# Table of Contents

## Main Sessions

1. **Investigating Multi-focality in Transnational Diaspora Entrepreneurship** (Sanya Ojo) ............................................... 4

2. **Transnational Entrepreneurs’ Responses to Institutional Voids: A Study of Bi-focality Amongst Sri Lankan Transnational Entrepreneurs** (Rondy De Silva) .................................................................................................................. 6

3. **Divergent Views on Transnational Entrepreneurship? Comparative Analysis of Transnational Behaviour of Second-generation Italian "Returnees" and Immigrant Entrepreneurs in Italy** (Jan Brzozowski, Marco Cucculelli & Aleksander Surdej) .................................................................................................................. 7

4. **Capturing Transnational Entrepreneurial Opportunities: The Immigrant Advantage** (Xiaohua Lin) ........................................... 8

5. **A Multifocal Model for Transnational Entrepreneurship** (Giacomo Solano) .......................................................... 10

6. **Ethnic Networks, Chinese Entrepreneurism and Chinese FDI: a Missing Link? The Case of Italy** (Francesca Spigarelli, Christoph Lattemann & Katiuscia Vaccarini) .......................................................... 12


8. **Diaspora Entrepreneurship for Africa’s Development** (Lord Mawuko-Yevugah) .................................................. 15

9. **Measuring and Monitoring Transnational Diaspora Entrepreneurship – A Research Agenda** (Rolf Sternberg, Johannes von Bloh) .................................................................................................................. 16

10. **Migration and Entrepreneurship in Households A Comparative Analysis of Afghanistan, Burundi, Ethiopia and Morocco** (Katrin Marchand) .................................................................................................................. 18

11. **Entrepreneurial Motivation of Diaspora Entrepreneurs in Ireland** (Steven Lucas & Aki Harima) .................................. 19

12. **Migrant and Diaspora Entrepreneurs as Source for Dynamic Creation in Berlin’s Entrepreneurial Ecosystem** (Thomas Baron, Aki Harima & Jörg Freiling) .................................................................................................................. 20

13. **Entrepreneurship as Career Choice of Indonesian Returned Migrant Workers** (Akuat Supriyanto & Carlos Cabral-Cardoso) .................................................................................................................. 21

14. **The Role of State Intervention and Immigration in the Development of Family Businesses: The Case of Honduras** (Allan Discua Cruz) .................................................................................................................. 23

15. **Entrepreneurs Combining Multiple Institutional Logics: The Case of Cross-Border Immigrant Social Enterprises** (Daniela Bolzani) .................................................................................................................. 24

16. **Aren’t Lithuanian Roads for Immigrants Seeking To Be Entrepreneurs Too Rough?** (Vilmantė Kumpikaitė-Valiūnienė, Ineta Žičkutė & Jurga Duobienė) .................................................................................................................. 26

17. **Typologies of Business Model Innovation in Transnational Entrepreneurship** (Arnim Decker, Steven Lucas & Liesl Riddle) .................................................................................................................. 28

18. **Are Public Institutions Supporting Migrant Entrepreneurship? A Model to Evaluate the Fostering of Migrant Entrepreneurship in a Worldwide Perspective** (Abelardo Medel) .................................................................................................................. 29
Incubators for Migrant Entrepreneurs – An Opportunistic Niche and its Context (Joachim Kolb)...... 30

The Vietnamese Immigrants in Poland and Their Business Patterns (Agnieszka Brzozowska)......... 31

Jewish Diaspora Entrepreneurship - The Influence of Host Country Characteristics on Their Migration Path (Maria Elo, Florian Täube & Erez Katz Volovelsky)................................................................. 32

Diaspora Entrepreneurship: A Structured Response to Modern Migration (S. Ram Vemuri)........ 34

Refugee, Immigrants and Entrepreneurship in Poland – Current Situation and Forecast (Tomasz Bernat).......................................................................................................................................................... 36

The Role of Family Involvement in shaping strategic behavior: Evidence from Tibetan Refugee Own-micro Family Business In India (Chemi Tsering & Isabelle Guerrero)......................................................... 37

The Role of Local Partners for Descending Diaspora Entrepreneurship: Overcoming Liability of Foreignness (Aki Harima)........................................................................................................................................ 39

Reframing the Influences of Ethnic Minority Entrepreneurs into a Multilevel/Dimensional Entrepreneurial Ecosystem (Paul Lassalle, Sakura Yamamura & Andrew Johnston)........................................... 40

Islamic Banking in Germany (Andree Elsner & Hartmut Meyer)..................................................... 42

Student Sessions

Network Benefits for Ghanaian Diaspora and Returnee Entrepreneurs (Sharon Mayer)............... 44

Returnee Entrepreneurs – Characteristics and Success Factors (Eyüp Akkurt)..................................... 45

The Impact of Networks on the Absorptive Capacity of Diaspora Entrepreneurs (Quynh Duong Phuong) ........................................................................................................................................... 47

Mexican Diaspora Entrepreneurs in Germany: Informal Institutional Acculturation (Diana Sanchez Martinez, Erick Iturbe & Ernesto Dominguez Martinez) ................................................................. 48
Main Session
Investigating Multi-focality in Transnational Diaspora Entrepreneurship

Sanya Ojo (University of East London)

Key words: Black British Africans, Bi/Multi-focality, Transnational Diaspora Entrepreneurship, and Social Networks.

The subject of transnational diaspora entrepreneurship (TDE) initiatives is increasingly becoming an important strand of theorising international circulation and development nexus lately. Although this strand is apparent in, and touches several contiguous research thoughts such as; migration, entrepreneurship and development literatures, it is strongly represented in the concept of transnationalism. Embedded within this concept are notions of development, network and migration. Thus, internal, regional and international migration as an essential aspect of development is profoundly expressed in transnationalism. In development term, the United Nations Development Programme (UNDP) articulates that diasporas support the entrepreneurs in their homelands with remittances, informal financing of small businesses and business advice and mentorship (Brinkehoff, 2006). Several British black Africans (BBA) have the capacity to facilitate flow of information, innovative ideas, intellectual capacities, new technological skills, smart and innovative business and trade practices and techniques from their host countries (Ojo et al., 2013). Thus, the critical potentiality of the diasporas’ substantial human and financial capital resources for socio-economic developments in host countries is enormous.

Invariably, some ethnic networks in the UK reveal economic activities that draw on diasporic links, both local and transnational (e.g. Ojo, 2012), to create unique and competitive products and services. These economic activities are framed within the literatures of economic geography and are concerned with ‘new entrepreneurial spaces’, ‘networks’ and ‘relational chains’. Ethnic/Migrants’ (e.g. black Africans) transnational economic networks highlight the relational qualities of diasporas’ economy in which space needs to be conceptualized, not as territory or bounded locality, but as networked and socially produced through the production and flow of unique goods between nodal points, vertically and horizontally organised (Werbner 2001).

Although difficult to measure or classify in traditional economic terms, these transnational networks are claimed to produce new hybrid products of economic worth and with distinctive geographies (McEwan et al., 2005). Common to most TDE studies is the dichotomous ‘host country/home country’, ‘country of residence/country of origin’ focus, which suggests entrepreneurial flows between two distinct locations. These flows are presumed, among other factors, to be triggered by the ‘patriotic fervor’ of the ethnic/diaspora entrepreneurs. However, while there is clearly an avalanche of studies on diasporas’ business and professional ties with homelands, there is apparent gap between engagement and an interest in connecting with ethnic and social networks elsewhere, and this deserve further investigation. Ostensibly, diaspora is supposed to be “a whole range of phenomena that encourages multi-locale attachments, dwelling and travelling” (Grossberg, 1996: 101).

Taken together, the conceptual framework of the strong socio-economic connections between the host/home countries of migrants as expressed in transnationalism largely indicates bifocal dualism. However, this ordering is sometimes expanded beyond dual geographic location in the social sciences discourses, especially in anthropology and sociology studies. For instance, researchers and writers (e.g. Faist, 2000) have variously referenced transnational migrants lives as profoundly bi- or sometimes multifocal since their social capital functions as a transnational bridge. Hence, these migrants establish affiliations with different places and at different levels (Ehrkamp and Leitner, 2003), and are said to be strictly connected with their embeddedness in several contexts and at different levels in the home.
and receiving countries, and possibly in third/fourth countries (Pries, 2005). This discreet transition from a concept of bifocality to multifocality signposts the overarching concern motivating this study. The central question then is: to what extent are diaspora entrepreneurs who operate transnational businesses in more than two locations develop different belongings than those who do not?

Qualitative approach was employed within the contexts of religion, cultural hybridity, segregation, diasporic network and enterprise. This approach helped in analysing the fluidity of the ethnic/migrants’ economic empowerment process underscored by the tension between the host country’s culture, the country of origin’s culture and other operational locations’ culture.

Eight BBA entrepreneurs were selected as respondents since they have one foot firmly planted in the UK and the other foot loosely planted in other regions of operation. Their ventures span different geographic locations (e.g. US, EU, Middle East and Africa), but London is their primary residence. The mass of data collected yielded seven core themes that encapsulate the thrust of the study: nature of social capital, higher level of competitive advantage, global elitism, cost-benefit implications, institutional context, and personal orientation.

The study contributes to knowledge by bringing together two incidentally related globalising phenomena - the florescence of diaspora/transnational entrepreneurship and the academic attraction to developmental issues within multi-focal contextual theorisation. This helps revitalise thinking on how ethnic ties function and transform practice of ethnic/diaspora entrepreneurship as mode of socio-cultural criticism. Just as transnational entrepreneurship bifocal account serves as forms for explorations of ethnic/migrants empowerment (Light, 2010), multifocal TDE study can perhaps also serves as key form for explorations of pluralist, multi-cultural contemporary society.
Transnational Entrepreneurs’ Responses to Institutional Voids: A Study of Bi-focality Amongst Sri Lankan Transnational Entrepreneurs

Rondy De Silva (Sheffield Hallam University)

Key words: Emerging Economies, Institutions, Institutional Voids, Transnational Entrepreneurs, Bi-Focality

This paper explores the formal and informal institutional voids encountered by transnational entrepreneurs (TEs) in the emerging economy context of Sri Lanka and proposes that TEs are able to navigate these voids because they have a dual institutional focus (bi-focality). This dual institutional focus comes from the TEs’ migratory experience and regular travel between their home and host country which gives them the ability to evaluate the institutional differences of the two contexts. Therefore, transnational entrepreneurs are able to tailor their responses to the opportunities and challenges of the two contexts because of the advantages of their bi-focality.

Diaspora and transnational entrepreneurship is seen as a contributory factor to the rapid economic growth that is being experienced in emerging economies, yet little is known as to how the migratory experience to the host country impacts transnational entrepreneurs. There is even less knowledge on how transnational entrepreneurs actually navigate the challenges of the institutional voids that they encounter in their home countries when setting up and operating their transnational enterprises. The institutional voids which are prevalent in emerging economies arise as a result of the lack of, or inefficiencies of formal institutions. It is important for scholars and policymakers alike to identify and address these gaps in order to help foster further economic development in transition economies. The experience of transnational entrepreneurs can be enlightening in terms of identifying these voids as TEs operate in what is often two very contrasting institutional contexts which form their home and host country of operation. Further, evaluating the perceptions of these transnational entrepreneurs can demonstrate how they manage these voids and the strategies they adopt to cope with the same.

The data for this paper was gathered via in depth qualitative interviews of TEs who operate from the shared home country context of Sri Lanka and several host countries. The findings show that while the political, legal, regulatory and cultural systems in the home country can pose particular institutional challenges; transnational entrepreneurs are able to manage these by using their networks and their social positions as a means of responding to these voids. Drawing on the research findings from this empirical study, the paper argues that TEs’ draw on their bi-focality to gain perspective of the challenges of their country of origin which appears to gives them an advantage over their native counterparts. The bi-focality of the TEs becomes apparent especially in comparison to the views of local and international entrepreneurs operating from Sri Lanka who were also interviewed as part of data collection activity. While institutional voids are deemed to be detrimental to emerging economies, the findings from this research support the arguments that such voids can also provide entrepreneurial opportunities. Further, the research findings show that TEs who have successfully entered and dominated the local market in Sri Lanka are now expanding to other emerging economies with similar institutional voids. This expansion is based on the TEs’ confidence in the opportunities afforded by other markets despite (and at times because of) the institutional voids that they have already encountered in their home country.

The significance of this research is manifold: it contributes to the still emergent area of transnational entrepreneurship, it extends the geographical scope of the studies to date to one of the fastest growing emerging economies in South Asia (Sri Lanka), and the research also contributes to the discussions on institutions in emerging economies which is a current area of interest in international business research.
Divergent Views on Transnational Entrepreneurship? Comparative Analysis of Transnational Behaviour of Second-generation Italian "Returnees" and Immigrant Entrepreneurs in Italy.

Jan Brzozowski (Cracow University of Economics)
Marco Cucculelli (Universita Politecnica delle Marche)
Aleksander Surdej (Cracow University of Economics)

This paper contributes to expanding literature on immigrant transnationalism by investigating the determinants of transnational entrepreneurial behaviour among the second-generation Italian "returnees" and immigrants from emerging and developing countries in Italy. The second-generation returnees are the children of former migrants, who decided to settle in the country of birth of their parents. Our study offers a new perspective on the research on the reverse transnationalism propensity, by analyzing the behaviour of immigrant entrepreneurs who reside in the developed economy (Italy), while their countries of birth are developing and emerging economies. We found second generation returnees less likely to be involved in transnational entrepreneurship than their counterparts - the immigrant entrepreneurs without the Italian descendency. Then we look on factors which might influence this aversion towards the transnational entrepreneurship.
Capturing Transnational Entrepreneurial Opportunities: The Immigrant Advantage

Xiaohua Lin (Ryerson University, Canada)

This study examines a phenomenon that is largely overlooked by scholars of international entrepreneurship, that is, only transnational entrepreneurs (TEs) of Chinese background, but few “regular” international entrepreneurs, have been able to seize the opportunities in China’s burgeoning technology sectors. This raises a notable question: what has prevented IEs from acting on opportunities in China that are captured by immigrant-turned Chinese TEs based in Western host countries? In other words: What helps Chinese TEs capture the transnational opportunities in China’s technology sectors where others fail?

The IE literature offers evidence that immigrants could play a unique role in the creation of international new ventures (INVs), but never suggests that they have a dominant presence in INVs. The growing body of research focusing on TE hinges on the dual-embeddedness of immigrant-turned entrepreneurs, but has yet to delve deep into the processes by which immigrant entrepreneurs come about transnational opportunities. This may not sound surprising since there is an overall lack of attention paid to opportunity processes in the larger IE literature. While the best transnational opportunities for Silicon Valley based Chinese entrepreneurs seem to involve adapting established technology to the distinctive needs of the Chinese markets (Saxenian 2007, p. 246), the exact mechanisms through which Chinese entrepreneurs arrive at such opportunities have not been studied systematically. Although transnational opportunity mechanism can certainly be informed by the larger entrepreneurship literature, including those on IE, it is likely that there are peculiarities to transnational opportunities in light of the privileged presence by immigrant-turned entrepreneurs.

In this research, I attempt to demystify the aforementioned puzzle by addressing two interrelated questions at the Canada-China trajectory: what makes Chinese TEs distinctively advantageous in realizing transnational opportunities? And what are the processes by which these Chinese TEs come about transnational opportunities? In light of diverse profiles of “transnational entrepreneurship” (Landolt et al. 1999), I focus on technology sectors wherein entrepreneurs have to deeply engage multiple contexts with value-added activities (Oviatt and McDougall 1994) rather than take advantage of market disequilibrium by basic arbitrage activities such as export. A prominent example of such transnational entrepreneurship can be found in Saxenian’s (2007) “cross-pacific” entrepreneurs who simultaneously leverage Silicon Valley’s high-tech and management expertise, China’s low-engineering and development resources, and Taiwan’s sophisticated manufacturing infrastructure.

The study is exploratory, and necessitates a grounded approach which involved a field study of 45 transnational entrepreneurs in the Chinese-Canadian community. The stories I tell are emergent, but can relate to recent literature, particularly the recent theorizing of entrepreneurial action (e.g., McMullen and Shepherd 2006) that I found most helpful when seeking a deeper understanding of transnational entrepreneurship within the Chinese-Canadian community. The findings from my field work enabled me to form a descriptive model of transnational opportunities. Linking the TEs’ knowledge, identity, and motivation in four distinct transnational opportunity processes, I found that it is certain idiosyncratic elements of these entrepreneurial attributes that allow the Chinese entrepreneurs competitive advantages while preventing others from accessing the transnational opportunities. The findings enrich our understanding of the migration-entrepreneurship nexus and add context-specific evidence to the emerging literature on transnational entrepreneurship (Portes et al. 2002).

There are important practical implications from the current study. Immigrants should certainly consider taking advantage of their unique experience and pursuing transnational entrepreneurship as a way toward upward mobility while contributing to both host and home countries. For their indigenous
counterparts, venturing across borders bears uncertainty and one way to mitigate risks without losing out on promising opportunities is working through immigrant-turned TEs. Western host countries need to understand the differences among immigrant entrepreneurs: given their established home-base in the host country, transnational entrepreneurship could be an ideal mode of immigrant adaptation that benefits host societies uniquely in the era of deepened globalization.
A Multifocal Model for Transnational Entrepreneurship

Giacomo Solano (School of Innovation Sciences)

In recent years, the topic of cross-border businesses developed by immigrants, namely *transnational entrepreneurship*, has emerged as one of the most interesting areas of research in studies on immigrants and their economic activities. The presentation conceptually and empirically contributes to this topic providing both theoretical and empirical advances.

Conceptually, the presentation illustrates a model for better understand entrepreneurial practices of entrepreneurs with a transnational business (transnational immigrant entrepreneurs - TIEs).

The model starts from three models previous developed by scholars in the field of immigrant entrepreneurship - interactive model (Waldinger *et al.*, 1990), mixed embeddedness approach (Kloosterman *et al.*, 1999; Kloosterman & Rath, 2001) and integrative model (Chen & Tan, 2009) -, and it added some key concepts.

The model lies on the theoretical assumption of the need of taking into account different places (not only the country of immigration) - at different spatial scales -, and groups (not only the co-national group) for understanding transnational entrepreneurial activities carried on by immigrants. In this regard, I propose the concept of *multifocality*, which refers to *simultaneous involvement in multiple places and groups*, and means that migrants take into account multiple places and groups for their entrepreneurial activities.

Furthermore, starting from the stress to both places and groups, I propose to add a new spheres in the ones general acknowledged as creating opportunity structure - political-institutional context, economic context - (Schutjens, 2014). This new sphere is the one of groups’ modes of behaviours, namely the set of habits, role models and attitude distinctive of a certain group. Examples of modes of behaviour include consumption habits and entrepreneurial conducts.

Given the opportunity structure, concerning how transnational entrepreneurs seize this, the model emphasised that this could happen thanks to three processes. The first one is linked to structural embeddedness, the second one to relational embeddedness, and the third one is connected to individual characteristics.

In particular, structural embeddedness refers to profound and direct understanding of the features of places and groups. Relational embeddedness refers to embeddedness in social networks and, in particular, to ego’s contacts and the relations with and among these contacts.

Therefore, transnational entrepreneurs may be able to identify and exploit opportunities thanks to a deep understanding of, and insertion in, the places and the groups that they are connected with (structural embeddedness). Since migrants’ lives are deployed in several places, they may have deep knowledge of the situation in more than one city and/or country. The opportunities can also be recognised thanks to some key contacts (relational embeddedness). Finally, the category of individual characteristics includes entrepreneurs’ skills (e.g. education; linguistic skills), experiences (e.g. past work experience) and attitudes (e.g. pro-activeness). Personal characteristics can provide the ‘instruments’ to seize the opportunities.

In order to illustrate the model, the presentation presents an empirical exploration of Moroccan transnational entrepreneurs in Amsterdam and Milan. The research underlines four main elements:
1. TIEs take advantage of opportunities from mainly two spheres: groups’ modes of behaviours and places’ economic context. These opportunities come from different places (country or origin, country of immigration and also third countries). Therefore, concerning places they are multi-focal, namely they are involved in multiple places, rather than bi-focal, as suggested by the majority of the existing literature (Vertovec, 2001; Portes et al., 2002; Levitt & Jaworksy, 2007). This multifocality is fundamental, since connecting only two countries would not be sufficient in the majority of the cases for developing a cross-border business. By contrast, TIEs are mainly mono-focal concerning groups, since, they mainly focus on their co-nationals.

2. Structural embeddedness is often a powerful resources for TIEs. Thanks to their deep and direct understanding of places and groups’ characteristics and conditions, they are able to identifying and seizing available business opportunities. They usually exploit their embeddedness in the country of immigration, in the one of origin and in the co-national group. Furthermore, thanks to the awareness of the habits and needs of the Moroccan diaspora in Europe, they are embedded in a certain way also in some European countries.

3. Also entrepreneurs’ contacts, which constitute their social networks, and the embeddedness in these networks (relational embeddedness), are an important instrument for identifying and seizing business opportunities. For seizing business opportunities TIEs take advantage of heterogeneous (in terms of country of origin and role) and geographical-dispersed contacts. TIEs’ networks are generally not very dense, and, therefore, they are rich of structural holes (Burt, 1992).

4. Apart from structural and relational embeddedness, TIEs seize business opportunities also thanks to their personal characteristics. Thanks to education, TIEs acquired the skills for managing an international business. Previous work experience and family entrepreneurial background represent a way to be aware of opportunities in a particular business sector. Linguistic skills (mainly Arabic and English) are fundamental for seizing the available opportunities abroad.
Ethnic Networks, Chinese Entrepreneurism and Chinese FDI: a Missing Link? The Case of Italy

Francesca Spigarelli (University of Macerata)
Christoph Lattemann (Jacobs University Bremen)
Katiuscia Vaccarini (University of Macerata and Jacobs University Bremen)

Introduction
Since recently, emerging economies become major players in global investments (UNCTAD, 2006). China’s outward foreign direct investments (OFDI) are certainly the most striking examples of this phenomenon. Since 2001, Chinese OFDI has reached historic heights. FDI inflows to China reached $124 billion in 2013, whereas outflows rose to $101 billion, making China the second largest FDI host and the third largest home of FDI outflows after the United States and Japan (UNCTAD, 2014). The UNCTAD report anticipates that OFDI will surpass FDI inflows within the next several years, changing China from a net recipient of FDI to a net-supplier (Lattemann, Alon 2015).

Chinese multinationals gain from the strong support by the Chinese government in many different ways. The government helps to create networks, provide financial and fiscal incentives, information services, insurance coverage, and consulting support (Shi, 2002). Several cases of acquisitions of well-known Western companies by Chinese companies (Wu, 2005; Anzkiewicz & Whalley, 2006; Spigarelli et al., 2013 and 2015) such as Lenovo-IBM, Sany-Putzmeister (Schütte and Chen, 2012), Port of Piraeus-COSCO etc. have drawn the attention of scholars and the media to the current and prospective effects of the so-called Go Global policy. This is true especially considering the significant acceleration shown by Chinese initiatives in recent times and the rapid pace at which these enterprises are expanding on a global scale.

In the context of the Chinese Go Global phenomenon the relationship between new Chinese Entrepreneurs - who act as protagonists in the internationalization process - and the network of Diaspora-Chinese micro-entrepreneurs is still not analyzed.

The internationalization of individual entrepreneurs is a common phenomenon. But the Chinese Go Global Policy seems to make use of existing local Chinese communities abroad.

The Go Global Policy seems run parallel to the China’s Open-Door Policy under Deng Xiaoping. Overseas Chinese constitute one of the largest Diasporas in the world (OCAC, 2013). According to the Overseas Community Affairs Council (OCAC) about 64 million Chinese are spread over the globe. Among them 2 million reside in Europe (OCAC, 2013; Poston & Wong, 2014).

The Chinese Diaspora (Poston & Wong, 2014) is defined as a group of people who were born or claim ancestry to China living outside the People’s Republic of China (Priebe & Rudolf, 2015).

Some members of this Chinese Diaspora act as micro-entrepreneurs. They are already located in specific geographical areas and are used by large and medium-sized enterprises as a platform to go abroad and thus as a key (ownership) assets for globalization. Hence, Chinese ethnic networks, which built up strong social ties, can become epicenters for more Chinese business and entrepreneurs (Alon et al., 2013; Javorik et al., 2011). According to the sociological literature, Chinese business networks are usually build on informal relations based on regional connections and positively influence international capital movements (Fold & Jomo, 2013; Tong, 2005).

The Case of Italy
In this paper, we investigate the link among ethnic networks, Chinese entrepreneurism and Chinese FDI, focusing on the case of Italy. This analysis will show that Chinese Diasporas in Italy pull Chinese
entrepreneurs to Italy, in particular to regions where Chinese Diasporas already exist (Carabelli, et al. 2006). International guanxi among the Chinese Diaspora is a relevant attraction factor in location decisions. Exploitation of relational assets reduce psychic distance levels with institutionally different countries. For this reason, local network of overseas Chinese are considered a crucial source of information - and trustworthiness - for Chinese companies in a psychically distant market. This is likely to affect the success or the failure of the investment or business abroad (Amighini et al., 2013). Further, the nucleus of Chinese entrepreneurs is the cause of an “onsite-delocalization”, which attracts further Chinese businesses in various district chains (Fubini, 2006).

These emerging Chinese clusters in Italy are a counter-development to the recent and international phenomena of the “transnational fragmentation” or “re-composition of knowledge” (Rullani, 2006). These clusters seem to reflect more traditional patters of regional industry concentrations, which could be observed in early Europe, in particular in Italy or Germany (manufacturing operations, typically in the fields of textiles, apparel, footwear, and mechanics) (Amighini & Chiarlone, 2003).

Data and Results
To analyze the relationship between location choices of Chinese firms and existing Chinese Diasporas in Italy, we use data on the nationality of individual entrepreneurs. We compare those data with location choices and sectorial foci of Italian companies.

We found a strong polarization of Chinese entrepreneurs in some geographical areas that are home to specialized industries. However, this does not prevent Chinese entrepreneurs from expanding throughout the territory (and to unexplored regions) in general.

The analysis shows a concentration of Chinese entrepreneurs in specific business segments (ethnic specialization) and the tendency of Chinese ethnic groups to saturate businesses in the sector where “initial establishments” started (industry ethnicization). Consistently, the Uppsala School show the relevance of historical, economic and cultural ties between home and host country next to their geography at the initial stage of the internationalization process (Johanson & Vahlne, 1977). At a later stage countries with low psychic distance are also considered due to the capitalization of experience after moving into another more distant country (Stoian & Filipppios, 2007). The recent re-examination of the Uppsala model (Johanson & Vahlne, 2009) confirms that a company network may transcend the geographical boundaries and exploit business network opportunities. In this case, minimizing these “distances” between China and host Italy is likely to be a selection criteria for investment location (Luiz & Ruplal, 2013). Being aware of psychic distance perceptions reduces uncertainties and risks of failure in foreign markets.

The ability to exploit ties within the same ethnic network worldwide is prove to be fundamental, due to cultural affinity and psychologically-close perceptions. Unique cultural traits of Chinese migrants may have repercussions for productivity and foster the economic growth of the targeted host country (Hofstede & Bond, 1988; Folk & Jomo, 2013). As shown in previous studies (Borsari, et al. 2006), Chinese entrepreneurs - especially in the textiles and apparel segment - take part in local value chains by offering competitive advantages such as processing costs, the flexibility of production capacity, and the rapidity of execution of orders (Borsari, et al. 2006, p. 5). Despite the Chinese Diaspora embraces a small portion of the host country total-population it seems to affect significantly its economy (Priebe and Rudolf, 2015).

Further, Chinese entrepreneurs gradually emerge into retail businesses, in particular in household articles, by leveraging products imported directly from China. Products ordered in China are adapted to European specifications, thereby maintaining highly competitive prices and avoiding the problems and bureaucratic issues typical of the Italian market (Borsari, et al. 2006, p. 16).
The Spirit of Overseas Chinese Capitalism: Economic Values and Behaviour in Malaysia

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Keywords: Chinese Diaspora; Cultural Values; Migrant Experience; Crossvergence

The Spirit of Overseas Chinese Capitalism (SOCC) explains the economic success of the Chinese diaspora in Southeast Asia by a distinct culture forged from the migrant experience and traditional values. We test its antecedents by comparing the ethnic Chinese with other groups in Malaysia by questionnaire and experiment. While there is no difference in Confucian values, the ethnic Chinese trust state institutions less and believe more strongly in private enterprise and a work ethic than Malays and Malaysian Indians. In the experiment, Chinese Malaysians cooperate among themselves more and exhibit greater in-group favouritism than these other Malaysian groups. Our results provide partial support for the SOCC in a crossvergent formation of distinct Overseas Chinese values from traditional culture and the diaspora experience.
Diaspora Entrepreneurship for Africa’s Development

Lord Mawuko-Yevugah (The Ghana Institute of Management and Public Administration (GIMPA))

Over the past few years, the contributions of African citizens overseas in the form remittances have been lauded as having the potential to replace Overseas Development Assistance (ODA) as a major avenue for mobilizing resources for financing the continent’s development agenda. This is particularly as a result of continuing economic crisis resulting in drastic cuts in aid budgets of traditional donor countries. At the same time, remittances are seen as constituting only a small percentage of the real potential of diasporan communities globally. This has resulted in the growing shift of focus to Diaspora entrepreneurs as key agents for mobilizing the needed investments for their home countries’ development and economic prosperity. This paper investigates these developments within the context of the political economy of Africa’s development by providing a conceptual understanding of African Diaspora entrepreneurship and offers a critical review of both the theoretical and empirical literatures with the view to highlighting some of the key issues and debates. Drawing on sights from development studies, transnationalization and international political economy, the paper offers an interdisciplinary approach to understanding the phenomenon of African Diasporas entrepreneurship and explores its potential for the continent’s transformative and development agenda.
Measuring and Monitoring Transnational Diaspora Entrepreneurship – A Research Agenda

Rolf Sternberg (Leibniz Universität Hannover)
Johannes von Bloh (Leibniz Universität Hannover)

Transnational Diaspora Entrepreneurship (TDE) is considered to be an emerging topic both in entrepreneurship research and from an economic policy perspective. In an increasingly globalised world Transnational Diaspora Entrepreneurs, such as Annalee Saxenian’s (2006, 2002) well accepted idea of the ‘new argonauts’, have gained an even greater relevance that will probably grow in the future due to the current migration flows between and within continents like Europe. Transnational entrepreneurs (interpreted as founders of a new firm) are a hitherto underresearched, but potentially very important fraction of entrepreneurs per se. From our view there is large deficit in empirical, internationally comparable and micro-based studies not just by entrepreneurship scholars, but also by scholars from related disciplines like economic geography, psychology, or sociology. Our presentation intends to shed a light on research gaps, data availability and current attempts to measure TDE and entrepreneurship in general. It will end with some recommendations how to measure and monitor TDE in a joint strategy covering several countries and migration corridors.

We define transnational entrepreneurs as actors operating within cross-border networks for shaping and exploiting economic opportunities. These entrepreneurs form a unique institutional logic applied for maximizing their resource base by committing at least one of the following economic activities at both ends of the migration corridor: exporting, forming overseas establishments, outsourcing jobs, and mobilizing business knowledge. Transnational diaspora entrepreneurs, however, are first and second generation migrants who leverage ethnoscapes (e.g. Diaspora networks) and possibly technoscapes for strategically utilizing multiple socio-cultural resources, mobilizing and augmenting tangible or intangible resources from both ends of the migration corridor.

From the perspective of economic geography TDE is an intriguing phenomenon. Entrepreneurship and space have very close relationship and - being confronted with and embedded in different contexts and informal as well as formal institutions via (re-)migration – transnational diaspora entrepreneurs are able to recognize or create opportunities which otherwise would have stayed unnoticed. They may connect regions or nations by transferring knowledge and technology or setting up access to foreign markets or labour force and thus creating development links between two countries. Focusing on human and social capital as a comparative advantage, diaspora entrepreneurs are placed along a continuum from innovator to intermediary, while the more recent transnational approaches have additionally directed attention to the fact that (circular) migration generates business opportunities.

Within the empirical research activities that are aimed at transnational (diaspora) entrepreneurship, those with an explorative and qualitative case study design dominate for several reasons such as a highly mobile and heterogeneous target group, lack of quantitative and comparable data, difficulties when it comes to measuring the economic impacts as well as the fact that data collection would have to take place in a global arena. As a result these research efforts have not yet produced a common concept to measure and monitor TDE in a comprehensive and comparable way covering many countries, continents and migration corridors.

Although the policy demand for monitoring entrepreneurship is obvious, the number of global attempts to monitor entrepreneurial activities is rather small but increasing. By far the most established and well-known research project in this field is the Global Entrepreneurship Monitor (GEM), that started in the late 1990s and provides annual global reports and country reports for
each of the about 70-80 participating countries covering all continents. Other projects like GEI (formerly known as GEDI) or the entrepreneurship indicators program of OECD and World Bank follow a similar strategy and/or use parts of GEM data. Real panel studies that do monitor specific cohorts of entrepreneurs over time (and sometimes even across countries and cohorts), like the Panel Study of Entrepreneurial Dynamics (PSED), should also be mentioned here. The specific entrepreneurial activities and attitudes of transnational entrepreneurs are currently almost completely ignored by the named initiatives.

Since early 2015 a research network has been active which aims to shed light on many dimensions of TDE as well as develop a strategy for global measurement and evaluation of the TDE phenomenon and its impact: DiasporaLink (http://www.diasporalink.com/). This EU-funded program provides a rich environment for joint activities of scholars from about thirty universities and research institutes representing Europe Africa, Asia, Australia and the Americas.

We will present some ideas how, in a joint effort of scholars from GEM and DiasporaLink network, but also of other engaged entrepreneurship scholars, TDE might be measured and monitored. We will present a current attempt towards an explorative survey design and shed light on the role of GEM in a possible data collection for TDE.
Migration and Entrepreneurship in Households: A Comparative Analysis of Afghanistan, Burundi, Ethiopia and Morocco

Katrin Marchand (Maastricht Graduate School of Governance)

Entrepreneurship and migration are at the very top of many national and international agendas. Globally, there are probably a billion entrepreneurs (measured in terms of self-employment) and more than 232 million international migrants (United Nations, 2013). The development impacts of both migrants and entrepreneurs are therefore likely to be substantial. A connection between the two is made by (return) migrants acting as entrepreneurs or transferring monetary and social remittances to family members in the home country for the establishment of a business. The ‘New Economics of Labor Migration’ Theory suggests that the decision to migrate is not a decision one individual makes, but a decision that is taken at the household level to deal with risks, market imperfections and other obstacles like credit constraints. If for instance, a lack of liquidity and/or poorly functioning financial markets obstruct households to establish business enterprises, migration of some family members and their remittances may be a way of overcoming these financial constraints, making it possible for them to invest in agricultural innovations, land and housing, and small businesses (Lucas and Stark, 1985). At the same time entrepreneurship in many developing countries continues to serve mainly as a risk-diversifying activity for many households (Nagler & Naudé, 2014). How these two strategies for diversifying risk interrelate remains unclear. This paper investigates the incidence and determinants of entrepreneurship in households with a current migrant and/or a return migrant in four countries with a diversity of migration situations and labor market structures. The analysis is based on data from Afghanistan, Burundi, Ethiopia and Morocco. The data was collected as part of the IS Academy Migration and Development: A World in Motion project and contains extensive information on characteristics of the household and its members as well as migration experiences. With the exception of Burundi, each country used a purpose sampling frame in order to be able to capture enough households with a migration experience. All households selected for enumeration were randomly selected. In total, information was gathered from 2,005 Afghan, 2,310 Burundian, 1,285 Ethiopian and 1,483 Moroccan households. Initial results show no correlation between having a (return) migrant in a household in Afghanistan and Burundi, while there is a positive correlation between entrepreneurship and a return migrant in Ethiopia and of a current migrant in Morocco respectively. This may hint at the importance of opportunities in the country as well as the migration trends characterizing the respective country in terms of geography and the common kinds of mobility.
Entrepreneurial Motivation of Diaspora Entrepreneurs in Ireland

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Aki Harima (University of Bremen)

Aim of the paper: The aim of this paper is to explore the business entry decision of diasporans in Ireland. In the previous literature on diaspora and immigrant entrepreneurship, entrepreneurial activities of migrants have been traditionally regarded as outcomes of lack of vocational alternatives or discriminative treatments at companies compared to the local population (Constant & Shachmurove, 2003; Lofstrom, 1999; Kalltany & Visser, 2010; Fatoki & Patswawairi, 2012). However, recent studies on entrepreneurial motivation show various evidences of that there are diversified factors which influence individuals’ decisions to become entrepreneurs and these factors are mutually interrelated in a highly complex manners. Diasporans uniquely position themselves in countries of residence (COR) due to their diaspora characteristics built based on so-called ‘mixed embeddedness’ (Kloostermann et al., 1999) and homeland orientation (Brubaker, 2005). Considering their unique positioning in Ireland, this paper investigates the motivations of 41 diaspora entrepreneurs. Based on multiple case studies, main motivational factors of the investigated entrepreneurs are identified. Analyzing these factors, their interrelated motivation mix will be visualized.

Conceptual Backgrounds: This paper conducts an extensive literature review mainly on the following two research areas: (i) diaspora/immigrant entrepreneurship, (ii) entrepreneurial motivation. Previous studies have identified three main categories for entrepreneurial motivation of diaspora/immigrant entrepreneurs: (i) financial motivation; (ii) social motivation; (iii) emotional motivation. First, researchers also discuss that diasporans are driven by negative factors in COR due to a lack of vocational alternatives or inappropriate salaries compared to the local population (Constant & Shachmurove, 2003; Constant et al., 2002; Lofstrom, 1999). Other researchers argue that diasporans may be driven by a potential of financial returns of investment. Their primary motivation is to turn their ethnic/diaspora resource into lucrative business (Nielsen & Riddle, 2007; Gillespie et al., 1999). The second category of diaspora motivation is related to a social aspect. Social motivation is related to diaspora individuals’ feeling of belongings to the community or ethnic group. According to Nkongolo-Bakenda and Chrysotome (2013), diasporans engage in homeland investment activities, seeking for social recognition from their diaspora and homeland communities. The third category is emotional investment motives. Gillespie et al. (1999) identify emotional feelings of altruism as one of the main motivation of diasporans to invest in homeland. Altruistic motivation has attracted considerable research interest in the previous diaspora research (Tchoussai & Sikod, 2010; Poirine, 2006; Brinkerhoff, 2008).
Migrant and Diaspora Entrepreneurs as Source for Dynamic Creation in Berlin’s Entrepreneurial Ecosystem

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Keywords: Start-up Ecosystem, Dynamics, Diaspora Entrepreneurship

Abstract
Start-up ecosystem (SUE) refers to a holistic approach that takes account of distinctive types of environments in which start-ups flourish (Mason & Brown, 2014). The emergence of well-known SUEs (like Silicon Valley or Tel Aviv), which have proven a significant positive impact on the regional economy, has brought heightened research and political attention to this topic (see for instance Drexler et al., 2014; Graham, 2014; Napier et al., 2012). It became a major concern to municipalities to understand the success mechanisms of ecosystem development. While elements which make such ecosystems successful have not fully been investigated, recent data on the Berlin SUE indicate a possible correlation between its conspicuous dynamics and the presence of diaspora entrepreneurship. Diaspora entrepreneurship refers to entrepreneurial activities conducted by ‘diasporans’. They are defined as migrants and their descendants who maintain a strong relationship with their country of origin (COO) (Safran, 1991). Mixed embeddedness in several countries (Klostermann et al., 1999) characterize uniqueness of DEs (cf. Hart & Acts, 2011; Elo, 2014). While its economic and social impacts have widely been discussed, the role of DEs within SUEs is almost invisible in the previous research. Recent data on Berlin state that around 50% of all start-up businesses were created by internationals or Germans with migration background (IHK Berlin, 2015). At the same time, the Berlin SUE grew within the last year faster than any other start-up scene in the world (Herrmann et al., 2015). The paper focuses the potential correlation between these facts by analyzing impacts of diaspora ventures on the dynamics of the Berlin SUE.

Mixed methods are applied to respond to the early stage of research on the topic. Explorative multiple case studies were conducted with diaspora entrepreneurs in Berlin as well as semi-structured interviews with experts of the Berlin SUE. Further data were collected in field studies and through the analysis of literature on the Berlin SUE. The findings were descriptively analyzed and applied to the ANDE toolkit, an instrument to measure existing SUEs (ANDE, 2013). According to ANDE (2013), a SUE consist of the domains (i) finance, (ii) support, (iii) policy, (iv) markets, (v) human capital, (vi) infrastructure, (vii) research & development, and (viii) culture. These domains influence SUE development and therefore its dynamics.

The paper proves the existence of these domains in Berlin and examines the underexplored roles which diaspora entrepreneurship plays in the Berlin SUE. The study not only identifies influences, but also distinguishes whether the impact is based on actions undertaken on the level of diaspora ventures or diaspora entrepreneurs. The findings reveal that the group of diaspora entrepreneurs is a key actor within the Berlin start-up scene and plays a significant role in the Berlin SUE by impacting all of its domains to varying degrees. The study proposes to add ‘image’ as ninths domain to the ANDE-toolkit as the author assumes the image of the Berlin SUE to have a strong impact on the current dynamics and as it is impacted by diaspora entrepreneurship to a high degree.
Entreprenuership as Career Choice of Indonesian Returned Migrant Workers

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Keywords: return migrant workers, career decision making, entrepreneurship, relational perspective.

Abstract
Careers are considered as a moving sequence of work experience over time (Arthur et.al., 1989). During their careers, working people experience growth and change. Migrant workers in particular also experience transition often changing their occupation besides the social and cultural context in which they live. Sometimes migrant workers face another transition, if and when they decide to return back to their home countries. When they get back home, the returnees have—whether limited or plenty—career choices and career decisions to make.

Cormick & Wahba (2001) argued that there has been a high tendency among returnees to aspire for entrepreneurship, while Ilahi (1999) found that the return migrant workers have high probability of becoming self-employment. It is widely acknowledged that the returnees contribute significantly to the development of their home countries. Factors such as saving while abroad, duration of working abroad, and individual ability to acquire various skills during their spell in the host countries may favour their decision to become entrepreneurs. However, this general proposition does not take into account other relevant factors at the individual level (Ammasari, 2004). What makes returnees decide to become entrepreneurs and what influences might drive such decisions deserve further research.

This paper is based on an ongoing empirical PhD project with a focus on career decision making of return migrant workers turned entrepreneurs in Indonesia. The country is well-known as important source of migrant workers in Asia. Six million Indonesian were sent abroad as temporary workers, normally for 2-5 years job contracts, mostly in domestic and manufacturer sectors, and prominently to be placed in Hongkong, Taiwan, Malaysia, Singapore, and the Middle East (Noeswantari et al., 2011). Investigating the entrepreneurial career decision making of Indonesian return migrant workers might address not only the call pointed out above, but also the gap identified in the literature on migrant workers with an emphasis on the processes experienced while working abroad and leaving the study of return migrant workers less researched.

The paper examines the experience of three returnees with different backgrounds and entrepreneurial aspirations. Data for the three cases were collected through series of interviews and compilation of archives. The cases were analyzed through the lens of Bourdieus’s relational perspective. The approach was chosen as it emerged from the literature the calls for more integrated perspective offered by grand theory for researches in the field of career (Iellatchicth et al., 2003) and entrepreneurship (Tatli et al., 2014).

The analysis explores the vision of migrant workers and their experience working and living abroad and attempts to make an interdependent critical contribution towards the understanding of their career and entrepreneurial decisions. The results suggest that returnees build on their experience as migrant workers to develop an altruistic world-view of their role as returnees. The analysis also shows the importance of career strategies of individuals in dealing with uncertainty under post-return circumstances. Based on the three cases studied, it appears that
entrepreneurship is not merely seen as a way out of cyclical migration. Entrepreneurship may also provide a positive alternative, both economically and socially, to their reintegration prospects.

Implication for public policy are discussed. The paper urged policy makers to improve the working conditions of migrant workers and support their entrepreneurial aspirations through various means. Cooperation and partnership between government agencies, the unions and migrant workers community can be further improved and become more effective in helping the migrant workers preparing their way to become entrepreneurs.
The Role of State Intervention and Immigration in the Development of Family Businesses: The Case of Honduras.

Allan Discua Cruz (Lancaster University Management School)

This study focuses on the origin and development of large family business in Honduras throughout the 20th century. While family businesses have dominated the economic landscape in Honduras, little research has been conducted on how and why large family businesses developed in Honduras. Prior research advocates that this is due to lack of appropriate definitions and reliance on theories developed in culturally different contexts (Discua Cruz, 2010; Discua Cruz and Howorth, 2008). To advance understanding this study defines family business using a broad criterion, including the participation and influence of family members in the control and development of a family firm over time (Chrisman, Chua and Sharma, 2005). Defined historical periods in Honduras in the 20th century are used to pinpoint exogenous and endogenous aspects that influenced the emergence and growth of family businesses (Amaya 2006, 2011; Barahona, 2005; Becerra, 2011; D’ Ans, 2011). To complement existing historical evidence this study relies on interviews with members of families that founded and/or control large family businesses in Honduras. The contribution of this study is identifying that state interventions, related to development paradigms (Ocampo and Ros, 2011; Ocampo, 2008) and immigration (Alonso, 2007) are closely linked to the development of large family business in Honduras in the 20th century.

This study demonstrates that the development of the largest family companies in a country cannot be adequately understood without appreciating the historical processes and the voices of the families behind them. The contribution of this chapter is to present, with a longitudinal focus, elements that show the beginnings and the evolution of the large family companies in Honduras in the 20th century. In each of the presented historical phases, the study shows that State intervention, whether intended to boost the export of traditional or non-traditional agricultural products for most of the 20th century, or sponsoring for a short time a models that aimed for industrial diversification (e.g. ISI), were crucial for the emergence and development of large family businesses. Furthermore, the influence of transnational companies cannot be overlooked as they influenced further immigration and national development. State intervention (or lack of it) supported reforms intended to increase economic development through foreign investment and immigration. In doing so, state intervention fostered, probably inadvertently, the rapid development of some large family business, while limiting the growth or causing the demise of others. The waves of immigration that had been arriving since the end of the 19th century, particularly of Arabs and Palestinians - and later, to a lesser extent of Jewish families, show that these processes also fuel the emergence and development of large family businesses. In the course of the 20th century, regardless of the origin of the largest family businesses in Honduras, it is clear that only families that capitalized on resources provided by kinship and ethnic networks, formed alliances with others, diversified and prepared their successors professionally, were able to react to, participate in, and even influence the interventions by the State. The results of this study present a challenge to researchers in family business to carry out more in-depth investigation into the impact of global historical processes in the world while at the same time acknowledge contextual State interventions and the complexity of immigration to understand how and why large ethnic family businesses emerge and thrive in a developing country.
Entrepreneurs Combining Multiple Institutional Logics: The Case of Cross-Border Immigrant Social Enterprises

Daniela Bolzani (University of Bologna)

Social enterprises are organizations that pursue social goals and adopt some form of commercial activities to generate revenues (Doherty et al. 2014). Their relevance for increasing societal wellbeing has been recognized both by academics and policy-makers. Because social enterprises span the boundaries of the private, public, and non-profit sectors, they are hybrid organizations bridging institutional fields and facing multiple institutional logics (Pache & Santos 2013). Existing studies have highlighted how social enterprises face and manage conflicts between a commercial and a social logic. However, literature has to date overlooked the extent to which country-level institutional frameworks can influence the establishment and growth of social enterprises operating across-borders. In fact, institutional profiles, comprising normative, cognitive, and regulatory components differ across countries (Kostova & Roth 2002). This institutional multiplicity has several consequences for social enterprises. First, the definition of what is a socially responsible behavior is socially constructed, and thus need to be framed and communicated in socially accepted manners (Campbell 2007). Second, cross-border social enterprises need to acquire legitimacy on several local contexts. To this extent, diaspora entrepreneurs can been seen as actors able to mobilize the appropriate social and cultural knowledge from different social contexts, also involving other institutions in both the sending and the receiving countries (Marabello 2013). Therefore, in this paper we aim at understanding how do cross-border immigrant social enterpreneur (hereafter: CBISE) combine multiple logics in different institutional framework. Our research context is a cooperative firm, named Ghanacoop, established in May 2005 by Ghanaian immigrants in Italy. The case is based on a 18-months anthropological fieldwork, involving interviews and direct observation of participants in Italy and Ghana, complemented with secondary data. The commercial business of the cooperative was based on import-export of fresh fruits (from Ghana to Italy) and Italian typical food products (from Italy to Ghana). The social activities regarded the implementation of a fair-trade pricing model for fresh fruit and the development of social projects (e.g., healthcare and renewable energy) in deprived Ghanaian rural villages. We deliver to outputs: (1) an event history narration of the establishment and growth of Ghanacoop; (2) an understanding of key theoretical concepts relevant for our research question, by carrying out a set of coding and interpretation activities on our materials (Gioia et al., 2012). Our analyses show that CBISE carry out institutional work at three levels (Tracey et al. 2011). At the individual level, CBISE recognize an opportunity by framing a problem differently by borrowing from macro-level discourses (e.g., international development), developing a new solution through counterfactual thinking and merging multiple institutional logics (e.g., commercial and development logic), and developing a unique role identity (e.g., engaged diaspora). At the organizational level, CBISE design a new organizational form by building an organizational template and an image legitimate by the context and theorizing it to relevant stakeholders (e.g., families, clients, partners, politicians, Governments). To this regard, because for-profit and social organizational forms are differently legitimated in Italy and Ghana, the entrepreneurs are called to decouple the firm’s organizational structure in the two countries. At the societal level, CBISE legitimate the new form by connecting with highly legitimated actors (e.g., the United Nations, Governmental agencies, media) and with different selected macro-level discourses in the two countries (e.g., African diaspora for co-development). Our work highlights that CBISE must be skilled in marshalling and mobilizing resources and legitimacy from a variety of commercial and I Corresponding author - daniela.bolzani@unibo.it non-commercial stakeholders, but also that their actions will be constrained by institutional logics, leading to a potential decoupling of goals and practices. This study advance our knowledge
regarding immigrants engagement into social enterprises and about how cross-country differences matter to this regard. Specifically focusing on an small social enterprise led by Ghanaians, we provide evidence about the understudied contexts of smallsized firms and developing countries (Doherty et al. 2014).
Aren’t Lithuanian Roads for Immigrants Seeking To Be Entrepreneurs Too Rough?

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Keywords: refugees, refugees' self-employment, entrepreneurship, refugees and threats, Lithuania.

Relevance
Determining society's position about immigrants coming to their country, most of perceptions are based from negative side. Esses, Brochu and Dickson (2012) and Hanson (2012) list such aspects as immigrants are viewed as competitors for native inhabitants taking jobs from them, threatening local economies with increased government spending. Such "anti-immigrant sentiments" (Esses et al., 2012) can influence difficulty trying to implement immigrants integration in society. Threats coming from society, which are mostly influenced from media and uncertainty about other cultures, are difficult to change. It challenges countries policy makers to reduce anti-immigrant sentiments.

However, looking at economic value of immigrants’ to local society, it can be identified that immigrants give an advantage. For example, it is quantified that "high-skilled immigrants make important contributions to U.S. productivity growth" (Hanson, 2012). Thus, it becomes aspiration how to attract and keep immigrants in host country. Entrepreneur immigrants and entrepreneur immigrants who establish their own business giving economic growth by creating new job places and even encouraging native labour force become more entrepreneur (International Labour Migration, 2006).

Lithuania has advantages and favourably business environment. Comparing these latter years by results of country's competitiveness evaluation, Lithuania improves its positions. According IMD World Competitiveness Ranking (2015) data which includes 329 criteria consisting of economic performance, government efficiency, business efficiency and infrastructure, Lithuania achieved this year the highest progress for business efficiency (23rd place in the world). Increase of business standards and capital accessibility are noticed as well. Lithuania has friendly entrepreneurship environment with lighten business establishment as Lithuania grows up its position into 17th place in the list (IMD World Competitiveness Ranking, 2015). In line of nowadays topic about refugees’ crisis, from one side, we could think about refugees as potential entrepreneurs using self-employment and as a recourse helping for ageing societies considering the long period. But from other side, countries like Lithuania which has almost no experience of refugees or immigrants’ integration can prejudice the process. Newest research on the situation of migrant integration policy and social progress shows unfavourable conditions. It can be seen from situation, which is evaluated using indexes listed below:

- **Migrant integration policy index (overall score 38/100 in 2014)**
  The main findings can be seen from few sides. From one side, there are lack of support (critically unfavourable - 0/100) as economic integration measures of third country nationals, support to access public employment services or active information policy and dual nationality situation are identified as slightly unfavourable (25/100). Nevertheless, Lithuania has a potential and good environment talking about access to labour market. Access to labour market various from the score 50/100 of immediate access to labour market to 100/100 of access to private sector and access to self-employment (Migrant integration policy index, 2015);
- **Social Progress Index of Lithuania (score equals 74/100)**
Talking about tolerance for immigrants of Lithuania, it is quite low (39/100). Indicator of tolerance for immigrants were calculated as the percentage of respondents given the answer to the question "Is the city or area where you live a good place or not a good place to live for immigrants from other countries?" (Social progress index, 2015).

Overview of situation shows that despite the favourable environment of business, Lithuania and similar countries can face with integration problems because of new challenges coming and problems that can increase from the society side. In order to implement complex policy system, it is necessary to know people perceptions towards refugees. After knowing Lithuanians threats, it is necessary to make decisions, which would improve potential refugees coming in few years, attract other qualified immigrants, and keep them in the country. Statistics show that there are less than 1 percent of 1st and 1.5 percent of the 2nd generation immigrants’ pupils in Lithuania. Considering aspects mentioned above, the purpose of the paper is to examine refugees' self-employment possibilities and threats in Lithuania's entrepreneurship environment.

**Research design** is based on the theoretical and statistical analysis of Lithuania's attractiveness of entrepreneurship environment and quantitative study using integrated threat theory by Stephan et al (1999) for identification of threats coming from society towards refugees who is coming in upcoming years.

**The value of research** is disclosing of potential problems, which can arise during refugees’ acceptance and integration process in Lithuania. As such situation is new for Lithuania, society’s attitudes to probable threats about coming refugees should be analysed. Results could be valuable implications for policy design.
Our paper investigates the modes of business model innovation (BMI) that transnational entrepreneurs pursue when operating in emerging economy context. Drawing on a sample of 32 African diaspora entrepreneurs, we investigate how entrepreneurs leverage transnational social networks to adapt business models to the specific conditions and opportunities encountered in a range of African countries. The aim of our paper is to develop BMI typologies in the context of transnational entrepreneurship so as to develop a more comprehensive understanding of BMI. BMI can be technological or non-technological, relating to products, services and/or processes. Transnational entrepreneurs are rooted in two (or more) environments, allowing them to draw on a richer diversity of resources (technological, organizational or market knowledge, as well as social capital). In emerging economies, transnational entrepreneurs find new ways to tackle conditions of resource scarcity. In environments that are characterized by varieties of voids, transnational entrepreneurs must find novel ways of collaborating with outside partners to create new opportunities for value creation. They may also be in need of novel ways of organizing their operations. For example, within our sample we find that some transnational entrepreneurs find alternative ways by vertically adapting their processes of value creation; they find innovative ways to overcome the conditions of scarcity by recombining resources in innovative ways. Employing case study methodology, we add a new perspective on transnational entrepreneurship by investigating the phenomenon from a perspective of BMI. The contribution of this article is twofold: first, as the concept of business model and modes of BMI are still relatively new, we therefore stress that there is a need for more empirical evidence with systematic samplings of relevant cases, in particular within the context of emerging economies. Second, to the best of our knowledge no research on business model creation and innovation from the perspective of transnational entrepreneurship has yet been undertaken. Our investigation however indicates that transnational entrepreneurs operating in emerging economies engage in different forms of business model innovation and thus contribute in significant ways to economic development. In so far, our study opens up a new avenue of research.
Are Public Institutions Supporting Migrant Entrepreneurship? A Model to Evaluate the Fostering of Migrant Entrepreneurship in a Worldwide Perspective

Abelardo Medel (Technische Universität Ilmenau)

Keywords: Migrant Entrepreneurship, On-line Research Methods, Internet and Social Media

This paper presents an innovative model to evaluate and measure to what extent are public institutions fostering migrant entrepreneurship. The model makes a theoretic framework and enables empirical online research on different contexts in a worldwide perspective. Applications include, but are not limited to, the analysis of public institutions such as Embassies and Universities; it is however, also applicable to private or non-for-profit organizations such as NGO’s or Chambers of Commerce. Since public institutions receive public resources, the model allows examining to what extent are these resources being used to impact the level of migrant entrepreneurial activity within a given society/context. In a digital era, it focuses on enabling on-line research of internet portals and social media channels in a systematic, standardize and comparable way at a national and international level. Examples of its applications are provided.

Context: This is a “work-in-progress” paper which I am developing as part of my doctoral research. Therefore, being possible to take part in this international conference as presenter will serve to contribute directly to current debates on migrant’s entrepreneurship and to enrich my research with international academic feedback and expertise. I will be really honored and happy to present my work there once more and meet all of you and your national and international guests. Thanks a lot.
Incubators for Migrant Entrepreneurs – An Opportunistic Niche and its Context

Joachim Kolb (Trinity College Dublin)

Although many entrepreneurial success stories involve migrant entrepreneurs, most of the financing mechanisms and other infrastructural facilities available to them, such as accelerators and incubators, are generic in character and do not specifically target migrant entrepreneurs. By contrast, this paper investigates institutional configurations in which incubators and accelerators, rather than contingently attracting migrant entrepreneurs that happen to find themselves in the pool of would-be entrepreneurs targeted, put in place specific mechanisms and facilities that make them promising destinations specifically for migrant entrepreneurs.

Relevant institutions are found not only in leading Anglo-Saxon economies, but also in MENA countries such as the UAE and Israel, as well as further afield. While data continues to be scarce and success hard to assess, this paper follows the case study method in tracing developments, evaluating outcomes in the economies mentioned, and identifying the gatekeepers, policy processes, and prospects of such institutions.

Going beyond a descriptive cataloguing of the institutional varieties found, government policy goals concerning demographic, economic, cognitive and social objectives are related to three cognitive frames: Populating the Empty Land, Accommodating the Migrant Bulge, and Screening the Barbarians at the Gate.

At the corporate level, private sector participation in such incubators and accelerators is related to financial, cognitive and CSR-related objectives pursued.

The use of such institutional frameworks has obvious relevance for policy makers in countries attempting to cope with, manage or profit from comprehensive inflows of migrants, be it with a view to putting in place additional screening mechanisms for regulating entry or for purposes of crisis management in the face of an existing migrant bulge.
The Vietnamese Immigrants in Poland and Their Business Patterns

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Keywords: Vietnamese entrepreneurship, immigrants in Poland

One of the biggest immigrant group in Poland is Vietnamese society. Poland is not a country where many immigrants live and therefore each group of immigrants is very interesting. The Vietnamese are particularly intriguing because they are very different from other immigrant groups living in Poland from a cultural perspective. Most immigrants residing in Poland come from countries neighboring Poland. The study was a part of doctoral thesis and it focuses on Vietnamese entrepreneurs immigrants in Poland. The research was qualitative and it consisted of 22 interviews with Vietnamese entrepreneurs running their businesses in Poland. Interlocutors come from 1st and 1,5 generation of immigrants. During the presentation I would like to present a diversity of businesses conducted by Vietnamese people, their motives to be entrepreneurs and business strategies.
Jewish Diaspora Entrepreneurship - The Influence of Host Country Characteristics on Their Migration Path

Maria Elo (Turku University)
Florian Täube (Solvay Brussels School)
Erez Katz Volovelsky (Tel Hai Academic College)

Jewish diaspora is a particular form of diaspora in comparison to the Greek or Armenian diaspora due to its religious-ethnic character. Jewish diaspora is not a homogenous group of migrants in dispersion, it refers to a multitude of various categories of Jewish diaspora. In fact, these categories can be distinct in terms of their religious character, diaspora history, language, race, host country constellation, and the concept of home country. Ashkenazi, Sephardic, Mizrahi, Bukharian Jews and various African and Caucasus-based mountain Jews together with orthodox Jews and even atheist Jews represent this plurality. These distinct groups have common characteristics being all somehow part of the larger Jewish diaspora, either historically or in modern times, and all sharing the same holy homeland Israel. Moreover, the majority of them share similar theological foundations regulating their entrepreneurship and providing them social capital networks across the globe. Jewish diaspora entrepreneurs are theoretically interesting, as they are globally dispersed with historical linkages to particular host countries (e.g. Cohen, 2008), they present global business operations, and have stimulated the development of the theory on transnational entrepreneurship (Drori, Honig & Ginsberg, 2006; Drori, Honig & Wright, 2009). Especially those Jewish diaspora entrepreneurs who do not decide to migrate to Israel to do Aliyah but migrate elsewhere are highly interesting as they continue their “dispersion” for individual purposes which are often related to business. The role of religion is relevant from internal and external perspectives since many Jewish diaspora entrepreneurs practise their religion and need freedom to do so, and because in many areas the latent or less latent indications of anti-Semitism and discrimination from the country context create a hostile environment.

There is a vast research literature on Jewish history and culture, but very little research attention has been provided for the question how Jewish diasporans actually decide to migrate and how they select their host country, and what is the relation of the host country on their entrepreneurial activity. In the contemporary setting the reasons to migrate are no longer related to being a victim diaspora and cannot be explained with this lens. However, the religion itself may influence the entrepreneurship per se (e.g. Dana, 2009). Thus, this study asks what kind of influence the host country characteristics have on the decision and choice of host country (by Jewish diaspora entrepreneurs or to-be entrepreneurs). This qualitative study interviews Jewish diaspora entrepreneurs and explores their narratives in these different settings. It attempts to identify important country characteristics and the nature of the influence that these characteristics have. The data is collected 2012-2015 and it offers insights to numerous entrepreneurial development stories in diaspora. The findings illustrate several aspects that have an influence and different degrees and forms of influence regarding their diasporanness and entrepreneurship. It also questions the rigid idea of dyadic country setting and single venture-focus, and contributes to the multifocality of doing business and understanding multiple entrepreneurship in circular and cosmopolitan diaspora (versus mono-directional paths). This study introduces- in the Jewish context- an archetype of a multifocal diaspora (multi)entrepreneur, living and doing business in several countries, and takes the idea of a transnational entrepreneur to the next level of complexity. Finally, these Jewish diaspora entrepreneurs provide implications for theory development, management of international new ventures, management and organization of social networks in diaspora for business and
entrepreneurship and it offers implications for research approach and design, and finally, it presents suggestions for betterment of policy making.
Diaspora Entrepreneurship: A Structured Response to Modern Migration

S. Ram Vemuri (Charles Darwin University)

Keywords: History of entrepreneurship, migration research, International business organisations, diaspora, diaspora business, diaspora entrepreneurs

This presentation is based on a firm belief that any discussion with an interdisciplinary focus on migration and diaspora entrepreneurship must not only consider aspects of history of migration, entrepreneurship research and diaspora movements but also to emphasise the links between them. To this effect my presentation will deal with these links and focus on Diaspora Entrepreneurship (DE). My presentation will attempt to provide a historical context to human mobility and migration research to examine the implications of the effects of migrants on entrepreneurial features.

This presentation is organised in four parts.

In the first part of the presentation I briefly examine some of the theoretical explanations accorded to human migrations over centuries. I believe even a cursory examination of this nature of inquiry is important to provide a contextual framework for considering contemporaneous formations of DE globally.

In the second part of the presentation I formulate two related hypotheses. They are:

Hypothesis 1:
There are two interrelated aspects of migration of peoples that are by and large responsible for DE becoming contemporary global phenomenon. They are: (a) the unprecedented global people movements and (b) the manner in which these movements are accompanied by the formation of “special constellation of being embedded in multiple cultures and societies of different countries” (Drori et al., 2019).

Hypothesis 2:
The two aspects of migration also influence skins of diaspora business formations contributing to the evolutionary processes in shaping organisational forms and structures.

The third part of the presentation relates to the impacts of economic ‘revolutions’ (agricultural, industrial, technological, information, and the like) on diaspora business formations.

In the fourth and final part of my presentation I advocate a view that we are witnessing in the contemporary context a resultant net effect of these economic revolutions in the form of the rise of DE with novel formations of organisational skins referred to as DB. I conclude that DE is indeed nothing but a structured response to effects of modern migrations.
The Dark Side of Migrant/Diaspora/Refugee/Minority Entrepreneurship

Sibylle Heilbrunn (Kinneret Academic College on the Sea of Galilee)

Migration and entrepreneurship are two of the most significant global trends of the 21st century. The interconnectedness of these trends has led to an ever growing field of empirical and theoretical research on migrant, minority, diaspora and lately refugee entrepreneurship all over the world. Although there are many scholars discussing structural, cultural and political barriers and obstacles for these groups of entrepreneurs, the underlying assumption of most is that entrepreneurship is a viable option for integration in society.

Time has come to look at the dark side of entrepreneurship. Not in terms of the illegitimate economy, black and grey markets, or the fringes of legal or institutional boundaries; but focusing on the people, migrants and diasporas who left their country for whatever reasons, refugees who can no longer live in their home countries, minorities who are often discriminated against on various bases. What does it mean for them to be entrepreneurs, self-employed?

Theories of acculturation deal with possible modes of integration. Based on the most prominent models of integration one could definitely presume that providing these people with a reasonable work place with a reasonable monthly salary and some job security would offer them the opportunity to make a decent living so that they can invest time and effort in learning the new language, get familiar with the culture, establish their households and be involved in their civic space. In other words, does it not make sense that labor market integration would constitute the most valuable vehicle facilitating these people to integrate?

Is it not discrimination and discriminatory structural barriers causing the ‘double’ disadvantage in converting skills to economic outcomes among members of ethnic minorities? Are there institutional arrangements supporting economic mobility of ethnic minorities within the labor market?

Could it be that entrepreneurship of migrant, diaspora, minority and refugee groups is embedded within a perfect neo-liberal world? When understanding embeddedness as the nature, depth and extent of the a persons' ties in his/her environment it only makes sense to assume that members of most marginalized groups have very little chances to integrate into the working world of tomorrow: A working world that is dynamic, diverse and precarious and in which the perfect citizen is the one who makes no demands on the ever disappearing state, a world in which the market has replaced society. Here the self-sufficient entrepreneur, the one who makes no demands on welfare systems, has no social security or pension systems – is in himself and for himself – self-employed within his or her enclave, struggling to survive and "by the way" also to integrate.

It is thus not surprising that the presence of a large population of unregistered businesses says something not only about limited opportunities within the ‘legitimate’ business sector, but also implies a culture of creating ventures to address needs, and a willingness of the government to look the other way. As Dana (2006) put it very nicely: ".....ironically, immigrant entrepreneurship is also facilitated by a limited welfare or social benefit system in the host country. Generous social welfare may be more of a conduit either for unemployment or entry into the traditional labor market, as opposed to the creation of one’s own venture". So let's promote migrant, diaspora, refugee and minority entrepreneurship. At least they will then not be a burden on our welfare system.
Refugee, Immigrants and Entrepreneurship in Poland – Current Situation and Forecast

Tomasz Bernat (Szczecin University)

The paper’s objective is to present current situation referred to refugees and immigrants’ entrepreneurship in Poland in the background of the state policy. Poland is one of the EU countries that is not fully convinced to take huge number of foreign people, independently of them personal situation. Moreover, before parliament election current winner’s party with apprehension have presented them opinions about the situation. Comparing this to entrepreneurship possibilities in Poland can give the picture of the refugee and immigrants reality in new Polish situation. One of the question in the paper is: if the foreigners can easily realise them entrepreneurial ideas?
The Role of Family Involvement in shaping strategic behavior: Evidence from Tibetan Refugee Own-micro Family Business In India.

Chemi Tsering (University of Montpellier)
Isabelle Guerrero (University of Montpellier)

Tibetan ethnic groups traditionally inhabit the up Himalayan area to the Tibetan Plateau in the southwest of China, bordering on India, Nepal, and Bhutan. Some of them have immigrated or took asylum in India, Nepal, North America and Europe. This was mainly due to the imposition of Chinese authority in Tibet and subsequent political uprising against China. Based on the planning commission of Central Tibetan Association demographic survey 2009, the total population of Tibetans is 128,014 approximately world-wide (excluding Tibet) out of which 94,203 Tibetans reside in India.

A large majority of Tibetan refugees in India make their living by selling sweaters and jackets mainly. Sweater business is lucrative. Although difficult in its initial stages, this endeavor eventually lifted them out of poverty and allowed them to have decent lives. Later, these Tibetan micro-entrepreneurs with some progress, better language skills to deal with potential customers and suppliers, and other skills to understand the demand factors of the market, and arrangement of money supply have converted this business in one of the preferred family business in India.

At present it is the backbone of the Tibetan diasporic economy in India. The sweater business helped Tibetans live a better life. The activity is very seasonal as products are mostly sold during winter: September to January. Currently Tibetans are selling these products in 98 different cities in India and are not structured well. It is one of the preferred business choices amongst Tibetans in India. However there is a possibility of moving out of this business mainly because of inadequate operating capital, lack of permanent selling location, volatility mostly due to weather-related revenue fluctuations, and the dearth of livelihood opportunities during the off-season.

Thus, in 2007, Tibetan Refugee Trader Association was established to support and help alleviate some of the challenges faced by the Tibetan sweater sellers. However, this association has still yet to address the challenges faced by Tibetan micro-entrepreneurs. Based on these preceding challenges it stresses the fact that a study is required urgently in this field. As none of the studies has conducted to date that sheds light on core managerial issue to address this family business problem. In addition, Tibetan business is operated in India it is therefore assumes that the nature of business environment in developing countries faces major institutional challenges: poor market support system, involvement of government, change in government policies, poor supply chain infrastructures etc. This specificity entails additional challenges for Tibetan operating in such uncertain environment. Despite these challenges, economists assert that India is one of the fast growing emerging country and it is likely to expect that purchasing power of Indian customer will exponentially rise in coming years. The average household incomes will triple over the next two decades and it will become the world’s 5th-largest consumer economy by 2025.

Thus based on preceding wisdom this study seek to investigate how does Tibetan refugees in India foster their business activities and what are the core strategic behaviors that capitalize financial gain for Tibetan owners. More specifically in this paper we have stressed on the role of family involvement in shaping entrepreneurial and market orientation activities and business performance.
Entrepreneurial orientation reflects the extent to which firm establish the identification and exploitation of untapped opportunities. Whereas, market orientation is firm principle focused on customer value creation. As a result, both the orientations have proved to have an impact on small business performance especially in developing economies. Taking this as a base line, and building on RBV we argue that whether potential benefits from these two strategic orientations enhanced Tibetan micro-owned family business profitability in underdeveloped market like India. Most importantly, we emphasis that role of family members are instrumental in shaping strategic decision in enhancing business success. Since family exhibits a significant strategic resource to enhance small family business performance. It is primarily because the family connection is a key fuel. The sharing of resources, including social networks, between the family and business is a major influence on the ability of each to thrive—that is, a venture’s ability to thrive along with its family remaining viable.

A sample of 287 Tibetan owners was used to test the study hypotheses. Contradicting conventional wisdom finding reveals that entrepreneurial orientation, market orientation and family involvement are not directly related to the profitability. An interesting contribution is that market orientation impact on profitability is further weakened when family involvement is higher, but family involvement strengthens the effect of entrepreneurial orientation on profitability. Thus implication for Tibetan owners is that maximizing family involvement of interests in business activities as under study conditions the effects of entrepreneurial oriented processes on firm profitability is maximized.
The Role of Local Partners for Descending Diaspora Entrepreneurship: Overcoming Liability of Foreignness

Aki Harima (University of Bremen)

Diaspora entrepreneurs who conduct business in their country of residence face numerous challenges as outsiders in the target market in the early phase of their migration. These difficulties are caused mainly by information asymmetries and institutional differences between their country of origin and country of residence. In this paper, I investigate a specific type of diaspora entrepreneur whose existence and economic activities have been mostly overlooked by previous scholars: diasporans who originate from developed countries and migrate to economically less-developed contexts to become entrepreneurs. This paper argues that, while such entrepreneurs possess some advantages over the local population based on their diaspora resources, they face certain hazards characterized by the liability of foreignness, and they overcome such difficulties with the help of local partners in their country of residence. Based on previous studies on diaspora entrepreneurship and the liability of foreignness, a set of preliminary research propositions are developed and discussed along with multiple case studies of Japanese entrepreneurs in four different emerging countries. Since this paper is based on interpretivism, the aim is to develop an understanding of the particular context of Japanese entrepreneurs in emerging countries.
Reframing the Influences of Ethnic Minority Entrepreneurs into a Multilevel-/Dimensional Entrepreneurial Ecosystem

Paul Lassalle (Sheffield Hallam University)
Sakura Yamamura (University of Kiel)
Andrew Johnston (Sheffield Hallam University)

The act of entrepreneurship has become increasingly seen as socially embedded and systematic in nature. Much has been discussed lately in the debate on contextualised view of entrepreneurship, including the importance of external factors influencing new venture creation process and other aspects of entrepreneurial activities (Zahra et al., 2014; Ács et al., 2014). However, a disconnect exist within two branches of the literature; firstly, a growing body of literature on entrepreneurial ecosystems explores the multi-faceted nature of these factors and their importance on entrepreneurship (Isenberg, 2011; Stam, 2015). Conversely, the related strand of work in the field of ethnic minority entrepreneurship draws attention to the embeddedness of entrepreneurs in their social networks and in the host country's opportunity structure (Kloosterman, 2010). Both these strands attempt to comprehend the complex nature of entrepreneurial activities within their specific locations and social context, however, the discussion is further complicated by efforts to differentiate the various crossborder types of entrepreneurship, such as transnational (Drori et al., 2009) and international entrepreneurship (McDougall and Oviatt, 2000) or types of entrepreneurship related to the migration background of entrepreneurs. Due to the myriad of concepts and elements studied, criticism has also arisen, stating that the idea of entrepreneurial ecosystems appear 'conceptually ad hoc' and 'incoherent' (Thomas and Autio, 2013; Stam, 2015). Taking this as a starting point, we attempt to unite these strands of the entrepreneurship literature by proposing an analytical framework which analyses the different factors influencing entrepreneurial activity in different contexts. The proposed model clarifies the components of the entrepreneurial ecosystem by analytically subdividing them across dimensions (political, social and economic) and levels (macro, meso, and micro). The concept of entrepreneurial ecosystems has established itself in the research of entrepreneurship in recent years, providing a basic framework for comprehending the multi-faceted factors influencing entrepreneurial activities in specific locations (Isenberg, 2011; Stam, 2015). It aims to extend the spatial focus through examining a set of locational characteristics influencing the new venture creation process, giving a broader view of the process through an explicit focus on the locational dimension. The act of entrepreneurship remains the same, that is, individuals recognise opportunities for the creation of new goods and services and act upon them (Shane and Venкатaraman, 2000), but considering the drivers, enablers and constraining factors of this activity. At the same time, the call for more attention to the significance and analysis of contextual dimensions in the literature on ethnic minority entrepreneurship has highlighted the importance for a multi-level analysis. Interestingly, following the analysis of the relationship between context and the ethnic minority entrepreneur' response to local conditions, the meso-level has arisen in the debate of migrant entrepreneurship regarding the so-called opportunity structures (Kloosterman, 2010). The opportunity structure is situational by nature and varies across time, social groups, and locations, which calls for a more systematic and organised analytical framework. Our contribution to this on-going debate is two-fold. On the one hand, using the case study of Polish entrepreneurs in Glasgow, we bring in the concept of entrepreneurial ecosystem within the field of research on ethnic minority entrepreneurs (EMEs) which has been so far neglected in the ecosystems debate. Giving empirical evidence from these Polish EMEs, we discuss the EME-specific entrepreneurial ecosystem emphasizing the influence factors which differ from that of the nonminority population. On the other hand, drawing from the theory of entrepreneurial ecosystems and the debate on multi-levelled opportunity structures for entrepreneurs, as well as from our empirical
study, we conceptualize a multi-dimensional and multi-levelled framework for the analysis of entrepreneurial ecosystems. The proposed analytical framework is a systematic re-arrangement and complementation of the entrepreneurial components, illustrated as a tripartite circle diagram subdivided into three levels of inner circles. We differentiate the three dimensions of the social, political and economic fields and subdivide them each into the three common levels of analysis, i.e. micro-, meso- and macro-level influence factors of entrepreneurship (three inner circles). The social field encompasses societal elements, social institutions as well as actors; the political dimension is comprised of policies, policy implementations and instruments; the economic field covers economic elements, such as the economic system as such, labour market issues as well as entrepreneurial opportunities, e.g. migration industries and ethnic niche markets being meso-level elements. By systematically organizing the three dimensions of social, economic and political fields, and rearranging concrete institutional elements and structures of the entrepreneurial ecosystem into these dimensions and also differentiating them vertically into the three analytical levels in each field, we provide a framework which better clarifies the multi-dimensionality and multi-levelling of entrepreneurial activities.
Islamic Banking in Germany

Andree Elsner (FOM-University Hamburg)
Hartmut Meyer (FOM-University Bremen)

Islamic Banking is recognized as a means of financial engineering which complies with the rules and doctrines of the Islamic religion, defined by sharia law. As a result of the increased Muslim population in recent years, Germany has seen a rise in entrepreneurs amongst the Muslim community and therefore there has been a great demand for Muslim-orientated banking products. Great Britain was one of the first European countries to introduce an Islamic-Friendly Bank in their financial engineering landscape and after other European countries saw how successful Great Britain had been in this discovery, Germany followed suit and in June 2015, received a banking license from the Turkish Bank “Küveyt Türk Bank”.

This paper intends to make an analytical comparison between the banking philosophies of an Islamic Bank and a traditional German bank. The objective of this analysis is to evaluate whether the Islamic financial idea based on sharia law complies with the German financial regulations based on different trade and banking laws. The focus of this analysis will give some insight into the possibilities of Islamic-friendly funding for entrepreneurs, as well as the proper handling of interest-free loans and how to deal with financial accounting standards and property rights.

The results of the preliminary research indicate that an Islamic-friendly banking approach does comply with German banking standards and regulations. Moreover, given that many investors have lost faith in the German financial system due to past financial crises and problems, start-up investors regard the Islamic banking system as an appropriate option to peruse their investment strategies. The results of the analysis also support the need for political action and adjustments of the current financial legislation. The trading of estate property in order to comply with the interest ban causes various problems for the German legislation in defining the transfer of true ownership, defining the value of the property, as well as reporting profits by the bank, just to name a few. Despite these obvious problem areas, the comparison of these ethical issues between the two systems sheds new some light on the German financial engineering system with regard to supporting entrepreneurship in Germany.
Student Session
Network Benefits for Ghanaian Diaspora and Returnee Entrepreneurs

Sharon Mayer (University of Bremen)

**Keywords:** Diaspora Entrepreneurship, Returnee Entrepreneurship, Entrepreneurial Network, Network Benefits.

The objective of this paper is to investigate how Ghanaian diaspora and returnee entrepreneurs use networks in the country of origin (COO) and country of residence (COR) and which benefits they gain from networks.

In the face of the early state of research and the complexity of the subject, exploratory case study approach was chosen. One case was conducted with a Ghanaian diaspora entrepreneur in Germany and the other with a Ghanaian returnee entrepreneur back from Germany for making a situational contrast. Face-to-face semi-structured interviews with both of the entrepreneurs were conducted to explore their network dynamics.

The findings of this study were that Ghanaian diaspora entrepreneurs benefit mainly from networks in the COR and Ghanaian returnee entrepreneurs from networks in the COO. These findings are not fully consistent with the assumption by previous scholars that diaspora and returnee entrepreneurs intensively use both COO and COR networks.

The network usage of diaspora and returnee entrepreneurs varies to a large extent depending on industry, business structure, personal background, and human capital. It is necessary to research more intensively the heterogeneity within diaspora entrepreneurship.

This paper contributes to develop an understanding of heterogeneity in diaspora and returnee entrepreneurship. The cases present that the degree and balance of mixed embeddedness of returnee and diaspora entrepreneurs in COO and COR may differ to a large extent and they influence how they benefit from different type of networks in both countries. This difference may arise from the physical absence/presence of entrepreneurs in the country or the structure of their business. We identified several dimensions to be considered in future research.
**Returnee Entrepreneurs – Characteristics and Success Factors**

Eyüp Akkurt (Catholic University Eichstätt-Ingolstadt)

Growing migration flows and globalization in general are forcing diaspora entrepreneurship and enabling young firms to be involved in international business (Drori, Honig and Wright, 2009; Dutia, 2012; Knight, 2001; Light, 2007; Riddle, 2008; Yeung, 2002; Zahra and George, 2002).

More recently, researchers and policy makers have recognized that the phenomenon of “brain drain” has turned into “brain circulation” (Kenney, Breznitz and Murphree, 2013; Luo and Wang, 2002; Saxenian, 2005), due to an increasing number of returnees. Brain circulation can be observed in the phenomenon of returnee entrepreneurship. Returnee entrepreneurs are commonly highly-skilled individuals, who spend a period of time in their country of residence for study or work before they return to their country of origin to start a business (Drori, Honig and Wright, 2009; Filatotchev et al., 2009; Kenney, Breznitz and Murphree, 2013; Wright et al., 2008).

Even though some researchers made research efforts to explore the nature and characteristics of returnee entrepreneurship, previous research mostly focused on macroeconomical factors of returnee entrepreneurship with a strong focus on China (Dai and Liu, 2009; Filatotchev et al., 2009; Liu et al., 2010; Wright et al., 2008).

This thesis extends the previous literature on returnee entrepreneurship in two ways. It focuses on the micro level of returnee entrepreneurs and views them as individuals. Moreover, with the help of a case study, this thesis goes beyond Chinese returnee entrepreneurs and considers a Turkish returnee entrepreneur. The Turkish diaspora is the most representative diaspora population and 1.55 million people still hold Turkish citizenship, thus forming the largest group of non-citizens in Germany (Statistisches Bundesamt, 2014). This thesis offers novel insights of underresearched aspects of returnee entrepreneurship through combining these two new dimensions.

After a qualitative analysis of the previous research on the characteristics and success factors of returnee entrepreneurs, a single case study with a semi-structured and semi-explorative interview with a Turkish returnee entrepreneur has been conducted in order to gain new insights of possible unique characteristics specific to Turkish returnee entrepreneurs. The findings from analysis of the literature and the single case study were merged and interpreted. From the results, implications for practitioners and policy makers were generated. Lastly, limitations of the thesis were shown and future research directions for scholars were given.

When it comes to the characteristics of returnee entrepreneurs, the analysis of the literature showed that returnee entrepreneurs are mostly males with no or few children, have been entrepreneurs or self-employed before and have an above average level of education (Lin and Tao, 2012; Portes, Guarnizo and Haller, 2002). Previous studies identified employment status, family status, gender, network, work experience and satisfaction as the influencing factors on the success of entrepreneurial activities of returnees (Lin and Tao, 2012; Portes, Guarnizo and Haller, 2002).

The case study conducted with a Turkish returnee entrepreneur shows similarities with the former findings for returnee entrepreneurs’ characteristics from the literature analysis. Looking to the success factors, the findings from literature analysis and single case study in many aspects are similar or complement each other. It can be assumed that the success factors of mostly
Chinese returnee entrepreneurs, as identified in the literature, can be transferred to returnee entrepreneurs with other ethnical backgrounds. However, the single case study indicates potentially new success factors such as ability to adapt as well as business and management knowledge.

With the help of the findings, implications to practitioners and policy makers can be derived. Practitioners and future practitioners can use the findings in order to make themselves aware of the success factors influencing their venture’s success. As a result, they can analyze each success factor individually and apply them to themselves. Policy makers should support returnee entrepreneurs and foster returnee entrepreneurship for many reasons. First, returnee entrepreneurs play a crucial role in knowledge transfer and innovation. Second, with these competitive advantages and their export orientation, returnee entrepreneurs are able to push economic development.

Further, governments and policy makers should try to develop and establish a pro-business climate, invest in infrastructure and institutions to attract more returnee entrepreneurs. Governments, firms, and universities should develop more possibilities for their students and employees to get university education and work experience abroad.

Moreover, initiatives and organizations should be established to offer potential returnee entrepreneurs mentoring and support in building networks. Governments could also provide returnee entrepreneurs with dual citizenships to facilitate their firm’s internationalization and export orientation, in particular to their former country of residence.

Future research should focus specifically on characteristics of returnee entrepreneurs, ideally in different emerging countries to consider idiosyncratic characteristics of different diaspora groups. This thesis also focused on high-skilled returnee entrepreneurs with university education, even though the interviewee did not finish his studies. This gives scholars the possibility of dealing with low-skilled returnee entrepreneurs or returnee entrepreneurs with vocational skills and specific work experience.

Future research could focus on the success-affecting aspects when a returnee entrepreneur starts a business together with a local entrepreneur. Scholars could also try to identify the founding-partner for a returnee entrepreneur who have positive impact on their business success, based on the combination of knowledge, skills, and experience.
The Impact of Networks on the Absorptive Capacity of Diaspora Entrepreneurs

Quynh Duong Phuong (University of Bremen)

Aim of the study is to find out what impacts networks have on the absorptive capacity of diaspora entrepreneurs. The research question is concerned with the differences of the network impact on the absorptive capacity of diaspora entrepreneurs.

Diaspora entrepreneurship describes all entrepreneurial activities of migrants and descendants whereby this study refers to the entrepreneurs coming from emerging countries to Germany in particular. Absorptive Capacity (AC) as a critical ability when it comes to entrepreneurship, describes the ability to handle and process the high amount of information an entrepreneur is exposed to.

The current state of research shows that diaspora entrepreneurship is becoming more and more important in the context of international entrepreneurship with increasing tendency. Reviewing literature on network functions in entrepreneurship, two broad trends can be observed. The first one is the impact of networks on the stages of business establishment, whereas the second one deals with the effect on further venture performance and the financing of ventures. However, there was no connection made to the issue of AC Since AC is heavily involved in the process of business foundation, it becomes evident that networks must have an impact on AC as well.

The underlying assumptions were that networks have an overall positive impact on entrepreneurship and therefore, on AC as well. It was investigated, what dimension of AC is affected the most by networks. Then it was examined to which extent the network structure plays a role and which part of the network is of most use to diasporans.

Two diaspora entrepreneurs from different industries were consulted in an semi-structured interview. A distinction was made between knowledge-intensive, indicating a relatively high challenge of AC and knowledge-unintensive venture, indicating a relatively low challenge of AC.

It was found that networks have an overall and equally important impact on diaspora ventures. The potential AC benefits the most and it is always the weak ties in the network that are consulted for information. However, the relationship to these weak ties differ: in case of the knowledge-intensive venture the weak ties are business contacts, whereas in case of the knowledge-unintensive venture the network is of personal nature.

The results implicate that there is a significant impact of networks on the AC of diaspora entrepreneurs. Furthermore it shows a need for further research into the topic of linking the networks impacts to the other dimension of AC. This is especially important in order to improve the exploitation of this very ability, since diasporas are embedded in a double cultural context and therefore exposed to the double amount of information compared to mono cultural entrepreneurs.


**Mexican Diaspora Entrepreneurs in Germany: Informal Institutional Acculturation**

Diana Sanchez Martinez (Universidad Autónoma del Estado de Hidalgo)  
Erick Iturbe (Universidad Autónoma del Estado de Hidalgo)  
Ernesto Dominguez Martinez (Universidad Autónoma del Estado de Hidalgo)

1. **Research Aim**

This research project aims at investigation of the impact of informal institutional acculturation of Mexican diasporans on their entrepreneurial activities. Diaspora entrepreneurs are defined as entrepreneurs who are embedded in more than two cultural and societal contexts (Safran, 1991). While they lived outside of the country of origin, they have strong emotional connections to their country of origin (‘homeland orientation’). In countries of settlement, diasporans confront institutional environments that often are different than that exist in their countries of origin. Riddle and Brinkerhoff (2011) coined the term ‘institutional acculturation’ to describe that diaspora entrepreneurs’ adoption their ideas and practices to new institutionalized beliefs, norms, and behaviors regarding business activities in their country of residence. Although a number of researchers have confirmed the significant role of institutional factors on entrepreneurship (Bruton et al., 2010; Salimath & Cullen, 2010; Veciana & Urbano, 2008), the role of institutional acculturation on diaspora entrepreneurship is still largely unknown. This study is conducted to explore how Mexican entrepreneurs acculturate themselves to new informal institutions and how this acculturation may influence their business activities.

2. **Research Questions**

How informal intercultural acculturation of Mexican diaspora entrepreneurs influence their economic activities?

3. **Conceptual Background**

   - **Diaspora Entrepreneurship**
     - Definition of Diaspora entrepreneurs
     - Characteristics of diaspora entrepreneurs
       - Mixed embeddedness in both home and host country
   - **Institutional Theory**
     - Definition of institution
     - Difference between formal and informal institutional factors
     - Dimensions of formal institutions
       - (For examples) norms, culture etc.
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