CHAPTER 1

INTRODUCTION: GLOBAL MIGRATION, ENTREPRENEURSHIP AND SOCIETY: SETTING THE NEW RESEARCH AGENDA

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Society forms the individuals who create society, forming a continuous loop. (Giddens, 1984)

This book aims to explore the interconnected processes of global migration and entrepreneurship. Whilst in recent years there has been much focus on the political dimensions of migration around the world, there has been less attention given to the critical role that entrepreneurship can play in facilitating economic and social integration of migrants in new host societies. Global trends in migration stress the role played by increasing flows of movement of people and capital. These movements have led to variations in entrepreneurship practices too. A closer look at the different social, cultural and political contexts can not only reveal different processes of integration, but also the critical influence the narratives and discourses of 'othering' plays around the nexus of migration and entrepreneurship. Academically, this calls for a scan of the different scholarly contributions on the entrepreneurial endeavours of migrants in an era of diversification. It also calls for theoretical and methodological advancements in the study of heterogeneous and diverse forms of migrant entrepreneurship, challenging the existing methodologies and knowledge, as well as proposing alternative approaches and lenses to analyse such a topical phenomenon.

Within this book, we present contributions, which take into account the relevance of social and cultural contexts (Bruton, Ahlstrom, & Li, 2010; Welter &

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Smallbone, 2006) for understanding manifestations of migrant entrepreneurship by focussing at both macro- and micro-levels of analysis. We present scholarly work, which zoom in on the 'everyday' nature of varied manifestations of entrepreneurial practices, rather than simply accepting the traditional view of entrepreneurial activities involving the 'super-hero' stereotype of the entrepreneur (Burns, 2001). Some of the contributions that are being published in this volume are aligned to the growing strand of literature on critical entrepreneurship (Anderson, Dodd, & Jack, 2010), which call for the recognition of the everyday (Johannisson, 2011; Welter, Baker, Audretsch, & Gartner, 2017) and mundane nature (Rehn & Taalas, 2004) of varied forms of entrepreneurship. Embracing the desire within the 'European tradition' of entrepreneurship (Down, 2013; Gartner, 2013; McKeever, Anderson, & Jack, 2014) to look beyond the 'mainstream' has led to scholarly enquiry into the 'other' entrepreneurial individuals (Gartner, 2013) and into the practices of living taking place on the edges and margins of our societies (Imas, Wilson, & Weston, 2012; Vershinina, Rodgers, McAdam, & Clinton, 2019; Watson, 2013).

Traditional approaches to ethnic entrepreneurship portray individuals as members of the group with the same origin and culture (Aldrich & Waldinger, 1990; Wilson & Portes, 1980), usually operating in ethnic enclaves and serving their co-ethnic populations in an ethnic district. Alternatively, they play the role of middlemen minorities, implying the use of ethnic resources to secure economic exchange between host society representatives and their ethnic group, or, alternatively, their country of origin (Koning & Verver, 2013). Consequently, these ethnic entrepreneurship perspectives are often perceived as limiting, as the individuals who pursued such business models had to accept fierce competition, small profit margins, long working hours and poor working conditions (Rath & Kloosterman, 2000). For immigrants who wanted to expand their businesses further, losing the ethnic mark and breaking into the mainstream economy was considered as the best alternative (Zhou, 2004).

Since then, this traditional view has been challenged and complemented with novel approaches, which break with the ethno-focal lens of the traditional model of migrant and ethnic minority entrepreneurship. Following Vertovec's (2007) seminal work on superdiversity in London, entrepreneurship scholars have started to consider the wider diversity of backgrounds and contexts of migrant entrepreneurial activities (Ram, Theodorakopoulos, & Jones, 2008; Syrett & Sepulveda, 2011; Yamamura & Lassalle, 2019). In addition, the rise of transnationalism has caught attention of migrant entrepreneurship scholars and provided a conceptual opportunity to analyse and understand the complexity and multiple layers of contexts, including movements and flows across borders (Brzozowski, Cucculelli, & Surdej, 2017; Rodgers, Vershinina, Williams, & Theodorakopoulos, 2019). Building on the work of Drori, Honig, and Wright (2009) and Portes, Guarnizo, and Haller (2002), transnational entrepreneurship research focusses on the embeddedness of migrant entrepreneurship in multiple contexts. Transnational entrepreneurship presents migrants as agents of change, becoming global entrepreneurs, and being able to become more competitive than native entrepreneurs who are focussed on domestic markets only (Brzozowski & Cucculelli, 2020). However, research has also challenged the traditional assumption of middlemen

and increasingly considered the diversification of the activities of the migrant entrepreneurs within such super-diverse contexts (Kloosterman, Rusinovic, & Yeboah, 2016; Lassalle & Scott, 2018).

The field of migrant entrepreneurship is open for novel theoretical lenses, borrowing from other social sciences for a finer-grained understanding of the activities of migrant entrepreneurs situated at the intersection of the diverse social structures constraining their entrepreneurship (Lassalle & Shaw, 2021; Vershinina, Rodgers, Tarba, Khan, & Stokes, 2020). In this respect, location and positionality or translocational positionality (Anthias, 2002) are becoming increasingly useful concepts for investigating migrant entrepreneurship specifically through the lens of processes and outcomes of collective identification. The translocational positionality of individuals influences their understanding of the broader social relations that constitute and are constituted in the process of identification (Villares-Varela & Essers, 2019). Such understandings of migrant entrepreneurs have the potential to enhance our broader views of the influence of transnationalism and other contextual variables upon migrant entrepreneurship processes and practices. Within this 'age of super-diversity' (Ram, Jones, & Villares-Varela, 2016; Vertovec, 2007), new migrant groups, engaged in either voluntary or involuntary forms of migration, are yet to be fully represented in contemporary debates on self-employment and/or entrepreneurship (Edwards, Ram, Jones, & Doldor, 2016).

Whilst no volume is encompassing of all ongoing debates in the field of migrant entrepreneurship, this volume presents works that are diverse but complementary and add to the body of knowledge on migrant entrepreneurship. Some of the chapter contributions are critical and they also pave the way for new topics and new research questions to be brought into the academic debates and conversations. We now move on to introducing our stellar authors and the scholarly work that they have contributed towards this volume. AQ1

The first section on '*Contemporary Issues*' provides a critical overview of the current debates and theoretical advancements in the field of migrant entrepreneurship. The first five chapters both present and challenge current definitions and foci in the literature, their theoretical assumptions and the most accepted and common empirical grounding.

Firstly, in her review of the existing literature on migrant entrepreneurship, Tatiana Egorova highlights the need for clarifying definitions of the terms such as migrant, ethnic, transnational and diaspora and calls for clearer demarcations of the related factors in entrepreneurship. She further identifies the need to account for the multi-levelled nature of migrant entrepreneurship to appreciate the role of different factors influencing it. Based on this observation, she proposes that further studies should assess the boundary conditions and identify moderating and mediating effects, particularly at the micro- and meso-levels. She further suggests integrating the role played by new technologies in the study of migrant entrepreneurship.

Secondly, Olutayo Korede challenges the existing conceptualisations of what it means to be an ethnic entrepreneur by drawing on the new perspectives and new realities of the composition of contemporary and ever evolving societies. He posits specifically that the term 'ethnic entrepreneur' is discriminatory and the one responsible for creating 'othering' narrative in the entrepreneurship literature.

The author proposes ways in which in the era of superdiversity and globalisation, researchers can re-think the conceptual boundaries of ethnic entrepreneurship and develop more inclusive views of migrant entrepreneurs.

Thirdly, in a study of cosmopolitan entrepreneurs in Finland, Niina Nummela and her co-authors explore how cosmopolitan disposition affects entrepreneurial behaviour. This chapter expands on conceptual boundaries of who migrant entrepreneurs are by focussing on this novel context. The authors identify openness, desire for freedom and self-fulfilment to be strong characteristics of cosmopolitan entrepreneurs. Being mobile and multilocal, they downplay the role of national affiliations and cultural differences. By bringing into focus the notion of cosmoscape, as the combination of spaces, practices, objects and networks facilitating cosmopolitan life, the authors draw attention to the specific behaviours of cosmopolitan entrepreneurs.

Fourthly, in an empirical investigation, Kiran Trehan and co-authors specifically uncover a set of transnational practices which are enacted as part of gendered and ethnicity-based strategies of Chinese migrant entrepreneurs. These practices are embedded in the context of austerity and are part of the regenerative action of migrant entrepreneurs and their businesses. Specifically, the authors examine the role of emotions in this process of small transnational enterprises learning to navigate the complex and turbulent terrain. AQ2

Finally, in this section, we have a contribution from Sibylle Heilbrunn, who focusses on refugee entrepreneurs and emancipatory discourses. Sibylle presents a study of 12 refugee entrepreneurs to examine the dynamics of challenges and adaptive mechanisms enacted by this group. She conceptualises these actions through the challenge-based model of entrepreneurship and presents ways in which highly marginalised individuals develop successful agentic responses to the situations they face that enable their social mobility.

In the next section of this volume on '*Boundaries and Beyond*', we have included six contributions with a focus on the transnational nature of migrant entrepreneurship and its socio-economic impact at both the individual and country levels. These chapters highlight the transnational nature of the opportunity structure by focussing on the role of experience and knowledge mobilisation, networks and opportunity recognition in developing migrant entrepreneurship and diverse contexts. By engaging with discussions on diversity in societies and by considering migrant entrepreneurship beyond the ethnic lenses, these chapters expand our understanding of contextual embedding of migrant entrepreneurs and entrepreneurial activities more generally.

Firstly, Joniada Barjaba explores the phenomenon of transnational entrepreneurship by looking at Albanian migrants doing business with Albania and Albanian returnees pursuing business activities with their former destination countries. Set within a context of limited entrepreneurship exposure during socialism in Albania, she emphasises the role of the migration experience in building knowledge, mobilising resources and developing networks across borders. This type of migration experience has a number of positive socio-economic benefits at the individual, community and country levels.

Secondly, the contribution from Alia Noor provides a critical examination of the under-explored notion of symbolic capital, underscoring how transnational migrants

utilise this form of capital to facilitate their entrepreneurial endeavours and also from a policy perspective how they integrate into the host society. The chapter outlines the findings of a qualitative research study, based on interviews with a series of entrepreneurs using business accelerators for their new ventures, concluding how the symbolic capital they gain through the use of time they spend in the accelerator in time converts into economic value for the migrant entrepreneurs.

Thirdly, Xiping Shinnie and her co-authors' chapter focusses on the transnational nature of the opportunity structure, utilising the concept of multicultural hybridism to identify various breakout strategies of migrant entrepreneurs. Using data collected through interviews with Chinese entrepreneurs in an ethnic diverse city in the UK, she highlights their breakouts in other than ethnic markets, to include the host and home country mainstream markets. The chapter aims to emphasise the super-diverse entrepreneurial spaces migrants can tap into that support both economic growth and social integration.

Fourthly, we have included a study of Michał Borkowski and co-authors, which reveals the critical importance of diaspora networks in immigrant business foundation by using Poland as an empirical setting of a new and rapidly developing immigrant destination in the EU. In a country which has been for decades – due to unfortunate historical events – almost 'monoethnic', a rapid expansion of the immigrant community, dominated by Ukrainians is a novel phenomenon. Yet, Ukrainians who are Polish neighbours are quite close in terms of cultural traits, customs to a receiving society. The authors posit that the wider interdiasporic linkages within the migrant community originating from former Soviet countries is an important asset in business creation and development.

Fifthly, we present a study of Héctor José Martínez Arboleya, which focusses on Mexican entrepreneurial activities in the Québec region in Canada. Whilst studies on Mexican immigrants are numerous, the economic analyses of integration processes of this ethnic group are dominated by labour market insertion, occupational mismatch and upward mobility processes. Yet, the analysis of entrepreneurial activities of Mexican immigrants, especially beyond the US economy, is scarce. The qualitative study conducted in three cities: Montréal, Québec and Gatineau unveils surprisingly weak support from ethnic institutions and networks when it comes to business creation and further development.

In the final chapter of this volume, Sakura Yamamura and Paul Lassalle examine the notion of diversity, arguing that this is an increasingly important conceptual lens through which to explore the linkages between entrepreneurship and migration. In this epilogue, the authors identify four different dimensions of diversity and diversification which impact on experiences of migrant entrepreneurs and argue that these diversities are inherently embedded within the context of a super-diversified society in which migrant entrepreneurs negotiate their existence and struggle to establish their business ventures. By presenting migrant entrepreneurship through a diversity and diversification perspective, the authors contribute not only to the debates relating to the linkages between entrepreneurship and migration but also no less important wider scholarly debates on the notion of superdiversity within contemporary societies.

This book offers a safe space to critically examine the specific social, cultural and political contexts of excluded groups of migrants (old and new arrivals: legal, illegal and refugees) and develop a much-needed theoretical and policy-related set of writings that can cast light on the workings and complexities of processes of global migration and how entrepreneurship can act as an engine to drive forward social integration as well as alleviate growth. By presenting migrant entrepreneurship through diverse perspectives, this book calls for a more explicit consideration of the nexus between entrepreneurship and migration (and indeed, migrant-led diversification of societies) and paves a way for new groups to be considered and for new theories to be developed in migrant entrepreneurship research.

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AUTHOR QUERIES

AQ1: Please check whether the edits made to the sentence 'Whilst no volume is encompassing .....' are fine.

AQ2: Per Table of Contents page and MS chapters provided, paragraphs beginning with 'Thirdly, in a study of cosmopolitan entrepreneurs……' and 'Fourthly, in an empirical investigation…..' have been transposed. Kindly check this for correctness.

AQ3: Please update ref. [Lassalle, P., & Shaw, E. (2021)].