnic community in Dublin?

There is not much of a connection with the Polish community in Dublin at the moment. If I'm connected with the Polish community, then it is through music or any other art form with people on the common background.

\*18. When did you first start this business?

I first started what I am doing about three years ago.

\*19. Why this particular business?

I am into this dance business because it is my passion and I decided to start making money out of it.

\*20. How did you identify and evaluate the business opportunity?

I identified and evaluated this business opportunity through meeting other people who are much more experienced than I was, people who are already dealing with the Irish council to fund application, etc. I was happy enough to be able to meet those people who showed me the potential that I have within this environment.

\*21. Is the Dublin environment helpful and supportive?

Yes, the Irish environment so far has been very supportive.

\*22. What about your ethnic network community, are they also supportive?

Well, the people that I am surrounded by (team of five) are very supportive because they are the ones who merge the connections with the community. The Irish in Dublin do not have strong communities as the Africans and other ethnic minority groups do.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

No, I am in the dance business despite the opportunity. I have been doing this for years without making any money. But I kept on doing it until I started making money out of it. I was not looking for opportunity for the money. Money started coming in because, I love what I do and wanted to do it.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

Personally, I would say that one of the major factors that influence me is the diversity of the people that are interested in arts and how to connect those part of people from different ethnicities to come together. Dance is something that connects people from around the world. So, I was just interested in how we can all get together and that umbrella is huge now when it comes to different nationalities coming under one umbrella for a particular event.

\*25. How would you say the Irish environment is influencing how you run this business?

So far, I have not been in a situation whereby people ask the questions 'where are you from'. However, when I first got here, it was always open despite personal fear that prevents me from making certain moves or the feeling of not belonging. So, I was always holding myself back because I did not want to step on other people's toes, etc. It was a feeling of lack of confident at first. But I realised quickly that if I take ownership of what I am about to present to people, they will be more likely to support it themselves if they see that my confidence is high enough. So, I found huge support from Irish people.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I would say accepting social value patterns

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

I would identify groups solidarity, self-reliance and willingness to work long hours as strong characteristics. In addition, I possess educational qualification and entrepreneurial skills, and these influence my interactions with the people I work with.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].  
I can identify partnership and ideologies because at the moment, we are partnering with Manchester for an event and despite that we are from different countries, we share similar ideologies.

\*29. Do you import or acquire materials from your home country for your business?

No

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

31-40

\*31. Are you married?

No.

**Date: 11-09-2018**

**Interview Site: Unit 213, Blanchardstown, Ballycoolin, Corporate Park, Dublin 15, Ireland**

**Time for the Interview: 13:50 PM Dublin Time**

Name: XXXXXXXXXX

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

Poland

\*3. When did you first arrive Dublin, Ireland?

It was in May 2004.

\*4. Was your primary intention in Dublin to run your own business?

No, originally, I came here with a friend as tourists and we spent three months in Dublin.

\*5. How would you describe your ethnic background?

I am Eastern European

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes.

\*7. What generation would you classify yourself?

First Generation Immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I run a technology business.

\*9. Do you have people working for you?

Yes, as my third company in Ireland, I have seven employees working for me.

\*10. Do you mind discussing your monthly or annual income?

I am making above average at the moment.

\*11. Do you do business with your home country and the people?

Not really.

\*12. Do you have families back home who run their own business?

Yes.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

Before I came to Dublin the Polish environment was difficult for entrepreneurial activities. After graduating from University in artificial intelligence in Business, it was very difficult to find well-paid job and that left me with limited options.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

Well, my father was a director, NCEO of Jordanov plant in Poland and I could see the business skills. But when I came here, I was actually thinking of starting my own business. I got into business identifying that there is an opportunity.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Yes, it is different. Running business in Dublin is much easier.

\*16. Why did you leave your home country for Ireland?

My coming to Dublin was a pure accident. After my graduation, my friend and I were waiting for corporate job opportunities. Along the line, we decided to go on a holiday, and he picked Dublin and that was how we got here.

\*17. How closely integrated are you with your ethnic community in Dublin?

Not well integrated. The Polish community in Dublin is well spread. There used to be business organizations for Polish people in Dublin. The also used to be arm of Polish embassy which brings the Polish businesspeople together. In terms of community, I socialize only with the close environment and business associates mostly.

\*18. When did you first start this business?

I started this business in 2006.

\*19. Why this particular business?

Well, in 2006, I started software business for people. During the years, I discovered that software business is evolving. And it was getting harder to make money on software development. Then, I began looking for business on SAAS (software as a service) business model where you develop a software and rent it out. In the process, I met this person who is now my business partner. We have worked together before on a different project during which my company developed a software for him. After few years, he came to me with a good business idea asking that I develop a software in terms of waste management economy. After few meetings, I see that there is an opportunity there.

\*20. How did you identify and evaluate the business opportunity?

I think when you are in business and you want to be an entrepreneur, naturally, you have this good feeling when you get into something that makes sense. Such feelings are also personal in that wherever your background is, wherever your preferences are is where your mind is set up. When the opportunity comes, you just know. And if you can start thinking about it, you know that it makes sense in the buyer's perspective, and you can actually see that people will actually buy it to solve a problem. Then, you will actually see that it is a business and not just an opportunity.

\*21. Is the Dublin environment helpful and supportive?

Yes.

\*22. What about your ethnic network community, are they also supportive?

Yes, they used to be supportive. Unfortunately, the department of Polish embassy is gone. It was liquidated early this year. But they were extremely supportive. Before the embassy got liquidated, they got me engaged with the forum for Polish business around the world. I got involved with them the first time this year and I must say, it was very interesting. I am not sure what is going to happen with the Polish business community in Ireland now that this body is gone. But I can see, that outside of Ireland, there is strong community of businesspeople for start-ups.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, I think that the reasons come from something people are comfortable with, plus as well, they know they can grow in it. My background is technology (artificial intelligence and software). My background is how to make software solve the problems within the business. That is where I feel comfortable. So, if I would be invited to get involved into business that is not software related, I probably would not participate because I do not know enough outside this field.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I think customs and traditions would be the strongest because based on the way we were raised in Poland; a lot of things are embedded in us. For instance, taking loans from Bank. We were raised not to go to banks for money. Basically, if you do not have money for something, you don't buy it. And this is something that is strong. I have seen that in Ireland, different people (Irish people) often go to banks for loans for their businesses and sometimes, it works and sometimes it doesn't. In our culture, it is embedded in us that you just don't go to banks for loans.

\*25. How would you say the Irish environment is influencing how you run this business?

In Dublin, the start-up environment is very strong. There are lots of things happening, especially, in the technology. There is a lot of accelerators, there is a lot of talks and discussions. There is enterprise Ireland, new frontier programs and so on. So, the start-up community is very live in Dublin and it is easy to set up business and run it. There is support from local network. In terms of starting the business, especially technology start-ups, Dublin is a very good place.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I think commitment to hard work is the first one. Again, coming to customs and traditions, we had the concept that "hard work is good" embedded in us. Secondly, accepting risk...I think when you are an immigrant in a new country, you kind of activate your risk-taking factor and move it a bit higher because you are going into the unknown. So, it is like your first step for breaking the ice. I think for me, it would



have been so much harder to take the risk if I was staying in Poland because then, you are linked with the family, you are linked with the environment, the more links you have, the more harder it becomes to take any risk. I believe orientation toward self-employment played its role in the beginning of my journey than it does now.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Under ethnic resources, I will identify self-reliance, flexibility, willingness to work long hours work, access to network that provides credit and workers as well. Under class resources, I will mention educational qualification because in Poland, higher education is free and entrepreneurial skill.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

N/A (not applicable).

\*29. Do you import or acquire materials from your home country for your business?

N/A (not applicable).

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

31-40

\*31. Are you married?

Yes, I am married with children.

### **Polish Final Interview Script**

**Date: 21-10-2018**

**Interview Site: Moore Street, Dublin 1, Ireland**

**Time for the Interview: 15:30 PM Dublin Time**

Name: [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

Poland

\*3. When did you first arrive Dublin, Ireland?

I arrive Dublin in May 2004

\*4. Was your primary intention in Dublin to run your own business?

I firstly came to Dublin to work. At that time, I was not thinking about my business. I was working as an accountant for a multinational corporation. At the time, I considered myself as good accountant (doing debit and credit stuff). One day, I was playing tannins and got injured in the process and I ended up in the physiotherapy...long story short, the therapist was looking for an accountant to fix his tax income with the

revenue and asked if I could help out. That made me look back into the courses I studied and started helping people fix their tax credits.

\*5. How would you describe your ethnic background?

I am Polish.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am an immigrant entrepreneur.

\*7. What generation would you classify yourself?

First Generation Immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

I run an accountancy office here in Dublin.

\*9. Do you have people working for you?

Yes, I have two employees in addition to my wife, making a total of 3 employees.

\*10. Do you mind discussing your monthly or annual income?

Yes, I would mind discussing that in this case.

\*11. Do you do business with your home country and the people?

Yes, about 70% of my clients are from Poland.

\*12. Do you have families back home who run their own business?

No, I do not have families back home who run their own businesses.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

Back then, starting a business was really difficult and a little bit more red-taped at the beginning. But the people who actually live in Poland as entrepreneurs are doing ok. The beginning is the difficult times.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I would not say that I inherited what I am doing from my family since there was no family member of mine that runs his/her own business in Poland. However, I have always shown my interest in making money and be more active than others in my family. You can say that I was more ambitious in life than others.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

It is so much easier to start businesses here in Dublin compared to Poland (e.g. Filing taxes). Making contact with the Irish revenue is not a big thing as such. It is not intimidating, and people are not afraid to start whereas in Poland, there is this myth that entrepreneurs are loaded with money and as a result, the tax offices go after entrepreneurs.

\*16. Why did you leave your home country for Ireland?

I only came to Dublin for a year to learn English and some experience. I was 24 at the time because it was soon after my graduation and as you can see, 14 years later, I am still here in Dublin.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am well integrated with the Polish community in Dublin. I attend meetings and we socialise too.

\*18. When did you first start this business?

I started this business in 2009.

\*19. Why this particular business?

I am into this type of business because I am interested in accounting and helping people. I can say that I am passionate about this.

\*20. How did you identify and evaluate the business opportunity?

I identified and evaluated this business opportunity by discovering that people needed the service and back in the Polish environment, people need the taxes explained, and mostly, because I discovered that those running small businesses cannot afford expensive accounting officer and I saw it as a niche and charge these individuals reasonably.

\*21. Is the Dublin environment helpful and supportive?

Yes, the Irish environment so far has been very supportive.

\*22. What about your ethnic network community, are they also supportive?

Yes, my Polish ethnic communities are very much supportive too.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Yes, I would say that this is where the opportunity lies for me here in Dublin.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I would say I am passionate about this business since it grants me the opportunity to talk to people about their personal tax.

\*25. How would you say the Irish environment is influencing how you run this business?

I would say that influence from the Irish environment is quite positive in the sense that it makes life easier and not so much stressful.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I would particularly identify orientation toward self-employment as having the most influence on both what I am doing, and the approach used.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin? Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture. Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

I would say identify flexibility and willingness to work long hours as the most important factors.

\*28. In what way(s) has the following factors influenced how you are running your business? [Family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I would say, rules, immigration and family business techniques.

\*29. Do you import or acquire materials from your home country for your business?

No

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?

31-40

\*31. Are you married?

I am married with children.

**Date: 20/07/2018**

**1st Interview With Pakistan Immigrant Entrepreneur**

**Interview Site: ..., Dublin 1, Ireland**

**Time for the Interview: 19:27 PM Dublin Time**

**Duration: 37 minutes**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you identify your gender?

Male

\*2. Where are you from originally?

I am from Pakistan

\*3. When did you first arrive Dublin, Ireland?

I first arrived Dublin in 2006

\*4. Was your primary intention in Dublin to run your own business?

I did not firstly come to Dublin to run my own business. I got used to the culture and the Dublin environment and felt comfortable starting my own business

\*5. How would you describe your ethnic background?

I am mixed Asian.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am definitely an immigrant entrepreneur.

\*7. What generation would you classify yourself?

First Generation immigrant entrepreneur.

\*8. What type of business are you running in Dublin?

It is a barbering business, though I used to do a restaurant business.

\*9. Do you have people working for you?

Yes, I have about 2 people working for me.

\*10. Do you mind discussing your monthly or annual income?

I am sorry, I am not comfortable discussing that with you.

\*11. Do you do business with your home country and the people?

I do not do business with all types of people from different countries and backgrounds and not just with one particular kind of ethnic group.

\*12. Do you have families back home who run their own business?

Yes, I do have family members who run their own businesses back home.

\*13. At the time you were back home, how good was the environment for entrepreneurial activity?

when I first arrived Dublin, I was 20 years old. Given the fact that I neither did any business myself nor conducted a research on this, I cannot really give a concrete answer to your question.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family of influenced by your ethnic origin?

It is not something that I inherited. What I do is influenced by culture. I belong to a community where we take responsibility ourselves. For our survival, we have to be extra active and it is in our background. We basically have to be entrepreneurs.

\*15. Would you say running business back home is different from the Irish approach to self-employment?

Yes, the way businesses are done in Dublin comparable to Pakistan is different. For instance, Ireland is a very controlled economy and heavily regulated and it is taxed, and there are cultural Irish cultural influences in the business.

\*16. Why did you leave your home country for Ireland?

I left Pakistan for Ireland because of the English language.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am a very general person. I not only integrate with the Pakistani community in Dublin but with everyone.

\*18. When did you first start this business?

I started this business in September 12, 2018.

\*19. Why this particular business?

I started this business because at the time, I discovered that this particular industry was booming in Dublin and the shops were closed in 2010 and there were lots of empty shops then available for rent. Basically, it was the environment and the opportunity that it presented at the time. Comparable to now, it is difficult to start small-scale business in Dublin from the scratch.

\*20. How did you identify and evaluate the business opportunity?

My passion is to be financially independent. I do not really care about the particular kind of business I am in. For me, the end goal is more important and that's how this business was started when I saw the opportunity in 2012.

\*21. Is the Dublin environment helpful and supportive?

Yes, the Irish environment was quite supportive at that time. But at the moment, Dublin is a very expensive place to start a business because the economy is booming.

\*22. What about your ethnic network community, are they also supportive?

Yes, they are supportive.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

Honestly, we immigrants there are lots of redlines. For instance, when I was studying at Dublin Institute of Technology, there were lots of redlines for immigrants. The while collar jobs were not available for

immigrants. Some of my course mates then who were less talented than myself were working in different companies because they were Irish while I could not even get a job. They were given chances while the three of us in the same class who were from different ethnic backgrounds were having interview problems, and work placement problems. Due to these red lines despite the opportunities resulting from the booming Irish economy, I was out of market for 5 years. I thought of the need to be self-sufficient as I was back home in Pakistan. I had to do it myself since no one is given me a chance. Something I would say I inherited from parents because they were running their own businesses too. I do find unspoken issues with regards to this Ireland and I hope your research will highlight this issue in the academic and empirical world. That is why ethnic minority groups are congested into hair business, retail shops, barbering, etc. Those small business where they do not find satisfaction due to these hurdles. I believe Africans face the same issue in Ireland. And of course, there are cultural differences in the work placement and area. Dublin is quite new as a multicultural place with hidden issues. Basically, ethnic minority groups in Dublin are into small businesses because there are no opportunities for them to go into a different one.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

First of all, 'needs' influence ones' decisions. When you have needs, when you want to survive, when you have been taken surprisingly by recession, when you are not given opportunities, your need gives you passion to survive. I personally want to be independent because, my father was independent and so was my grandfather. It is culturally and traditionally important for me to be independent. It does not matter how much I make but as long as I am independent and that is what makes me satisfied.

\*25. How would you say the Irish environment is influencing how you run this business?

Between 2014-2015, the Irish government did not charge entrepreneurs income tax. This tax exemption for 2 years was quite helpful. At the moment, as the economy is booming, the market is no longer competitive anymore. For start-ups, you need to have a lot of money to start. There is this background check for entrepreneurs in Dublin. For young entrepreneurs, they have work hard to prove themselves worthy and capable. People like myself who started from the scratch; we take the losses ourselves and try to make it happen.

\*26. In what way(s) has the following factors influenced how you are running your business? [family-business techniques, ideologies, family business design, import and policies, rules and regulations]

I would say, ideologies, and the kind of business line my family were into as enabling factors that have influenced what I do in Dublin because, they serve as driving forces that keep me focused.

\*27. Do you import or acquire materials from your home country for your business?

No, given that I run a barbering shop, there is not much to import from abroad as such.

\*28. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]

31-40

\*29. Are you married?

Yes, I am married.

**Date: 21/07/2018**  
**2nd Interview With Pakistan Immigrant Entrepreneur**  
**Interview Site: Parnell Street, Dublin 1, Ireland**  
**Time for the Interview: 07:27 PM Dublin Time**  
**Duration: 37 minutes**

**Name:** ██████████

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

I am from Pakistan.

\*3. When did you first arrive Dublin, Ireland?

I first arrived Dublin in 2017 (a year ago)

\*4. Was your primary intention in Dublin to run your own business?

My primary objective in Dublin was to run my own business.

\*5. How would you describe your ethnic background?

Given my ethnic origin, I am Asian of Pakistani origin.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, you can say that I am an immigrant entrepreneur.

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur to be honest

\*8. What type of business are you running in Dublin?

At the moment, it is a fast food business. Although, we are equally working on some other ideas in addition to this. We just need a bit of more money to start it off.

\*9. Do you have people working for you?

Yes.

\*10. Do you mind discussing your monthly or annual income?

I am sorry, I do not wish to discuss that with you.

\*11. Do you do business with your home country and the people?

We do not import things from Pakistan at the moment even though we would like to do that. One of the issues we have here in Ireland is importation of goods from overseas. Importation is one of the biggest challenges we face in this food industry because we get charged a lot of money from local distributives since we cannot import from overseas ourselves. If there is a way the Irish government can give us a quota on how much products we can bring in annually, it will make our business here in Dublin better. But because we are buying off third parties, there is not much left for us after all expenses.

\*12. Do you have families back home who run their own business?

Yes, like I stated, my father was running his own businesses back home.

13. At the time you were back home, how good was the environment for entrepreneurial activity?

Well, like I stated earlier, I was in college then and based on how well father was doing business-wise, I would say, the environment was ok for entrepreneurial activities.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

Well, I was in college when my father back in Pakistan was running his business, but I was not interested in what he was doing. But as you can see, I ended up doing what he was doing, and it is working well so far.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Yes, the way businesses are done in Dublin comparable to Pakistan is different. In fact, it is a lot better compared to Pakistan because of the rules which govern how everything is to be done. That makes things a lot easy

\*16. Why did you leave your home country for Ireland?

Let me start by saying that Europe is messed up at this stage due to over population of immigrants. I came to Ireland because of she has 3-4 million population. Immigrants living in Ireland are happy because there is less problems based on low immigration rate compared to France, Germany, Italy, etc who already have too many immigrants coming from the last 50, 70 and 100 years back. But in Ireland, immigration only started only 20 years ago. Lately, it's been the last 3-4 years that a lot of people have started coming into Ireland. This is not affecting anybody since the Irish and the Europeans are in white collar jobs leaving us with the shit-work [e.g., cleaning, shelving, staying on till]. We have to do these because we have no choice

\*17. How closely integrated are you with your ethnic community in Dublin?

I am very close with the Pakistani community because, we all get together every Friday, do a prayer and that is how we get together the most.

\*18. When did you first start this business?

We started this business about a year ago.

\*19. Why this particular business?

We started this business because we have no other choice as foreigners. If you cannot speak good English, you will not be able to get a good job. Even when we have the skills we still do not get employed because you are a foreigner.

\*20. How did you identify and evaluate the business opportunity?

There was no formal discussion with friends prior to starting this business. I would say, this opportunity can be linked to what my father does back in Pakistan. I got all the necessary ideas, patterns and approach to this business from watching him run similar business back home. Then, I worked hard and learned some new things for close to 4 months. These are skills I brought from my country to Ireland.

\*21. Is the Dublin environment helpful and supportive?

The area our business is located is completely shit-hole, not supportive at all. It is more negative than positive, especially this particular area.

\*22. What about your ethnic network community, are they also supportive?

Yes, they are trying their best to be supportive.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

I can say that I am in this business because this is where the opportunity lies for me in Dublin. In addition, I have passion for what I am doing. Given the lack of opportunities for us immigrants, this is the only choice we have.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

For me personally, when I compare lifestyle here and back home, the family influences what I do here in Dublin the most. Although relatives and cousins command some influence when you compare how well you are doing with theirs'.

\*25. How would you say the Irish environment is influencing how you run this business?



The Irish people are good people and of course there are some influence coming from them as well. Just like you get both good and bad people everywhere, I can say the same about this location in Dublin. The people can only help you with what they can.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work and membership in a strong ethnic community as driving forces are common amongst immigrant entrepreneurs abroad because that is the only way they can sustain their businesses and survive in a foreign country where they knew only people of their ethnic origins. I can state for certain that these features equally influence how we manage our food take away business in Dublin.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin?

Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture

Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Again, group solidarity, self-reliance, flexibility and willingness to work long hours are easily identifiable with how we run this business. Without these characteristics, our business will suffer. In addition, I can also identify with educational qualification, business acumen and entrepreneurial skills as playing significant role because they gave us prior knowledge on how we can run a successful business in Ireland.

\*28. In what way(s) has the following factors influenced how you are running your business? [family-business techniques, ideologies, family business design, import and policies, rules and regulations]

I would say, ideologies and the kind of business line my family was in when I was in Pakistan have great influence in our business because, they equally serve as driving forces that keep us focused on our objectives. Personally, the trainings and ideas from my father taught me to be hard working.

\*29. Do you import or acquire materials from your home country for your business?

No, the current regulation and rules prohibit us from importing things from overseas at the moment and that is one of the greatest challenges we are facing in our line of business here in Dublin given that third parties charge a lot of money when we go to them for products.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
18-30

\*31. Are you married?

No, I am not married.

**Date: 23/07/2018**

**3<sup>rd</sup> Interview With Pakistan Immigrant Entrepreneur**

**Interview Site: Parnell Street, Dublin 1, Ireland**

**Time for the Interview: 07:27 PM Dublin Time**

**Duration: 26 minutes**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

I am from Pakistan

\*3. When did you first arrive Dublin, Ireland?

I first arrived Dublin in 2015

\*4. Was your primary intention in Dublin to run your own business?

I first came to study and after that I started my own business when the opportunity showed up.

\*5. How would you describe your ethnic background?

Asian.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am definitely an immigrant entrepreneur given my background.

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur

\*8. What type of business are you running in Dublin?

It is a mobile phone and accessory business.

\*9. Do you have people working for you?

Yes, I have one employee

\*10. Do you mind discussing your monthly or annual income?

My income is just ok. I just started this business few months ago. As you can see, it's not very busy at the moment. All I can say is that I recover my wages per day.

\*11. Do you do business with your home country and the people?

No, I do not business transaction from Pakistan

\*12. Do you have families back home who run their own business?

Yes, like I stated earlier, all my family members back home run their own business.

13. At the time you were back home, how good was the environment for entrepreneurial activity?

The Pakistani environment at the time was ok for entrepreneurial activities given that almost all my family members managed their own businesses.

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I would say, that I inherited running my own business from my family given that all of my family members run their own businesses.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Yes, the way businesses are done in Dublin comparable to Pakistan is different. All I can say is that entrepreneurial approach to self-employment is better here in Dublin. For instance, the environment is better and also, cost-wise, things are generally better for entrepreneurial activities. For instance, electricity is very expensive in Pakistan whereas, here in Dublin, one can afford to pay electric bills and recover all the expenses.

\*16. Why did you leave your home country for Ireland?

I left Pakistan because my family was here, and their experience helped me to decide coming to Ireland.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am well integrated with the Pakistani community in Dublin. We meet up every week. I also have many friends who live around the city centre and that makes it convenient for our meetings.

\*18. When did you first start this business?

I started this business in January 2018.

\*19. Why this particular business?

Participant: I started this business because it I basically a family business.

\*20. How did you identify and evaluate the business opportunity?

Although it this is a family line of business. I would say, that my studies in England in electronics encouraged me the more and that was how this business opportunity was identify.

\*21. Is the Dublin environment helpful and supportive?

Yes, the environment is supportive and sometimes it is not because of security and other issues we experience here.

\*22. What about your ethnic network community, are they also supportive?

Yes, they are very supportive.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

I have been passionate about electronics since early stage of my life. I was brought up in this line of business by my family. It is a kind of traditional line of business and that influenced my decision to stick with the same business.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

Basically, my family is this business, although my father was in a different line of business. My other two brothers are also into phone business and that makes it easy for me to go them for ideas, knowledge and some trainings on how the business works, how I can manage things. All of these have helped sustain my business

\*25. How would you say the Irish environment is influencing how you run this business?

The Irish environment is ok for entrepreneurial activities since from day one into this business, I can recover my expenses and wages. These were all I was looking for when I first started. But, given the recent Irish economic recovery, I hope that the environment will even get better in the near future.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

Commitment to hard work, accepting risk, accepting social value patterns and orientation toward self-employment.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin?

Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture

Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Under ethnic resources, I can identify Group solidarity, self-reliance, flexibility, willingness to work long hours, and access to an ethnic network that provides credit and workers. I can also identify with financial capital, educational qualifications, business acumen and entrepreneurial skills.

\*28. In what way(s) has the following factors influenced how you are running your business? [family-business techniques, ideologies, family business design, import and policies, rules and regulations]

I can say that family business techniques and ideologies have stronger influence on how I run my business than rules and regulations because, my business approach is practically built on the experiences I acquired while in Pakistan. Without denying the effects of rules and regulations that dictate how we operate in Dublin; the effects of these influences are quick positive in my experience.

\*29. Do you import or acquire materials from your home country for your business?  
No, I do not import products from Pakistan.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
18-30

\*31. Are you married?

No, I am single.

**Date: 21/07/2018**

**4<sup>th</sup> Interview With Pakistan Immigrant Entrepreneur**

**Interview Site: ---, Dublin 1, Ireland**

**Time for the Interview: 07:27 PM Dublin Time**

**Duration: 20**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

I am from Pakistan

\*3. When did you first arrive Dublin, Ireland?

I first arrived Dublin 5 years ago

\*4. Was your primary intention in Dublin to run your own business?

No, I originally came here for studies. When I completed my study, then started my own business.

\*5. How would you describe your ethnic background?

Asian continent.

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am definitely an immigrant entrepreneur given my background.

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur

\*8. What type of business are you running in Dublin?

It is a mobile phone and accessory business.

\*9. Do you have people working for you?

No, I have no employees

\*10. Do you mind discussing your monthly or annual income?

I make between 30-40, 000, 00 Euros a year.

\*11. Do you do business with your home country and the people?

No, I do not business transaction from Pakistan

\*12. Do you have families back home who run their own business?

No, I do not have family members who run their own business.

13. At the time you were back home, how good was the environment for entrepreneurial activity?

The Pakistani environment at the time was ok for entrepreneurial activities based on what I observed. Many Pakistanis were running their own personal businesses

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I would not say that I inherited what I do today since I am the first in my family to run his own business.

\*15 would you say running business back home is different from the Irish approach to self-employment?

There is a difference between running business here in Dublin compared to how it is done back home in Pakistan. For instance, we can speak our mother tongue language during business transactions with customers and that makes everything easy and smooth. However, here in Dublin, we have to learn English language and other associated necessities before we can start any business (e.g. Irish rules and regulations).

\*16. Why did you leave your home country for Ireland?

I like Ireland, there are good people here and Ireland is a great country

\*17. How closely integrated are you with your ethnic community in Dublin?

I am well integrated with the Pakistani community in Dublin. I have friends and we do meet up.

\*18. When did you first start this business?

I started this business two months ago (i.e. May 2018).

\*19. Why this particular business?

I am skilled and passionate about technology and that is why I am into mobile phone and accessory business.

\*20. How did you identify and evaluate the business opportunity?

Besides my personal research on this line of business, this business opportunity was identified through meeting with friends in Dublin who are also running similar businesses. Through conversations and discussions, they explained everything there is to know about the mobile phone business and that was how I learnt and was able to start my own business.

\*21. Is the Dublin environment helpful and supportive?

So far, the Dublin environment has been supportive to what I am doing.

\*22. What about your ethnic network community, are they also supportive?

Yes, they are very supportive.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

I would say that I am into this business because I am passionate about electronics.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I would say I am mostly influenced by personal drive. Being something originating within, it is the driving force behind everything. I am self-motivated, encouraged and focused on making my business a success. As a Pakistani, we were born and raised to work hard and make the best of our ethnic communities where we are, and even work in austerity where necessary.

\*25. How would you say the Irish environment is influencing how you run this business?

The Irish environment is ok for entrepreneurial activities since people are will willing to assist new entrepreneurial start-ups with the necessities. You can get all trainings you need to make a successful start.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?

I can definitely state that in addition personal drive and passion for what I do, I am influenced by commitment to hard work, accepting social value patters and orientation towards self-employment. As an immigrant in a foreign land, I learnt the importance of accepting the Irish social value and their way of life since I am coming to live in their midst. Without, learning all, it will be difficult to integrate with locals and that will have negative influence on my business.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin?

Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture

Class Resources: these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess.

Groups' solidary, flexibility, self-reliance and willingness to work long hours are amongst the characteristics that can be easily identified in my business approach. I can also identify the fact that I possess academic qualification, business acumen and entrepreneurial skills without which sustaining my business in Dublin would have been greatly challenged.

\*28. In what way(s) has the following factors influenced how you are running your business? [family-business techniques, ideologies, family business design, import and policies, rules and regulations].

Based on family trainings and the environment where I grew up from, hardworking is common given that the economy was not as good and where corruption is the second name for the ruling class. It is an environment where there is no room for laziness. Therefore, I am influenced by prior trainings and experiences from Pakistan that you must work hard at all times to survive. Here in Dublin, it is obvious that how we run our businesses are also influenced by rules and regulations government their establishments. The same goes for native entrepreneurs as well.

\*29. Do you import or acquire materials from your home country for your business?  
No, I do not import products from Pakistan.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
31-40

\*31. Are you married?

Yes, I am married without children.

**Date: 28/07/2018**  
**5<sup>th</sup> Interview With Pakistan Immigrant Entrepreneur**  
**Interview Site: Moore Street, Dublin 1, Ireland**  
**Time for the Interview: 07:27 PM Dublin Time**  
**Duration: 20 minutes**

**Name:** [REDACTED]

\*1. For the purpose of the recording device, can you confirm your gender?

Male

\*2. Where are you from originally?

I am from Pakistan

\*3. When did you first arrive Dublin, Ireland?

I first arrived Dublin in 2004

\*4. Was your primary intention in Dublin to run your own business?

No, I originally came here for studies. When I completed my study, then I started my own business.

\*5. How would you describe your ethnic background?

Pakistani origin (Asian)

\*6. Would you identify yourself as an immigrant entrepreneur?

Yes, I am definitely an immigrant entrepreneur given my background.

\*7. What generation would you classify yourself?

1st Generation immigrant entrepreneur

\*8. What type of business are you running in Dublin?

It is a mobile phone fixing and repairing shop.

\*9. Do you have people working for you?

Well, I used to have one employee. But he is gone now because business is no longer as busy as it used to be.

\*10. Do you mind discussing your monthly or annual income?

That depends. For instance, sometimes, I make between 1800- 2000 Euros per month.

\*11. Do you do business with your home country and the people?

No, I do no business transaction from Pakistan. I buy some of things off Ebay.com or have them supplied.

\*12. Do you have families back home who run their own business?

No, my families are also here in Dublin.

13. At the time you were back home, how good was the environment for entrepreneurial activity?

I did not do business in Pakistan, so I am in no position to answer that question

\*14. Tell me about your entrepreneurial background, is it something that you inherited from family or influenced by your ethnic origin?

I am the first in my family to run his own business.

\*15 would you say running business back home is different from the Irish approach to self-employment?

Although, I did not have personal experience running business in Pakistan, but I can state that there is a difference between running business here in Dublin compared to how it is done back home in Pakistan. Unlike Pakistan, some people do stop-by my shop just to mess around and cause trouble and not for business purposes. This cannot happen in Pakistan without serious consequences. Sometimes, some Irish locals will actually purchase a good and not pay. They break into my shop and steal my goods. As an immigrant, it is stressful to run business in Dublin sometimes.

\*16. Why did you leave your home country for Ireland?

I came to Ireland to study initially. When I got my Irish Passport, I started my business, but I am planning to go back to Pakistan to open a business there in the future.

\*17. How closely integrated are you with your ethnic community in Dublin?

I am not so much integrated with the Pakistani community here in Dublin because I work 7 days and have no time for socialization. At the end of every day's work, I go straight back home and rest.

\*18. When did you first start this business?

I have been running this business nearly ten years ago

\*19. Why this particular business?

I can say that I developed this skill when I was working for someone who was running similar business in Pakistan where mobile phones were fixed and repaired. I decided to run the same business here after my graduation in Dublin. It is literary influenced by prior home experience in the same line of business.

\*20. How did you identify and evaluate the business opportunity?

Well, based on my prior experience in the same line of business, I discovered it as a very viable and promising and that was how this opportunity was first identified.

\*21. Is the Dublin environment helpful and supportive?

So far, the Dublin environment has not been supportive to what I do.

\*22. What about your ethnic network community, are they also supportive?

Given that I seldom meet up with my ethnic community on social events, they are not supportive either.

\*23. Would you say, you are doing this type of business because that is where the opportunity lies for you?

I would say that I am into this business because I am passionate about phone repairs and that is where the opportunity lies for me here in Dublin.

\*24. Which of the following ethnic factors influence how you run your business in Dublin [the need for what I do, prior experience, passion, family business-culture, customs and traditions, support family back home, business idea]?

I would say personal drive, home skills and prior experience from Pakistan are the key motivators to how I run my business here in Dublin.

\*25. How would you say the Irish environment is influencing how you run this business?

The environment so far has not been favourable based on the negative influence I often get from Irish teenagers who frequent here to make trouble.

\*26. Which of these culturally determined features is influencing your entrepreneurial activities in Dublin [commitment to hard work, living in austerity, membership in a strong ethnic community, accepting risk, accepting social value patterns, and orientation toward self-employment]?



Commitment to hard work, accepting social value patterns and personal orientation toward self-employment have strong influence in how I manage my business in Dublin. For instance, accepting social value patterns is already an influence that comes with the new environment, which are part of the rules and regulations that determine how businesses are set up and run.

\*27. Which of the following unique characteristics would you identify with how you run your business in Dublin?

Ethnic Resources: e.g. groups solidarity, self-reliance, flexibility, willingness to work long hours, access to an ethnic network that provides credit and workers, and a possession of a capitalist culture

Class Resources: [these refers to the educational qualifications, financial capital, business acumen, and entrepreneurial skills, which immigrants possess].

As resources that are identifiable in a business strategy, I can list willingness to work long hours, flexibility and self-reliance. I cannot really identify with groups' solidarity as an influence because, I work seven days a week and had little or no contact with the Pakistani in Dublin. For class resources, in addition to leaning English language in Dublin, I possess educational qualification from Pakistan, business acumen and entrepreneurial skills with little training.

\*28. In what way(s) has the following factors influenced how you are running your business? [family-business techniques, ideologies, family business design, import and policies, rules and regulations].

I do not see much influence from family because I am the first to manage his own business in my family. However, I got most of the ideas on my business strategy from home and the force was stronger after speaking to some friends who are already running similar business here in Dublin. Similarly, Ireland is a heavily regulated economy, and this affects all business and not just mine.

\*29. Do you import or acquire materials from your home country for your business?

No, I do not import products from Pakistan.

\*30. Which of the following age categories do you belong to? [18-30, 31-40, 41-50, 51-60, 60 and above]?  
31-40

\*31. Are you married?

Yes, I am married but my family is in Pakistan.