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Migration and Entrepreneurship in the Global Context

Case Studies, Processes and Practices

Edited by

Denis Hyams-Ssekasi · Eirini Daskalaki

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Denis Hyams-Ssekasi • Eirini Daskalaki
Editors

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Foreword

At this moment in time, the words migrant and entrepreneurship are at the epicentre of the world's international policy debates. Both terms can be perceived as solutions focused in separate but also interlocking ways. First, let's take the term migrant, which is defined as an individual who moves from one geographical place to another. At the heart of this person's movement is the need or desire to discover better employment, and thus, secure better living conditions. As has been well documented, and first theorised by geographer and cartographer Ernst Georg Ravenstein, migration behaviour is driven by either:

1. Push factors—where people are forced to leave an area due to circumstances such as war or climate change. Back in 2019, the United Nations Population Fund noted in their annual report that, worryingly, “Displacement fuelled by conflict and desperation has contributed to a dramatic rise in international and internal migration in recent years” (p. 92).
2. Pull factors—which are perceived and interpreted as the positive aspects that motivate migrants to move to a new geographical area (either internal or external to their country of origin), such as good employment opportunities (Castree et al., 2004; Jacob, 2003).

There has been much debate about the benefits and challenges migration can bring in recent years, in both academic and political contexts. For example, tourism globally has seen the positive impacts of migration and, in many academic quarters, it is seen as a catalyst for value creation (Lugosi & Ndiuini, 2022). On the other hand, there is the need to consider the living and working conditions migrants face (Parutis, 2014).

Second, let's consider entrepreneurship, which is seen as a concept that provides economic and social value. At the centre of entrepreneurship is the individual who comes up with an idea to solve a particular social, economic or environmental problem. Given the number of these problems that have arisen in recent years, entrepreneurship has gained both traction and attention, particularly from the United Nations, as it is seen as a linchpin in driving the 17 Sustainable Development Goals (SDGs). Entrepreneurship is an authoritative driver of economic growth, developing new business, creating jobs and new markets, and providing skills and training (Halsall et al., 2022). However, for entrepreneurship to work, individuals are the key to success. The individual must have the motivation to drive a social enterprise and one of the key development trends in recent years is the increasing number of migrants involved in entrepreneurship (Baycan-Levent & Nijkamp, 2009; Fradejas-García et al., 2023; Gao, 2015; Ram et al., 2017).

Bringing these concepts together, the term 'migrant entrepreneurship' has emerged as a descriptor for "business activities undertaken by migrants with a specific socio-cultural and ethnic background or migrant origin" (Sahin et al., 2013, p. 2). Building on the work of Choenni (1997), Sahin et al. argue that migrant entrepreneurship "distinguishes itself from 'normal' entrepreneurship through its orientation on migrant products, on migrant market customers, or on indigenous migrant business strategies" (2013, p. 2). This edited volume provides a fascinating research narrative on what migrant entrepreneurship can achieve, with a number of insightful case study examples. The contributors expand the academic understanding of migrant entrepreneurial activities, and the challenges migrant entrepreneurs face in their host countries, to provide a timely critical perspective.

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Preface

Migration and entrepreneurship have been embraced nationally and globally with a view to eliciting new ideas and processes and gaining an understanding of the effectiveness of migrants in different economies. Migration as a socio-economic phenomenon has thus accelerated economic development and improved the quality of life of migrants and inhabitants (Acosta et al., 2007; Adams, 2006; Taylor et al., 2005). Within this context, the competences, skillsets and knowledge of the labour force are enriched with highly trained and skilled professionals who have created favourable conditions to encourage human capital investments (Stark & Wang, 2002). Discua Cruz and Fromm (2019) support the notion that migrants continue to learn under variable circumstances, challenging the status quo and becoming involved in entrepreneurship, which is arguably the only possible economic choice for them.

Migrants play an important role in their host countries in terms of enhancing flexibility in the labour market, creating new job positions, contributing to economic growth and exploiting new business opportunities (Mestres, 2010; Baycan-Levent & Nijkamp, 2007). The term migration is perceived as multi-dimensional in that there is no agreed definition of a migrant or of the specific criteria making up the status of a migrant. Different descriptions are attributed to migrants including country of birth, naturalisation, length of stay and employment status, all

making the definition even more complex. It is common for migrants to be equated in people's mindsets and public discourses with ethnic and religious groups or asylum seekers (Saggar & Drean, 2001; Crawley, 2009; Beutin et al., 2006; Baker et al., 2008). The United Nations (UN) defines a migrant as a person who moves to a country other than his or her usual residence for a period of at least a year (UN, 1998). On the other hand, Mezzadra (2011), Papadopoulos et al. (2008) and Scheel (2019) designate a migrant as an individual who endeavours to re-locate or stay in a location and has to make several attempts to surpass border protocols and procedures powered by nation-states. Generally, the given descriptions reflect that being a migrant involves a range of bureaucratic steps, potential risks and challenges, which require emotional strength to overcome.

For the purposes of this book, the authors utilised predominantly qualitative research methods such as case studies from a variety of types of entrepreneurs, noting the range of opportunities that can arise in the field of entrepreneurship. It was also vital to adopt elements of a quantitative research methodology for a picture of the wider migrant population. In contrast, immigrant entrepreneurs are perceived as non-native people (and their offspring) who set up a business in their host country and have a high chance of living in a foreign land for a long period of time (Brzowski et al., 2017).

Various authors have referred to different categories of migrants. In their study, Sinkovics and Reuber (2021) define migrant entrepreneurship as "the entrepreneurial activity of foreign-born individuals in a country other than that of their birth" (p.1). According to Baycan-Levent et al. (2003), migrant entrepreneurship is vital in that individuals are self-governed, independent and able to enhance their weak socio-economic status. Similarly, migrant entrepreneurship is perceived not merely as an adjustment to the spatial requirements of the act it would perform but also leans towards specific economic activities. A refugee entrepreneur is another category of migrant entrepreneur. Refugees in this case are individuals outside their country of origin and local residence who are unable to go back because of the risk of losing their life and persecution for religious, political or war-related reasons (UNCHR, 2011). Christensen et al. (2020) define a refugee entrepreneur as someone who is re-locating

to another country, residing for 12 months and setting up a business. On the contrary, a return migrant entrepreneur is a native-born individual who has stayed for a certain time abroad and then returns to his/her national country and finds a business there (Bai et al., 2018).

Lastly, diaspora entrepreneurs are persons who start a business and are in close connection with a diaspora network in different parts of the globe (Elo et al., 2019; Kurt et al., 2020). According to Winkel (2010), this particular kind of entrepreneur has dual residence, living in more than one country and outside their homeland for a while.

Amit and Muller (1995) present a distinction between two types of entrepreneurs depending on motivating factors and involvement in entrepreneurial activities within their host country. Particular attention is given to the 'pull' and 'push' factors, which are the basis for pursuing self-employment. According to Martínez-Cañas et al. (2023), 'pull' factors are the motivators that 'attract' individuals to create a new venture through their own personal desire, while 'push' factors draw on external factors unrelated to individuals' entrepreneurial characteristics, forcing engagement in entrepreneurship.

As highlighted by Bates and Robb (2014) and Van-Sheers (2010), migrant entrepreneurs have diversified the scope of activities and businesses catering to larger-scale needs and expanding outside their ethnic status. Creativity, innovation and risk are integrated elements in an entrepreneurial action that migrants embrace. As Dana (2007) has acknowledged, immigrant entrepreneurial ventures involve a high number of risks influenced by the ethnic dimension of migrant entrepreneurs alongside other socio-cultural and economic factors. Further research on migrant entrepreneurship has focused on gaining an understanding of motivation and engagement amongst ethnic groups. This has included examining studies of Somalis in Leicester (Jones et al., 2010), Koreans in Los Angeles (Nee & Sanders, 2001) and Vietnamese communities in London (Bagwell, 2018).

A number of migrant and immigrant entrepreneurs have gained unique experiences and have faced certain difficulties that members of the mass population have not experienced (Rahman et al., 2018). Common adversities associated with migrant and immigrant entrepreneurs include lack of knowledge of operations in their host country

markets, inability to deal with unfair treatment and feeling alien. As a result, they are compelled to double their efforts to build on long-term relationships with locals (Cooney & Flynn, 2008). Positive migrant business ventures are arguably undermined by ongoing negativity.

In seeking to reveal the perspectives of migrants, special attention is given to cases relating to migrant entrepreneurial activities, gender and enterprise, family business and migration entrepreneurship. Focusing on understanding individual cases in migrant entrepreneurship and the recurring challenges migrants encounter in establishing themselves in their host countries, this book addresses the following key questions: What are the pull and push factors for migrants? What role do migrant entrepreneurs play in economic development? Why do migrants engage in entrepreneurship activities in their host countries? What types of challenges do they encounter?

The book is divided into four parts, which examine migrant entrepreneurship from a theoretical, practical and methodical context. Part 1 covers the landscape of migrant entrepreneurship. In Chap. 1, Hyams-Ssekasi and Chimenya provide an overview of migrant entrepreneurship in the UK, depicting the motivations, opportunities, prospects and obstacles that migrant entrepreneurs face, and highlighting their financial contributions to their host countries. In Chap. 2, Haque takes a different approach to the study of migrant entrepreneurs through his quantitative research, analysing the impact of occupational stress on migrant entrepreneurs' innovative work behaviour and innovative entrepreneurial capabilities in SMEs in Canada and Pakistan.

In Chap. 3, Panditharathna, Bamber, Ayertey and Moore, through their bibliometric analysis of liability newness, offer an account of the issues immigrant entrepreneurs encounter in their new ventures. Mujuru, Oladotun and Hyams-Ssekasi (Chap. 4) present migrant entrepreneurship in the context of integration into business in East Cape Province. Part II presents three case studies geared towards migrant entrepreneurship in new economies. Coşciug (Chap. 5) examines the involvement of return migrant entrepreneurs in the transnational trade of second-hand cars in Romania and their experiences of ongoing changes. In Chap. 6, Kaya describes the legal and administrative obstacles that Syrian refugee entrepreneurs encounter in Turkey. Ayertey, Laryeafio, Panditharathna

and Banor in Chap. 7 discuss the effects of nationalism among Chinese migrant entrepreneurs in Ghana on their business operations, economic networks and social integration.

Part III comprises two chapters examining migrant entrepreneurs in advanced economies. Daskalaki (Chap. 8) depicts the journey of migrant entrepreneurs into the hospitality industry through case studies from Cyprus, the UK, Switzerland and the United Arab Emirates, illustrating their motives and influences and the variety of challenges they are faced with. In Chap. 9, Olarewanju and Muhumuza examine the pertinent issues and lessons learnt in relation to migrant entrepreneurship in the UK and the ways that migrant entrepreneurs overcome challenges.

Part IV consists of four chapters. The first two chapters discuss gender in relation to migrant entrepreneurship while the remaining two focus specifically on migrant family businesses. In Chap. 10, Kristjánsdóttir and Christiansen provide a contextual view of disparity from the perspectives of female migrants in Iceland pushed into entrepreneurship. In Chap. 11, Biginas, Koumproglou, Mounzer, Ahmed and Sarantinos explore the narratives of different enablers and challenges that female refugee entrepreneurs face in the Middle East and North Africa. Similarly, Ahmed and Weir (Chap. 12) review the business routes and confrontations female migrants from the Arab world have to navigate to become entrepreneurs in the UK. Sachdeva and Ozga (Chap. 13) identify and analyse factors that affect the process of turning immigrant women into entrepreneurs in Germany.

In Chap. 14, Altin and Pirnar focus on the family business frameworks among migrant restaurateur entrepreneurs in Izmir, providing insights into and analysis of migrant entrepreneurs' resources, plans and challenges.

In Chap. 15, Karayianni, Glyptis and Larson discuss the learning experiences and theoretical perspectives of family businesses in the diaspora through case studies from the UK.

In Chap. 16, Hyams-Ssekasi and Daskalaki provide an overview of migrants and perspectives of future migrant entrepreneurs. Migration entrepreneurship has been given less consideration but now it is on an upward trajectory.

Finally, sincere thanks are owed to many people who have worked on this journey to completion. First, we would like to thank the contributors

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Notes on Contributors

Nahed Ahmed is a doctoral researcher at York St John University, specialising in female entrepreneurship and social capital. Over the past decade, she has been exploring the impact of small and family businesses on enhancing the Palestinian economy. Nahed plans to delve deeper into the study of refugee and migrant entrepreneurship in the UK, focusing on the reconstruction of individual identity, the challenges refugee entrepreneurs face and their resilience in overcoming obstacles.

Hüseyin Ozan Altın received his Bachelors in Business Administration from the Yaşar University, İzmir, and obtained his Master's degree in 2021. Currently he is a PhD student pursuing a degree in business administration. He works as a research assistant in the Department of Business Administration at Yaşar University. His areas of interest include destination marketing, family businesses, convention and meetings management and immigrant entrepreneurship.

Oladotun E. Awosusi is a young and resourceful researcher focusing on migration, border policy and regional integration in Africa. His recent research works have been published in the *Global Society*, *Springer Nature*, *Rowman and Littlefield*, and *Palgrave Macmillan*, among others. He holds a Bachelor of Arts degree in History and International Studies and Master of Arts in History and Strategic Studies from Ekiti State University and the University of Lagos, Nigeria, respectively. He previ-

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Samuel Ayertey is currently a Business Lecturer and Dissertation Supervisor at Arden University, UK. He holds a PhD in Marketing from the University of Plymouth, UK, and an MBA from the University of Wales, UK. Samuel has worked in a number of marketing companies as digital marketing executive across the UK and Africa. He has presented several conference papers in the field of digital marketing, particularly on the impact of emerging technologies on service failure and recovery strategies. Samuel is also a fellow of the Higher Education Academy and a member of the Chartered Institute of Marketing.

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Maxwell Ayertey Banor is the Dean, School of Liberal Arts and Sciences (SLA&S) at Gateway Technical College, Wisconsin. He holds a PhD in Financial Management from Northcentral University, USA, a Master of Science in Mathematics from Youngstown State University, USA, and a Bachelor of Science in Mathematics from University of Cape Coast in Ghana. His primary research interest includes rapid development of microfinance, role of microfinance institutions in the modern finance industry and understanding of microfinance in developing economies and its impact. Prior to being Dean of SLA&S, he was the Director of the Hayssen Academic Resource Center (HARC) at Lakeland University, Wisconsin.

Konstantinos Biginas is the former Assistant Dean of London College of International Business Studies. He has extensive research and teaching experience in business and international strategic management. Konstantinos developed his own teaching and learning strategy—the ‘classroom culture’ approach, a teaching initiative designed to build an inclusive and highly engaging learning environment. He has vast professional experience having worked physically and online in several institutions in Europe and abroad. As a Lead and Associate Editor, he has participated in Palgrave and Emerald Publications book series. He is a Fellow of CMI (FCMI), recognised Chartered Manager (CMgr) and Senior Fellow of HEA (SFHEA). He is a regular reviewer for journals and book publishers.

Andrew Chimenya is a Business and Management Lecturer at Greater Manchester Business School, University of Bolton, UK. He holds a PhD from the University of Bolton, an MSc in Human Resource Development from the University of Manchester and an MA in Educational Leadership from the University of Bolton. Andrew teaches all areas of human resource management across undergraduate and postgraduate programmes. He is a Fellow of the Higher Education Academy (FHEA), a member of The British Academy of Management. Andrew is a reviewer for the London School of Management Education. His research interests include HRM, business environment, innovation and entrepreneurship.

Thora H. Christiansen is an adjunct lecturer at the University of Iceland School of Business. Currently, she is a doctoral student in Global Studies at the University of Iceland. Her research project focuses on the experiences of highly skilled migrants in the Icelandic labour market. Other research interests include diversity and inclusion of minority groups and women in the Icelandic labour market, their negotiation position, career development and entrepreneurship.

Anatolie Coșciug is Lecturer in Sociology, director at the Romanian Center for Comparative Migration Studies, interested in the migration to and from Romania and other related phenomena. His most recent publications include articles and book chapters in some of the most important international publishing outlets (*Migration Studies*, *JEMS*, *CEEMR*,

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Eirini Daskalaki holds a PhD from the University of Glasgow, UK, and she is the Deputy Director for Academic Affairs at Metropolitan College, Crete Campus, Greece. Eirini has an established career in leadership and management in a variety of international institutions and has delivered entrepreneurship in hospitality to different levels. She often acts as a reviewer for highly recognised journals and book publishers. Her areas of research are: intercultural communication in the hospitality sector and human resource management–related fields such as training and development, international recruitment as well as diversity. Her latest work is on entrepreneurship and innovation within the hospitality industry featured in the book *Entrepreneurship and Change: Understanding Entrepreneurialism as a Driver of Transformation* (Palgrave Macmillan, 2022).

Loukas Glyptis holds a BSc in Business Administration from the University of Piraeus, an MSc in Accounting and Finance from the University of Birmingham and a PhD in the Cost Management and Control of Inter-Organisational Relationships from the University of Birmingham. He is a member of British Accounting and Finance Association. His research interests are focused on inter-firm cost management and control, institutionalisation of accounting and accounting change, accounting and control practices of shipping firms, management accounting and control practices of family firms, accountability and value-added reforms in the public sector and Whistleblowing and external auditing. He is currently the Head of School of Business and Management and Associate Professor of Accounting at the University of Central Lancashire, Cyprus.

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Denis Hyams-Ssekasi holds a Doctorate from the University of Huddersfield, UK. He is a Director of Studies and Programme Leader in Business Administration at the University of Bolton, UK. Denis has a keen interest in Entrepreneurship and Enterprise. He has developed and delivered modules on entrepreneurship, ran several mentoring schemes and offered consultancy to start-up businesses, especially in developing countries. He has edited several books including: *Experiential Learning for Entrepreneurship* (Palgrave Macmillan, 2018); *Technology and Entrepreneurship Education: Adopting Creative Digital Approaches to Learning and Teaching* (Palgrave, 2022); *Entrepreneurship and Change: Understanding Entrepreneurialism as a Driver of Transformation* (Palgrave Macmillan, 2022). He is a Senior Fellow of the Higher Education Academy and a member of the Institute for Small Business and Entrepreneurship.

Eva Karayianni holds a PhD in Entrepreneurship and Family Business from University of Central Lancashire (UCLan), UK. Her research interests lie in the field of entrepreneurship, family business, entrepreneurial learning, collective learning and diaspora entrepreneurship. Her professional roles included a sub-branch manager in the banking sector, head of accounts department in the tourist sector, corporate private banker in an audit firm, compliance officer for Anti Money Laundering (AML) and a lecturer for the School of Business and Management at UCLan Cyprus. Additionally, her current roles include vice president of the UCLan Cyprus Alumni (steering committee) alongside a member of the Centre

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Hülya Kaya graduated from Ankara University, Law Faculty, in Turkey. She holds a master's degree from the University of Portsmouth and a PhD from the University of Sussex. She has taught International, European Law and Refugee Law at Gedik University and currently she is Lecturer in Law at the University of Bolton, Law Faculty. Her thesis was published in 2020 as a book by Edward Elgar under the title *The EU-Turkey Statement on Refugees: Assessing Its Impact on Fundamental Rights*. She also worked as a District Governor of Pendik in Istanbul. She has implemented many socio-economic development projects related to women, children, refugees and disadvantaged persons with NGOs and international organisations.

Antonia Koumproglou is a transdisciplinary scholar of Business Management and Intercultural Communication, who explores the intersections between culture, language and cross-cultural, technology-mediated communication and organisational learning in a variety of contexts. Antonia has extensive research and teaching experience in business and management. She has vast professional experience having worked physically and online in several institutions in Europe and abroad. As an associate editor, she has participated in Emerald Publications book series. Antonia is a Member of CMI (MCMI) and Fellow of HEA in the UK (FHEA). Antonia is a regular reviewer for journals and book publishers.

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Mitchell J. Larson worked for over 12 years at the University of Central Lancashire in Preston, England, as Senior Lecturer and Researcher in Business History. He has published in the areas of the history of UK and European banking and recently completed two contributions about the history of university management education in the UK. Additionally, he contributed his expertise in several auxiliary capacities, participating for many years on the University's Research Degrees Board; assisting the Academic Registry in training new students and faculty about the procedures and requirements of postgraduate research degree courses; and sitting on the University's Research Excellence Framework Steering Group and similar research-related bodies.

Michael Nii Laryeafio is an accomplished Information Systems and Business Lecturer with a passion for inspiring and equipping the next generation of students and professionals for over nine years. Known for his dynamic teaching style and ability to simplify complex concepts, Michael has received accolades for his ability to connect with students and foster a stimulating learning environment. Michael is currently a business lecturer and dissertation supervisor at Arden University and London School of Commerce, UK. With a bachelor's degree in economics from the Kwame Nkrumah University of Science and Technology, Michael holds a PhD and an MSc in Information systems from the University of Salford, UK. Michael is also a member of UKAIS.

Lynn Mounzer helps organisations foster opportunities for female economic empowerment and female entrepreneurship based on her PhD research on female entrepreneurship in the MENA region. Her PhD tackled the factors that either encouraged or discouraged them from starting their own businesses. Lynn previously led projects across the Middle East in marketing and technology sectors and was a manager at a fintech start-up and head of office for the German market research firm.

David J. E. Moore is Senior Lecturer in Business Management at Newcastle College University Centre. His current research interest is in applied research within operations management, particularly the application of Lean Six Sigma principles in the redesign of business operations within higher education institutions, to improve quality and enhance

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Arthur Muhumuza has more than 15 years' experience of working on migration issues and operations in the UK. He currently provides strategic support to 23 Local Authorities in the Northwest of England on issues pertaining to a coordinated approach to migration and maximising the benefits from migration. He holds an MSc in Project Management.

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Joanna Ozga has been the chair for International Management since 2015 at Fulda University of Applied Sciences, Germany. Her research and special focus has been on visitor dialogue at documenta and ethnic entrepreneurship in Germany. She teaches several courses on international management and business to students such as strategic management and entrepreneurship. Her research interests are in organisational ambidexterity, virtual teams and distance leadership, cultural entrepreneurship, entrepreneurial ecosystem and creative industries including migration and cultural aspects.

Roshan Panditharathna is an academic professional with a wealth of experience in both pedagogy and research within the UK. Presently, he serves as a Marketing Lecturer at the University of Westminster and concurrently holds a position of Director of PhD Studies at the University of Bolton, where his responsibilities encompass the mentorship and oversight of PhD candidates. Roshan's engagement as a researcher is evidenced by his active participation in a diverse range of national and international conferences. His scholarly contributions extend to esteemed journal publications and authoritative book chapters. He holds memberships in professional organisations including the Chartered Institute of Marketing (CIM) and is recognised as a Senior Fellow in Advance HE, formerly known as the Higher Education Academy.

Ige Pirnar currently works as the Head of Department of Business Administration, Yaşar University. She had scholarships, Certificate on 'Tourism Education in Universities', WTO, New Delhi, 1990, teaching assistant-ship scholarship, Bilkent University, 1987–1989. She received Academic Honor Award in 2020, Yaşar University. Pirnar has many articles and book chapters written and has eight books in Turkish and one in English (four edited and two with co-authors) on topics of international business: key concepts, international tourism management, convention and meetings management, TQM in tourism, direct marketing, PR in tourism, international services marketing, F&B management and quality management in services.

Deepica Sachdeva is a scholar and in the second year of her PhD research at Fulda University of Applied Sciences. Her dissertation is an interdisciplinary research of social-cultural sciences and business on *Measures Qualifying Women with Migration Background to Become Entrepreneur in Germany*. Before she came to Germany, she engaged herself for over five years in management of various Indo-German political and language projects in German organisations in Delhi, India. In Fulda, she has been involved at ground level in the integration of migrant women in the society and the labour market. Her research interests are in migrant women entrepreneurship and measures promoting entrepreneurship.