

Migration and Entrepreneurship: A Perspective

¹Irfana Rashid

²Aashiq Hussain Lone

Abstract

Migrant entrepreneurship (ME) is a significant worldwide issue that is relevant to a wide range of scholarly discussions. It is experiencing a renaissance due to globalization, ever-increasing migration flows, and the recent demographic crisis associated with political chaos in a number of regions around the world on one side and the recent health crisis induced by the COVID-19 pandemic on the other. ME is on the rise not just in small, marginal firms but also in large institutions such as technological-based enterprises. Migration is an inter-disciplinary concept. Nonetheless, along with other fields, a conceptual understanding of the interconnected concepts of migration and entrepreneurship is also needed in the management field. In response, this article aims to gain insight into the intertwined processes of migration and entrepreneurship. The paper provides a conceptual understanding of migration and entrepreneurship and presents a brief view of rising migrant entrepreneurship and the factors influencing it.

The migrant entrepreneurs' number continues to increase. The migration case may be wilful, or sometimes it can be via threat or compulsion, but the entrepreneurial characteristics such as risk-taking and adaptability of migrants prove fruitful to both the host nation as well as to the home nation.

Keywords: Migrant Entrepreneurship, Entrepreneurship, Migration, Immigrant Entrepreneurship, Business Ventures

Introduction

Migration is generally acknowledged as a progressively important aspect of today's cultural, geopolitical, and economic environment (Kurvet-Kaosaar et al., 2019). According to the International Organization for Migration (IOM), 1/7th of people are on the move, owing to a plethora of variables such as a changing climate, natural and man-made catastrophic events, conflicts, the demographic changes of an ageing industrialized population, a massively burgeoning unemployed younger population in the developing world, and widening social and economic disparities (IOM, 2019a). Despite all odds, the IOM estimates that migrants contribute more than 9% of global GDP, which is about US \$3 trillion more than if they stayed in their native land (IOM, 2019b). Migrants, in particular, promote entrepreneurship and its related advantages: productivity, creativity, and economic development (IOM, 2019b).

The literature on migrant entrepreneurship, which surfaced over a number of decades, is currently experiencing a renaissance and deserves research attention due to globalization, ever-increasing migration flows, and the recent demographic crisis associated with political chaos in a number of regions around the world on one side, the recent health crisis induced by the COVID-19 pandemic on the other (Verashinina & Cruz, 2021) and the push of ideologies that impose

¹Sr. Assistant Professor, Department of Management Studies, University of Kashmir, South Campus Anantnag, J&K; email: babairfana@kashmiruniversity.ac.in

² Research Scholar, Department of Management Studies, University of Kashmir, South Campus Anantnag, J&K; email: aashiqalone@gmail.com

responsibilities for survival via employment and company start-ups on displaced people in several economies affected by migrant flows, and developed nations' focus on coping with new methods of working under pandemic circumstances.

Entrepreneurship is basically a method of integrating migrants as well as boosting home startups (Wauters and Lambrecht, 2006; 2008). Through entrepreneurial activity, immigrants can create new market opportunities and contribute to the economic development of a host country (Chrysostome and Lin 2010). According to Naudé et al. (2017), there is a significant relationship between migration and entrepreneurship, and these twin activities are at the forefront of several local and international agendas. Migrant entrepreneurship is defined as the entrepreneurial activity of foreign-born persons in a nation other than their native country (Sinkovics&Reuber 2021). According to the United Nations (1998), a migrant entrepreneur is a foreign-born person who relocates to another nation for at least 12 months and starts a business; this also includes intra-country migrants. Previous research has demonstrated that migrant entrepreneurship has a significant potential to deliver socioeconomic advantages in both the origin and destination countries. Wassink (2020) indicated that migration offers a win-win situation by solving the unemployment problem in host nations while moving resources to native ones, allowing for economic mobility and growth. In terms of transfers, migrants are anticipated to contribute \$600 billion home in 2021 (World Bank, 2019), and these remittances stimulate entrepreneurship in the nation of origin (Vaaler, 2011).

Migration is an interdisciplinary concept. Nonetheless, in comparison to research in other fields, a conceptual framework of migrant entrepreneurship is also needed in the business field. In response, this article aims to gain insight into the intertwined processes of migration and entrepreneurship. The purpose of this paper is twofold. First, to provide a conceptual framework of migration and entrepreneurship, and second, to present a brief view of rising migrant entrepreneurship and the factors influencing it.

The evolving dynamics of international migration and ethnic communities, as well as the complexity of international business activities, may all be attributed to the rising linkage between migration and entrepreneurship. Nevertheless, migrant entrepreneurship is on the rise. The factors leading to the bloom of this sector are motivation, personal ambition, and self-employment. Push factors such as labour market discrimination and disagreements also encourage migrants to start their own businesses. Migrant entrepreneurship may foster employment development and win-win scenarios for both home and host nations. It not only generates jobs but also provides an essential economic mobility channel for people with less education. The benefits of migrant entrepreneurship also include welfare and social integration.

Review of Literature

The literature on migrant entrepreneurship, which has emerged over a number of decades, is presently undergoing a revival and merits research attention (Vershina& Cruz, 2021). The literary sources indicate that migrants have a stronger proclivity for self-employment and entrepreneurship (Hunt 2011; Ottaviano and Peri 2012), and they aid in the development of international new enterprises (Zolin and Schlosser 2013). Such contributions help host nations' economies thrive and create jobs (Khosa and Kalitanyi 2015).

The migrant entrepreneur is typically international in nature, but it can be within a country as well. Prior studies on migration and entrepreneurship (Zolin and Schlosser, 2013; Blume-Kohout, 2016; Wassink, 2020) have concentrated largely on foreign immigrants and

ethnic entrepreneurs instead of local migration. A recent study by Wu and Eesley (2021) focused on local migration and entrepreneurship and concluded that rural-to-urban migrants put in place large enterprises because urban regions offer more entrepreneurial possibilities and resources to establish big firms. Blume-Kohout (2016) conducted a study on US migrant entrepreneurs and concluded that foreign-born employees from nations with less cultural support for entrepreneurship than the US are much more likely to start their own businesses.

Along with the term "migrant entrepreneur," the literature makes use of several other notions in the intertwined processes of migration and entrepreneurship, viz., immigrant entrepreneur, refugee entrepreneur, and return migrant entrepreneur.

Immigrant Entrepreneurship

An immigrant entrepreneur, according to Brzozowski et al. (2017), is a foreign-born person (and their family) who starts an enterprise in the host nation and intends to stay permanently.

Entrepreneurship attracts immigrants as a potential answer to the primary obstacles of socioeconomic and cultural integration in their host nations (Brzozowski, 2017). Likewise, Evansluong et al. (2019) indicated that immigrants are more inclined to start new businesses in their host nations when they perceive they are socially excluded and/or mistreated in the job market. However, when it comes to such initiatives, immigrant entrepreneurs have historically encountered higher business hurdles (Tamang, 2015). Immigrant entrepreneurs face specific challenges that impede their entrepreneurial performance and growth (Kordestani et al., 2017).

Refugee Entrepreneurship

A refugee entrepreneur, according to Christensen et al. (2020), is a foreign-born person who escapes their home nation under threat, relocates to another nation for a minimum of 12 months, and starts a business there. Researchers like Tumen (2016) and Bizri (2017) have found that refugee entrepreneurs firmly believe that entrepreneurship is a means for them to contribute to the economic growth of their host nations as well as the well-being of their communities. The entrepreneurial inclinations of refugees are frequently linked to their encounters with obstacles in host countries like differences in culture, linguistic barriers, and inadequate market expertise (Collins, 2017). The distinctive refugee expertise may develop a particularly strong motivation to resolve these hurdles (Mawson and Kasem, 2019). To overcome the obstacles and settle down, these refugee entrepreneurs demand greater support in comprehending the fundamentals and trends of entrepreneurship (Desai et al., 2020).

Entrepreneurship among return migrants

A return migrant entrepreneur, according to Bai et al. (2018), is a domestic-born person who stays overseas for a period of time and then returns to their home nation to start a business. The literature has favoured the positive relationship between returnees and entrepreneurship. Gruenhagen et al. (2020) investigated whether, given the beneficial impacts of entrepreneurship in developing countries, there exists a link between international migration and self-employment among returnees. Hagan & Wassink (2020) revealed that there is a convincing and favourable effect of migrant experience on entrepreneurship upon return.

Returnees are more entrepreneurial than non-returnees (Roskrugue et al., 2016). There are negative instances of the relationship as well. According to Wassink (2020), sometimes the

lower incidence of entrepreneurship and decrease in earning ability amongst returnees are due to unregistered migration or the threat of an unexpected return.

The migration experience is assessed as a proxy for international resource accumulation.

According to the research studies conducted by Gruenhagen et al. (2020) and Hagan et al. (2015), migrants progressively acquire new skills and funds that may be invested in businesses upon their return.

If we take the case of migration within a country, the migration can be to metropolises as well as to rural, remote places. Wu & Eesley (2021) pointed out that urban regions and cities offer more entrepreneurial avenues and resources to establish big firms; hence, rural-to-urban migrants put in place large enterprises in the city to which they migrate. The rurality of migration also has a role to play. Farm-based ventures are established in rural areas, according to Barth and Zalkat (2020), because these rural areas provide both benefits in terms of employment opportunities for refugees with farming expertise and abilities. But drawbacks in terms of technical and distribution resources for immigrant entrepreneurs are also present in rural migrant entrepreneurship.

Why do migrants venture into entrepreneurship?

The characteristics of migrants and entrepreneurs are similar. Migrants, like entrepreneurs, are risk-takers, self-driven, enthusiastic, adventurous, tenacious, dynamic, and adaptable (Thompson 2016). They engage in what is known as "opportunistic or experimental entrepreneurship" (Roskrug, Poot, and King 2016).

Nevertheless, migrant entrepreneurship is on the rise. The studies have identified several factors leading to the bloom of this sector. Motivation is crucial, notably in migrant entrepreneurship (Masurel et al., 2002). Personal ambition also drives migrants to start their own businesses (Mago, 2020). Migrants create business ventures for self-employment (Bizri 2017) as a result of labour market discrimination (Pakrashi and Frijters 2017; Roskrug, Poot, and King 2016; Khosa and Kalitanyi 2015). Sometimes labour market disputes, such as xenophobic attacks in South Africa, stimulate migrant entrepreneurship (Tamir and Budiman 2019). According to Naudé et al. (2017), the elimination of discriminatory obstacles in the labour, consumption, and finance sectors against migrants and migrant entrepreneurs will enhance growth in both sending and receiving nations.

The host network (foreign spouse and foreign language fluency) has a favourable influence on migrants' entrepreneurial activities. Furthermore, migratory experience and exposure to the host nation increase the likelihood of entrepreneurship (Williams & Krasniqi, 2018). Chrysostome and Arcand (2009) pointed out that education is a crucial and critical component in their firm's survival since it helps the migrants comprehend the obstacles and capitalise on the possibilities in their host nations. Furthermore, cross-cultural exposure is proven to improve migrant workers' capacity to recognise business possibilities (Vandor & Franke, 2016).

Increasing Migrant Entrepreneurship

Migrant entrepreneurs are referred to as "super-entrepreneurs" by Naudé et al. (2015), predicated on the notion that migrants have a stronger entrepreneurial spirit than natives (Hunt 2011) and produce remittances that supply capital for enterprises in their native lands. According to Blume-Kohout (2016), migrant entrepreneurs not only start small, marginal businesses but also big ventures like technology-based enterprises.

The migrant entrepreneurs' number continues to increase (Kerr and Kerr, 2017). The evolving dynamics of international migration and ethnic communities, as well as the complexity of international business activities, may all be attributed to the rising linkage between migration and entrepreneurship (Yeung 2002). This relationship between voluntary international migration and entrepreneurship is also influenced by a greater willingness to take risks and, to a lesser extent, a greater desire for accomplishment (Vandor 2021).

Benefits of Migrant Entrepreneurship

Migrant entrepreneurs contribute substantially to the economies of both their home and host countries (Baklanov et al., 2014), via employment generation (Khosha and Kalitanyi, 2015; Moyo, 2014), higher productivity, and market growth, as well as in the formation of international new enterprises (Zolin and Schlosser, 2013). Migrant entrepreneurs are forward-thinking since they choose to engage in business possibilities that provide long-term advantages. The businesses pursued by migrant entrepreneurs do not necessitate a large investment (Bizri 2017). Migrant entrepreneurs also serve as market innovators in a variety of settings (Mago, 2020). Native nations, like the host country, benefit from migrant entrepreneurship. Remittances in the form of funds or assets sent home by people living in the diaspora or outside their native countries boost the recipient nations (Elo 2015).

Many ethnic groups and communities are harnessing the dividends of migrant entrepreneurship across borders, e.g., Indian migrant retail entrepreneurs in Spain (Moré Martinez, 2015).

The advantages of migrant entrepreneurship also include welfare and other beneficial economic consequences, as well as social integration.

Discussion and Conclusion

Migration and entrepreneurship are two activities that are at the core of several global initiatives, and there is a strong connection between them. This study tried to elucidate the conceptual framework of migration and entrepreneurship. Migrant entrepreneurship continues to increase for various reasons, be it unemployment, economic causes, demographic crises like political turmoil, or health-related issues. Migrant entrepreneurship can be international, focused on foreign immigrants and ethnic entrepreneurs, or local, focused on within-a-country migration, e.g., rural-to-urban migration, since urban regions offer more entrepreneurial possibilities and resources to establish big firms, or urban-to-rural migration in the case of agro-based ventures or refugee entrepreneurship.

The migration case may be wilful, or sometimes it can be via threat or compulsion, but the entrepreneurial characteristics such as risk-taking and adaptability of migrants prove fruitful to both the host nation and the home nation. Assessing the link between international migration and entrepreneurship has far-reaching consequences for economic growth. Migrant entrepreneurship may foster employment development in the places that receive it. Entrepreneurs not only generate jobs and develop their local economies, but they also provide an essential economic mobility channel for people with less education. The benefits of migrant entrepreneurship also include welfare and social integration. The study also tried to provide a brief comparative view of migrant entrepreneurship, refugee entrepreneurship, immigrant entrepreneurship, and returnee entrepreneurship.

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