“Examining of immigrant entrepreneurship studies in international literature by using social network analysis”

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EXAMINING OF IMMIGRANT ENTREPRENEURSHIP STUDIES IN INTERNATIONAL LITERATURE BY USING SOCIAL NETWORK ANALYSIS

Abstract

Immigrant entrepreneurship is increasingly becoming part of the global economy which is garnering more attention from different academic disciplines. The increase in numbers of immigrants all over the world, especially in recent times, has also led to an increase in the immigrant entrepreneurship. Socio-cultural and economic impacts of this increase begin to draw attention of researchers studying the economy and business. However, analyzing the studies about immigrant entrepreneurship phenomenon systematically is quite limited. In this context, the aim of the study is to reveal knowledge network of immigrant entrepreneurship and show slightly-used paths of this field as suggestions for further studies. To achieve this aim, social network analysis (SNA) providing linkages and connections about immigrant entrepreneurship is used. Likewise SNA method is commonly used in scientific researches to provide a powerful set of tools for describing and linking information. Articles about immigrant entrepreneurship published in journals which are involved in SSCI are evaluated and UCINET software is used for visualizing our research through keywords. The study is expected to contribute to the business literature generally and entrepreneurship literature specifically and lead to researchers who aim to study the immigrant entrepreneurship by means of focusing on gaps and variables which are not discoursed adequately in the field.

Keywords immigrant entrepreneurship, immigrant entrepreneurs, social network analysis

JEL Classification L26, J61, D85

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INTRODUCTION

There is a significant number of studies supporting the link between immigration and entrepreneurship (Adendorff & Halkias, 2014; Aliaga-Isla & Rialp, 2013; Drori et al., 2009; Martinez et al., 2013; Sanders & Nee, 1996). Likewise, as importance of immigrant entrepreneurship for the global economy is recognized by policy makers and experts, research has grown on this topic. In this context, research papers on immigrant entrepreneurship have increased in number especially in 2000s and in the second decade of 21st century (Brzozowski, 2015, p. 7). However, the topic remains an underexplored research area in the field of management. Many of the existing researches about it have been proposed by sociologists and anthropologists (Chrysostome & Lin, 2010, p. 78). In other words, the issue of immigrant entrepreneurship has many gaps, despite the increase in number of both immigrants and immigrant entrepreneurs.

Additionally, immigrant entrepreneurship has been one of the outstanding issues because of its economic and social contributions. In other words, entrepreneurship has important influence on the economic and social integration of immigrants (Martinez et al., 2013, p. 142). Similarly, influence of immigrant entrepreneurship in the host country is not limited to its

economic aspects. It includes significant noneconomic effects such as social integration and recognition of immigrants, a nurturing entrepreneurial spirit, and providing role models for immigrants (Chrysostome & Lin, 2010, p. 77). For example, the most considerable impact of migration from a socio-economic perspective has been the increasing rate of immigrant entrepreneurs in labor market (Baycan-Levent & Nijkamp, 2009, p. 377). Furthermore, entrepreneurship remains an important way of economic progress for contemporary immigrant communities, although it requires long working hours and involves emotional difficulties (Sanders & Nee, 1996, p. 231). Likewise, body of literature has provided ample evidence that immigrant entrepreneurship is an important driver for socioeconomic development of the host and/or home countries (Turkina & Thai, 2013, p. 108).

In this sense, the aim of the study is to point out the issue of immigrant entrepreneurship which is important to both theorists and practitioners and make suggestions for future research by visualizing the information network of restricted articles that focus on "immigrant entrepreneurship" in international literature. Concordantly, SSCI articles whose titles have the words of "immigrant entrepreneurship" and "immigrant entrepreneurs" and which have keywords were evaluated by means of using social network analysis method.

1. LITERATURE REVIEW

One of the key features of a modern society is international migration from a global perspective since many people are on the move (Baycan-Levent & Nijkamp, 2009, p. 375). In the circumstances, entrepreneurship becomes a means of living for these immigrants.

Entrepreneurship is the combining of resources in original ways in order to create something of value (Aldrich & Waldinger, 1990, p. 112). However, Shane and Venkataraman (2000, p. 218) define the concept of entrepreneurship as examination of how, by whom, and with what effects opportunities are discovered, evaluated, and exploited so as to create future goods and services. Constant and Zimmerman (2004) state two types of entrepreneurship as well. First, it is related to individuals who choose an independent profession that enables them to realize their visions. These people take chances, but this situation is thought as a part of their success strategy, because they are attracted by monetary aspects of self-employment. Second, it is about people who are forced to work on their own risk, because nobody else wants to employ them. According to them, immigrants and ethnic minorities are often involved in the second group, because they use this activity as a channel of escaping from long-term unemployment.

As a result of these conditions, a new phenomenon that is called "immigrant entrepreneurship" has been risen (Baycan-Levent & Nijkamp, 2009, p. 377). An immigrant entrepreneurship definition is considered to differentiate it from other groups such as ethnic or internal migration (Aliaga-Isla & Rialp, 2013). This distinction is reinforced with the definition that "migrants are people who have been outside their country of birth or citizenship for a period of 12 months or longer" (Sasse & Thielemann, 2005, p. 656). In this context, immigrant entrepreneurship is defined as "people who have immigrated to a new country and started there a business" (Aaltonen & Akola, 2012, p. 2).

In addition to this, many studies examine the reasons for being an entrepreneur with regard to immigrants. Some of them argue that a number of immigrants climb up the ladder of economic success by becoming entrepreneur and servicing to customers from the "old country" who have similar national backgrounds and who demand products where immigrants have a comparative advantage in the production process (Borjas, 1986). In this context, some studies analyze why entrepreneurial activities among immigrants are further in certain countries and what these countries are. For example, Martinez et al. (2013, p. 141) indicate that immigrants from developing countries come from environments in which the total entrepreneurial activity index is significantly higher than developed nations' index, and thus, they are more experienced to start entrepreneurial activities in the host countries. Similarly, Beladi and Kar (2015, p. 666) suggest that a large proportion

of immigrants in many rich countries become entrepreneurs in small business activities. Massey et al. (1993, p. 431) support the idea that migrants from poorer countries start a business in order to satisfy their needs in immigrant-receiving societies with its low and still declining birth rate, its aging population, and its high standard of living. On the contrary, Blume et al. (2004, p. 27) state that immigrants are observed to have a high rate of either nonemployment or entrepreneurship in many developed countries. Therefore, entrepreneurship is used by immigrants as a last resort according to their hypothesis. More clearly, immigrants may face barriers in labor market and they try to overcome thanks to entrepreneurship.

Correspondingly, theoretical background of immigrant entrepreneurship can be mentioned in consideration of certain studies. For example, according to Lo and Teixeira (2015, p. 147), two theories dominate the current literature:

- The social embeddedness approach: The approach, developed largely in North America, argues that entrepreneurial behavior and outcomes result from the interaction between the social and economic opportunity structures immigrants' face in the new country, their personal attributes and characters, and the ethnic strategies.

- The mixed embeddedness approach: The approach originating in Europe contextualizes immigrant entrepreneurship as the interaction among micro-level socio-cultural forces, meso-level economic-structural conditions and the macro-level political-institutional setting of the immigrant receiving society (Lo & Teixeira, 2015, p. 148). Kloosterman and Rath (2001) who are pioneers of this approach want to understand the socio-economic position of immigrant entrepreneurs by taking into account not only their rather concrete embeddedness in social networks of immigrants, but also their more abstract embeddedness in the socio-economic and political-institutional environment of the country of settlement. Likewise, the results of Baycan-Levent and Nijkamp's (2009, p. 375) comparative analysis show that European migrant entrepreneurship is shaped by some distinct push factors such as high unemployment rates and low participation rate or low status in labor market, as well as by an accompanying factor.

- In conclusion, immigrant entrepreneurship literature can also include three theories (Martinez et al., 2013, p. 142):

- Cultural theory: Cultural characteristics such as religious beliefs, family ties, thriftiness, work ethics, and compliance with social values serve as ethnic resources which partially explain the orientation of immigrants towards entrepreneurship.

- Mixed embeddedness theory: The theory supports the cultural theory, but adds some other factors such as socio-economic and political-institutional environment of the country of settlement and it considers how these factors develop the opportunities for entrepreneurship.

- Disadvantage theory: Migrants are pushed into entrepreneurship, because they are subjected to labor market disadvantages.

In methodology part of the study, some clues related to literature will be tried to find and results will be evaluated according to similarities and differences between literature and the research.

2. METHOD

In the paper, bibliometrics was used within the frame of keywords from articles and processed these keywords through social network analysis. Bibliometrics is the application of various statistical analyses to study patterns of authorship, publication and literature use (Lancaster, 1977, p. 353). Other definition according to Prytherch (1990) is that; "bibliometrics is the application of mathematical and statistical methods to the study of the use made of books and other media within and between library systems". As a very brief definition we can say that bibliometrics is statistical picture of lit-

erature. The social network analysis is used in network research in social and behavioral sciences since the mid-1930s and differs from traditional social science methods (Tunçay et al., 2015, p. 76; Wasserman & Faust, 1994, p. 5; Wasserman et al., 2005, p. 1).

In the study, starting from the "immigrant entrepreneurship" and "immigrant entrepreneurs" keywords, bibliometric analysis was done, and then UCINET 6, which is the most commonly used software to make a social network analysis by using simple matrix, was used to visualize the network of keywords. In this manner, "immigrant entrepreneurship" and "immigrant entrepreneurs" have been scanned in article titles by using Dokuz Eylul University and Izmir Katip Celebi University databases throughout the business literature, under the restrictions of Social Sciences Citation Index, full text available and English language. Keywords which are the subject of the study were written in both horizontal and vertical line in matrix and relationships have been numbered through the situation that being in same article as keyword. 0 means no relations and other numbers show the strength of relationships parallel to the increasing level. After that, matrix has been processed and visualized thanks to "Netdraw", software to give network map of given database, as final step of application.

3. RESULTS

After all SSCI international papers with "immigrant entrepreneurship" and "immigrant entrepreneurs" concepts in the article title have been reached, the articles without keyword information have been eliminated. In this manner, 78 articles were reached and 51 of them were eliminated because of having no keywords. Therefore 27 articles were determined to subject the study and 91 keywords have been used after adjustment of the same meaning keywords such as "immigrant entrepreneurs" and "immigrant entrepreneur", "globalization" and "globalisation", etc., in the case of the same concept expressed differently in the different articles. These words are combined into a single keyword which has been replaced in the data matrix. When the articles printed in the SSCI international literature of "immigrant entrepreneurship" and "immigrant entrepreneurs" cases are analyzed, it showed that the subject has been studied since 1989. First article was written in 1989 by M. D. R. Evans from Australia, a country implementing effective immigrant policy, and it is called "Immigrant Entrepreneurship: Effects of Ethnic Market Size and Isolated Labor Pool", but this article was not subjected to the study due to having no keywords. On the other hand, first article subjected to the paper was written by Magnus Lofstrom from USA. The article's title is "Labor market assimilation and the self-employment decision of immigrant entrepreneurs" and it was published in 2002. Conversely, last article published in 2015 belongs to QF Wang and is named as "Foreign-Born Status, Gender, and Hispanic Business Ownership across US Metropolitan Labor Markets: A Multilevel Approach". However, because of the same reason, it was not subject to the paper as well. Amongst the 27 articles in the study, last article is "Minding the Gender Gap: Social Network and Internet Correlates of Business Performance among Chinese Immigrant Entrepreneurs" by Wenhong Chen, Justin Tan, and Fangjing Tu as of year 2015.

Immigrant entrepreneurship studies in international literature have attracted the interest of doing research in many different areas such as business (9), economy (7), sociology (6), planning (2), psychology (1), communication (1), geography (1). Also, when articles were evaluated in terms of the countries in which they were written, there were identified some countries such as USA (10), the Netherlands (4), Australia (3), Spain (3), Sweden (2), Canada (2), Brazil (1), Italy (1), Iceland (1). 91 keywords obtained from all 27 articles were analyzed. Keywords in the articles were entered to the data matrix in UCINET 6 software both horizontally and vertically. The connections between keywords coded numerically according to their frequency take place together in the same article by UCINET 6 with matrix of 91x91. Following the calculation of the degree through program, visual network map was issued. This method identifies relationships in very basic and simple sense by using some scientific concepts such as centrality. Centrality is examined under 3 different types; these are degree, betweenness and closeness. Degree centrality provides to set the most central units which have most connections related to the

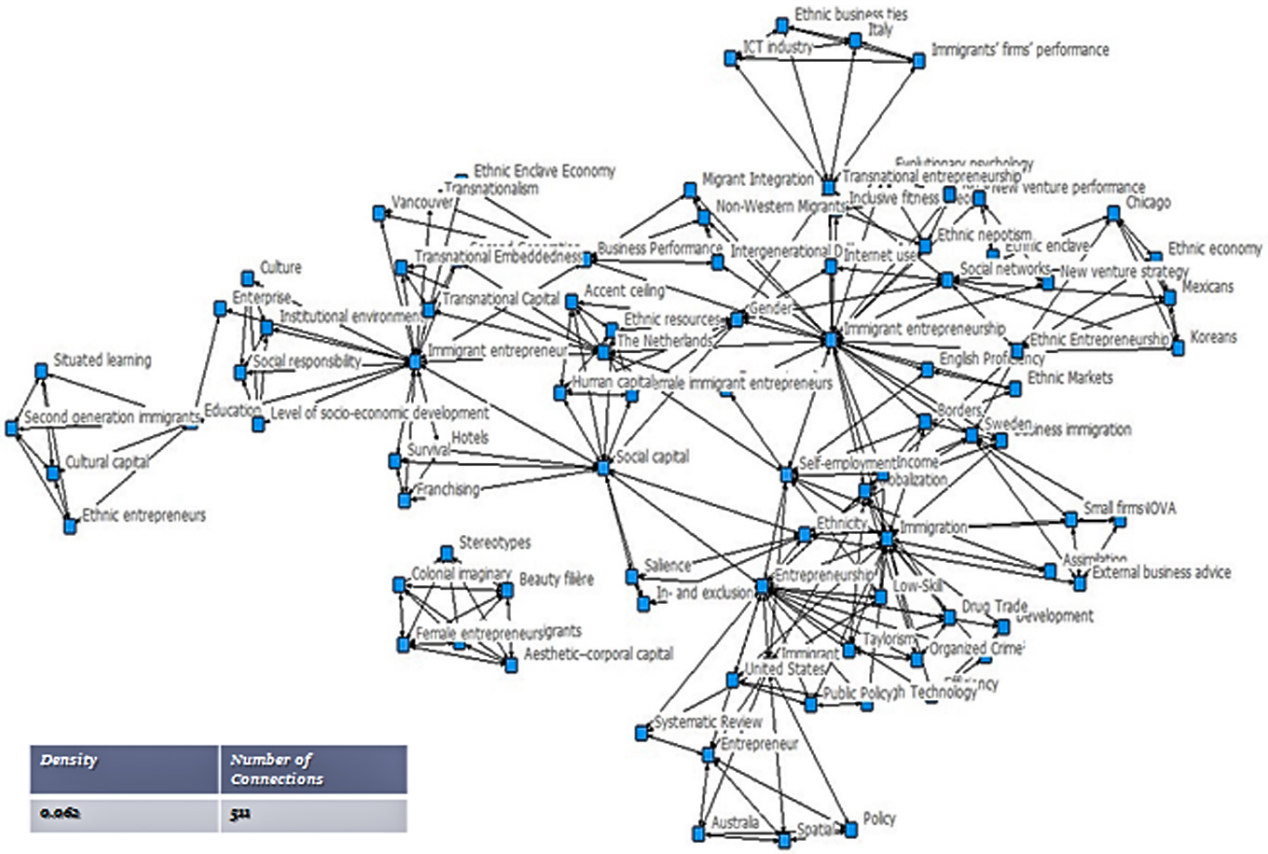

Figure 1. The network map of the articles

others in social network. Closeness centrality is about closeness of one unit to the others. The last one, betweenness centrality is a criterion of being a bridge to connect subgroups.

In overall analysis, it was found that except "immigrant entrepreneurship" and "immigrant entrepreneurs", "entrepreneurship", "immigration", "social capital", "self-employment", "immigrant", "gender", "globalization", "social networks", "business performance", "ethnic entrepreneurship", "ethnicity" and "transnational entrepreneurship" concepts have a high degree of betweenness and closeness centralities. Detailed results about the study in case of centrality are shown in Table 1 below.

According to the table, it was identified that "immigrant entrepreneurship" has the highest score of degree centrality. "Entrepreneurship", "immigration", "immigrant entrepreneur" and "social capital" follow it as focal points in literature. Then when the table is analyzed in terms of betweenness centrality, it was determined that "entrepreneurship", "social capital" and "immigrant" keywords become connectors of network map. They made connections as bridge between epicenter keywords "immigrant entrepreneurs" "immigrant entrepreneurship" and non-central keywords. "Self-employment", "immigrant", "gender", "globalization" and "social networks" also have high degree of centrality. "Immigrant entrepreneurship", "entrepreneurship" and "social capital" have higher closeness centrality than the others. To get a clear vision for interpreting the results of the study, the network map of the articles which was written under the keywords of "immigrant entrepreneurship" and "immigrant entrepreneurs" is shown in Figure 1.

The density of the information network is 0.062 and the number of connections in the network is 511. Density is calculated as the ratio of the num-

ber of available connections in the network to the number of all possible links that may occur. The density of an information network on immigrant entrepreneurship is low. The low density of keywords means that they are not associated with each other in the network too much and their relationship with each other has less number.

CONCLUSION

Articles related to "immigrant entrepreneurship" and "immigrant entrepreneurs" cases attracted the attention of many different disciplines in the international literature, published after 2002 and there have been limited number of studies. Hence, literature on the subjects is also developed due to the increase of the number of immigrant entrepreneurs in the world. When articles which are subjected in the paper are evaluated together, it is observed that researches discuss the case of immigrant entrepreneurship in different disciplines, but do not have an interdisciplinary perspective. Recent studies indicate that immigration contributes to the development of the knowledge economy and business literature by providing cultural diversity and immigrant entrepreneurs have an important place due to triggering the fire of innovation with their new ideas and perspectives.

In the study, using bibliometrics and social network analysis methods for the quantitative investigation of academic output aimed to discuss the development of "SSCI international articles on the immigrant entrepreneurship" and to create a basic future research guiding based on keywords focused on the thematic information network. Hereunder, the low density substantially showing the characteristics of a whole network refers to the weak connections in published articles and the height of the article diversity. Low density of keywords in the articles means a small number of interactions between the keywords in the articles and also represents less relationships between these concepts in the articles. The low relationship level between the keywords in international literature indicates that it should be examined in relation to each other.

The study is expected to be a demonstrator for academics who want to study the immigrant entrepreneurship due to great importance of immigrant entrepreneurship cases in recent times. According to methodologies followed in the study, post selection is made with the title and keywords, some studies conducted in the framework of the study of immigrant entrepreneurship to be left out considered as constraints. This aspect of the work, creating new interior appears to focus on the original research question for research to monitor the area is thought to contribute to the literature.

In the paper, "immigrant entrepreneurship" is the most central unit which has most connections relatively to the others in the social network, and it is followed by "entrepreneurship", "immigration", "immigrant entrepreneur" and "social capital". Betweenness centrality is also important because of the association of building a bridge to relate the concepts contained in the structural gap between them. In this sense, the concepts of "entrepreneurship", "social capital", and "immigrant" appear to relate between other keywords as bridge. In terms of closeness centrality, the concepts of "immigrant entrepreneurship", "entrepreneurship", and "social capital" have high closeness centrality. Each keyword in the study represents individual cases. It is difficult to understand the "immigrant entrepreneurship" concept, because the connection between these cases was not established. The fact remains that there is a failure to adequately internalize the issues by article readers.

According to the study, it is observed that there are so many keywords about ethnic issues. Also degree centrality values of "ethnicity" and "ethnic entrepreneurship" are relatively higher than the other keywords. Likewise betweenness values of them are high enough to connect and enrich literature too. It is highly possible that the reason of this relationship depends on being minority in society they live on. The fact shows that there is a high positively relationship between "immigrant

entrepreneurship" and "ethnic entrepreneurship". Likewise, many studies discuss the concepts as synonym or different (Aldrich & Waldinger, 1990; Aliaga-Isla & Rialp, 2013; Chaganti & Greene, 2002; Sasse & Thielemann, 2005). In this case, studies that are explaining the relevance of the concept of ethnic and immigrant entrepreneurship with each other can be carried out in the future. In this context, more detailed academic research can be done on the basis of national or international literature.

LIMITATIONS OF THE STUDY

Due to the methodology followed in the study, the selection is made with the article title and keywords; it is regarded as a constraint that some studies to be left out within the framework of immigrant entrepreneurship. The study also cannot be questioned the evolution of the information network as longitudinal because of the limited literature in the number of publications, especially in terms of SSCI articles. To make such an assessment, information networks related to a specific range of years should be compared separately. Besides these, it has been identified as another limitation that the study excludes national publications and focuses on just academic papers in international literature within the SSCI articles.

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APPENDIX

Table 1. Results of keywords analysis

Keywords	Degree centrality	Betweenness centrality	Closeness centrality	Keywords	Degree centrality	Betweenness centrality	Closeness centrality
Immigrant entrepreneurship	28.000	309.473	12.658	Ethnic entrepreneurs	4.000	0	9.912
Entrepreneurship	24.000	1.403.881	12.179	Ethnic nepotism	4.000	0	11.378
Immigration	19.000	0	12.000	Evolutionary psychology	4.000	0	11.378
Immigrant entrepreneur	18.000	0	11.936	External business advice	4.000	0	11.097
Social capital	13.000	1.450.740	12.278	Franchising	4.000	0	11.378
Self-employment	12.000	551.632	12.195	High technology	4.000	0	11.292
Immigrant	11.000	1.923.419	11.568	Hotels	4.000	0	11.378
Gender	9.000	513.387	12.032	ICT industry	4.000	0	10.601
Globalization	9.000	141.254	11.873	Immigrants' firms' performance	4.000	0	10.601
Social networks	9.000	326.100	11.719	In- and exclusion	4.000	0	11.509
Business performance	8.000	618.581	11.984	Inclusive fitness theory	4.000	0	11.378
Ethnic entrepreneurship	8.000	328.622	11.704	Institutional environment	4.000	3.051.481	10.791
Ethnicity	8.000	294.448	11.811	Intergenerational Difference	4.000	0	11.628
Transnational entrepreneurship	8.000	640	11.704	Internet use	4.000	632.102	11.643
Entrepreneur	7.000	107.529	11.057	Italy	4.000	0	10.601
Income	7.000	427.138	12.016	Kin altruism	4.000	0	11.378
Sweden	7.000	294.814	11.780	Level of socio-economic develop	4.000	0	10.791
The Netherlands	7.000	723.400	12.113	Low-Skill	4.000	0	11.494
Education	6.000	640	10.870	Migrant integration	4.000	0	11.628
Accent ceiling	5.000	0	11.480	Non-Western migrants	4.000	0	11.628
Aesthetic–corporal capita	5.000	0.250	1.163	Policy	4.000	0	10.490
Beauty filiиre	5.000	0.250	1.163	Public Policy	4.000	0	11.292
Brazilian immigrants	5.000	0.250	1.163	Salience	4.000	0	11.509
Chicago	5.000	0	10.804	Second Generation	4.000	0	11.278
Colonial imaginary	5.000	0	1.163	Second generation immigrants	4.000	0	9.912
Drug Trade	5.000	0	11.307	Situated learning	4.000	0	9.912
Ethnic economy	5.000	0	10.804	Small firms	4.000	0	11.097
Ethnic resources	5.000	0	11.480	Social responsibility	4.000	0	10.791
Female entrepreneurs	5.000	0.250	1.163	Spatial	4.000	0	10.490
Female immigrant entrepreneurs	5.000	0	11.480	Stereotypes	4.000	0	1.163
Human capital	5.000	0	11.480	Survival	4.000	0	11.378
Koreans	5.000	0	10.804	Transnational capital	4.000	0	11.278
Mexicans	5.000	0	10.804	Transnational Embeddedness	4.000	0	11.278
Organized crime	5.000	0	11.307	Transnationalism	4.000	0	11.208
Taylorism	5.000	0	11.307	United States	4.000	0	11.292
ANOVA	4.000	0	11.097	Vancouver	4.000	0	11.208
Australia	4.000	0	10.490	Economic policy	3.000	0	11.780
Borders	4.000	0	11.598	English proficiency	3.000	0	11.524
Business immigration	4.000	0	11.598	Ethnic enclave	3.000	0	11.364
Crisis	4.000	0	11.292	Ethnic markets	3.000	0	11.524
Cultural capital	4.000	0	9.912	New venture performance	3.000	0	11.364
Culture	4.000	0	10.791	New venture strategy	3.000	0	11.364
Development	4.000	0	11.292	Systematic review	3.000	0	11.016
Efficiency	4.000	0	11.292	Assimilation	2.000	0	11.139
Ethnic business ties	4.000	0	10.601	Enterprise	2.000	0	10.817
Ethnic enclave economy	4.000	0	11.208				