Preface

Cross-border or transnational enterprises by ethnic/migrant groups in the Diasporas, as a vehicular instrument of progress and development in their ‘home’ countries, is increasingly gaining popularity among researchers and practitioners (e.g. Minto-Coy, 2016; Agunias & Newland, 2012). Whilst researchers react to the phenomenon as an attractive research subject, the practitioners, among other reasons, embrace it as a competitive practice. Driven by a range of different motivations, including nostalgia, phobia, competitive advantages, resources and markets (Ojo et al., 2013), diaspora and transnational entrepreneurship study has begun to gain traction in recent years. This is particularly manifested in the theme captured by the term ‘co-development’ and empowerment themes.

Nonetheless, as a result of the globalization effect with its associated corollaries, particularly as it stimulates increasing movement of people from the poor global South to the affluent global North, researchers and practitioners often find rising complex and challenging patterns in the Diasporas’ enterprise engagements. New technological innovations and knowledge-driven economic order are combining to generate ambivalent positions and patterns. For example, distances (e.g. cultural, institutional, political and geographical) within and between nations are evaluated as either declining or intensifying (Oke, 2009).

Consequently, the awareness of the shifting patterns in global phenomenon elicits the review of the characteristics of global diaspora and transnational economic activities in the context of groups’ (ethnic/migrants) spatial network interactions. Furthermore, the subject of diaspora entrepreneurship initiatives is progressively becoming an important strand of theorizing international circulation and development nexus (Riddle et al., 2010). Although this strand is apparent in and touches several contiguous research thoughts such as migration, entrepreneurship, and development narrative, it is strongly exemplified in the concept of transnationalism (Faist, 2010). Located within this concept are notions of network, migration, and development. In development term, the United Nations Development Programme (UNDP) articulates that Diasporas support entrepreneurs in their homelands with remittances, informal financing of small businesses and business advice and mentorship (Brinkehoff, 2006).

However, the challenges in entrepreneurship (of whatever delineation) are both interesting and difficult. Entrepreneurs often have to possess huge enthusiasm, tenacity, and dedication to developing and growing their businesses. There is a need for them to continue to be innovative in order to keep up with the ever-changing threats in the business environment. Yet every little help may be necessary, in this new age of global interconnectivity and interdependence, to provide entrepreneurs, practitioners, researchers, and policy-makers with state-of-the-art knowledge to navigate the frontiers of diaspora and transnational entrepreneurship. This book is a good step in that direction. The book is a collection of studies and experiences relating to the themes around diaspora and transnational entrepreneurship. Hence,
the chapters are mixtures of conceptual, review and empirical papers from interdisciplinary perspectives that provide learning tools for researchers, practitioners, and policy-makers.

Altogether, this book provides a handy yet rigorous overview of entrepreneurship in cross-border (and within border) from multiple perspectives written by experienced researchers, practitioners, and policy-makers. As well as defining the core concepts of diaspora, transnationality, and transnational social spaces, the authors describe everyday ethnic/immigrants’ diaspora and transnational businesses, explore the implications for migrants’ integration both in the country of residence and the country of origin. Each chapter takes a fresh look at issues appraised from both conceptual and contextual platforms. Importantly, the chapters also examine the effects of diaspora and transnational entrepreneurship on regions of migrants’ origin, viewing migrants as agents of development. The topics in the chapters are analyzed in different social-spatial networks that are anchored in a symbolic capital (Bruneau, 2010) in the country of residence, country of origin, and the ancestral (parents’ home country) homeland. In doing so, the book aims to balance theoretical discussion with relevant practical paradigms, making this an ideal book for higher-level students and practitioners. Invariably, the book is positioned to form a part of the ongoing discussions on diaspora and transnational entrepreneurship in the global contexts that try to capture the business processes and relationships at ‘home’ and ‘abroad’.

TARGET AUDIENCE

Researchers, advanced-level students, practitioners, managers, and policy-makers are the primary target audience of this book. Other stakeholders, who are interested in the notion of third world development’s narratives would also find the book useful.

OBJECTIVE OF THE BOOK

This book aims to expand current research on the nature, process and outcomes of ethnic/migrants entrepreneurs’ transnational economic activities to and from their countries of origin and the diaspora (their countries of residence/operation). The significance resides in its capacity to enlarge our understanding of how bi/multi-directional flow and economic development via self-help mechanism could be encouraged and nurtured among diaspora based ethnic/migrants entrepreneurs and businesses. Consequently, the book aims to provide a more nuanced understanding that sought to enrich the ontology of the subject of diaspora and transnational entrepreneurship. There are 15 chapters in the book with each one focusing on current issues of relevance to the development of entrepreneurship and small business.

ORGANIZATION OF THE BOOK

The book is organized into fifteen chapters. Although prearranged in a particular order, the chapters need not be read in that way. Each is projected to be able to stand alone, advancing ample perspective on a specific topic. A brief description of each of the chapters follows:

Chapter 1 recognizes the various nomenclatures applied in the field of Diaspora and Transnational Entrepreneurship, which reveals a wide range of challenges and perspectives that could have an impact
on the theory and practice of the subject. The chapter attempts to expand current understandings of the divergence and contradictions inherent in the literature on diaspora and transnational entrepreneurship. The significance resides in the capacity to broaden the understanding of the dynamic process of individual agency in cross-border entrepreneurial relations. The chapter sets the scene for which to understand the different contextual perspectives presented by various authors in the book. In particular, the chapter makes a bold attempt to clarify the concepts in the field, which could be useful to in the academia and in the policy enactment of constructive policies that could encourage and nurture bi/multi-directional flow of entrepreneurial capital which, in turn, spurs economic development.

Chapter 2 gives an overview of entrepreneurship by discussing issues relating to corporate entrepreneurship, sustainable entrepreneurship, entrepreneurship and pro-market institutions, technological innovation, Intellectual Property Rights (IPRs), and entrepreneurship education (encompassing knowledge and technology transfer; and brain drain and brain gain). The chapter argues that the objectives of industrial development, regional growth, and employment generation depend on entrepreneurial development concerning entrepreneurship and diaspora entrepreneurship. It further maintains that entrepreneurs and diaspora entrepreneurs play important roles in accelerating the pace of economic development of countries by discovering the new uses of available resources and maximizing their utilization in the global business arena. Thus, the works of entrepreneurs and diaspora entrepreneurs involve the utilization of managerial skills which they develop while planning, organizing, staffing, directing, controlling, and coordinating the activities of business.

Chapter 3 takes an axiological orientation and discusses the role of values in transnational and diaspora entrepreneurship. The author examines some challenges confronting diaspora entrepreneurs, who act often as pioneers and change agents bringing new ideas, products, and services with them. This is implemented through a longitudinal case study that focuses on one Cypriot-Finnish entrepreneurial firm, which evolves from a start-up to a major player in the Finnish food business in imports of ethnic food products. In essence, the chapter’s analysis examines values and cultural dimensions and contributes to a better understanding of the transnational diaspora entrepreneurship, its dynamics and adopted philosophy on values-in-use across generations.

Chapter 4 reviews the Impact of symbolic capital in ethnic and diaspora entrepreneurship towards advancing a structure for understanding the dimensions of ethnic/diaspora entrepreneurship growth and development. It argues that factors influencing the effective development and growth of ethnic enterprises are multidimensional; including capital, strategies, cultural and religious differences, economic situation, and the opportunity structures in the host country. Furthermore, the chapter employs divergent concepts to explain ethnic/immigrants’ artifacts’, acquired experience, and enterprise process to provide valuable insights to their businesses growth trajectories and susceptibility to failure crises. The paper logically progresses through series of theoretical arguments/supporting reasoning to develop an integrated model; theorizing that exogenous factors are critical drivers of diaspora entrepreneurs’ economic growth and socio-political inclusiveness/embeddedness.

Chapter 5 appraises workplace occupational health and safety issues in Nigeria as related to returnee entrepreneurs who relocate or planning to relocate to the country. This exploratory paper is based, in part, on a review of the literature on diaspora migrants’ returnees’ well-being and the informal economic sector many of their ventures are situated. The authors argue that there is a need for the returnees to understand the occupational health and safety environment in their respective space of operation. However, in the absence of large-scale quantitative research, the paper presents partial and anecdotal evidence on the well-being of specific groups of migrant returnees in Nigeria that may not readily be generalized to the
whole livelihood-seeking, cross-border migrant population in the Sub Sahara Africa region. The conclusion is that returnee entrepreneurs should prepare to contribute meaningfully to controlling occupational health and safety in the informal sector of their countries of origin’s economy.

Chapter 6 examines returnee entrepreneurship from the perspective of a digital/Second-generation entrepreneur. The author situates returnee entrepreneurship within the nexus of migration and development in which skilled migrants are assumed to display agency role and act as important bridges, helping to promote the transfer of knowledge and skills in the countries of origin. In focusing on the agency of the second-generation circular migration, the author analyzed the motivation of the second-generation entrepreneurs to invest in their ‘ancestral’ (or parents’) country of origin. The hurdles they might face and the strategies they could employ to effectively navigate the unfamiliar terrains of their parents’ country of origin are briefly evaluated through a literature review and a case study methodology. In doing this, the paper contributes to the growing literature on the social and economic impacts of the second-generation returnee entrepreneurs to their parents’ country of origins’ development.

Chapter 7 describes the new perspectives on the internationalization of micro businesses, which are increasingly playing a significant role in the economic growth of most developed and developing countries. The authors assert that despite this increasing trend, not much attention has been given to such businesses in the management literature. Policymakers have given little attention to their growth and internationalizations. Consequently, the increasing trend of the micro business internationalization has also failed to receive deserved attention. Through the qualitative data from two micro businesses in the UK, the chapter finds that reasons and challenges of internationalization of micro and larger firms may be similar, but resource constraints shape the approaches and scale. In particular, growth and internationalization of micro firms are often inhibited by the embeddedness of firm-specific knowledge in individuals. Significantly, micro firms with explicit knowledge can exploit international expansion via franchising/licensing, compared with those with tacit knowledge who export.

Chapter 8 conducts an exploration into the market entry modes of transnational entrepreneurs by focusing on the effects of knowledge acquisition and learning to the process. The authors evaluate the role of the transnational entrepreneurs in acquiring knowledge that results in market entry. The empirical data is obtained from a qualitative case study consisting of transnational entrepreneurs from three industries (i.e. food manufacturing, agriculture, and information technology). The chapter’s findings suggest that transnational entrepreneurs adopt mostly the network or in some cases, the international new venture (born-global) market entry strategy rather than the stage by stage approach. The authors also reveal that transnational entrepreneurs adopt a self-learn approach that makes them more proactive with their knowledge acquisition resulting in market entry.

Chapter 9 attempts to explore the role and impact of entrepreneurs’ social networks on the internationalization of “Born Global” firms, in particular, its de-internationalization process. The authors employ a case study approach that is guided by the social constructionist paradigm, a series of face-to-face and online longitudinal interviews, and an inductive analysis approach to developing a framework. The findings reveal a useful insight in the relationships management of “Born Global” entrepreneurs, and it unveils the negative impacts of social networks and the ‘de-internationalization’ process. Additionally, the paper reveals the importance of online social networks and high-tech communication and management techniques for “Born Global” entrepreneurs. The chapter most significant contribution lies in pointing out the importance of social networks in the study of the internationalization of “Born Globals”, especially its de-internationalization process.
Chapter 10 deals with the issue of diversity in society and changing markets combined with matters dealing with marketing strategies. The author argues that the increasing diversity of the UK’s ethnic population suggests that firms/organizations (ethnic/non-ethnic) have a need to pay closer attention to the needs of different ethnic groups in order to generate value and competitive advantage in the marketplace. One way of understanding those needs, argues the author, involves, not only hiring competent ethnic personnel but allowing them to play substantive strategic management roles in the firm/organization. Subsequently, the paper highlights the opportunities and challenges of an ethnically heterogeneous workplace through illustrations in four industrial sectors in the UK. A theory of practice is thus formulated for a successful outcome of, not only diaspora/ethnic businesses but other non-ethnic and large firms/organizations.

Chapter 11 takes a historical look at the record of migration of black Africans into Britain, thus providing a backdrop for other related chapters in this volume. An understanding of the migration history of Black Africans is important as it helps in the understanding of the nature and extent of their entrepreneurial and transnational activities. The chapter is conveniently arranged into three sections covering three phases or waves of migration covering the period between the 1960s to the beginning of the 21st century. The chapter shows that the reasons and motivation of migration are different with each of the phases of migration. Hence, it is a valuable piece in connecting the past with the present and signaling the way forward in the future of the black African diaspora and transnational entrepreneurship scholarship.

Chapter 12 aims to analyze how immigrants become estranged with each other and their own culture in the process of their migration to a new environment. The author evaluates a 2002 fictional 63 minutes film (Nachtreise/Night Traveling) by Kenan Kişç to illustrate the phenomenon of alienation as a social reality of immigrants in the country of residence. Thus, the immigrants’ situation and hopelessness present immigrants’ alienation in their post-migration processes emphasizing the perception of isolation in a culturally dissimilar country of residence. The contribution of this chapter is in highlighting the center-periphery duality that exists in the country of residence, which impedes the well-being of the ethnic/immigrants’ individuals and business persons in their private or business agency.

Chapter 13 analyzes the social entrepreneurship in Sub-Saharan Africa through the diaspora social investments’ vehicle. The authors evaluate the definitional disagreements in encapsulating the role of the diaspora within a theoretical and evidence-based framework. Consequently, the chapter systematizes competing perspectives on social entrepreneurship, that is, the neo-liberal conception, the institutional/social organization framework and the agenda of social transformation. Employing the notion of the diaspora individuals’ ‘social impact investments’ the chapter illustrates the contributions of the diasporas to the alleviation of poverty and the fundamental social transformation in the Sub-Saharan Africa. Taken together, the paper illuminates and situates the diaspora at the center of the social transformation agenda/process. The authors contend that although great strides have been in the contributions of the African diaspora such as Mutombo and Akon to the African continent, there are limitations to what they can do due to inherent political and social constraints. Hence, the chapter suggests alternative social transformation conception of social entrepreneurship that teases out these constraints.

Chapter 14 examines the issue of religion-entrepreneurship link among the Pentecostal Christians in Nigeria and in the Diaspora, through the review of both the theoretical and the empirical literature. The chapter looks at how Pentecostal theology has legitimized entrepreneurship and examines the mechanism through which it is imparting entrepreneurial values and affecting patterns of thinking of the adherents. In essence, the authors provide an overview of what makes Pentecostalists display psychological traits and attitudes consistent with entrepreneurship as a result of success-oriented theologies.
Chapter 15 concludes by filtering through the mass of studies on the Pentecostal movements to analyze the African Pentecostalism’s structural arrangement. The author’s aim is to generate a deeper understanding of the African Pentecostals’ operations and how the movement is re-inventing itself in this contemporary time. Thus, the chapter articulates a new sociological understanding of the differences and similarities between religion and the market in ethnic/diaspora entrepreneurship market space. It argues that the success of African Pentecostalism movement, both in Africa and in the diaspora, is predicated on its ability to smoothly connect the past with the present. Whilst synthesis of African culture in the movement’s liturgy is a proficient engagement with the past; inculcating the efficiency ethos of the market economy in its operations, thus, signifying a commitment to the present.

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REFERENCES


