MDE 2016

2nd International Conference on Migration and Diaspora Entrepreneurship
Challenges and Potential Solutions

Conference Proceedings

28 - 29 November 2016 | Bremen, Germany

Conference Sponsors:

University of Bremen
Faculty 7: Business Studies & Economics

Conference Organizers:

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Main Session
What factors make immigrant entrepreneurs from developing and emerging countries successful in developed countries? Empirical evidence from Germany

Bamrot Yekoye Abebe (University of Siegen)
Sohaib S. Hassan (University of Siegen)
Petra Moog (University of Siegen)

Key words: Ethnic migrant entrepreneurs, entrepreneurship, entrepreneurial opportunities, institutions

Globalization, free labor movement in the European Union (EU) zone and a recent sharp increase in the inflows of immigrants in the EU due to the current geo-political situation have positioned the EU to the core of the immigration issue. Despite the significant size of immigrants in Germany, especially from the developing and emerging countries, the entrepreneurial ventures of this unique demographic group are not given due attention in the contemporary entrepreneurship research. Therefore, the aim of this study is to determine the success factors of different groups of immigrant entrepreneurs in Germany and to examine to which extent their economic integration (assimilation) affects their entrepreneurial success. Specifically, this study deals with the identification and comparison of factors that determine the entrepreneurial success of immigrant entrepreneurs from emerging and developing countries in Germany using the panel data from the German Socio-Economic Panel (SOEP) between the years 2010 and 2015. Empirically, using different estimation techniques within Berry’s framework of socio-economic assimilation, the study intends to investigate the effects of different socio-economic and demographical factors (e.g., place and level of academic qualification, German language proficiency, duration of stay in Germany, social network, nationality status etc.) on the economic growth (annual income) of immigrant entrepreneurs. The analysis is further differentiated based on the origin of immigrant entrepreneurs, industry, age, sex and region. The research contributes to the existing literature in at least two ways. First, instead of focusing on the business creation activities (new business, startups etc.) of immigrant entrepreneurs, it intends to highlight empirically the factors that lead to the success of immigrant entrepreneurs in a radically different socio-economic and cultural environment than their countries of origin. Second, since the segmented assimilation can vary across different groups of immigrants, the study compares the similarities and differences between different immigrant groups in Germany.
Identifying “Good” Foreign Entrepreneurs: The Immigration Policy Challenge

Diane Floreal Bouleau (The University of Auckland Business School)
Brent Burmester (The University of Auckland Business School)

In recent years, many countries worldwide, but more particularly Western countries, have introduced or significantly modified dedicated immigration visas for entrepreneurs. Currently, three categories of visa grant the migrant distinct legal means of entry for business purposes: the self-employed visa, the entrepreneur visa, and the startup visa. Increased government interest in this recent immigration category, the “foreign entrepreneur”, underlines the faith policymakers put in entrepreneurship as a remedy for economies weakened by the 2008 crisis (Light, 2010). However, the criteria for entrepreneurial visa eligibility reflect tensions between the growing need to stimulate economic growth and increasing nationalist pressure to control borders.

In the official evaluation of applications for entrepreneurial visas, the foreignness of the applicant is addressed as a security matter. That is, the need to apply for permission to enter before entrepreneurial activity may commence rests on the presumption that a foreigner is first a potential political threat before a potential valuable economic actor. Crucially, immigration policy pays barely any attention to how entrepreneurs’ ‘foreignness’ matters with regard to the creation and distribution of benefits from their activities. It is time to raise the question ‘Who are the “good” foreign entrepreneurs?’

From the criteria used by Western countries to assess the entrepreneurial character of applicants, an institutional definition of the foreign entrepreneur emerges. She/he is an experienced entrepreneur or manager, has funds to invest and to settle, and proposes a business project, preferably in “technology”, with positive impacts for the local economy. Apart from the legal requirements relating to citizenship, there are no significant differences in the conceptualisation of a “good” local entrepreneur and a “good” foreign entrepreneur. Once admission is granted to entrepreneurs, their foreignness becomes embedded in the visa and becomes institutionalized. The visa functions then as a ‘boundary object’ which aims to standardize the border control practices (Häkli, 2015). It facilitates the communication between the host country and the migrants as well as symbolizes the state’s discretionary power in accepting or rejecting foreign entrepreneurs based on their isomorphism with domestic entrepreneurs. That is, for the purposes of immigration, entrepreneurialism is captured using data regarding personal traits, experience, education, money, and ownership while foreignness is reduced to a contextual element of entrepreneurship in place of an eligibility criteria in the immigration process. If foreignness is only described in terms of potential threats for the host country, and if the entrepreneurial definition of a “good” foreign entrepreneur is the same as a “good” local entrepreneur, why do governments go through the risky and expensive process of attracting foreigners whereas they can enhance entrepreneurship within the local population through dedicated programs and policies?

The answer might need to go beyond the conversation about economic spillovers expected from the entrepreneurial activities created by temporary immigrants. Thus, the political consequences could be another strong explanation of Western countries’ appetite for the entrepreneur immigration category.

In the formulation of entrepreneur visa regulations, the ‘foreign entrepreneur’ category could be reconceived using the concept of transnational entrepreneurs, e.g. “the individuals that migrate from one country to another, concurrently maintaining business-related linkages with their former country of origin, and currently adopted countries and communities” (Drori et al., 2009, p.1001). The embeddedness in dual contexts at the same time represent the distinctive feature of the transnational entrepreneur compared to domestic entrepreneurs (Light, 2010). However, the understanding of foreign entrepreneur used in immigration policy presumes that she/he is not familiar with the host
country’s context, so she/he cannot be considered as a transnational entrepreneur yet. A step is overcome with transnationalizing entrepreneurship, explained by its author as a “particular form of entrepreneurship embodied in specific actors who transcend multiple spaces, territories, and scales” (Yeung, 2009, p.211). This transcendence of borders lies for a part in the conceptualization of the movement itself (Walther & Retaille, 2015). From this approach, selecting foreign entrepreneurs can be based on the advantages conferred by their foreignness that can be measured through their transnationality level instead of their demographics and financial situation only.

The movements inherent to migration, and the changes that are coming with, represent the challenging part for the security-driven goal of the sovereign power. The analysis of the constraints and benefits granted by the visas for entrepreneur in Western countries reflect this dichotomy between admitting foreigners for economic wealth and excluding them for security reasons. Access to permanent residency, time accorded to succeed, localization of the activity, freedom of movements in-and-out the host country are some examples of the elements used to frame the riskiness of the alien temporarily accepted. The visas for entrepreneur evaluate the candidates as potential domestic entrepreneurs, reducing the distinctive value related to foreignness. It is then relevant to relate alternative conceptions of foreignness to reinforce the ‘foreign entrepreneur’ immigration category as an economic and political tool for the host country.

References


Understanding a Knowledge-based Diaspora: The Case of Honduras Global

Allan Discua Cruz (Lancaster University Management School)

The diaspora entrepreneurship literature has mostly concentrated on the overlap between economic and migration dynamics. There is little research on different models of Diasporas. This case study focuses on an international professional association, Honduras Global, formed by highly educated and professional Hondurans around the world. This is a qualitative study based on secondary and primary data. Theories of human and social capital are used to explain the entrepreneurial dynamics that this organisation engages into to fulfil its aims. Findings suggest that members rely on an entrepreneurial perspective to leverage their skills and relationships in their countries of migration to promote knowledge transfer between professional Honduran diasporans and country of origin institutions. A model of a knowledge-based diaspora is introduced and further questions for discussion are presented.
Central Asian Economy and Diaspora Roles in Economic Development

Maria Elo (University of Turku)

Central Asian economies experienced a sudden change from planned economies to transition economies in 1991 after the collapse of the Soviet Union and the emergence of the independent states of Uzbekistan, Kazakhstan, Kirgizstan, Turkmenistan and Tajikistan. This disruption in the economic and nation state system created serious difficulties in the economy, as the previous flows of economic transactions, as well as resource ownership, employment and interdependencies changed. During the Soviet era industry and business was mainly run by wholly state-owned firms and a whole new system of economic actors was to be created. Due to the transitional problems, such as unemployment and lack of sources for local livelihood, significant outward migration flows emerged. Especially men and younger people left their countries of origin following opportunities in neighboring countries, especially in Russia. Still today, there is an abnormally high dependency on remittances in the Central Asian economies exceeding even the high levels of Sub-Saharan remittance levels. How has this difference and particular situation evolved? This paper examines the role of remittances and diasporas as factors supporting the country of origin economies over the post-Soviet era. It illustrates how diasporas create sustainable economic support, remittance inflows and diaspora entrepreneurship and investments. One explanation for the high level of diaspora involvement is related to the Soviet era and the shared linguistic capability, but also on the regional and ethnic shared structures and systems. This paper contributes to research on diasporas and their roles in country of origin and its economic situation and development.
Entrepreneurship as Gatekeeper for Sanity: Asylum Seekers in a Detention Camp

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

The purpose of this exploratory paper is to analyze entrepreneurial activities of refugees and asylum seekers in close vicinity of an 'open' refugee detention camp in Israel.

Conceptually the paper follows the call for more radical entrepreneurship scholarship, challenging portraying the entrepreneur as the innovative, ambitious and growth-driven hero of modern capitalism and challenging the common assumption that for migrants and minorities entrepreneurship is a viable option for integrating into society.

Immigration detention has emerged as a significant policy through which governments seek to control irregular migrant populations and eject unwanted migrants. Governments across the developed world are enforcing ever stricter policies in the detention context, which until recently has often escaped much public scrutiny and criticism. Detention is still on the increase and remains a preferred means for states to maintain and assert their territorial authority and legitimacy, and respond to mounting political pressures regarding border security.

Since 2006, the arrival to Israel of approximately 60,000 east Africans mainly from Sudan and Eritrea, has caused a revisiting of the policies and approach of the state towards non-Jewish arrivals, exposing a hitherto underdeveloped asylum system. Sudanese and Eritreans were given a Conditional Release Visa offering them group protection, meaning protection from deportation though not allowing them to work or have access to welfare or medical services. Automatic detention of arriving asylum seekers has become the default course of action in Israel since 2007. In response to the relatively large numbers of asylum seekers arriving and a growing sense of crisis, the government passed a revision to the Infiltration Law in 2012 which would detain asylum seekers for three years without trial, or indefinitely if they came from “enemy” countries like Sudan. After the Supreme Court of Israel declared that the long-term custody of migrants in the Sahronim Prison was unconstitutional, the government opened Holot, an open facility, in December 2013. The 1,800 residents at Holot are allowed to leave but are required to sign in three times a day and return for an evening curfew. After much legal back-and-forth between the courts and the government the High Court struck down the anti-infiltration law (under which the Holot facility operated) on September 22, 2014, and ordered the state to close Holot within 90 days. Until the time of writing this article, the government has ignored this.

In December 2015 Hilo Glazer, a journalist of the Israeli daily newspaper "HaArez" published a 5 page article on a site of market like activities of inmates of Holot, engaged in selling of food and drinks and proposing recreation activities of fellow inmates. Based on his information I set out to visit the site myself in order to observe and understand this very particular kind of entrepreneurship. The paper draws on material provided by NGO officials, active in Holot, on the field investigation of Glazer and on in-depth interviews with ten asylum seeker entrepreneurs, inmates of the detention camp, conducted by the author. I used the purposeful sample method allowing knowledgeable individuals with an intimate understanding of a particular context to suggest relevant individuals who are able and willing to tell their experiences in details.

Data collection revealed a highly marginalized group of people, excluded from society, denied the right to work, frustrated with the precarity of their lives. Nevertheless, those who decided to take initiative and to engage in entrepreneurial activities reported that the main motivator was to keep their sanity, to be active, to do something in order to keep going. They set up in up a market like site next
to the detention facility, constructing market stands and provisory tents, selling food, drinks, and recreation activities and providing thereby a quasi-community social infrastructure promoting solidarity and meaning. In isolation of the mainstream, but still utilizing some of its resources, the case presents an example for entrepreneurship initiatives as a way to deal with desperation. Although some research on asylum seekers and refugees entrepreneurship exists, none investigated the intersection of detention camps and entrepreneurship, an intersection that at first sound absurd. It is probably a very particular policy of the Israeli government towards refugees and asylum seekers that enabled the author to write this paper. It reveals a novel form of entrepreneurship "out of the ashes", a gatekeeper for sanity, within the "Dunstkreis" of the detention camp.
Screening the Barbarians at the Gate – Opportunities and Obstacles for Entrepreneurship Visa Regimes

Joachim Kolb (Trinity College Dublin)

One of the hopes that attach themselves to the admission of highly trained migrants is that they will contribute more to the economic success of the target country than would be expected from an average citizen already in place. In the past, this was often achieved by way of point systems for highly screened migrants, an area in which Canada has been a leading contributor.

A possible alternative is to let the prospective immigrant prove his mettle by entrepreneurial activity. This, however, cannot be achieved by a pre-immigration commitment to entrepreneurial activity in the target country, because the immigration authorities cannot assess the quality of the project. With cutting-edge startup program often beyond the scientific horizon of most immigration officials, it would be well-nigh impossible to assess the quality of the applicant and, faced with this asymmetrical information problem, the official would either reject good applicants or accept bad applicants who, post-arrival, would either not want or fail to manage to realize their entrepreneurial ambitions.

One way out of this dilemma is to delegate the screening assignment to a venture capitalist or angel investor who commits to an investment into the venture before the visa is granted, thereby signalling the applicant’s quality in a more meaningful way than is possible through self-selection, because his endorsement would be linked to a definite investment decision.

Using data from countries that have implemented such visa regimes, including Canada, Ireland, New Zealand and Spain, as well as another one that has conspicuously failed to do so, the USA, this paper investigates how this initially plausible concept has worked in practice, and pinpoints pitfalls that emerge where implementation efforts have moved ahead.

This multi-case case study of a policy arena that is of crucial importance for migrant entrepreneurs, given that it may be decisive for their admission as entrepreneurs in the target environment, shows that the success of the venture is necessarily conditional on political, legal, and infrastructural preconditions.

In the political sphere, it has to be possible to form a coalition in support of entrepreneurship visa, which is becoming more difficult as the general acceptance of migrants declines in numerous potential destination environments.

Legally, a well-designed mechanism is needed to get the incentives right and make sure that the mechanism does indeed have the desired effects, rather than lead to parasitic abuses on the one hand or put the bar too high on the other.

Even when political and legal preconditions are in place, infrastructural preconditions will be shown to limit what entrepreneurship visa systems can aspire to, since it emerges paradoxically that the signaling effect associated with the award of an entrepreneurship visa may be sufficient to reroute the entrepreneur to another destination, should the market for startups in the destination environment turn out not to have the required depth.
Entrepreneurial Opportunities in the Eyes of Expat-preneurs

Vilmante Kumpikaite-Valiuniene (Kaunas University of Technology)
Jurga Duobiene (Kaunas University of Technology)
Ineta Zickute (Kaunas University of Technology)

The increased attention by researchers in the field of management has recently given to the topic of entrepreneurial activity and attitudes in different regions. New businesses and jobs creation contribute to the growth of economic and call for new researches in the frame of migration. The growing involvement of immigrants in the development of entrepreneurial businesses is observed together with the increasing migration flows (Sekliuckiene et al. 2014). Mostly economic immigrants, originated from Lithuania, adapt in business environment of Western EU countries and develop business there. Due to long history of their emigration and wide range of host countries Lithuanian emigrants become the essential refereeing group for the research.

The emigration of Lithuanians increased after 2004 when Lithuania joined the European Union and in 2008 after country was included into the Schengen zone. Lithuanian net migration indicator is negative after the restitution of Lithuanian independency in 1990 and the collapse of Soviet Union (European Union Eurostat 2015, Statistics Lithuania 2016). Moreover, Lithuanian migration ratios indicate the population decrease each year. Most of the emigrants are young educated people, which indicates the problems of brain drain and ageing. However, it is a positive factor for contributing to economies of host countries. According to Sekliuckiene et al. (2014), immigrants are more likely to be self-employed than similarly skilled native-born workers, while self-employment rates of immigrants exceed in many countries those of native-born. Furthermore, current migration processed cause the social and economic change of Europe, characterized by international mobility, the challenge of a multicultural society, and new forms of integration and tension between immigrants and local populations (Baycan-Levent and Nijkamp, 2009).

Lithuanians became a nation of emigrants from the 19th century with the continuance to nowadays and some exception of 50 years during the Soviet occupation (1940 – 1990). According to Kumpikaite-Valiuniene and Zickute (2016), the period of Soviet occupation had a high and important impact on the identity of Lithuanians and their attitudes. Citizens of Lithuania became very closed and homogenic society in terms of religious and national aspects. Currently, more than 82 percent citizens of Lithuania are Lithuanians and more than 77 percent are Roman Catholics. Kumpikaite-Valiuniene and Zickute (2016) note that such homogenic countries are struggling to sustain their identity, language, religion, etc. that might consolidate emigrating Lithuanians to establish or join Lithuanian diasporas in their host countries.

The aim of this paper is to present the results of qualitative research of push and pull factors of self-employed Lithuanian emigrants in 17 countries. The study was conducted online with 1586 emigrants from Lithuania in Fall of 2015. 57 of them had their own business abroad and identified themselves as living abroad only temporary, representing features of ‘expar-preneurs’ (Vance et al., 2016). They were selected for further qualitative research. The most popular countries for business opening among researched emigrants are Sweden (18.5 %), Norway (15.4 %), United Kingdom (12.3 %), Denmark (9.2 %), and Italy (6.2 %). Countries of Scandinavia as well as UK and Germany were the main target destination countries of recent Lithuanian emigrants. Respondents were asked several questions about their reasons to make a decision to emigrate and selection of host country, identity with the host country, jobs in home and host countries as well as their habits of traveling to home country.
Results showed that almost a half of self-employed respondents highlighted too low wages in Lithuania as push factor, which influenced their decision to move abroad. Other very important push factors were wage differences in Lithuania, family reasons, personal life conditions, price politics and taxes system and the burden of it.

In regard of pull factors, majority of respondents mentioned relatives living in this country and higher possibility for self-realisation. In addition, around one third of respondents noted higher income, better possibility for self-development as well as higher tolerance in host country. However, it is quite surprising that non-respondent mentioned number of Lithuanians living in host country as important factor.
The longitudinal development of a socially entrepreneurial venture for refugee and internally displaced persons

Caleb Kwong (University of Essex)

Studies have previously examined the path development of entrepreneurs within a penurious environment but we know very little about how socially entrepreneurial individuals and organisations develop their paths during the time of conflict. Does conflict exaggerate their resource constraints and subsequently squeeze out any remaining life from entrepreneurism? Utilising Isaksen’s (2015) characterisation of path-dependence and Baker and Nelson (2006) notion of resource bricolage, we examine how a social entrepreneurial venture (SEV) negotiate their path through the ‘double whammy’ of penurious environment and conflict. Through an event-based approach examining its entrepreneurial path, in particular, how it was set up, but also how they expanded and augmented their scopes over time. Our study confirms that bricolage is a major resource utilisation strategy adopted by the SEV. In addition, we found that entrepreneurial individuals find different ways to adapt, not only through path-extension, but also through path-renewal.

With previous studies suggesting that the rules and nature of entrepreneurship do change from one context to another (Baumol, 1990), there is a growing recognition that entrepreneurial behaviours cannot be explained without a good understanding of the underlying contexts (Zahra, 2007; Welter, 2011; Zahra et al., 2014). With the majority of studies focusing on the for-profit business in the high-tech contexts, our study addresses the above imbalance by examining entrepreneurial behaviours within a unique contextual combination of a conflict related resource-poor environment and the sectoral focus of social entrepreneurship. Most studies on penurious environment tend to focus on ‘peripheral’, ‘thin’ regions (Isaksen, 2015; Benneworth, 2004; Brekke, 2015) or declined industries (Grabher, 1993; Hassink, 2005) and, whilst studies such as Ju and Tang (2010) and Modell et al. (2007) did examine the ways in which non-profit and public organisations dealt with under-resourced environment, their studies are unrelated to the conflict context. Such context tends to be more unpredictable and dynamic, albeit in a regressive sense, than the usual penurious environment, and with restricted physical mobility. Despite such uniqueness, few studies examined entrepreneurship under such context, with the notable exception of Bullough et al. (2015) which examined the entrepreneurial intention of aspiring entrepreneurs under conflict environment. Therefore, how such environment affects the starting up and subsequent development of socially entrepreneurial ventures remain largely unknown.

To explore the dynamic nature of conflict, we apply the notions of bricolage and path-dependence. Bricolage was first coined by Levi-Strauss (1967, 17) as “making do with whatever is at hand” and later popularised by Baker and Nelson (2005) in the business and entrepreneurship literature. It is often discussed in relation to the strategy of optimisation involving the acquisition of high quality resources that have proven capabilities for the specific application for which the resources are intended (Desa & Basu, 2013). While the latter remains a superior strategy in generating superior outcomes in a munificent environment, bricolage is particularly relevant in a penurious context where, due to severe resource constraints, many of these high quality resources are becoming unavailable. Bricolage involves the deployment and integration of resources in novel ways rather than conforming to the norms and standard practices originally intended for these resources (Jones, MacPherson & Jayawarna, 2014, 155; Baker and Nelson, 2005). In contrast with the Schumpeterian notion of value creation where assets are withdrawn from one activity for application in another, organisations that adapt the strategy of bricolage generate new values through utilising resources that have been previously discarded,
disused, or unwanted in their possession, as well as other hidden or untapped local resources that other parties fail to recognise, value, or adequately use, and allow the organisation to thereby acquire them cheaply (Portes & Sensenbrenner, 1993; Di Domenico, Haugh & Tracey, 2010). These resources at hand may be physical artefacts, skills or ideas that are accumulated on the principle that ‘they may always come in handy’, rather than acquired in response to the demands of a current project (Lanzara, 1999, 1998; Di Domenico, Haugh & Tracey, 2010, 689). Understandably, such concept has been widely applied to study both the penurious environment, as well as the social entrepreneurship context (Di Domenico, Haugh & Tracey, 2010; Basu and Desa, 2013), and point to a prominent role that bricolage may play in enabling socially entrepreneurial individuals and ventures to overcome resource constraints. We are particular interested in how the different resources and competencies have been utilised by the socially entrepreneurial venture create new social initiatives. In particular, we draw on Baker and Nelson (2005) categorisation of resources to further understand how resource-at-hand and new resources are both being utilised to make these new activities happen.

The second of the concepts, path-dependence, refers to the longitudinal development of firms, industry sectors and regions as non-random, purposeful evolution governed largely by an endogenous and continuous reflection of its own history and previous activities undertaken (Schreyogg et al., 2011; Boschma, Neffke & Henning, 2010; Martin and Sunley, 2006; David, 2000). To further study the phenomenon, our study draws on the categories of path-dependence developed by Isaksen (2015), namely, path-extension, path-renewal, path-creation and path-exhaustion, to further explain the nature of the new social activities. Studies have previously explored path-dependence from a penurious perspective and found that in such situations a more conservative, path-extension approach tend to be adopted over the more radical approaches of path-renewal and path-creation (Brekke, 2015; Isaksen, 2015). We are particularly interested to find out whether this is the case and, furthermore, how it has changed over the period of conflict.

To extend the current state of research, our study intends to find out how socially entrepreneurial individuals might behave when this environment enters a period of conflict.

Our study contains two major research questions:

1. What is the role of bricolage in the resource utilisation strategy of socially entrepreneurial ventures at the time of conflict?
2. What are the characteristics of path-dependency of socially entrepreneurial ventures when a penurious environment enters the context of conflict?
Entrepreneurship amongst internally displaced persons in Pakistan – A study of their resource utilization through improvisation and bricolage

Caleb Kwong (University of Essex)

An internally displaced person (IDP) is someone who is forced to flee his or her home but who remains within his or her country's borders. They are often referred to as refugees, although they do not fall within the current legal definition of a refugee adopted by UNHCR (UNHCR, 2016). According to the Norwegian Refugee Council’s Geneva-based Internal Displacement Monitoring Centre (IDMC), there are 38 million IDP as a result of conflict, violence and civil war. Out of these 38 million people, 11 million of them were newly uprooted during 2014, which can be translated as roughly 30,000 people a day (UNHCR, 2016). Despite still being in the same country, many of the IDPs faced the same challenge as refugees who moved between countries. In particular, they have lost their jobs and their possessions. Entrepreneurship or self-employment can be seen as a potential option not only to enable them to earn a livelihood, but also help to improve their self-esteem, which is crucial for someone facing such difficult environment.

However, to start a business in such an environment, with little possession and resources, is easier said than done. In the new environment, they also lacked support form network that can be crucial to their entrepreneurship start-up. Therefore, the intention of this study is to examine how IDP entrepreneurs start up their business with little resource available. We would like to find out more about the following questions:

1. How are the repertoires of internal and external resources being deployed by IDP entrepreneurs for the recognition of entrepreneurial opportunities?

2. How are the repertoires of internal and external resources being deployed by IDP entrepreneurs for the development of entrepreneurial ventures over time?

To explore the above questions, we utilise two streams of literature as building block: literature on bricolage and literature on improvisation.

Bricolage: Bricolage was first coined by Levi-Strauss (1967, 17) as “making do with whatever is at hand” and later popularised by Baker and Nelson (2005) in the business and entrepreneurship literature. It is often discussed in relation to the strategy of optimisation involving the acquisition of high quality resources that have proven capabilities for the specific application for which the resources are intended (Desa & Basu, 2013). Bricolage is particularly relevant in a penurious context where, due to severe resource constraints, many of these high quality resources are becoming unavailable. Bricolage involves the deployment and integration of resources in novel ways rather than conforming to the norms and standard practices originally intended for these resources (Jones, MacPherson & Jayawarna, 2014, 155; Baker and Nelson, 2005). These resources at hand may be physical artefacts, skills or ideas that are accumulated on the principle that ‘they may always come in handy’, rather than acquired in response to the demands of a current project (Lanzara, 1999, 1998; Di Domenico, Haugh & Tracey, 2010, 689). We are particular interested in how IDP entrepreneurs utilise different resources and competencies to create new business initiatives. In particular, we draw on Baker and Nelson (2005) categorisation of resources to further understand how resource-at-hand and new resources are both being utilised to make these new activities happen.

Improvisation: Improvisation does not rely on the traditional planned strategic decision-making perspective where the design and execution of entrepreneurial ideas are conducted in an a priori, logical
and sequential manner (Dacin, Dacin and Tracey, 2011; Smith and Blundel, 2014; Kamoche and Pina e Cunha, 2001), but the processual nature of the business development process (Weick, 1993a; Crossan et al., 2005 Kamoche and Pina e Cunha, 2001). A number of authors, for instance, have metaphorically compared the concept of improvisation to the emerging and adaptive executions in Jazz performance and improvisational theatre (Meyer et al., 1998; Kamoche and Pina e Cunha, 2001; Lewin, 1998; Hatch, 1998; Zack, 2000; Vera and Crossan 2004). In this study, we intend to explore how IDP entrepreneurs improvise in their development of business ventures over time.

In terms of research methodology, we intend to interview a number of IDP entrepreneurs in Pakistan over the summer to explore how they discover their business opportunities, how they utilise whatever resources they have to make it happen, and finally, how do they develop their business over time.
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 of household members that live in a household with a current migrant and/or a return migrant. The analysis is based on data from Afghanistan, Burundi, Ethiopia and Morocco - four countries with a diversity of migration situations and labor market structures. 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 entrepreneurship of non-migrants and having a return migrant in the household in either of the countries. Having a current migrant in a household is also not a significant factor in Afghanistan and Burundi, while there is a positive correlation between entrepreneurship and a migrant in the case of Morocco. In Ethiopia, on the other hand, this relationship is negative. These differences can be explained by looking at the opportunity structures present in the countries as well as the migration trends characterizing the respective country in terms of drivers and geography.
Spanish Entrepreneurs in Germany: Do they get support from the Spanish Embassy? 
- An explorative study and initial inquiry about it -

Abelardo Medel (Ilmenau University of Technology)  
Ruben Paya (Ilmenau University of Technology)

Key words: Spain, migrant entrepreneurship, qualitative methods, internet and social media, Embassy

International migration from Spaniards to Germany was mainly driven as a result of the “Guest-worker” agreement established in 1960 among, at that time, the Federal Republic of Germany and Spain; currently, a second migratory wave of Spaniards into (the unified) Germany is taking place driven by the free-mobility of EU nationals entitled by EU agreements and the severe economic crisis in which Spain is immersed since several years ago and which have ended up positioning it as a country with one of the highest unemployment rates in the whole EU.

Once in Germany, Spaniards face basically the need to choose between continuing in unemployment or to go into employment via getting a job or by trying their luck into entrepreneurship. Of course, this decision is not as simple and easy as it sounds and it is determined by personal, institutional and context-specific elements.

Therefore, within a critical viewpoint that integrates the nation state governments of countries-of-origin as main actors to support their diasporas, and based on the Medel model for the evaluation of public institutions’ support/fostering of migrant entrepreneurship, this paper presents an explorative study carried out about Spanish Entrepreneurs in Berlin.

The theoretical model and its empirical methodology, an online content analysis, was applied in order to determine to what extent is the Spanish Embassy in Berlin supporting Spanish entrepreneurs in Germany through their institutional digital media channels (i.e. its official website and its Facebook page); to complement the qualitative research design of the study, additional data was gathered through interviews with officials of the economic section of the Spanish embassy under analysis. Moreover, interviews with Spanish entrepreneurs in Berlin were also performed which offered insights about the (passive) role which the Embassy has played and the (so-limited) impact which has achieved in the entrepreneurial landscape for Spaniards in Germany.

Accordingly and under a normative perspective, we argue that the Spanish Embassy has a large room and potential to improve their role and impact towards those who should first serve: the Spaniards.
Latin American migrant women’s entrepreneurship in Germany 
- An approximation to its realities

Abelardo Medel (Ilmenau University of Technology)

Key words: Migrant women’s entrepreneurship, qualitative methods, Latin America

According to empirical research and findings, it can be argued that migrant women are one of the most vulnerable groups regarding labour markets participation in almost any host society. They might be left behind and suffer labor market disadvantages “just because” they are women and “just because” they are migrant. Therefore, a possible way to try to get out of this cycle might be to enter into self-employment; being so, it can be argued as well, that mainly necessity-entrepreneurship will be then expected to be displayed from this segment of the population.

With a qualitative approach design and being explorative in its own nature, a research to understand the dynamics – characteristics, impacts and opportunities – behind the Latin American migrant women’s entrepreneurship in Germany was carried out. Based on semi-structured, in-depth biographical interviews and a modified version of The Life History Calendar method entitled The Migratory Life History Time Line, retrospective and specific data about personal, migratory and labour market participation issues was collected from female participants living in Thüringen, a federal state of Germany; a total of six different countries of Latin America is represented in the study. All interviews were made in Spanish language and were carried out in May 2016; data was processed and analyzed based on the qualitative content analysis methodology.

Based on results, it seems plausible to argue that Latin American migrant women’s entrepreneurship in Germany is thrived by a mix of individual and context-specific elements and is viewed by the entrepreneurs as the best-strategy solution to (help themselves to) cope with their own personal, familiar and professional challenges and social expectations.
Critical Review of the German Refugee Policy to promote specialist shortage and entrepreneurship in Germany

Hartmut Meyer (FOM Hochschule Bremen)

The German society and economic system faces two fundamental problems in the future: shortage of specialist staff due to the demographic change as well as ignoring the possibilities of entrepreneurship due to a favourable employment market for specialist staff. The arrival of the refugees certainly changed this perspective as particular young and likely well trained young people from Syria, Iran, Iraq, Sudan and Afghanistan arrived here in Germany. At a first glance, it appears that this group of refugees may reduce the uprising specialist shortage in Germany and as well, perhaps in the long run prospective entrepreneurs or successors for various smaller companies.

The research paper attempts to analyse the following issues:

1. The demographics of the refugees in Germany, in particular the knowledge basis to do as prospective specialists in Germany.

2. The process of making it in a well advanced society and economy in order to investigate the obstacles in the administrative conduct to be allowed to work as a specialist

3. A critical reappraisal of the performance and resources offered in the current integration process with the objective to master this process.

In club to evaluate these issues 110 registration documents have been analysed in the area of Bremen included by a follow up interview of experts. In addition, structured peer discussion by various experts involved in the process has been analysed in order to assess the current status of the arrival and integration process.

Although it has methodically, very difficult to conduct the questionnaire to complete the registration documents due to language problems, the majority of the registered refugees did not have a proper vocation or other professional training. The main reason has to be found the long war time of their home country which made education and training very difficult. However, also 10% of the refugees claimed to have a university training. To become a specialist appeared to be more an expectation by the refugees towards Germany. Hence, despite their age, there is at least a period of another 5 – 8 years once they may serve a specialist staff or to become an entrepreneur.

Also the main analysis of the process it becomes more obvious that the structures to allow the process happens are not set in Germany. The company offered the refugees a welcome society, nevertheless, follow up stages have been not set despite huge investments by the province. Moreover, there seems to be likewise a danger that refugees loose motivation due to the expected long time period to be allowed in Germany to become an entrepreneur or specialist employee.

Other more detailed results of the analysis indicate that after the first euphoria the real facts are far more sobering. A high number of young refugees have gotten the motivation to take up the position as an expert or prospective entrepreneur, however, there is also a high risk that these refugees abort this process due to false expectations and endurance to sustain the process. Moreover, various results demonstrate quite clearly too, that more guidance and transparency is needed to pattern the integration operation. This gives to the process to become a specialist or to become an entrepreneur.
Hence in that respect a clear need for a professional collaborative approach by all parties and organisations involved as well as a clear signal by the guild to realize this process occur.
Refugee Entrepreneurship in Germany: Jumping from factor-driven economics into innovation driven economies

Hartmut Meyer (FOM Hochschule Bremen)

The paper tries to analyse the challenges migrant and refugee entrepreneurs face once in starting a business in an innovation-driven economy like Germany. Referable to the high number of refugees in Germany and the experience with migrants in the past, there is a high risk that refugees are forced into entrepreneurship due to a missing acceptance on the employment market. The reasons for the missing acceptance can be grounded by various problems areas as speech communication barriers, formal acceptance of their professional certificates and cautious conduct of prospective employers. Hence, the paper is addressing the need and content of entrepreneurial education to refugees in the integration process in order to avoid predictable failures.

The research is taking off to break down the entrepreneurial environment of refugees in Syria, Iran, Iraq and Sudan in order to understand how the environment formed their entrepreneurial behaviour and image of entrepreneurship. In order for a later comparison the requirements and challenges of entrepreneurs in innovation driven countries facing a sophisticated legal, fiscal and economic system have been analysed in order to define the gaps. Moreover, by employing 20 interviews of young refugees, including an analysis of their curriculum vitae, the surveys and image of becoming an entrepreneur in Germany have investigated as well as first statistics concerning the demographics of refugees living in Germany.

The analysis shows that the greatest challenge of potential entrepreneurs of a refugee background is to bust up with clusters of decisions making from a “survival orientated entrepreneurship” towards an “opportunity driven entrepreneurship”. Although the aim of both cases of entrepreneurship is to generate an income, entrepreneurship in innovation-driven countries require more a structured approach in society to attract financial resources, the collaboration of the agencies as well as fiscal problems. All interviewed refugees appeared to deliver a good professional training, nevertheless, in 60% all their entrepreneurial experience has been based on family entrepreneurship. Thereby the main aim has been to organize entrepreneurship in an own social environment rather than on an individual approach like in Germany. Research on entrepreneurs with migration background suggested that the reasons for failure have more found in the misleading interpretation of managerial issues, including fiscal and administrative requirements rather than along a false market strategy. In the case of refugees this finding seems to be applicable.

The research demonstrates quite clearly the need for an early entrepreneurial education during the welcome stage in the migration process. As refugees need to understand an entrepreneurial behaviour in the stable environment they need even more to understand the leap between the different stages of economic development as they have to perform this leap within a short distance in order to challenge uprising push factors towards entrepreneurship in a positive way. The welcome and arrival phase needs to include entrepreneurial training at a very early point. The paper and the research allow some recommendations towards the design of entrepreneurial training for refugees in Germany.
Attracting Diaspora Business: How is the Caribbean Entrepreneurial Ecosystem

Indianna D. Minto-Coy (Mona School of Business & Management)
Maria Elo (University of Turku)

Entrepreneurship and the international competitiveness of nations and regions, and their attractiveness for investment have been central themes in the economic development literature (Alfaro, 2000; Borensztein, De Gregorio & Lee, 1995; Cave, 1974; Gardineri, Martin & Tyler, 2004; Hämäläinen, 2003; Li & Liu, 2005; Liebenstein, 1968; Lipsey, 2002; Naudé, 2013; Raposo, et al, 2011; UNCTAD, 2004). On country level, national governments and economic organizations tackle problems of creating advantages to stimulate foreign investments, innovations and new ventures. This inflow of business and resources is approached with various location-specific concepts, such as special economic areas, incubators and particular entrepreneurial ecosystems, which are initiated to create “sticky places” and centripetal forces for business (cf. Kuznetsov, 2008).

Diasporas have a role in possessing intellectual capital and mobilizing it generating localized innovation and business potential (Kuznetsov, 2008). In addition to country-level policies and institutions, diaspora is one of those elements creating entrepreneurial ecosystems and clusters (e.g. Sonderegger & Täube, 2013, Riddle, 2008; Kuznetsov, 2008). Gravity effects, as for population flows, are evident also in the context of business development, for example, in the form of the band wagon effect (e.g. Aharoni, 1966, Petersen, Pedersen & Sharma, 2003, cf. Kultalahti et al., 2006).

The concept of entrepreneurial ecosystem, as the natural ecosystem, refers to a suitable context for entrepreneurial firms to flourish (Cohen, 2006; Pitelis, 2012). However, there are disputes in terms of its locus and nature (e.g. Pitelis, 2012); often it refers to a certain city, or a district or a region, and there is more emphasis on start-up like communities than on industrial-manufacturing type of communities (e.g., Feld, 2012). There are several perspectives, levels of analysis and policies, which requires novel attention. Additionally, continuing the debate on the contents of the concept, Nambisan and Baron (2013) emphasize innovation ecosystems consisting of innovation and creative communities. This highlights the meaning of the social actor networks and the actor and resource-dimension.

Saxenian’s seminal work on Silicon Valley and on global production networks has illustrated the emergence of the world’s most famous entrepreneurial setting largely built with diasporic resources (e.g. Saxenian, 1990, 2002). Since then, the new orientations in ethnic entrepreneurship attract attention, as their economic role expands beyond ethnic enclaves (Baycan-Levent, Nijkamp & Sahin, 2008; Minto-Coy, 2016a). Bresnahan, Gambardella and Saxenian (2001) address the change process from old economy to new economy as part of that ecosystem evolution process. The suggestion here is that, there is apparent evidence for the role of diaspora in generating business and investment in particular places, as in the country or region of origin. Countries such as India, China, Taiwan and Ireland are examples here (see e.g. the Economist, 2011; Minto, 2009, 2013). This is also the case in a host country context like in Silicon Valley. Kuznetsov (2006, 2008) has illustrated the important role of diaspora in creating a virtuous circle in the context of Taiwan, in addition, numerous scholars have discussed the impacts and differences of returnees and second generation migrants and their entrepreneurial activities (e.g. Ammassari, 2004; Masurel & Nijkamp, 2004). Other scholars have discussed the determinants in diasporic venturing and entrepreneurship, pointing out that they have distinct logics (Riddle, 2008; Nkonkolo-Bakenda & Chrysostome, 2010; Elo & Riddle, 2016; Elo, 2016).

Deduced from the extant research literature, it is assumed that diaspora entrepreneurship and investment are potentially more relevant for the place that enjoys being the focus of their entrepreneurial activities, investments, as well as plans and motivations, than large multinational corporation with no cultural or emotional tie to the place (Rampersad, 2007). As Riddle and others (2008; Bovenkerk 1974; Esman, 2006; Minto, 2009 & 2011; Thomas-Hope, 1998a, 1998b & 1999) note, diasporas may have particular motivations for developing their home countries or areas of origin. These dynamics influence both clusters and diaspora entrepreneurship ecosystems, which are
different but related concepts (Cheung, 2004; Sonderegger & Täube, 2013; Isenberg, 2010; Kenney, Breznitz & Murphree, 2013). These diaspora dynamics suggest that there are emotional and individual-family level influence factors beyond entrepreneurial and economic policies.

Thus, this paper asks what kind of entrepreneurial ecosystem can attract diaspora business and investments in the context of the Caribbean Region, and how is this like? What kind of features and policies are relevant here to create a positive inflow of firms, investments and international business activities? The case study contributes to diaspora and ecosystem research by providing empirical data on Caribbean diaspora and identifying attractiveness elements. They study underlines the importance of multi-level factors and temporal-context constellations, and the need for a broader lens in policy making.
Refugee Entrepreneurship: A Conceptualisation of Key Business Decisions

Laila Kasem (University of Worcester)

The various conflicts around the world meant that 2015 has seen an all-time refugee figures since World War Two. While some refugees need government support, others are determined to lead an independent life through self-employment (Betts, Bloom and Weaver, 2015; Dijkhuizen and Berkhout 2015; UNHCR 2015). However, we know very little about the economic lives of refugees (Betts, Bloom, Kaplan and Omata 2014), let alone their entrepreneurial activity.

Refugee entrepreneurs represent a special case of migrant entrepreneurs. Unlike many migrants, East Europeans moving to the UK for example, refugees were forced to leave their home countries with very limited, if any, belongings. They often have had to go through a lengthy legal process to get the right to work in host nations and their ability to change countries of residence, and sometimes municipalities, is usually restricted. In addition, refugees are likely to have experienced traumatic events, in their home country or in the journey to their host nations, which can lead to psychological problems or, to the contrary, be confronted with strengthened resilience (Hutchinson and Dorsett 2012). Either outcome can impact on self-reliance and self-employment. Finally, the social network of refugees in host countries, which represent a key resource for starting a business, is likely to be more limited than that of economic immigrants (Wauters and Lambrecht 2006). For these reasons, it is important to treat refugees as a distinctive group of immigrants, though the literature has often blurred them into the wider group of immigrants (e.g. Jones et al. 2014).

There is some literature discussing immigrant entrepreneurship in general, but the phenomenon has not received sufficient attention (Terjesen et al. 2016). The situation is more dismal when it comes to refugee entrepreneurship with only few rather dated studies (e.g.Wauters and Lambrecht 2006; 2008) and very limited recent attention from academics (e.g. Hagos et al. 2015) and master students (e.g. Atia 2016; Smorenburg 2015; Valarini 2015). Despite their differences, and taking into account the limited theorisation on refugee entrepreneurship, the immigrant entrepreneurship literature offers a good starting point for understanding the refugee self-employment phenomenon. A recent review of the immigrant entrepreneurship literature by Aliaga-Isla and Rialp (2013) revealed the limited attention given to the strategy and performance of immigrant businesses. Kulchina (2016) pointed out the same limitation indicating that the immigrant entrepreneurship literature has mainly focused on the decision to start-up a business, whilst ignoring other strategic decisions that accompany the start-up choice.

This paper adopts a contextualised approach to understanding those decisions through developing an appreciation of the backgrounds those entrepreneurs are coming form and their host environment. In doing so, the paper builds on Kloosterman’s (2010) work in which he attempts to remedy prior theorisation focusing solely on the entrepreneur, the supply side, by incorporating simultaneously an analysis of the demand side, the market, leading to a mixed embeddedness framework for analysing the opportunity structure. Kloosterman’s (2010) theoretical advancement marks an important step in enhancing our understanding of strategic aspects of immigrant businesses. However, examining refugee entrepreneurship is likely to benefit from a broader conceptualisation of both the entrepreneur and the environment. Specifically, considering the soft aspects of the environment, in addition to the formalised industrial and institutional aspects, is likely to be very fruitful. This is particularly important when taking into account the rising unease, and in some cases hostility and racism, towards immigrants around the world and particularly in Europe, which has recently witnessed the largest influx of refugees in decades. Hence, refugee entrepreneurs in Europe face not only a liability of newness and a liability
of foreignness but also a liability of refuge-ness. Accounting for the softer side of the environment is likely to enrich our understanding of why refugees choose specific types of businesses. More importantly, such analysis is likely to help us understand the type of market refugee entrepreneurs choose to target, a decision that we know very little about from prior research.

Understanding such strategic decisions would also benefit from examining aspects of the entrepreneurs themselves that go beyond their various types of capital. These aspects may include their perception of the importance of innovation and sustainable competitive advantage, their prior expectations of opportunities in host nations, their level of integration within host societies, their trust in local people and the challenges they face in accessing work or support to start up a business. Such factors are likely to shape how the refugees view their host countries and subsequently how they make their business decisions if they choose the self-employment route.

In developing the dual environment-entrepreneur perspective, the paper puts forward a number of propositions on the impact of the environment and the entrepreneur on strategic business decisions. Accounting for these decisions and understanding the factors that determine them is important as these decisions can influence the survival and growth potential of refugee enterprises. In trying to offer these propositions, the paper aims to contribute to the emerging conversation on refugee entrepreneurship and suggest future research to draw implications for both the entrepreneurs and policy makers.
Challenges, Competencies, and Caliber of Multinational Diaspora Entrepreneurs

Alli Nathan (Providence College School of Business)

Transnational diaspora entrepreneurs are a distinct group of immigrants and entrepreneurs who are characterized by three different paradigms – transnational, diaspora, and entrepreneurs.

As diaspora, they have voluntarily emigrated from the homeland but maintain a collective identity and a meaningful connection to the homeland. They are actively involved in the development and prosperity of the homeland and the advancement of the people at home (Sheffer, 1986; Safran, 1991; Cohen, 1997; Cohen et al, 2008). In the host-land, they are part of the community of other migrants from the homeland, and may or may not consider themselves to be truly belonging to the new country of residence.

As entrepreneurs, migrants are driven by their nature as risk-taking innovators and investors. They explore and exploit opportunities in the host countries that involve building new ventures with human, financial, and cognitive capital. They are compelled by the will to succeed in the new country, to be recognized as valuable citizens, as well as their desire to build a safe and secure future for themselves and their children. Sometimes, the lack of opportunities for suitable employment in the host country also serves as the motivation for entrepreneurship.

As transnationals, the diaspora immigrants emerge as a distinct cluster of entrepreneurs who transfer their entrepreneurial success in the country of residence to make significant contributions to the country of origin. Recent evidence of this is seen in the activities of Asian diaspora, particularly among Indian and Chinese immigrants. There are two key pivotal reasons for this trend. The Indian and Chinese governments, for example, now recognize the value of the entrepreneurial spirit of their diaspora and the richness of their potential. They have, in some instances, relaxed the rules & regulations or investment and offered incentives to encourage the diaspora to succeed as entrepreneurs, both at the national and the local levels, in the homeland.

Therefore, the “transnational diaspora entrepreneurs” can be profiled by the deep-seated connection and commitment to the country of origin and the desire to share the fruits of their success, in the spirit of giving back to the country that shaped their young lives. The motivation is very personal and can be both commercial and philanthropic. They establish entrepreneurial ventures and philanthropic foundations as an avenue for empowering the people in the country of their origin.

Research Thesis

Transnational diaspora entrepreneurs who engage in enterprises straddling both host and home countries are a small minority of all the immigrants from any given country. Challenges, competencies, and caliber of transnational diaspora entrepreneurs go beyond those of the traditional diaspora entrepreneurs. Some diaspora entrepreneurs limit themselves to being entrepreneurial in their host country, while others pursue entrepreneurial activities in their home country. Success in these ventures is attributed to the presence of an active network of other entrepreneurs (Harima, 2014), assistance provided by institutions such as incubators, (Riddle et al, 2010), and venture capitalists active either in the homeland or the host country.

The research thesis proposed in the paper is based on the premise that transnational diaspora entrepreneurship creates very unique personal, locational, political, and entrepreneurial challenges. The research objective is to identify the circumstances and characteristics that lead to success in such ventures and to design a framework that will illustrate the key facets of transnational diaspora entrepreneurship and its success. Other research has identified similar frameworks (Nkongolo-Bakenda, Jean-Marie et al, 2013), and this research will add to the previous findings by focusing on a
group of transnational diaspora entrepreneurs who are naturalized citizens of the United States of America and are acknowledged by the Government of India as Overseas Citizens of India.

**Research Method**

The research method used is a case study type qualitative analysis, using a sample of transnational diaspora entrepreneurs from India, who have successfully established one or more business ventures in the New England area of the United States. These business enterprises have their main base of operations in the USA and a global supply chain, some of which are in the USA, with the rest in Tamil Nadu. We choose Tamil Nadu as the region of interest because it is a second-tier location for foreign direct investments, in contrast with the first-tier locations such as Bangalore and Hyderabad. Second-tier locations offer the additional benefit of even lower cost structures but with equally talented pool of qualified human capital.

This is relevant in today’s environment, as more transnational diaspora entrepreneurs who originate from emerging and frontier economies and move to developed economies, take their entrepreneurial success back to the homelands. They can be important to the economic development and prosperity of the country of origin. The challenges of doing business in emerging and frontier markets is well documented in the International Business and International Finance literature. The multinational diaspora entrepreneurs can be part of the solution, as they are well-placed by virtue of who they are, to overcome the barriers to entry and operations in such markets. A paradigm that models the essential features of transnational diaspora entrepreneurship can be vital to the success of such ventures in the future.

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Homeland Investment and Philanthropy: Experience, Attitudes, and Motivating Factors in the Ghanaian Diaspora

Nana Kweku Nduom (George Washington University)
Liesl A. Riddle (George Washington University)

The contributions of migrants and their descendants towards the development of their home countries are multifaceted. Traditionally seen as sources of cheap labor for host countries and sources of foreign exchange via remittances for home countries, diaspora communities are increasingly being recognized as boundary spanners, political influencers, institutional change agents, and sources of investment capital.

Over the past two decades, the significant role that diaspora communities can and do play in the financing of capital purchases and business activities business has slowly gained acceptance within the International Business literature (e.g., Gillespie et. al, 1999, Buckley, Clegg & Wang 2002; Rauch & Trindade, 2002; Ramamurti, 2004; Kotabe et al, 2013; Chung & Tung, 2013). Not only has diaspora entrepreneurship been the focus of a number of special issues of peer reviewed journals, conference symposia, and entire conferences, but it has also been the focus of a number of government policies, for profit business ventures, and non-profit advocacy efforts.

There has been a clear shift of diaspora-related research, business activity, and advocacy from a focus on remittances to a focus on how diasporans facilitate Foreign Direct Investment (FDI) and engage in entrepreneurship or Direct Diaspora Investment (DDI). Having understood the sources and uses of remittances for some time, we now also have a fair understanding of the sources and uses of investment capital originating from diaspora populations. In making this shift, however, those who study, market to, and advocate on behalf of diaspora investors appear to have completely overlooked the largest growing demographic within diaspora populations (and the world in general). Second and third generation migrant populations are replete with Millennials who are also “third culture kids” and very little is known about the investment preferences of this group of individuals. We believe that individuals within this group of diasporans generally want to contribute to the development of their home countries but are 1) unlikely to send traditional remittances back home; and 2) not interested in buying property or investing in a business in their home countries.

A complicating factor in the relationship between diasporans and their home countries is the phenomenon known as acculturation, through which an individual from one cultural background adapts to a new one. While research on acculturation takes place primarily in the social sciences, a handful of business scholars have published papers on the topic, focusing either on its positive impact on ideation and innovation in entrepreneurial settings or its negative impact on repatriation in a corporate setting. Little is known about how acculturation affects the way in which migrants and their descendants interact financially and philanthropically with their home countries.

Another gap we have identified in the literature on homeland investment involves location. It is well known that “location matters” to investors in a variety of settings, playing a factor in deciding which countries multinational enterprises (MNEs) decide to expand, which equities professional fund managers include in their portfolios, and a variety of other investment-related decisions. While we know that diaspora investors have a propensity to invest in their home countries when foreign investors will not, we don’t know how that propensity to invest changes (if at all) when the opportunity being considered is in their home town versus an opportunity in their country’s capital city. Are investment opportunities in a person’s home country considered attractive regardless of where that
opportunity geographically lies within the country? How does that answer change for different demographic groups within the diaspora population?

This paper is concerned primarily with further understanding what motivates individuals to use their time and money to make investments and charitable contributions in their countries of origin. Building on the Theory of Diaspora Investment Motivation (TDIM) formally proposed by Riddle and Nielsen (2010), we explore how members of the Ghanaian diaspora think about and evaluate opportunities to invest or volunteer back home. We explore whether factors such as location, the adoption of American culture and/or the retention of Ghanaian culture have an impact on these attitudes and preferences.
Migrant Entrepreneurship: Delineating Its Research Scope and Agenda

Manuel Jose Oyson III (School of Business and Law, CQ University Australia)

Migrant entrepreneurship has in recent years attracted strong interest among policymakers and academics (Kloosterman & Rath, 2014), especially because of its contributions to the economy including employment generation (Mestres, 2010), new business development (Hunt, 2010), urban change and economic vitality, introduction of new products and services, and market creation (Kourtit, Nijkamp & Arribas-Bel, 2015). Given the importance of migrant entrepreneurship as a phenomenon and a research field, this paper examines the research scope of migrant entrepreneurship and its intersection with mainstream entrepreneurship research. Based on a preliminary bibliometric study of research on “migrant entrepreneurship” as published in academic journals from 2005-2015, this paper reports two key findings. As a research field, migrant entrepreneurship: 1) remains eclectic and overly-broad that lacks a coherent theoretical framework; and 2) is divorced from the discourse of mainstream entrepreneurship which focuses on the discovery and creation of opportunities. These findings raise important questions about the distinctiveness of migrant entrepreneurship as a research field and whether its focus should continue to be on the “migrant” of entrepreneurship or the “entrepreneurship” of migrants.

Discussion

Entrepreneurship is a concept with multiple dimensions and is amenable to examination based on a variety of research questions (Verheul, Wennekers, Audretsch & Thurik, 2002). Perhaps unsurprisingly, migrant entrepreneurship has been studied from a macro-perspective with an emphasis on structural economic and sociological embeddedness of immigrant entrepreneurs, the role of institutions in migrant entrepreneurship, and sectors where migrant entrepreneurship is taking place (Rath & Kloosterman, 2000), as well as from a micro-perspective with a focus on the migrant entrepreneur and businesses, including self-employment. The study of migrant entrepreneurship from a macro-perspective has largely been done by social scientists, such as cultural anthropologists, sociologists and economic geographers, and not by entrepreneurship researchers. But equally revealing is that the study of migrant entrepreneurship from a micro-perspective has also largely been done outside the field of mainstream entrepreneurship research.

The strong influence of the social sciences in migrant entrepreneurship research, instead of the entrepreneurship and management fields, leads to an equally important and related finding. Past and current migrant entrepreneurship research is divorced from the discourse of mainstream entrepreneurship research which focuses on the discovery and creation of opportunities (Venkataraman, 1997; Shane & Venkataraman, 2000; Gartner, Carter & Hills, 2003). Venkataraman (1997, p. 120) had proposed that for entrepreneurship research to mark a distinctive domain as a scholarly field, its focus should be on opportunities and “how opportunities to bring into existence ‘future’ goods and services are discovered, created, and exploited, by whom, and with what consequences.” This suggestion was later largely adopted by Shane and Venkataraman (2000) in their opportunities-based” definition of entrepreneurship.

Not only are opportunities as phenomena crucial to entrepreneurship (Gartner, Carter & Hills, 2003; Stevenson & Jarillo, 1990), they are also now central to entrepreneurship research and to its legitimacy as field of study (Busenitz et al., 2014). Shane and Venkataraman’s (2000) “opportunities-based” definition of entrepreneurship is widely accepted by entrepreneurship scholars (Aldrich & Cliff, 2003; Bernier & Hafsi, 2007; Shane, 2012) and is responsible for the increasing legitimacy of
entrepreneurship research in major management journals (Busenitz, et al., 2014. In fact, a bibliometric study by Busenitz and colleagues (2014, p. 15) of entrepreneurship research published in the major management journals led them to conclude that the emergence of opportunities in entrepreneurship research represented an “important inflection point in the maturing and influence of entrepreneurship as a field of study”.

However, our bibliometric study of research on “migrant entrepreneurship” shows a lack of focus on the opportunity-side of migrant entrepreneurship and how migrant entrepreneurs discover and create opportunities. This continuing divergence of migrant entrepreneurship research from mainstream entrepreneurship research requires a re-examination of the former’s research scope and agenda.

Our findings raise important questions about the distinctiveness of migrant entrepreneurship as a research field and whether its focus should continue to be on the “migrant” of entrepreneurship or the “entrepreneurship” of migrants. There are two compelling reasons why a reexamination is warranted. First, a failure of migrant entrepreneurship research to engage and converge with mainstream entrepreneurship research will mean that the former will be unable to borrow and lean on the theoretical frameworks that the latter has generated and developed. Such a failure can only continue to be a weak spot of migrant entrepreneurship research, which Rath and Kloosterman (2000) observe is lacking in theoretical depth. Second, migrant entrepreneurship research – with its emphasis on the “migrant” of entrepreneurship – will continue to remain in the fringes of management and entrepreneurship research and literature. This can only serve to constrain the growth of migrant entrepreneurship as a research field because of its failure to resonate and engage with management and entrepreneurship scholars as well as broaden its readership base.

This paper concludes by arguing that migrant entrepreneurship research if it is to become stronger as a distinctive scholarly field should pay more attention to the “entrepreneurship” of migrants – rather than the “migrant” of entrepreneurship – and how migrant entrepreneurs discover and create opportunities.

References


Migrant International Entrepreneurship and the Internationalisation of Migrant Entrepreneurship

Manuel Jose Oyson III (School of Business and Law, CQ University Australia)

Since the mid-1990s academic interest in migrant entrepreneurship has grown rapidly and ushered a blooming literature on the subject (Kloosterman & Rath, 2014). A body of migrant entrepreneurship research (MER) has focused on the migrant entrepreneurs’ motives, attitudes and behavior (CEEDR, 2000; Deakins, 1999; Kloosterman, van der Leun & Rath, 1998; Lee, Cameroen, Schaeffer & Schmidt, 1997; Masurel, Nijkamp, Tastan & Vindigni, 2002; Ram 1994), their characteristics and demographic backgrounds (Mestres, 2010; Sahin, Nijkamp & Rietdijk, 2009; Baycan-Levent, Masurel & Nijkamp, 2003; Buttner & Moore, 1997; Fisher, Reuber & Dyke, 1993), and the factors that influence their entry into entrepreneurship (Borooah & Hart, 1999; Bates, 1997). Migrant businesses have also been examined as to their performance (Sahin, Nijkamp, & Stough, 2010) and growth (Kourtit, Nijkamp & Arribas-Bel, 2015).

From a macro-perspective, MER has examined the contribution of migrant entrepreneurship to the economy including through employment generation (Mestres, 2010), new business development (Hunt, 2010), urban change and economic vitality, and market creation (Kourtit, Nijkamp & Arribas-Bel, 2015). Other macro-studies have looked at the cultural dimensions (Werbner, 2000; Metcalf, Modood & Virdee, 1996) and role of social and ethnic networks of migrant entrepreneurs (Light, 2000; Light & Gold, 2000; Lee, 1999; Yoon, 1997; Waldinger, 1996), and the socioeconomic and political environment in which migrant entrepreneurship operates (Kloosterman & Rath 2003).

And yet, for all the increasing academic interest in migrant entrepreneurship, its focus has been on the stereotypical self-employed migrant entrepreneur and small migrant businesses (Nijkamp, Sahin & Baycan-Levent, 2010; Rettab 2001) that mainly serve an ethnic community (Kloosterman & Rath, 2014). In sum then, MER has largely examined domestic migrant entrepreneurship despite fundamental changes in the international environment, as signified by the ubiquity of the Internet (Oyson, 2016a; 2015; 2010; Moini & Tesar, 2005; Etemad, Wilkinson & Dana, 2010), advanced technologies, globalisation, free trade, and cheap transportation (Etemad, 2013; Knight & Cavusgil, 2004; 1996; Wright & Etemad, 2001; Oviatt & McDougall, 1995; Porter, 1990) which now provide more opportunities for internationalisation, including to migrant entrepreneurs.

Although some attention has been paid to the international dimensions of migrant entrepreneurship, particularly on the transnational migrant entrepreneur (Guarnizo and Diaz, 1999; Guarnizo, Sanchez & Roach, 1999; Landolt, Autler & Paires, 1999; Smart & Smart, 1998) or transmigrant entrepreneur (Light, 2007), the focus of these studies has been on the “migrant” entrepreneur rather than the “entrepreneurial” migrant. The current theoretical perspective of transnational migrant entrepreneurship is thus delimited and has caused MER to lag behind the development in its related scholarly fields of mainstream entrepreneurship and IE.

Opportunity discovery and creation in entrepreneurship and international entrepreneurship research

Entrepreneurship research has since focused on “opportunities” following the proposal of Venkataraman (1997) and Shane and Venkataraman (2000). They had suggested that for entrepreneurship research to establish itself as a distinctive scholarly field, it should focus on how opportunities to create future goods and services are discovered, evaluated, and exploited. The focus
of entrepreneurship research on opportunities has since been widely accepted by entrepreneurship scholars (Shane, 2012; Bernier & Hafsi, 2007; Aldrich & Cliff, 2003) and is cited for the increasing legitimacy of entrepreneurship research in major management journals (Busenitz, et al., 2014).

However, a bibliometric study by Oyson (2016b) of “migrant entrepreneurship” research has shown that MER has failed to connect with the growing body of entrepreneurship literature on opportunities. He argues that MER will continue to be devoid of a core theoretical framework and lack theoretical depth (Rath & Kloosterman, 2000), as well as remain overly eclectic and in the fringes of business and management literature, if it continues in its current path. As important, MER in relation to the international entrepreneurship aspect is severely outdated.

Following the shift of attention to opportunities in the entrepreneurship literature, “international opportunity” as a concept and object of study has also gained increasing interest from international business and international entrepreneurship scholars in recent years (Oyson & Whittaker, 2015). Extending the entrepreneurship approach, Zahra and George (2002, p. 261) had proposed IE as “the process of creatively discovering and exploiting opportunities that lie outside a firm’s domestic markets in the pursuit of competitive advantage.” Oviatt and McDougall (2005, p. 540) echoed the suggestion of Zahra and George (2002) and defined IE as “the discovery, enactment, evaluation, and exploitation of opportunities – across national borders – to create future goods and services.” Mainela, Puhakka and Servais (2014) advanced the argument that “international opportunity” can even be a “unifying concept of international business and entrepreneurship in IE as a field of scholarly research.”

In sum, MER has been left behind in the developments and discourse of entrepreneurship and IE research. This paper, in addition to highlighting the drift of MER away from entrepreneurship and IE research, contributes further to MER by reporting and providing empirical evidence, using case study methodology (Hesse-Biber & Leavy, 2004; Yin, 2003; Eisenhardt, 1989), of how two migrant entrepreneurs discovered and created international opportunities. This paper’s exposition and research on the discovery and creation of international opportunities hopes to encourage other researchers to consider a similar path as a way for MER to keep abreast of advances in entrepreneurship and IE research.

References


“I Want to Invest, but I Do Not Want to Go Home”: Gender & Diaspora Direct Investment

Liesl A. Riddle (George Washington University)

Intense global competition for foreign direct investment has motivated many nation states with significant diaspora populations to create investment-promotion policies and programs designed to incentivize diasporans to return home to start a venture in their country of origin or heritage (Riddle, Brinkerhoff & Nielsen 2008). Many development actors, such as the International Organization for Migration, the World Bank and donor governments, also encourage diaspora investment promotion activities, engaging in research, hosting convening events, and administering capacity development training programs to promote and support diaspora investment for development. However, scant attention is paid to the issue of gender in most diaspora investment policies and programs. This is particularly surprising given the fact that gender institutions – values, norms, and regulations -- concerning female roles in economy and society often differ dramatically between a diasporan’s country of origin/heritage and her country of origin, particularly in terms of South-North migration flows.

In the field of entrepreneurship, understanding how gender affects entrepreneurial process and outcomes is a growing field of research (e.g., Jennigs & Brush 2013). Many critics of this field (e.g., Ahl 2006) argue that researchers tend to rely on male-gendered measuring instruments, do not include female voice, and fail to employ explicit feminist analysis in their work.

In this paper, we employ data from a mixed method study of the Sierra Leonean diaspora in Canada, the United Kingdom, and the United States to examine female diasporan perceptions of and experiences with diaspora entrepreneurship in Sierra Leone. Our survey findings (n=623, almost half female) indicate statistically significant differences between male and female Sierra Leonean diasporans in terms of the attractiveness of diaspora entrepreneurship in Sierra Leone. Qualitative interview data provide insight into potential reasons why this difference may exist: Many interviewed female diasporans reported narratives of gender-based harassment and violence associated with the investment investigation and launch processes for female diasporans in Sierra Leone.
The Role of Diaspora Tourism in the Diaspora-Engagement Value Chain

Liesl A. Riddle (George Washington University)

“Diaspora tourism” refers to tourism models and programs aimed to promote cross-border visits from diasporic individuals to their countries of origin or heritage and is often designed and run by entrepreneurial diasporans themselves (Sherma, 2012). Much of the extant work concerning diaspora tourism explores how this form of tourism fosters diasporic identity, the "hybridization of being and becoming" (Nicholls, 2014). Case studies of slavetrade heritage tourism in West Africa (e.g., Bruner 1996, Messerli 2015) and birthright tourism in Israel (e.g., Kelner 2010) -- among others -- have improved understanding of how the experiential learning of visitation can shape an individual’s self-concept. Diaspora tourism has also been recognized as playing a critical role as a "coping strategy" for migrants, easing the stress of acculturation in the country of residence (Svitlana, 2014). However, increasingly many governments are realizing that the money spent by diaspora tourists during these travels can be an important revenue source for national development (Scheyvens 2007, Joseph 2011, Messerli 2015).

To date most of the economic benefits of diaspora tourism have been only appreciated for the immediate economic returns to visitation; scant attention has been paid to the role that diaspora tourism can play in motivating diaspora participation in longer-term forms of engagement in their country of origin economies through philanthropy, volunteerism, remittances, as well as direct and portfolio investment. This paper draws on field research recently conducted among the Indian, Ukrainian and Sierra Leonean diaspora communities, exploring possible ways diaspora tourism can be leveraged to raise diaspora awareness of diaspora engagement opportunities and enhance diaspora involvement and trust in these opportunities in their countries of origin and heritage.
Transnational Diaspora Entrepreneurship (TDE) meets Global Entrepreneurship Monitor (GEM) – preliminary results of an empirical attempt to measure TDE between countries

José Ernesto Amorós (EGADE Business School, Tecnológico de Monterrey)
Johannes von Bloh (University of Hannover)
Jonathan Levie (University of Strathclyde Business School)
Rolf Sternberg (University of Hannover)

Transnational Diaspora Entrepreneurship (TDE) is still an under-researched topic. Although the phenomenon itself has already been in the world since decades, it gained additional importance in the context of globalisation. We define transnational diaspora entrepreneurs as first and second generation migrants being entrepreneurially active, who leverage ethnoscapes (and possibly technoscapes), utilize multiple socio-cultural resources and mobilize/augment resources from both ends of the migration corridor TDE could be relevant for regional development because precisely the flows of resources between migrations corridors can create positive externalities. The most common are the remittances but also other socio-economic mechanisms, like knowledge and human capital exchange. Given this interpretation of TDE, it is clear that there is a huge and still increasing demand both for empirical data on the extent of this social phenomenon across countries and for government policy attempts to steer these flows of entrepreneurs in favour of national or regional economies. In particular, there is a considerable research gap when it comes to empirical, standardized and comparable data regarding the extent of TDE for countries of different development stages, but also for relevant migration corridors between such countries.

Following our presentation at MDE2015, we intend to provide a first attempt to measure TDE based upon a unique data set created in 2016 as part of the Global Entrepreneurship Monitor (GEM), the largest academic research consortium to empirically study entrepreneurship worldwide based in around 75 countries each year and since 1999. We will propose a methodology to identify transnational diaspora entrepreneurs by integrating specific questions in the annual Adult Population Survey of GEM 2016. Standardized and comparable data of about 15 countries will be used to present some preliminary, explorative and descriptive empirical insights into the amount of TDE within and between these countries.

Data will include some socio-demographic characteristics of these TDE but more relevant, data will give parameters to identify the type of business and some additional measures of attitudes and aspirations. Since data conduction was performed within the unified and standardized GEM framework, this information will be comparable among different groups of entrepreneurs across participant countries.

The research is part of the network DiasporaLink, funded by the EU (RISE program), see http://cordis.europa.eu/project/rcn/194325_en.html.
One crucial feature of this contemporary development of diasporas is their growing politicisation. Diasporas are increasingly recognised as important political agents and play key roles in a number of regional conflicts and struggles. Yet despite the existence of a wide range of entrepreneurial activities in host and homeland diasporic contexts it is somewhat surprising that there has been so little study of entrepreneurial activity in these politicised environments. As a result, there is a lack of understanding currently of how the politicisation process within diasporas impacts upon entrepreneurial activity, and how this enterprise activity itself feeds into politicisation processes.

In this paper we identify the distinctive and underexplored phenomenon which we term *politicated diasporic entrepreneurship* (*PDE*) and set out an initial conceptual basis for understanding its existence and significance. In so doing the paper seeks to answer two interrelated questions. First, how does the development of politicised identities and consciousness within diasporic contexts shape venturing activity? Here we seek to identify how the development of politicised diasporic identities influences the motivations and actions of entrepreneurs to produce distinctive types of venturing activity. Second, how does venturing activity within diasporic communities feed into processes of politicisation and political engagement? Here we identify how entrepreneurial actions pursued within diasporic communities perform an active role within an emergent political process. In the final part of the paper we use the model of PDE as a platform for identifying areas of future empirical research and for thinking through its implications for processes of economic reconstruction and political development across host and homeland contexts.
Formation of Diaspora Entrepreneurs (DE) involves three transformations. They are: (1) individuals become migrants; (2) migrants become diasporans; and (3) diasporans become entrepreneurs (Vemuri, 2014). It is therefore necessary to be aware of the role of these triple transformations and their influences in the formation of DE. Although most contributors to migration and business formations deal with these transformations they are often treated as separate segments of a decision making process for individuals to become entrepreneurs. This paper advocates that these transformations should not be treated in isolation of each other as the boundaries between them are porous. The interdependent nature of these transformations, therefore, becomes the primary focus of the paper.

In an attempt to contextualise migration for understanding diaspora entrepreneurs the paper considers the links that exist between these triple transformations. A cursory examination of attempts made so far in the literature on the three transformations involving migration, diaspora and entrepreneurship suggests they have often been linked by citing empirical and anecdotal evidences which is an outcome of, explicitly and often times implicitly, adopting different theoretical perspectives. As a result, the applied nature of the links has largely resulted in context specific partial analysis with informative and unexpected results. An outcome of the applied research based mainly on migrant and business literature has been to constrain DE investigations and consider diaspora entrepreneurs at best as migrant entrepreneurs.

The contention of this paper is that not all migrants become diasporans. Moreover, diasporans do exhibit distinct business characteristics to migrants. As a result, examination of links between migration theories and entrepreneurship via the formation of diaspora is necessary. While there is potential for enrichment of the three – migration, diaspora and entrepreneurial - perspectives there is more to be gained by linking them together.

This paper attempts to contextualise migration to business formation by re-examining the links between migration theories and DE. The objective of this paper is not to present or identify the most appropriate generalised theory of migration for understanding DE formation. The purpose is far more modest. It is to understand the challenges posed by the implications of adopting mainstream migration theories for examining formation of DE and to suggest potential solutions in how migration can be viewed in the context of formation of diaspora entrepreneurs.
Leave the Country, Serve your People: Opportunities for Creating a New Market Space

Arnim Decker (Aalborg University)

The phenomenon of transnational entrepreneurship is increasingly recognized as a significant driver of internationalization of businesses. Transnational entrepreneurship occurs in different shapes and forms, and is subject to change as a result of new technologies and forms of organization in communication and transportation. Constrained by conditions of resource scarcity, transnational entrepreneurs set up specific business models by developing a targeted approach for serving specific market niches in which they can survive and thrive. The author discusses the case of a transnational enterprise originating from Lithuania that succeeds in creating a new market space by catering to Lithuanian expats who live and work in Denmark. By employing the business model perspective, the author demonstrates how a transnational business can leverage internal and external resources to establish a position in the market, create value for customers, and successfully grow its business.
What is Refugee Entrepreneurship? Identifying Relevant Dimensions for Conceptualization

Aki Harima (University of Bremen)

Due to the high refugee influx into various countries, economic integration of refugees in host countries is an urgent issue. Refugee entrepreneurship has increasingly attracted interest from politicians and researchers as a possible panacea for the current crisis. The aim of this conceptual paper is to discuss the scope and boundaries of refugee entrepreneurship compared to different types of migration entrepreneurship. This paper also identifies possible dimensions which makes differences in the context of refugee entrepreneurship. Based on the entire discussion, future research perspectives with meaningful research questions are presented at the end of this paper.
Collective Opportunity Development in Social Entrepreneurship
“Refugee Innovation Challenge”

Julia Freudenberg (Leuphana University Lüneburg)
Aki Harima (University of Bremen)

Since a few years ago, the global society has been facing socio-economic challenges caused by a huge influx of refugees from the conflict regions. According to the report by UNHCR (2016), the number of global forced displacement has continued to increase and 65.3 million individuals were forcibly displaced worldwide by the end of 2015, which includes 21.3 million refugees, 40.8 million internally displaced persons and 3.2 million asylum-seekers. While neighboring countries to the conflict regions such as Turkey (2.5 million refugees), Pakistan (1.6 million), Lebanon (1.1 million) are ranked as top refugee hosting countries, Germany received the highest number of new asylum applications with 159,000 worldwide during the first six months of 2015 (UNHCR, 2016). The sudden huge refugee wave requires drastic change in German formal and informal institutions. Responses from the administration has not caught up with the sharp growth of refugees within the country and much of the refugees who have arrived in Germany are stuck in refugee camp without having any chance to integrate into the local community both societally and economically. While decision making process of the formal institute takes long, many of German citizens have initiated various projects to support refugees and their integration on regional or national levels. Although it is admirable that Germans are highly motivated to develop such initiatives, we still know little to what extend the developed initiatives are meaningful to refugees and how we can enhance their effectivity.

Against this background, we conduct a single case study with one German accelerator called ‘Refugee Innovation Challenge’, which offers a 12-week program for both refugees and non-refugees who are interested in building a social enterprise. One of the main characteristics of this program is that it combines both refugee and non-refugee entrepreneurs to identify social entrepreneurial opportunities to solve refugees’ problems. The aim of this single case study is to observe how German entrepreneurs discover and exploit opportunities together with refugee entrepreneurs.

This study conducts an explorative single case study based on the social constructivist’s interpretative world-view (Stake, 2010). Therefore, the aim of this study is to ground a theory by identifying certain patterns based on the empirical study (Eisenhardt, 1989). For the sake of multiple reality, we collected various data including interviews with both refugee and non-refugee entrepreneurs who have participated in this program and all the management team members, field observation and secondary data. The collected data were transcribed in original language (English or German) and coded separately by two investigators with the explorative coding principle as suggested by Saldaña (2012), and then discussed over the contradicting issues and categorization of codes to ensure the quality of data based on investigator triangulation (Denzin, 1970). The data collection took place from in October 2016, when the first round of the program took place.

The empirical findings provide us with the evidence with regards to the importance and difficulties of involving refugee entrepreneurs into the process of entrepreneurial opportunity identification and exploitation. Based on that, this paper will develop a conceptual framework of co-creation of social opportunity recognition and discuss what factors can potentially be chance or barriers in this process. This study will make contributions to the research on (social) entrepreneurial opportunity by analyzing a unique case where entrepreneurial opportunities are identified together with a representative of target group. Simultaneously, it will offer strong practical implications for private initiatives to support
refugees by discussing the meaning, as well as chances and barriers of involving refugees in project development.
Filipino Returnee Entrepreneurs’ Role in Boosting the Philippine Startup Scene: A Case Study on A Filipino Accelerator

Gerald Perry Estavillo Martin (University of Bremen)

With 10.2 million Filipinos living abroad sending $28 billion worth of remittance annually (3rd biggest after India and China), the Philippines has a huge international network in different fields and disciplines outside their home country (Office of the President of the Philippines, 2015). With the changing political and economic climate, there is now a growing trend of Filipinos going back to the Philippines as returnee entrepreneurs and venturing into new businesses (Moss, 2015). Carrying this international exposure from the developed countries in their work and education, they bring in fresh pair of eyes to see new opportunities with the country’s untapped resources.

Studies from Indian and Chinese returnee entrepreneurs have shown that they play a role in terms of knowledge transfer to contribute in the startup ecosystems, helping to reverse brain drain (Wadhwa, et al., 2011). However, there is still little information about the impact that Filipino returnee entrepreneurs have in elevating the innovation capacity of the country.

This research aims to identify the internal motivations on why they choose to go back to the Philippines as entrepreneurs, what new knowledge and skills they have gained abroad, and what are the direct & indirect knowledge spillover they create to influence their business ventures and the Philippine startup ecosystem as a whole.

To understand this, a case study will be focused on the investigator participating as a returnee entrepreneur in a Filipino accelerator program. This participant observation, supported by observation notes from different stages of the accelerator journey, will provide more insight on how this entrepreneurship support organization operates, as well as placing emphasis on the contextual conditions about the process of internal and external knowledge spillover (Carlino, 2001) happening in the program. The investigator will also perform in-depth interviews with other returnee and non-returnee entrepreneur startup participants of the program to understand their tacit and explicit knowledge (Reber, 1989), and provide comparison on how the startups with returnee entrepreneurs fare as compared to those without one. Lastly, performing interviews and getting archival records from the accelerator program organizers and mentors will be studied, to further evaluate how the alumni startups with returnee entrepreneurs perform after the accelerator is over, as compared to those who do not have one.

This research will provide insights for the academe on the topic of returnee entrepreneurship, taking into account the added importance of cultural context through personal observation. The study will also help accelerator organizers to get a better understanding on the role that returnee entrepreneurs play to influence the success of the accelerator program. It is also valuable to policy makers in the Philippines who are drafting new legislations to attract more returnee entrepreneurs, reverse brain drain, and further boost the entrepreneurship ecosystem in the country.

References


With and Without Migration Entrepreneurs: What Glues Actors Within A Start-Up Ecosystem?

Thomas Baron (University of Bremen)

A startup ecosystem is a holistic approach in a region which takes account of the distinctive type of environment which favors the emergence and expansion of high-growth firms (Mason and Brown, 2015; Stam, 2014). The positive impacts of startup ecosystem on a regions’ economy has generated strong interest among politicians and researchers on this topic. Witnessing the successful development of the Silicon Valley, it has become a major issue of recent regional policy agendas to create favorable conditions for entrepreneurial activities in their location.

Besides the Silicon Valley as the most powerful ecosystem on earth, also Berlin currently receives great attention as it sticks out the recent Global Startup Ecosystem Ranking (Herrmann et al., 2015) due to its unprecedented and unique dynamics. Berlin’s actual growth rate exceeds all other ecosystems globally (Herrmann et al., 2016) as the city’s total number of high-growth businesses has increased by 127% between 2012 and 2015 (IFSE, 2016). Simultaneously, the presence of corporate incubator and accelerator programs has quintupled (Mahr, 2016). Also the amount of invested growth capital is prospering. In 2014, Berlin even replaced London as Europe’s leading city in terms of invested venture capital (Herrmann et al., 2015).

Berlin is not only unique in its current dynamics but also in terms of its (i) supportive cosmopolitan ecosystem culture and (ii) the composition of its startup community.

First, Berlins’ startup community is reported to be very open and well-connected (Metzke, 2012), with English as dominant language and a strong willingness to help each other among the entrepreneurs (Hansen, 2014).

Second, the Berlin ecosystem is characterized by a high presence of migrant entrepreneurs among the high-growth businesses. In 2015, around 50% of newly-founded startups where established by entrepreneurs with roots outside of Germany (IHK Berlin, 2015). Therefore, the Berlin Chamber of Commerce designates migrants as an ‘engine of startup activity’ (IHK Berlin, 2015). Case studies conducted in Berlin indicate that these international founders seem to be in many cases not only rooted in their country of origin and Berlin but also in other countries they have lived in. It seems that traditional migration paths do not characterize the routes which migration founders in the Berlin high-growth sector follow, but rather circular migration paths (Vertovec, 2006) and therefore share a common ‘cosmopolitan’ lifestyle and mindset. According to Kendall et al. (2009: 1) the term ‘cosmopolitanism’ is describing “(...) a receptive and open attitude towards the other” and is reflected by respective habitus. Characteristics of cosmopolitanism are (i) mobilities, (ii) cultural-symbolic competencies, (iii) inclusivity and (iv) openness (Kendall et al, 2009).

Considering the high presence of migrant entrepreneurs in Berlin, it is an underlying assumption of this paper that these entrepreneurs may play a role in the development of Berlin’s open-minded and supportive cosmopolitan startup ecosystem culture. This may be a factor of Berlin’s successful ecosystem development.

Metzke (2012) assumes Berlin’s current success to be rooted in this unique supportive start-up culture. This consideration is supported by recent research which argues that culture is one of the major factors affecting the development of startup ecosystems (Isenberg, 2010; Juling et al., 2016).
The view on risk and failure and the willingness to share is reported to be key characteristics of a favorable startup culture (Cardon et al., 2011; Begley and Tan, 2001). Culture is, however, multi-facet, and can be formed on the regional, organizational and individual level (Leung, 1989; Erez and Gati, 2004). Regional ecosystem culture is regarded as an aggregation of individual-level culture of ecosystem actors. It indicates that one can investigate the existing ecosystem culture by analyzing key characteristics of the individual level culture such as mindset and norms of ecosystem actors.

Applying the concept of ‘cosmopolitanism’ we argue that the characteristics ascribed to this concept are internalized in the migrant entrepreneurs’ mindset. These entrepreneurs are assumed to impact Berlin ecosystem culture in terms of the shared open-minded and supportive mindset of Berlin ecosystem actors, and thus determine the following research question:

**Which role do migrant entrepreneurs play in the development of a cosmopolitan start-up ecosystem mindset?**

This paper aims at contributing to the understanding how Berlin’s supportive startup culture may have emerged through the examination of the role which migrant entrepreneurs may play in the formation of a cosmopolitan mindset of Berlin’s ecosystem actors. In our study, we aim to apply the aforementioned characteristics of cosmopolitanism to the context of startup ecosystem mindset and set a theoretically foundation why these characteristics may mark a strong ecosystem culture.

This study will conduct an explorative research with a single case study in Berlin. For the sake of data collection we aim at conducting interviews with migrant entrepreneurs and experts in Berlin, conducting observations in the field and analyze second source data. For the analysis of our data, a multi-stage coding process is planned to analyze the presence of cosmopolitan mindsets within the startup community and to identify the role which migration entrepreneurs may play in its spread.

We assume to identify migrant entrepreneurs as source of Berlin’s cosmopolitan startup culture and to find indications of their impacts in the culture development and spread. If our case study supports our considerations, we aim at deriving policy implications for the creation of a cosmopolitan startup culture.

**References**


Challenges and Barriers to Refugee Entrepreneurship

Manal Haimour (University of Bremen)

The world is currently facing the biggest displacement record with around 63.5 million displaced people around the world. Around 23 million of those are refugees (UNHCR). A characteristic that distinguishes refugees from migrants is that refugees do not choose their host country, have no social, financial, or human capital, might lack the required skills for labor in the host country, and have been through traumatic events before or throughout their flight from their home country (Wauters & Lambrecht, 2008). Furthermore, many refugees end up in host countries that differ from their cultural norm, which can lead to rejection from either the host country citizens, or even the refugees to the host country culture and traditions. This can cause in some cases discrimination against all refugees, even the ones who are wishing to integrate. The discrimination, in addition to regulations and the legal status of refugees can hinder the process of employment for refugees. This can be seen as a motive for refugees to become entrepreneurs and be self-employed.

The focus of this presentation is to emphasize the challenges and conditions that are considered as barriers to refugee entrepreneurship. Some of these challenges are summarized as (Wauters & Lambrecht, 2008):

1. Nothing at hand. Refugees flee their home country without their valuable belongings and educational proofs.
2. Trauma. The events that led refugees to seek refuge in the first time might have caused a psychological trauma that might hinder pro-activeness and thinking out of the box.
3. No social connections (social isolation). Refugees usually end up residing in refugee camps, which contain refugees from all over the world, and thus do not share the same ethnic and cultural background. Having social networks or connections can help in exchanging business related information, acquiring necessary resources and material for establishing a business, and finding support from individuals who share the same ethnic background.
4. Lack of skills, which can be suitable for labor in the home country, but not sufficient for establishing a business in the host country. Skills could include language skills, business skills, and cultural intelligence.

This paper aims at illuminating the challenges that can face refugee entrepreneurship. The results are based on an empirical study, where interviews and workshops with refugees are conducted. Furthermore, data triangulation is required to verify the findings, by attending centers where it is possible to get in touch with refugees, conducting interviews with experts from the industrial perspective, conducting interviews and focus groups with refugees, and conducting interviews with public authorities.

This research will contribute to benefit other researches in gaining more access to scientific information about refugee entrepreneurship. It also contributes politically by showing how challenges could be tackled to boost the refugees’ moral to start their own businesses and integrate with the host country society.

References

The Influence of Family Background on Entrepreneurial Motivation of Vietnamese Second-Generation Immigrants in Germany

Cat My Dang (University of Bremen)

Fleeing from the country because of the poverty and political conflict from the 1970s, Vietnamese Diaspora Community now has a significant numbers with more than 4 million people. Despite of the difficulties at the beginning, the Vietnamese diasporas are becoming an active part in their host countries (Downs 2014; Sims 2007; Tran 1987), especially the second-generations who were born or receives education in the country of residence.

The advantages of second-generation immigrants have studied from the previous research and those characteristics could become the comparative advantages for their business. Firstly, the second-generation immigrants could assimilate and are considered more as the ethnic minority than immigrants in the host countries (Dustmann, Frattini, and Theodoropoulos 2011; Portes, Fernández-Kelly, and Haller 2009; Portes and Zhou 1993). The achievement in education of the second-generation immigrants and their parents also increase the average wages and occupational opportunities of the immigrants’ descendants (Colombo and Rebughini 2012; Dustmann, Frattini, and Theodoropoulos 2011). In addition, the connections to the ethnic community maintained through their families (Colombo and Rebughini 2012) also give the potential sources which motive them to become entrepreneurs.

This paper focuses on the Vietnamese second-generation immigrants in Germany because of their differences comparing to other groups. Because of historical contexts of both Vietnam and Germany, the Vietnamese second-generation immigrants in Germany have various family’s backgrounds, while there is a significant number of descendants whose parents were guest-workers came to Germany in the 1980s, there is also many Vietnamese parents who are refugees and used to be abroad students (Downs 2014). Though the family’s impacts to the education of second-generation immigrants in Germany has been reduced because of the advantages from the German educational system, but the gaps between the generations and social positions are undeniable (Riphahn 2003). The mix-embeddedness also influence the structural integration, and their potential market (Baycan-Levent, Nijkamp, and Sahin 2008).

Despite of the wide range of existed researches on immigrants’ entrepreneurship and the characteristics of their offspring in the host countries, there is a lack of understanding current business activities of the second-generation immigrants separately. By conducting the life stories of Vietnamese second-generations and highlighting their characteristics, the entrepreneurial motivations including push and pull factors are identified. Since the higher education level (Vietnam Botschaft 2012), the second-generation immigrants are mostly driven by the pull factors. On the other hand, while many Vietnamese first-generations are self-employers, we assume the start-up spirit from their families or the community could inherit their descendants to have their own business. Furthermore, by adapting the business cultures from both ethnic business and local business, the second-generation may have more chances to break out the traditional strategies and create their own success strategies.

The research will contribute to a better understanding of the entrepreneurial motivations of the second-generation immigrants and clarify the factors motivated them to become entrepreneurs. It will also help to provide suggestions to the policy makers on how to support the entrepreneurship of the next generation immigrants and encourage them to participate in the local economy.
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Refugee Camp Entrepreneurship

Crista Plak (University of Limoges)

**Key words:** Entrepreneurship, refugee camp, frugal innovation

1. Research aim

This study aims to investigate the entrepreneurial ecosystem and the frugal innovation in refugee camps. Few studies have attempted to explore the dynamics of “Refugee Camp Entrepreneurship” (RCE). Therefore, this field remains under-researched and poorly understood with a consistent lack of data availability. Refugee camps are created by government or by NGOs as a temporary settlement, in order to meet the need of refugees fleeing war and persecution. There are also unofficial refugee camps, like “Idomeni” in Greece or the “Calais jungle” in France, where refugees are largely left without support of governments or the supervision of international organizations (Smith, 2016). Many refugee camps exist for decades (UNHCR, 2012), by creating a self-organized and multicultural society.

The particular environment faced by refugee entrepreneurs in camp (different regulatory and statutory condition from the host community; limited freedom of movement; economic assistance from international organization), make their experience substantially different from other entrepreneurs. Many refugee camps are kept trapped without adequate access to basic rights, including employment, mobility and education, over a long period of time. The lack of functioning markets, inefficient legal and political systems, and poor infrastructure are the three institutional barriers to RCE (De la Chaux, 2015). Despite these limitations, refugees’ camps are characterized by proliferation of many business activities.

Refugees, by definition, have had to survive and adapt in entrepreneurial ways, transforming the peripheral and uninhabited area into a city-camp. The population in camps typically becomes considerably stratified and various standards of living emerge among the refugees ranging from poverty to comparative comfort (Kibreab, 1993). Thus, demonstrating that refugees are not a monolithic, homogeneous category, but they represent a diversity of experiences, skills and abilities that facilitate varying levels of economic success.

A better understanding is needed in the mechanism of entrepreneurial process, the dynamics of the refugee camp economy and the mechanisms through which those market-based systems can be made to work better (Beets, 2014). Understanding these economic systems is crucial to identify the key factors of success in a condition of emergency and instability.

In this exploratory study, is used a multiple model approach. Both quantitative and qualitative research methods will be used to address the research questions and objectives. In particular, the Mixed Embeddedness Approach (MEA) (Kloosterman, 2010), which suggests three dimensions of analysis: Individual and group resources; actors and opportunities structure factors; Institutional-political frameworks. We focus our interest in 3 categories of entrepreneurs: Informal, Frugal and Necessity entrepreneurship.

2. Research questions

The entrepreneurial ecosystem (Isenberg, 2010) of refugees’ camps: How entrepreneurs fill gaps in order to start their activities? What needs to be improved to facilitate the economic activities?
The panorama of activities (business model) and profile of entrepreneurs: What kinds of activities are usually presented? Are there differences between entrepreneurs?

The creation of Frugal Innovation: how are created the innovative frugal activities?

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What Should I Do? Immigrant Entrepreneurs in Search of Business Ideas

Beata Glinka (University of Warsaw)

In the recent decades many researches on immigrant entrepreneurship have been undertaken (see e.g. Kloosterman & Rath, 2001; Light, 1972; Portes & Jensen, 1989; Portes & Rumbaut, 2006; Waldinger, Aldrich, Ward, & associates, 1990). Researchers employed different perspectives, and explored many areas of entrepreneurial activity of immigrants. One of important questions to be addressed by research projects is connected with entrepreneurs' motivations. Firstly, motives of starting a business in a host country are being examined. Secondly, determinants and motives influencing business types and activity areas chosen by entrepreneurs are taken under consideration.

In my paper I aim to address this second field of investigation and explore determinants of choice of business as perceived by Polish immigrant entrepreneurs in selected countries. The research paper is based on 2 qualitative projects conducted in 2011 – 2015 in the USA and Europe. In the first projects 40 Polish immigrant entrepreneurs in the USA were interviewed, in the second – over 20 immigrant entrepreneurs in Belgium and Netherlands. In both cases open, anthropological interviews supported by observations were used to collect research material. Grounded theory procedures were used during the analysis (coding, defining categories).

As a result I present different modes of business choice and factors influencing them, including:

- Individual factors connected with entrepreneurial competencies,
- Factors connected with host and home countries (market, culture etc.),
- Ethnic societies' influences,
- Family.

The diversity of business areas attracting Polish immigrants is presented that reflects their struggle between imitation and innovation, staying within ethnic comfort zone and expanding locally or internationally.

References


Entrepreneurial Opportunities and Immigrant Entrepreneurs’ Knowledge: Towards a Theoretical Framework

Rocio Aliaga-Isla (HEC Liege School of Management – University of Liege)

Key words: entrepreneurial opportunities, immigrant entrepreneurs, knowledge

The importance of understanding what sources of knowledge influence perceptions of entrepreneurial opportunities has become the focus of considerable attention in the literature. However, in this line of work, immigrant entrepreneurs have been overlooked. The contribution of this article is threefold. First, this study seeks to contribute by developing a theoretical framework that considers socio-geographical context as a source of knowledge for immigrant entrepreneurs. Second, this study contributes by exploring knowledge at the individual level. And, third, it contributes to the immigrant entrepreneurship literature. Doing so allows development of stylized facts and predictive propositions pertaining to the different sources of knowledge employed by immigrant entrepreneurs.
Student Session
The Impact of Ethnic Resources on the Business Model of Descending Diaspora Entrepreneurs: The Case of German Diaspora Entrepreneurs in Peru

Jan Elsner (University of Bremen)
Nadine Arrestegui Hermoza (University of Bremen)

Entrepreneurial activities are drivers of innovation and play a significant role for economic growth. An important group in this field are diaspora entrepreneurs, which differ from others due to the fact that they own ethnic resources, connected to their international background. Hereby these entrepreneurs explore specific business opportunities and face challenges in the host country. Over the last years, diaspora entrepreneurship in emerging economies has become increasingly important in international business studies. There are, however, only a few studies investigating entrepreneurial activities of diasporans especially from developed countries in Latin America. Our study addresses this research gap by conducting an analysis of German diaspora entrepreneurs in Peru. Peru is particularly interesting to investigate due to constant GDP growth rates and new opportunities following the 2013 Free Trade agreement with the European Union.

The aim of our research is to explore how German diaspora entrepreneurs use ethnic resources to develop their business model. Hereby we want to follow an inductive approach with qualitative research methods and multiple-case studies. Through in-depth interviews with firms from different industries, such as the medical, touristic and legal sectors, this study will offer a deeper understanding of the opportunities and challenges originated by ethnic resources. Furthermore, we apply the Business Model Canvas as an analytical tool for our empirical data.

By now, we have analyzed secondary data and gathered primary data through our first interviews. Based on the collected data, we expect that ethnic resources have significant impact on value proposition, price policy and key partners.

The quality perception of Peruvian customers seems to be influenced by the image of the entrepreneur’s country of origin: For instance, German entrepreneurs report that Peruvians associate German businesses with higher quality and reliability than local competitors. This may lead to competitive advantages and is probably the reason why many German entrepreneurs operate in a higher price segment in Peru. However, in some cases they perceive disadvantages regarding the price negotiation with local suppliers. Most likely because German entrepreneurs were associated with the willingness to pay higher prices.

The role of ethnic resources on key partners seems to differ depending on the business sector. For instance, especially in the medical sector, it seems to be essential to connect high-quality offers with German supply networks. Nevertheless, entrepreneurs in other sectors do not necessarily rely on German suppliers and products.

The results of our study offer practical implications for German diasporans who are evaluating the risks and opportunities of starting a business in Peru. Furthermore, it will contribute to the current research to a better understanding of the entrepreneurial activities of German diasporans in Peru. Finally it may be relevant for Peruvian policy makers and German institutions in Peru, in order to support entrepreneurial activities.
The Imprint of Korean “Diasporaness” on Business Model Design

Ha Eui Lee (University of Bremen)

The paper is dealing with the following research questions:

i) What are the unique social capital and human capital of Korean diaspora entrepreneurs?
ii) How is their business model influenced by their social capital and human capital?

The sources of social capital are considered to be mixed embeddedness and ethnic networks while bifocality, work ethic and work experience are considered to be the sources of human capital. To analyze the imprint of both capitals on Korean diaspora entrepreneurs business on the basis of the business model canvas (Osterwalder & Pigneuer, 2010), three case studies of Korean diaspora entrepreneurs are conducted. The empirical cases show that both capitals are essential for helping the business of Korean diaspora entrepreneurs to be successful.
Indian Female Entrepreneurs Returning Home – A Start for Institutional and Societal Change in their Country of Origin?

Sharon Mayer (University of Bremen)
Quynh Duong Phuong (University of Bremen)
Viktoria Theohavora (University of Bremen)

Key words: female entrepreneurship, returnee entrepreneurship, institutional change

India has the largest diaspora worldwide (International Migration Report 2015). Many Indians live for a certain time in a country abroad, mostly in English speaking countries such as the United States, United Kingdom or Australia, resulting in a brain drain for India. Beginning in the 2000s foreign educated immigrants returned home to their country of origin (COO) and it was observed that a significant cohort become entrepreneurs (Wadhwa et al., 2011). This phenomenon lead to a brain circulation (Tung, 2008) with high impact on the economic development of the COO.

On this account, namely the high economic influence on these strongly emerging COOs much research has been done on the return of high skilled professionals. In this field the focus of research was mainly concerning citizens of India, China and Taiwan, who returned to their COO and build an enterprise (e.g. Wright et al., 2008; Dai and Liu, 2009; Filatotchev et al., 2009; Liu et al., 2010; Kenney et al., 2013). A study in 2011 by Wadhwa et al. with 153 returned Indian entrepreneurs has shown that 60% return home because of the economic opportunities.

It is assumed, however, that countries like India have not only profited economically but also have begun to open to the rest of the world with a change in society and also in institution.

Most research, however, is on highly skilled men who return to India. The role of women in India is difficult and it is unique for women to start businesses. However there has been evidence that women from India go abroad for education and vocation and also return as entrepreneurs. Online reviews have shown that most returning female entrepreneur either build a company in the mainly male dominated IT sector or, and this is especially interesting, start their business in a sector where products and services are offered especially for women.

There may be different motivations for women to return. This paper assumes that the women have experienced equality in the labor market and seen the different image of women in the country of residence (COR). They have might have recognized business opportunities that are not available on the Indian market for women.

Our research will therefore focus on the topic of female entrepreneurs who start their business in India after studying and/or working abroad for some time. We will investigate if those entrepreneurs have a role model figure for other women and if they have the possibility to have an institutional impact on the development of the Indian society.

Therefore, our research question is:

"How are female returnee entrepreneurs influencing institutional and societal change in India?"

In a first step, definitions and tentative assumptions will be derived from literature in the field of returnee entrepreneurship, female entrepreneurship and theory about institutional change.
As there was almost no research to be found on women returning to India, this research will follow the qualitative research in the form of a single case study in order to find first insights. Analyzes will be made within the case with data sources of expert interviews with the entrepreneur, co-workers and an institution in India that supports female entrepreneurship. Also secondary data will be used to ensure the quality of the data and to ensure triangulation.

For the data selection some criteria for the case study have been established. The female entrepreneurs must have studied/worked in the US, Australia or the UK, returned to India and founded a successful startup in the “women sector”. This paper examines the single case of a successful female-lead business with the focus on women as customer group.

This paper has the aim to shine light on the significant role of female returnee entrepreneurship in terms of institution development in the country of origin. Not only does it have a high relevance for modern oriented policy makers but also for women, realizing that their business might have the power to make a change in their own country.

References


German Diaspora Entrepreneurship in South Africa

Pia Brockers (University of Bremen)
Rika Stelljes (University of Bremen)
Elena Litowtschenko (University of Bremen)
Martin Bogdanow (University of Bremen)
Katharina Heller (University of Bremen)
Svenja Klinger (University of Bremen)

Key words: Transnational Diaspora Entrepreneurship, South Africa, German Diaspora Entrepreneurship, Diaspora Networks, Institutional Theory, Weak Institutions, Emerging Economies

Diaspora entrepreneurship is a relatively young research field which has been gaining growing attention in recent years. The definition of different diaspora types and their characteristics took center stage in numerous research papers. What, however, has been neglected so far is the institutional environment diaspora entrepreneurs act in and in which ways this institutional frame influences them in their decisions. In our research we focused on this topic, taking into account especially weak institutions and consequential institutional voids. To do so we concentrated on the group of German diaspora entrepreneurs in South Africa as South African institutions are classified as weak. The number of German migrants has increased in the past 25 years, from 34,000 to 41,000 (United Nations 2016). Though the unemployment rate is high and social standards are certainly lower than in Germany, German entrepreneurs emigrate to South Africa for other reasons than the economic situation. Thus they can be classified as necessity founders.

German entrepreneurs hold some special resources which were identified during the research period. Besides their high tolerance of ambiguity, being stress resistant, and emotionally stable, they are very well educated, benefit from a leap of trust due to their internationally positive reputation, and are often well networked. These resources can help them in building and operating their business in the host country.

This is contrasted by the weak institutions in emerging economies. Institutions are generally defined as the humanly devised constraints that shape the human interaction. The institutional theory takes social structures into account and considers how they affect individuals. Strong institutions facilitate social and economic wealth as they are able to impose laws and corresponding punishments. Weak institutions, on the contrary, fail in doing so and can not ensure effective markets and economic growth. The credibility of the system can be questioned and institutional voids will arise. We identified three barriers for diaspora entrepreneurs in South Africa, namely: low transactional trust, excessive regulations, and crime and corruption.

The literature review and research led us to three initial causal assumptions. The first assumption is that the low transactional trust can be overcome by the trust in German entrepreneurs. The seal “Made in Germany” also works for German entrepreneurs in the international environment and they can benefit from a leap of faith. The second assumption is that excessive regulations can be overcome by a good German diaspora network. Having the help and advice of other German entrepreneurs and local friends can mean a lot when it comes to bureaucratic procedures. The third assumption is that crime and corruption can be overcome by high education and diaspora networks. The advice and know-how of other, more experienced German entrepreneurs can be very valuable as well as being sensitized for possible risks.

To confirm the before mentioned assumptions we conducted a semi-structured test-interview with a German entrepreneur operating his business in Cape Town, South Africa.
The findings support the initial causal assumptions to a certain extent but not in all aspects. The first assumption is only partly supported as the trust in German entrepreneurs is given. However, German entrepreneurs need to trust their South African business partners as well and this problem is not solved by their own good reputation. The second assumption is fully supported due to good advice and assistance provided by a community of German entrepreneurs helping to overcome bureaucracy obstacles in a significant way. The third assumption is again only partly supported. A good network and the awareness of possible threats make it easier for German entrepreneurs to avoid crime and corruption but it does not protect them either.
The Impact of Diaspora Networks on the Motivation to Found a Diaspora Start-up

Kim Kaufmann (University of Hamburg)

Diaspora Entrepreneurship is a complex phenomenon with a large variety of entrepreneurs in various settings, who have different types of entrepreneurial motivation. Despite the fact that descending diaspora entrepreneurs (DDEs) who come from developed economies and establish their ventures at developing or emerging countries are more likely to create innovation and economic wealth for the countries of residence, previous research has mainly focused on the motivation of ascending diaspora entrepreneurs (ADEs) whose primary motivation for migration is to increase their quality of life.

In countries with weak institutions such as lower levels of formal sector participation, corruption as well as political instability, DDEs must take higher risks and overcome many barriers when they start up a company.

The aim of this study is to explore impacts of on the motivation of diaspora entrepreneurs to found a company in a country with an apparently less favorable market situation, regulations and policies than in their country of origin (COO).

By creating a diaspora network to share information about the life as well as market situation of the country of residences (CORs), the DDEs could reduce uncertain factors based on trust and solidarity between co-ethnics.

In order to examining the characteristics of diaspora networks, a multiple case study method is employed with two conducted interviews with German diaspora entrepreneurs based in South Africa. Additonal sources like previously published interviews as well as content on firms’ websites are used in order to ensure data triangulation. Insight from these two cases, the members of the network gained valuable information not only for their lives outside the country but also for searching entrepreneurial opportunities and identifying potential customers.

The study highlights the effect of business ties and social structure within diaspora networks on the economic performance and outcome as well as the potential effect on entrepreneurial motivation.
Refugee entrepreneurship is an underdeveloped field of research which has not gotten much attention over the years. Mostly studies tend to focus on the general topic of migrants/immigrants who are involved in entrepreneurship. However, it is important that refugees are studied on their own given their status when entering a new country. UNHCR defines a refugee as someone who has been forced to flee from their country of residence due to war, violence, or persecution (What is a refugee - USA for UNHCR). An individual forced fleeing from the country generally means that these refugees arrive in their new countries with limited resources besides the limited preparation. Refugees face many problems in their new countries out of which, one is getting a job (Wauters and Lambrecht, 2008). Therefore, refugees may end up working illegally which in turn is for lower pay and minimum benefits as compared to natives of the country. However, starting up a business gives these refugees a way out to not only earn money for themselves but also be able to provide employment whether it be to their fellow refugees or locals. In terms of refugee entrepreneurship, we find a very small number of studies which have focused on refugee entrepreneurs (Fong et al., 2007; Lyon, Sepulveda, & Syrett, 2007; Wauters & Lambrechet, 2006; 2008). Wauters and Lambrechet (2008) studied the barriers towards refugee entrepreneurship in the case of Belgium. They find that refugees face a higher number of barriers than other immigrants. A difference in the situation of refugees and higher barriers in their attempt towards entrepreneurship prompts us to study this phenomena in the current Syrian refugee crisis.

A majority of the Syrian refugees fled to bordering countries of Jordan, Lebanon, and Turkey with Turkey bearing the highest number of Syrian refugees (over 2.7 million). According to Union of Chambers and Commodity Exchanges of Turkey (2016; TOBB) the number of startups from Syrians in Turkey has been increasing since 2011. Syrian startups in Turkey have increased every passing year. Syrians are increasing in numbers in Turkey and trending towards entrepreneurship in order to avoid the hurdles of getting a job. Currently, Turkey does not have any special rules or programs for Syrian investors who are opening businesses. Hence, we feel that it is necessary to assess the situation of Syrian entrepreneurs who have arrived in Turkey as refugees. The current amount of refugees and the number of Syrian new startups in Turkey presents a perfect situation to be able to study refugee entrepreneurship.

We propose an entrepreneurship SWOT analysis through the use of Hofstede’s Cultural Dimensions in order to assess the opportunities and challenges faced by Syrian entrepreneurs. A preliminary analysis of Hofstede’s Cultural Dimensions show considerable differences in power distance and uncertainty avoidance among Turkey and Syria (Hofstede et al., 2010). Power distance is higher in Syria whereas uncertainty avoidance is higher in Turkey. Through preliminary analysis we can infer that Syrians may be willing to take higher risks than their Turkish counterparts. Through a deeper analysis we hope to highlight the problems that are faced by Syrian refugee entrepreneurs which may help government authorities in solving those issues. Furthermore, we look to find opportunities which can be exploited by Syrian refugee entrepreneurs in order to thrive entrepreneurs in this new land. This study should also be a positive addition to the limited literature on refugee entrepreneurship.