

**Exploring the Determinants**  
**of Second-generation Ethnic Entrepreneurship**

Faculty 7: Business Studies and Economics

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Submitted by

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### **Hinweis über den Umfang der Kürzung der Dissertation**

Die vorliegende E-Version der Dissertation stellt eine verkürzte Fassung der bewerteten Originalfassung der Dissertation dar. Der Umfang der Kürzung ergibt sich wie folgt: die Interviewtranskripte, die in der bewerteten Originalfassung dem Anhang beigelegt sind, wurden aus dieser vorliegenden Version entfernt. Dieses Vorgehen erfolgt im Einvernehmen zwischen dem Verfasser und dem Vorsitzenden der Prüfungskommission gemäß § 12 (2) der Promotionsordnung.

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## List of abbreviations

COO	Country of Origin
COR	Country of Residence
IMES	Institute for Migration and Ethnic Study
OECD	Organization for Economic Co-operation and Development
RP	Research Proposition
RQ	Research Question
TEA	Total Early-stage Entrepreneurial Activity

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# **Part 1: Introductory Paper**

## **1. Introduction**

### **1.1. Research background**

Immigrants and their entrepreneurial activities contribute significantly to the global economy. According to the Organization for Economic Cooperation and Development (OECD), in 2018 there were more than 3.6 million self-employed immigrants, an increase from 1.2 million in 2012 (OECD, 2019). In fact, immigrants launch new companies more frequently than nationals. In 2019, the total early-stage entrepreneurial activity (TEA) rate of migrants in Germany was 11.8%, compared to 7.4% for German nationals (Sternberg et al., 2020). The entrepreneurial activities of immigrants can enhance their integration in receiving countries (Curci & Mackoy, 2010). Immigrants in recent decades have entered a diversity of industries, and they are self-employed not only driven by necessity, but also by opportunity (Rasel, 2014). Among new immigrants – post-World War II immigrants, the children of first-generation immigrants who were born or received their entire education in the country of residence (COR) are the most active group in changing their immigrant-origin community within the country (Efendic, Andersson, & Wennberg, 2016). While the study on immigrant often refers to the first-generation immigrants arriving at the COR as adults, the children of immigrants do not have direct immigrant experience themselves, thus they are ethnic minorities from the perspective of the COR (c.f. Ceobanu & Escandell, 2011; Horvath & Huber, 2019; Kadianaki, 2010). In this study, the term ethnic community and related actors are used to describe an immigrant-origin community and its members.

Ethnic entrepreneurs are entrepreneurs who have immigrant backgrounds, including immigrants and their descendants in the COR (IMES Institute for Migration and Ethnic Studies, 2008). Despite the considerable number of studies on ethnic entrepreneurship in recent decades, studies focusing principally on the ethnic entrepreneurship of second-generation immigrants remain limited. Although the social and linguistic characteristics of second-generation immigrants have been thoroughly investigated (Columbo & Rebughini 2012), studies on their entrepreneurial activities have largely focused on comparison with first-generation ethnic entrepreneurs (c.f. Efendic et al., 2016; Masurel & Nijkamp, 2004). The descendants of immigrants can reach higher levels of language proficiency and education compared to their parents (Portes &

Rumbaut, 2001; Xu & Wu, 2016) and are therefore well-integrated into the COR (Alba, 2005; Hermansen, 2013). Second-generation immigrants who are able to communicate the ethnic language fluently can also maintain strong, kin-based ties and feel a sense of belonging in the country of origin (Jain, 2019; Trieu, Vargas, & Gonzales, 2016).

The individual ethnic entrepreneur has been studied as the central player in entrepreneurship. Shook et al. (2003) confirmed the significant role of personal thoughts and behavior in creating an enterprise. Because individual competences are changeable and differentiate people from others across situations (Shane & Venkataraman, 2000), to understand “why, when and how different modes of action are used to exploit entrepreneurial opportunities” (Shane & Venkataraman, 2000, p. 218), it is necessary to understand how individuals perceive and communicate with different environments (Shane & Venkataraman, 2000; Shook et al., 2003). Individual ethnic entrepreneurs are embedded differently within the ethnic community; as a result, they have diverse ethnic capital skills, such as language, cultural knowledge, and social networks (Jain, 2019; Xie & Gough, 2011). Nevertheless, while first-generation ethnic entrepreneurs strongly depend on their ethnic community and consider the national community as the “host” (Rettad, 2001), the descendants of immigrants are actively embedded within both the ethnic society and local society in the COR (Nguyen & Benet-Martínez, 2013).

The concept of mixed embeddedness introduced by Robert Kloosterman and his colleagues is an important lens for understanding the complicated context in which ethnic entrepreneurship operates. This concept explains the influence of individuals’ embeddedness within two or more different contexts (Kloosterman, 2010; Kloosterman & Rath, 2018). Nguyen and Benet-Martínez (2013) stated that immigrants and their descendants are bicultural individuals, and their individual identities are the result of a negotiation and adjustment process. An individual’s identity is formed based on the embedded context as well as his or her life experience. However, there has been little discussion to date on how the flexible identity of immigrants influences their ethnic entrepreneurship.

Recent studies have examined entrepreneurship in connection with historical, temporal, institutional, spatial, and social contexts (Gaddefors & Anderson, 2017; McKeever,

Anderson, & Jack, 2014; Welter, 2011). Entrepreneurship is formed through profit opportunities to create new value (Foss & Klein, 2012). It is widely accepted that the unique access of ethnic entrepreneurs to ethnic resources supports entrepreneurship through allowing the exploitation of unique entrepreneurial opportunities, such as offering ethnic products to ethnic enclaves (Ram, Jones, & Villares-Varela, 2017). Several recent studies have discussed the changing face of ethnic enclaves and markets in the receiving country (c.f. Kim, 2018; Page, 2019; Ricatti, Dutto, & Wilson, 2019). For example, Kim (2018) described the *transclave* market in which transnational corporations and consumer culture “move back and forth between two nations and become embedded in a small geographic section of a global city” (Kim, 2018, p. 16). However, there are few studies emphasizing how these opportunities are valued and exploited by the new generation of ethnic entrepreneurs in the modern market.

In order for entrepreneurship to access resources and exploit opportunities, it is necessary to have appropriate support from the external environment (Clarysse, Tartari, & Salter, 2011). Suchman (1995) defined the legitimacy of an organization as its right to exist and perform an activity in a certain way. Institutions refer to deep aspects of social structure that act as authoritative guidelines and constraints for behavior (North, 1991; Scott, 2005). DiMaggio and Powell (1991) explained that institutions are taken-for-granted rules that can be explicit and consciously perceived by individuals or can act as implicit guidelines for individuals’ actions. An institution legitimizes a venture based on its performance; this process can either restrict or enhance access to necessary resources (Chowdhury, Audretsch, & Belitski, 2019). Therefore, to exploit the resources in both the ethnic and local community, the entrepreneurship must be legitimized by institutions. Prior studies have characterized second-generation ethnic entrepreneurs by their dual background: they are citizens in the COR and also children of immigrant parents (Alba, 2005; Card & Schmidt, 2003). Thus, they have legitimacy in both the ethnic community and local community. Nevertheless, there is still insufficient discourse about the impact of legitimacy on the ethnic entrepreneurship of second-generation ethnic entrepreneurs.

## **1.2. Research aims and research questions**

This thesis aims to address the above-mentioned research gaps through contributing to the understanding of second-generation ethnic entrepreneurship and how such

entrepreneurship contributes to the ethnic minority communities in modern society. By exploring the unique characteristics of second-generation ethnic entrepreneurs and the position of their ethnic ventures in the market of the COR, this dissertation examines the mutual influences between individual second-generation ethnic entrepreneurs and their enterprises and the markets in which they are embedded. To understand the entrepreneurship, it is necessary to have an analysis on different levels “ranging from individual level to the economy at-a-large” (Davidsson & Wiklund, 2001, p. 246). Therefore, this dissertation explains and defines the determinants of second-generation ethnic entrepreneurship on three different levels: (i) the individual level (i.e., second-generation ethnic entrepreneurs); (ii) the venture level (i.e., ethnic ventures); and (iii) the macro level (i.e., institutions). This research seeks to answer the following research questions:

*Research question 1: How do the individual characteristics of second-generation ethnic entrepreneurs influence their ethnic entrepreneurship, and vice versa?*

*Research question 2: How do institutions impact second-generation ethnic entrepreneurship?*

### **1.3. Structure of the introductory paper**

This introductory section is divided into four chapters. Chapter 2 provides an overview of current research in the field of ethnic entrepreneurship and related topics. The chapter presents the conceptual background of second-generation ethnic entrepreneurship and its determinants. Moreover, the chapter presents a brief overview of previous studies’ findings on ethnic entrepreneurship in general and the entrepreneurship of second-generation ethnic entrepreneurs in particular. By reviewing the concepts, factors, and approaches at the three levels of individual entrepreneurs, ventures, and institutions, the chapter highlights the research gaps in the existing literature.

Chapter 3 subsequently presents the research aims, background, findings, methods, and contributions of the four articles considered in this dissertation. As each article addresses particular research questions and research aims, this chapter considers the background and findings of the articles under the overall research aim of this dissertation, which concerns the relationship of second-generation ethnic

entrepreneurship with individual entrepreneurs and the contexts/institutions in which they are embedded. Figure 1 summarizes how these articles tackle the three research questions in this dissertation. Chapter 4 highlights how the research questions are answered by the findings and results in the presented articles.

Article 1, **“Dual Embeddedness and Entrepreneurial Activities of Second-Generation Ethnic Entrepreneurs: Multiple Case Studies with Vietnamese Entrepreneurs in Germany (Dang & Harima, 2020),”** explored the mutual relationships between embeddedness and second-generation ethnic entrepreneurs. By investigating the dual embeddedness of second-generation immigrants in the ethnic community and in mainstream society, the study identified the mutual influence between individual identities and entrepreneurial activities. This research contributed to the research on ethnic entrepreneurship by revealing novel causalities between socio-psychological factors and the entrepreneurial activities of second-generation entrepreneurs at the individual level, thereby addressing research question 1 in this dissertation.

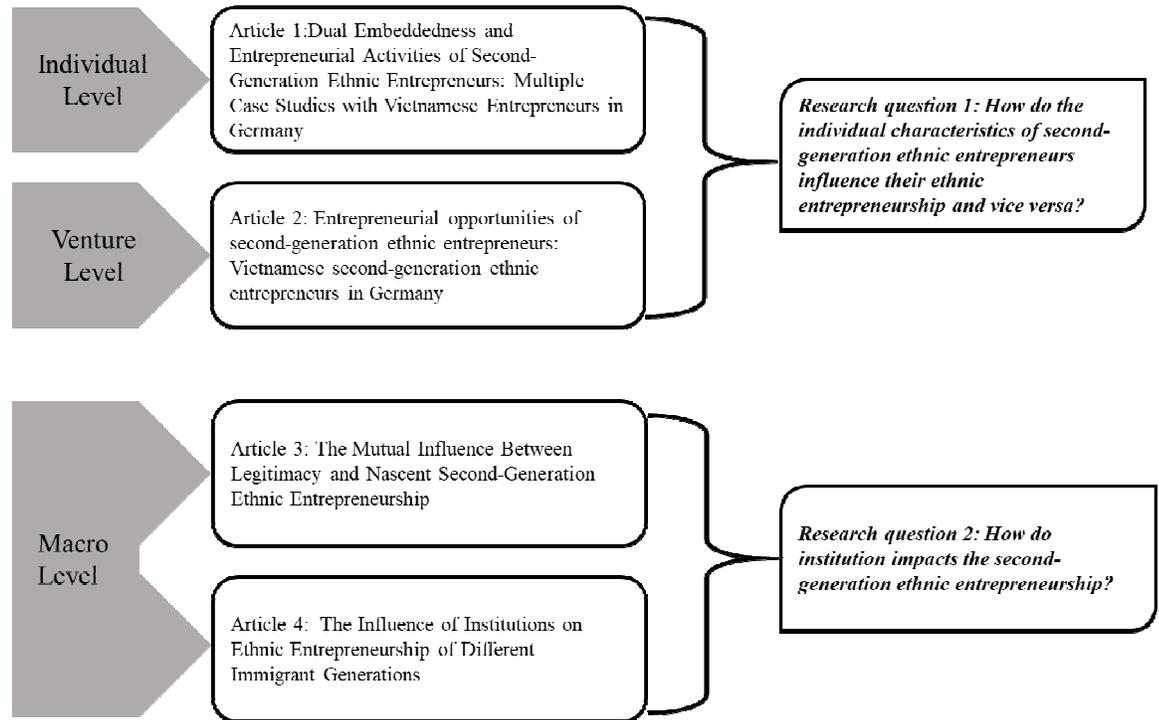
Article 2, **“Entrepreneurial Opportunities of Second-generation Ethnic Entrepreneurship: Vietnamese Second-generation Ethnic Entrepreneurs in Germany” (Dang, in submission),** examined opportunity recognition and the factors influencing second-generation ethnic entrepreneurship. The results of this study suggest that second-generation ethnic entrepreneurship can fill gaps in the market by creating entrepreneurial opportunities based not only on the existing demand of markets, but also on the new markets that have emerged in the modern, global context. Moreover, this study investigates the opportunity recognition and exploitation of second-generation ethnic entrepreneurship referring the research question 1.

Article 3, **“The Mutual Influence Between Legitimacy and Nascent Second-Generation Ethnic Entrepreneurship” (Dang, in “Challenges to Nascent Entrepreneurship and Creating New Ventures,” chapter approved),** investigated the interaction between legitimacy and nascent second-generation ethnic entrepreneurship in the COR. The study analyzed second-generation immigrants and relied on institutional theory to demonstrate that host institutions and ethnic institutions play different roles in the early stages of second-generation ethnic entrepreneurship. On the one hand, the prevailing connections between entrepreneurs and their ethnic

communities provide second-generation ethnic entrepreneurship with the legitimacy to contribute to society. On the other hand, ethnic society legitimates the entrepreneurial activities of second-generation ethnic entrepreneurs because of these contributions. Moreover, the results of this study illustrate the reciprocal process through which institutions recognize the legitimacy of nascent second-generation ethnic entrepreneurship in different social contexts, as mentioned in research question 2 in this dissertation.

Article 4, “**The Influence of Institutions on Ethnic Entrepreneurship of Different Immigrant Generations**” (Dang, 2019), examined second-generation ethnic entrepreneurship in comparison with first-generation ethnic entrepreneurship to highlight the improved ability of second-generation ethnic entrepreneurs to embed within various institutions in the COR. The study relied on institutional theory to demonstrate that institutions matter in different ways to different generations of immigrants. This article demonstrated the development of second-generation ethnic entrepreneurship through embeddedness within mixed and complicated institutional settings, thereby serving to answer research question 2.

Finally, Chapter 5 concludes the dissertation by outlining its research contributions and its limitations and implications. In addition, Chapter 5 discusses future research directions.



**Figure 1: Article overview**

## **2. Conceptual background of second-generation ethnic entrepreneurship**

This chapter briefly describes the conceptual background of second-generation ethnic entrepreneurship. The core terms and concepts in this dissertation are defined. In addition, this chapter presents the findings from previous studies on second-generation ethnic entrepreneurship and the prevailing research gaps in terms of three different levels: individual entrepreneurs, ventures, and societal factors. To draw an effective overview of the results and findings in the existing literature and to summarize the chapter, tables and a conceptual framework are developed to systematically present the analysis process.

### **2.1. Ethnic entrepreneurship**

The study of ethnic entrepreneurship began in the 1980s (cf. Bonacich & Modell, 1980; Light, 1984; Waldinger, Aldrich, & Ward, 1990). Chaganti and Greene (2002) defined ethnic entrepreneurship based on the “ethnic involvement” of enterprise owners. Business owners who have certain interactions with ethnic communities are ethnic entrepreneurs according to this definition. This definition broadened the previous definition of immigrant entrepreneurship, according to which the entrepreneurs are immigrants in the country concerned (Butler & Greene, 1997). In the early phase of research, ethnic ventures were often characterized as small businesses relying on unpaid family labor and cheap immigrant labor to run ethnic food restaurants, low-end grocery stores and retail shops, liquor stores, sweatshops, and businesses primarily operating in their own ethnic enclave (Kim, 1999; Light, 1972; Portes & Zhou, 1992; Waldinger, 1986). Ethnic entrepreneurs are characterized by their dual embeddedness within institutions of the ethnic community and host society. Through their dual embeddedness, ethnic entrepreneurs have access to different types of networks both in the host and ethnic communities (Bagwell, 2015; Constant, Gataullina, & Zimmermann, 2009; Kloosterman & Rath, 2001). In contrast to other studies that have investigated entrepreneurship in the context of migration—such as studies on immigrant entrepreneurship and diaspora entrepreneurship—ethnic entrepreneurship studies focus on ethnicity, which migrants and their descendants inherit over generations (Rath & Swagerman, 2011).

The OECD’s labor force age data is categorized into two groups: young workers aged 15 to 24 years-old and the core working-age group of individuals aged 25 to 54 years-

old. This dissertation adapts the OECD definition and identifies “second-generation immigrants” as native-born children who have at least one foreign-born parent and other children of immigrants who arrived in the receiving country before they were 15 years-old, the minimum age for participation in the labor force (OECD, 2020). Second-generation immigrants are citizens of and have received their entire education in the COR (Felfe, Rainer, & Saurer, 2016; Vermeulen, 2010). Throughout this dissertation, the term second-generation ethnic entrepreneurship refers to the entrepreneurship of second-generation immigrants who arrived at the COR before the age of 15.

Recent studies on ethnic entrepreneurship have drawn attention to new movements in the field. Freiling and Harima (2019) found that entrepreneurs with an immigrant background have proactively sought opportunities in the internationalized and open economy. Baycan-Levent, Nijkamp, and Sahin (2008) described the growing number of second-generation ethnic entrepreneurs in non-traditional ethnic sectors. Moreover, while ethnic entrepreneurship has been primarily investigated from the perspectives of sociology over the last several decades (Ilhan-Nas, Sahin, & Cilingir, 2011; Nazareno, Zhou, & You, 2019), ethnic entrepreneurship has recently attracted attention from researchers in the management and organization fields (Ilhan-Nas et al., 2011).

## **2.2. Second-generation ethnic entrepreneurship**

The following sub-sections present the key findings of previous studies on second-generation ethnic entrepreneurship in terms of the individual, venture, and macro levels.

### **2.2.1. Individual level: Second-generation ethnic entrepreneurs**

Research on individual second-generation immigrants has pointed to four major factors that form the self-identity of immigrants’ descendants: (i) family education, (ii) school education, (iii) ethnic ties, and (iv) national ties. The structure of society can also influence individual second-generation ethnic entrepreneurs.

First, several studies have demonstrated that education serves to help second-generation immigrants to integrate within their COR. Having strong family structures promotes the successful adaptation of second-generation immigrants into their COR (Haller, Portes, & Lynch, 2011). The support received from family members and close relatives encourages children to learn in school and integrate into the COR community

(Portes & Rumbaut, 2001). At the same time, children from immigrant families build ethnic capabilities, such as ethnic language and ethnic cultural understanding, from early education within the family (Portes & Rumbaut, 2001).

Second, previous studies have demonstrated the impacts of schooling on the perceptions of second-generation immigrants toward their ethnic origin. While the education system is generally respectful of diversity and accepts students' differences, including ethnic differences (Felfe et al., 2016), immigrant children may experience discrimination in schools, which results in their devaluation of their ethnic ties (Adair, 2015; Alesina, Carlana, Ferrara, & Pinotti, 2018).

Third, the ethnic ties of second-generation immigrants are often expressed in a metaphorical language of kinship, such as homeland, fatherland, mother tongue, and blood ties (Portes & Rumbaut, 2001). Being children of immigrant parents makes second-generation immigrants a part of their respective ethnic community by nature (Portes & Rumbaut, 2005). On the one hand, Portes and Rumbaut (2001) affirmed that second-generation immigrants' link to the community is strengthened by their family connection and education. On the other hand, prior studies have also found that the characteristics of the ethnic community influence these connections. For example, while Robertson and Grant (2016) revealed the positive effects of a strong ethnic community on consolidating the ethnic bond between second-generation immigrants and the ethnic community, some previous findings have found that being the members of a visible minority can weaken the bond of second-generation immigrants with the ethnic community due to discrimination (Bilodeau, 2017).

Furthermore, the connection to the national context significantly impacts individuals. Growing up in the COR cultivates understanding of the local culture and behavior. However, the unfavorable experience of discrimination against immigrants' descendants in the COR can have negative influences, as the victims of such discrimination not only reject their ethnic origin, but also weaken their connections with local society (Berry & Hou, 2017; Bilodeau, 2017). To reduce these effects, a cohesive ethnic community can assist its members in understanding the national structure and adjusting to the national society (Portes & Vickstrom, 2011).

“Integration represents a type of biculturalism (or pluralism) in which group members continue to practice within their own cultural traditions, while also becoming comfortable and competent with the conventions of the new dominant culture” (Bhati, Hoyt, & Huffman, 2014, p. 102). On the level of social relations, the integration of individuals is determined by their embeddedness (Olofsson, 1999). In economic research, embeddedness may concern the structure of relations that tie economic actors together and the social strands supplementing the economic strands in each relation (Johannisson, Ramírez-Pasillas, & Karlsson, 2002). The concept of embeddedness suggests that actors’ purposeful actions are embedded within concrete and enduring relationships that affect their motives, behaviors, and decision-making (Gnyawali & Madhavan, 2001; Granovetter, 1985). There are two types of embeddedness: personal embeddedness and systemic embeddedness (Johannisson et al., 2002). While personal ties are created and utilized by business actors for social and business concerns, in the systemic embeddedness individuals into different positions and refers to the overall fabric of relations that links economic and other agents (Johannisson et al., 2002, p. 300).

The concept of mixed embeddedness in immigrant research has drawn attention to the unique links that individual ethnic members can build with more than two different contexts (Kloosterman, 2010; Kloosterman & Rath, 2001). Galli and Russo (2019) emphasized that second-generation immigrants with dual identities have an advantage through their connections to both the ethnic community and the national community. For example, second-generation ethnic entrepreneurs not only receive financial support from their parents, but also learn ethnic skills—such as communication skills—to connect to other ethnic members (Borjas, 1992; Kacar & Essers, 2019). At the same time, the schooling in the COR enhances the connections of second-generation ethnic entrepreneurs. Midtbøen and Nadim (2019) stated that friends and other relationships in the national community not only accelerate the integration of second-generation immigrants, but also increase their occupational opportunities in the labor market.

Nevertheless, social integration is not only a personal and individual process, but also a dialectical one involving conflicts in individual identity and re-construction of social relationships (Ghosh & Hall, 2000). Second-generation immigrants are characterized by their dual identity consisting of the ethnic identity and national identity. While

ethnic identity refers to “a sense of belonging based on the ancestry, cultural heritage, values, traditions, rituals, and often language and religion of an individual” (Green, Sarrasin, & Fasel, 2015, p. 675), national identity is formed by encounters with members of the host society. National identity is more complex and less clearly delineated than ethnic identity, as it is influenced by diverse contexts beyond familial and individual networks (Sabatier, 2008). Prior research suggests that an individual’s identity can be changed by various influencing factors. Due to different domains in individuals’ lives—such as language use or preference; social affiliation; communication style; cultural identity and pride; and cultural knowledge, beliefs, and values—the balance between individuals’ different identities varies. However, second-generation immigrants who self-identify as dual-identity individuals can be flexible in presenting themselves as individuals from either the ethnic or dominant culture or both.

Table 1 presents the key findings and research gaps in previous studies on ethnic entrepreneurs of first- and second-generation.

<b>Individual characteristics of ethnic entrepreneurs</b>	<b>Key findings</b>	
	<b>First-generation</b>	<b>Second-generation</b>
Education	<ul style="list-style-type: none"> <li>• Growing up in the country of origin (COO)</li> <li>• Schooling in the COO</li> <li>• Do not have certificates or have difficulties to adapt the education systems in the COR (Johnsson, Zolkowska, &amp; McNeil, 2015; Rong &amp; Brown, 2001)</li> </ul>	<ul style="list-style-type: none"> <li>• Was born or growing up in the COR</li> <li>• Schooling in the COR</li> <li>• Have professional and academic certificates from the COR</li> <li>• Family education in the early life has significant role (Bauer &amp; Zimmermann, 1999; Constant &amp; Zimmermann, 2003; Gracia Coll &amp; Magnuson, 1997; Haller et al., 2011; Midtbøen &amp; Nadim, 2019; Perreira, Chapman, &amp; Stein, 2006; Phinney, Romero, Nava, &amp; Huang, 2001; Portes &amp; Rumbaut, 2001) <ul style="list-style-type: none"> <li>○ Learning ethnic competence such as the knowledge of ethnic values, ethnic language</li> <li>○ Supporting schoolings and integration in the COR</li> <li>○ Being a protective factor from discrimination</li> </ul> </li> </ul>
Personal ties	<ul style="list-style-type: none"> <li>• Dominated by ethnic ties (kinship, friendship) and limited within co-ethnic</li> </ul>	<ul style="list-style-type: none"> <li>• Connected to ethnic community through family's connections (Klinthäll &amp; Urban, 2014; Leinonen, 2012; Levitt &amp; Waters, 2002;</li> </ul>

	community (Teixeira, 1998, 2001; Xie & Gough, 2011)	Riphahn, 2003) <ul style="list-style-type: none"> <li>• Connected to national community through schooling and working environments (Haller et al., 2011; Khachikian, 2019)</li> </ul>
Social integration (Embeddedness)	<ul style="list-style-type: none"> <li>• Strong ethnic community supports the integration (Curci &amp; Mackoy, 2010; Zimmermann, 2007)</li> <li>• Self-employment enhances economic integration (Kushnirovich, Heilbrunn, &amp; Davidovich, 2018; Rath &amp; Swagerman, 2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Family and ethnic community support the integration (Hermansen, 2013; Jain, 2019; Portes &amp; Rumbaut, 2001)</li> <li>• Biculturalism – the balance of embeddedness into both contexts: ethnic and national society (Nguyen &amp; Benet-Martínez, 2007, 2013; Rudmin, 2003; Vivero &amp; Jenkins, 1999)</li> </ul>
Self-identity	<ul style="list-style-type: none"> <li>• Strong ethnic identity and non- or partial national identity (Casey &amp; Dustmann, 2010; Chaichian, 1997; Spears, Doosje, &amp; Ellemers, 1997)</li> <li>• Self-identity has significant influences on the economic outcomes (economic integration) (Algan, Dustmann, Glitz, &amp; Manning, 2009; Manning &amp; Sanchari,</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible identity – dual identity (Phinney, Horenczyk, Liebkind, &amp; Vedder, 2001; Rumbaut &amp; Portes, 2001; Wiley, Fleischmann, Deaux, &amp; Verkuyten, 2019) <ul style="list-style-type: none"> <li>○ National identity</li> <li>○ Ethnic identity</li> </ul> </li> <li>• Possibility of negative effects from discrimination (Pyke &amp; Dang, 2003) <ul style="list-style-type: none"> <li>○ Refusing ethnic identity</li> </ul> </li> </ul>

	2007)	
<ul style="list-style-type: none"> <li>• Research gaps: Examining the entrepreneurship of second-generation ethnic entrepreneurs in line with their individual characteristics</li> </ul>		

**Table 1: Key findings and research gaps in previous studies on ethnic entrepreneurs of first- and second-generation**

### **2.2.2. Venture level: Second-generation ethnic entrepreneurship**

Shane and Venkataraman (2000, p. 218) defined “the phenomenon of entrepreneurship” in terms of opportunity creation, discovery, and exploitation. The opportunities pursued by an entrepreneur reflect many fundamental parts of the entrepreneurial process from establishing phase to planning long-term perspectives (Eckhardt & Shane, 2003). For example, previous studies state that exploited opportunities determine the served products and markets of a business (Arrow, 1974; Jovanovic, 1982; Venkataraman, 1997). Moreover, Davidsson and Wiklund (2001) state the pursuit of opportunity is the center of firm analysis. This sub-section explores the entrepreneurial opportunities associated with second-generation ethnic entrepreneurship.

Previous studies on ethnic entrepreneurship in recent decades have often characterized ethnic entrepreneurship as necessary entrepreneurship rather than opportunity entrepreneurship. Necessary ethnic entrepreneurship refers to the creation of a business in response to the disadvantages of the owners in the labor market (Chrysostome & Lin, 2010). For example, discrimination is one of the main factors that “push” ethnic members into self-employment, as they have fewer attractive opportunities in the labor market (Bonacich & Light, 1988; Fairchild, 2010; Sowell, 1995). In contrast, opportunity ethnic entrepreneurship targets mainstream industries, and do not rely on an ethnic market or limit their workforce to co-ethnic workers (Chrysostome & Lin, 2010, p. 79). Rasel (2014) argued that opportunity ethnic entrepreneurship is proactive during the start-up phase; therefore, such enterprises can expect higher returns than traditional necessary ethnic ventures.

Traditional necessary ethnic ventures are often established in low-profit market sectors to meet the exclusive demand of ethnic minority groups (Flap, Kumcu, & Bulder, 2000; Giacomini & Janssen, 2011). On the one hand, the unique access of such enterprises provides access to resources in the ethnic and co-ethnic communities (Kontos, 2003). On the other hand, due to the low barriers to market entry, the competition in these markets has increased (Kloosterman, van der Leun, & Rath, 1999; Kloosterman, Van Der Leun, & Rath, 1998; Rath & Kloosterman, 2000). As such, ethnic enterprises frequently have to accept small profit margins, and some are even

forced to close down after a relatively short period (Rath & Kloosterman, 2000). Nevertheless, a significant number of ethnic enterprises can exploit their unique position in a wider market combining ethnic and local markets and thereby expand their entrepreneurial activities.

Kloosterman and his colleagues demonstrated that leveraging the advantages of mixed embeddedness improves the resource and market mobility of ethnic entrepreneurs and their ventures. Kloosterman and Rath (2001) argued that ethnic entrepreneurs have access to networks in two different contexts and can therefore exploit opportunities beyond only the ethnic market. Mozumdar et al. (2019) similarly concluded that the performance of an entrepreneur, including the ability to explore opportunities, is influenced by the size and mobility of his or her embeddedness. However, as previously noted, few ethnic entrepreneurs manage to embed efficiently within networks and pursue opportunity entrepreneurship.

Second-generation ethnic entrepreneurship is often established based on opportunity rather than necessity (Efendic et al., 2016; Masurel & Nijkamp, 2004). Because of the advantaged background of second-generation ethnic entrepreneurs, they can break out of the traditional ethnic market and search for opportunities in non-traditional markets, such as professional services and innovation sectors (Baycan-Levent et al., 2008; Masurel, Nijkamp, & Vindigni, 2004; Rusinovic, 2006). Second-generation ethnic entrepreneurs having high education have a comprehensive understanding of the industry and probability of advancing into occupations that offer higher earnings and social status (Bauer & Zimmermann, 1999). These advantages increase their mobility on entrepreneurial entry and the performance of the entrepreneurship (Frederiksen, Wennberg, & Balachandran, 2016). By the same token, Efendic et al. (2016) present the evident that second-generation ethnic entrepreneurship are more active in responding to the opportunities in different industrial sectors comparing to the first-generation ethnic entrepreneurship. Nevertheless, there is a lack of current discourse on how these opportunities are evaluated and exploited by second-generation ethnic entrepreneurs.

Table 2 presents the key findings and research gaps in the previous studies on the opportunities of first- and second-generation ethnic entrepreneurship.

Ethnic entrepreneurship	Key findings	
	First-generation	Second-generation
Type of the entrepreneurship	<ul style="list-style-type: none"> <li>• (Traditional) Necessary entrepreneurship (Bonacich &amp; Light, 1988; Chrysostome &amp; Lin, 2010; Fairchild, 2010; Ram &amp; Jones, 2008) <ul style="list-style-type: none"> <li>○ Disadvantages of the entrepreneurs on the labor market → being self-employed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity entrepreneurship (Chrysostome &amp; Lin, 2010; Masurel &amp; Nijkamp, 2004; Rasel, 2014) <ul style="list-style-type: none"> <li>○ The entrepreneurs do have opportunities on the labor market</li> <li>○ Be active during the start-up phase → planned for the entrepreneurship and expect high returns</li> </ul> </li> </ul>
Target market(s) and products/services	<ul style="list-style-type: none"> <li>• Low profitable market sectors (Flap et al., 2000; Giacomini et al., 2011; R. C. Kloosterman, van der Leun, &amp; Rath, 1999; R. C. Kloosterman et al., 1998; Kontos, 2003; Rath, 2000) <ul style="list-style-type: none"> <li>○ Exclusive demand of ethnic minority groups</li> <li>○ Low barriers of the market entry → high competition</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Break-out traditional ethnic markets to nontraditional markets (Baycan-Levent et al., 2008; Kacar &amp; Essers, 2019; C. L. Wang &amp; Altinay, 2012) <ul style="list-style-type: none"> <li>○ Professional services</li> <li>○ Innovation sectors (Information and Communication Technology)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Research gaps: Accessible resources and entrepreneurial opportunities of second-generation ethnic entrepreneurship</li> </ul>		

**Table 2: Key findings and research gaps in previous studies on the opportunities of first- and second-generation ethnic entrepreneurship.**

### **2.2.3. Macro level: Institutions and legitimacy of second-generation ethnic entrepreneurship**

Kacar and Essers (2019) drew attention to the social and political factors influencing second-generation ethnic entrepreneurship and called for further research in this area, as entrepreneurship cannot be created and operated distinctly from its embedded context (Gaddefors & Anderson, 2017). To understand the impact of society and the environment on entrepreneurship, recent studies in the entrepreneurship field have applied institutional theory as the primary theoretical lens (Bruton, Ahlstrom, & Li, 2010; Eijdenberg, Thompson, Verduijn, & Essers, 2019; Su, Zhai, & Karlsson, 2017).

Institutional theory provides a comprehensive and multi-faceted theoretical foundation for the institutional debate related to this topic. Institutional theory addresses social structures—such as regulations, rules, and norms—and explains how organizational behavior is influenced by the institutional environment according to three different pillars (Scott, 2005, 2007): regulative, normative, and cognitive. The regulative pillar consists of legislative and governmental regulations, while the normative pillar concerns norms and unwritten rules accepted by society. The cognitive pillar refers to individuals and their beliefs and behavior (Scott, 1995, 2005).

All three pillars of institutions impact the entrepreneurial activities of ethnic entrepreneurs. The *regulative* pillar, as the first layer, constitutes the regulatory context in which ethnic entrepreneurs conduct their businesses. The regulative pillar mainly considers conforming behavior on the basis of legitimacy (Palthe, 2014). This research considers ethnic entrepreneurs and their ventures mainly within the context of the receiving country. Thus, the regulative setting of the receiving country stands at the fore. While first-generation immigrants might not have a comprehensive understanding of jurisprudence in their new COR, their children are more familiar with the new country's formal institutions because of their different educational background. Recognizing legal obstacles is, thus, much easier for them than for their parents (Gándara & Rumberger, 2009). The study by Vedder and Virta (2005) on Turkish immigrant youth in the Netherlands and Sweden revealed the significant role of migrant policy in maintaining ethnic identity and language over generations.

The second layer is the *normative* pillar, which reflects the importance of informal structures and societal roles, as well as the internalization of informal structures and societal roles by individuals (Palthe, 2014; Scott, 2005). The normative pillar imposes constraints on social behavior while enabling and increasing social action (Scott, 1995). The influence of this pillar depends on the extent to which entrepreneurs can access different communities, such as local or ethnic communities. Previous studies on ethnic entrepreneurship have emphasized the crucial role of the ethnic network in enabling ethnic entrepreneurship, either in the establishing stage or following entrepreneurial activities (Aldrich & Waldinger, 1990; Greene & Butler, 1996).

The third layer is the *cognitive* pillar. It is characterized by individual interpretation processes and is affected by the cultural framework (Scott, 2007). Individual norms and values can be understood as personal beliefs and assumptions (Scott, 2005) as well as mental role models and interpretations of societal rules (Palthe, 2014). Cognitive elements are also influenced by individual norms and values. The behavior and characteristics of ethnic entrepreneurs are shaped by their human capital, such as their language proficiency, educational background, and ability to explore and exploit diverse opportunities in the market. While past studies on ethnic entrepreneurship have highlighted the disadvantages of immigrants due to lack of understanding of the national context (Masurel & Nijkamp, 2004), recent studies on their descendants' entrepreneurship have highlighted the new trend in which entrepreneurial motivation includes the desire to become not only wealthy, but also famous and recognized (Fernández-Kelly & Konczal, 2005). Among second-generation immigrants, this trend of searching for alternate options to become successful is clearly observable compared to first-generation immigrants (Fernández-Kelly & Konczal, 2005). In short, first-generation ethnic entrepreneurs aim to achieve small and stable incomes through self-employment (Rusinovic, 2006), while second-generation immigrants seek new opportunities to enter the local market and achieve new desired outcomes (Barrett, Jones, McEvoy, & McGoldrick, 2002).

The structure of ethnic institutions can vary due to different levels of enclave economic development across different immigrant groups (Zhou, 2004). In general, ethnic institutions refer to “the formal social structures created by cultural minorities and

immigrant groups in plural societies” (Couton, 2003, p. 80). Weinfeld (1994) suggested that ethnic institutions and organizations constitute a link for their members to both the wider society and the ethnic community itself. Tran, Lee, and Huang (2019) examined the case of five different Asian ethnic groups in the United States and confirmed that the education of immigrant children is influenced by differences in the availability and access to neighborhood-based resources. This finding is further corroborated by the fact that the integration of children from different ethnic groups significantly varies (André & Dronkers, 2017).

Political and economic institutions are crucial for understanding the obstacles and opportunities for aspiring entrepreneurs in starting their own business. On the one hand, the involvement of individuals and linkages among ethnic members and institutions within the boundaries of an ethnic community define ethnic entrepreneurship (Chaganti & Greene, 2002). Berggren, Ljunge, and Nilsson (2019) demonstrated the important role of both formal and informal institutional factors in shaping the characteristics of ethnic members. They stated that these factors also affect the descendants of immigrants. On the other hand, a recent study by Midtbøen and Nadim (2019) suggested that potential second-generation entrepreneurs do not expect support from formal ethnic institutions. Therefore, they often rely on their individual networks, informal contacts, and national institutions when they need assistance for their ventures (Midtbøen & Nadim, 2019; Kacar, & Essers, 2019).

One of the necessary factors in creating new ventures with new products and services is legitimacy (Ahlstrom & Bruton, 2001). A venture must prove its values by demonstrating that it engages in legitimate activities. Ogbolu, Singh, and Wilbon (2015) argued that, while the ethnocentrism of ethnic groups can accelerate the ethnic legitimation of ethnic enclave businesses, some minorities do not support the businesses of others in their community due to stereotypes, low self-esteem, and/or reactions to discrimination. Their study further noted that perceptions of legitimacy are more important for minority entrepreneurs than attitudes. This legitimacy grants ventures access to particular resources that may be limited or inaccessible to those outside of the community (De Clercq & Voronov, 2009).

The forms of institutional legitimacy that can be attained by second-generation ethnic entrepreneurs are diverse. In practice, legitimacy is “of the authority to adopt collectively binding decisions to implement these with resources taken from the members of the collectivity, and ultimately by resort to the state's monopoly of legitimate coercion” (Scharpf, 1998, p.3). The mutual connections between legitimacy in a community and access to resources in the corresponding community or society have been explored in prior research (DiMaggio & Powell, 1983; Gearey & Jeffrey, 2006; Wang & Ching, 2013). While regulatory legitimacy is mainly based on the legal status of an organization and its founders, broader institutional legitimacy, including the legitimacy of communities and societies, is influenced by different factors. Communities usually grant legitimacy based on the contributions of an organization or individual (Wry, Lounsbury, & Glynn, 2011). De Clercq and Voronov (2009) argued that it is challenging for newcomers in a community to gain legitimacy, as they do not have proper records to prove their contributions. Nevertheless, the legitimization process can be accelerated by certain factors. Wry et al. (2011) described identity legitimization as the outcome of a collective process in which external audiences and communities listen to the entrepreneurial stories of newcomers to determine their potential contributions.

The key findings and research gaps in existing studies on institutions and second-generation ethnic entrepreneurship are presented in Table 3.

Institutional pillars	Key findings	
	First-generation	Second-generation
Regulative pillar	<ul style="list-style-type: none"> <li>• Having difficulties in understanding and adapting to system and organizations in the country of residence (Gándara &amp; Rumberger, 2009; Volery, 2007)</li> </ul>	<ul style="list-style-type: none"> <li>• Immigrant policy has significant impact on remaining ethnic characteristics (Vedder &amp; Virta, 2005)</li> <li>• (Potential) Legal obstacles in the country of residence are recognized and tackled thanks to received education (Gándara &amp; Rumberger, 2009)</li> </ul>
Nominative pillar	<ul style="list-style-type: none"> <li>• The entrepreneurs understand the ethnic norms and therefore are legitimized by ethnic communities (Aldrich &amp; Waldinger, 1990; Greene &amp; Butler, 1996)</li> </ul>	<ul style="list-style-type: none"> <li>• Second-generation ethnic entrepreneurship depends on individual entrepreneurs' networks rather than formal organizations in ethnic communities because of the differences of value perspectives (Kacar &amp; Essers, 2019; Midtbøen &amp; Nadim, 2019)</li> </ul>
Cognitive pillar	<ul style="list-style-type: none"> <li>• Pursuing small and stable incomes (Rusinovic, 2006)</li> </ul>	<ul style="list-style-type: none"> <li>• Achieving the desire outcomes (G. A. Barrett, Jones, &amp; McEvoy, 2001) <ul style="list-style-type: none"> <li>○ Identifying and pursuing opportunities outside of traditional market to create new values (Fernández-Kelly &amp; Konczal, 2005; Kacar &amp; Essers, 2019; Rusinovic, 2006)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Research gap: Roles of different institutions on the second-generation ethnic entrepreneurship</li> </ul>		

**Table 3: Key findings and research gaps in previous studies on institutions and second-generation ethnic entrepreneurship**

### **2.3. Positioning the dissertation**

Despite decades of research, the majority of previous studies either do not examine the entrepreneurial activity of different generations or compare the entrepreneurial activity of first- and second-generation immigrants without considering the unique socioeconomic background of the entrepreneurs belonging to second-generation immigrant groups. To understand the ethnic entrepreneurship of second-generation immigrants on three different levels—individual entrepreneurs, ventures, and institutions—this dissertation aims to investigate the determinants and influencing factors on each level and thereby offer both theoretical and practical contributions.

- Theoretical contributions:

The existing studies have been primarily conducted by sociologists and linguists, who examined second-generation immigrants in different contexts, such as school, work, ethnic attachment, and political life. Second-generation immigrants have obtained their education in the host country, and they are generally more ambitious and selective in choosing a job compared to first-generation immigrants (Vathi, 2015). Previous studies on the descendants of immigrants have focused on their integration through education, language, and cultural influence (e.g., Platt, 2014; Portes & MacLeod, 1996; Vedder & Virta, 2005; Walsh et al., 2018). However, there is a lack of studies to date investigating how this unique background influences the ethnic entrepreneurship of second-generation immigrants.

In addition, this dissertation expands understanding on the ethnic identity and embeddedness of ethnic entrepreneurs in different contexts that are essential in their entrepreneurial activities. Previous studies have demonstrated that the nature and balance of mixed embeddedness may differ to a large extent depending on ethnic group, generation, the environment of the host country, and individual characteristics (Barrett & Jones, 2010; Sofer & Schnell, 2002). Second-generation immigrants with a dual identity are competent in navigating their ethnic culture and their civil culture and can be a part of social support networks from both cultures (Lafromboise, Coleman, & Gerton, 1993; Mok, Morris, Benet-Martínez, & Karakitapoğlu-Aygün, 2007). Moreover, the interpretation of negotiations can result in greater integrative complexity and creativity (Benet-Martínez, Lee, & Leu, 2006; Tadmor, Tetlock, & Peng, 2009).

Efendic and Wennberg (2016) argued that second-generation ethnic entrepreneurs have a better understanding of both ethnic and local customers, which makes them more successful than first-generation ethnic entrepreneurs. The discourse on mixed embeddedness, however, has not sufficiently addressed generational perspectives.

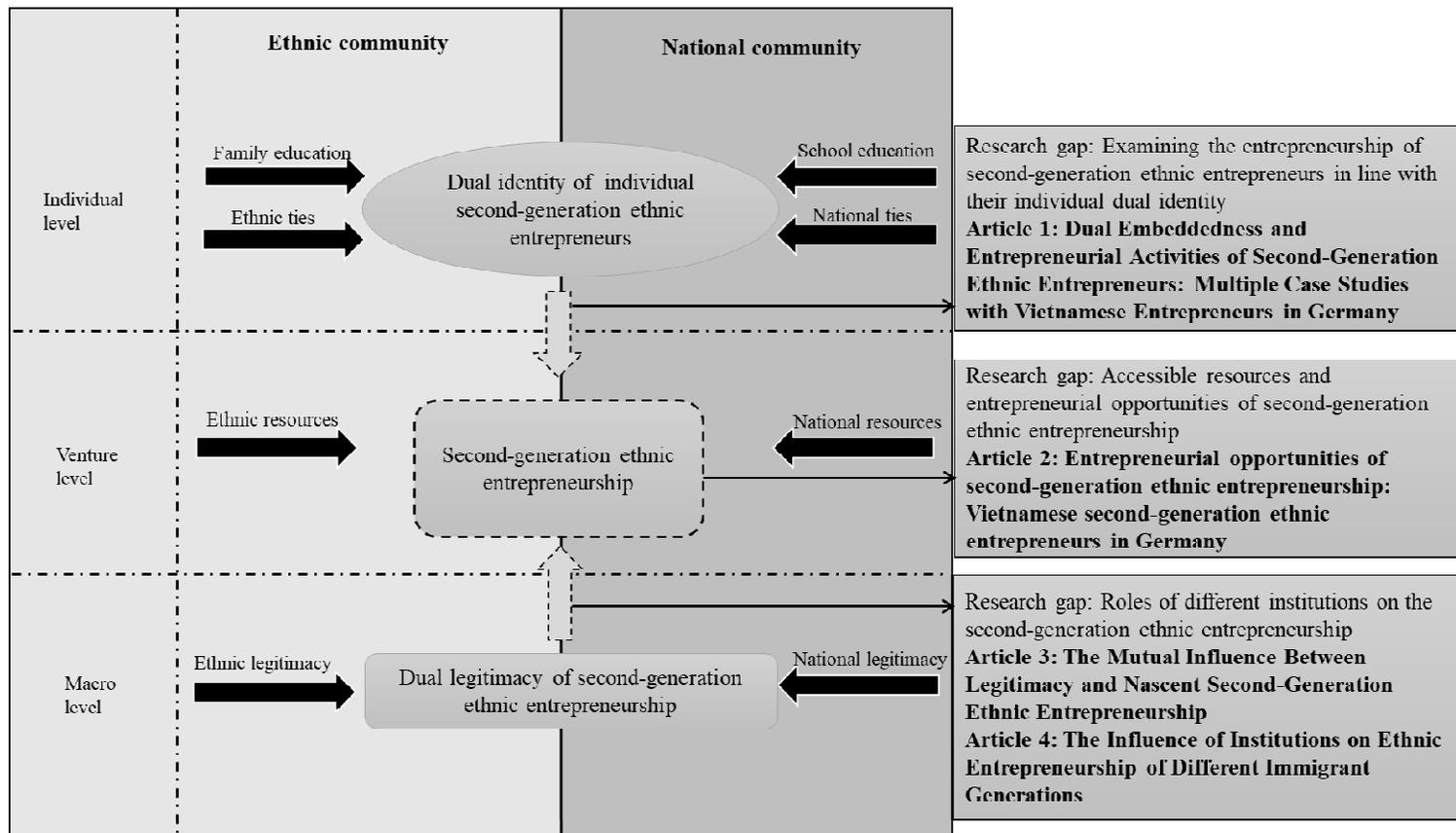
Moreover, George et al. (2016) pointed to a research gap on the opportunity recognition process due to the lack of empirical studies on this perspective. Despite the significant contribution of Alvarez and Barney (2007) on distinguishing between opportunity discovery and opportunity creation, existing research in the field has largely addressed influencing factors rather than how these opportunities are exploited and analyzed within the entrepreneurship.

Su, Zhai, and Karlsson (2017) called for studies examining how institutional logics—such as professional, family, religious, corporate, and community— influence and interact in entrepreneurship. This dissertation analyzes the influencing factors related to the three institutional pillars of second-generation ethnic entrepreneurship and considers generational differences. Moreover, this dissertation examines the legitimacy of second-generation ethnic entrepreneurship, specifically in the establishing phase, when access to available resources is crucial to the venture.

- Practical contributions:

By targeting one specific ethnic group in a receiving country, this dissertation explores the possible influences of institutions on different generations of ethnic entrepreneurship. On the basis of the results, policymakers can apply tools to enhance entrepreneurial activities.

Figure 2 presents the prevailing research gaps and the overall structure of this dissertation, including determinants of second-generation ethnic entrepreneurship on three levels: individual ethnic entrepreneurs, ventures, and institutions.



**Figure 2: Determinants of second-generation ethnic entrepreneurship and their relationship to the articles explored in the dissertation (Source: Own illustration)**

### **3. The determinants of second-generation ethnic entrepreneurship**

This chapter summarizes the background, methodological approaches, key findings, and contributions of the four articles considered in this dissertation. To meet the overall aims of the dissertation, the key content of these articles is summarized according to the three research questions.

#### **3.1. The individual level: Second-generation ethnic entrepreneurs (Article 1)**

##### **3.1.1. Research background**

Second-generation immigrants who were born in or were entirely educated in their host country differ from the first generation with respect to a number of sociological and psychological aspects (c.f. Dustmann, Frattini, & Theodoropoulos, 2011; Kibria, 2000; Sandberg, 2018; Urban, 2012). For example, Sandberg (2018) emphasized the unique integration process of second-generation immigrants, which is “relatively smooth” (Sandberg, 2018, p. 2). On the one hand, previous studies have emphasized that immigrant children often ignore their ethnic origin and strongly assimilate with the mainstream society (Alba, 2005; Pyke & Dang, 2003). The primary reasons for this negative assimilation are experiences of discrimination and unfavorable experiences as an ethnic minority in their COR (Berry & Hou, 2017). On the other hand, segmented assimilation theory characterizes immigrants’ descendants as well-integrated individuals who can embed into mainstream society while also maintaining their ethnic essence (Haller et al., 2011; Portes & Zhou, 1993). Therefore, they are able to achieve higher levels of integration. In addition, second-generation immigrants often pursue careers in highly intellectual and creative industries by virtue of the education they have received in their COR (Baycan-Levent et al., 2008).

The concept of mixed embeddedness offers a possible explanation of the complex emotional and societal dynamics of second-generation immigrants (Kloosterman, 2010; Kloosterman & Rath, 2018). Previous literature suggests that the distinctive nature of second-generation immigrants, such as identity and psychosomatic symptoms, can be attributed to their behavior (Walsh et al., 2018). Their mixed embeddedness forms their dual identity and can influence their entrepreneurial activities. However, there is a lack

of research on entrepreneurship that takes into account the psychological and sociological aspects of entrepreneurs.

To fill this research gap, **Article 1**, titled “*Dual Embeddedness and Entrepreneurial Activities of Second-Generation Ethnic Entrepreneurs: Multiple Case Studies with Vietnamese Entrepreneurs in Germany*,” investigated the entrepreneurial activities of second-generation immigrants and their influencing factors. This study aimed to examine the influence of the dual embeddedness of second-generation immigrants on second-generation ethnic entrepreneurship.

### **3.1.2. Research method**

Article 1 adopted a qualitative multiple-case approach to delineate the characteristics of second-generation ethnic entrepreneurs and how they influence ethnic entrepreneurship in host countries. There are two major justifications for this methodological approach. First, a qualitative-inductive approach allows for capturing a range of experiences of ethnic entrepreneurs on the individual level. It is essential to use data that closely reflect the subjective “life experience” of entrepreneurs in order to understand this particular group (Miles & Huberman, 1994). In addition, qualitative research can facilitate understanding of second-generation ethnic entrepreneurship as a socially situated phenomenon (c.f. Denzin & Lincoln 1994).

Vietnamese second-generation ethnic entrepreneurs who are currently developing ethnic businesses in Germany comprised the research group of this study. Vietnamese second-generation immigrants in Germany are a compelling group to study, because they belong to one of the best-integrated immigrant groups in Germany, while their parents exhibit a strong ethnic orientation and tend to stay within the ethnic enclave. This context enables them to be strongly embedded in both German society and within the ethnic community. As a result, the study was able to investigate mutual relations between their mixed embeddedness and entrepreneurial activities. The two authors agreed to consider only businesses that have connections to the ethnic market. Such businesses provide comprehensive insights into the phenomenon, as these entrepreneurs exhibit a certain level of embeddedness in their ethnic community.

This study primarily relied on face-to-face interviews for data collection. The duration of each interview was about one hour. Before the interviews, interviewees were informed that their identity would not be revealed at any point. The researchers also emphasized that there would not be right or wrong answers to the questions and asked the interviewees to respond as honestly as possible. This assurance of anonymity and authenticity was important to facilitate situations in which interviewees felt encouraged to freely speak about their emotions and identity, as well as sensitive experiences with their family and community. The native Vietnamese-speaking author conducted the interviews. All interviews were recorded and transcribed in the original language (Vietnamese/English). The interviews conducted in Vietnamese were translated into English by a bilingual author.

The researchers applied a thematic analysis of the collected data. This process was implemented separately by two authors in order to avoid the risk of subjectivity. In order to organize the large volume of data and codes, both of the investigators used MAXQDA as a qualitative data analysis software. As one author is of Vietnamese origin and another has no ethnic connection to the community, the authors approached the analysis of cultural issues and ethnicity both from an insider and outsider perspective.

Detailed information on the interviewees and the coding process is presented in the second part of the dissertation (page 87). The article also reflected on the observed causal relations in light of the existing literature in order to extend the analytical framework and to develop a conceptual model. A set of research propositions based on the results of the study regarding influencing factors on the entrepreneurship of second-generation ethnic entrepreneurs in contrast to the existing literature are also presented.

### **3.1.3. Key findings**

Through the analysis of multiple cases with Vietnamese second-generation ethnic entrepreneurs in Germany, the article identified four novel causal relationships between their embeddedness and entrepreneurship: (a) resource mobilization; (b) formation of entrepreneurial motivation; (c) feedback effect on embeddedness; and (d) re-formation of dual identity.

*(a) Resource mobilization*

Previous literature suggests that there are different types of resources that immigrants and their descendants can utilize for their entrepreneurial activities through their mixed embeddedness (Deakins, Majmudar, & Paddison, 1997; Waldinger & Perlmann, 1998). Entrepreneurs can build their human capital by acquiring resources from their host country or ethnic communities. In addition, entrepreneurs can gain support through their social capital from the mainstream and ethnic communities. When second-generation ethnic entrepreneurs have previous vocational experience, they have existing formal connections in certain industries. Having grown up in local society also allows them to have informal contacts with the national community. Both formal and informal contacts in the national community provide entrepreneurs with resources (Efendic et al., 2016). Furthermore, they have possible access to social capital through the ethnic community. However, the availability of ethnic social capital for second-generation ethnic entrepreneurs seems to be limited, as most of their ethnic connections are limited to their family circle.

While the literature often illustrates second-generation ethnic entrepreneurs as fortunate actors who are able to address the markets and resources of both the host country and ethnic communities, this study found that second-generation entrepreneurs have somewhat limited access to resources in the ethnic community due to generational gaps with the community and with parents. While second-generation ethnic entrepreneurs can develop their human capital through ethnic knowledge that they acquired from early family education, they have little access to the ethnic social capital offered by the community. Nevertheless, second-generation immigrants have advantages over the first generation, as they have excellent access to resources in the host country society.

*(b) Formation of entrepreneurial motivation*

Second-generation immigrants often have mixed feelings about their origins. On the one hand, they feel that they are losing connections to the ethnic community. On the other hand, they are proud of their culture and present themselves as an ethnic minority member in the COR. These opposing feelings seem to reside within their minds simultaneously.

Article 1 concluded that immigrants decide to start their businesses for two main reasons. The first reason is that they want to contribute to their ethnic community. Compared to the first generation, second-generation immigrants have better access to resources in the mainstream market. They also have acquired a rich education and vocational experience from the national society. Leveraging such resources and human capital, they want to develop businesses which create novel value in the ethnic market.

The second reason is to understand their origins. Empirical findings indicate that second-generation immigrants often feel indecisive concerning how to identify themselves because they have an ethnic appearance but do not know much about their ethnic origin. This gap is one of the drivers for second-generation immigrants to pursue becoming ethnic entrepreneurs: to understand their origins through their entrepreneurial activities. The study found that the ethnic identity of second-generation ethnic entrepreneurs motivates them to pursue a business that they perceive to be good for their ethnic community, even in place of promising vocational alternatives.

*(c) Feedback effect on embeddedness*

In order to operate ethnic businesses, entrepreneurs need connections within the ethnic market. In the case of second-generation ethnic entrepreneurs, they have limited connections to the ethnic community due to generational gaps. Some are connected to the ethnic community only through their family. It is a challenge for second-generation immigrants to re-connect to other ethnic members—their potential suppliers, business partners, competitors, and customers. In this regard, the family plays a significant role in connecting second-generation entrepreneurs and the ethnic community.

Doing business in the ethnic community shifts the balance of the mixed embeddedness experienced by second-generation ethnic entrepreneurs. Through interactions with other ethnic members, second-generation ethnic entrepreneurs learn about their roots, gain legitimacy within ethnic networks, and become an official part of the community. Their initial disconnect to the ethnic community can be overcome through their parents' support. As a result, entrepreneurial activities reduce their under-embeddedness in the ethnic enclave.

*(d) Re-formation of dual identity*

Article 1 concluded that second-generation ethnic entrepreneurs alter the balance of their mixed embeddedness and dual identity. Interactions with people of the same ethnicity and the COR itself influence entrepreneurs' identities. To interact effectively with ethnic business partners and customers, second-generation ethnic entrepreneurs must understand ethnic values and act as ethnic community members. Thus, the balance of their "dual-identities" can shift to emphasize the ethnic-identity over the national identity.

**3.1.4. Contributions**

This study contributes to the discourse on the central role of individual ethnic entrepreneurs in entrepreneurship. This study found that the entrepreneurial decision-making process of second-generation ethnic entrepreneurs is more strongly influenced by their emotions and feelings for their ethnic community than by pure economic motivations. The results illustrate how the mixed identity of second-generation ethnic entrepreneurs forms their entrepreneurship. In interacting with their ethnic societies, second-generation ethnic entrepreneurs can learn about their communities and therefore have a better understanding of their ethnicity.

Moreover, this study identified a unique feedback process between ethnic entrepreneurship and the social connections and identity of second-generation ethnic entrepreneurs. Through entrepreneurship, the second generation feels more connected to their ethnic community, which then shifts the balance of their ethnic embeddedness and dual identity.

***(a) Resource mobilization***

*Research proposition 1a:* Second-generation ethnic entrepreneurs have difficulties in approaching ethnic resources, as they often lack a full connection to the ethnic community.

*Research proposition 1b:* Through the ethnic networks of the older generations in families, second-generation ethnic entrepreneurs can re-build the connections to the ethnic community.

***(b) Formation of entrepreneurial motivation***

*Research proposition 2a:* Individual identity influences the entrepreneurial activities of second-generation ethnic entrepreneurs. The more second-generation ethnic entrepreneurs identify as a member of the ethnic community, the more entrepreneurial activities related to the ethnic community there are.

*Research proposition 2b:* A robust ethnic identity motivates second-generation immigrants to pursue ethnic businesses that can contribute to the development of the ethnic community.

***(c) Feedback effect on embeddedness***

*Research proposition 3a:* Doing ethnic businesses requires second-generation ethnic entrepreneurs to have legitimacy in the ethnic community.

*Research proposition 3b:* Through their parents, second-generation ethnic entrepreneurs gain a useful understanding of the ethnic community and therefore can better embed themselves within the community.

***(d) Re-formation of dual identity***

*Research proposition 4:* While conducting the ethnic entrepreneurship, second-generation ethnic entrepreneurs are embedded into the ethnic community; thus, their ethnic identity becomes stronger into the ethnic

**Figure 3: The mutual relationship between individual ethnic entrepreneurs and entrepreneurship – Research propositions (Article 1)**

**3.2. Venture level: Second-generation ethnic entrepreneurship (Article 2)**

This chapter investigates opportunity recognition as a determinant of second-generation ethnic entrepreneurship on the venture level. According to Venkataraman (1997), the field of entrepreneurship is the study of how, by whom, and with what

effects opportunities to create future goods and services are discovered, evaluated, and exploited; thus, opportunity is the central component of entrepreneurship.

### **3.2.1. Research background**

Building knowledge about the dichotomy of the opportunity recognition construct is the center of the opportunity recognition process (George et al., 2016). Alvarez and Barney (2007) applied discovery theory and creation theory to examine the process by which entrepreneurial opportunities are formed. According to the authors, entrepreneurs discover opportunities under the condition of risk, while entrepreneurs creating opportunities make decisions based on “acceptable losses” (Alvarez & Barney, 2007, p. 19). George et al. (2016) demonstrated the opportunity recognition that occurs within the “analysis process,” through which opportunities are evaluated and exploited (Ardichvili, Cardozo, & Ray, 2003; Lumpkin & Lichtenstein, 2005; Shane & Venkataraman, 2000). Ardichvili et al. (2003) proposed a connection between the antecedents of opportunity recognition and the process of forming a venture as the exploitation outcome. However, there is a lack of empirical studies demonstrating this connection (George et al., 2016).

Second-generation ethnic entrepreneurship has been studied for decades; however most studies present the development of second-generation ethnic entrepreneurs by highlighting the differences compared to their parents’ entrepreneurial activities (Arcand, 2012; Beckers & Blumberg, 2013). Fernández-Kelly and Konczal (2005) concluded that second-generation ethnic entrepreneurs tend to escape the constraints of the labor market while pursuing meaningful opportunities to form their ventures. Nevertheless, there is little evidence regarding how second-generation ethnic entrepreneurs analyze and exploit those entrepreneurial opportunities.

Article 2, titled “**Entrepreneurial Opportunities of Second-generation Ethnic Entrepreneurship: Vietnamese Second-generation Ethnic Entrepreneurship in Germany,**” investigated the opportunities of second-generation ethnic entrepreneurs and presented empirical evidence regarding how entrepreneurial opportunities are evaluated and exploited.

### **3.2.2. Research approach**

The study examined different factors that influence the entrepreneurial opportunities of second-generation ethnic entrepreneurs. The article applied a qualitative approach to derive the results deductively.

The author conducted 12 semi-structured interviews with second-generation ethnic entrepreneurs to study their entrepreneurial opportunities and the influencing factors in the opportunity analysis and exploitation process. The interview method offers a targeted, insightful, and highly efficient means by which to collect rich, empirical data, especially when the phenomenon of interest is highly episodic and uncommon (De Massis & Kotlar, 2014). All of the interviews were audio-recorded and transcribed. In addition, secondary information about the entrepreneurs' businesses from other sources—such as their business homepages, blogs, and related articles—as well as previous findings about Vietnamese ethnic entrepreneurship and second-generation Vietnamese immigrants in Germany were collected.

Based on the literature review around the concept of opportunity recognition, the author developed four categories for analyzing the data: personal traits, risk-taking behavior, networks, and opportunity exploitation. The interview transcripts and related information were then coded line by line and organized into the respective categories. Detailed information on the interviewees and their businesses can be found in part 2 (page 135).

### **3.2.3. Key findings**

The article confirmed the influencing factors examined in previous studies while analyzing the opportunity recognition process in second-generation ethnic entrepreneurship. The empirical findings indicate that second-generation ethnic entrepreneurs evaluate entrepreneurial opportunities based on social benefits. Moreover, the study found that entrepreneurs who strongly identify as ethnic members evaluate and exploit the opportunities in ethnic markets, while second-generation ethnic entrepreneurs who have already moved out of ethnic communities often overlook opportunities in the ethnic markets, which thereby determines the outcome of potential second-generation ethnic entrepreneurship.

### **3.2.4. Contributions**

Article 2 contributes to the understanding of entrepreneurial opportunities as one of the determinants of second-generation ethnic entrepreneurship. The study argued that second-generation ethnic entrepreneurs, having unique positions in particular networks and markets, have the ability to identify a new market and create lucrative opportunities. The increasing number of migrants all over the world and the development of new technologies in recent decades have dramatically changed the global market (Brunow, Nijkamp, & Poot, 2015; Hart, Acs, & Tracy, 2010). As a result, new markets have emerged with new demands (de Graauw & Vermeulen, 2016). Entrepreneurs who are members of these emerging markets and have reliable access to such markets can take advantage of the networks to recognize and exploit new opportunities.

### **3.3. Macro level: Institutions and institutional legitimacy**

In analyzing the determinants that influence second-generation ethnic entrepreneurship at the individual and venture level, it is evident that the context in which the entrepreneurs or ventures are embedded have a significant role. To understand the dynamic functioning of entrepreneurial contexts and the possible institutional boundaries of second-generation ethnic entrepreneurship, Articles 3 and 4 examined determinants on the macro level, including institutional influencing factors and legitimacy.

#### **3.3.1. Legitimacy of second-generation ethnic entrepreneurship (Article 3)**

##### *3.3.1.1. Research background*

Ethnic entrepreneurial activities require specific ethnic resources (Rath & Swagerman, 2011). For example, ethnic entrepreneurs must have access to ethnic networks. While the advantages are clear for first-generation immigrants, who leverage their strong ties to these networks and resources, the influence of weak ethnic ties on the ethnic entrepreneurship of second-generation immigrants remains to be addressed. Furthermore, prior studies have discussed the involvement and networking among ethnic entrepreneurs and the differences between generations of ethnic entrepreneurs. However, research on the legitimacy and legitimation of ethnic entrepreneurship is still very limited.

Emphasizing the mutual relationship between ethnic legitimation and nascent second-generation ethnic entrepreneurship, this study applied, as a conceptual lens, institutional theory and the legitimation process “whereby an organization justifies to a peer or superordinate system its right to exist” (Maurer, 1971, p. 361). This concept explains how institutional structure and social embeddedness can influence nascent second-generation ethnic entrepreneurship (Bruton et al., 2010; Scott, 2007). The existing research on ethnic entrepreneurship often characterizes its dual embeddedness in two communities: the ethnic community and the mainstream community (cf. Ndofor & Priem, 2011; Aldrich & Waldinger, 1990; Kariv, Menzies, Brenner, & Fillion, 2009). **Article 2** concluded that second-generation ethnic entrepreneurs have the ability to access resources and exploit opportunities in both the ethnic market and national market. The underlying assumption of the study is that nascent second-generation ethnic entrepreneurs have dual legitimacy due to their mixed embeddedness, which facilitates the creation of new ventures. In addition, through entrepreneurial activities, nascent second-generation ethnic entrepreneurs can contribute significantly to the ethnic community, which increases the ethnic legitimation of the entrepreneur and venture.

#### *3.3.1.2. Research approach*

In this study, a qualitative approach was adopted to delineate the characteristics of Vietnamese entrepreneurs and to explore how institutions influence their ethnic entrepreneurship endeavors in host countries across generations. Yin (2010) stated that a qualitative approach enables researchers to investigate the mutual relationships among contextual conditions—social, institutional, and environmental—that influence people’s lives. Moreover, a qualitative-inductive approach allowed the researcher in this study to understand various ethnic resources on an individual level. The qualitative findings serve to illuminate the people behind the numbers and “add faces” to the statistics (Patton, 2005). This method provides detailed illustrations of the life experience of individual entrepreneurs and of how prevailing discourses are understood and interpreted (Berglund, 2007; Manen, 2016).

For data collection, this study utilized the snowball sampling method. Snowball sampling aims to identify cases that are rich in information about a particular subject

and is typically used when it is difficult to determine the exact population from which to select informants (Neergaard & Uihøi, 2007). The selection criteria were defined before interviewing potential candidates. To meet the aims of the study, only second-generation Vietnamese ethnic entrepreneurs who had been self-employed for less than one year were selected. The entrepreneurs' businesses were required to have certain connections to ethnic communities. The first interviewee was introduced to the author by an expert working for the Vietnamese Business Association in Germany. The first interviewee was then asked to recommend nascent second-generation ethnic entrepreneurs, as were the subsequent interviewees. The author also contacted potential interviewees through the business information on the online platform of the Vietnamese community in Germany. Through this method, two interviews were conducted in 2019 through Skype. In addition, further information about the interviewees' businesses was collected through different platforms such as company homepages and interactions with customers on additional platforms, such as Facebook and Instagram.

This study relied on in-depth interviews as the primary data collection method. A set of open-ended questions was designed as a guideline for the interviews. Based on the initial information provided by the potential interviewees, the author also prepared additional questions to investigate the life experience of the interviewees. A table providing information on the entrepreneurs can be found in the part 2 (page 185).

The data and codes were analyzed using the MAXQDA 12 (MAX qualitative data analysis) software as a qualitative data analysis tool. The coding system was built inductively. The coding and analysis process were performed according to the structure in the second part (page 185).

#### *3.3.1.3. Key findings*

Article 3 outlined three phases of gaining legitimacy in the case of nascent second-generation ethnic entrepreneurship. First, the ventures of second-generation ethnic entrepreneurs potentially have dual legitimacy because of the entrepreneurs' backgrounds and position in both the ethnic and national markets. Second, nascent second-generation ethnic entrepreneurs face difficulties in accessing particular resources and gaining privileged information due to their partial ethnic legitimacy.

Nevertheless, nascent ventures can benefit from earlier second-generation ethnic ventures in the market, as their ethnic businesses contribute significantly to the development of the community.

#### *3.3.1.4. Contributions*

As previous studies have not investigated second-generation ethnic ventures at different stages of establishing and operating, the article examined the nascent stage of entrepreneurship. The study illustrated the ability of nascent second-generation ethnic entrepreneurs to shape entrepreneurial opportunities and acquire resources based on the legitimacy standards of their ethnic and host countries.

Moreover, the article demonstrated the constructive ethnic legitimation of nascent second-generation ethnic entrepreneurs. Nascent second-generation ethnic entrepreneurs contribute to their communities through their entrepreneurial activities. These contributions, which enhance the ethnic legitimation of their venture, are broadly consistent with the literature on legitimation, which argues that legitimation is a reciprocal process (De Clercq & Voronov, 2009).

### **3.3.2. The improvements of second-generation ethnic entrepreneurship on adapting institutional influencing factors (Article 4)**

#### *3.3.2.1. Research background*

Previous studies have concluded that the nature of embeddedness within social and entrepreneurial contexts may differ to a large extent depending on ethnic group, generation, the environment of the host country, and individual characteristics (Barrett & Jones, 2001; Sofer & Schnell, 2002). For example, Efendic and Wennberg (2016) argued that second-generation ethnic entrepreneurs have a comprehensive understanding of both ethnic and local customers, which makes them more successful than first-generation entrepreneurs, who stay within the ethnic community. Yet, there is insufficient academic discussion on how institutional factors influence generations differently and how entrepreneurial activities serve to improve the institutional structure.

By examining the influencing factors of both ethnic institutions and national institutions on the entrepreneurship of first- and second-generation immigrants in the

COR, Article 4, titled “**The influence of institutions on the ethnic entrepreneurship of different immigrant generations,**” explored the different effects of influencing factors while emphasizing the improvements experienced by second-generation ethnic entrepreneurs compared to first-generation ethnic entrepreneurs.

#### *3.3.2.2. Research approach*

Article 4 employed a qualitative, inductive research design in the form of a case study (Ghauri, 2004; Yin, 2018). This approach is appropriate for the early stage of research and enables the researcher to grasp new and deep insights while maintaining a holistic view (Eisenhardt, 1989; Yin, 2018).

The study relied on face-to-face interviews as a data collection method. Information on businesses from secondary sources, such as the Internet, was also collected. The duration of each interview was about one hour. Before and after the interviews, information about the interviewees’ businesses was collected. As a starting point of the interviews, the interviewees were informed that their identity would not be revealed at any point in the research. The author also emphasized that all of the questions were open questions, which had no right or wrong answers. Interviewees were asked to provide responses based on their own experiences. The assurance of anonymity and authenticity is important to facilitate situations in which interviewees feel encouraged to freely about their emotions and identity, as well as sensitive experiences with their family and community. All interviews were recorded and transcribed in the original language (Vietnamese/English). The interviews conducted in Vietnamese were translated into English by a bilingual author. In addition, the study analyzed previous results from studies on the Vietnamese ethnic community in Germany.

The coding system utilized in the study was built inductively, with the exception of the first-level categories: “regulative elements,” “normative elements,” and “cognitive elements.” These categories were derived from the existing literature. All of the interviews were analyzed with the line-by-line coding method (Charmaz, 2006) by condensing information through paraphrasing responses. There were 16 semi-structured interviews conducted in total, including six interviews with first-generation ethnic entrepreneurs, eight interviews with second-generation ethnic entrepreneurs, and

two expert interviews. Detailed information on the entrepreneurs and their ventures can be found in the second part (Page 239).

#### *3.3.2.3. Key findings*

Article 4 discussed how the different levels of institutional organizations can impact ethnic entrepreneurs, including first- and second-generation immigrants, through applying institutional theory on three ontological levels: regulatory, social embeddedness, and individual recognition.

First, the article's findings demonstrate the advantage of second-generation ethnic entrepreneurs in understanding the legal system and policy in the COR. In addition, their citizenship status enables second-generation ethnic entrepreneurs to access support from national organizations.

Second, the article emphasized that second-generation ethnic entrepreneurs create their own networks within their generation. The offspring of immigrants have a unique position in terms of embeddedness and social connections (Alba, 2005). They may feel more connected to one community, between the ethnic community or local community, or feel connected to neither (Berry & Sabatier, 2010; Zhou, 1997). Thus, second-generation ethnic entrepreneurs group themselves in their own networks in which all members are second-generation immigrants. This network contributes to the ethnic network's diversity and, because of the shared immigrant background, this network is well-connected to other second-generation immigrants in the country.

Third, second-generation ethnic entrepreneurs desire to be successful and therefore demonstrate a higher tolerance for uncertainty and ambiguity than first-generation ethnic entrepreneurs. The ability to seek new opportunities combined with a risk-taking behavior can positively influence the development of innovative business ideas. As innovative business ideas go hand in hand with becoming an entrepreneur, these characteristics likely result in a higher level of complexity of the second-generation ethnic ventures.

#### *3.3.2.4. Contributions*

This article contributes to the understanding of entrepreneurial and social contexts. The study identified a diverse feedback process from ethnic entrepreneurial activities to the

institutional and social structures in different immigrant generations. By distinguishing the effect of the same factor on different immigrant generations, the article highlighted the improvements experienced by second-generation ethnic entrepreneurs in the context of the COR. Therefore, the article contributes to the call by Chalmers and Shaw (2017) for further studies on the interactions among individual entrepreneurs and their ventures with institutional contexts and influencing factors. Moreover, the article applied institutional theory as the conceptual lens and analyzed all factors at three ontological pillars; therefore, it contributes to the empirical research on institutional theory.

***(a) Regulative pillar***

*Proposition 1a:* As second-generation immigrants have full-citizenship and sufficient knowledge of the legal system of the host country, they can create new and innovative businesses based on their ideas.

*Proposition 1b:* As second-generation immigrants are not legal citizens of the home country. Thus, they have to face restrictions in investing in the homeland.

***(b) Nominative pillar***

*Proposition 2a:* Second-generation ethnic entrepreneurs can bridge the ethnic network through their family; therefore, they can receive support from the ethnic network to establish and operate their ethnic entrepreneurship.

*Proposition 2b:* Second-generation immigrants embed into various networks, which leads to abundant accessible information and resources. This positively impacts their entrepreneurial activities.

*Proposition 2c:* Second-generation immigrants create networks within their generation. This positively impacts not only their entrepreneurial activities but also the diversity of the ethnic network.

***(c) Cognitive pillar***

*Proposition 3:* Second-generation immigrants have sufficient knowledge of either the local or ethnic market and the ability to access different resources. Thus, they can develop a business from innovative business ideas and are willing to take risks to increase returns.

**Figure 4: Institutional factors that influence second-generation ethnic entrepreneurship – Research propositions (Article 4)**

*(Source: own illustration, adapted from Dang, 2019)*

## **4. Discussion**

This cumulative dissertation consists of four different articles that have their own research questions; therefore, to tackle the overarching research questions of the dissertation, this chapter reflects on the key findings of each article. Articles 1 and 2 address the first research question, and Articles 3 and 4 address the second research question. After summarizing and discussing the findings, this chapter develops a conceptual framework to present the relations of these four articles in understanding the determinants of second-generation ethnic entrepreneurship.

### **4.1. The influence of individual entrepreneurs on second-generation ethnic entrepreneurship**

Articles 1 and 2 respond to the first research question in this dissertation:

*How do individual entrepreneurs influence second-generation ethnic entrepreneurship and vice versa?*

Rath and Swagerman (2011) stated that the individual is the center of ethnic entrepreneurship. Article 1 analyzed the individual characteristics of entrepreneurs as one of the determinants of second-generation ethnic entrepreneurship. The findings of Article 1 emphasize that second-generation ethnic entrepreneurs are driven by their desire to understand their origins and contribute to the community. These findings support the conclusions of Levitt (2009) and Zhou (1997) about homeland duty and homeland orientation. Moreover, Basu and Altinay (2002) explored the influence of ethnic culture on ethnic entrepreneurs. Article 1 explored this notion in the context of second-generation ethnic entrepreneurs. In addition, the results of Articles 1 and 2 support the idea that individual second-generation ethnic entrepreneurs who identify as ethnic members often pursue a business that they perceive to be beneficial for their ethnic community, even in place of promising vocational alternatives.

Previous studies have also found that individual identity is adjustable (Nguyen & Benet-Martínez, 2013; Phinney, Horenczyk, et al., 2001). Individual identity is the outcome of social interactions and life experience (Phinney, Horenczyk, et al., 2001). The results of Article 1 support the understanding of identity adjustment and confirm that creating and managing ethnic businesses significantly influences the process. In

Article 1, the entrepreneurial activities of second-generation ethnic entrepreneurs in the ethnic market shifted the balance of their “dual-identities” towards the ethnic identity over the national identity.

Shane and Venkataraman (2000, p. 223) emphasized *individual difference*, finding that “not all potential entrepreneurs will exploit opportunities with the same expected value.” Article 2 concluded that second-generation ethnic entrepreneurs who self-identify as ethnic members pursue opportunities in the ethnic markets to create value for ethnic communities. The results of the article also indicate that work experience in similar markets and industries provides fruitful information to potential second-generation ethnic entrepreneurs. Therefore, second-generation ethnic entrepreneurs establish ventures that combine ethnic components with the resources in mainstream markets. These entrepreneurs are willing to challenge themselves by applying new business models that take advantages of their unique characteristics. This finding is in line with the notion of opportunity recognition developed by Baron (2006), which suggests that the unique experiences and personal traits of entrepreneurs lead them to different opportunities.

Both Articles 1 and 2 emphasized that the dual identity of second-generation immigrants enables them to flexibly access resources in both the ethnic and national community. Several studies have used the terms “competence” and “competency” interchangeably and have defined “competencies” as a repertoire of personal skills, especially in terms of a task or set of tasks (Dej, 2007; Edwards-Schachter, García-Granero, Sánchez-Barrioluengo, Quesada-Pineda, & Amara, 2015). Arnold (2001, p. 176), in contrast, defined competence more holistically as the capacity of a person to act, comprising not only content or subject knowledge and ability, but also core and generic abilities. Sanchez (2004, p. 521) further explained that “competence is the ability to sustain the coordinated deployment of assets in ways that help a firm achieve its goals.” From the organizational perspective, the core of the competence approach is that it “recognizes the complex interaction of people, skills and technologies that drives firm performance and addresses the importance of learning and path dependency in its evolution” (Scarbrough, 1998, p. 229). Therefore, to reduce complexity, this chapter

applies the term “competence” for all (f)actors at the individual, venture, and macro-levels.

Chandler and Hanks (1994, p. 78) considered entrepreneurial competence as the “ability to recognize and envision taking advantage of opportunity combined with the ability to acquire and utilize resources.” Articles 1 and 2 identified four key competences of second-generation ethnic entrepreneurs: (i) *cross-cultural competence*, (ii) *developing social networks competence*, (iii) *searching for and analyzing information competence*, and (iv) *empathy competence*.

First, cross-cultural competence is defined as the appropriateness and effectiveness of one’s behavior in a foreign cultural environment (Muzychenko, 2008, p. 373). This competence requires sufficient knowledge, suitable motivations, and skilled actions that are appropriate in a specific culture (Lustig, Koester, & Halualani, 2006). Article 1 explored the cross-cultural competence of second-generation ethnic entrepreneurs. By speaking the ethnic language fluently and understanding the ethnic values and norms, second-generation ethnic entrepreneurs are able to communicate effectively with other ethnic members as business partners or customers. Moreover, the findings in Article 1 present the feedback effect through which second-generation ethnic entrepreneurs strengthen their cross-cultural competence while operating ethnic businesses. For example, through interaction, second-generation ethnic entrepreneurs improve their ethnic language proficiency and their understanding about the working behavior of their ethnic business partners. This finding is in line with previous studies that have highlighted the gaps between “knowing” and “doing” in advancing cross-cultural competence (Dean, 2001; Johnson, Lenartowicz, & Apud, 2006). Dean (2001) emphasized that individuals cannot construct cross-cultural competence from “reading books” alone; rather, they need to experience the culture themselves. The cross-cultural competence of an entrepreneur can reduce his or her problems related to operating a business in a different cultural context (Johnson et al., 2006).

Second, the competence of developing social networks refers to “the ability to create and maintain a network of contacts with agents that are or will be useful in achieving the goals” (Robles & Zárraga-Rodríguez, 2015, p. 829). Although second-generation immigrants are often characterized by their access to diverse networks in both ethnic

and national communities (Efendic et al., 2016; Fernández-Kelly & Konczal, 2005; Portes & Hao, 2002; Portes & Rumbaut, 2001), Articles 1 and 2 noted the difficulties of second-generation ethnic entrepreneurs in connecting to the ethnic community and accessing ethnic resources. To overcome this challenge, second-generation ethnic entrepreneurs often need support from family members or other personal networks. Moreover, Article 2 found that second-generation ethnic entrepreneurs develop networks with other second-generation co-ethnic immigrants who share their immigrant background. This finding is in line with previous studies on social networks, which underline the connection among individuals who share a similar personal background or life experience (Byrne, 1971; Perry-Smith, 2006; Tajfel, 1974).

Third, the competence of searching for and analyzing information concerns “the ability to find and share useful business information for problem-solving using the full potential of the company” (Robles & Zárraga-Rodríguez, 2015, p. 829). The findings of Articles 1 and 2 indicate that second-generation ethnic entrepreneurs have this competence as a result of their access to information in different networks. However, based on the competence of individual entrepreneurs, the outcomes of information acquisition are diverse (Corbett, 2007). Article 2 indicated that second-generation ethnic entrepreneurs tend to search for and evaluate information in the market that can turn into entrepreneurial opportunities that contribute to the community. Article 1 similarly concluded that second-generation ethnic entrepreneurs who feel a sense of ethnic belonging seek information that is useful for their contributions to ethnic communities. Furthermore, Article 2 stated that second-generation ethnic entrepreneurs share information and help other second-generation immigrants in co-ethnic networks.

Articles 1 and 2 highlighted the impacts of operating an ethnic business on the empathy competence of individual entrepreneurs. Empathy competence refers to “the ability to understand and respond to the concerns of others” (Wu, 2009, p. 282). Article 2 found that second-generation ethnic entrepreneurs who face difficulties in the COR have a desire to help other ethnic members to overcome challenges through offering products and services. The article concluded that supporting other ethnic and co-ethnic members is one of the crucial factors that second-generation ethnic entrepreneurs consider when evaluating entrepreneurial opportunities. Humphrey (2013) emphasized that empathy

competence makes entrepreneurs more attuned to their customers' wants and therefore able to achieve higher customer satisfaction.

#### **4.2. The influence of institutions on second-generation ethnic entrepreneurship**

Lans, Biemans, Mulder, and Verstegen (2010, p. 148) explored the social contexts in which individuals act and described entrepreneurial competences as “new pathways for achieving innovation-related business targets.” Understanding the mechanisms and the context at the macro level are important. In addition, Steyaert and Landström (2011, p. 124) argued that entrepreneurship studies should “research close to where things happen.” Therefore, this dissertation poses the following research question:

*How do institutions impact second-generation ethnic entrepreneurship?*

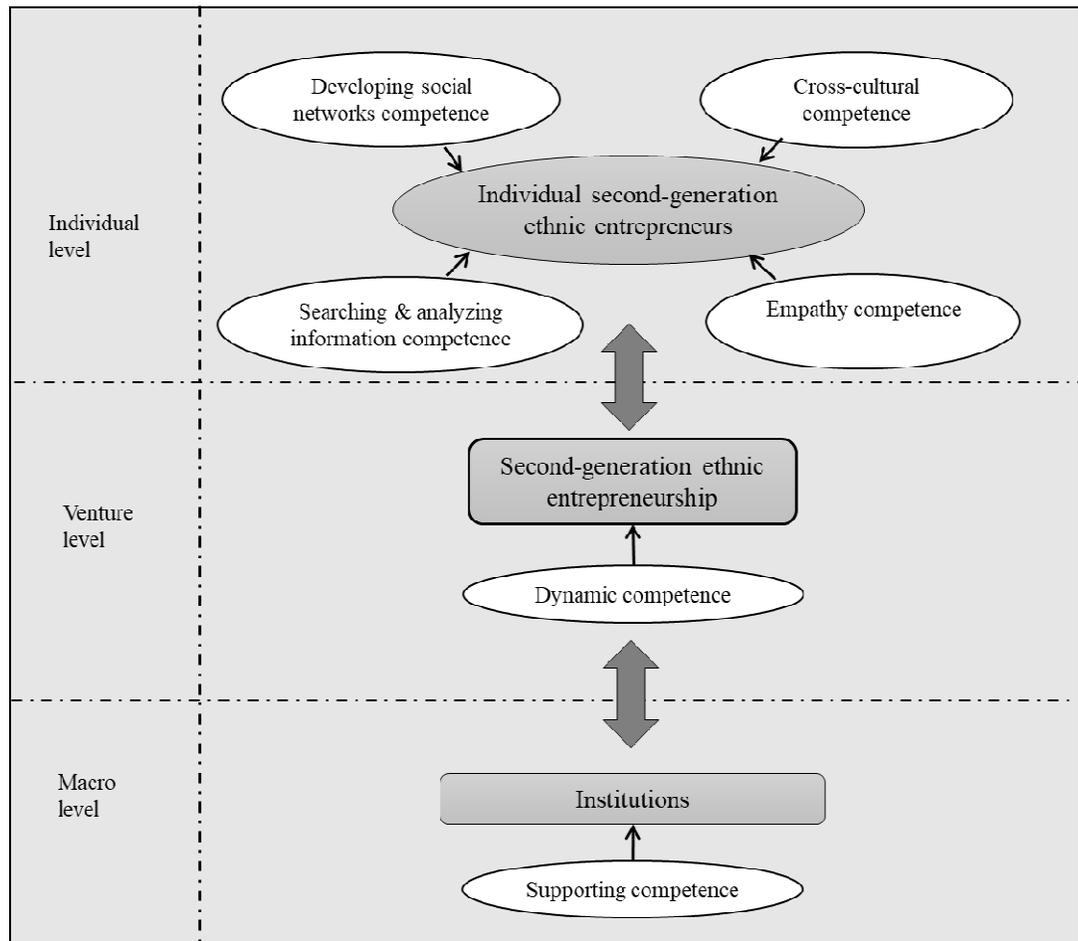
Article 4 examined the relationship between institutions and ethnic entrepreneurship in different immigrant generations. The article analyzed the impacts of institutions on two different target groups, first- and second-generation ethnic entrepreneurs. The results indicate that second-generation ethnic entrepreneurs have contacts within the ethnic network as well as contacts within the host country network, resulting in a wide network of diverse contacts (Bagwell, 2006). The broad and accessible network offers extensive access to information and resources (Klinthäll & Urban, 2014). In contrast, first-generation entrepreneurs have limited access to diverse networks, which leads to less access to resources, such as informal information about the local market (Hite & Hesterly, 2001). The study demonstrated that the independence of network contacts enables second-generation entrepreneurs to become aware of opportunities more quickly than their parents. Furthermore, second-generation ethnic entrepreneurs can determine the potential of these opportunities (Moran, 2005). As such, second-generation entrepreneurs benefit from the knowledge, resources, and information of their networks, and they can use these benefits to improve the mobility of their ethnic business activities.

This notion is tied to the concept of dynamic competence. Dynamic competence refers to the ability of a firm that “interacts with its external environment in order to fill resource gaps and to overcome weaknesses” (Freiling, 2004, p. 43). Second-generation ethnic entrepreneurs are embedded within two different contexts and therefore are able

to access benefits in these contexts (Beckers & Blumberg, 2013; Fernández-Kelly & Konczal, 2005; Masurel & Nijkamp, 2004; Rusinovic, 2008). However, Article 3 indicated that the ventures of second-generation ethnic entrepreneurs confront challenges in accessing resources because of their partial ethnic legitimacy, particularly at the nascent stage. Dynamic competence makes it possible for the entrepreneurship to overcome these difficulties, adapt to constant changes, and thereby maintain competitive advantage (SubbaNarasimha, 2001). Article 3 extended the understanding of dynamic competence by outlining the strategy of second-generation ethnic entrepreneurs to gain ethnic legitimacy through connections with experts and elite members in the community instead of family and personal networks. The dynamic competence of second-generation ethnic entrepreneurs' ventures enables them to flexibly use resources from the national community to contribute to the ethnic community, and vice versa. Because of their national legitimacy, the businesses of second-generation ethnic entrepreneurs can participate in innovation industries without facing market barriers and can thereby offer high-tech products to the ethnic community.

Articles 3 and 4 affirmed the need to improve the effectiveness of institutional support for ethnic entrepreneurship. Supporting competence refers to the ability of institutions to support, coordinate, or supplement entrepreneurial action without adopting legislation (adapted from Piris (2010)). Article 4 highlighted the gaps in institutional support between first- and second-generation ethnic entrepreneurship. As these businesses have distinct advantages and challenges, the supporting services should also differ. Moreover, the findings in Article 3 suggest that second-generation ethnic entrepreneurs re-build ethnic connections through elite networks. Therefore, ethnic institutions can offer appropriate support to shorten the connecting process, thereby reducing transaction costs. Estrin, Korosteleva, and Mickiewicz (2013) argued that institutions can enhance the effectiveness of business-relevant social networks to mitigate the challenges of nascent entrepreneurship.

The key competences that regulate the determinants of second-generation ethnic entrepreneurship are illustrated in Figure 5.



**Figure 5: The competences of entrepreneurs, ventures, and institutions that regulate the determinants of second-generation ethnic entrepreneurship.**

## **5. Conclusion**

### **5.1. Research contributions**

The dissertation makes several noteworthy contributions to the existing research on second-generation ethnic entrepreneurship. This study examined the implications of the social and psychological characteristics of entrepreneurs. First, the results of this dissertation have highlighted the reciprocal influence between entrepreneurial activities and entrepreneurs' individual identities. Article 1 stated that second-generation ethnic entrepreneurs are motivated by the desire to learn about their ethnicity. The findings indicate that second-generation immigrants are concerned regarding how to identify themselves and why they have an ethnic appearance but do not know much about their ethnic origin. Therefore, through entrepreneurship, second-generation ethnic entrepreneurs want to understand their origin. Moreover, conducting ethnic business activities and communicating with ethnic customers and business partners strengthens the ethnic identity of entrepreneurs. These findings are essential to second-generation immigrants who have a dual identity, as in some cases, ethnic identity is blurred or neglected because of discrimination in the receiving country. This finding confirms previous findings and contributes additional evidence that suggests that individuals' identities are adjustable in response to social interactions and the embedded environment (Burke, 1991).

Second, the study provided empirical evidence regarding opportunity recognition by second-generation ethnic entrepreneurs and contributes to the discourse on opportunity, answering the call for further studies on opportunity exploitation (George et al., 2016). Previous studies have often examined influencing factors on the opportunity recognition process at the individual level rather than focusing on how identified opportunities are analyzed and evaluated at the venture level (c.f. Arenius & De Clercq, 2005; Baron, 2006; Gordon, 2007; Miao & Liu, 2010; Ozgen & Baron, 2007; Ramos-Rodríguez, Medina-Garrido, Lorenzo-Gómez, & Ruiz-Navarro, 2010). Article 2 highlighted that the ethnic involvement of entrepreneurs and ventures significantly impacts the outcomes of opportunity exploitation. Moreover, the discussion in this dissertation has revealed key competences that second-generation ethnic entrepreneurs apply to leverage relevant resources. While the ability to search for and analyze

information enhances the efficiency of the opportunity evaluation process, cross-cultural competence enables second-generation ethnic entrepreneurs to gain privileged access to the target market and to exploit opportunities effectively in different cultural contexts.

This dissertation contributes to the application of the “mixed embeddedness” concept to the case of second-generation ethnic entrepreneurship. By examining how individuals’ complex emotional and societal dynamics influence their entrepreneurship, Article 1 identifies the feedback effects of mixed embeddedness. While the majority of recent studies on ethnic entrepreneurship have applied the concept of “mixed embeddedness” to refer to access to various networks in the receiving countries of individual migrant-background entrepreneurs (Kloosterman & Rath, 2018), there is a lack of results on the possible feedback effects. This dissertation demonstrates the re-balancing process between the ethnic embeddedness and national embeddedness of second-generation ethnic entrepreneurs.

Despite decades of research on competences and entrepreneurship, Robles and Zárrega-Rodríguez (2015) argued that no consensus has been reached regarding the societal competences of entrepreneurs, such as social networks development, self-control, and social mobility. This dissertation explores these competences of second-generation ethnic entrepreneurs and reveals their crucial role in entrepreneurship. Moreover, the dissertation affirms that ethnic entrepreneurship promotes individual competences, particularly empathy competence and cross-cultural competence. Article 1 demonstrated the empathy of individual entrepreneurs as a result of interacting with the ethnic community, and Article 2 concluded that second-generation ethnic entrepreneurs involved in the ethnic community pursue opportunities with social benefits.

## **5.2. Implications**

The results of this dissertation offer several implications for policy makers. First, the study calls for increased supporting activities targeted to small business-relevant networks rather than to large and weakly tied networks. Instead of making legal and policy changes which require time and effort, support to new and small economic

networks, such as the emerging networks among second-generation ethnic entrepreneurs, can have positive effects in a short time period.

Second, this dissertation illustrates the changing ethnic community in the COR. The number of descendants of immigrants has been significantly increasing significantly in recent years (Eurostat, 2017). This research has explored the participation of second-generation ethnic entrepreneurs in ethnic institutions and revealed significant new trends within the organizations and among their members. Moreover, this dissertation highlighted the institutional barriers that second-generation ethnic enterprises and new ventures have to overcome. Organizations, particularly ethnic organizations, can offer programs and activities to accelerate the legitimation process and link second-generation ethnic entrepreneurs to potential networks and resources.

By comparing first- and second-generation ethnic entrepreneurship, this dissertation highlights the advantages and disadvantages experienced by both generations. Policymakers can increase the self-employment rate of immigrants and their children by offering reasonable support to different generations. For example, first-generation ethnic entrepreneurs depend on and trust informal and ethnic networks, while second-generation ethnic entrepreneurs lack ethnic connections. In addition, first-generation ethnic entrepreneurs lack understanding of national systems, while second generation entrepreneurs effectively understand these systems. Therefore, new activities and programs that link these ethnic entrepreneurs to the specific resources they lack can benefit the economy.

Furthermore, this dissertation offers implication for second-generation ethnic entrepreneurs by highlighting competences that second-generation ethnic entrepreneurs may need to establish and operate their ethnic venture. Potential entrepreneurs can therefore learn and improve on these competences. In addition, established second-generation ethnic entrepreneurs can learn more about weak or missing competences, which will make them ready for new opportunities and will increase the number of opportunities that they can recognize (Erikson, 2002).

### **5.3. Limitations**

This dissertation has several limitations. First, the research was limited by the time span of the interviews. This study examined entrepreneurial activities at one point in time or in retrospect rather than continuously over a certain period of time. To overcome this limitation, a longitudinal study could provide further insights into the development process of a particular case.

Second, this research only examined the Vietnamese ethnic community in Germany. Although this minority group exhibits similar ethnic characteristics across generations, the investigation of second-generation ethnic entrepreneurship via several minority groups can enhance the diversity of findings and provide insights from different perspectives.

Third, this research did not analyze gender and family background differences. Female and male entrepreneurs do not perceive entrepreneurship in the same manner. This is especially true for entrepreneurs from immigrant backgrounds who are influenced by their ethnicity. Moreover, some studies suggest that family background significantly influences individual identity and education (R. G. Rumbaut & Portes, 2001). Vietnamese immigrants are associated with two immigrant waves in Germany, during which they immigrated into different parts of the country and received different treatment from the government in terms of integration. However, Nauck and Schnoor (2015) emphasized that the unified education and school system in Germany has equalizing effects on Vietnamese youngsters.

Furthermore, this dissertation is the accumulation of empirical studies applying a qualitative approach. In total, 20 semi-structured interviews were conducted. Except for one article (Article 1) in which the data were analyzed by two authors independently, the articles were written by single authors; therefore, the triangulation of data could not be achieved.

### **5.2. Future perspectives**

This dissertation sought to understand the determinants of second-generation ethnic entrepreneurship at different ontological levels. To comprehensively understand

second-generation ethnic entrepreneurship, there are still elements and factors to consider from various perspectives.

First, on the individual level, there are many competences that second-generation ethnic entrepreneurs can improve to develop their ventures and contribute to the community. For example, cross-cultural competence is highly relevant to international opportunity identification (Muzychenko, 2008). The discourse about the global trend and international opportunities that can be exploited by second-generation ethnic entrepreneurs is still ongoing. In addition, second-generation ethnic entrepreneurs represent their community as cross-cultural individuals (Lustig et al., 2006); as a result, they can positively influence the ethnic image and ethnic values in the county of residence. Furthermore, the competence of developing social networks initiates business-related networks that are useful not only for entrepreneurs' businesses, but also for other nascent second-generation ethnic entrepreneurs in the ethnic market. Therefore, future studies should further explore this competence as it relates to second-generation ethnic entrepreneurship.

Second, on the venture and macro level, it is necessary to conduct studies on opportunity exploitation and institutional support in a broader context. In this research, second-generation ethnic entrepreneurship was investigated in the context of the COR only. However, globalization influences all business sectors, including ethnic entrepreneurship; therefore, further studies can examine the international and transnational trends in entrepreneurship. Moreover, despite a number of studies on returnee ethnic entrepreneurship (Kenney, Breznitz, & Murphree, 2013; Wang, Zweig, & Lin, 2011; Wright, Liu, Buck, & Filatotchev, 2008), there is a lack of research examining the return of second-generation ethnic entrepreneurs.

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## **Part 2: Four research articles**

**Article 1:**

**Dual Embeddedness and Entrepreneurial Activities of Second-Generation Ethnic  
Entrepreneurs:**

**Multiple Case Studies with Vietnamese Entrepreneurs in Germany**

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*Published in Journal of Entrepreneurship and Innovation in Emerging Economies*

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**Abstract:**

This article explores mutual relationships between embeddedness and second-generation ethnic entrepreneurs. We apply an exploratory and inductive qualitative research design to investigate how a dual embeddedness of second-generation immigrants in the ethnic community and in mainstream society influence their entrepreneurial activities and vice versa. Based on multiple cases studies of Vietnamese second-generation ethnic entrepreneurs, we identify four causal relations between embeddedness and entrepreneurial activities: (a) resource mobilisation; (b) formation of entrepreneurial motivation; (c) feedback effect on embeddedness and (d) re-formation of dual identity. This research contributes to the research on ethnic entrepreneurship by showing novel causalities between socio-psychological factors and entrepreneurial activities of second-generation entrepreneurs.

**Keywords**

Ethnic entrepreneurship, ethnic entrepreneurs, second-generation immigrant, embeddedness, Vietnamese, Germany

**Article 2:**

**ENTREPRENEURIAL OPPORTUNITIES OF  
SECOND-GENERATION ETHNIC ENTREPRENEURSHIP:  
Vietnamese second-generation ethnic entrepreneurship in Germany**

*Cat-My Dang (University of Bremen)*

**Abstract:**

Despite the growing rates of immigrants' children establishing their businesses in the receiving countries, there are still few studies differentiate their entrepreneurial activities with other immigrant entrepreneurship. By applying explorative qualitative research with multiple case studies of Vietnamese second-generation ethnic entrepreneurship in Germany, this article examines opportunity recognition process and influencing factors. The results of our study suggest that second-generation ethnic entrepreneurs can fill gaps in the market by exploiting entrepreneurial opportunities based not only on the existing demand of markets but also on the new markets that have emerged within their generations and networks. Moreover, the ethnic trait also influences their perception toward ethnic entrepreneurial opportunity.

**Keywords:** Ethnic entrepreneurship, second-generation ethnic entrepreneurs, entrepreneurial opportunities, Vietnamese, Germany

## 1. Introduction

In the last decades, researchers have expressed an increased interest in ethnic entrepreneurship. The study of ethnic entrepreneurship began in the 1980s. Since then, the number of ethnic entrepreneurs has increased dramatically. They not only contribute significantly to existing industries but also to industries that have emerged in recent decades, such as digitalization (Elo & Freiling 2015; Bates, Bradford, & Seamans 2018; Ramadani et al. 2019). For example, the number of self-employed immigrants increased in the EU from nearly 2.2 million in 2009 to 2.9 million in 2018 (OECD, 2019); in the United States, one-quarter of entrepreneurs are immigrants (Blanding, 2016). Entrepreneurs with immigrant backgrounds create businesses for many reasons. While first-generation immigrants often become entrepreneurs out of necessity and lack of vocational alternatives in the receiving market, most second-generation immigrants are opportunity-driven entrepreneurs (Ken Clark, Drinkwater, & Robinson, 2017; Moyo, 2014).

Previous studies on entrepreneurial opportunities state that opportunities are made, not found, and individual entrepreneurs act important roles in constructing opportunity based on the interpreted reality (Ardichvili et al., 2003; Dimov, 2007; Shane, 2000; Vaghely & Julien, 2010). Individuals who have different knowledge and experiences can recognize opportunities differently (Kirzner, 1973). In addition, previous research has established that the network in which the individual entrepreneur is engaged is a crucial component in their opportunity recognition (Arenius & De Clercq 2005). Baron (2006) shows how these individuals and their embedded networks can influence recognized opportunities. It has been argued that interactions among members within a network can provide privileged information that allows individuals to recognize profitable opportunities (Ozgen & Baron 2007). However, opportunity recognition is limited by the abilities of the people who receive such information (Ucbasaran, Westhead, & Wright 2009).

For decades, one of the most popular ideas in ethnic entrepreneur literature has been the idea that immigrants are better than native entrepreneurs at recognizing ethnic-related opportunities, as they embed themselves into two different contexts: ethnic community and local community (Rath & Swagerman 2016). Along with this wide

acceptance, however, there is concern over the generational issues of immigrants. Extensive research on different generations of immigrants has shown that the descendants of immigrants are distinctive compared to their parents (Piquero, Bersani, Loughran, & Fagan, 2016). In general, the literature has highlighted that children of immigrants have bicultural backgrounds, which provide them both ethnic knowledge and local insights (Nguyen & Benet-Martínez 2007; Nguyen & Benet-Martínez 2013). However, how they balance these cultures is disparate. While some of them remain connected to their ethnic community (Haller, Portes, & Lynch 2011), some almost always move out of the community (Pyke & Dang 2003). This diversity of embeddedness influences the personalities of individual entrepreneurs and their networks, and thus, shapes their opportunity recognition.

George et al. (2016) calls for further research on the opportunity recognition process due to the largely unexplored in empirical studies on this perspective. Despite the significant contribution of Alvarez and Barney (2007) on distinguishing between opportunity discovery and opportunity creation, current research on the field prominently investigate influencing factors rather than the process itself.

Throughout this paper, the term “second-generation immigrants” refers to the children of immigrants, children who arrived in the receiving country before their 15th birthday - the earliest age to participate into labor force (OECD, 2020) - and who have completed their entire education in the COR.

In recent years, researchers have shown an increased interest in investigating the entrepreneurship of second-generation ethnic entrepreneurs. Most studies present the development of second-generation ethnic entrepreneurs by highlighting their differences comparing to their parents’ entrepreneurial activities (Arcand, 2012; Beckers & Blumberg, 2013). Fernández-Kelly & Konczal (2005) state that second-generation ethnic entrepreneurs tend to escape the constraints of the labor market while pursuing meaningful opportunities to form their entrepreneurship. However, there has been less previous evidence how second-generation ethnic entrepreneurs construct those entrepreneurial opportunities. To close the gap of generational issues in ethnic entrepreneurship, this study aims to investigate the ethnic entrepreneurship of immigrants’ descendants to answer the research question: “Which factors influence the

opportunity recognition of second-generation ethnic entrepreneurs?” The study examines the mutual relationship between the entrepreneurship of immigrants’ descendants and the possible factors that influence their recognition of opportunities.

This study applies explorative qualitative research with multiple case studies of Vietnamese second-generation ethnic entrepreneurs in Germany to investigate our research question. This method has a significant advantage in that the researcher can capture the traits and life experiences of entrepreneurs, both of which influence their opportunity recognition. Moreover, with this research design, the multiple facets of this phenomenon can be revealed and understood (De Massis & Kotlar 2014).

This paper begins with a brief overview of existing research on opportunity recognition and ethnic entrepreneurship, focusing on current trends and research gaps in the field. It then continues with the research design. Next, we present and interpret our findings regarding second-generation ethnic entrepreneurship. We then develop a multi-level conceptual framework, showing how the characteristics of the second generation and their embeddedness in ethnic and local communities influence their entrepreneurial activities, and vice versa. Finally, this article argues the theoretical contributions as well as the practical implications of future research and practice in the discipline of ethnic entrepreneurship and opportunity recognition.

## **2. Entrepreneurial opportunities of second-generation ethnic entrepreneurship**

### **2.1. Second-generation ethnic entrepreneurship**

Valdez (2008) defines ethnic entrepreneurship as business ownership by immigrants, ethnic-group members, or both. This definition incorporates the descendants of immigrants who are a part of the ethnic community. These second-generation immigrants have obtained their entire education in the host country, and they are generally more ambitious and selective in choosing a job compared to the first generation (Vathi, 2015). Ethnic entrepreneurs are characterized by their dual embeddedness in institutions of the ethnic community and host society; the nature of their embeddedness is referred to as “mixed embeddedness” (Kloosterman, van der Leun, & Rath, 1999). This concept combines personal and group factors with regards

to market conditions and regulatory matters to understand specific resources relevant to ethnic entrepreneurship (Dang & Harima, 2020; Kloosterman & Rath, 2003).

The ethnic identity and embeddedness of ethnic entrepreneurs in different contexts play a crucial role in their entrepreneurial opportunity recognition and development. Previous studies demonstrate that the nature and balance of mixed embeddedness may differ to a large extent depending on ethnic groups, generations, the environments of host countries, and individual characteristics (Giles A. Barrett & Jones, 2010; Sofer & Schnell, 2002). For instance, Nguyen and Benet-Martínez (2013) present the diversity of bicultural individuals in deciding their embeddedness, pointing out that they can negotiate and combine two cultures differently. These individuals are competent in navigating both cultures and can be part of social support networks from both cultures (Lafromboise et al., 1993; Mok et al., 2007). Moreover, the interpretation of the negotiating process can result in greater integrative complexity and creativity (Benet-Martínez et al., 2006; Tadmor et al., 2009). Furthermore, Efendic and Wennberg (2016) argue that second-generation ethnic entrepreneurs have a better understanding of both ethnic and local customers, which makes them more successful than the first generation. Although several studies attempt to better understand immigrants' offspring and their businesses practically and theoretically, there is an insufficient academic discussion on how mixed embeddedness changes between generations and how it affects their process of recognizing and developing entrepreneurial opportunities.

## **2.2. Entrepreneurial opportunity**

Venkataraman (1997) demonstrates the field of entrepreneurship as the study of how, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated, and exploited. Moreover, entrepreneurial opportunities are defined as *“those situations in which new goods, services, raw materials, and organizing methods can be introduced and sold at greater than their costs of production”* (Shane & Venkataraman, 2000, p. 220).

Previous studies state that entrepreneurial opportunities arise from changes in the environment with which potential individual entrepreneurs engage (George et al., 2016). An entrepreneurial opportunity is recognized based on a disequilibrium created

by these environmental changes and an individual's ability to exploit it (Holcombe 2003; Cohen & Winn 2007).

- Personal traits of entrepreneurs

In an entrepreneurial context, the process of discovering opportunities relates to individual entrepreneurs. Austrian theories assume that not everyone can recognize entrepreneurial opportunities and only those people with the right information can identify potential entrepreneurial opportunities. Furthermore, the ability of information receivers, including their willingness to take action, is the trigger for the entire process (Kirzner, 1997, 1999).

The individual entrepreneur plays a central role by providing a framework for recognizing and evaluating information relevant to an opportunity (Ward 2004; Ucbasaran, Westhead, & Wright 2009). Individuals who have creative personalities are more likely to identify business opportunities and start businesses (Shane & Nicolaou 2015; Dimov 2007). Previous studies on opportunity recognition and creation of new ventures also present the positive relationship between a proactive, creative personality and an individual's ability to identify opportunity (Hu, Wang, Zhang, & Bin, 2018). Regardless, multiple studies suggest that, in some circumstances, financial incentives have no effect on the discovery of creative solutions (Demmert & Klein 2003; Kitzmann & Schiereck 2005).

- Risk-taking behavior

Individuals, given the same information, can perceive different levels of risk (Simon, Houghton, & Aquino 2000). An individual's ethnicity is one factor that can affect their risk perception. Studies on the risk behavior of different ethnicities demonstrate that members from different ethnic groups do not perceive risks the same way (Gardner & Steinberg 2005). For example, immigrants are more likely to have attitudes and values (e.g., risk preferences) that make entry into self-employment more attractive (McGrath, MacMillan, & Scheinberg 1992; Portes & Sensenbrenner 1993). Moreover, opportunity entrepreneurs are more willing to take risks than necessity entrepreneurs, and those who are motivated by creativity are more risk-tolerant than other entrepreneurs (Block, Sandner, & Spiegel 2015).

- Networks

A series of recent studies on entrepreneurship and entrepreneurial opportunity have indicated the importance of individual cognition and social capital on the understanding of entrepreneurial behavior (Carolis et al., 2006; Shane & Venkataraman, 2000). An entrepreneur's social capital can provide them with beneficial information and influence (Carolis et al., 2006). On the one hand, entrepreneurs who have an abundance of social capital can gain access to information that "*plays a key role in opportunity recognition*" (Ozgen & Baron, 2007; Shane & Venkataraman, 2000). Social capital can also enhance the quality of information (Adler & Kwon, 2002). On the other hand, social capital includes influence. The study by Carolis and her colleagues (2006) suggests that individuals acquire information from various networks and leverage these inputs. In addition, information received from networks can guide the decision-making process.

Structure holes in an entrepreneur's network have a positive effect on opportunity recognition (Bhagavatula, Elfring, van Tilburg, & van de Bunt, 2010). The term "structural hole" can be defined as "*a relationship of non-redundancy between two contacts*" (Burt, 1992). Burt (2004) suggests that people who are involved in two or more different networks are often more creative and knowledgeable than others. While limited informational resources might be biased, the structure hole argument indicates that weak ties in a network can provide better access to unique and effective information than strong ties (Burt, 1992; Granovetter, 1973). Therefore, weakly tied networks can lead to more opportunities than strongly tied networks (Arenius & De Clercq, 2005).

- Opportunity exploitation:

Building knowledge about the dichotomy of the opportunity recognition construct is the central of the opportunity recognition process (George et al., 2016). Alvarez and Barney (2007) apply discovery theory and creation theory to examine the process in which entrepreneurial opportunities are formed. According to them, entrepreneurs discover the opportunity under the condition of risks while entrepreneurs creating the opportunity make decision based on 'acceptable losses' (Alvarez & Barney, 2007, p. 19). Moreover, the study of George et al. (2016) demonstrates the opportunity

recognition with the ‘analysis process’, in which the opportunities are evaluated and exploited (Ardichvili et al., 2003; Lumpkin & Lichtenstein, 2005; Shane & Venkataraman, 2000). Nevertheless, Ardichvili et al., (2003) propose the connection between the antecedents of opportunity recognition and the process of forming a venture as the exploitation outcome. However, there is lack of empirical studies demonstrate this connection (George et al., 2016).

### **3. Methodology**

This paper adopts a qualitative multiple-case approach and rests on twelve semi-structured interviews with second-generation Vietnamese immigrants to investigate factors influencing the entrepreneurial opportunities of second-generation ethnic entrepreneurs. There are three major reasons for our methodological selection. First, semi-structure interviews provide an in-depth investigation within the real-life context in which businesses are established and developed (De Massis & Kotlar 2014; Yin 2003). Second, a qualitative approach can capture the various ethnic resources that second-generation ethnic entrepreneurs access as individuals. In addition, the findings of a qualitative study can provide a deeper understanding of ethnic entrepreneurs by illuminating the people behind the numbers, thereby “adding faces” to the statistics (Patton, 2005). Moreover, qualitative research can facilitate the understanding of ethnic entrepreneurship as a socially situated phenomenon through entrepreneurs’ lived experiences (Denzin & Lincoln 1994; Berglund 2007).

We selected second-generation Vietnamese ethnic entrepreneurs who are currently developing businesses in Germany. This group is relevant to our research because of their large numbers and their high level of integration in Germany. Moreover, descendants of Vietnamese immigrants, with their high-achieving academic backgrounds, have been recorded as one of the most integrated immigrant groups in Germany (Spiewak, 2009). Therefore, while most first-generation Vietnamese immigrants are necessity-driven entrepreneurs who became self-employed in the 1990s to finance their lives and families, their offspring have a very different entrepreneurial story: second-generation Vietnamese ethnic entrepreneurs are opportunity-driven entrepreneurs. These different settings enable the diversity of accessible resources, which are used in their entrepreneurial opportunities.

Focusing on second-generation ethnic entrepreneurs allowed us to incorporate the uniqueness of their access to resources and embedded networks that shape entrepreneurial opportunities. The study also analyzed the opportunities that entrepreneurs developed while conducting businesses in ethnic markets.

The study applied semi-structured interviews as the primary data-collection method. First, a set of open-ended questions were designed as the guideline for potential interviews. Next, the author formed questions that could be used to strategically focus and organize the collected information. Furthermore, information about their businesses from other sources such as their business homepages, blogs, and related articles was collected. This information was documented and organized into categories to be analyzed respectively. In addition, previous results of studies on the Vietnamese ethnic community in Germany were included as secondary data. This preexisting data had been collected predominantly by sociologists and researchers in integration fields. These results gave us our first insight into the Vietnamese people and their activities in Germany.

	<b>Age</b>	<b>Age at the time of migration</b>	<b>Education</b>	<b>Business field</b>	<b>Establishing time</b>
<b>Entrepreneur A</b>	33	12	Bachelor	Law company	2016
<b>Entrepreneur B</b>	36	14	Bachelor	Law company	2015
<b>Entrepreneur C</b>	30	2	Bachelor	Coffee company	2015
<b>Entrepreneur D</b>	37	8	Abitur	Restaurant	2012
<b>Entrepreneur E</b>	37	10	Bachelor	Information technology	2006
<b>Entrepreneur F</b>	29	2	Abitur	Event management company and restaurant	2016
<b>Entrepreneur G</b>	30	2	Master of Business Administration	Creativity Industry	2012
<b>Entrepreneur H</b>	26	0 (was born in	Master of Business	Coffee company	2016

		Germany)	Administration		
<b>Entrepreneur I</b>	27	0 (was born in Germany)	Master of Business Administration	Sport company	2017
<b>Entrepreneur K</b>	42	12	Abitur	Restaurants	2017
<b>Entrepreneur L</b>	28	0 (was born in Germany)	College	Restaurant	2017
<b>Entrepreneur M</b>	27	0 (was born in Germany)	Bachelor	Information Technology	2017

**Table 1: List of interviewees** (Source: The empirical data)

The thematic analysis was applied to assess the collected data. The data were coded and analyzed using MAXQDA 12 (Software for Qualitative and Mixed Methods Research) as a qualitative data analysis tool. The coding system was built inductively. First, one test interview was conducted with second-generation ethnic entrepreneurs who had a business in information technology sector to examine the interview design. After the test interview, the author transcribed and analyzed the information to identify the weaknesses and made the necessary revisions (Kvale, 2007). Follow-up interviews were conducted based on the revised interview guidelines. Moreover, depending upon the profile of the individual and their entrepreneurship, some specific questions were adjusted to delve further into different aspects of the focus topic (DiCicco-Bloom & Crabtree 2006). The coding system was built from the first step using a line-by-line coding method (Charmaz, 2006), these initial codes was grouped into specific themes and the last level of categories based on theoretical sensitivity.

#### **4. Vietnamese immigrants and their descendants in Germany**

In Germany, immigration has become part of national self-identity in the early 2000s (Bither & Ziebarth, 2016). The most significant growth in the foreign population in Germany took place after 1945 when so-called “guest workers” entered the country from 1955 to 1973 and asylum seekers began arriving in greater numbers in late 1980 (DOMiD 2013). The economic boom of the post-war era—the German “economic miracle”—led to a huge demand for labor forces. The recruitment of foreign guest workers led Germany to receive millions of unskilled workers from 1955 to 1970

(Rietig & Müller, 2016). In recent years, the increasing number of second- and third-generation immigrants in Germany has been highlighted by both researchers and practitioners. According to the Federal Agency for Civic Education (Bundeszentrale für Politische Bildung), more than a third of all children in Germany under the age of 10 have a migration background (2015). This emerging diversity requires an effective set of considerations and actions from all social actors to actively embrace it, both in policy and public perception (Bither & Ziebarth, 2016).

With more than 163,000 members, the Vietnamese community is one of the largest non-European ethnic communities in Germany (Schaland & Schmiz, 2016). The major wave of Vietnamese immigrants entered the country in the 1980s, either as refugees or guest workers (Hillmann, 2007; Statistisches Bundesamt, 2015). After the economic crisis in Germany at the beginning of the 1990s, most Vietnamese immigrants lost their jobs and faced high competition in the German labor market (P. H. Su, 2017). This led them to start their business ventures informally by setting up market stands for Asian products (Wilpert, 2003).

After more than four decades since the first Vietnamese immigrant wave arrived in Germany, Vietnamese immigrants and their descendants have become a visible minority in the country (Éigeartaigh, Howard, & Getty 2007). The first-generation immigrants created their branch in the food sector by offering small Asian restaurants or food stands (Éigeartaigh, Howard, & Getty 2007). With above-average grades in school, second-generation Vietnamese immigrants have been documented as one of the most integrated immigrant groups in Germany (Spiewak, 2009). German education completes their knowledge of local culture and mainstream behavior (Riphahn, 2003). Moreover, previous studies on Vietnamese ethnic groups emphasize the education within Vietnamese families in which their offspring learn about their ethnicity and origin (Portes & Rumbaut 2001; Portes & Rumbaut 2006). Consequently, they can gain knowledge and information from different resources, which may lead them to explore untapped opportunities or develop existing opportunities in both local and ethnic markets. However, there is a lack of discussion regarding how the descendants of immigrants take advantage of the fruitful information resources and how they face obstacles while embedded in various contexts.

## 5. Empirical findings

### 5.1. Individual ethnic entrepreneurs

- Personal traits

The empirical evidence suggests that the identity of second-generation ethnic entrepreneurs has a significant influence on their opportunity recognition. On the one hand, the feeling of belonging to the ethnic community clearly motivates entrepreneurs to search for opportunities in potential markets. Entrepreneur D stated that he was proud of his origin as a Vietnamese; therefore, he searched for entrepreneurial opportunities to introduce the beauty of the culture. Moreover, Entrepreneur C emphasized he felt connected to the people in the country and wanted to support them with his business's current products. This was one of the major motivations that drove him to seek opportunities to export products to the German market. On the other hand, a weak ethnic identity can keep second-generation ethnic entrepreneurs away from ethnic markets and potential opportunities. Entrepreneur M described himself as “*a German with an Asian look.*” Even though his business had some connections with Vietnamese partners, he preferred to present himself as a German and refused to expand the business to the ethnic market.

*“I know it would be better to have a diverse market and attract more customers, but I am not sure if I can work with them as a member of their community. I prefer to keep my business as it is. [...] Of course, when a Vietnamese customer comes to us, we will do our best to meet their requirements as we do for all other customers, not just because they are Vietnamese.” (Entrepreneur M)*

Additionally, all interviewees mentioned the role of the education they received. They explicitly referred to the supportive education system in which they were encouraged to integrate fully into the COR. Entrepreneur A emphasized that he appreciated the equality in the education system where there were no differences between students with different backgrounds. Therefore, they were able to gain an indigenous perspective.

*“I was born and grew up here in the country... I am a local, and this helps me in gaining insights as an insider. [...] I know that they (the local customers)*

*would love not only to have the authentic dishes but also to experience the atmosphere of the country.” (Entrepreneur D)*

Furthermore, the majority of participants agreed with the significance of family education in ethnic understandings. Entrepreneur F said that his parents always celebrated traditional festivals and took him to ethnic events where he met other ethnic members. The majority of interviewees remarked that they could only speak Vietnamese at home.

*“When I was a child, it was not easy to express my emotions in Vietnamese, as I spoke only German at school, but I appreciate my parents’ patience. [...] Speaking Vietnamese fluently helps me a lot in my business.” (Entrepreneur A)*

Some second-generation ethnic entrepreneurs were inspired by ethnic entrepreneurship or the special skills of their family members. Entrepreneur stated that the traditional dishes prepared by his grandmother inspired him to become a chef and establish his own business. Entrepreneur H described her father’s business as a part of her childhood—at the store, she helped her father and had her very first lesson about trading and ethnic products.

- Risk-taking behavior

One interesting outcome of our interviews was the discovery that most second-generation ethnic entrepreneurs are risk-takers. Vietnamese immigrants are well known for their high rate of self-employment (Schmiz, 2013). Consequently, most second-generation ethnic entrepreneurs used to help their parents with their businesses, and some of them received their first business lessons from their parents, even though their parents expected them to have steady jobs.

*“When I was a child, I always helped my parents at their store, especially with the document work. It became a part of my childhood. [...] My father was not happy with my decision to be self-employed [...] but it was my dream, becoming independent and having my own business like him.” (Entrepreneur H)*

They all have business plans and are aware of potential market risks. Entrepreneur C advertised his business as one of the first professional importers to use German technique to produce coffee powder and sell it in Germany:

*“When I started my project, there were some companies that imported coffee powder from Vietnam to Germany, but they did not cooperate with Vietnamese coffee farms and import raw coffee beans to produce the powder here, in Germany. [...] As one of the first suppliers on the market, you have to take risks [...] but profit always comes with risk.”*

As for the interviewees’ perception of risk, they stated that they were aware of different types of risks and that they had plans to prepare for that.

*“We invested all we had in the restaurants, as we wanted to deliver the full image (of the country) in great detail [...]. It was not an easy decision, as we had a very limited budget, but we knew that it would be worth it and that we had to pay to achieve our goals. (Entrepreneur D)*

## **5.2. Bifocal experience**

An entrepreneur’s experience can shape their entrepreneurial opportunities. The interviewees were asked to explain what knowledge and experience they gained regarding ethnic and local markets before establishing their entrepreneurship.

Regarding the local markets, the interviewees were unanimous in believing that they had a comprehensive understanding of the markets. While several mentioned that they were newcomers in the market, most interviewees said that they had gained experience from their previous jobs. They indicated that their jobs were useful in helping them to acquire an in-depth understanding of the markets.

*“I was responsible for the quality of products imported from the Latin American market. [...] I realized that Vietnamese coffee beans had the same quality as Latin American beans. Also, during the time I worked for the company, I learned about the entire process, from importing raw beans to packing the final products.” (Entrepreneur C)*

Moreover, some entrepreneurs remarked that they acquired their knowledge and experience while participating in the entrepreneurship programs at their universities.

*“I teamed up with four other German students and worked on a business project. We received considerable support from the professors and other peers involved in the program. After two years on the project, I decided to start my own business based on the experience I gained.” (Entrepreneur E)*

*“There are some events organized by the university for students who have business ideas and would like to learn about startups. [...] I met my co-founder there. He mentored many students on their projects. [...] Whenever I felt lost or demotivated, he encouraged me to pursue my goals.” (Entrepreneur H)*

In contrast, the majority of the interviewees expressed a lack of experience in ethnic markets when they started their businesses. From our empirical data, only Entrepreneur F had experience with the ethnic market before establishing his businesses.

*“I worked at the company for two years in a student job [...], but the owner did not allow me to participate in the entire process... he was afraid that I would gain an advantage from that.”*

Some second-generation ethnic entrepreneurs had unpleasant experiences with the ethnic market. Entrepreneur G said that during the idea phase of her business, she tried to contact some key people from ethnic communities and presented prototypes of her products. Unfortunately, they were not interested in supporting a business that did not follow a “*traditional track of doing business*” in the ethnic community. They could not understand her social motivation to support the children of immigrants in studying their ethnic language, and some members even advised her to give up. She described it as a disappointing moment, and she never contacted them again.

### **5.3. Networks**

Belonging to different networks facilitates the establishment of new entrepreneurship. Second-generation ethnic entrepreneurs are embedded in two major networks that can shape their entrepreneurial cognition: (1) local networks and (2) ethnic networks.

Local networks include the entrepreneur's connections to the mainstream community in their COR. When interviewed, all second-generation ethnic entrepreneurs expressed that they had easy access to various local networks.

*“I contacted them, as I thought they would be interested in my products and could give me useful information. [...] I got the invitation to their monthly meeting within a week, and now I am an active member of the network. [...] I knew what they needed, and we shared the same vision.” (Entrepreneur G)*

Another interviewee, Entrepreneur H stated that she found many potential business partners when she visited business events organized by local entrepreneurship organizations.

Even though an ethnic background can provide second-generation ethnic entrepreneurs with access to ethnic networks, most entrepreneurs need specific support to get this access. A common view amongst the interviewees was that family and parents played a key role in connecting them to the ethnic community. Entrepreneur H argued that her father could understand the ethnic business partners better than her and therefore could get better deals:

*“In the beginning, I learned a lot from him (her father). You need some special hints to negotiate with a potential ethnic partner.”*

Furthermore, Entrepreneur L stated the importance of presenting oneself as *“the son of someone in the network”*:

*“The first time I asked if they would be our supplier for some special ingredients, they were a bit skeptical [...], but it was totally different after they learned about my family [...]. My father used to be in the same refugee camp as the owners. They then asked me if I needed any support [...], and they became very open and honest. They even introduced me to other Vietnamese suppliers.”*

An interesting finding based on our data was the emergence of networks among the descendants of immigrants. In discussing the issue of missing the necessary connections to ethnic communities, the majority of the interviewees shared their concerns about generational gaps:

*“The older generation, they do not understand what we want to achieve. They prefer us (their children) to be white-collar workers with steady jobs. [...] My mother did not want me to be an entrepreneur. [...] I talked to my friends who were also second-generation Vietnamese immigrants. They shared my vision and were always willing to help.” (Entrepreneur C)*

As for the embeddedness of second-generation ethnic entrepreneurs in the ethnic community, surprisingly, despite the greater proportion of ethnic products and services, there were few interviewees with strong connections to official ethnic organizations in their receiving country. However, most of the interviewees had contacted others directly or indirectly or were somewhat knowledgeable about others' businesses. They indicated their interest in connecting with their peers who share the same background as descendants of immigrants.

*“I went to some ethnic community events with my parents. They were really boring, as the attendees were just chatting with others, singing, or eating [...]. However, my parents' friends' children were also there. We talked and got along with each other easily. [...] We began to hang out more often, just us (descendants of immigrants), and became friends.” (Entrepreneur L)*

*“I got to know my last project manager (who was also a second-generation Vietnamese immigrant author) through a friend of mine. Back then, she was a student looking for a part-time job. She started as my assistant and left after some years because of her master's education, but we still keep in touch. Sometimes she participates as a volunteer organizer for our company's events. [...] She recognizes my company's contributions to the ethnic community, specifically to the younger generations, so she is always willing to help.” (Entrepreneur G)*

Furthermore, being a part of these emerging networks assists entrepreneurs in recognizing potential gaps. Entrepreneur G stated that she designed and produced her own product, as there were no similar products that met her needs. Her friends in the network encouraged her to commercialize her products, and they became her first customers because they also needed such a product. Additionally, Entrepreneur F

stated that, although many events targeted young Asian people, they did not reflect the “real picture” of the current trends, especially in the country of origin.

*“I gave those books to my friends as gifts for their children. But then many of them came back to me and asked if I could sell the books because their friends and relatives also needed them. I would not have made it this far—from the idea phase until now, six years after I started—without their (her friends’) emotional and financial support.” (Entrepreneur G)*

*“They (the organizers) do not really know the desire of the young generations born in Germany. [...] In the beginning, my friends asked me to organize private events because their relatives and Vietnamese friends would be there. Then, I had more and more customers, not only my friends but also friends of my friends.” (Entrepreneur F)*

## **6. Discussion**

### **6.1. The influence of ethnic traits**

The previous literature discusses a strong relationship between the personal traits of entrepreneurs and the creation of new ventures (Ardichvili et al., 2003; R. A. Baron, 1998; Freiling, 2004; McClelland, 2016). The results of our study agree with these findings in which the characteristics of entrepreneurs shape their opportunity recognition. According to our findings, based on the characteristics of individual second-generation ethnic entrepreneurs, the opportunities that they recognize are diverse. The self-identity of entrepreneurs can either lead them to or hinder their recognition of untapped opportunities (Webb, Tihanyi, Ireland, & Sirmon, 2009). The collective identity theory suggests that relationships with others and within social groups influence the self-definition of individuals (Brewer & Gardner, 1996). Second-generation ethnic entrepreneurs are diverse in terms of ethnic identity because of their backgrounds. While the entrepreneurs with a strong ethnic-identity often search for entrepreneurial opportunities in the ethnic market, the others do not consider the ethnic market as a potential market to investigate. This result ties in well with previous studies wherein the differences among individuals influence the opportunities that they discover (Kirzner, 1997; Shane, 2000). On the one hand, the visibility of ethnicity and

family education during childhood motivates the second-generation to learn about their ethnicity and could potentially define them as members of the ethnic community. On the other hand, growing up and obtaining a full education in the receiving country can blur their ethnic characteristics; therefore, they might identify themselves with fewer ethnic components.

The study on the entrepreneurship of ethnic minorities raises the possibility that ethnic background can influence risk tolerance (Bird, 1989; Chrysostome, 2010). The previous literature suggests that immigrant entrepreneurs have higher risk-taking behavior than their non-immigrant peers (Batista & Umblijs, 2014; Jaeger et al., 2010). Our findings show that having entrepreneurial family members can inspire the descendants of immigrants to become entrepreneurs. It can thus be suggested that growing up in an ethnic community with a significant number of self-employers can motivate the offspring of immigrants to identify and invest in potential entrepreneurial opportunities.

Moreover, (Krueger & Dickson, 1994) demonstrate the positive relationship between the self-efficacy of entrepreneurs and their perception of opportunity. Therefore, growing up and obtaining a full education in the receiving country equips second-generation immigrants with effective knowledge about the local market and thereby enhances their self-efficacy (Abada, Hou, & Lu, 2014). In this study, we find that second-generation ethnic entrepreneurs are aware of and well prepared for potential risks.

## **6.2. The influence of bifocal experience**

Shane (2000) notes that prior knowledge is useful for entrepreneurs to discover opportunity without actively searching for it. The results of this study indicate that work experience in similar markets and industries provides fruitful information to potential second-generation ethnic entrepreneurs. For example, they create new ventures that combine ethnic components with the resources in mainstream markets. It is surprising to find that negative experiences with ethnic markets do not significantly influence the creation of ethnic entrepreneurship. We find that competent second-generation ethnic entrepreneurs are willing to challenge themselves by applying new business models. This is in line with the opportunity recognition developed by Baron

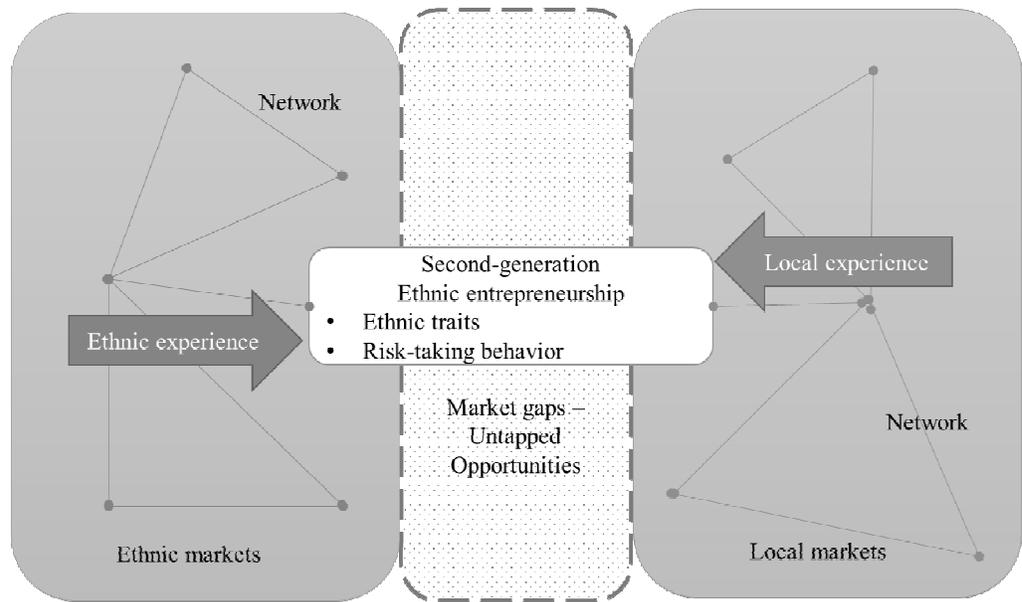
(2006), which confirms that the unique experiences and personal traits of entrepreneurs lead them to different opportunities. Kirzner (1997) also states that opportunity can be identified differently based on the individuals who receive the information. The recognition process is not only about the personal traits of entrepreneurs but also about their experience and knowledge and their desire to understand and make use of the information they receive (Hisrich, Peters, & Shepherd, 2008).

### **6.3. The influence of networks**

The structure hole theory suggests that entrepreneurs with appropriate connections and power can span disconnected networks (Burt, 1992). These entrepreneurs determine who will gain from the disconnection, placing them in a favorable position during negotiations (Burt, 1992; Carolis et al., 2006). Second-generation ethnic entrepreneurs can recognize untapped opportunities by connecting missing dots within the markets. On the one hand, they are ethnic members by birth. Having parents and family members in ethnic communities solidifies their potential access to ethnic networks. On the other hand, growing up and obtaining a full education in the country of residency fosters their connections to mainstream networks. These networks influence the personal traits of entrepreneurs—overconfidence, the illusion of control, representativeness—and, consequently, their perception of risk (Carolis et al., 2006). This study reaches a similar conclusion where second-generation ethnic entrepreneurs emphasize the important role of networks in their entrepreneurship. However, their ethnic networks often only included parents and family members. This result goes beyond previous studies on the descendants of immigrants, showing that family is the crucial (and only) channel for second-generation entrepreneurs to connect to their ethnic communities (Portes & Rumbaut, 2001). As mentioned in the study by (De Carolis, Litzky, & Eddleston, 2009), having many network connections contributes to new venture progression, as entrepreneurs rely on the support and information they receive from these relationships.

Ethnic homophily can enhance the resource mobilization of ethnic entrepreneurs; however, how these ties are formed and used has been ambiguous in prior entrepreneurship studies (Clough, Fang, Vissa, & Wu, 2019). In this study, we find that these networks are formed informally, through direct and indirect contacts. Second-

generation ethnic entrepreneurs approach these networks to investigate the necessary information for creating new ventures. Moreover, being embedded in these clusters of homophily and propinquity creates delimited worlds with privileged access for nascent entrepreneurs (Aldrich & Kim, 2007). Therefore, second-generation ethnic entrepreneurs involved in these networks can gain initial information and thereby shape potential lucrative opportunities. This is consistent with what has been found in previous studies about the positive relationship between markets' incongruities and new opportunities (Drucker, 2014).



**Figure 2:** Entrepreneurial opportunities of second-generation ethnic entrepreneurs and influencing factors

## 7. Conclusion

Previous studies on second-generation ethnic entrepreneurs have characterized them by contrasting their business activities with those of their parents, arguing that the latter are better able to access the mainstream community while maintaining their ethnic origin (Beckers & Blumberg, 2013; Fernández-Kelly & Konczal, 2005). The literature on second-generation immigrants highlights their complex societal positions as well as their self-identity (Fernández-Kelly & Konczal, 2005; Portes & Rumbaut, 2001; Portes & Zhou, 1993). By examining second-generation Vietnamese ethnic entrepreneurship in Germany, this study shows how entrepreneurs' personal characteristics and embeddedness influence their opportunity recognition. The results show that ethnic

identity can influence the opportunity recognition of second-generation ethnic entrepreneurs, while the diverse embeddedness of individual entrepreneurs can influence their cognitive dimension. Additionally, their unique backgrounds support them in identifying arising opportunities among emerged networks. These novel findings contribute to the existing literature in three ways.

Second, the study shows that the unique characteristics of second-generation ethnic entrepreneurship can construct entrepreneurial opportunities. Our findings suggest that the recognition process of second-generation ethnic entrepreneurship is varied. While entrepreneurs who strongly identify themselves as ethnic members evaluate and exploit the opportunities in ethnic markets, second-generation ethnic entrepreneurs who have already moved out of ethnic communities often overlook opportunities on the ethnic markets. Therefore, it can be referred from the empirical findings that the venture outcome of potential second-generation ethnic entrepreneurship is influenced by the ethnic identity of the entrepreneurs. These findings provide an empirical evidence for the current discourse on discovery and creation entrepreneurial opportunity.

Moreover, the study contributes to the previous results about opportunity recognition, which states that individual entrepreneurs can identify the opportunities by connecting the missing dots in potential markets (R. A. Baron, 2006). This study argues that entrepreneurs who have unique positions in particular networks can also identify a new market and create lucrative opportunities. Notably, the increasing number of migrants all over the world and the development of new technologies in recent decades have changed the global market significantly (Brunow et al., 2015; Hart et al., 2010). Consequently, new markets have been emerging with new demands (de Graauw & Vermeulen, 2016). Entrepreneurs who are members of these emerging markets and have reliable access to such markets can take advantage of them to recognize and exploit new opportunities.

This study has several limitations. First, the study only considers the case of one ethnic community in a national context. did not consider the gender aspects of second-generation ethnic entrepreneurs. Entrepreneurs recognize opportunities differently depending on their gender (R. M. Smith, Sardeshmukh, & Combs, 2016). Second, our case studies have limited considerations of time-dimensions, as we did not conduct a

longitudinal study, and interviewees reflected their own experiences retrospectively. Third, we did not consider how different family backgrounds may influence the businesses of second-generation entrepreneurs. Two major waves of Vietnamese migrants reside in Germany: refugees and guest-worker migrants. Most Vietnamese refugees left their home country for political reasons and received comprehensive integration programs from the German government, while the Vietnamese guest-workers who stayed beyond their 5-year contracts received only marginal support for their stays. The influence that the backgrounds of first-generation immigrants had on the development of their children may impact the second-generation's self-identity and their embeddedness in different communities, thereby influencing their opportunity recognition.

The practical implications of this study are mainly for policymakers who deal with immigrant issues. Considering the immigrant background of potential entrepreneurs was not easy, specifically for the descendants of immigrants, most second-generation immigrants do not have immigrant experience as their ascendants, but have grown up with the mixture of cultures between ethnic and local communities (Nguyen & Benet-Martínez, 2013; Stroink & Lalonde, 2009). They are different from their parents' generation and are also not like the indigenous people (Schøtt, 2017). Thus, a better understanding of these groups has benefits for further immigrant policies, which can encourage them to actively participate in the national economy by exploiting new opportunities.

In addition, the study contributes to the current research on immigrant entrepreneurship, which often does not consider the generational issues of immigrants, even though the descendants of immigrants are psychologically and socially different compared to their parents (Berry & Hou, 2019). Thus, their entrepreneurship should be examined in separate settings. Moreover, our results on identity of second-generation ethnic entrepreneurs are consistent with the recent study on the identity of immigrants, which found that not all immigrants have dual identities; they are similar to other immigrants who form their identities based on their immigrant experiences and intergroup relations (Love & Levy, 2019; Wiley et al., 2019).

In the future, more research is needed to investigate the increasing influence that the mentioned factors have on the entire entrepreneurship process—for instance, how second-generation ethnic entrepreneurs exploit and develop recognized opportunities. In addition, the networks that have emerged among descendants of immigrants might prove an important area for future research on ethnic entrepreneurship and immigrant communities.

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**Article 3:**

**THE MUTUAL INFLUENCE BETWEEN LEGITIMACY AND NASCENT  
SECOND-GENERATION ETHNIC ENTREPRENEURSHIP**

*Cat-My Dang*

*Published in Handbook of Research on Nascent Entrepreneurship and Creating New Ventures*

*Edited by: António Carrizo Moreira (University of Aveiro, Portugal) and José Guilherme Leitão Dantas (CARME, School of Technology and Management, Polytechnic of Leiria, Portugal)*

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**Abstract**

This paper investigates the interaction between legitimacy and nascent ethnic entrepreneurship in the COR. The study analyzes second-generation immigrants and relies on institutional theory to demonstrate that host institutions and ethnic institutions play different roles in the early stages of second-generation ethnic entrepreneurship. The qualitative data in this study demonstrate that second-generation ethnic entrepreneurs are firmly embedded in the mainstream community and, therefore, earn proper legitimacy in various industries in the mainstream market. On the one hand, the prevailing connections between entrepreneurs and their ethnic communities provide second-generation ethnic entrepreneurship with the legitimacy to contribute to society. On the other hand, ethnic society legitimates the entrepreneurial activities of second-generation ethnic entrepreneurs because of these contributions. Moreover, by developing a framework, the results of this study illustrate the reciprocal process in which institutions recognize the legitimacy of nascent second-generation ethnic entrepreneurship in different contexts.

**Keywords** : second-generation immigrants, ethnic entrepreneurs, nascent entrepreneurship

**Article 4:**

**THE INFLUENCE OF INSTITUTIONS ON THE ETHNIC  
ENTREPRENEURSHIP OF DIFFERENT IMMIGRANT GENERATIONS**

*Cat-My Dang (University of Bremen)*

**Abstract**

This paper approaches institutional theory to examine the ethnic entrepreneurship of first- and second-generation immigrants in their host countries. The varying impacts of institutions on the entrepreneurial behavior of different immigrant generations are emphasized in the different stages of entrepreneurship. We applied qualitative research to study the specific example of Vietnamese communities in Germany to demonstrate possible influences and explain how different levels of institutions impact their entrepreneurial activities. We find that because of the lack of understanding of the regulatory system and connections in the mainstream community, first-generation ethnic entrepreneurs tend to open small and simple businesses. They also select the same business model as others in the ethnic community to reduce risk. In contrast, second-generation ethnic entrepreneurs are well-prepared to be self-employed in the host country. They are willing to try new business models and make their businesses unique on the market.

**Keywords :** ethnic entrepreneurship, ethnic entrepreneurs, institutions, institutional theory, immigrants, generations, Vietnamese immigrants, Germany

## 1. Introduction

In the recent decades, the entrepreneurship of immigrants has attracted interest from scholars and policymakers. The awareness of the important role of ethnic entrepreneurship is increasing. This entrepreneurship can impact structuring and development at the community and institution level (Aldrich & Waldinger, 1990; Portes, 2001; Razin & Langlois, 1996). Ethnic entrepreneurs not only introduce fellow migrants to new products and new ways of marketing according to their ethnic resources but also establish themselves in diverse sectors such as construction, manufacturing, social work, etc. (Kloosterman & Rath, 2003).

International migration rose to almost 258 million in 2017 (OECD, 2018), affecting many aspects of the structure, as well as daily life, of cities and regions (OECD 2016). Immigrants and their descendants have been contributing significantly to the global economy through creating new businesses in a wide range of sectors and occupations, including innovative areas (OECD 2010).

To emphasize the differences between the entrepreneurial activities of first- and second-generation immigrants, institutional theory can be applied as the conceptual lens. This concept explains how institutional structure and social embeddedness of entrepreneurs can influence their entrepreneurship (Bruton et al., 2010; Scott, 2007). Ethnic entrepreneurs are often studied with their dual embeddedness in two communities: ethnic community and mainstream community (c.f. Achidi Ndofor & Priem, 2011; Aldrich & Waldinger, 1990; Kariv, Menzies, Brenner, & Fillion, 2009). Thus, for ethnic entrepreneurship, the potential influences are from ethnic and local institution. The underlying assumption of this paper is that ethnic institution positively influences first-generation ethnic entrepreneurs while local institution can create obstacles. At the same time, second-generation ethnic entrepreneurs have a different balance of embeddedness, which influences how they not only adapt to local institution but also get access to the ethnic institution (Kloosterman, 2010; Rusinovic, 2006)

Accordingly, the aim of this paper is to study how the institutions influence the entrepreneurial behaviors of first- and second-generation ethnic entrepreneurs. To do so, we analyze their situation in three levels of institution: regulative pillars, normative pillars and cognitive pillars (Scott, 2007). Therefore, the research question for this paper is defined as: *“How do institutional elements influence the ethnic*

*entrepreneurship of first- and second-generation immigrants?”* The entrepreneurial behavior is determined by institutional and social structure. To identify the differences between the first- and second-generation ethnic entrepreneurs while incorporating the nature of institutions, we apply an explorative qualitative research with multiple case studies with first- and second-generation Vietnamese ethnic entrepreneurs in Germany.

To begin, we briefly provide the background of existing research on ethnic entrepreneurship and three main pillars of institutional theory. Next, we present our research design. We then present and interpret findings of ethnic entrepreneurship in two different generations of immigrants. Finally, we develop multi-level research propositions, which show how multi-level elements in ethnic and host institutions influence first- and second-generation ethnic entrepreneurs’ behaviors. We, finally, argue the theoretical contributions, as well as practical implications, for future research and practice in ethnic entrepreneurship.

## **2. Conceptual Background**

### **2.1. Ethnic Entrepreneurship**

The study on ethnic entrepreneurship started in the early of 1980s with research on ethnic entrepreneurship in America (Light, 1984). Over time, the field has been investigated by scholars in either sociology or economic study. Three major terms are applied to describe the entrepreneurship of migrants. First, the term “diaspora,” which originally referred to the dispersion of Jews, Greek, Armenians (Tölölyan, 1991) caused by religious and political reasons, has lately been used to refer to people that live outside their country of origin and maintain a strong orientation with their country of origin (Safran, 1991). Second, transnational entrepreneurship study focuses on the location in which migrant entrepreneurs conduct their business activities (Drori, Honig, & Wright, 2009). Third, the study of ethnic entrepreneurship and immigrant entrepreneurship is characterized by the immigrant background of the entrepreneurs (Aldrich & Waldinger, 1990; Zhou, 2004). In this study, we apply the term ‘ethnic entrepreneurship’ because ethnicity plays a crucial role in shaping the differences in entrepreneurship between the first- and second-generation immigrants.

Ethnic entrepreneurs are characterized by their dual embeddedness in both ethnic and host institution. This embeddedness was studied as the concept of ‘mixed embeddedness’ (Kloosterman, van der Leun, & Rath, 1999), which combines personal

and group factors regarding market conditions and regulatory matters to understand specific resources relevant to ethnic entrepreneurship (Kloosterman & Rath, 2003; Ram & Jones, 2008; Rath, 2002). The nature and balance of mixed embeddedness may differ to a large extent depending on ethnic groups, generations, environments of host countries, and individual characteristics (Barrett & Jones, 2001; Sofer & Schnell, 2002). For instance, Efendic and Wennberg (2016) argue that second-generation ethnic entrepreneurs have a good understanding of both ethnic and local customers, which make them more successful than first-generation entrepreneurs, who stay within the ethnic community. Yet, there is insufficient academic discussion on how institutional levels influence the generations differently and how their entrepreneurial activities improve the institutional structure.

The study on ethnic entrepreneurship in regional variations and ethnic differences provides evidence for the argument that institutional structure and social notions are the key factors that shape entrepreneurship (Brandl & Bullinger, 2009; Tolbert et al., 2011). Brandl and Bullinger (2009) emphasized the positive relationship of entrepreneurial appropriateness in a community and the motivation of its members to be self-employed. In addition, the significant impacts of institutions on entrepreneurial activities and organizational structure are approved (Beckman & Burton, 2008; Burton & Beckman, 2007). Though it is clear institutional structures affect ethnic entrepreneurial activities, how such institutions influence through the generations has not been studied well.

## **2.2. Institutional theory and ethnic entrepreneurship**

Institutional theory emerged in the late 19th and early 20th century from the social sciences (Scott, 2005, 2007). In the second half of the 20th century, this theory was rediscovered, developed, and approached in many perspectives. The study of Scott (1995) predominantly shaped the understanding of institutional theory as it is perceived today. It is concerned with social structures, for example, regulations, rules, and norms, and how organizational behavior is influenced by the institutional environment on three different pillars.

These three pillars consist of regulative, normative, and cognitive components. The regulative level embraces legislative and governmental regulations while the normative

level concerns norms accepted by society, as well as unwritten rules. The cognitive level concentrates on the individual, as well as their beliefs and behavior (Scott, 1995, 2005).

We assume all three pillars of institutions have significant impacts on ethnic entrepreneurship. Accordingly, the regulative components impact the context in which ethnic entrepreneurs conduct their businesses. The formal and informal scope of rules, which are executed by legal institutions through surveillance and sanctioning, are included in this layer (Scott 2013, 2005). This leads to the individual's desire to act in a conforming manner, as disregarding the regulations leads to a feeling of guilt and can entail punishment (Scott 2013). The regulative level mainly considers conforming behavior on the basis of legitimacy (Palthe, 2014). The regulative level creates the frame for the entrepreneurial activities and, therefore, can be considered at the macro level.

In this study, ethnic entrepreneurs and their entrepreneurship are mainly considered in the context of the host country. Thus, the regulative setting of the receiving country will be discussed principally. While first-generation immigrants might not have a comprehensive understanding of jurisprudence in a new country, their descendants have opportunities to access the host country's formal institutions from when they enter school, which eliminates legal obstacles (Gándara & Rumberger, 2009). For example, a study by Vedder and Virta (2005) on Turkish immigrant youth in the Netherlands and Sweden showed the significant role of immigrant policy in maintaining ethnic identity and ethnic language over generations.

The second layer includes normative components, such as norms and unwritten rules of society. Those components represent the importance of informal structures and societal roles, as well as internalization processes of the informal structures and societal roles by the individual (Palthe, 2014; Scott, 2005). As a result, the normative level imposes constraints on social behavior while enabling and increasing social action (Scott 1995). The normative level embraces values and norms that specify the socially accepted behavior, but not all values and norms are applicable to the whole collective (Scott 2013). The influence of this layer will be diverse based on the level that entrepreneurs embed into different communities, such as local community, ethnic community, or both communities.

Previous studies on ethnic entrepreneurship have emphasized the crucial role of the ethnic network in forming ethnic entrepreneurship either in the establishing stage or entrepreneurial activities (Aldrich & Waldinger, 1990; Greene & Butler, 1996). They state a strong ethnic network provides significant support for members in particular situations. However, research in embeddedness also underlines the negative effects of strong ethnic ties on the mainstream market (Anthias, 2007). Bisin et al.'s (2011) study on labor market outcomes of immigrants in Europe shows strong ties may also cause difficulties for the young generation in the mainstream labor market (Bisin, Patacchini, Verdier, & Zenou, 2011).

The third layer is cognitive, which is characterized by individual interpretation processes and is affected by the cultural framework (Scott, 2007). Individual norms and values can be understood as personal beliefs and assumptions (Scott 2005), as well as mental role models and interpretations of societal rules (Palthe, 2014). The cognitive element also adopts the information processing, which is influenced by individual norms and values. This influences evaluations, inferences, predictions, and judgments (Scott, 2007). Accordingly, the cognitive level results in different characteristics and behaviors (Scott, 1995).

The behavior and characteristics of ethnic entrepreneurs are shaped by their bicultural background. While past studies on ethnic entrepreneurship highlight push factors of immigrants to overcome their disadvantages in the local labor market (Masurel & Nijkamp, 2004), current studies on their descendants' entrepreneurship have highlighted the new trend. According to that, entrepreneurial motivation does not only include the wish to become wealthy but also famous and to gain recognition (Fernández-Kelly & Konczal, 2005). Therefore, among second-generation immigrants, this trend of searching for alternative options to become successful is observable, compared to first-generation immigrants (Fernández-Kelly & Konczal, 2005). Accordingly, first-generation ethnic entrepreneurs searched for small and stable incomes by becoming self-employed (Rusinovic, 2006) while second-generation immigrants seek new opportunities to enter the local market and achieve the desired outcomes (Barrett, Jones, McEvoy, & McGoldrick, 2002).

### **3. Vietnamese immigrants in Germany**

Germany has been recorded as an immigrant nation with more than 18.6 million people who have immigrant backgrounds (Statistisches Bundesamt, 2017). The most significant growth in the foreign population in Germany took place after 1945 when so-called “guest workers” entered the country from 1955 to 1973 and asylum seekers began arriving in greater numbers in late 1980 (DOMiD, 2013). The economic boom of the post-war era—the German ‘economic miracle’—led to the huge demand of labor forces. The recruitment of foreign guest workers led Germany to receive millions of unskilled laborers from 1955-1970 (Rietig & Müller, 2016).

Among ethnic communities in Germany, the Vietnamese community is the only non-European ethnic community that has members from both immigration waves: refugees and guest workers (Hillmann, 2007; Statistisches Bundesamt, 2015). The Vietnamese refugees are known as “boat people.” Thirty-eight thousand Vietnamese arrived in West Germany between 1975 and 1986 for political reasons, including highly-skilled migrants, such as professors and business professionals, who were forced to leave Vietnam after the Vietnam War, especially during 1978 and 1979. More than 60,000 Vietnamese guest workers came to East Germany in the 1980s with five-year contracts. Hillmann (2007) highlights differences in the integration between these two groups of Vietnamese migrants in Germany. These differences were caused by German policy, which treats these two groups differently. She found that Vietnamese refugees were treated with favorable political conditions and, therefore, integrated themselves faster and better into German society compared to guest workers. After the economic crisis in Germany at the beginning of the 1990s, most Vietnamese immigrants lost their jobs and faced high competition in the German labor market (P. H. Su, 2017). This led them to become self-employed, where they could not only finance themselves and their family but also gain official status for their long-term stay in the country (Hillmann, 2007).

After over four decades since the first Vietnamese immigrant wave arrived in Germany, Vietnamese immigrants and their descendants have been becoming a visible minority in the country (Éigeartaigh et al., 2007). The first-generation immigrants created their branch in the food sector by offering small Asian restaurants or food stands (Éigeartaigh et al., 2007). The second-generation Vietnamese immigrants have

been recorded as one of the best integrated immigrant groups in Germany with above-average grades in school (Spiewak, 2009). German education in schools completes their knowledge of local culture and mainstream behavior (Riphahn, 2003).

#### **4. Methodology**

We adopted a qualitative multiple-case approach to delineate characteristics of Vietnamese ethnic entrepreneurs and how they influence their ethnic entrepreneurship in host countries over generations. There are two major reasons for our methodological selection. First, a qualitative-inductive approach allows us to capture various ethnic resources on the individual level. Second, the findings of qualitative study can illuminate the people behind the numbers and put faces on the statistics to deepen understanding (Patton, 2005). In addition, qualitative research can facilitate understanding of ethnic entrepreneurship as a socially situated phenomenon (c.f. Denzin & Lincoln 1994).

We selected Vietnamese ethnic entrepreneurs who are currently developing business in Germany. Vietnamese first- and second-generation immigrants in Germany are interesting, particularly for the research, because of the high rate of Vietnamese immigrants who are entrepreneurs in Germany from both immigrant generations. To finance their families, most Vietnamese immigrants who entered Germany as contract-workers or refugees in the 1980s and 1990s become self-employed. The entrepreneurial stories of their children, who have been recorded as one of the best integrated immigrant groups in Germany with high-achieving academic backgrounds, are different, as they are willing to pay the opportunity cost to have their own businesses. These different settings enable the diversity of accessible resources, which are approached in their ethnic entrepreneurship.

Six semi-structured interviews with first-generation Vietnamese immigrants and eight semi-structured interviews with second-generation Vietnamese immigrants were conducted. Considering both generations of ethnic entrepreneurs allowed us to incorporate the differences in possible benefits and disadvantages that institutional and social structures can cause. In addition, the development of the ethnic community and ethnic entrepreneurial behaviors through generations was considered. Additionally, two expert interviews were conducted: one with the leader of a Vietnamese Business Association in Germany from the first-generation and one with a second-generation

Vietnamese immigrant conducting social research about the Vietnamese community in Germany. These experts provided this research with information about overall situations of Vietnamese ethnic entrepreneurship in Germany from the past to current time and introduced us to Vietnamese immigrant entrepreneurs from both generations.

This study relied on face-to-face interviews as a data collection method. Information on businesses from secondary sources, such as the internet, was also collected. The duration of each interview was about one hour. Before and after the interviews, information about interviewees' businesses was collected. As a starting point of the interviews, interviewees were informed that their identity would not be revealed at any point in the research. We also emphasized that all the questions were open questions, which had no right or wrong answers. They were asked to give the response based on their own experiences. This assurance of anonymity and authenticity is important to facilitate situations where interviewees are encouraged to talk about their emotions and identity, as well as sensitive experiences with their family and community. All interviews were recorded and transcribed in the original language (Vietnamese/English). The interviews conducted in Vietnamese were translated into English by a bilingual author. In addition, previous results of studies on Vietnamese ethnic community in Germany were analyzed.

		<b>Gender</b>	<b>Age</b>	<b>Establishing time</b>	<b>Products/Services</b>
First-generation ethnic entrepreneurs	Entrepreneur A1	Male	57	2005	Food industry
	Entrepreneur B1	Male	51	2005	Food industry
	Entrepreneur C1	Male	49	1999	Grocery
	Entrepreneur D1	Female	40	2014	Nail salon
	Entrepreneur E1	Female	52	2006	Food industry
	Entrepreneur F1	Male	61	1999	Travel agency
Second-generation ethnic entrepreneurs	Entrepreneur A2	Male	33	2006	Law Company
	Entrepreneur B2	Male	36	2015	Law Company
	Entrepreneur C2	Male	30	2015	Food industry
	Entrepreneur D2	Male	37	2012	Food industry
	Entrepreneur E2	Male	37	2006	Information Technology
	Entrepreneur F2	Male	29	2016	Entertainment Industry
	Entrepreneur G2	Female	30	2012	Creativity Industry
Expert Interviews	Expert A	Male	53	Vietnamese Business Association in Germany	
	Expert B	Male	30	Researcher in Sociology about Vietnamese immigrants in Germany	

**Table 1: List of interviewees**

*Source: The author*

We applied thematic analysis to assess the collected data. The large volume of data and codes were analyzed by using MAXQDA software as a qualitative data analysis tool. The coding system was built inductively, except for the first-level categories: “regulative elements”, “normative elements,” and “cognitive elements”. These categories were derived based on the literature. All the interviews were analyzed with the line-by-line coding method (Charmaz, 2006) by condensing information through paraphrasing what the interviewees mentioned. After this step, the second-level codes were grouped into specific themes based on theoretical sensitivity. By doing so, a list of major themes was developed.

## **5. Ethnic entrepreneurship of first- vs. second-generation immigrants based on institutional aspects**

In this section, we present the empirical findings. The literature on ethnic entrepreneurship emphasized that individual ethnic entrepreneurs are influenced by the institutional structure in which they conduct their business (Ibrahim & Galt, 2011; Volery, 2007; Zhou, 2004). On one hand, the empirical findings from multiple case studies with Vietnamese first- and second-generation migrants in Germany show that institutional and societal structure have significant impacts on their entrepreneurial activities at various stages. On the other hand, our findings also categorize the way Vietnamese ethnic entrepreneurs explore opportunities and manage entrepreneurial activities at different levels of institutional organization.

### **5.1. Regulative impacts on ethnic entrepreneurship**

To begin with, first-generation Vietnamese immigrants experience many difficulties in dealing with regulative issues when conducting business in Germany. One reason is their limited language proficiency. Most first-generation Vietnamese ethnic entrepreneurs cannot express themselves well when it comes to legal issues and professional business activities. In addition, they have no academic certificates that fit the host country’s requirements. Even though few of them have strong academic background, most cannot adopt their certificate to the German system.

*I came to Germany and had no papers. I didn’t know the language yet, so my only mission was to earn money. (Entrepreneur A1)*

*My father had [a] law degree in Vietnam before he came but he cannot manage to get the equivalent degree here in Germany. It's a new system but the main reason was he also had to take care of all of us, so he did not have any options rather than to become self-employed. (Entrepreneur K2)*

Additionally, first-generation immigrants are not well-prepared in terms of legal knowledge to establish an independent business. Two different Vietnamese immigrant groups came to Germany: contract workers and refugees. The first group, contract workers, did not receive any integration courses. Therefore, their knowledge of Germany's legal system was limited. Vietnamese refugees were in a different situation compared to the first group. They had to take part in integration courses; however, such courses did not provide legal information on becoming self-employed.

*When we arrived here, we didn't get to study or do any apprenticeship to get those certificates...We didn't have any opportunities [and] no language proficiency... When I received the papers. I only had the experience and the knowledge about this profession, so I wanted to challenge my destiny. (Entrepreneur A1)*

*We attended some integration courses, but they were only useful for daily life...They did not teach us how to be self-employed (Entrepreneur F1)*

As a result, the first-generation Vietnamese immigrants opened small restaurants or Asian stores. One major reason for this is because working in gastronomy does not require a professional certificate and they can learn all the processes through their own experience working in other ethnic businesses. Moreover, they do not need to go through a complicated legal process to open a small restaurant or a grocery, as they can easily imitate what other ethnic entrepreneurs do.

*Why I decided on a restaurant? Because frankly speaking, this profession in the gastronomy sector, firstly, is a profession you don't need a certificate for. Secondly, you don't need much experience for this job. You don't need many years of experience; you only have to be hardworking and then just decide whether to do it or not. (Entrepreneur B1)*

The situation is completely different in the case of second-generation immigrants who received their entire education in the host country. This provides them with sufficient

understanding of the legal system. In addition, their comprehensive understanding of the local system helps them to connect to professional consulting services from the mainstream community for particular issues. Thus, when second-generation immigrants have new business ideas, they can create a brand-new business model with less concern about regulative boundaries.

*No, we don't have any problems registering and operating our business. We have worked with a law company from the beginning and they give us legal advice in different situations...We also discuss over various options to find the best solutions, you know, win-win strategy. (Entrepreneur E2)*

*There is a lawyer (they work with). He consults me [on] how to deal with legal issues such as registering the copyright for our new publication, writing the corporation contract, and so on. (Entrepreneur G2)*

Most second-generation Vietnamese immigrants have German citizenship, which provides them with opportunities to do business as other locals. This citizenship allows them to work in various fields without restrictions.

*The publishing industry is one of the most important book industries in the world. As a German citizen, I can establish my company with no restrictions...All the procedures are also very simple. (Entrepreneur G2)*

However, losing citizenship in the parents' country can also negatively influence their opportunity to invest in the country. Second-generation ethnic entrepreneurs who have single citizenship in the host country have to face potential obstacles as foreign investors in their homeland.

*No, I am satisfied with our work in Vietnam now. Well, it's not easy to expand our investment or our involvement in the business there (Vietnam), since we don't know well about legal system there. Sometimes, it is not clear for us, unfortunately. So, we would try but not at this stage of the business...Now, we are completely foreign partners when it comes to legal documents. (Entrepreneur C2)*

## 5.2. Social embeddedness of ethnic entrepreneurs

Doing business in a country with a different cultural setting, Vietnamese ethnic entrepreneurs understand the importance of learning about local customs and the local market. They participate in networks and groups that enhance their knowledge about the local community, as well as other ethnic communities in the country.

*Frankly said, when it comes to input, then I would rather choose talking with Germans so I can learn more about laws and regulations (...) and their culture. (Entrepreneur B1)*

However, most first-generation immigrants cannot integrate completely in the local context. While all contract workers were not allowed to participate in any integrating courses when they arrived, refugees did not have many chances to prepare themselves for a new culture because they were forced to leave their homeland with no destination for their journey. Moreover, with both groups, they had to take responsibility for financing their family.

*To be honest, we did not have opportunities to prepare ourselves. We were all pushed out of our current jobs, it was the crisis (in the 1990s) even with German people (...) they would give the priority to their people, not us. We [had to] find a way for ourselves as quickly as possible because we had children and a big family to take care of. (Expert A1)*

Consequently, first-generation ethnic entrepreneurs depend strongly on the ethnic community not only to establish their businesses but also to operate and market their businesses.

*My friend helped me in designing the website. She is not a professional; she does not do it on a professional basis but only as a hobby...She is Vietnamese...Basically, it's just friends helping out each other. (Entrepreneur B1)*

*They are Vietnamese like us. That's how I could call for them and ask them to buy it all together (to reduce the cost). (Entrepreneur C1)*

Vietnamese second-generation immigrants, otherwise, embed themselves in diverse contexts including mainstream, ethnic, and co-ethnic communities. First, Vietnamese

second-generation immigrants can integrate well in the local context thanks to the education they received from the host country. Second, living in Germany allows them to be involved in other cultural contexts or a bigger cultural context, such as the Asian community. In addition, most Vietnamese families raise their children in the ethnic community and preserve their ethnic customs. As a result, second-generation Vietnamese are well-prepared in various cultural contexts, which enhance the success of their ethnic entrepreneurship.

*We speak Vietnamese at home...Our parents always celebrate the traditional New Year and teach us about Vietnamese traditions. Our grandmother took care of us since my parents were too busy. She always cooked for us and her food inspired me to become a chef and have my own Vietnamese restaurant. (Entrepreneur D2)*

*I have some friends. They are not Vietnamese but Asian; we met at school. They [have] helped me any times I needed their support in my business. (Entrepreneur F2)*

Moreover, Vietnamese culture is known as a strong collectivistic culture, which fosters strong relationships, where everyone takes responsibility for fellow members of their group. Thus, as a part of society, second-generation ethnic entrepreneurs can receive useful support from other ethnic members.

*With my parents, the family is not only our family members including parents and children but also my aunts, my uncles, and my cousins. (Expert A2)*

*Some of them (business partners) know my father, they consider me as a family member and don't ask me for extra fees to advertise my events at their restaurants. (Entrepreneur F2)*

Growing up in this culture, children of Vietnamese immigrants learn about their ethnicity and build connections to ethnic members. Through their business, they can not only broaden their current network but also create new networks as offspring of immigrants in the country.

*I met children of my mother's friends and we became good friends afterward. Whenever I need support for my business, they are willing to help, and they*

*also introduce me to new potential customers who are not Vietnamese but in Asian communities here. (Entrepreneur F2)*

*At the beginning, I refused to come with my parents since there were only old people there and they just danced or sang Vietnamese songs the whole time. But I met some of their children and, gradually, we hang out together more often...We now prefer to meet up only with the second-generation and have our own network. (Entrepreneur G2)*

Those connections help second-generation ethnic entrepreneurs identify unexploited entrepreneurial opportunities, which motivate them to establish new ethnic businesses or extend their entrepreneurial activities to the ethnic market.

*We did offer the legal consulting service before...At that time, my wife cooperated with only German lawyers...I have more connections to Vietnamese communities here...I talked to her and we decided to offer our service to Vietnamese people here. Then, they become our new target customers and everything is going very well till now. (Entrepreneur B2)*

However, some members of the Vietnamese second-generation group have lost their connection to the ethnic community, which causes issues with gaining information and approaching potential ethnic resources. Thus, they have to learn about the ethnic community to rebuild the bridges:

*I don't have any contact to Vietnamese people here (in Germany), partially because there were no Vietnamese students in my school and we lived in a very small village in which we were the only Vietnamese family...We speak Vietnamese at home, but, you know, only in simple contexts. So, I have to learn almost everything from the beginning about the country, people, culture, etc. These would help me to come closer to my ethnic customers. (Entrepreneur K2)*

*Yes, speaking fluent Vietnamese helps me to understand my customers comprehensively. Especially in terms of legal issues...This makes my customers believe in our services and introduce us to others. (Entrepreneur B2)*

*My Vietnamese was not that good when I started my business...I was practicing whenever I had chances...It helps me a lot since I need to update the*

*information and the investing trends of Vietnamese customers. Also, I cannot make friends with important people being in [the] Vietnamese delegation with bad language skills. (Entrepreneur A2)*

### **5.3. Entrepreneurial cognition of ethnic entrepreneurs**

First-generation Vietnamese ethnic entrepreneurs tend to stay in the ethnic market as a consequence of limited connections to the local community and the lack of language proficiency and understanding of local culture. Additionally, the push factors from regulative elements reduce their opportunities to conduct innovative business. With first-generation ethnic entrepreneurs, their motivation to start a business is simple: they want to be independent and earn money for their family. As they do not have access to many resources, they try any small and uncomplicated businesses they think they can manage well.

*Oh, well because I don't have good cooking skills. I only have skills, let's call it, socializing and working with people. So, I had this thought of selling goods. (Entrepreneur C1)*

Most first-generation Vietnamese ethnic entrepreneurs started with corner shops and Asian food stores that were similar to others in the ethnic community. Those businesses were mostly based on their previous experience of working in other restaurants or stores rather than exploiting new opportunities in the market.

*Well, generally speaking, it's hard to get money from customers through Vietnamese food. It's not like Chinese food. Chinese food is easier to eat and like our elder or old people already say, if you eat rice, it must be Chinese rice (saying). Nobody calls it Vietnamese rice. That means when it comes to food, it must be Chinese food. (Entrepreneur A1)*

Ethnic entrepreneurs from the first-generation have difficulties upgrading their entrepreneurship. Although few interviewees understood they could not compete well on the market without unique characteristics, most said they could not risk investing in new fields of business. First, they do not have sufficient skills to promote a modern business. As discussed above, first-generation ethnic entrepreneurs have limited language proficiency and have no official professional certificates that could enhance their innovation. Second, they have less time to learn about new things that could help

them renew their ethnic entrepreneurship. Their hard work at the current business fills up their schedule. Third, as foreigners in the country, first-generation immigrants do not have many available resources to exploit. Only one interviewee could access bank loans to invest in their business but with strong support from another member of the ethnic community:

*But there were also ideas that, with my capabilities, I know that I cannot make it because of the amount of money that needs to [be invested] in order to realize that idea. It wouldn't be enough. (Entrepreneur C1)*

*But in order to open a restaurant like mine, you need to go to the bank and lend money. So, you need to make a financial plan. How do you call it? I did it on my own and ask someone to translate it into German. Frankly, my competencies were not enough to do that yet. (Entrepreneur B1)*

The main resources of first-generation ethnic entrepreneurs are family members' work and diligence. All the first-generation immigrants who were interviewed stated that family members' support was one of the most crucial factors to save on operating costs:

*About helping that is/ talking about family, my wife and I both work here (...) They (his daughters) usually, when there are many guests, they come down and help, like pouring drinks, covering tables, washing glasses. They help out this way. (Entrepreneur B1)*

*This is already my third restaurant. And every time, my younger brother helped me. Meaning my family. And my children, too. (Entrepreneur E1)*

*But when the restaurant is small like ours and we don't sell well but still hire someone, then we would also have difficulties because we can't pay them...They (his children) both divide the work between each other. You take the one day, I take the other. So, they are still helping very well, they never complain and also, they don't take money. (Entrepreneur A1)*

In contrast, descendants of immigrants conduct ethnic entrepreneurship in the modern setting in which they do not consider hard work as a crucial part of their success but the uniqueness of the products and services. From their understanding of two markets and

cultures—home and host country—they can recognize various entrepreneurial opportunities in both markets. During interviews with second-generation Vietnamese ethnic entrepreneurs, it was evident they all understand their uniqueness when embedding into at least two different societies/communities. Specifically, they can offer typical products and services from one market to the other and vice versa. To the ethnic market, they can offer services that require high skills and comprehensive academic understanding, which they gained from the host country. To the local market, they provide authentic and traditional products or services that meet the high standard of local customers.

*We want to bring Saigon streets' atmosphere to Berlin. At our restaurant, customers can feel like [they would] in a casual Vietnamese restaurant. It feels like you are sitting in an alley or on a street in Saigon and having your meal with your friends. It's the feeling that we cannot find here in a Western country. (...) (Entrepreneur D2)*

*Many Vietnamese immigrants in the first generation cannot speak proper German, which brings some trouble in their businesses. Sometimes, those issues would be very simple if they understood well the policy here. So, we offer the law consulting service to help them in those cases. (Entrepreneur A2)*

Regarding decision making, second-generation ethnic entrepreneurs can draw a clear line between different target markets and position themselves in a situation in which they need to make decisions. In the case of Entrepreneur F2, he clearly defines potential customers for his events at the very beginning and prepares steps based on the initial target.

*I make up the cooperative team based on the theme of each event. If the event will be designed for Western people, I would work mainly with German partners and vice versa. (Entrepreneur F2)*

*When working with Vietnamese partners, sometimes, you have to put yourself in their shoes to understand the situation. Then, the negotiation process can be easier from both sides. (Entrepreneur C2)*

Moreover, second-generation ethnic entrepreneurs are well-prepared for the possibility of risk and accept it as a part of doing business in the market. To reduce risk, they set

clear short- and long-term plans for their businesses. They analyze risk on various perspectives and emphasize their willingness to work in a new market, as it can promise higher returns for their business activities:

*Our initial plan was this coffee company, but we started with the restaurant first to gain enough capital. And they both belong to our long-term project about Vietnam and Vietnamese products...It took us two years for preparing everything before starting. We made a very detailed plan in both the short- and long-term (Entrepreneur C2).*

*It's basic understanding; you have to invest not only time but also other capital to get significant returns. I work as a part-time member of the managing team in the previous company, but I decided to invest all of [my] work time in this business because I have [a] long-term plan to expand the business in the ethnic market (Entrepreneur K2)*

However, as mentioned above, some descendants of immigrants lost connections to the homeland and find it difficult to re-integrate themselves with the ethnic community. This causes obstacles in their ethnic entrepreneurial activities:

*I did introduce my customers to other lawyers who were also second-generation Vietnamese immigrants but they cannot handle cases...No, those cases are very simple and I am sure that every lawyer can handle [them] but the thing is they cannot speak Vietnamese. How could they solve issues since they could not communicate properly with their customers? (Entrepreneur A2)*

*My brother (second-generation immigrant) rarely works with our ethnic partners. He said that he could not understand their entrepreneurial behaviors. (Entrepreneur D2)*

## **6. Research propositions development**

Following from the previous discussion on the relationship between institutional elements and ethnic entrepreneurship and our empirical findings, this section introduces the research propositions. To recap, this study aims to investigate the effects of institution on the entrepreneurial outcomes of first- and second-generation immigrants. Specifically, it offers possible explanations for the observed ethnic

business model and the entrepreneurial differences therein, which can partly be attributed to differences in integration. In general, second-generation immigrants achieve a higher level of integration than their parents, which enhances their business variety and the success of new ventures. In line with three major pillars of institutional theory, the study aims to develop three categories of research assumptions: (1) regulative impacts on ethnic entrepreneurship; (2) social embeddedness and ethnic entrepreneurship; and (3) entrepreneurial cognition and ethnic entrepreneurs.

### **6.1. Regulative impacts on ethnic entrepreneurship**

First, the regulative pillar presents legal components that guide new entrepreneurial organizations with laws and regulations of the region (North, 1991). From the entrepreneurship research perspective, regulatory legitimacy occurs when laws and regulations recognize and help safeguard the right to exist (Tolbert et al., 2011). Further, a comprehensive understanding of regulative movement can provide alternative resources that enhance the business environment (Scott, 2007).

Our empirical data shows that the ethnic entrepreneurship of first-generation immigrants follows a simple business model with a few legal requirements. When moving to a new country, immigrants have to undergo an integration process and settle in the new country (Schnepf, 2007). Although basic information of the political and legal system in the host country are provided in integration courses (Joppke, 2007; Schönwälder, 2010), it is not sufficient to cover all legal situations, particularly, legal issues related to self-employment.

*Proposition 1a:* First-generation immigrants have limited knowledge of the legal system in the host country. Thus, they tend to open small and simple ethnic businesses with few legal requirements.

In addition, the receiving country's legislation (developed countries) often requires documents and certificates to establish businesses in innovative industries. We find that even if some first-generation immigrants have professional certificates in the field, they cannot adopt it to the host country's system. In addition, to establish businesses in some fields, they need to be citizens, which sometimes takes time and effort. Therefore, first-generation immigrants have fewer opportunities to be self-employed in qualified fields, even if they have innovative business ideas. Consequently, they often

imitate the ethnic business model, which is already conducted in the same ethnic community based on their own experience in other ethnic businesses.

*Proposition 1b:* First-generation immigrants cannot meet the legal requirements of the host country to establish businesses in innovative fields. Thus, they tend to conduct small and affordable businesses.

Second-generation immigrants have full citizenship in the receiving country. They were born in the host country and most have the possibility of becoming citizens in the host country. This differs between countries; however, in most countries, children born to first-generation immigrants automatically acquire the host country's citizenship (Felfe et al., 2016). Our data shows the descendants of immigrants have full access to formal institutions and learn about the entire system during schooling. Previous studies have stated the strong effects of teaching national policy and the students are well-prepared in school (Cannella, 1997; Darling-Hammond, 1996). This increases their willingness to pursue their business ideas to create brand new ventures within legal boundaries. In addition, the descendants of immigrants have opportunities to gain academic degrees in the host country. Thus, when it comes to certificate requirements, they have no restrictions.

*Proposition 1c:* Second-generation immigrants have full-citizenship and sufficient knowledge of the legal system of the host country. Thus, they can create new and innovative businesses based on their ideas.

However, the citizenship of second-generation immigrants in the host country can restrict their investment opportunities in the homeland. Our findings demonstrate that descendants of immigrants who do not have citizenship in the home country are considered as foreign investors in the homeland. This leads to their restraint in doing business or investing.

*Proposition 1d:* Second-generation immigrants are not citizens of the home country legally. Thus, they have to face restrictions in investing in the homeland.

## **6.2. Social embeddedness of ethnic entrepreneurs**

According to institutional theory, the normative pillar represents actions that organizations and individuals have to take. It includes proper models and standards for

different professions, occupations, and organizations in behaving and setting commercial conventions (Suchman, 1995). The normative level, therefore, embraces values and norms that specify socially accepted behavior, but not all values and norms are applicable to the whole collective (Scott, 2007). Moreover, the normative element defines the goals and objectives of individuals, as well as the collective, while stipulating ways to pursue these goals and objectives (Scott, 2007).

Generally, ethnic entrepreneurs get support from their ethnic network. The ethnic network can offer support in either human or financial resources (Volery, 2007; Zhou, 2004). Previous studies on ethnic entrepreneurship have emphasized the strong ties between first-generation ethnic entrepreneurs and their ethnic network (Deakins, Ishaq, Smallbone, Whittam, & Wyper, 2007; Portes, Haller, Guarnizo, & Haller, 2002). Support from the ethnic network is recorded as one of the key factors for their entrepreneurial success (Aldrich & Waldinger, 1990; Greene, 1997). More specifically, at the foundation phase, positive support from the ethnic network can assist ethnic entrepreneurs in overcoming difficulties and obstacles (Lüken-Klaßen & Pohl, 2011).

To gain an advantage from a network, Granovetter (1992) addresses that the strength of the ties available to the individual, also called relational embeddedness, is a crucial factor. The strength of ties is determined by the closeness of the relationship between the individual and his or her contact. The closer the relationship, the more likely the contacts are willing to encourage and support the entrepreneur (Nohria, 1992). As first-generation immigrants often share the same situation, they connect strongly to others within the ethnic network (Mok et al., 2007). Consequently, their entrepreneurship has certain connections to the ethnic network. Additionally, as mentioned above, first-generation ethnic entrepreneurs usually use the same business model and tend to exploit the same field.

*Proposition 2a:* First-generation ethnic entrepreneurs have strong ties to the ethnic network; therefore, they rely strongly on the ethnic network to establish and operate their ethnic entrepreneurship.

Second-generation immigrants are often described by their dual embeddedness. We find that most second-generation immigrants connect to the ethnic network through their parents' connection. Those ethnic ties and community support are considered an

important resource (Peters, 2002). Moreover, previous studies have also underlined that while descendants of immigrants are less embedded in their ethnic network, compared to their parents, they have potential connections with the ethnic community (Portes & Rumbaut, 2001). Therefore, they can rebuild the bridge to their ethnic community proactively.

*Proposition 2b:* Second-generation ethnic entrepreneurs can bridge the ethnic network through their family; therefore, they can receive support from the ethnic network to establish and operate their ethnic entrepreneurship.

Further, the different embeddedness between first- and second-generation immigrants provides them different possible accesses to a network of knowledge and information. The broad, accessible network offers more possibilities to gain information and resources (Klinthäll & Urban, 2014). Specifically, descendants of immigrants have contacts to the ethnic network as well as contacts to the host country network, resulting in a wide network of different contacts (Bagwell, 2006). In contrast, their parents have limited access to diverse networks. This leads to less accessible resources, such as informal information about the local market (Hite & Hesterly, 2001). Moreover, the independence of the network contacts enables the second-generation entrepreneur to become aware of opportunities more quickly than their parents' generation. Further, they can determine the potential of those opportunities (Moran, 2005). This allows the second-generation entrepreneur to benefit from the knowledge, resources, and information owned by the network. They can apply those factors to improve their ethnic business activities. This leads to a favorable effect on the entrepreneurial activities of second-generation immigrants, which rarely exists in the ethnic entrepreneurship of first-generation immigrants.

*Proposition 2c:* First-generation immigrants rely strongly on limited and closed networks of the ethnic community, which leads to restricted information and resource exchange. This negatively impacts their entrepreneurial activities.

*Proposition 2d:* Second-generation immigrants embed into various networks, which leads to abundant accessible information and resources. This positively impacts their entrepreneurial activities.

From our findings, it is remarkable that second-generation ethnic entrepreneurs not only have access to different networks but also create their own networks within their generation. The offspring of immigrants have a unique position in terms of embeddedness and social connections (Alba, 2005). They might feel more connected to one particular community, such as the ethnic community or local community or neither of them (Berry & Sabatier, 2010; Zhou, 1997). Thus, they group themselves in their own network in which all members are second-generation immigrants. This network contributes to the ethnic network's diversity and, because of the same immigrant background, this network is well-connected and broadened to other second-generation immigrants in the country.

*Proposition 2e:* Second-generation immigrants create networks within their generation. This positively impacts not only their entrepreneurial activities but also the diversity of the ethnic network.

### **6.3. Entrepreneurial cognition of ethnic entrepreneurship**

Third, the cognitive pillar represents models of individual behavior based on subjectively constructed rules at the individual level regarding the cultural framework (Carroll, 1964; Scott, 2007). The cognitive level, from a broad point of view, can also be described as social values and norms but on an individual level. The norms and values on the cognitive level, therefore, are often applied to selected individuals of society (Scott, 2007).

The ethnic entrepreneurship of first-generation immigrants often targets a small and constricted market. Our findings present their inadequate knowledge of the local market and their limited access to different resources in the mainstream community. Partially, immigrants from developing countries in the last century are often forced away by poverty, war, or political issues in their home countries (Castles, 2000). Most are pushed to become entrepreneurs to finance the daily life of their family and their stay in the host country with very limited resources. Some do not have a completed business plan until they start business. Consequently, they are not willing to take risks with their business in the host country and are satisfied with limited return.

*Proposition 3a:* First-generation immigrants lack knowledge of the local market and have limited access to different resources. Thus, they tend to establish

small ethnic businesses to reduce the level of risk and are satisfied with a small amount of revenue.

In contrast, the offspring of first-generation immigrants have access to several types of resources in either ethnic or local community (Fernández-Kelly & Konczal, 2005; Portes & Zhou, 1993). On one hand, the educational background in the host country not only provides them with sufficient knowledge and understanding of the local community but they are also adopted as part of those communities with diverse access to different resources in the country (Zhou, 1997). On the other hand, through the connections of their parents, second-generation immigrants also have access to ethnic resources. This background provides them with advantages and opportunities in the labor market compared to their parents. As the opportunity cost is paid, second-generation ethnic entrepreneurs desire to be successful in a higher setting. To fulfill their desires, second-generation immigrants show a higher tolerance for uncertainty and ambiguity, which results in them being enterprising (Kariv et al., 2009; Lüken-Klaßen & Pohl, 2011; Masurel, Nijkamp, Tastan, & Vindigni, 2002). The ability to seek new opportunities combined with a risk-taking behavior can positively influence the development of innovative business ideas. As innovative business ideas go hand in hand with the need to become an entrepreneur, it can be assumed that these characteristics will more likely result in a higher level of complexity in entrepreneurial activity of the second-generation entrepreneur.

*Proposition 3b:* Second-generation immigrants have sufficient knowledge of either the local or ethnic market and the ability to access different resources. Thus, they can develop a business from innovative business ideas and are willing to take risks to increase returns.

## **7. Discussion and Conclusion**

Previous studies on ethnic entrepreneurs have illustrated them as part of ethnic institution, as well as host institution, and the impacts of those institutions on their businesses (Kloosterman & Rath, 2001; Price & Chacko, 2009). By examining first- and second-generation Vietnamese ethnic entrepreneurship in Germany, this study shows how the different institutional pillars influence their entrepreneurial decisions. The results show that though they all are influenced by either ethnic or mainstream

institution, the influences are not similar for different generations. These characteristics affect not only the business model but also their entrepreneurial decisions regarding the addressed markets and accessible resources. These novel findings contribute to existing literature on ethnic entrepreneurship in three ways.

First, the study contributes to the current research on ethnic entrepreneurship, which has mainly focused on first- and second-generation immigrants in terms of social embeddedness and their entrepreneurial motivations (Masurel et al., 2004; Rusinovic, 2006). This study investigates how the different immigrant generations form their ethnic entrepreneurship through their societal embeddedness and the institutional legislation. Moreover, we also emphasize how different formations influence their decision on the extent to which they use different resources from the ethnic and mainstream community, as well as the willingness to take risks in their business activities. These findings go in line with Baron (2006), who indicates that entrepreneurs with different social embeddedness do not identify the same opportunities. This study shows that the process of entrepreneurial decision-making, as well as opportunity recognition of ethnic entrepreneurs, is strongly influenced by their networks owing to their social embeddedness and identity. In a sense, this study illustrates how a bounded rationality (H. A. Simon, 1997) of first- and second-generation ethnic entrepreneurs regarding opportunity recognition is formed through their social interactions with the ethnic and host-country societies.

Second, this study identifies a diverse feedback process from ethnic entrepreneurial activities to the institutional and social structure of ethnic entrepreneurs in different immigrant generations. While studies on ethnic entrepreneurship often deal with the societal and psychological factors that may influence the entrepreneurial activities of immigrants (Rath & Kloosterman, 2000; Sahin, Nijkamp, & Baycan-Levent, 2007), how the different levels of institutional organization can impact ethnic entrepreneurs among first- and second-generation immigrants has not been discussed well. To exploit opportunities, it is necessary for first-generation immigrants to learn about the mainstream community and second-generation immigrants to learn about their ethnicity and interact with the target customers. Through these actions, the second generation can contribute to the diversity of the ethnic community by networking with others in the same generation, which then changes the balance of their dual

embeddedness and entrepreneurial behaviors. In addition, there are no restrictions to the descendants of immigrants in their entrepreneurial activities. This makes ethnic entrepreneurship more colorful and strengthens the visibility of the minority in the host country.

Third, by examining the differences in ethnic entrepreneurship among immigrant generations through the three different levels of institutions, the study contributes to the current research on ethnic entrepreneurship. Yet, the institutional approach to ethnic entrepreneurship study is still limited.

This study also has limitations. First, we do not consider the ethnic businesses over the long term but at the time of our interviews. Thus, all the information is provided from the interviewees' point of view. Second, we focus on entrepreneurial activities of immigrants rather than their immigrant background. We do not emphasize in detail the different characteristics of two immigrant waves, refugees, and contract workers, which can affect their integration process.

This study also offers practical implications. Our results demonstrate that first-generation immigrants have an entrepreneurial spirit but have difficulties in meeting requirements regarding legal issues. Thus, the host country's government can fill the gaps by offering more integration courses with particular courses regarding their life plan. Moreover, the diversity of ethnic connections through second-generation networks can offer positive effects to their ethnic community in the host country. On one hand, by bridging those networks to first-generation networks, second-generation immigrants can support the first-generation immigrants in regulative issues and entrepreneurial knowledge. On the other hand, the connections to first-generation immigrants' networks can enhance the ethnic identity of second-generation immigrants and encourage them to invest in the homeland.

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## **Part 3: Appendix**

## Appendix 1: Article Overview & Declaration of Co-Authorship

### Article 1:

Type	Journal article (Blind Peer-Review)
Title	Dual embeddedness and entrepreneurial activities of second-generation ethnic entrepreneurs: Multi-case studies with Vietnamese entrepreneurs in Germany
Authors	Cat My Dang (University of Bremen) Aki Harima (University of Bremen)
Place of Publication	Journal of Entrepreneurship and Innovation in Emerging Economies
Date of submission	03.05.2018
Date of acceptance	14.05.2019
Date of publication	31.01.2020
Authors' contributions	Dang 70%, Harima 30%
Contribution of Cat My Dang in detail	<ul style="list-style-type: none"><li>• Literature review on ethnic entrepreneurship</li><li>• Analyzing empirical data</li><li>• Manuscript writing</li><li>• Revising the manuscript based on reviewers' comments</li></ul>

**Article 2:**

Type	Journal article (Blind Peer-Review)
Title	Entrepreneurial opportunities of second-generation ethnic entrepreneurship: Vietnamese second-generation ethnic entrepreneurs in Germany
Authors	Cat My Dang (University of Bremen)
Place of Publication	Journal of Ethnic and Migration Studies
Date of submission	25.10.2020
Date of acceptance	-
Date of publication	-
Authors' contributions	Dang 100%

**Article 3:**

Type	Book chapter (Blind Peer-Review)
Title	The Mutual Influence Between Legitimacy and Nascent Second-Generation Ethnic Entrepreneurship
Authors	Cat My Dang (University of Bremen)
Place of Publication	Book: Challenges to Nascent Entrepreneurship and Creating New Ventures (IGI Publisher)
Date of submission	08.02.2020
Date of acceptance	19.07.2020
Date of publication	13.10.2020
Authors' contributions	Dang 100%

**Article 4:**

Type	Conference paper
Title	The Influence of Institutions on Ethnic Entrepreneurship of Different Immigrant Generations
Authors	Cat My Dang (University of Bremen)
Place of Publication	Academy of Management Annual Meeting Proceedings 2019(1):11069
Date of submission	15.01.2019
Date of acceptance	28.03.2019
Date of publication	01.08.2019
Authors' contributions	Dang 100%



Article

# Dual Embeddedness and Entrepreneurial Activities of Second-Generation Ethnic Entrepreneurs: Multiple Case Studies with Vietnamese Entrepreneurs in Germany

Journal of Entrepreneurship and  
Innovation in Emerging Economies  
1–30  
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Cat-My Dang<sup>1</sup> and Aki Harima<sup>1</sup>

## Abstract

This article explores mutual relationships between embeddedness and second-generation ethnic entrepreneurs. We apply an exploratory and inductive qualitative research design to investigate how a dual embeddedness of second-generation immigrants in the ethnic community and in mainstream society influence their entrepreneurial activities and vice versa. Based on multiple cases studies of Vietnamese second-generation ethnic entrepreneurs, we identify four causal relations between embeddedness and entrepreneurial activities: (a) resource mobilisation; (b) formation of entrepreneurial motivation; (c) feedback effect on embeddedness and (d) re-formation of dual identity. This research contributes to the research on ethnic entrepreneurship by showing novel causalities between socio-psychological factors and entrepreneurial activities of second-generation entrepreneurs.

## Keywords

Ethnic entrepreneurship, ethnic entrepreneurs, second-generation immigrant, embeddedness, Vietnamese, Germany

## Introduction

The number of immigrants has been increasing in recent decades; according to the United Nations, in 2017, there were more than 258 million people living abroad. Their contributions to the global economy have attracted the interest of not only practitioners but also researchers from various fields (Portes & Martinez, 2019). Despite the significant number of reports and academic studies about the phenomenon,

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## Article 2:

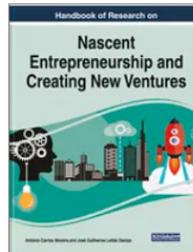
### Submission Confirmation

Print

Thank you for your submission

**Submitted to** Journal of Ethnic and Migration Studies  
**Manuscript ID** CJMS-2020-0990  
**Title** Entrepreneurial opportunities of second-generation ethnic entrepreneurship: The case of Vietnamese second-generation ethnic entrepreneurship in Germany  
**Authors** Dang, Cat-My  
**Date Submitted** 26-Oct-2020

## Article 3:



### The Mutual Influence Between Legitimacy and Nascent Second-Generation Ethnic Entrepreneurship

Cat-My Dang (University of Bremen, Germany)

Source Title: [Handbook of Research on Nascent Entrepreneurship and Creating New Ventures](#)

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### Abstract

This chapter investigates the interaction between legitimacy and nascent ethnic entrepreneurship in the country of residence. The study relies on institutional theory to demonstrate that host institutions and ethnic institutions play different roles in the early stages of second-generation ethnic entrepreneurship. The qualitative data in this study demonstrate that second-generation ethnic entrepreneurs are firmly embedded in the mainstream community and, therefore, earn proper legitimacy in various industries in the mainstream market. On the one hand, the prevailing connections between entrepreneurs and their ethnic communities provide second-generation ethnic entrepreneurship with the legitimacy to contribute to society. On the other hand, ethnic society legitimates the entrepreneurial activities of second-generation ethnic entrepreneurs because of these contributions. Moreover, the results of this study illustrate the reciprocal process in which institutions recognize the legitimacy of nascent second-generation ethnic entrepreneurship in different contexts.

Chapter Preview

## Article 4:

Academy of Management Annual Meeting Proceedings includes abstracts of all papers and symposia presented at the annual conference, plus 6-page abridged versions of the "Best Papers" accepted for inclusion in the program (approximately 10%). Papers published in the Proceedings are abridged because presenting papers at their full length could preclude subsequent journal publication. Please contact the author(s) directly for the full papers.

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# The Influence of Institutions on the Ethnic Entrepreneurship of Different Immigrant Generations

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Cat My Dang

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## Abstract

This paper approaches institutional theory to examine the ethnic entrepreneurship of first- and second-generation immigrants in their host countries. The varying impacts of institutions on the entrepreneurial behavior of different immigrant generations are emphasized in the different stages of entrepreneurship. We applied qualitative research to study the specific example of Vietnamese communities in Germany to demonstrate possible influences and explain how different levels of institutions impact their entrepreneurial activities. We find that because of the lack of understanding of the regulatory system and connections in the mainstream community, first-generation ethnic entrepreneurs tend to open small and simple businesses. They also select the same business model as others in the ethnic community to reduce risk. In contrast, second-generation ethnic entrepreneurs are well-prepared to be self-employed in the host country. They are willing to try new business models and make their businesses unique on the market.

## **Appendix 2: Academic Contributions**

### **1. Publication Activities**

#### **Journal articles**

- Dang, C.-M., & Harima, A. (2020). Dual Embeddedness and Entrepreneurial Activities of Second-Generation Ethnic Entrepreneurs: Multiple Case Studies with Vietnamese Entrepreneurs in Germany. *Journal of Entrepreneurship and Innovation in Emerging Economies*, 6(1), 84–113. <https://doi.org/10.1177/2393957519887554>

#### **Book / Book Chapter**

- Dang, C.-M., (2020). The Mutual Influence Between Legitimacy and Nascent Second-Generation Ethnic Entrepreneurship. In *Challenges to Nascent Entrepreneurship and Creating New Ventures*. Edited by Moreira, A. C. & Dantas, G. L. J., IGI global.

### **2. Conference participation**

- Dang, C.-M. The Influence of Institutions on Ethnic Entrepreneurship of Different Immigrant Generations. 79th Academy of Management Annual Meeting (AOM), 9-13 August 2019, Boston, USA.
- Dang, C.-M. Opportunities of Second-generation Ethnic Entrepreneurship. 24th European Academy of Management (EURAM), 26-28 June 2019, Lisbon, Portugal.
- Dang, C.-M. The Influence of Ethnic Institutions on Ethnic Entrepreneurship of Second-generation Immigrants. XXXII Research in Entrepreneurship and Small Business Conference (RENT), 14-16 November 2018, Toledo, Spain
- Dang, C.-M. Ethnic entrepreneurship? The case of second-generation Vietnamese immigrants in Germany. 3rd International Conference on Migration and Diaspora Entrepreneurship, 30- 01 December 2017, Bremen, Germany.
- Dang, C.-M. Second- vs. First-generation ethnic entrepreneurship of Vietnamese immigrants in Germany. 2nd International Conference on Migration and Diaspora Entrepreneurship, 28-28 November 2016, Bremen, Germany.

### **3. Reviewer Activity**

- 80th Academy of Management Annual Meeting (AOM)
- 25th European Academy of Management (EURAM)
- XXXIII Research in Entrepreneurship and Small Business Conference (RENT)

## Appendix 3: Interviews

### Overview Interview Data & Usage per Article

Data Overview				Source	Article			
No.	Generation	Year of establish	Business Sector		1	2	3	4
1	FE 1	2005	Food industry	2				x
2	FE 2	2005	Food industry	2				x
3	FE 3	1999	Grocery	2				x
4	FE 4	2014	Nail salon	2				x
5	FE 5	2006	Food industry	2				x
6	FE 6	1999	Travel agency	2				x
7	SE 1	2010	Law Company	1	x	x		x
8	SE 2	2015	Law Company	1	x	x	x	x
9	SE 3	2015	Food industry	1	x	x	x	x
10	SE 4	2012	Food industry	1	x	x		x
11	SE 5	2006	Information Technology	1	x	x		x
12	SE 6	2016	Entertainment Industry	1	x	x	x	x
13	SE 7	2012	Creativity Industry	1	x	x		x
14	SE 8	2016	Information Technology	1	x	x	x	x
15	SE 9	2017	Sport company	2		x	x	
16	SE 10	2016	Coffee company	2		x	x	
17	SE 11	2017	Restaurant	2		x	x	
18	SE 12	2017	Food industry	1		x	x	
19	E 1	Vietnamese Business Association in Germany		1	x			
20	E 2	Researcher in Sociology about Vietnamese immigrants in Germany		1	x			

FE: First-generation Entrepreneur

SE: Second-generation Entrepreneur

E: Expert

1: primary data

2: secondary data

## **Appendix 4: Copyright declaration**

I hereby affirm that:

1. the work was conducted independently without unauthorized assistance;
2. only the referenced sources and aids were used and
3. direct quotations from the published or unpublished work of another are clearly identified as such.

Any parts of this work where I have directly or indirectly reproduced other works have been marked as such and their sources cited.

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**Place, Date**

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**Signature**