



**BIRMINGHAM CITY UNIVERSITY
FACULTY OF BUSINESS, LAW AND SOCIAL SCIENCES**

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**MULTICULTURAL EMBEDDEDNESS:
CHINESE EXPERIENCE OF ENTREPRENEURIAL 'BREAKOUT'
IN A SUPERDIVERSE AND TRANSNATIONAL CITY OF BIRMINGHAM**

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DECLARATION

I, Xiping Shinnie, hereby confirm that work presented in this PhD thesis is my own, except as specified in the text. The total word count of the thesis is 80,211 words.

List of Relevant Publication and Conference Papers

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9	2019	From Ethnic Exceptionalism to Multicultural Hybridism: Rethink Ethnic Culture in Migrant Entrepreneurship	Shinnie, X., Domboka, T. & Carey, C.	Northumbria University British Academy of Management 2019 Annual Conference
10	2019	Multicultural Hybridism: Comparing Mixed Embedded Breakout Experience between Black African and Chinese Migrant Entrepreneurs in Birmingham	Shinnie, X.	2019 Birmingham City University RESFEST Conference
11	2018	Can Venture Capital 'Assure and Supervise' Internal Control Deficiencies: An Empirical Study of Companies Listed on China Growth Enterprise Market'	Yuedong L, & Shinnie, X	International Symposium on Accounting and Finance in Emerging Markets. Nanjing University of Finance and Economics, China.
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ABSTRACT

The past half century has witnessed the rise of migrant entrepreneurship as a significant socio-economic phenomenon across diverse disciplinary areas. With insights drawn from the current migrant entrepreneurship research, mixed embeddedness has been employed as the reference approach, albeit its narrow focus on the lower end of market in a static social context has attracted criticism. Meanwhile, multiculturalism in a transnational, superdiverse entrepreneurial breakout context as an emerging research theme outshines others. Therefore, this thesis aims to ground a conceptual framework of multicultural embeddedness to extend the theoretical framework of mixed embeddedness in a superdiverse, transnational breakout context.

Due to the phenomenal global success of Chinese migrant entrepreneurship, and since Birmingham is renowned for its multicultural ethnic economies, migrant entrepreneurs from Hong Kong and mainland China were selected as the two major groups of Chinese migrants. Thereafter, qualitative semi-structured interviews were conducted with 15 Hong Kong and 15 mainland Chinese entrepreneurs who are based in Birmingham. The collected data were analysed to explore the extent to which these two groups of Chinese entrepreneurs departed from the traditional Chinese ethnic economy associated with the catering sector in the UK.

With regard to entering the markets, the dynamics between ethnic and industrial clustering was evidenced through the identification of the A38 corridor. In the same vein, divergent breakout experiences were witnessed between the Hong Kong and mainland Chinese entrepreneurs due to their use of diverse combinations of enclaved and mainstream digital platforms. Importantly, entrepreneurial breakout was comprehended through access to resources as gendered, aesthetic, and emotional experiences. Above all, transnational breakout is constructed as a multicultural, contextualised embedding process related to multiple future directions, involving not only the markets and resources of both the host and home countries but also third countries' multicultural markets and resources.

KEY WORDS

Multicultural Embeddedness

Ethnic Enclave

Entrepreneurial Breakout

Transnationalism

Superdiversity

Ethnic Clustering

Industrial Clustering

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¹ Data from 30 Chinese entrepreneurs together with their employees were collected for this current research. However, due to the huge volume of data collected, only the data from the 30 Chinese entrepreneurs were included in the data analysis.

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GLOSSARY

Access to Markets: According to the conceptual framework of multicultural embeddedness, the access to markets is a key aspect of the transnational opportunity structure, which focuses on ethnic and industrial clustering to examine the openness of markets. Due to the impact of the COVID-19 pandemic, an additional dimension on the digitalisation of enterprises was incorporated, to include the combinations of digital platforms adopted in order to access markets. Ethnic and industrial clustering, together with the digitalisation of enterprises, are used to examine the openness of markets.

Access to Resources: According to the conceptual framework of multicultural embeddedness, access to resources is a key aspect of the transnational opportunity structure, employing transnational human capital to examine the entrepreneurial capabilities regarding accessing transnational resources. With reference to transnational human capital, gender and the levels of education obtained in both the home and host countries are its two key factors.

Birmingham's Chinese Quarter: Birmingham's Chinese Quarter, as the Chinese ethnic enclave in Birmingham, is a relatively new, extremely dynamic city centre ethnic enclave, which began to emerge in the 1960s. Birmingham's Chinese Quarter currently covers an area along Hurst Street, Ladywell Walk and Pershore Street in Birmingham City Centre, connected to the Bullring and Grand Central as well as Bull Ring Indoor Market and Birmingham Rag Market, Birmingham Hippodrome, and the Gay Village.

Chinatown: A representation of globalisation from a bottom-up perspective, Chinatowns are ghettoised inner-city neighbourhoods, that have recently developed into tourist attractions. There exist Chinatowns in all of the major cities around the world, and the first Chinatown dates back over centuries, in the city of Manila in the Philippines. In the UK, Liverpool's Chinatown is one of the oldest Chinatowns in Europe, London's Chinatown is one of the best established, and Birmingham's Chinese Quarter is one of the most dynamic Chinatowns in Europe.

Entrepreneurial Breakout: This is a process of breaking out beyond the ethnic enclave to access markets through a combination of channels, with a focus on the transnational mainstream and enclaved markets. Entrepreneurial breakout is also constructed as the gendered, emotional experience of breaking back into the diaspora's ethnic enclave through superdiverse access to resources to build an enclaved competitive advantage, with female entrepreneurs demonstrating a strong tendency to remain in the diaspora enclaved industry. In the meantime, entrepreneurial breakout is conceived as the aesthetic and emotional experience of breaking back into the transnational enclaved markets, with the intention of resorting to the use of transnational enclaved resources to build a transnational enclaved competitive advantage, with entrepreneurs possessing a high level of human capital and displaying a strong tendency towards fluidity with regard to migration status. Transnational entrepreneurial breakout is constructed as a multicultural, contextualised embedding process, with situational, historical and social contexts. The construction of multicultural embeddedness provides a contextualised understanding of the reasons behind the Chinese experience of entrepreneurial breakout as a dual, multiple embedding process, with a particular emphasis on the diaspora and transnational enclaved dimension of the embedding process.

Ethnic Clustering: This is closely associated with the ethnic enclave hypothesis, related to the spatial dimension of migrant entrepreneurship within a superdiverse, transnational entrepreneurial context. Ethnic clustering in the research context of migrant entrepreneurship means the geographical concentration of a particular ethnic group in a specific geographical location as well as a high density of ethnic entrepreneurs from certain ethnic communities in a particular industry.

Human Capital: This refers to the stock of skills that a specific entrepreneur possesses, with education and training, and health, as its key elements. In addition to education, work experience is also considered a major component of human capital.

Industrial Clustering: According to cluster theory, industrial clustering refers to geographical concentrations of businesses in associated industries, with a shared market structure regarding the supply of resources, including talents and demands from the markets. According to the conceptual framework of multicultural embeddedness, industrial clustering refers to the geographical concentrations of enterprises in associated sectors as leading industries in cities and regions, with a shared market structure regarding the supply of resources and market demands in which the ethnic industries are embedded. The purpose in examining industrial clustering is to develop an understanding on the relationship between the mainstream economy and the ethnic economy in the local area.

Multicultural Embeddedness: This is a theoretical framework, designed to analyse entrepreneurial breakout in a superdiverse, transnational entrepreneurial context on the basis of mixed embeddedness theory. The multicultural embeddedness theoretical framework views entrepreneurial breakout as a multicultural embedding process, with migrant entrepreneurs as the transnational agents who experience the dual and/or multiple embedding process.

Superdiversity: This refers to the population superdiversity of the major cities in the UK and around the world due to newly-arrived migrants from superdiverse home countries and regions with a wide range of different backgrounds. In the field of migrant research, superdiversity concerns the entrepreneurial superdiversity related to the population superdiversity, due to the divergences regarding the types, sizes, industries, locations and structures of the migrant enterprises that are established by the newly-arrived migrants, compared to those founded by their predecessors.

Transnationalism: This refers to development of entrepreneurial capabilities, channelled through the resources and markets in both the host and home countries, with a focus on the ethnic ties developed through the migration process beyond national borders. Recent studies have focused on the process of transnational embeddedness, highlighting the simultaneous embedding process in both the host and home countries as well as in third country/ies, and addressing the contextual conditions of the transnational entrepreneurial process. The transnational embedding process involves entrepreneurs utilising various transnational resources to access a diverse range of markets, which is reflected as the superdiversity of the entrepreneurial context.

Transnational Human Capital: According to the theoretical framework of multicultural embeddedness, access to resources is analysed in the form of transnational human capital, given the positive correlation that exists between human capital and economic growth. Notably, the previous research revealed the impact of gender on the positive correlation between human capital and economic growth as well as how human capital is significantly affected by different

levels of education. Therefore, given the emergence and significance of transnationalism in relation to entrepreneurial breakout, in constructing an opportunity structure as a key component of the multicultural embeddedness framework, transnational human capital is incorporated to measure access to resources, the impact of gender and the levels of transnational education in relation to entrepreneurial breakout.

Chapter 1: Introduction

1.1 Introduction

Contemporary developments in ‘creative destruction’ (Schumpeter, 1934) bring to light the social dimensions of entrepreneurship (Licht and Siegel, 2006; Audretsch et al., 2019), with an evident link to the emerging trend of ‘transnational migrant’ (Drori et al., 2009) entrepreneurs playing leading roles in creating employment opportunities as well resolving the social tensions in cities throughout the major European nations (Baycan-Levent and Nijkamp, 2009). In the UK, a new surge of migrant entrepreneurs from multiple locations around the world has introduced ‘superdiversity’ (Vertovec, 2007) as a theme within the migrant entrepreneurship research, revealing a visible historical continuity with their early migrant predecessors within a multi-faceted, dynamic entrepreneurial context (Ram et al., 2008; Sepulveda et al., 2011; Mason and Harvey, 2013; Jones et al., 2014). In a superdiverse, transnational entrepreneurial context, ethnic minority migrant entrepreneurs fulfil dual responsibilities: as enclave entrepreneurs working in ethnic niches as well as middlemen minorities with a growing presence in the affluent, middle-class suburbs within mainstream economies (Zhou, 2004; Wang and Warn, 2019).

Evidently, there is an emerging trend of ethnic minority migrant entrepreneurs breaking out of the relatively low-growth enclaved sectors and gaining access to the high-growth mainstream industries (Basu, 2011; Ram et al., 2017; Lassalle and Scott, 2018). Although entrepreneurial breakout plays a key role in the long-term development of ethnic minority migrant businesses (Ram 1997), the economic barriers, along with social exclusion and racial tensions, make it challenging for migrant entrepreneurs to break into the mainstream economy (Ram and Jones, 2008; Ram et al., 2017). Hence, during the entrepreneurial breakout journey, a detailed examination of the dynamics that exist between the breakout opportunity structure and the wider entrepreneurial context may help to enhance our understanding of the entrepreneurial breakout process (Ram and Hillin, 1994; Ram et al., 2017). Notably, mixed embedded theory (Kloomsterman and Rath, 2001; 2002; 2006; Kloomsterman et al., 2016; Kloomsterman, 2018) has functioned as the reference theory in the migrant entrepreneurship research, although it has received criticism for its narrow focus on the lower end of the market through adopting a static analytical perspective, while at the same time suffering from a lack of cultural perspective (Peters, 2002). Meanwhile, the concept of ‘multicultural hybridism’ (Arrighetti et al, 2014) has emerged, with a focus on the recreation of ethnic cultures within the entrepreneurial innovation process based on interactions with the mainstream multicultural entrepreneurial context, but not on the culturally-determined features of ethnic communities in the entrepreneurial process. This study draws upon the migrant entrepreneurship theories, with a focus on the theoretical framework of mixed embeddedness and the concept of multicultural hybridism. The conceptual framework of ‘multicultural embeddedness’ is constructed in order to improve our understanding of entrepreneurial breakout in the field of ethnic minority migrant entrepreneurship, by addressing the dual roles of economic development and social integration in a superdiverse, transnational context.

Based on the above discussions Chapter 1, as the introduction chapter of this thesis, is organized as follows. Section 1 introduces Chapter 1 as well as the whole thesis. Following that, Section 2 introduces the research background, with a focus on migrant entrepreneurship and entrepreneurial breakout. Next, Section 3 discusses the rationales for studying the entrepreneurial breakout of Hong Kong and mainland Chinese migrant entrepreneurs. Next, Section 4 examines the entrepreneurial city context of Birmingham, while Section 5 outlines

the overall research aim and research objectives of the study, and Section 6 presents the research questions. Finally, Section 7 illustrates the structure of this thesis, while Section 8 presents a summary of Chapter 1.

1.2 Research Background

Migrant entrepreneurship, as a significant socio-economic phenomenon, has generated worldwide research interest since the 1970s, taking shape as a distinct field of study initially in America (Barrett et al., 1996). Recently, the huge increase in the amount of international migration has brought growing numbers of migrants to host countries across the world, making valuable contributions to these countries' regional and national economic development (Aliaga-Isla and Rialp, 2013; Rodríguez-Pose and Hardy, 2015). Noticeably, although migrant populations were largely excluded by governments in response to the COVID-19 crisis (Orcutt et al., 2020), migrant entrepreneurs have utilised their transnational networks across the borders of nation-states to overcome the crisis and facilitate its recovery. In particular, there is an emerging trend of ethnic entrepreneurs breaking out of their ethnic enclaved markets into their host country's mainstream industries. By entering the host country's mainstream sectors, ethnic minority migrant entrepreneurs are able to explore the mainstream market opportunities with a greater growth potential, and develop channels for accessing resources in high-growth, mainstream industries. In the following, the research background of this current study will be discussed in detail, addressing the significant roles of migrant entrepreneurship as well as the emerging trend of entrepreneurial breakout.

1.2.1 Significant Roles of Migrant Entrepreneurship

Entrepreneurship is strongly linked to economic development, with Schumpeterian economics considering the entrepreneurial process as one of the key forces that contribute to economic development (Toma, Grigore and Marinescu, 2014). Notably, the unprecedented growth in the number of migrants in recent years, who leave their home country to start a new life in a diverse range of host country locations across the world, has continued to stimulate the development process of migrant entrepreneurs (Aliaga-Isla and Rialp, 2013; Dheer, 2018). Migrant entrepreneurs have made significant contributions to the development of the regional and national economies of both their host and home countries (Rodríguez-Pose and Hardy, 2015; Bagwell, 2008; Ren and Liu, 2015; 2 Bagwell, 2017; Quan et al., 2019; Duan et al., 2022). In particular, during the COVID-19 pandemic, ethnic minority migrant entrepreneurs fulfilled a dual responsibility as both commercial and social entrepreneurs, not only in order to sustain their own businesses but also to support the recovery of their communities (Haeffele et al., 2020). Given the significant socio-economic contributions that migrant entrepreneurs make to both their host and home countries, migrant entrepreneurship, as an academic field, has attracted growing attention from research communities across the world (Ram and Jones, 2008; Ma et al., 2012; Dheer, 2018; Nazareno et al., 2018). The seminal studies conducted in America have given rise to ethnic enclave hypotheses and middleman minorities theories, thus shaping the disciplinary parameters of the migrant entrepreneurship research (Portes and Jensen, 1992; Waldinger, 1993; Light et al., 1994). Noticeably, due to the rapid increase in the amount of global migration to European countries in recent years (Aliaga-Isla and Rialp, 2013; Dheer, 2018), the research on migrant entrepreneurship by the European research community has gained considerable momentum (Welter, 2004; Baycan-Levent and Nijkamp, 2009; Ram et al., 2017; Kloosterman, 2018; Vershinina et al., 2019). In particular, the theoretical framework of mixed embeddedness is employed as the reference approach in the current migrant entrepreneurship research, which links the demand-side opportunities with the supply-side resources to make sense of the entrepreneurial opportunity structure (Ram et al., 2017; Yamamura and Lassalle, 2022). However, mixed embeddedness theory, as one of the most

widely-used approaches in the migrant entrepreneurship research, has been criticised for its narrow focus on the lower end of market due to the adoption of a static social perspective, combined with a lack of cultural perspective (Peters, 2002). Meanwhile, in the current multicultural entrepreneurial context, there is an emerging trend for ethnic minority migrant entrepreneurs to break out of their ethnic enclaved markets with relative low-growth prospects in order to enter the mainstream, relatively high-growth sectors. In the next subsection, a detailed analysis of the research background of the emerging trend of entrepreneurial breakout will be provided.

1.2.2 The Emerging Trend of Entrepreneurial Breakout

As stated above, there is an emerging trend for ethnic minority migrant entrepreneurs to break out of their enclaved sectors into the mainstream markets with a relative high-growth potential. Noticeably, ethnic minority migrant entrepreneurs are demonstrating the characteristics of transnationalism (Portes et al., 2002; Drori et al., 2009; Vertovec, 2009), meaning that entrepreneurial capabilities are developed through opportunities that are channelled by using the resources and markets from more than one country, with a focus on a diverse range of transnational capital (Portes et al., 2002; Drori et al., 2009; Bagwell, 2017). In the meantime, linked to the multicultural entrepreneurial breakout context, transnational migrant entrepreneurs are displaying the features of superdiversity, which means that population superdiversity is emerging, with newly-arrived migrants from a diverse range of localities across the world arriving at various locations in their host countries, directing attention to the ethnic and cultural diversity of diaspora entrepreneurs, the entrepreneurial diversity of migrant enterprises and the city region diversity of entrepreneurial contexts (Sepulveda et al., 2011; Ram et al., 2013; Yamamura, and Lassalle, 2020).

In relation to the evolving entrepreneurial context, there are three main reasons for examining the emergence of transnational migrant entrepreneurs who are breaking out of their co-ethnic markets in order to gain access to the mainstream industries in a superdiverse, multicultural entrepreneurial context:

- Firstly, the global dynamics of migrant entrepreneurship has changed, from local, labour-intensive enterprises to global, knowledge-intensive businesses, with a focus on transnationalism as a key feature of international migration (Nazareno, Zhou and You, 2018).
- Secondly, for transnational migrant entrepreneurs, breakout signifies improved entrepreneurial quality, from low-growth, stagnating sectors to high-growth, expanding markets (Daniel, Henley and Anwar, 2019).
- Thirdly, entrepreneurial breakout also represents the creation of social values through transnational migrant entrepreneurs taking superdiverse breakout paths at different stages of their integration into the mainstream economy (Allen and Busse, 2016), as a reaction to the increasing social segregation and growing anti-immigrant attitudes that have arisen since the COVID-19 outbreak (Esses and Hamilton, 2021).

Evidently, during the process of ethnic enterprises breaking out of co-ethnic markets with relative low-growth prospects into the mainstream markets with a relative high-growth potential, due to their increased contact with the multicultural entrepreneurial context, ethnic enterprises has increasingly demonstrated the features of multicultural hybridism (Arrighetti et al., 2014). Therefore, the entrepreneurial breakout process is regarded as a multicultural

entrepreneurial advance, with dynamism existing between the multicultural development of enterprises and the multicultural entrepreneurial context. Notably, multiculturalism as a concept is rooted in sociology, which stresses the principle of celebrating difference and promoting the collective recognition of an individual's ethnicity, gender and sexual orientation (Modood, 2013). According to Modood (2013), multiculturalism in Europe in general, and in the UK in particular, is a social phenomenon that is being shaped, not by the emergence of a multicultural policy, but due to the rapid increase in the amount of international migration. To reflect the core principle of multiculturalism as well as its close connection with international migration, within the entrepreneurial breakout process, the concept of multicultural embeddedness is constructed on the basis of the mixed embeddedness theory, stressing the dynamism that exists between the opportunity structure of transnational entrepreneurs and the superdiverse, multicultural entrepreneurial context. To gain an in-depth understanding of the entrepreneurial breakout context, the characteristics of the context of city of Birmingham will be analysed in detail, addressing the multicultural ethnic economy that operates in the city as well as the thriving Chinese diaspora entrepreneurship, that is rooted in Birmingham's Chinese Quarter.

1.3 The Entrepreneurial Context of the City of Birmingham

As the largest city in the UK outside London, Birmingham is a city that is renowned for its superdiverse metropolitan culture and rich entrepreneurial tradition, with the continued growth of international migration providing talents and markets for migrant entrepreneurs from a diverse range of home countries to explore the entrepreneurial opportunities (Henry, 1998; Gomez and Cheung, 2009; Cheung and Gomez, 2016). The leading ethnic enterprises, the Wing Yip Group, the East End Foods Group and Cleone Foods, are not only household names within the Chinese, Indian and Caribbean diaspora communities in Birmingham but also the driving forces of the ethnic economy in the UK, providing constant inspiration for entrepreneurial practice and entrepreneurship research (Mcewan et al., 2005; Bloomfield, 2019). Notably, the Wing Yip Group, as a leading ethnic food enterprise within the ethnic economy in the UK, that has its headquarters in Birmingham, is a representative example of the thriving Chinese diaspora's entrepreneurship in Birmingham. Therefore, in the following, the entrepreneurial context of the city of Birmingham will be analysed in detail, drawing attention to the multicultural ethnic economy in Birmingham as well as the thriving Chinese diaspora's entrepreneurship that exists there.

1.3.1 Multicultural Ethnic Economy in Birmingham

Subsection 1.2.2 illustrates that the emergence of multiculturalism in the UK is due to the rapid growth of international migration (Modood, 2013), which is in line with previous studies concerning the development of the ethnic economy in the city of Birmingham (Mcewan et al., 2005). Notably, a multicultural population, driven by transnational migrants from a superdiverse range of home countries, results in a multicultural opportunity recognition process as well as a multicultural entrepreneurial process. This has been witnessed through the rise of the leading ethnic enterprises, the Wing Yip Group, the East End Foods Group and Cleone Foods, as household names and driving forces within the ethnic food industry in the UK (Birmingham City Council, 2015; Bloomfield, 2019). It has also been evidenced through the development of Birmingham's Chinese Quarter along Hurst Street, Ladywell Walk and Pershore Street in Birmingham City Centre (Henry et al., 2002; Chan, 2003; Mcewan et al., 2005; Chan, 2007), as well as the Birmingham Balti Quarter/Triangle along Ladypool Road, Stoney Lane and Stratford Road in the Sparkbrook, Sparkhill and Balsall Heath areas of Birmingham (Ram et al., 2002; Mcewan et al., 2005; Jones and Ram, 2007). Therefore, the multicultural development of the city of Birmingham, as well as the advancement of the

multicultural ethnic economy in the city, have been jointly promoted by both the international migrant population as well as the British government. Noticeably, the development of Birmingham's Chinese Quarter has received support from both the central and local government in the UK since the early Margaret Thatcher era (Chan, 2003). In the meantime, Birmingham Balti Quarter/Triangle has been labelled a representative example to show that Birmingham is a global city, with distinctive features of multiculturalism (Jones and Ram, 2007). Evidently, the multicultural ethnic economy in Birmingham has become a driving force and a distinctive feature of the local economy, playing a leading role in the continued development of the ethnic economy in the UK. Notably, led by the Wing Yip Group, Chinese migrant enterprises are one of the main ethnic economic forces in Birmingham, and are performing with phenomenal success, which will be discussed in detail in the next subsection.

1.3.2 Thriving Chinese Diaspora Entrepreneurship in Birmingham

As stated above, one of the leading ethnic enterprises, the Wing Yip Group, which was founded by the legendary entrepreneur Woon Wing Yip, and has its headquarters in the Nechells area of Birmingham, has maintained entrepreneurial growth for over five decades (Henry et al., 2002; Cheung and Gomez, 2012; Bloomfield, 2019). Notably, alongside the Wing Yip Group, the Chinese ethnic food industry, based mainly on restaurants, takeaways and service firms that support catering businesses, has also been developing and thriving in Birmingham, and is now recognised for its significant contributions to Birmingham's multicultural global city economy (McEwan et al., 2005). In particular, the local government has recognised the pivotal role that the Chinese ethnic food businesses play in the local economy in general and the development of Birmingham's food sector in particular (Birmingham City Council, 2015). Meanwhile, from the perspective of Chinese international migration, the UK has been one of the most popular destinations for Chinese migrants, with the largest Chinese population in Europe, and the Chinese ethnic economy in the UK has expanded into sectors beyond the traditional Chinese catering industry (Latham and Wu, 2013). Therefore, based on the aforementioned background concerning the phenomenal performance of Chinese diaspora enterprises, which make an outstanding contribution to Birmingham's multicultural city economy, as well as their significance to Chinese international migration, this current study draws attention to Birmingham-based Chinese migrant entrepreneurs as the driving forces of the nationwide Chinese ethnic food industry as well as Birmingham's city economy. Noticeably, the Chinese migrant population in Birmingham demonstrates the feature of superdiversity, meaning that the Chinese migrants in Birmingham originate from a diverse range of regions (ONS 2001; ONS 2011; ONS 2021). The rationale for focusing on Hong Kong and mainland Chinese entrepreneurs in this current study will be analysed in detail in the next section.

1.4 Rationale for Examining Hong Kong and Mainland Chinese Entrepreneurs

According to data from the 2011 and 2021 UK census, a wide range of Chinese migrants from diverse ethnic backgrounds and various countries and regions around the world have migrated to Birmingham (ONS 2011; ONS 2021). Noticeably, this current research focuses on migrant entrepreneurs from Hong Kong and mainland China, for the following three main reasons. Firstly, the migration history of Chinese migrants shows that Hong Kong migrants were the first post-war settlers who arrived in order to explore the economic opportunities that Birmingham had to offer (Henry et al., 2002). Meanwhile, migrants from mainland China are the group of Chinese migrants that has grown most rapidly in recent years (ONS 2001; ONS 2011). Secondly, Birmingham's Chinese Quarter, as the inner city Chinese ethnic enclave, is one of the most dynamic Chinatowns in the world, which has evolved since its foundation in the 1960s to reflect Chinese migration to Birmingham, with migrants from Hong Kong and mainland China as the two main groups (Parker, 1996; Chan, 2003; McEwan et al., 2005; Visit

Birmingham & West Midlands, 2022). Finally, the current features and future outlook of the Chinese population in Birmingham show that migrants from Hong Kong and mainland China are the two main groups of Chinese migrants to Birmingham, and will remain the largest groups of migrants within Birmingham's Chinese diaspora in the future (ONS 2011; ONS 2021; Bristow, 2021). Therefore, the three rationales for selecting Hong Kong and mainland Chinese migrants in Birmingham will be analysed in detail in the following three subsections, including the history of Chinese migration to Birmingham, development of Birmingham's Chinese Quarter as a reflection of Chinese migration to Birmingham, as well as the current features of and the future outlook for the Chinese population in Birmingham.

1.4.1 Chinese Migration to Birmingham

During the 1950s and 60s, the political environment and economic situation in mainland China resulted in large-scale migration across the border into Hong Kong, which caused widespread social problems related to homelessness, unemployment and poverty (Cheung and Gomez, 2012; Chinn, 2014). In an attempt to improve their living conditions as well as search for better life opportunities, a substantial number of people in Hong Kong decided to migrate to Britain (McEwan et al., 2005; Cheung and Gomez, 2012; Bloomfield, 2019). Noticeably, Hong Kong migrants were the first post-war Chinese settlers in Birmingham (Parker, 1996; McEwan et al., 2005). In particular, villagers from the New Territories of Hong Kong were the earliest Chinese migrants to set up catering businesses in Birmingham (Parker, 1996; Henry et al., 2002). Meanwhile, after the decade-long 'Cultural Revolution', the Chinese government initiated its open-door policy (Zhang, 2021). Consequently, since the 1980s, there has been a significant increase in the number of migrants from diverse regions of mainland China arriving in Birmingham (Sung, 2004). Notably, China signed an educational exchange agreement with the UK, which was the first education exchange agreement to be signed in Europe (Shen, 2008). Therefore, since the 1970s, there has been a rapid increase in the number of Hong Kong and mainland Chinese migrants arriving in Birmingham as international students, skilled workers and investor entrepreneurs (Latham and Wu, 2013). Therefore, this current research focuses on Birmingham-based Hong Kong and mainland Chinese entrepreneurs as the two representative groups of Chinese migrant entrepreneurs in Birmingham.

1.4.2 Birmingham's Chinese Quarter

As a representation of globalisation from a bottom-up perspective, the emergence of Chinatowns in the major cities around the world has generated continued interest among both the general public and the academic community (Henry et al., 2002; Thunø, 2007; Wong et al., 2013). Notably, the formation of the first Chinatown dates back over centuries, in the city of Manila in the Philippines (Ostheimer, 2017). Meanwhile, outside Asian countries, the emergence of Chinatowns in the major cities across America began following the *Chinese Exclusion Act of 1882*, as isolated, segregated inner-city neighbourhoods required Chinese migrants to remaining within the boundaries of the Chinatowns (Tong, 2003). Consequently, Chinatowns in America first appeared as inner-city, segregated areas, that were inferior to the areas where the White majority society spent their lives (Thunø, 2007). With the economic development of China and rapid increase in the number of migrants from mainland China arriving in the major cities around the world, there has been an emerging theme of 'Old Chinatowns' and 'New Chinatowns', meaning that the former have been transformed into tourist attractions while the latter have been formed in affluent suburbs (Yamashita, 2013). In the UK, compared to Liverpool's Chinatown as the oldest Chinatown in Europe (Barrett et al., 2011) and London's Chinatown as the best-established Chinatown in Europe (Sales et al., 2011), the formation of Birmingham's Chinese Quarter was a relatively recent development. Specifically, in the 1960s, around the Hurst Street area in Birmingham City Centre, an informal

cluster of Chinese restaurants and community organisations came into being (Parker, 1996; Henry et al., 2002). During the 1970s and 80s, the Cantonese restaurants called Chun Ying and China Court, with distinctive Chinese architectural features, were constructed (McEwan et al., 2005). In 1998, Wing Yip gifted the city of Birmingham a pagoda, that is situated in Birmingham City Centre as a gateway to Birmingham's Chinese Quarter (Henry et al., 2002). Since the turn of the new millennium, there have arisen a growing number of Chinese restaurants and supermarkets in Birmingham's Chinese Quarter, with transnational links to mainland China (Visit Birmingham & West Midlands, 2022). Therefore, Birmingham's Chinese Quarter is a representative example of inner-city ethnic enclave regeneration, as an 'Old Chinatown' has been regenerated as a tourist attraction in Birmingham, with dynamic transnational links. Evidently, Birmingham's Chinese Quarter, as one of the most dynamic, representative inner-city Chinatowns in Europe (McEwan et al., 2005), has developed substantially through the construction of key architectural structures on the part of Hong Kong entrepreneurs, with a wide range of transnational business facilities being provided by entrepreneurs from mainland China (Parker, 1998; Henry et al., 2002; McEwan et al., 2005; Benton and Gomez, 2008). As a result, this study focuses on Hong Kong and mainland Chinese entrepreneurs as two representative groups of entrepreneurs, to examine the entrepreneurial breakout experience of Chinese entrepreneurs.

1.4.3 Current Features of and Future Outlook for the Chinese Population in Birmingham

According to data from Birmingham's population censuses that have been conducted since 2000, migrants from Hong Kong and mainland China constitute the majority of the Chinese migrant population in Birmingham, as they are shown to be two of the major sub-groups in the Chinese population in the city (ONS 2001; ONS 2011; ONS 2021). Noticeably, Birmingham's Chinese population experienced a rapid growth, from 5,106 to 12,712, during the decade from 2001 to 2011, with migrants from mainland Chinese being the main source of this population growth (ONS, 2001; ONS, 2011). Looking to the future, Birmingham is expected to experience a sharp increase in the size of its Chinese migrant population, due to the huge increase in the number of migrants arriving from Hong Kong. Specifically, after the British government introduced a visa policy in January 2021 that granted Hong Kong residents the right to live in the UK and become British citizens, it is estimated that around 300,000 migrants from Hong Kong would arrive to settle in the UK during the ensuing five-year period (Bristow, 2021; You, 2021). In the meantime, due to the uncertain situation regarding COVID-19 in the US, as well as the US-China geopolitical conflict over the past few years, plus the new graduate immigration route implemented by the UK government, an increasing number of students from mainland China are opting to study at British universities (You, 2021). Therefore, it is expected that the Chinese population in Birmingham will undergo further growth. It is noted that, among the migrants from mainland China, a substantial numbers of Fujianese migrants arrive in the UK (Pieke, 2004 and Silverstone, 2011). However, given that they often migrate to Britain via underground, informal channels, then settle in the UK and find work opportunities through their transnational kinship ties (Lo and Chen, 2014), it is expected that their entrepreneurial breakout experiences will diverge from those of the student entrepreneurs from mainland China. Consequently, migrants from Fujian were not included in the research sampling, as they would have unnecessarily complicated our examination of the features of entrepreneurial breakout. Therefore, both Hong Kong and mainland Chinese entrepreneurs were included in the sampling for this current research.

1.5 Overall Research Aim and Research Objectives

Based on discussions in Sections 2-4 about the research background and rationale, this current study aims to make three contributions. Firstly, it contributes to the literature on entrepreneurial

breakout, drawing attention to the city of Birmingham, with a focus on the divergent groups of migrant entrepreneurs who have now extended beyond the ethnic economy. Secondly, it attempts to apply the mixed embeddedness theory to a superdiverse, transnational dynamic entrepreneurial context. Thirdly, it intends to explore the mixed embeddedness theory in light of the dynamism existing between the opportunity structure and entrepreneurial context to comprehend entrepreneurial breakout as a multicultural embedding process in the superdiverse, transnational context of Birmingham city. Notably, the Chinese catering industry is widely recognised as the dominant ethnic sector of the Chinese diaspora in the UK, and previous research has shown that the UK is the European country with the largest Chinese migrant population, with celebrated success in the Chinese catering industry (Latham and Wu, 2013). Although the previous literature on the development of the leading industries in the Chinese diaspora markets in European countries has shown that Chinese migrant entrepreneurs are breaking out of the catering industry to enter the textile, clothing and leather industries as well as the commodities wholesale industries in continental European countries (Ceccagno, 2003; Wong and Primecz, 2011; Latham and Wu, 2013; Biggeri and Braitto, 2022), the development of the Chinese ethnic economy in the UK with reference to the Chinese catering industry remains unclear. Therefore, the overall research objective of this current study is to comprehend entrepreneurial breakout in a superdiverse, transnational context, in order to explore the divergent groups of Chinese entrepreneurs who have expanded beyond the Chinese ethnic economy of the catering sector in the UK. Noticeably, the overall research objective is further deconstructed into three specific research objectives, which are as follows:

- 1) To develop an understanding of embeddedness in a breakout entrepreneurial context related to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.
- 2) To comprehend embeddedness through examining the opportunity structure in relation to the Chinese catering industry concerning access to the markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.
- 3) To construct a theoretical framework of multicultural embeddedness through reconceptualising entrepreneurial breakout in relation to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.

1.6 Research Questions

Based on the research objectives, the research questions are as follows. Notably, the principal research question is designed to reflect the overarching research objective, regarding the construction of a multicultural embeddedness theory through reconceptualising entrepreneurial breakout in the superdiverse, transnational context of Birmingham city. Specifically, the overall research question is: what is the definition of multicultural embeddedness based on a reconceptualisation of entrepreneurial breakout in the superdiverse, transnational context of Birmingham? The overall research question is further divided into the following five research questions.

- 1) What does embeddedness mean in the breakout entrepreneurial context in relation to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?

- 2) What is the interpretation of embeddedness with regard to access to transnational physical and digital markets related to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 3) What is the interpretation of embeddedness with regard to access to transnational resources related to the Chinese catering industry in the form of transnational human capital among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 4) What is the interpretation of the opportunity structure concerning the Chinese catering industry in light of the dynamics of the access to transnational markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 5) What is the definition of multicultural embeddedness in connection with the Chinese catering industry as the interlinkages between the opportunity structure and entrepreneurial context through a reconceptualisation of entrepreneurial breakout in the superdiverse, transnational context of Birmingham?

1.7 An Interpretivist Qualitative Study

This thesis aims to ground multicultural embeddedness theory to extend the theoretical framework of mixed embeddedness with renewed meanings of embeddedness in the superdiverse, transnational context of Birmingham city through reconceptualising entrepreneurial breakout. The multicultural embeddedness theory links the opportunity structure to human agency from a transnational perspective by exploring divergent groups of migrant entrepreneurs within the same diasporic community in a multicultural context who have expanded beyond their traditional ethnic sector. Evidently, Chinese migrant entrepreneurship has demonstrated phenomenal success worldwide, with the Chinatowns in the major cities across the world serving as the symbols of Chinese ethnic enclaves as well as entrepreneurial accomplishments. In the meantime, Birmingham, as the largest English city outside London, is renowned for its multicultural ethnic economy. Therefore, this research focuses on the breakout experiences of Chinese entrepreneurs in Birmingham. Given that entrepreneurs from Hong Kong and mainland China are the two major groups of Chinese migrants in Birmingham, qualitative semi-structured interviews were conducted with 15 Hong Kong entrepreneurs and 15 mainland Chinese entrepreneurs, all of whom were based in Birmingham. Employing the conceptual framework of multicultural embeddedness, the collected data were analysed to explore the extent to which these two groups of Chinese entrepreneurs had expanded beyond the traditional Chinese ethnic economy of the catering sector in the UK.

1.8 Positionality of the Researcher

According to Carling et al. (2014), in qualitative studies, the researcher's positionality may impact the research process. Regarding the positionality of the researcher in this current study, the researcher is a female migrant student from mainland China and the research participants belonged to the Chinese migrant entrepreneur group in Birmingham. Evidently, the researcher, as a female Chinese migrant who first came to study then later settled in Birmingham, shares many similarities with the research participants, who are Birmingham-based Chinese migrant entrepreneurs. In particular, the similarities between the researcher, as an ethnic minority female Chinese migrant, and the Chinese migrant entrepreneurs helped to build trust and a bond between the researcher and the participants. This is of particular value when recruiting research participants. Furthermore, the similarities between the researcher and the research

participants also provided an in-depth understanding of Chinese migrants in general and Chinese migrant entrepreneurs in Birmingham in particular, which facilitated deep insights when analysing the collected data. Meanwhile from a gender perspective, the researcher has shared similar experiences with the female entrepreneurs, particular those from mainland China. These shared experiences helped to uncover the multilayered relationship between structure and social embeddedness as an opportunity structure in the context of Birmingham city.

At the same time, the similarities and close relationship between the researcher and the research participants created challenges in relation to the data collection and analysis processes. Specifically, to avoid biased views emerging towards any of the research participants in this current research, measures were taken to prevent the existing insider perception from obstructing the data collection and analysis. A crucial step was to construct interview questions that were uninfluenced by pre-existing perceptions, thus maintaining a distance between the researcher and the participant. A second important approach was to retain the perspective of a researcher rather than assuming the role of the research participants. Hence, during the data analysis process, the role of the researcher is to analyse the collected data in order to identify the themes and patterns, rather than to provide answers related to the researcher’s own personal experience. By taking the aforementioned measures, this current study was not impacted by the insider perspective of the researcher but benefited from the close relationship between the researcher and the research participants.

1.9 Thesis Structure

Based on the discussion of the research background and rationale, as well as the overall research aim of this current study, this thesis is structured as shown in Figure 1. Thesis Outline, with five main parts. The thesis starts with an introduction, which is followed by the literature review. Based on the literature review, the research design is analysed, after which a discussion of the data analysis and the conclusions of this current research are presented.

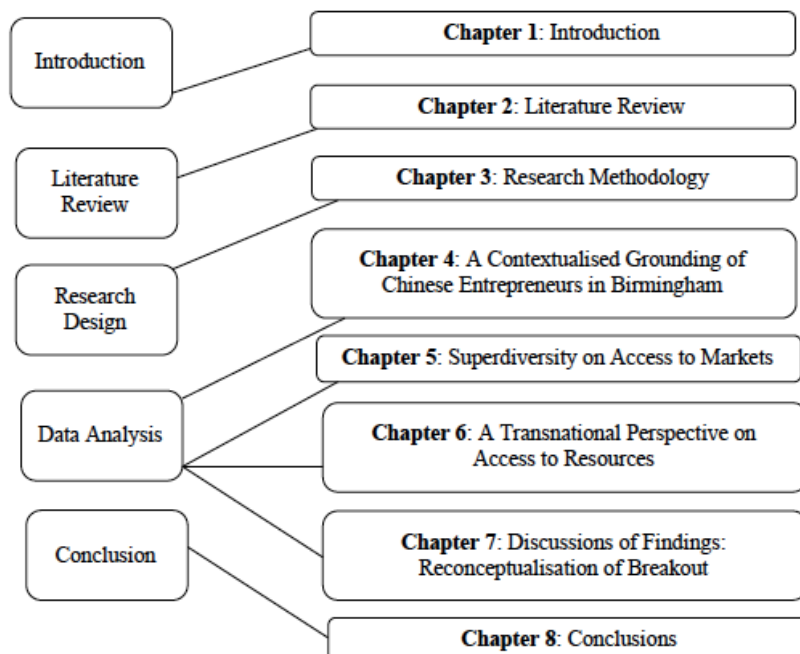


Figure 1. Thesis Outline

Based on the above discussion, this thesis is structured as follows. Chapter 1 introduces the research background and overall aim of this current research, while Chapter 2 provides a critical review of the previous studies on the theories of migrant entrepreneurship to construct the theoretical framework of multicultural embeddedness and identify the research gap. Next, Chapter 3 presents the research questions, methodological framework and research design. After that, Chapters 4-7 present the data analysis and discuss the research findings. Finally, Chapter 8 outlines the conclusions of this current research.

1.10 Summary

Chapter 1 discusses the research background, illustrating the significance of examining entrepreneurial breakout among Birmingham-based Hong Kong and mainland Chinese entrepreneurs, respectively, with a focus on economic growth and social integration within the entrepreneurial breakout process. Central to the examination of entrepreneurial breakout is Birmingham's Chinese Quarter, as the ethnic enclave for the Birmingham-based Chinese diasporic community in general and Chinese migrant entrepreneurs in particular. As one of the most representative inner-city Chinatowns in Europe, Birmingham's Chinatown has developed substantially, with a wide range of transnational business facilities that are integrated with the city's overall development. Notably, during the COVID-19 pandemic, migrant entrepreneurs utilised their transnational networks across the borders of nation-states to overcome the crisis. In the meantime, the mixed embeddedness theory, as the reference approach of migrant entrepreneurship research, has been criticised for its narrow focus on the lower end of the market due to adopting a static social perspective, and a lack of cultural perspective. Therefore, the overall objective of this current study is to explore the entrepreneurial breakout of Hong Kong and mainland Chinese entrepreneurs in the transnational, superdiverse context of Birmingham city, grounded on theoretical framework of multicultural embeddedness, with a focus on economic development and social integration.

Birmingham is the second largest city in the UK, with a superdiverse range of cultures, migrants and economies. Notably, migrants from Hong Kong and mainland China constitute the two major sub-groups of the Chinese migrant population in Birmingham, as three recent censuses show. Looking to the future, Birmingham is likely to witness further growth in the number of migrants from both Hong Kong and mainland China. Therefore, the city of Birmingham is an ideal location for examining entrepreneurial breakout, and Chinese migrant entrepreneurs from Hong Kong and mainland China were selected as the participants for this current research, shifting from an ethnic exceptionalism to a multicultural embeddedness perspective. Consequently, this current study is designed as qualitative interpretivist research, using semi-structured interviews to collect data from the two groups of Chinese entrepreneurs from Hong Kong and mainland China.

Based on the discussion of the research background and rationale, as well as the overall research aim of this current study, this thesis is structured into five parts. The thesis starts with Chapter 1, which introduces the research background and aim. Following the introduction, Chapter 2 presents a literature review, addressing the construction of the multicultural embeddedness framework and the identification of the research gap. The third part outlines the rationale underlying the research design. Next, the data analysis will be discussed and the conclusions of this current research will be presented. Based on the discussion of the research background and overall research aim, Chapter 2 critically reviews the previous studies on migrant entrepreneurship in general and the entrepreneurial breakout of Chinese migrant entrepreneurship in particular to identify the research gap and further refine the principal research aim as well as the objectives of this current study.

Chapter 2: Literature Review

2.1 Introduction

As discussed in Chapter 1, the overarching research objective of this current study is to conceptualise entrepreneurial breakout through the entrepreneurial experience of Birmingham-based Hong Kong and mainland Chinese entrepreneurs based on the theoretical framework of multicultural embeddedness. To achieve this research aim, a systematic literature review was conducted using research data obtained from Google Scholar, BCU online library, Business Source Premier, Gale Business: Insights, ProQuest One Business, Scopus and Web of Science, drawing attention to the key terms of ‘entrepreneurship’, ‘migrants’ and ‘ethnic minority’. Previous studies in the field of ethnic minority migrant entrepreneurship were reviewed using these key terms to discover the emerging research trends and identify the research gap in order to refine the overall research objective. Critical reviews of the previous literature direct highlight the significant developments in migrant entrepreneurship and ethnic minority entrepreneurship as well as the key concepts of the ethnic minority migrant entrepreneurship theories. Based on the critical reviews of the key concepts related to ethnic minority migrant entrepreneurship, the conceptual framework of multicultural embeddedness is constructed. With reference to the previous critical reviews of ethnic minority migrant entrepreneurship and the conceptual framework of multicultural embeddedness, a contextualised review of the previous studies on Chinese migrant entrepreneurship was conducted in order to identify the research gap that guided this current study, based on which, the overall research aim was further refined.

Noticeably, the previous studies revealed that migrant entrepreneurship has emerged from the migration studies and entrepreneurship research within the process of human movement into new localities (Anderson and Blinder, 2011), and from a perspective of ‘creative destruction’ (Schumpeter, 1934) to identify, utilise and transform entrepreneurial opportunities. In particular, the migrant entrepreneurship theories have evolved from middleman minorities theory, with a focus on the intermediate role of migrant entrepreneurs in the social structure (Bonacich, 1973) to the ethnic enclave hypothesis, addressing the values of co-ethnic social capital within entrepreneurial development (Wilson and Portes, 1980). More recently, intersectionality as a critical social theory has been widely employed in the migrant entrepreneurship research, providing critical explanations of the social world to inspire social action and social change (Dy and Agwunobi, 2018; Collins and Bilge, 2020). Meanwhile, the mixed embeddedness theory is recognised as the reference theory of migrant entrepreneurship, which is related to the entrepreneurial opportunity structure in dynamic political, economic, social and cultural contexts (Kloosterman and Rath, 2006; Ram et al., 2013). Therefore, the conceptual framework of multicultural embeddedness was constructed on the basis of critical reviews concerning the key concepts within the ethnic minority migrant entrepreneurship theories, paying special attention to the mixed embeddedness theory.

Taking into account the above discussion when conducting the literature review, constructing the conceptual framework multicultural embeddedness and identifying the research gap, the literature review is structured as follows. Following Section 1, as the introduction section, Section 2 outlines the critical reviews of the conceptual development of the ethnic minority migrant entrepreneurship, addressing the key concepts of ethnic minority entrepreneurship and migrant entrepreneurship, with a focus on the emerging themes of transnationalism, superdiversity and multiculturalism. Section 3 critically surveys the existing literature on the ethnic minority migrant entrepreneurship theories, with a focus on the mixed embeddedness theory. Based on the discussion of the mixed embeddedness theory, Section 4 focuses on the

construction of a multicultural embeddedness conceptual framework. Following Section 4, Section 5 presents a contextualised review of the studies of Chinese migrant entrepreneurship, while Section 6 identifies the research gap to facilitate the further refinement of the overall research objective. Finally, Section 7 summarises the chapter.

2.2 Emerging Themes of Ethnic Minority Migrant Entrepreneurship

The origin of the term ‘entrepreneur’ dates back to the Irish-French economist Richard Cantillon (Baumol, 1993), and entrepreneurship is defined as the process of engaging in new, different approaches to create new, different offerings as products and services, with the intention of generating personal wealth and societal value (Gartner, 1990; Kao, 1993). Entrepreneurship theories have been developed from economic, psychological and sociological perspectives (Hamilton and Harper, 1994; Carlsson et al., 2013; Liu et al., 2019). Previous studies also showed that ethnic minority migrant entrepreneurship, as a contemporary development of entrepreneurship, has made significant contributions to the regional and national economic development across the world (Levie and Hart, 2013), and has generated increasing interest from theoretical and policy perspectives worldwide as well as in the UK (Ram and Jones, 2008). To develop a thorough understanding of the theories on ethnic minority migrant entrepreneurship, this concept was critically reviewed from two perspectives; namely, ethnic minority entrepreneurship and migrant entrepreneurship. Therefore, in the following two subsections, the previous studies on the conceptual development of ethnic minority migrant entrepreneurship will be critically reviewed, with reference to ethnic minority entrepreneurship and migrant entrepreneurship.

2.2.1 Ethnic Minority Entrepreneurship

According to the United Nations, a minority is any group of individuals that make up less than half of the population in the entire territory of a State, with distinctive ethnic, cultural, religious or linguistic characteristics being shared within the group (United Nation Human Rights, 2005). Correspondingly, the UK government terms ethnic minorities as all ethnic groups except the white British group, excluding white minorities such as the Gypsy, Roma and Irish Traveller groups (Office for National Statistics, 2021). With reference to the definitions of minority and ethnic minority, ethnic minority entrepreneurship refers to business owners without representation in the majority populations within a State, which has generated benefits at the individual, societal, regional, national and global levels (Mavoothu, 2009). Critical reviews of the previous literature on the conceptual development of ethnic minority entrepreneurship identified two main themes, directing attention to the conceptual evolution of ethnic entrepreneurship and minority entrepreneurship, which will now be discussed.

(1) Ethnic Entrepreneurship

Given that ethnicity is related to groups of individuals with a shared origin and culture, ethnic entrepreneurship is conceptualised beyond the shared common connections with a focus on the formation, utilisation and development of social structures (Aldrich and Waldinger, 1990). In particular, ethnic entrepreneurship is characterised as low levels of financial and human capital, leading to fierce competition and high failure rates among small-scale ethnic enterprises, with a focus on the boundaries and connections between the ethnic and mainstream markets and resources (Kloosterman and Rath, 2002). At the heart of conceptual development, attention has been directed to the role of cultural factors during the entrepreneurial start-up and growth stages (Volery, 2007). The cultural school has attended to the key role that ethnic culture plays in the entrepreneurial process, which enables particular ethnic communities to achieve phenomenal success (Leung, 2002; Fregetto, 2004; Masurel et al., 2004; Tehseen and Anderson, 2020). The ethno-cultural approach within ethnic entrepreneurship has been heavily criticised for its ethnic

culture determinist perspective (Morris and Schindehutte, 2005; Jones and Ram, 2007; McPherson, 2019), which is termed ethnic exceptionalism, with a superficial understanding of the factors which impact the performance of ethnic enterprises, using ethnic culture to simplify the initiation and development of ethnic entrepreneurship (Ram and Jones, 2008). Although ethnic culture is not the only factor that determines the start-up and growth of ethnic enterprises, it is evident that ethnic culture plays a crucial role within the entrepreneurial process. Noticeably, there is an emerging trend of integrating the ethno-cultural approach with the structural perspective, to address the connections between ethnic culture and the entrepreneurial structure (Szkudlarek and Wu, 2018; Tehseen and Anderson, 2020).

(2) Minority Entrepreneurship

The concept of ethnic minority entrepreneurship has been further developed through discussions of minority entrepreneurship. Noticeably, according to the UN's definition of minorities (stated above), minority entrepreneurs are related to the marginalised characteristic of the ethnic diaspora, showing entrepreneurial capabilities by turning adverse entrepreneurial conditions into constructive entrepreneurial experiences (Cooney and Licciardi, 2019; Trehan et al., 2020; Cooney, 2021). Following the emerging trend in the ethnic entrepreneurship research, previous studies concerning minority entrepreneurship have focused on the dynamic view of access to resources and markets, paying particular attention to the relativity of minority and majority inter-relations. Notably, we have recently come to comprehend a local ethnic minorities as a global ethnic majority, with an anti-racism purpose and intention to reflect the dynamics that exist between national and global entrepreneurial contexts (Campbell-Stephens, 2021; Jackson, 2023). Central to the ethnic minority and global majority dynamics is the condition of migration, which will be examined in detail through a critical review of the recent literatures, presented in the next sub-section.

2.2.2 Migrant Entrepreneurship

Following the discussion in the previous subsection, key to the debate between the perspectives of ethnic minority entrepreneurs and global majority entrepreneurs is the international migration experience, providing migrant entrepreneurs with opportunities to develop their identity at both the local and global levels. Notably, migration has made the entrepreneurial process between the host and home countries dynamic, with the characteristics of transnationalism and superdiversity (Vertovec, 2007; Ram et al., 2008; Drori et al., 2009; Sepulveda et al., 2011; Mason and Harvey, 2013; Jones et al., 2014;). In a superdiverse entrepreneurial context (Vertovec, 2007; Ram et al., 2008; Sepulveda et al., 2011; Jones et al., 2014), attention has been directed to transnational entrepreneurial resources (Portes et al., 2002; Baycan-Levent and Nijkamp, 2009; Drori et al., 2009; Bagwell, 2017) through a multicultural entrepreneurial process (Brundin et al., 2009; Arrighetti et al., 2014; Dheer et al., 2018; Shinnie et al., 2021), particularly the dynamics related to the access to local and transnational entrepreneurial resources and markets. Therefore, the previous studies on transnational entrepreneurship, superdiverse entrepreneurial contexts and multicultural entrepreneurial contexts will be critically reviewed in the following three subsections.

(1) Transnational Entrepreneurship

As discussed in Chapter 1, with the deepening of globalisation, migrant entrepreneurs around the world increasingly demonstrate the characteristics of transnationalism (Portes et al., 2002; Drori et al., 2009; Vertovec, 2009), which means that the development of entrepreneurial capabilities are channelled through resources and markets in both the host and home countries, with a focus on the ethnic ties developed through the migration process beyond national borders (Portes et al., 2002; Portes et al., 2002; Baycan-Levent and Nijkamp, 2009; Drori et al., 2009;

Vertovec, 2009; Bagwell, 2017; Drori et al., 2009; Bagwell, 2017). Previous studies on the transnationalism of migrant entrepreneurship have revealed five emerging themes, as follows:

- The first theme directed attention to social networks, in order to explore the dynamics that exist between local and global social connections in the entrepreneurial process of transnational entrepreneurship (Kyle, 1999; Chen and Tan, 2009; Elo, 2014; Brzozowski et al., 2017; Moghaddam et al., 2018; Santamaria-Alvarez et al., 2018; Pruthi and Wright, 2019). Given the significance of social networks in migration studies, examinations of transnational entrepreneurship have been constructive, with the formation of a theoretical framework for globalized networks providing a theoretical lens for systematically examining the local and global social networks at the macro, meso and micro levels (Chen and Tan, 2009). Noticeably, recent studies have highlighted the importance of diaspora networks in transnational entrepreneurship (Elo, 2014), the crucial role of ethnic ties (Moghaddam et al., 2018), the fragmentation of social networks for post-conflict transnational entrepreneurs (Santamaria-Alvarez et al., 2018), the interaction between ethnic ties and professional networks (Pruthi and Wright, 2019) and the dynamism between ethnicity and transnational social networks (Brzozowski et al., 2017). The challenge related to examining transnational entrepreneurship from a social network perspective lies in the complexity of social networks, where it is difficult to differentiate accurately the roles and impacts of individuals' personal and professional connections as well as their local and transnational networks.
- Meanwhile, a second theme that has emerged from recent studies on transnational migrant entrepreneurship has focused on the characteristics of transnational entrepreneurs (Lin and Tao, 2012; Ribeiro et al., 2012; Harima and Baron, 2020), such as their age, gender and education qualifications (Lin and Tao, 2012) as well as the constant connection between the host and home countries, and the dual embeddedness of the home and host countries' entrepreneurial environment and being highly-educated (Harima and Baron, 2020). Noticeably, early study conducted by Portes et al. (2002) also highlighted the attribute of transnational entrepreneurs as being the elite of their diaspora community with regard to their educational attainment and migration status. However, the entrepreneurial trait approach in transnational entrepreneurship is limited to the extent and the frequency of transnational connection in the definition of transnational entrepreneurship. This means that, if occasional, less frequent transnational links were to be included in the definition of transnational entrepreneurs, the identification of the characteristics of transnational entrepreneurs would become meaningless, making them identical to migrant entrepreneurs. In addition, only a few previous studies have directed attention to the features of gender and the family to examine transnational entrepreneurs (Ribeiro et al., 2012; Ratten and Pellegrini, 2020), and these are of descriptive nature or adopt a policy perspective with a lack of theoretical engagement.
- The third theme was the institutional approach, that was by researchers to examine transnational entrepreneurs with a focus on the entrepreneurial socio-cultural context (Yeung, 2002; Urbano et al., 2011; Baltar and Icart, 2013; Moghaddam et al., 2018). The divergent characteristics of the institutional structure between the home and host countries were analysed to gain insights into transnational cross-border business operations (Yeung, 2002). Notably, there is an emerging trend, based on the integration of the institutional perspective with the entrepreneurship approach, to link the local

entrepreneurial ecosystem with the transnational entrepreneurial structure (Fuller-Love and Akiode, 2020; Harima et al., 2021) as well as the transformative role of the institutional support structure to the local entrepreneurial ecosystem (Taylor, 2021). The constraints related to adopting the entrepreneurial ecosystem approach from an institutional perspective lies in the complex relationship that exists between the key diameters of the entrepreneurial ecosystem and institutional theory. Consequently, the main contributors in a given institutional structure within a particular entrepreneurial context remain unclear. In the meantime, an increasing number of studies deliberate on the integration of institutional theory with the entrepreneurial context, addressing the socio-cultural factors that exist within the transnational entrepreneurial process (Urbano et al., 2011; Baltar and Icart, 2013). Notably, the entrepreneurial context has proved to be instrumental in understanding the institutional structure, albeit the boundaries between the entrepreneurial context and the institutional structure are often blurred and unclear.

- Following the discussion of the integration of institutional theory and the contextual perspective of entrepreneurship, the fourth theme is the adoption of an entrepreneurial context in the transnational entrepreneurship research (Portes et al., 2002; Urbano et al., 2011; Baltar and Icart, 2013; Bagwell, 2015; Dimitratos et al., 2016; Elo, 2019; Elo and Vincze, 2019; Syrett and Keles, 2019; Vershinina et al., 2019; Villares-Varela and Essers, 2021). According to Portes et al. (2002), the host and home country entrepreneurial contexts play a pivotal role in the transnational entrepreneurial process. Previous studies draw attention to the national contexts of Canada (Dimitratos et al., 2016), Germany (Elo, 2019; Syrett and Keles, 2019), the Netherlands (Villares-Varela and Essers, 2021), Spain (Urbano et al., 2011; Baltar and Icart, 2013; Villares-Varela and Essers, 2021), Sweden (Elo and Vincze, 2019; Syrett and Keles, 2019) and the United Kingdom (Bagwell, 2015; Dimitratos et al., 2016; Syrett and Keles, 2019). The strength of the contextual perspective lies in its analytical depth and breadth, with its capability to highlight the particular contextual factors of gender (Villares-Varela and Essers, 2021), the family (Vershinina et al., 2019) or ethnic culture (Dimitratos et al., 2016; Elo, 2019; Syrett and Keles, 2019). Notwithstanding this, the restriction related to adopting the contextual perspective of entrepreneurship is attributed to its role of providing an in-depth understanding of the entrepreneurial conditions rather than presenting a dynamic entrepreneurial analysis.
- Evidently, given that the entrepreneurial context is designed to clarify the background of the entrepreneurial process, previous studies often detect close links between the entrepreneurial contexts of the host and home countries and the mixed embeddedness theory, with an emerging theme of transnational embeddedness (Rusinovic, 2008; Bagwell, 2008; Ren and Liu, 2015; Bagwell, 2015; Bagwell, 2017; Colic-Peisker and Deng, 2019; Quan et al., 2019; Dang and Harima, 2020; Sigauke, 2021; Duan et al., 2022; Yamamura and Lassalle, 2022). Transnational embeddedness refers to a dual embedding process of transnational migrant entrepreneurs in both the host and home countries, thus addressing the contextual conditions of the transnational entrepreneurial process (Bagwell, 2017; Quan et al., 2019; Yamamura and Lassalle, 2022). Notably, Portes et al. (2002) pinpointed the dynamism that exists between the entrepreneurial context and the embedding process, stressing the entrepreneurial development process in both the host and home countries. Several previous studies explored the dynamism that exists between the entrepreneurial context and the embedding process (Solano, 2021; Harima, 2022; Yamamura and Lassalle, 2022; Solano et al., 2022). More recent

studies have focused on the process of transnational embeddedness, highlighting the simultaneous embedding process in both the host and home countries, which is referred to as the transnational dual embedding process (Ren and Liu, 2015; Bagwell, 2015; Bagwell, 2017; Colic-Peisker and Deng, 2019; Quan et al., 2019; Dang and Harima, 2020; Sigauke, 2021; Duan et al., 2022; Yamamura and Lassalle, 2022). The transnational embedding process involves entrepreneurs utilising various transnational resources to access a diverse range of markets, which is reflected as the superdiversity of the entrepreneurial context, which will be discussed in detail in the next subsection.

(2) Superdiverse Entrepreneurial Context

The analysis in Chapter 1 illustrates how the rapid increase in international migration has resulted in population superdiversity, with transnational migrants from various ethnic groups with divergent national identities adding complexity to the socio-economic context (Vertovec, 2007). Superdiversity, as a significant feature of the entrepreneurial context, has generated continued research interest among researchers around the world. Three themes have emerged from the previous studies on the superdiversity of migrant entrepreneurship, which are as follows.

- The first emerging theme is the superdiversity of business type and entrepreneurial development (Jones et al., 2012; Kloosterman et al., 2016; Yamamura, and Lassalle, 2020). Several studies have focused on the superdiversity of entrepreneurial practice, drawing links between population superdiversity and the superdiversity of entrepreneurial development (Sepulveda et al., 2011; Jones et al., 2012; Kloosterman et al., 2016; Yamamura, and Lassalle, 2020). Their research focus was on examining the extent to which divergent groups of migrant entrepreneurs within the same diaspora community differed from each other with regard to their entrepreneurial development processes. In particular, attention was drawn to the way in which population and ethnic diversity was translated into entrepreneurial diversity. Notably, this perspective is in line with the research objective of this current study. Specifically, entrepreneurial breakout is understood as the linkage between population superdiversity and entrepreneurial superdiversity, to explore the extent to which newly-arrived migrants with superdiverse backgrounds differ from their predecessors. Notably, earlier studies carried out in the UK and the Netherlands revealed that, despite the divergent characteristics of migrant entrepreneurs in general and with regard to their education background in particular, migrant enterprises that are founded by newly-arrived entrepreneurs tended to operate in the same sector within the marginalised enclaved market spaces as their predecessors (Jones et al., 2012; Kloosterman et al., 2016). Notably, the previous studies on superdiversity within migrant entrepreneurship failed to observe the sectorial changes within migrant enterprises operated by newly-arrived transnational migrant entrepreneurs with divergent characteristics compared to their predecessors. One possible explanation might be that the entrepreneurial process of breaking out of the ethnic enclaved industry into the mainstream economy is a gradual transformation rather than an immediate departure from the existing ethnic enclaved industry. In line with this viewpoint, Kloosterman (2016) highlighted that research carried out in Italy by Arrighetti et al. (2014) showed that migrant enterprises with a multicultural hybrid feature, through contact with the mainstream markets and resources, demonstrated higher survival rates and entrepreneurial resilience.
- The second emerging theme is the emphasis on the spatial dimension of superdiversity, with a focus on cities as significant localities when examining entrepreneurial

superdiversity (Sepulveda et al., 2011; Kloosterman et al., 2016; Yamamura and Lassalle, 2020; Shinnie et al., 2021; Nathan, 2022; Yamamura, 2022). According to Sepulveda et al. (2011), superdiversity is increasingly becoming a distinctive feature of a city economy. This point is supported and shared by several studies across Europe (Kloosterman et al., 2016; Shinnie et al., 2021; Nathan, 2022; Yamamura, 2022). In particular, several researchers highlighted this approach to draw attention to various areas and districts within cities in order to measure and comprehend the degree of superdiversity with greater accuracy (Yamamura and Lassalle, 2020; Shinnie et al., 2021; Nathan, 2022; Yamamura, 2022). Notably, in light of the spatial features at the district level of cities, the Entrepreneurial Superdiversity Index (Yamamura and Lassalle, 2020) and name-origin approach (Nathan, 2022) were designed to measure the degree of superdiversity. These approaches have proved to be effective in comprehending the superdiverse entrepreneurial context.

- Given that the superdiversity of an entrepreneurial context reflects the population superdiversity due to the rapid increase in the amount of international migration, an increasing number of studies is exploring the policy implications of the superdiversity of the entrepreneurial context (Ram et al., 2013; Abdou and Geddes, 2020; Andersson et al., 2022; López Peláez et al., 2022). From a policy perspective, the superdiversity of the entrepreneurial context requires the policy-makers to produce flexible policies in order to meet the needs of the various transnational migrant entrepreneurs with a diverse range of requirements (Andersson et al., 2022). Regarding the existing entrepreneurial support policy, marginalised migrant entrepreneur groups, who are newly-arrived at the UK, have been explored (Ram et al., 2013). There have also been calls by the research community for the policy-makers to effect sustainable social changes in the superdiverse entrepreneurial context (López Peláez et al., 2022). Previous studies on the policy perspective regarding the superdiversity of the entrepreneurial context have proved to be constructive, and action research with an engaged scholar approach, in particular, has proved to be extremely impactful in this regard.

(3) Multicultural Entrepreneurial Process

The discussion in Chapter 1 showed that multiculturalism as a concept is rooted in sociology, which stresses the principle of celebrating difference and promoting the collective recognition of individuals' ethnicity, gender and sexual orientation (Modood, 2013). Following the discussion of transnational entrepreneurship and the superdiverse entrepreneurial context, multiculturalism, as a concept that is closely associated with transnationalism and superdiversity, will be analysed by undertaking a critical review of the previous studies on multiculturalism and entrepreneurship. Two emerging themes have been identified, including the policy perspective of multiculturalism and multiculturalism as a multicultural entrepreneurial process, which will now be discussed:

- The first emerging theme is the policy perspective of multiculturalism (Joppke, 2007; Banting and Kymlicka, 2013; Kymlicka, 2013; Joppke, 2017; Vertovec, 2018). Since the turn of the new millennium, the previous dominant migration policy of multiculturalism has been increasingly challenged, and is blamed for forming parallel societies of minority groups and the cultural segregation of minority and mainstream communities (Vertovec, 2018). Consequently, there has been a shift from multicultural policies to civic integration policies in the majority of European countries (Joppke, 2017). In the UK, civic integration policies are adopted on the basis of the modest

strengthening of the existing multicultural policies, similar to the Canadian model of multicultural integration policies (Banting and Kymlicka, 2013). Multiculturalism promotes the evident aspiration of minorities to express their distinct practices beyond their basic civil rights, while neoliberal governments adopt transnational multiculturalism to support migrant entrepreneurs (Kymlicka, 2013). Meanwhile, civic integration requires migrants to be fully integrated into mainstream societies, valuing entrepreneurship as one of the key mechanisms for migrants becoming integrated into the labour market (Joppke, 2007). Therefore, the major challenge is to identify a suitable approach for a entrepreneurship support mechanism to meet the changing policy context.

- The second emerging theme is the multicultural entrepreneurial process, focusing on the multicultural transformation process of entrepreneurs and enterprises adapting themselves to suit the superdiverse, transnational entrepreneurial context (Pécoud, 2002; Arrighetti et al., 2014; Golob and Giles, 2017; Ojo, 2019; Radnai and Savoy, 2019; Shinnie et al., 2021). In response to the superdiverse entrepreneurial context with transnational channels through which to access a diverse range of markets and resources, a multicultural entrepreneurial transformation process has taken place at the individual level of entrepreneurs and at the organisational level of enterprises (Pécoud, 2002; Arrighetti et al., 2014; Radnai and Savoy, 2019; Shinnie et al., 2021). For transnational migrant entrepreneurs, the multicultural entrepreneurial process is reflected as a multicultural embedding process that is designed to allow them to integrate with the superdiverse entrepreneurial context through developing multicultural entrepreneurial capabilities (Radnai and Savoy, 2019; Shinnie et al., 2021). Meanwhile, at the organisational level, the evolution process in the development of multicultural hybrid ethnic enterprises with increasing contact with the mainstream markets and resources has been explored (Arrighetti et al., 2014). Therefore, the multicultural entrepreneurial process is concerned with the embedding process of transnational migrant entrepreneurship at the entrepreneur and organisational levels, to enable them to adapt and integrate themselves into the superdiverse entrepreneurial context.

Based on the above discussion of the key components of the ethnic minority migrant entrepreneurship concept through critically reviewing the previous studies, related to the multicultural entrepreneurial process in a superdiverse, transnational entrepreneurial context, the leading theories of migrant entrepreneurship will now be critically analysed in the following section.

2.3 A Critical Review of the Literature on Migrant Entrepreneurship

The discussion of the concept of ethnic minority migrant entrepreneurship in the previous section showed that ethnic minority migrant entrepreneurship is related to the set of socio-cultural patterns as social structures within the entrepreneurial process (Volery, 2007). Noticeably, focusing on the social structures of entrepreneurs from divergent ethnic groups, several migrant entrepreneurship theories have been constructed to clarify the socio-economic phenomena of ethnic minority entrepreneurship. In the following, the existing theories on migrant entrepreneurship will be critically reviewed, with a focus on their key concepts, in order to develop a conceptual framework of multicultural embeddedness, as a reflection of the transnational and superdiverse entrepreneurial context.

2.3.1 A Critical Study of the Ethnic Minority Migrant Entrepreneurship Theories

Migrant entrepreneurship, being a significant socio-economic phenomenon, has generated worldwide research interest since the 1970s, taking shape as a distinct field of study initially in America. From the seminal research by Wilson and Portes (1980) on the ethnic enclave economy to the widely-adopted reference approach of the mixed embeddedness theory (Kloosterman and Rath, 2006), there are rich sources of migrant entrepreneurship theories, which help to advance the theoretical discourse as well as the professional practice of migrant entrepreneurship. Therefore, in the following, the conventional theories on ethnic minority migrant entrepreneurship will be critically surveyed, in order to construct a conceptual framework of multicultural embeddedness.

(1) Ethnic Enclave Economy Hypothesis

An ethnic enclave economy was a term derived from institutional economics' dual labour market theory, and refers to a ghettoised ethnic-centred labour market with a self-employed ethnic minority and their co-ethnic employees, related to the spatial structure of ethnic enterprises (Averitt, 1968). It is associated with ground-breaking research on the Cuban ethnic enclave in Miami conducted by Wilson and Portes in 1980, which produced the ethnic enclave economy hypothesis, and is recognised as one of the most influential studies in the migrant entrepreneurship research field (Waldinger, 1993). Notably, an earlier concept of the ethnic economy, rooted in the middleman minorities theory, was constructed on the basis of co-ethnic business owners and their co-ethnic employees (Light et al., 1994). Compared to the ethnic enclave economy hypothesis, the concept of the ethnic economy excludes spatial clustering, with a focus on the relationship between general economy employment and co-ethnic employment. Therefore, the ethnic economy is a broader concept, which includes the ethnic enclave economy as well as the other co-ethnic businesses that are located outside the ethnic enclave. Several studies further developed the concept of the ethnic enclave as the dark side of multiculturalism, which is associated with racially-segregated and economically-disadvantaged ethnic minorities located in places where socio-economic disadvantages are most likely to be reproduced (Webner 2001; Stein, 2017). Meanwhile, several studies have comprehended the ethnic enclave economy as a recreation of the ethnic culture in the host country, through ethnic entrepreneurs demonstrating multicultural characteristics in the city space (Portes 1995; Ram et al., 2000; Webner 2001; Woosnam et al., 2018). Notably, the ethnic enclave economy is constructed with a focus on the spatial element, as a binary concept attending to the culture and ethnicity of the diaspora community as well as an administrative district with a racial integration function (Waldinger 1993; Light et al., 1994; Laguerre, 2010; Kim, 2018).

Critiques of the ethnic enclave economy hypothesis have pointed out that it was impossible accurately to differentiate between the respective impacts of the cultural and structural elements on migrant entrepreneurship (Butler and Herring, 1991). Meanwhile, the ethnic enclave has evolved over time, as witnessed by the modernisation and internationalisation of the Chinatowns in the major cities around the world (Barabantseva, 2016; Wong, 2017). Noticeably, with the development of transnational entrepreneurial connections, the concept of a 'transclave' was constructed to address the spatial characteristics related to the internationalisation of ethnic enclaves in a transnational context (Kim, 2018). It was proposed that the focus when examining the modern ethnic enclave economy should be on interpreting the dynamics between the development of transnational and the generation of spatial clusters, which originates within and expands beyond the ethnic enclave economy (Webner, 2001). Therefore, at the heart of the ethnic enclave hypothesis lies the concept of ethnic clustering, with a focus on both the physical location and digitalisation of enterprises, and the concept of

ethnic clustering is comprehended through interactions with industrial clustering. In addition, with reference to the historical development and confusion concerning the concepts of the ‘ethnic economy’, the ‘ethnic enclave economy’ and the ‘ethnic enclave economy hypothesis’, as shown in the above discussions, the concept of ethnic clustering can include ethnic businesses within and beyond the ethnic enclave, albeit the focus remaining on spatial clustering.

(2) Middleman Minorities Theory

In 1967, Blalock developed the middleman minorities theory, to explain the socio-economic progression of ethnic minority diaspora communities (Bonacich, 1973). According to this theory, ethnic solidarity is recognised as ethnic commercial strength, which includes low-cost labour from within the family, capital from communal resource-pooling, and the community and customer loyalty of one’s fellow group members (Barrett et al., 1996; Volery, 2007). With continued development, middleman minorities entrepreneurs have expanded their businesses into affluent metropolitan areas, attracting customers from the secondary as well as primary sectors of the host country’s mainstream economy (McEvoy and Hafeez, 2009). Transnational middleman minorities retain deep social, cultural and economic ties with their home country, regardless of the socio-economic conditions of these countries (Light, 2011). Middleman minorities entrepreneurs utilise their ethnic resources in terms of languages, networks and skills as competitive advantages in order to trade between their host and home countries (Wong and Ng, 2002; Min, 2013). Recently with the deepening of globalisation, middleman minorities entrepreneurs have evolved into transnational entrepreneurs, who contribute to the socio-economic integration of their migrant communities (Honig and Drori, 2010).

Given the close association between the ethnic enclaved economy and the middleman minorities theory (Light et al., 1994), central to the transnational migration of middleman minorities entrepreneurs is access to ethnic and professional resources at both the local and global levels (Henry et al., 2002; Nyiri, 2007; Nyiri, 2011). Therefore, to construct a dynamic understanding of how transnational migrant entrepreneurs break out of enclaved sectors into the mainstream economies, we must consider entrepreneurial resources in the form of capital at both the local and global levels in a superdiverse, transnational entrepreneurial context. Therefore, in the next subsection, we will discuss the forms of capital in relation to the access to resources.

(3) The Theoretical Lens of Intersectionality

The intersectionality framework is related to the intersections between gender, race, religion, class, and education background in the entrepreneurial process, with a focus on female entrepreneurship research (Harvey, 2005; Calas, 2007; Essers and Benschop, 2010; Fielden and Davison, 2012; Knight, 2014; Dy and Marlow, 2017; Sappleton 2018; Lassalle, 2019). Previous studies have focused on the experiences of ethnic minority female entrepreneurs in order to explore the complex processes of ethnic minority female entrepreneurship (Harvey, 2005; Essers and Benschop, 2007; Essers and Benschop, 2009; Fielden and Davison, 2012; Hikido, 2016). Notably, the analytical framework of intersectionality has been used extensively to investigate digital entrepreneurship (Dy and Carmina, 2015; Dy et al., 2017; Dy et al., 2018; L Wing-Fai, 2019). Previous studies found that digital entrepreneurship was a male-dominated industry, meaning that the offline inequality is reproduced in the online environment. Noticeably, the theoretical lens of intersectionality has been widely used in Black female entrepreneurship research as a useful mechanism for overcoming the existing inequality (Wingfield and Taylor, 2016) as well as exploring the reasons for the underperformance of Black entrepreneurs (Harper-Anderson, 2019).

Although the intersectionality theory has been effective in unlocking the dynamics that exist between intersecting entrepreneurial factors, these factors tend to be related to internal entrepreneurial capabilities, with the aim of contesting the authoritative discourse rather than resolving the current and potential problems within the entrepreneurial context. The fundamental problem associated with applying the intersectionality theory in entrepreneurship research lies in its incapacity to resolve the conflicts. Therefore, in the context of migrant entrepreneurs breaking out of their ethnic niche markets into the mainstream economy, it was proposed that the intersecting entrepreneurial factors were analysed in relation to spatial clustering and transnational capital, as an inherent dimension within the examination of the multicultural embedding process in a superdiverse, transnational entrepreneurial context.

(4) Mixed Embeddedness Theoretical Framework

Embeddedness is an interactive framework in the migrant entrepreneurship research, linking the external market conditions with the internal factor of entrepreneurial capabilities (Waldinger, 1986). Mixed embeddedness associates the supply side of ethnic resources to the demand side regarding access to markets in order to comprehend the entrepreneurial opportunity structure in light of the economic structure of the entrepreneurial context (Kloosterman et al., 2001; Volery, 2007), which is considered the reference theory in ethnic minority migrant entrepreneurship research (Ram et al., 2017; Yamamura, and Lassalle, 2020). The socio-economic positionalities of migrant entrepreneurs as well as their prospects of social progression were understood by their embeddedness in social networks as well as in their host and home countries' socio-economic and politico-institutional contexts (Kloosterman, 1996; Kloosterman, 2006). A growing number of empirical studies has adopted the mixed embeddedness theory in various entrepreneurial contexts, together with the emerging themes of superdiversity and transnationalism (Barrett et al., 2001; Ram and Theodorakopoulos, 2008; Price and Chacko, 2009; Jones et al., 2014; Kloosterman et al., 2016; Szkudlarek and Wu, 2018; Roos, 2019; Zhu et al., 2019). Meanwhile, the theoretical framework of mixed embeddedness has continued to evolve and improve (Kloosterman, 1999; Kloosterman and Rath, 2006; Ram and Theodorakopoulos, 2008; Kloosterman, 2010; Langevang et al., 2015; Solano, 2016; Bagwell, 2018; Kloosterman and Rath, 2018).

An increasing number of researchers are seeking to advance the spatial dimension of the mixed embeddedness theory (Baycan-Levent and Nijkamp, 2009; Wang, 2013; Zubair and Brzozowski, 2018). Previous studies applied this theory to the spatial structures of migrant entrepreneurship in order to explore the spatial variations in the entrepreneurial context around the world with regard to the development of migrant entrepreneurship (Baycan-Levent and Nijkamp, 2009; Coduras Martinez et al., 2013). In particular, there have been studies of the characteristics of enclaves' spatial structures (Wang, 2013) as well as diaspora communities without a co-ethnic enclave (Zubair and Brzozowski, 2018). Noticeably, a growing number of studies has incorporated transnationalism into the mixed embeddedness theory (Miera, 2008; Solano, 2016; Bagwell, 2018; Colic-Peisker and Deng, 2019). In a transnational entrepreneurial context, migrant entrepreneurs are linked with multiple layers of host and home countries' local and global opportunity structures (Bagwell, 2018; Wahlbeck, 2018). In particular, several studies link spatial elements with the opportunity structure (Baycan-Levent and Nijkamp, 2009; Coduras Martinez et al., 2013). Meanwhile, several recent studies have integrated transnationalism into the opportunity structure (Bagwell, 2018; Wahlbeck, 2018; Colic-Peisker and Deng, 2019). Therefore, it was proposed to incorporate access to the markets and resources with spatial and transnational elements into the opportunity structure to mixed embeddedness theory.

The mixed embeddedness approach has been criticised for its lack of historical cultural considerations, as it is narrowly focused on the lower end of the markets, and comprehends migrant entrepreneurship as existing in a static socio-cultural business environment rather than a dynamic transnational multicultural context (Peters, 2002). Consequently, a growing number of studies have drawn attention to the trend of migrant businesses entering mainstream economies by examining a new generation of migrant entrepreneurs from divergent socio-cultural backgrounds around the world, and showing that the entrepreneurial trajectory patterns of the newly-arrived migrant groups were similar to those of their predecessors (Ram et al., 2008; Jones et al., 2014). Notably, the finding that population superdiversity fails to translate into wider entrepreneurial diversity among newly-arrived groups of migrant entrepreneurs was based on the opportunity structure model, in which migrant entrepreneurs started a business with relatively modest capital, however divergent their levels of human capital and market accessibility with dissimilar growth potential (Kloosterman, 2006). Notably, in constructing a dynamic concept of entrepreneurial breakout, Kloosterman (2016) pointed out that research carried out in Italy by Arrighetti et al. (2014) showed that multicultural hybrid firms with diverse human resources access greater opportunities for survival and growth.

Based on the above discussions, opportunity structure is understood to be a core component of the mixed embeddedness theory, which associates the supply side of access to resources to the demand side of access to markets. Meanwhile, an increasing number of studies have linked spatial structure and transnational capital in the opportunity structure. Therefore, it is proposed to incorporate the spatial and transnational elements into the opportunity structure in order to construct the conceptual framework of multicultural embeddedness. The construction of the multicultural embedded conceptual framework will be discussed in detail in the next subsection.

2.3.2 A Critical Analysis of the Key Concepts of Migrant Entrepreneurship

The previous subsection presented a critical examination of the leading theories within the migrant entrepreneurship research. Through critically reviewing the existing migrant entrepreneurship theories, the key concepts of the migrant entrepreneurship research have been identified, which will be analysed in detail in the following subsection, in order to construct a conceptual framework of multicultural embeddedness.

(1) Access to Markets

Literature reviews on the conceptual developments of ethnic minority migrant entrepreneurship, with reference to the ethnic minority migrant entrepreneurship theories in general and the mixed embeddedness theory in particular, have identified the emerging trend for exploring the dynamics that exist within the access to resources and markets between ethnic and mainstream enterprises in light of the entrepreneurial opportunity structure, which is a key component of the multicultural embeddedness framework. Notably, three themes emerged from the critical reviews of the previous research on the access to the markets, including ethnic clustering, industrial clustering and the digitalisation of enterprises, which will be examined in detail in the following three subsections.

(1.1) Ethnic Clustering

The discussion of the ethnic enclave hypothesis in the previous subsection showed that, according to the ethnic enclave hypothesis, ethnic minority migrant entrepreneurs and their co-ethnic employees benefited from the ethnic clustering by staying within the ethnic enclave economy. Therefore, ethnic clustering is closely associated with the ethnic enclave hypothesis, in relation to the spatial dimension of migrant entrepreneurship in a superdiverse, transnational

entrepreneurial context. Ethnic clustering in the research context of migrant entrepreneurship means the geographical concentration of a particular ethnic group in a specific geographical location (Rekers and Van Kempen, 2000; Selvarajah and Masli, 2011; Wang, 2013; Wang, 2018; Torres et al., 2021) as well as a high density of ethnic entrepreneurs from certain ethnic communities in a particular industry (Razin and Light, 1998; Basu and Werbner, 2001; Kerr and Mandorff, 2023). Therefore, there are two dimensions of ethnic clustering; namely, geographical dimension and industrial dimension. Noticeably, the question of whether ethnic clustering is more a geographical or an industrial dimension continues to be debated, generating discussions among researchers across the world. Previous studies adopted a more geographical centred approach in examining ethnic clustering, arguing that the development of ethnic businesses depended on concentrated geographical locations, given that the co-ethnic ties were often generated through street-level, informal channels (Rekers and Van Kempen, 2000; Selvarajah and Masli, 2011; Wang, 2018; Torres et al., 2021). Meanwhile, researchers who supported an industrial centred approach to analysing ethnic clustering pointed out that a territorial centred approach was likely to exclude ethnic businesses that operated outside the geographically concentrated area (Razin and Light, 1998; Basu and Werbner, 2001; Kerr and Mandorff, 2023). Arguably, the focus of the debate is the level of analysis of ethnic clustering, meaning that a local level analysis of ethnic clustering tends to focus on geographical clustering whereas the analysis of ethnic clustering at national level is related to the industrial dimension of ethnic clustering. As stated in 2.3.1, compared to the ethnic enclave economy hypothesis, the concept of ethnic clustering has a capacity to incorporate both geographical clustering and the industrial dimension. Given that the purpose of reviewing the key concepts of the migrant entrepreneurship theories was to construct a conceptual framework of multicultural embeddedness, the concept of industrial clustering will be examined in detail in the next subsection, in order to clarify the concept of ethnic clustering.

(1.2) Industrial Clustering

Turning away from the ethnic clustering, migrant enterprises are associated with their industrial sectors, with a link between ethnic and industrial clustering. In this respect, the concept of industrial clustering is slightly different to its conventional definition, which is based on cluster theory (Lines and Monypenny, 2006). Cluster theory is the leading theory for examining regional development, and Michael Porter's (1990) seminal research on the importance of regional clusters in relation to national competitiveness was the first to link the cluster theory with the regional development theory (Feser, 1998). According to the cluster theory, industrial clustering refers to geographical concentrations of businesses in associated industries, with a shared market structure regarding the supplies of resources, including talents and demands from the markets (Walts, 2000). Notably, given that industrial clustering was analysed in order to construct the conceptual framework of multicultural embeddedness, industrial clustering within the conceptual framework refers to the geographical concentrations of enterprises in associated sectors as leading industries in cities and regions, with a shared market structure regarding the supplies of resources and market demands in the contexts within which the ethnic industries are embedded. Therefore, the reason for examining industrial clustering is to develop an understanding of the relationship between the mainstream economy and the ethnic economy in the local area. However, previous studies reveal that there exists a huge gap in the examination of the relationship between the industrial clustering of regional development and the ethnic clustering on ethnic economy in the local region. The previous research on industrial clustering and ethnic minority migrant entrepreneurship regarded transnational migrant entrepreneurs as the significant actors and exogenous factors in the formation and development of local industrial clustering (Wijaya et al., 2021) as well as the weakening of local industrial clustering (Henn, 2012). Several researchers also highlighted the key roles that social capital

plays within the embedding process of Chinese migrant entrepreneurs from Wenzhou city and its surrounding areas into the textile and garment cluster in Italy (Zhang and Zhang, 2016; Guercini et al., 2017; Biggeri and Braitto, 2022; Biggeri et al., 2022). Notably, an increasing number of studies focused on the roles that migrant entrepreneurship played in advancing the local distinctive industrial clusters in various regions across China through Chinese internal migration from the rural locations to urban spaces (Zheng, 2010; Bellandi and Lombardi, 2012; Chu, 2016; He et al., 2019). Previous studies, particularly those based in China, have proved that the comparative perspective between ethnic clustering and industrial clustering helps to clarify the embedding process of migrant entrepreneurship within regional industrial clusters. Therefore, the adoption of industrial clustering in the conceptual framework of multicultural embeddedness was intended to clarify how entrepreneurial breakout influences access to the markets, through examining the relationship between local clusters of ethnic businesses and the industrial clustering of the regional economy.

(1.3) Digitalisation of Enterprises

Following the above discussion of how ethnic clustering and industrial clustering affect access to the markets, in reaction to the COVID-19 crisis, a third theme emerged from the previous literature on the digitalisation of enterprises (Banks et al., 2020; Döhring et al., 2021; Härmand, 2021; Ratten, 2021; Xiong et al., 2023). The digitalisation of enterprises became of increasing significance, given the urgent need to accelerate this process due to business closures, remote working and social distancing during the COVID-19 pandemic (Stephan, Zbierowski and Hanard, 2020) and it became possible to compare the significance of digitalization during and after the pandemic (Seetharaman, 2020; Verma and Gustafsson, 2020; Ratten, 2021). Meanwhile, because the COVID-19 crisis caused dramatic changes to business operations, the digitalisation of enterprises becomes increasingly relevant when examining migrant entrepreneurs' capability to access the markets. Noticeably the two elements of spatial clustering (industrial clustering and ethnic clustering) also appear relevant when examining the digitalisation of enterprises from the perspective of digital space rather than physical location, since the impacts of digitalisation diverge in different sectors (Degryse, 2016; Plekhanov and Netland, 2019) as well as among various ethnic diaspora (Marino, 2015; Pannocchia, Bayerl and Hough, 2020). In particular, in order to clarify the analysis, the examination of the effect of ethnic clustering and industrial clustering on the entrepreneurial digitalisation process shall focus on the various digital platforms used in ethnic enclaved markets as well as in the mainstream markets (Brouard et al., 2023).

(2) Access to Resources

As shown in the last subsection, a critical review of the previous studies, concerning the conceptual developments regarding ethnic minority migrant entrepreneurship with reference to the migrant entrepreneurship theory in general and the mixed embeddedness theory in particular, unveiled the emerging trends about the dynamics that exist related to ethnic and mainstream enterprises accessing resources and markets. Notably, the critical review of the previous research on accessing resources identified forms of capital, including financial, social, and human capital, which will be analysed in detail in the following three subsections.

(2.1) Financial Capital

Financial capital in general and transnational financial capital in particular is of great significance for migrant businesses, Chinese-owned businesses demonstrate a significantly higher propensity to access start-up finance from banks and other formal sources (Smallbone et al., 2003). However, according to Smallbone et al. (2003), the reasons why Chinese-owned migrant enterprises have a significantly higher rate of access to start-up financial capital were

unclear, as ethnic businesses in the Chinese community have been under-researched. Furthermore, the previous research also demonstrated that both human capital and financial capital are the major components for small businesses in general and migrant businesses in particular, with the interplay between human capital and financial capital significantly impacting the birth and growth of ethnic businesses (Dunn and Holtz-Eakin, 2000; Coleman, 2007; Khan et al., 2019).

(2.2) Social Capital

Social capital is closely linked to human capital and financial capital. Evidently, the dynamic interactions among transnational social, human and financial capital reflect Granovetter (1985)'s notion of embeddedness. According to Granovetter (1973), economic relations are embedded in social networks, with weak social ties being critical to individuals' identification of opportunities and integration into the community. Kloosterman (2006) further developed the concept to create the theoretical framework of mixed embeddedness. The mixed embeddedness theory focuses on the opportunity structure of migrant entrepreneurship, linking access to resources as human capital with access to markets through entrepreneurial growth potential (Kloosterman, 2006; Kloosterman et al., 2016). According to Kloosterman (2006), mixed embeddedness refers to the dual embeddedness of institutional embeddedness as the institutional structure of migrant enterprises and social embeddedness on the networks of social relations for migrant entrepreneurs. Evidently, although the literature shows that social capital is of great significance in understanding embeddedness, the analysis of social capital is often extremely complex, which complicates the analysis of the entrepreneurial embedding process. Noticeably, social capital is closely associated with human capital, which means that, through an analysis of human capital, the dynamic features of social capital have been identified.

(2.3) Human Capital

According to Goldin (2016), human capital refers to the stock of skills that an entrepreneur possesses, with education and training, and health being the key elements. In addition to education, work experience is also considered a major component of human capital (Coulombe et al., 2014). Notably, the previous research has also demonstrated that financial, social and human capital are the major components for small businesses in general and migrant businesses in particular, with the interplay between human capital and financial capital significantly impacting the birth and growth of ethnic businesses (Dunn and Holtz-Eakin, 2000; Coleman, 2007; Khan et al., 2019). Several previous studies highlighted the positive correlation between human capital and economic growth (Barro, 2001; Goldin, 2016; Gennaioli et al., 2013). In particular, human capital plays a pivotal role during the entrepreneurial growth process, which is included in the theoretical framework of mixed embeddedness (Kloosterman and Rath, 2006). Therefore, from an entrepreneurial growth perspective, which views entrepreneurial breakout as an entrepreneurial growth process, with regard to access to resources, it will be useful to adopt human capital when examining entrepreneurial breakout. Noticeably, the above discussion on the conceptual developments of access to the markets and resources outlines the key concepts that have been identified through critical reviews of the existing theories on ethnic minority migrant entrepreneurship, which identify the opportunity structure as a key component of the multicultural embeddedness theory.

(3) Entrepreneurial Breakout

The previous literature showed that there has been an emerging trend of ethnic minority migrant entrepreneurs breaking out of their enclaved low-growth sectors into the mainstream markets with relative high-growth potential. As discussed in Chapter 1, newly-arrived migrant entrepreneurs with transnational business channels are increasingly breaking into the

mainstream sectors in a superdiverse entrepreneurial context through a multicultural embedding process. Therefore, a detailed analysis of entrepreneurial breakout will be undertaken, based on the key concepts of transnational entrepreneur, a superdiverse entrepreneurial context and a multicultural embedding process.

(3.1) Entrepreneurial Breakout of Transnational Entrepreneurs

As discussed in Chapter 1, transnational ethnic minority migrant entrepreneurs refer to entrepreneurs who possess the entrepreneurial capabilities that are associated with opportunity channels to access the markets and resources of more than one country (Portes et al., 2002; Drori et al., 2009; Vertovec, 2009; Bagwell, 2017). The previous research showed that transnational entrepreneurs rated entrepreneurial channels across a nation state more highly than the channels within their local region, due to a change in the global dynamics of migrant entrepreneurship from local, labour-intensive enterprises to global, knowledge-intensive businesses, with a focus on transnationalism as a key feature of international migration (Nazareno, Zhou and You, 2018). Meanwhile, the emerging trend of entrepreneurial breakout, with transnational migrant entrepreneurs increasingly using cross-border transnational connections, signifies the improvement of entrepreneurial quality from low-growth, stagnating sectors to high-growth, expanding markets with globalised, transnational markets and resources (Daniel, Henley and Anwar, 2019).

(3.2) Entrepreneurial Breakout in a Superdiverse Context

In relation to the superdiverse entrepreneurial context, entrepreneurial breakout measures the extent to which population superdiversity is translated into entrepreneurial superdiversity (Sepulveda et al., 2011). In particular, newly-arrived migrants from a diverse range of localities across the world arrive in various locations in their host countries, who are better educated and better resourced than their predecessors, and reflect the ethnic and cultural diversity of diaspora entrepreneurs, the entrepreneurial diversity of migrant enterprises and the city region diversity of the entrepreneurial context (Ram et al., 2013; Yamamura, and Lassalle, 2020). Notably, in a superdiverse entrepreneurial context, entrepreneurial breakout is also reflected as the distance between the traditional ethnic sector and the emerging ethnic industry as well as the dynamics between entrepreneurial clusters of ethnic sectors and local region industrial clustering (Rekers and Van Kempen, 2000; Bellandi and Lombardi, 2012; Allen and Busse, 2016). In reaction to the increasing social segregation and anti-immigrant attitudes that have emerged since the COVID-19 outbreak, entrepreneurial breakout is recognised as a combination of divergent transnational resources that are used to protect the market position in the mainstream industries (Esses and Hamilton, 2021).

(3.3) Entrepreneurial Breakout as a Multicultural Embedding Process

Breakout is traditionally comprehended as a diversification process, meaning that ethnic enterprises, through diversifying their offerings of product and services, are moving from the ethnic niche markets into the mainstream sectors (Ram and Hillin, 1994; Ram et al., 2003; Lassalle and Scott, 2018). Evidently, during the process of breaking out of the co-ethnic markets with relative low-growth prospects into the mainstream markets with relative high-growth potential, due to their increased contact with the multicultural entrepreneurial context, ethnic enterprises have increasingly demonstrated the features of multicultural hybridism (Arrighetti et al, 2014). Therefore, the entrepreneurial breakout process is understood to be a multicultural entrepreneurial advance, with dynamism existing between the multicultural development of enterprises and the multicultural entrepreneurial context. This means that entrepreneurial breakout is a multicultural embedding process in a superdiverse, transnational context. Notably, multiculturalism, as a concept, is rooted in sociology, which stresses the

principle of celebrating difference and promoting the collective recognition of an individual's ethnicity, gender and sexual orientation (Modood, 2013). According to Modood (2013), multiculturalism in Europe in general and in the UK in particular is a social phenomenon that has been shaped, not by the emergence of multicultural policy, but due to the rapid increase in international migration. To reflect the core principle of multiculturalism as well as its close connection with international migration within the entrepreneurial breakout process, the concept of multicultural embeddedness is constructed on the basis of the mixed embeddedness theory, which stresses the dynamism that exists between the opportunity structure of transnational entrepreneurs in a superdiverse entrepreneurial context. In the following section, the conceptual framework of multicultural embeddedness will be analysed in detail.

2.4 Multicultural Embeddedness as a Dynamic Framework for Breakout

Based on the discussion in the previous sections, the literature reviews of the leading theories and key concepts of migrant entrepreneurship have revealed that entrepreneurial breakout represents the multicultural embedding process of transnational migrant entrepreneurs breaking out of low-growth, niche sectors into high-growth, mainstream industries in a superdiverse entrepreneurial context. Notably, the opportunity structure is a key component of the multicultural embeddedness framework, which will be analysed in detail in the following subsection.

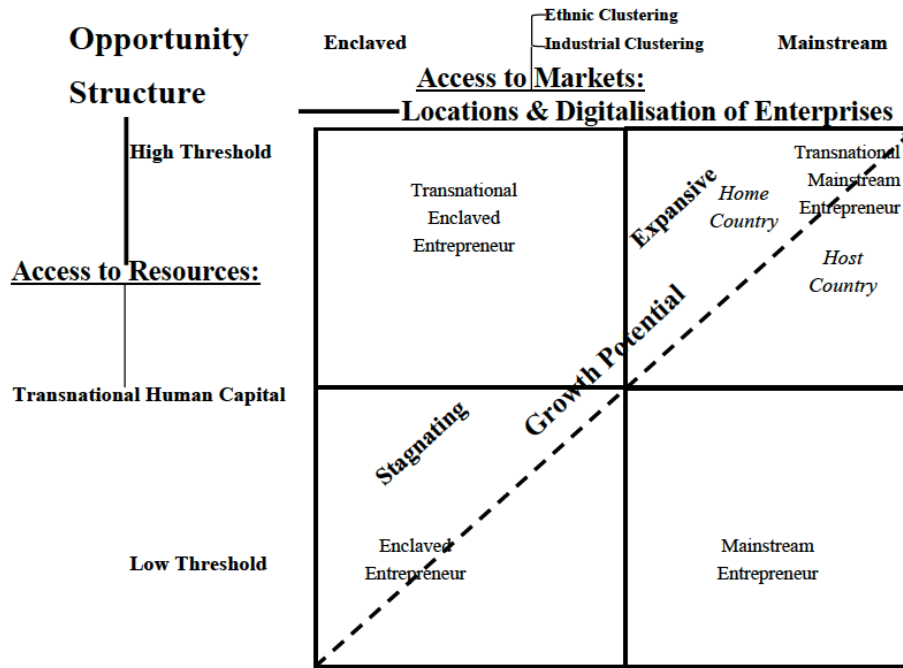
2.4.1 A Transnational Perspective on Opportunity Structure

Rooted in the seminal research on the ethnic enclave economy hypothesis, conducted by Wilson and Portes (1980), the concept of entrepreneurial breakout is constructed based on the fact that ethnic minority migrant entrepreneurship is developed through divergent trajectories of ethnic change rather than a unified assimilation process of ethnic integration to leave the ethnic enclave economy and enter the host country's mainstream industries (Aldrich and Waldinger, 1990; Waldinger, 1993). Three themes have emerged from previous studies:

- Firstly, an increasing number of researchers have discussed superdiversity and transnationalism in relation to the breakout opportunity structure (Sepulveda et al., 2011; Jones et al., 2012; Ram et al., 2013; Portes and Yiu, 2013; Jones et al., 2014; Jones et al., 2015; Kloosterman et al., 2016; Rodgers and Williams, 2019; Vershinina and Rodgers, 2019; Yamamura and Lassalle, 2019). In particular, new generation transnational migrant entrepreneurs have been compared to their forerunners in light of the breakout opportunity structure (Jones et al., 2012; Ram et al., 2013; Jones et al., 2015; Kloosterman et al., 2016; Kloosterman and Rath, 2018; Rodgers and Williams, 2019).
- Secondly, the research over the years has shown an emerging trend towards integrating superdiversity and transnationalism into the mixed embeddedness theory, with a focus on reconceptualising entrepreneurial breakout in light of the opportunity structure (Kloosterman and Rath, 2001; Kloosterman and Rath, 2006; Korsgaard et al., 2015; Lassalle and McElwee, 2016; Barberis and Solano, 2018; Kloosterman and Rath, 2018). Notably, the interrelation between social and structural embeddedness has been studied in light of the opportunity structure (Kloosterman et al., 2016; Lassalle and McElwee, 2016; Bagwell, 2017; Lassalle, 2018), stressing that diversity exists within and between ethnic groups in a transnational context due to the divergent transformation trajectories of ethnicities with reference to space and time in the entrepreneurial context (Barrett and Vershinina, 2007; Storti, 2014).

- Lastly, several recent studies have foregrounded a cultural perspective in order to explore the dynamism that exists with regard to access to research and markets concerning the breakout opportunity structure in a superdiverse, transnational entrepreneurial context (Arrighetti et al., 2014; Gonzalez and Campbell, 2018; Wang and Warn, 2019). In particular, the multicultural embedding process, as a development process for entrepreneurial diversity, has been examined from a breakout resource to a solution perspective (Arrighetti et al., 2014) and through categorizations of the breakout strategies (Gonzalez and Campbell, 2018). The cultural perspective of breakout has been further developed as a means of cultural consumption through fusing ethnic and mainstream cultures to achieve social integration (Allen and Busse, 2016) as well as by employing the role of cross-cultural capabilities as a competitive advantage for ethnic minority migrant entrepreneurship (Wang and Warn, 2019).

To reflect the emerging themes of the breakout opportunity structure, a conceptual framework of multicultural embeddedness was proposed, based on the migrant entrepreneurship theory of mixed embeddedness (Kloosterman and Rath, 2006) and multicultural hybridism (Arrighetti et al., 2014) from a perspective of organizational diversity in a multicultural breakout entrepreneurial context. The conceptual framework of multicultural embeddedness focuses on the unsettled duality of migrant entrepreneurs during their journey to break out of their ethnic niche into the mainstream markets as a multicultural embedding process. It draws attention to the development of a dynamic understanding of the multifaceted concept of breakout in a superdiverse, transnational entrepreneurial context, with the aim of clarifying the degree of diversity that exists between the transnational ethnic and mainstream markets within and between different ethnic groups. Multicultural embeddedness is constructed beyond the narrow imagination of entrepreneurial breakout as an economic assimilation process, embracing the plural conceptualisation of the host and home countries' mainstream markets and beyond, as future breakout destinations. Following Shinnie et al. (2021), the conceptual framework of multicultural embeddedness is shown in Figure 2, which was developed on the basis of the typology of the markets according to their accessibility and growth potential (Kloosterman and Rath, 2006) and multicultural hybridism (Arrighetti et al., 2014), combined with the integration of transnationalism (Portes et al., 2002; Drori et al., 2009; Vertovec, 2009; Waldinger and Fitzgerald, 2004; Wahlbeck, 2018).



**Figure 2. Transnational Opportunity Structure
Adapted from Shinnie et al. (2021)**

(1) Access to the Markets: Ethnic and Industrial Clustering

Migrant entrepreneurship, as a distinct research field, originated in America, owing to seminal research carried out by Bonacich (1973), Light (1994) and Wilson and Portes (1980). Noticeably, North American researchers cognised cultural processes as a pivotal component in the development of the entrepreneurial process (Barrett et al., 1996). The pivotal role of ethnic culture was reflected within the process of constructing an ethnic entrepreneurial identity, assuming that ethnicity is a negotiated pattern of social structures that exists within and beyond the ethnic diasporic communities (Waldinger, 1993; Volery, 2007). It focuses on the idea that migrants utilise their entrepreneurial resources to relocate to an unfamiliar socio-cultural environment, rather than simply labelling certain ethnic groups as culturally programmed to be more entrepreneurial than others (Jones and McEvoy, 1986; Waldinger et al., 1990; Light, 1994). Early studies on ethnic minority entrepreneurship in the UK largely followed the North American tradition of giving ethnic culture a central role in the migrant entrepreneurship research (Barrett et al., 1996). Multicultural embeddedness defines migrant entrepreneurs who intend to break out of their co-ethnic sectors into the mainstream industries as in a multicultural embedding process, with a focus on access to the markets and resources as a breakout opportunity structure. The multicultural embeddedness perspective stresses the shift from a distinction between migrant and native businesses to the integration of migrant entrepreneurship into a multicultural entrepreneurial context by means of entrepreneurial multiculturalism.

Spatial clustering is the first dimension, which has played a significant role in the development of the migrant entrepreneurship research (Wilson and Portes, 1980; Webner, 1990; Zheng and Zhao, 2017) as well as the mixed embeddedness theory in particular (Kloosterman et al., 1999, Kloosterman and Rath, 2006). Given that a substantial number of migrant entrepreneurs have become transnational, with the capacity to maintain transnational connections over long periods of time, even over generations, spatial clustering is of huge significance in a transnational entrepreneurial context (Valenzuela-Garcia et al., 2018). Notably, in light of the

discussion of the leading migrant entrepreneurship theories and the key concepts of migrant entrepreneurship, spatial clustering is comprehended through ethnic clustering and industrial clustering. In reaction to the COVID-19 crisis, the physical location of enterprises become less significant whereas the digitalisations of enterprise was added to the typology of transnational migrant entrepreneurs, given the urgent need to accelerate this digitalization, and its growing importance, during and after the COVID-19 pandemic (Stephan et al., 2020; Seetharaman, 2020; Verma and Gustafsson, 2020; Ratten, 2021).

(2) Access to Resources: Transnational Human Capital

Transnational capital, as the second dimension, is incorporated to reflect the significance of transnational resources in an entrepreneurial breakout context with a focus on transnational human capital. Given that, in an overarching, interactionist, transnational social network, the entrepreneurial strategic resources include financial capital, labour capital and social capital, with a focus on human capital (Kloosterman and Rath, 2006; Kloosterman and Rath, 2018), transnational capital is analysed in the form of transnational human capital. Notably, as shown in Subsection 2.3.2, previous studies have highlighted the positive correlation that exists between human capital and economic growth (Barro, 2001; Goldin, 2016; Gennaioli et al., 2013), which provides a rationale for including human capital as a measure of the access to resources. Noticeably, human capital functions differently in the conceptual framework of multicultural embeddedness compared to the mixed embeddedness theoretical framework, meaning that human capital is a measure of the access to resources in the former but an indicator of access to the market in the latter. Meanwhile, the previous research revealed the impact of gender on the positive correlation between human capital and economic growth, as highly-educated women were not being utilised effectively in the labour markets (Barro, 2001). In addition, previous studies highlighted the significance of different levels of education when examining human capital (Arshed et al., 2021; Jafari-Sadeghi et al., 2020). Therefore, given the emergence and significance of transnationalism in regard to entrepreneurial breakout, in constructing an opportunity structure as a key component of a multicultural embeddedness framework, transnational human capital is incorporated as a measure of the access to resources, thereby addressing the impact of gender and education level on entrepreneurial breakout.

From a multicultural embeddedness perspective, ethnic culture is located where the ethnic and entrepreneurial identities of migrant entrepreneurs meet, which is a continued entrepreneurial development process for migrant entrepreneurship as an embedding process between minority cultures and the mainstream multicultural context. Notably, ethnic culture is a dynamic concept, that interacts with migrant entrepreneurship during the breakout process. As shown in Figure 2, growth potential links the resources of migrant entrepreneurs to the breakout opportunity structures. In line with Kloosterman and Rath (2006), vacancy-chain openings anticipate a lower threshold of human capital, with a relatively lower growth potential, while the post-industrial markets require a high threshold of human capital, with a relatively high-growth potential. Utilizing the same principle, with reference to access to the markets and resources, transnational entrepreneurs are categorised as enclave-market entrepreneurs, niche-market entrepreneurs, middleman entrepreneurs, mainstream market entrepreneurs, transnational enclaved entrepreneurs, transnational middleman entrepreneurs and transnational mainstream entrepreneurs. Among these five types, enclaved entrepreneurs possess the lowest growth potential while transnational mainstream entrepreneurs have the highest growth potential.

2.4.2 Reconceptualising Breakout in a Superdiverse, Transnational Context

By employing the conceptual framework of multicultural embeddedness, this current study aims to comprehend entrepreneurial breakout in a superdiverse, transnational context, in order to

explore the extent divergent groups of Chinese entrepreneurs who have extended beyond the Chinese ethnic economy of the catering sector in the UK. In particular, there are three main research objectives in this current study:

- 1) To develop an understanding of embeddedness in a breakout entrepreneurial context related to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.
- 2) To comprehend embeddedness through examining the opportunity structure in relation to the Chinese catering industry concerning access to the markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.
- 3) To construct a theoretical framework of multicultural embeddedness through reconceptualising entrepreneurial breakout in relation to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.

Meanwhile, there is an emerging trend among researchers to develop a dynamic theoretical framework between the superdiverse, transnational entrepreneurial context and the breakout opportunity structure in the migrant entrepreneurship research. In a context of migrant entrepreneurs breaking out of their co-ethnic niche markets into their host country's mainstream economy, the examination of the breakout entrepreneurial context of transnational migrant entrepreneurs in relation to the entrepreneurial opportunity structure was intended to unlock the dynamics between the diaspora and the transnational entrepreneurial resources and the channels open to the diaspora as well as the transnational breakout markets, in order to develop a dynamic theoretical framework between the entrepreneurial socio-economic context and the breakout opportunity structure in the migrant entrepreneurship research. In a context where migrant entrepreneurs break out of their co-ethnic niche markets into the host country's mainstream economy, our examination of the entrepreneurial breakout of transnational migrant entrepreneurs in relation to the entrepreneurial breakout opportunity structure focused on the entrepreneurial embedding process related to access to the markets and resources. In particular, with regard to access to the markets, attention is directed to the ethnic and industrial clustering in Birmingham's Chinese Quarter, as a Chinese ethnic enclave. Notably, due to the impact of COVID-19, with regard to access to the markets, an additional dimension of the digitalisation of enterprises was incorporated in our examination of the access to markets. Notably, the concepts of ethnic clustering and industrial clustering were applied to the digitalisation of enterprises. Meanwhile, with regard to the access to resources, attention was drawn to transnational human capital in order to comprehend entrepreneurial breakout, given that Kloosterman (2016) highlighted that, according to Arrighetti et al. (2014), multicultural hybrid firms have a better chance of survival. Therefore, the construction of a multicultural embeddedness framework was focused on the breakout opportunity structure in a multicultural embedding process. In summary, the conceptual framework of multicultural embeddedness was constructed in connection with the leading theories and key concepts of migrant entrepreneurship, with reference to access to the markets and resources, and drawing dynamic links between spatial clustering, including physical and digital clustering, and transnational human capital. Noticeably, given the significance of the context in the entrepreneurship research, literature on the research context of this current study will be analysed in detail in the next section.

2.5 A Contextualised Review of Studies on Chinese Migrant Entrepreneurship

Based on the discussion of the migrant entrepreneurship theories as well as the construction of a multicultural embeddedness framework, and given the importance of the entrepreneurial context, the literature on Chinese migrant entrepreneurship was also critically surveyed, and will be explored in this section. Evidently, in the UK, migrants from China are traditionally considered as highly entrepreneurial in nature, which is stereotyped as a ‘Jewish’ future (Rex and Tomlinson, 1979). Through continued development, Chinese migrant enterprises have transferred their emphasis on niche resources within diaspora ethnic communities towards diversification into the mainstream institutions and markets, as reflected by the formation of Chinese diaspora business organisations, which are playing a dynamic role in Britain’s mainstream economy (Patel, 1991; Aziz, 1995). Meanwhile, at the heart of Britain, Birmingham is the largest city outside London, and stands at the forefront of the postcolonial economic transformation, employing ethnic diversity as an entrepreneurial resource to develop its multicultural diaspora economy (Henry et al., 2002). However, despite the phenomenal success of Chinese migrant enterprises in the UK in general and in Birmingham in particular, minority enterprises from the Chinese diasporic community remain relatively under-researched (Ram and Jones, 2008). Therefore, in the following, the previous research on Chinese migrant entrepreneurship in the UK in general and in Birmingham in particular will be critically reviewed from a Chinese perspective of migrant entrepreneurship, with reference to the superdiversity of Chinese migrants in Birmingham.

2.5.1 A Chinese Perspective on Migrant Entrepreneurship

Recently, the rapid growth of international migration, with migrants leaving their home countries to settle in a diverse range of host country locations around the world, has continued to stimulate the development process of migrant entrepreneurs (Aliaga-Isla and Rialp, 2013; Dheer, 2018). Migrant entrepreneurs have made significant contributions to the development of the regional and national economies in both their host and home countries (Rodríguez-Pose and Hardy, 2015; Bagwell, 2008; Ren and Liu, 2015; 2 Bagwell, 2017; Quan et al., 2019; Duan et al., 2022). In the Chinese migrant entrepreneurship research, three strands of discussion have emerged from the literature, which we will now discuss.

(1) Emerging Themes of Chinese Migrant Entrepreneurship

From a Chinese perspective of migrant entrepreneurship, the previous studies have revealed that the key characteristic of the Chinese diaspora is Chineseness, meaning that, despite the divergence in migration experiences and social backgrounds, Chinese migrants from various localities in China share the central values of Chinese ethnic unity and overseas Chinese nationalism (Coppel, 1977; Liu, 2007; Koning and Verer, 2012). In particular, during the COVID-19 pandemic, transnational Chinese migrant entrepreneurs fulfilled a dual responsibility as commercial and social entrepreneurs, not only in order to sustain their own businesses but also to support the recovery of their communities (Crupi et al., 2022). Notably, Chineseness, as the identity of the Chinese diaspora, is a distinctive feature as well as a work in progress for new Chinese migrants who have moved to global cities around the world, with the Chinese diaspora as well as the local multicultural populations working together continuously to develop the concept of Chineseness (Wickberg, 2007). Chineseness, as an identity of the Chinese diaspora community around the world, stresses the central role of the Chinese traditional and cultural values whereas, from an entrepreneurial perspective, Chineseness is linked to the shared Chinese values and traditions that are utilised through the transnational entrepreneurial channels due to the rising Chinese economy (Thunø, 2007).

A growing number of studies have also explored the characteristics on the transnationalism of Chinese migrant entrepreneurship, and have detected significant similarities within the Chinese diaspora groups as well as huge divergences in different host country local entrepreneurial contexts (Nyiri, 2011; Ottati, 2014). In particular, several researchers have examined the role of transnational social capital in the start-up processes of migrant enterprises as well as the effects of transnational social capital on the dynamic relationship between transnationalism and integration (Katila and Wahlbeck, 2011; Ren and Liu, 2015). Meanwhile, other researchers attempted to identify the entrepreneurial motivations of Chinese migrant entrepreneurs (Dimitratos et al., 2016; Lin and Yang, 2016). Given that a characteristic of transnationalism is to place the nation-state above transnational mobility (Ren and Liu, 2015), and that the attribute of Chineseness is a key feature of the Chinese diasporic ethnic culture (Siu, 2001; Barabatsava, 2005), previous studies on the transnationalism of Chinese migrant entrepreneurship have revealed the characteristics of transnational Chineseness. Yet other studies have investigated the attributes of Chinese migrant entrepreneurship from the perspective of social capital in order to explore the formation and management of enterprises from a diverse range of diaspora communities (Chand and Ghorbani, 2011; Katila and Wahlbeck, 2011), and so clarify the link between the entrepreneurs' residencies in China and the Chinese diaspora as well as the dynamics between social capital and innovation (Ashourizadeh, et al, 2016; Jensen et al., 2016; You and Zhou, 2018). In addition, the previous research also focused on analysing the relationship between social capital and the risk-taking propensity of Chinese migrant entrepreneurs (Rodriguez-Gutierrez et al., 2015). Notably, Guanxi as an important concept that is relevant to social capital in the Chinese entrepreneurship research, demonstrates a close link with transnational Chinese connections (Carlisle and Flynn, 2005).

(2) Theoretical Development of Chinese Migrant Entrepreneurship

From the perspective of theoretical discourse, a substantial number of researchers have adopted the concept of the ethnic enclave economy (Wong, 1987; McEvoy and Hafeez, 2007; Zhou and Cho 2010; Santini et al., 2011) and the middleman minorities theory to investigate Chinese migrant entrepreneurship (Cobas, 1987; McEvoy and Hafeez, 2007; Nyiri, 2011). Noticeably, a growing number of recent studies have adopted the mixed embeddedness theory to examine the emerging features of Chinese diaspora entrepreneurship (Ren and Liu, 2015; Zhang and Zhang, 2016; Liu, 2018; You and Zhou, 2018). With reference to the research methods, a comparative approach has been used to examine the characteristics of Chinese ethnic entrepreneurship compared to that of other ethnic groups (Labrinidis and Hatziprokopiou, 2010; Chand and Ghorbani, 2011; Katila and Wahibeck, 2011). Meanwhile, a substantial number of studies have explored Chinese migrant entrepreneurship in a wide range of diasporic locations around the world (Chan, 1997; Sung, 2004; Wu and Liu, 2014).

(3) A Critique of the Chinese Migrant Entrepreneurship Research

Evidently, the previous studies on Chinese migrant entrepreneurship explored the important themes of Chineseness and transnational entrepreneurship as isolated elements, without integrating them into a dynamic relationship. There has also been a lack of integration of the key concepts of the ethnic enclave economy, the middleman minorities theory, the theoretical lens of intersectionality and the theoretical framework of mixed embeddedness theories. Therefore, regarding the theoretical advancement of the theme of Chinese migrant entrepreneurship, the progress has been minimal. Furthermore, very little of the previous research refers to European countries in general and the UK in particular, with the majority of the studies on Chinese migrant entrepreneurship being focused on North American and South Asian countries. In particular, the majority of studies within the UK have focused on London,

Manchester and Liverpool, and have paid minimal attention to the Chinese migrant entrepreneurs in Birmingham, which is the second largest city in the UK with a thriving Chinese diaspora community. Based on a critical survey of the existing literature on migrant entrepreneurship, a research gap was identified. In the next section, we will discuss the superdiversity of Chinese migrants in Birmingham, in order to explore further the research gap that is the focus of this current study.

2.5.2 Superdiversity of Chinese Migrants in Birmingham

Previous studies have revealed that Chinese migration to the UK occurred in three main phases: the first in the 17th Century, the second from the 18th Century up until World War II and the third post-World War II (Benton and Gomez, 2011). Given that Birmingham is an inland city, large-scale international Chinese migration to Birmingham is a relatively recent event, with the majority of Birmingham's Chinese population having migrated to the UK after World War II (Parker, 1998). A critical review of the literature revealed six emerging themes, which will be analysed in detail in the following six subsections.

(1) Evolution of the Hong Kong Diaspora Community in Birmingham

During the 1950s and 60s, due to the political and economic changes that occurred in mainland China, a huge number of migrants from mainland China crossed the border into Hong Kong, resulting in widespread social problems, including homelessness, unemployment, poverty and starvation in their new location (Chinn, 2014). Subsequently, large numbers of Hong Kong residents decided to migrate to the UK, and Birmingham became a popular migration destination for people from Hong Kong who were seeking better life prospects (Chinn, 2014). In particular, villagers from the New Territories of Hong Kong became the first post-war Chinese economic migrants to embrace the business opportunities offered by Birmingham's catering industry (Henry et al., 2002). In the 1990s, with Hong Kong returning to China in 1997, there was a surge in the number of migrants from Hong Kong arriving in Birmingham (Chinn, 2014). Since 2000, there has been steady increase of the number of second and third generation Hong Kong migrants being born in Birmingham (Chinn, 2014).

(2) Development of the Mainland Chinese Diaspora Community in Birmingham

Following the decade-long disruptions of the 'Cultural Revolution', in the late 1970s, the UK was the first European country to sign an educational exchange agreement with mainland China (Shen, 2008). Accordingly, since the late 1970s, there has been a growing number of international students from mainland China moving to study in the UK in general and in Birmingham in particular (ibid). Meanwhile, in accordance with China's open-door policy, the Chinese government launched a more relaxed policy on immigration. Noticeably, since the 1980s, there has been a significant increase in the number of legal as well as illegal immigrants arriving the UK as skilled workers or asylum seekers from mainland China (Sung, 2004). The Chinese migrants arriving in the UK as skilled workers were mainly from Fujian province, Zhejiang province and the Dongbei region of mainland China, with divergent migration conditions, compared to their predecessors from the Hong Kong and Cantonese regions (Sung, 2004). Due to the continued growth in the number of migrants from mainland China as international students as well as skilled workers and investor entrepreneurs, there was a huge increase in the size of the Chinese population in Birmingham (ONS, 2001; ONS, 2011). Recently, there has been a growing amount of overseas Chinese capital investment and the expansion of transnational linkages to Birmingham, which makes Birmingham's Chinese Quarter an international business meeting point and a transnational entrepreneurial hub in the city (McEwan et al., 2005).

(3) Future Projections regarding the Chinese Population in Birmingham

As discussed in Chapter 1, data from three recent Birmingham population censuses show that, since 2000, migrants from Hong Kong and mainland China have constituted the majority of the Chinese migrant population in Birmingham (ONS 2001; ONS 2011; ONS 2021). In particular, the Chinese population in Birmingham experienced rapid growth from 5,106 to 12,712 during the decade between 2001 and 2011, with migrants from mainland Chinese being the main source of this population growth (ONS, 2001; ONS, 2011). In the future, the Chinese migrant population in Birmingham is expected to undergo continued growth, due to the huge increase in the number of migrants from Hong Kong and mainland China. Specifically, the British government's introduction of a visa policy in January 2021, that grants Hong Kong residents the right to live in the UK and become British citizens, it is estimated that around 300,000 migrants from Hong Kong will arrive to settle in the UK during the subsequent five year-period (Bristow, 2021; You, 2021). In the meantime, due to the US-China geopolitical conflict over the past few years, plus the new graduate immigration route implemented by the UK government, increasing numbers of students from mainland China are opting to study at British universities (You, 2021). Hence, the Chinese population in Birmingham is projected to undergo further growth. Therefore, both Hong Kong and mainland Chinese entrepreneurs were included in the sampling of this current research.

(4) The Comparable Groups of Hong Kong and Mainland Chinese Entrepreneurs

Having discussed in Chapter 1 the rationale for selecting Hong Kong and mainland Chinese migrant entrepreneurs as the participants for this current study, it is important to note that previous studies on Chinese migrants in Birmingham have underlined the divergent migration experience of Hong Kong and mainland Chinese settlers, respectively. In particular, there are historical differences regarding the time of settlement in Birmingham between the Hong Kong and mainland Chinese migrants (Henry et al., 2002; Shen, 2008). Specifically, the former, as early Chinese settlers in the UK, first arrived in Birmingham during the 1950s and 60s (Henry et al., 2002), while the latter did not arrive in Birmingham until the late 1970s, predominately as international students (Shen, 2008). This means that there is a relatively wide age gap of around 20 years between the Hong Kong and the mainland Chinese entrepreneurs. In practical terms, the Hong Kong entrepreneurs who settled in Birmingham during the 1950s are currently in their 80s and 90s, and many have already retired. Therefore, it is likely that the Hong Kong entrepreneurs who are currently in charge of the businesses were either born in the UK or migrated to the UK with their parents when they were young. The mainland Chinese entrepreneurs, on the other hand, who arrived in the UK in the 1970s and 80s, were usually born in mainland China and migrated to the UK mainly as international students. They are currently still in charge of their own businesses, as they are below the retirement age. Consequently, this wide age gap might have resulted in a generation gap between the members of the Hong Kong and mainland Chinese migrant communities in the 30-50 age group, who are the participants selected for this current research. That is, the Hong Kong entrepreneurs were usually born in the UK or migrated there as a child, while the mainland Chinese entrepreneurs tended to have been born in mainland China and migrated to the UK when they were already an adult or approaching adulthood. Therefore, the Hong Kong entrepreneurs tend to be second-generation migrants, who grew up in the UK, while the mainland Chinese entrepreneurs are usually first-generation migrants, who spent most of their childhood and adolescence in mainland China. However, in the field of migration studies in general and migrant entrepreneurship in particular, second-generation migrants are commonly defined as native-born residents who have at least one foreign-born parent (Borjas, 1999; Portes and Rumbat, 2001). Therefore, it is inaccurate to categorise Hong Kong entrepreneurs as second-generation migrants, as they were born in Hong Kong and migrated to Birmingham at a young

age with their parents. Moreover, some Hong Kong entrepreneurs were born in the UK, and both of their parents have British citizenship. For this reason, the Hong Kong entrepreneurs and mainland Chinese entrepreneurs in 30-50 age group were adopted as comparable groups in this research.

(5) Expansion of Birmingham's Chinese Quarter

Birmingham's Chinese Quarter, as the city's Chinese ethnic enclave that serves as a central meeting point for the Chinese diaspora community in the city of Birmingham, reflects the development of Chinese diaspora entrepreneurship in Birmingham (Henry et al., 2002). Notably, compared to Chinatowns in other major cities around the world, the formation of Birmingham's Chinese Quarter was a relatively recent event, motivated by the entrepreneurial opportunities offered by the catering industry in Birmingham. Many Chinatowns around the world are a product of racial discrimination, as witnessed by the emergence of Chinatowns in the major cities across America, including San Francisco, Los Angeles, New York City and Boston, following the *Chinese Exclusion Act of 1882* (Tong, 2003). In the UK, compared to Liverpool's Chinatown as the oldest Chinatown in Europe (Barrett et al., 2011) and London's Chinatown as the most established Chinatown in Europe (Sales et al., 2011), Birmingham's Chinese Quarter is the most dynamic Chinatown in Europe, and its formation and development have been closely associated with the socio-economic development of the city. Specifically, in the 1960s, around the Hurst Street area in Birmingham City Centre, Birmingham's Chinese Quarter started to emerge, when a cluster of Chinese businesses including Chinese restaurants and community organisations came into being (Parker, 1996; Henry et al., 2002). During the 1970s and 80s, the Cantonese restaurants, Chun Ying and China Court, opened, built in the Chinese architectural style (McEwan et al., 2005). By the 1980s, the Hurst Street area in Birmingham City Centre was officially recognised as Birmingham's Chinese Quarter (Parker, 1998). Notably, in 1998, Wing Yip gifted the city of Birmingham a pagoda, which stands as a gateway into Birmingham's Chinese Quarter (Henry et al., 2002). In the 1990s, the Arcadian shopping centre incorporated 'Chinese Street' (Cathay Street (国泰街)), which has since become the focal point of the annual Chinese New Year celebrations (Parker, 1998). Since 2000, the number of Chinese restaurants and supermarkets in Birmingham's Chinese Quarter had expanded rapidly, with transnational links to mainland China, and Birmingham's Chinese Quarter, situated in Southside, now covers an area that includes Hurst Street, Ladywell Walk and Pershore Street, connected to the Bullring and Grand Central as well as the Bull Ring Indoor Market and Birmingham Rag Market, Birmingham Hippodrome and the Gay Village (Visit Birmingham & West Midlands, 2022). Birmingham's Chinese Quarter is a representative example of an inner-city ethnic enclave that has been regenerated to become a tourist attraction in the city, with multicultural transnational links. Evidently, Birmingham's Chinese Quarter, as one of the most dynamic and representative inner-city Chinatowns in Europe (McEwan et al., 2005), has developed through the construction of key architectural structures by Hong Kong entrepreneurs, with a wide range of transnational business facilities linked to mainland China (Parker, 1998; Henry et al., 2002; McEwan et al., 2005; Benton and Gomez, 2008).

(6) Continued Growth of the Chinese Ethnic Food Industry in Birmingham

The development of Birmingham's Chinese Quarter has fostered the entrepreneurial development of Chinese enterprises and, as noted in Chapter 1, the Chinese ethnic food industry in the city, led by the Wing Yip Group, as a driving force of the ethnic food cluster in Birmingham, has enjoyed continual success (Henry et al., 2002; Bloomfield, 2019). Notably, the Wing Yip Group, which has its headquarters in the Nechells area of Birmingham, has maintained entrepreneurial growth for over five decades (Henry et al., 2002; Cheung and

Gomez, 2012). Along with the Wing Yip Group, the Chinese ethnic food industry, including restaurants, takeaways and the service firms that supporting these catering businesses, has made a significant contribution to the multicultural city economy of Birmingham (McEwan et al., 2005). This achievement has been recognised by the local government, in light of the pivotal role that the Chinese ethnic food businesses play in the local economy in general and the development of Birmingham's food sector in particular (Birmingham City Council, 2015). However, despite this recognition, there is a lack of policy to sustain the success of the Chinese ethnic food industry in general and the ethnic food sector in particular. Evidently, there is a lack of representative scholarship highlighting the contributions and challenges related to the Chinese ethnic economy in Birmingham in general and the Birmingham-based, Chinese ethnic food sector in particular.

(7) Similarities and Differences between the Hong Kong and Mainland Chinese Entrepreneurs

Based on the above discussion of the superdiversity of Chinese entrepreneurs, it is evident that there exist striking similarities between the Hong Kong and mainland Chinese entrepreneurs. Firstly, the previous research found that both of these groups demonstrated the characteristics of transnational Chineseness, emphasizing the central role of Chinese traditional and cultural values, which are utilised through transnational entrepreneurial channels due to the rising Chinese economy (Thunø, 2007; Nyiri, 2011; Ottati, 2014). Secondly, literature reviews have shown that migrant entrepreneurs from both Hong Kong and mainland Chinese have high levels of financial, human and social capital, reflected as their rich financial resources that are obtained through dynamic ethnic social connections with individual entrepreneurs possessing high levels of educational attainment (Jensen et al., 2016; Chen et al., 2019). Thirdly, the previous studies identified the Chinese catering industry as the leading sector of the Chinese diasporic economy in the UK in general and in Birmingham in particular, with both Hong Kong and mainland Chinese entrepreneurs continuing to thrive in the catering sector (Henry et al., 2002; McEwan et al., 2005; Cheung and Gomez, 2012; Bloomfield, 2019).

The literature review also revealed that Hong Kong and mainland Chinese entrepreneurs demonstrate divergent characteristics. Firstly, due to differences regarding their migration history, Hong Kong and mainland Chinese entrepreneurs, with superdiverse places of origin, demonstrate a superdiversity of Chineseness (Henry et al., 2002; McEwan et al., 2005; Shen, 2008; Chinn, 2014; Bloomfield, 2019). In particular, Hong Kong entrepreneurs, with strong British ties, were among the first post-war settlers in Birmingham, and display the features of British Chineseness, whereas the mainland Chinese entrepreneurs tended to arrive in the UK far later, often for academic reasons, and display clear characteristics of transnational Chineseness through their linkages to different regions of mainland China (Parker, 1998; McEwan et al., 2005; Cheung and Gomez, 2012; Chinn, 2014). Secondly, these two groups' divergent migration history resulted in differences in their financial and social capital, with Hong Kong entrepreneurs forming an ethnic association, the Hakka Association, to support their entrepreneurial activities (McEwan et al., 2005; Cheung and Gomez, 2012; Chinn, 2014; Bloomfield, 2019). Thirdly, although the both Hong Kong and mainland Chinese entrepreneurs continue to prosper in the Chinese catering industry, they entered the catering sector for different reasons, with the former further developing their inherited family catering businesses and the latter establishing their own catering businesses through their transnational resources (Chan, 2003, McEwan et al., 2005; Shen, 2008; Cheung and Gomez, 2012; Chinn, 2014; Birmingham City Council, 2015).

2.6 Research Gap

The critical review of the literature presented in Sections 2, 3 and 5 revealed that very few studies have explored the theoretical grounding of breakout in migrant entrepreneurship (Ram and Hillin, 1994; Portes et al., 2002; Ram et al., 2003; Drori et al., 2009; Vertovec, 2009; Bagwell, 2017; Lassalle and Scott, 2018). Meanwhile, the analysis in Section 5 demonstrates that, despite the significant contributions made by Chinese migrant entrepreneurs, Chinese migrant entrepreneurship in Birmingham remains under-researched and without representative scholarship (Chan, 2003, McEwan et al., 2005; Shen, 2008; Cheung and Gomez, 2012; Chinn, 2014; Bloomfield, 2019). Furthermore, in relation to transnationalism and superdiversity, there is an urgent need to clarify entrepreneurial breakout from spatial and industrial perspectives (Portes et al., 2002; Drori et al., 2009; Vertovec, 2009; Sepulveda et al., 2011; Ram et al., 2013; Bagwell, 2017; Yamamura, and Lassalle, 2020). Notably, as discussed in Section 1.5, the previous literature on the development of leading industries in the Chinese diaspora markets in European countries shows that the Chinese catering industry is widely-recognised as the ethnic economy in European countries (Ceccagno, 2003; Wong and Primecz, 2011; Latham and Wu, 2013; Biggeri and Braitto, 2022). In the UK, the Chinese catering industry, as the dominant ethnic sector of the Chinese diaspora, has achieved phenomenal success (Shen, 2008; Christiansen, 2013; Bloomfield, 2019). Therefore, in the following, the three dimensions of this research gap will be analysed in detail, with reference to the development of the Chinese catering industry as the dominant ethnic sector of the Chinese diaspora in the UK.

Firstly, the previous studies show that entrepreneurial breakout is crucial to the development of ethnic minority migrant communities as well as the regional and national economy as a whole. Meanwhile, the discussion in Section 3 on the existing theories on migrant entrepreneurship (the ethnic enclave economy hypothesis, the middleman minorities theory, the theoretical lens of intersectionality and the theoretical framework of mixed embeddedness) shows that these are inherently connected with each other, with the mixed embeddedness theory being recognised as the reference theory in the migrant entrepreneurship research (Ram et al., 2017; Yamamura, and Lassalle, 2020). Noticeably, the mixed embeddedness theory needs to be more closely linked to the transnational multicultural breakout context, in order to overcome the criticism of its narrow focus on the lower end of the market (Peters, 2002), as it views migrant entrepreneurship in a static rather than a dynamic transnational breakout context (Bagwell, 2017). Therefore, there is an urgent need to update the theoretical discourse of the migrant entrepreneurship research. Notably, it was proposed in Section 4 that a conceptual framework of multicultural embeddedness should be constructed, based on the migrant entrepreneurship theory of mixed embeddedness (Kloosterman and Rath, 2006) and multicultural hybridism (Arrighetti et al., 2014) to understand entrepreneurial breakout as a multicultural embedding process in a superdiverse, transnational context. In particular, given that the catering industry is regarded as the ethnic sector of the Chinese diaspora in the UK, it will be helpful to examine the development of the Chinese catering industry in order to enhance the theoretical grounding of entrepreneurial breakout.

Secondly, previous studies on Chinese migrant entrepreneurship have illustrated the emerging themes of the transnationalism and superdiversity of migrant entrepreneurship, displaying a distinctive identity of Chineseness (Siu, 2001; Barabatzeva, 2005). However, there is a lack of an integrated approach that links transnationalism and superdiversity with Chineseness in order to develop an integrated understanding of the characteristics of Chinese migrant entrepreneurship. In view of the empirical research, the majority of the research on Chinese migrant entrepreneurship has focused on North American and South Asian countries, with only a handful of studies concentrating on Europe in general and the UK in particular. In the UK,

the majorities of studies have focused on London, Manchester and Liverpool, and have largely neglected the Chinese migrant entrepreneurs in Birmingham, as the second largest city in the UK. Therefore, there is a lack of representative scholarship on Chinese migrant entrepreneurship in general and a contextualised study of Chinese migrant entrepreneurs in Birmingham in particular. Notably, this examination of Birmingham-based Hong Kong and mainland Chinese entrepreneurs' entrepreneurial development in relation to the traditional Chinese catering industry is intended to fill both theoretical and empirical gaps. In particular, as discussed in Subsection 2.2.2, entrepreneurial superdiversity refers to a superdiversity of business type and entrepreneurial development (Jones et al., 2012; Kloosterman et al., 2016; Yamamura and Lassalle, 2020). Therefore, this examination of Hong Kong and mainland Chinese entrepreneurs in Birmingham acknowledges the degree of divergence regarding business type and entrepreneurial development in relation to the traditional Chinese catering industry.

Finally, existing the studies on the Chinese migrant communities in Birmingham reflect the complexity of transnationalism and superdiversity (Parker, 1998; Henry et al., 2002), which not only encompass the social economic factors that motivate Chinese migrants to settle in Birmingham but also incorporate the dynamism that exists between the historical spatial development of Birmingham's Chinese Quarter and the evolution of Chinese diaspora entrepreneurship in the city (Parker, 1998; McEwan et al., 2005). In particular, previous studies on Chinese migrants in Birmingham have highlighted the differences in the migration condition of the Hong Kong and mainland Chinese migrants, respectively, in relation to the formation of Birmingham's Chinese Quarter and the growth of the Chinese catering industry (McEwan et al., 2005; Chinn, 2014). However, previous studies failed to relate the divergences in the migration experience to the spatial features of ethnic clustering. There has been a lack of research on the relationship between the entrepreneurial clustering of ethnic businesses and the industrial clustering of the local regions. In light of the characteristics of transnationalism and superdiversity, a third dimension of the research gap is the spatial clustering of migrant enterprises and the industrial dynamics that exist between ethnic sectors and leading industries of the local economy. Specifically, previous studies have detected a close link between the Chinese catering industry and the development of Birmingham's Chinese Quarter (Parker, 1998; Henry et al., 2002; McEwan et al., 2005; Benton and Gomez, 2008; Bloomfield, 2019). Consequently, we will consider the development of Birmingham's Chinese Quarter when examining the characteristics of superdiversity and transnationalism among Hong Kong and mainland Chinese entrepreneurs in Birmingham.

Therefore, in light of the above discussion of the research gap, the overall objective of this current research is to ground the theoretical framework of multicultural embeddedness in order to reconceptualise entrepreneurial breakout as a multicultural embedding process in a superdiverse, transnational context, and so explore the extent divergent groups of Chinese entrepreneurs who have departed from the Chinese ethnic economy of the catering sector in the UK. In particular, this research focuses on the similarities and differences between the entrepreneurial trajectory patterns of Hong Kong and mainland Chinese entrepreneurs, respectively, with regard to the opportunity structure related to accessing the transnational markets and resources. Given that the data were collected both before and during the COVID-19 pandemic, this study draws special attention to the opportunity structure as dynamic interactions between entry to markets through physical locations as well as the digitalisation of enterprises and access to resources in the form of transnational human capital by Hong Kong and mainland Chinese entrepreneurs in a crisis context.

2.7 Summary

In Chapter 2, the previous studies concerning ethnic minority migrant entrepreneurship were critically reviewed in order to examine the emerging themes concerning ethnic entrepreneurship, minority entrepreneurship as well as migrant entrepreneurship, with a focus on transnational entrepreneurship, a superdiverse entrepreneurial context and the multicultural embedding process. Notably, the transnationalism of migrant entrepreneurship is linked to social networks as well as the institutional and contextual conditions in order to explore the dynamics that exist between local and global social connections in the transnational entrepreneurial process. Meanwhile, the superdiversity of migrant entrepreneurship is related to the business type and entrepreneurial development as well as the spatial dimensions of migrant enterprises. Furthermore, the multiculturalism of migrant entrepreneurship addresses the multicultural transformation process that entrepreneurs undergo, in order to adapt to the superdiverse and transnational entrepreneurial context. Noticeably, the leading theories and key concepts of migrant entrepreneurship have been critically surveyed to construct a conceptual framework of multicultural embeddedness, with a focus on opportunity structure. It is evident that the opportunity structure, as a key component of the multicultural embeddedness framework, stresses the dynamics related to access to the markets and resources through the interaction between spatial clustering and transnational capital. In particular, through critically reviewing the ethnic enclave economy hypothesis, the concepts of ethnic clustering and industrial clustering were identified as two sub-themes related to access to the markets, whereas the dynamics that exist between the different forms of capitals, with a focus on transnational human capital, were discovered when examining the access to resources. Notably, given the COVID-19 crisis context, with its emphasis on the digital dimension, an additional dimension of the digitalisation of enterprises was added to the aspect of the access to markets, and the integration between spatial clustering and the digitalisation of enterprises was proposed in order to provide a more accurate understanding of the access to the market in a COVID-19 context. In particular, the digitalisation of enterprises focuses on industrial clustering and ethnic clustering, given that the impacts of digitalisation are divergent in different sectors among various ethnic diaspora, depending on the choice of digital platforms used in the ethnic enclaved markets as well as in the mainstream markets.

Based on the critical review of the literature on the ethnic minority migrant entrepreneurship theories and key concepts, a conceptual framework of multicultural embeddedness was constructed, which incorporates access to the markets and resources. When examining the access to the markets, the physical location as well as the digitalisation of enterprises were adopted in order to comprehend the dynamics that exist between ethnic and industrial clustering. Regarding the access to resources, attention was directed to transnational human capital, with a focus on the relationship that exists between local and transnational human capital. Meanwhile, a research gap was identified by conducting a critical review of the existing research on ethnic minority migrant entrepreneurship. The research gap contained three main aspects, including the urgent need to update the theoretical discourse on entrepreneurial breakout in the migrant entrepreneurship research, Chinese migrant entrepreneurship in Birmingham as an under-researched area in the ethnic minority migrant entrepreneurship research as well as the lack of a spatial- and industrial-centred approach when examining entrepreneurial breakout in a transnational, superdiverse entrepreneurial context. Based on this research gap, the overall research aim was further refined, which is to ground a theoretical framework of multicultural embeddedness in order to reconceptualise entrepreneurial breakout as a multicultural embedding process in a superdiverse, transnational context, by exploring the extent divergent groups of Chinese entrepreneurs who have extended beyond the Chinese ethnic economy of the catering sector in the UK.

With reference to the critical reviews of the existing theories and key concepts of the ethnic minority migrant entrepreneurship, a conceptual framework of multicultural embeddedness was constructed, with a focus on the opportunity structure. Meanwhile, a research gap was identified by conducting critical reviews of the leading theories and key concepts of migrant entrepreneurship as well as the construction of multicultural embeddedness framework. Noticeably, the overall research objective was updated in order to reflect the identified research gap. In light of the conceptual framework of multicultural embeddedness, the research gap as well as the overall research objective and methodology of this current study, with a focus on the research design, will be discussed in detail in the next chapter.

Chapter 3: Research Methodology

3.1 Introduction

The existing theories on migrant entrepreneurship were critically reviewed in Chapter 2 in order to construct a conceptual framework of multicultural embeddedness, with the aim of reconceptualising breakout. This current study intended to employ this framework to examine the emerging themes associated with transnational migrants who break out of their ethnic enclaved sectors into the mainstream markets in superdiverse city contexts like Birmingham. Therefore, based on the conceptual framework of multicultural embeddedness, Chapter 3 discusses the research methodology of this current study. From a philosophical perspective, it explores the approaches adopted by the research in the discipline of entrepreneurship in general and the field of migrant entrepreneurship in particular. According to Tatli et al. (2014), given the underlying research epistemology, there are three categories of research; namely, positivist, interpretivist and relational research. Therefore, a discussion of the three major research categories are presented as the foundation of the research design.

As stated in Chapters 1 and 2, the overall research objective of this current study was to reflect the emerging theme of transnational ethnic migrant entrepreneurs breaking out of their ethnic enclave into the mainstream markets within the superdiverse context of the city of Birmingham, with a focus on the extent divergent groups of Chinese entrepreneurs who have extended beyond the Chinese ethnic economy of the catering sector in the UK. Given that migrants from Hong Kong and mainland China are the two major groups of Chinese migrants in Birmingham (ONS 2001; ONS 2011; ONS 2021), this current research focused on the similarities and differences that exist between Hong Kong and mainland Chinese entrepreneurs across different industries and markets, based on their dynamic interactions with the traditional Chinese ethnic economy of the catering sector in the UK. The aim was to examine their degree of exposure to access to the mainstream economy as well as their rationales and future directions with regard to breaking out into mainstream entrepreneurship. Consequently, this study was positioned as interpretivist research, with a focus on the context. Given that the data were collected before and during the COVID-19 pandemic, the impacts of the pandemic are explored in this current research. Noticeably, the key ethical principles related to this current study will be analysed in this chapter.

Chapter 3 is divided into nine sections. The order and details of every section are as follows. Section 1 introduces the overall research methodology of this current study, while Section 2 discusses the core principles of the research paradigms as the rationale for this current study. Based on the discussion of the research paradigms, Section 3 provides a detailed analysis of the research context. Following the analysis of the research paradigms and entrepreneurial context, Section 4 presents the research objectives and questions, after which Section 5 presents the research method. Subsequently, Section 6 outlines the data collection approach, Section 7 reviews the data analysis procedure, Section 8 focuses on the impact of COVID-19 on this current research, and Section 9 lists the ethical considerations. Lastly, Section 10 summarises the research methodology discussed in Chapter 3.

3.2 Research Paradigms

In the business and management discipline, a research paradigm refers to a structured system that is designed in order to conduct academic research, that encompasses three dimensions; namely, ontology, epistemology and methodology (Antwi and Hamza, 2015). Ontology concerns the nature and structure of the world by specifying the form and nature of reality as

well as the possible approach adopted in order to understand that reality (Wand and Weber, 1993; Neuman, 2003). Epistemology focuses on the nature of the relationship between the researcher who seeks to understand the knowledge and the theoretical grounding and construction of knowledge obtained through various possible approaches (Antwi and Hamza, 2015). Methodology refers to a systematic framework of principles and methods that are adopted in order to conduct a theoretical analysis of the research objects, which translate the ontological and epistemological principles into the guidelines of the research method (Sarantakos, 2005). Therefore, ontology, epistemology and methodology, as the three dimensions of the research paradigm, are closely interlinked. Based on the underlying ontology and epistemology of the research, the methodology is categorized as either positivist and interpretivist research (Leitch, Hill and Harrison, 2010). Noticeably, the field of entrepreneurship research has been dominated by positivist approaches (Churchill and Lewis, 1986; Baker et al., 1997; Chandler and Lyon, 2001; Mullen et al., 2009; Aldrich, 2017), with a growing number of studies adopting interpretivist research methods as a reflection of a shift in the entrepreneurship research methodology (Neergaard and Ulhøi, 2007; Javandian et al., 2020). In the following two subsections, the aforementioned research paradigms of positivism and interpretivism will be analysed in detail. Based on a detailed analysis of the two research paradigms, the final subsection will explain the rationale for constructing the current study as interpretivist research with relational elements.

3.2.1 Positivist Research

Positivism is closely linked to Auguste Comte, who is often cited as one of the founders of sociology, who wished to generate a field of study and academic discipline by introducing scientific principles to the study of social phenomena (Stokes, 2011). Therefore, positivism is a social science research model that adopts research methods and tools from the field of natural sciences, and positivists view the world as deterministic in nature (Bruyat and Julien, 2001). The positivist perspective embraces assumptions about not only determinism and empiricism but also parsimony and generalisability (Morrison, 2000). Positivist researchers posit experience from experimentation, observation and reason as the basis and only legitimate means for understanding human behaviour (Kivunja and Kuyini, 2017). In the business and management discipline, positivism is one of the dominant research approaches (Myers, 2009). Positivist researchers assume that an objective reality exists, that is governed by natural rules, and that the role of researchers is to discover these systematic, governing rules (Anderson and Starnawska, 2008). Therefore, the positivist paradigm has a realism ontology, an objectivist epistemology, an experimental methodology and a beneficence axiology (Kivunja and Kuyini, 2017). Positivism is a methodological paradigm with an ontological assumption of realism, in which reality is objectively given, and so may be described in terms of measurable properties (Bryman and Bell, 2007). The epistemological position of positivism assumes that the research object is independent of the researcher, who acts as an observer (Leitch, Hill and Harrison, 2009). In respect to the research method, positivist research typically formulates propositions as representations of the research objectives in terms of independent variables, dependent variables and the relationships between them (Myers, 2009). In addition, a positivist study usually contains elements of evidence of formal propositions, quantifiable measures of variables, hypothesis testing as well as the drawing of inferences (Orlikowski and Baroudi, 1991). Noticeably, positivist research follows a scientific experiment process and employs deductive reasoning in order to maintain the objectivity of the research, thus preventing subjective assumptions having any impact (Clegg, Kornberger and Pitsis, 2011). Deductive reasoning means that the theories and hypotheses are developed first, then the data are collected to test the hypotheses through the large-scale statistical analysis of data sets (Saunders et al., 2012).

The majority of the entrepreneurship research articles that have been published in leading journals adopt the positivist research method, addressing hypothesis testing as well as internal validity (Van Burg and Romme, 2014). In particular, positivist approaches dominate the entrepreneurship research in North America (McDonald et al., 2015). Notably, positivism aims to explain the researched phenomena in the most cost-effective way, with the capacity to apply research results from one research project to other, similar research situations through making inductive inferences (Kivunja and Kuyini, 2017). Consequently, the positivist approach has long been criticized for its reductionism, meaning that all of the processes, including social processes, are reducible to the relationships between and actions of individuals (Bullock and Trombley, 1999). Furthermore, positivism has been heavily criticised for representing a fundamental paradox in the entrepreneurship research, as a narrow focus on certain aspects of entrepreneurship has resulted in fragmented research (Anderson and Starnawska, 2008). This is mainly due to the multi-faceted, nonlinear nature of entrepreneurship, which is not entirely amenable to a positivist approach, which favours continuous, linear processes (Bygrave, 1989). It has also been argued that positivist researchers influence the research through their selections of particular hypotheses, which restricts the research outcomes to supporting or disproving each hypothesis, thus potentially leading to the application of incorrect theories and methods (Dana and Dana, 2005).

This current study was designed to obtain an in-depth understanding of and develop an enhanced theoretical framework on the breakout of migrant entrepreneurship. It was not designed to generalise a theory that would apply directly to similar situations, regardless of the specific entrepreneurial context. Instead, the aim was to clarify the concept of breakout by conducting a contextualised study of Chinese entrepreneurs in Birmingham. Therefore, the ontological assumption of this current research was not realism, with a reality to be described by measurable properties, and the epistemological position of this current research was to assume that subjectivity existed between the researcher as an observer and the theory constructed. Consequently, in terms of the methodology, this research was not designed to be positivist research.

3.2.2 Interpretivist Research²

From a determinist perspective, positivist research addresses targeted predictions about the research objects, whereas interpretivist research is concerned with enhancing the understanding of the research objects (Bryman and Bell, 2007). Interpretivist researchers assume that reality, as a given social construct, may be understood by means of social constructions, including language, conscious, shared meanings and instruments (Myers, 2009). The interpretivist approach is consistent with the construction of social reality based on the dynamism that exists between the researcher and the participants (Minger, 2001). Interpretivist research uses methodologies based on interpretivism, which involves interpreting the meaning of data that are generated through the interactions between the research respondents and the given research contexts (Stokes, 2011). The interpretivist paradigm assumes a constructionist ontology, a subjectivist epistemology, a naturalist contextual methodology as well as an axiology of relevance and balance (Ponelis, 2015). Interpretivist research is constructed on a life-world constructionist ontology, meaning that the research observations do not constitute a detached, objective truth but a theory- and value-laden process (Pobelis, 2015). Epistemologically, interpretivist researchers believe that reality is understood from a subjective point of view,

² Following Myers (2009), interpretivist research and interpretive research are used as interchangeable terms throughout this thesis.

which is socially constructed (Mutch, 2005). The interpretive methodology addresses the individual contextual perspective of understanding phenomenon, investigating the dynamism that exists among individuals as well as their social cultural historical context (Scotland, 2012). At an axiological level, a balanced axiology assumes that the research outcome reflects the values of the researcher, with a balanced presentation of the findings (Kivunja and Kuyini, 2017).

One merit of the interpretivist approach is its capacity to deepen the understanding regarding the lived experience of entrepreneurs rather than to develop definitive entrepreneurship theory (Schwandt, 1994), which describes the social, individual and processual meanings that underpin entrepreneurship with transformative impacts (Anderson and Starnawska, 2008). Another strength of interpretivist research is that, by minimizing the distance between the researcher and the key stakeholders, interpretivism makes it possible to generate new and alternative theories and concepts that can facilitate both practical and theoretical development (Bygrave, 1989). However, in the field of entrepreneurship, a pragmatic challenge for interpretivist researchers is to determine the most appropriate criteria for evaluating the quality of interpretivist research (Leitch et al., 2009). The qualities of interpretivist research are inherent in the researcher and the entire process of conducting interpretivist entrepreneurship research, which require an ongoing discussion of the criteriology of validity as well as reliability regarding interpretivist research (Leitch, Hill and Harrison, 2010). This current study was intended to extend the mixed embeddedness theory to entrepreneurial breakout in a superdiverse, transnational context. It was based on a life-world constructionist ontology, meaning that the research examination is a subjective progressive process between the researcher and the research objects. With respect to epistemology, it assumed that reality is understood through subjective interpretation within a social constructionist process. Regarding the methodology, this current research adopted the individual contextual perspective to comprehend entrepreneurial phenomenon by investigating the dynamism that exists among individuals as well as their social cultural historical context. Therefore, it was designed as interpretivist research, to explore breakout in migrant entrepreneurship.

3.2.3 Rationale for Adopting an Interpretivist Paradigm with Relational Elements

This current research drew on the existing theories on ethnic minority migrant entrepreneurship to construct a conceptual framework of multicultural embeddedness, with the aim of expanding the theoretical framework of mixed embeddedness to a superdiverse, transnational entrepreneurial context. It aimed to clarify the emerging phenomenon of ethnic entrepreneurs breaking out of their enclaved niche markets into their host country's mainstream sectors. Based on the conceptual framework of multicultural embeddedness, Birmingham-based Hong Kong and mainland Chinese entrepreneurs were selected in order to examine their access to the mainstream markets in the UK as well as their rationales and future directions related to breaking out of their ethnic niches into the mainstream markets. Specifically, it aimed to construct interpretations of the innovative characteristics of the dynamic interactions that exist between ethnic cultures and a multicultural entrepreneurial context.

It is necessary for researchers to state their ontological and epistemological assumptions explicitly, before they commence any research project (Guba and Lincoln, 1994). Therefore, in the following, the ontological and epistemological positions of this current study will be analysed first, followed by a discussion of the methodological and axiological stances. This analysis will provide the rationale for constructing this current study as interpretivist research, which was as follows. Firstly, the ontological assumption of this current research was that entrepreneurship, as a social construct, is understood through the social transformative means

of language, conscious, shared meanings, and instruments. The breakout process of ethnic minority migrant entrepreneurs is a constructional development cycle rather than an objective truth. Secondly, the epistemological presumption of this current study was that the breakout process of ethnic minority entrepreneurs is understood from a subjective point of view. Consistent with the ontological assumption, the epistemological presumption was that the interpretations of the minority migrant entrepreneurs' breakout process are constructed as the investigation proceeds. Thirdly, this current research focused on the individual contextual perspective of migrant entrepreneurs breaking out of their ethnic niche sectors into the mainstream British markets. In particular, attention was drawn to the context of Birmingham, as the UK's second largest city, which is renowned for its multicultural ethnic economy (Bloomfield, 2019). Lastly, at an axiological level, this current research focused on relevance. This means that attention was drawn to the relevance of the interactive relationships within the constructional breakout process of ethnic minority migrant entrepreneurs from Hong Kong and mainland China.

Given that the field of entrepreneurship research is pluralistic in nature (Burg and Romme, 2014), there is an emerging trend of employing multiple perspective paradigms in entrepreneurship research, which includes various coherent research streams (McDonald et al., 2015). Meanwhile, a growing number of studies are adopting a relational perspective in the entrepreneurship research (Tatli et al., 2014). A relational perspective is a research approach that is designed to frame and examine social phenomena as a dynamic, evolving process, which gains meaning through complex relationships in a specific context (Kyriakidou and Ozbilgin, 2006). A relational method gains meaning not through the research participants in isolation but through their contrasting relationships in a social context (Swartz, 1997). A relational researcher assumes that the agency-structure dualism is constructed through an understanding of the social reality as various interdependent, interlocking layers, which views entrepreneurs as social agents and the entrepreneurial field as a system of structures (Talti et al., 2014). Therefore, elements of the relational approach were adopted in this current research in order to analyse entrepreneurs' breakout experience, which entailed examining Chinese migrant entrepreneurs' breakout process, so a relational perspective was integrated with the interpretivist approach in order to study the multi-faceted constructional process of Chinese ethnic minority migrant entrepreneurs who break out of their enclaved niche sectors into the mainstream economy.

3.3 Research Context

Context is of great significance from both the interpretivist and relational perspectives, given that the definitions of the concepts are conditioned by their historical, socio-cultural context (Welter, 2008). Therefore, before designing a study, it is vital to study the research context. As stated in Section 2.6 above, this current research focused on the entrepreneurial experience of Chinese entrepreneurs who break out of their ethnic enclaved markets into the mainstream economies in a superdiverse, transnational entrepreneurial context in Birmingham. In particular, it drew attention to how transnational capital interacts with the physical and digital entry to markets as multicultural forces that stimulate the development process of ethnic minority migrant entrepreneurs. It was based on the rationale of not merely examining the descriptive features of emerging breakout experiences but also analysing the theoretical framework of multicultural embeddedness, based on constructive actualizations of current breakouts and future breakout destinations.

3.4 Research Design

This current research was designed as an interpretivist qualitative study with relational

elements, based on multi-grounded theory, the rationale for which will be analysed in detail in the following two subsections.

3.4.1 An Interpretivist Qualitative Study with Relational Elements

Based on the discussion of the entrepreneurial context in Section 3.3, this current study was constructed as an interpretivist qualitative study with relational elements. Notably, both the quantitative and qualitative research approaches are widely-adopted in the business discipline, with qualitative research providing an ideal method for conducting an in-depth study of the social, cultural and political aspects of entrepreneurs (Antwi and Hamza, 2015). In relation to the research rationale and context, the reasons why this current study was designed as qualitative research based on grounded theory will be analysed in this section.

It is noted that qualitative research is not a synonym for interpretivist research, since there exists positivist, interpretivist and critical qualitative research (Myers, 2009). However, there are interconnections between the interpretivist paradigm and qualitative research. The interpretivist approach is defined as the use of qualitative methods for data collection, with researchers using the interpretivist paradigm and qualitative methods to seek contextualised individual experiences rather than quantitative statistics (Thanh and Thanh, 2015). In examining ethnic minority entrepreneurs' breakout process, this current study adopted an interpretivist qualitative approach with relational elements, focusing on the dynamic constructional entrepreneurial process of individual entrepreneurs from Chinese business communities in Birmingham. The interpretivist approach provided a constructional development perspective through which to clarify the breakout experience of minority entrepreneurs. The qualitative method presented a dynamic toolkit for collecting and analysing data in order to examine minority migrant entrepreneurs' breakout experience. The relational elements offered interactive, multi-faceted perspectives in order to gain in-depth insights into the individual breakout experience of Chinese entrepreneurs in Birmingham.

This current research was not designed as a positivist quantitative study, since the overall objective of the study was to obtain an in-depth understanding of the breakout of migrant entrepreneurship rather than to generalize a large sample covering many participants or many organisations. It was not devised as mixed method research, since the sample size for this current study was relatively small, with the aim of clarifying breakout in migrant entrepreneurship rather than proving formulated propositions about this phenomenon. Hence, there was no quantitative element to this research. Therefore, this current study was designed as an interpretivist qualitative study. Furthermore, the design of this research included relational elements, because the relational perspective assumes that the entrepreneur and entrepreneurship research, as an agency-structure dualism, are construed based on an understanding of social reality as various interdependent and interlocking layers (Talti et al., 2014). Therefore, to examine Chinese migrant entrepreneurs' breakout process, a relational perspective was integrated with the interpretivist approach in order to study the multi-faceted, constructional breakout process of transnational minority entrepreneurs in a superdiverse city context like Birmingham.

3.4.2 Grounded Theory

There exist several qualitative research methods, including grounded theory, action research, ethnography and case study. Grounded theory is a qualitative research method that aims to develop theory through the grounding of data, with a distinguishing feature of being a theory development method, which differs from other qualitative research methods (Myers, 1997c). In the meantime, as discussed above in section 3.3, Chinese migrant entrepreneurship remains

under-researched. Noticeably, the entrepreneurial experiences between and within various groups of Chinese migrant entrepreneurs differ in various ways in a superdiverse, transnational context. Given the theorised, explanatory nature of this current research, with a focus on further developing mixed embeddedness theory in order to clarify the breakout phenomenon of transnational migrant entrepreneurs in the superdiverse city of Birmingham (Starks and Trinidad, 2007), grounded theory was employed in this research.

Grounded theory first emerged in the book, *The Discovery of Grounded Theory*, by Glaser and Strauss (Goulding, 1998). Since then, grounded theory has evolved from its positivist origins towards embracing an interpretivist standpoint (Andrade, 2009). The focus of grounded theory is to clarify the social construct of the entrepreneur within its embedding socio-cultural context (Douglas, 2004). Grounded theory provides well-structured procedures for data analysis (Urquhart, 2001), with rich findings that are closely tied to the data (Orlikowski, 1993), which is effective in context-based process-oriented theory that are grounded in business and management studies (Myers, 2009). In particular, the capacity to develop concepts and theories directly from empirical data greatly promotes the confidence of researchers, given that their theories are then firmly grounded on data (Urquhart et al., 2006). As discussed in Section 3.4.1, this current research is a context-based, process-oriented study, with the overall objective of constructing a conceptual framework of multicultural embeddedness in order to extend the mixed embeddedness theory to a superdiverse, transnational context of ethnic minority migrant entrepreneurs who break out of their ethnic enclaved sectors into the mainstream markets. Therefore, grounded theory was adopted as the methodological approach for this interpretivist qualitative study.

(1) Grounded Theory and the Entrepreneurship Research

In the business and management field in general and the entrepreneurship research in particular, grounded theory has been widely adopted (Locke, 2000; Douglas, 2004). Researchers working in the field of business and management have chosen grounded theory for two reasons: because it is a useful coding method, and because it provides a comprehensive method for theory generation (Myers, 2009). Similar to the business and management research, an increasing number of researchers in the field of entrepreneurship have also adopted grounded theory, due to its strengths regarding data analysis and theory construction. The entrepreneurship research has increasingly drawn attention to the entrepreneur as an actor, with an aim of clarifying the entrepreneur as a social construct (Davidsson and Wikfund, 2000; Curran and Blackburn, 2001; Davidsson et al., 2001). Grounded theory is appropriate for entrepreneurship research, as it offers a way to clarify the socially-centred phenomenon of the entrepreneur as the central actor in the entrepreneurship research, with a focus on context (Douglas, 2004). Therefore, grounded theory was adopted in this current research, given that the objective of this study was to generate theory on the breakout of Chinese migrant entrepreneurs from divergent Chinese diasporic groups in Birmingham, with a focus on the entrepreneur as the actor of constructivist transformation in a superdiverse city context like Birmingham.

(2) Multi-Grounded Theory

There are two main schools of grounded theory, one advocated by Glaser and the other by Strauss and Corbin (Strauss and Corbin, 1990; Glaser, 1998). The Glaserian approach and Straussian method differ in three main ways. Firstly, the most fundamental difference between the Glaserian camp and the Straussian school of grounded theory is related to the epistemology of the nature of this theory (Babchuk, 1996). Glaser is deeply committed to principles that are ordinarily associated with the qualitative paradigm, and stresses the natural emergence of theory (Glaser, 1992). On the contrary, Strauss and Corbin are more concerned with the

production of cultural participants through a detailed description of the cultural scene rather than the traditional qualitative principles, with a focus on the context and an acknowledgement of the impact (Cooney, 2010). Secondly, as a reflection of the differences in epistemology, a core divergence between the methodology of the Glaserian method and the Straussian approach is the data analysis procedure (Myers, 2009). According to Glaser, grounded theory is inductive, with two types of coding process; namely, substantive coding and theoretical coding (Cooney, 2010). In contrast, Strauss and Corbin indicate that induction, deduction and verification are three essential aspects of grounded theory, containing three categories of data analysis procedure, including open coding, axial coding and selective coding (Cooney, 2010). Noticeably, Glaser does not recommend conducting a literature review, while Strauss and Corbin argue that this helps to formulate the questions used during the initial observations and interviews (Strauss and Corbin, 1990; Glaser, 1998). Thirdly, Glaser believes that grounded theory should not change, with a focus on the natural emergence of theory from data, whereas Straussian grounded theory has evolved over time (Charmaz, 2000; Bryant and Charmaz, 2007), paying attention to research context (Cooney, 2010).

A recent development, which represents an extension of Straussian grounded theory, is the formation of multi-grounded theory, which adds two explicit grounding processes alongside the empirical grounding to incorporate the pre-existing theories into the theory grounding (Goldkuhl and Cronholm, 2010). According to Goldkuhl and Cronholm (2010), multi-grounded theory is a combination of aspects of deductivism and inductivism, with the systematic adoption of the existing theories on the basis of empirical grounding. Multi-grounded theory was adopted in this current research, for three main reasons, as follows:

- Firstly, this current study aimed to construct a theoretical framework of multicultural embeddedness to extend the mixed embeddedness theory into a superdiverse, transnational entrepreneurial context. The adoption of multi-grounded theory was intended to avoid reinventing the existing theory or creating an isolated theory, given that that theory constructed in this current research regarding breakout was grounded on the existing theories.
- Secondly, since this current study focuses on the construction of theory, to widen rather than narrow the approaches used for theory grounding, not only induction but also deduction and verification were chosen in order to generate the theory, in order to make the theory more robust and inclusive, so multi-grounded theory, derived from the Straussian approach, was adopted in this current research. Consequently, Chapter 2 presents a literature review for this current study, based on Strauss and Corbin's view that, at the start of a research project, a literature review helps researchers to formulate the questions used during the initial observations and interviews (Strauss and Corbin, 1990).
- Thirdly, this current research adopted a constructivist transformational perspective in order to examine breakout in migrant entrepreneurship. Compared to the Glaserian approach, multi-grounded theory, which is associated with the Straussian grounded approach, has evolved over time in order to remain in line with contemporary constructivism, paying attention to the context of the current methodological debates (Cooney, 2010), so multi-grounded theory shares the constructivist transformational perspective with this current research. In particular, according to multi-grounded theory, this study included three types of theory development; namely, theory generation, explicit grounding as well as research interest reflection and revision.

3.5 Research Objectives and Research Questions

As discussed in Chapters 1 and 2, the rationale underlying this current research was to integrate the conceptual framework of multicultural embeddedness with a qualitative interpretivist study using multi-grounded theory to combine relational elements. Meanwhile, in light of the research gap, that was discussed in Section 2.6, the overall objective of the current research was further defined. Notably, the redefined overall research objective was to construct a theoretical framework of multicultural embeddedness through re-defining entrepreneurial breakout among Hong Kong and mainland Chinese entrepreneurs in a superdiverse, transnational context of Birmingham city before and during the COVID-19 crisis. Purposefully, this research focuses on the similarities and differences related to entrepreneurial breakout among Hong Kong and mainland Chinese entrepreneurs, respectively, with regard to accessing the transnational markets and resources, in order to stimulate a multicultural innovation process across different industries and markets. In particular, considering that the research data were collected before and during the COVID-19 pandemic, it directs special attention to the dynamic interactions between entering markets in physical locations as well as the digitalisation of enterprises and access to resources through transnational human capital by the two groups of Chinese migrant entrepreneurs in a crisis context. Notably, the grounded analysis of opportunity structure, taking shape through the dynamics that exist between accessing markets and resources, was developed with reference to the entrepreneurial city context of Birmingham during the COVID-19 crisis. Therefore, the overall research objective was further deconstructed into three specific research objectives, which are as follows:

- 1) To develop an understanding of embeddedness in a breakout entrepreneurial context related to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.
- 2) To comprehend embeddedness through examining the opportunity structure in relation to the Chinese catering industry concerning access to the markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.
- 3) To construct a theoretical framework of multicultural embeddedness through reconceptualising entrepreneurial breakout in relation to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively.

Based on the research objectives, the research questions were designed as follows. The principal research question was designed to reflect the overarching research objective, which was to construct a multicultural embeddedness theory through reconceptualizing entrepreneurial breakout in a superdiverse, transnational COVID-19 context. Specifically, the overall research question was: what is the definition of multicultural embeddedness based on a reconceptualisation of entrepreneurial breakout in the superdiverse, transnational context of Birmingham? The overall research questions was further divided into the following five research questions:

- 1) What does embeddedness mean in the breakout entrepreneurial context in relation to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 2) What is the interpretation of embeddedness with regard to access to transnational physical and digital markets related to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?

- 3) What is the interpretation of embeddedness with regard to access to transnational resources related to the Chinese catering industry in the form of transnational human capital among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 4) What is the interpretation of the opportunity structure concerning the Chinese catering industry in light of the dynamics of the access to transnational markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 5) What is the definition of multicultural embeddedness in connection with the Chinese catering industry as the interlinkages between the opportunity structure and entrepreneurial context through a reconceptualisation of entrepreneurial breakout in the superdiverse, transnational context of Birmingham?

3.6 Data Collection

The data collection mainly concerns the sample size, selection of participants as well as the data collection approach, which will be analysed in detail in the following subsections, together with a discussion of the rationale for the approaches adopted for the data collection.

3.6.1 Sample Size

This current study was designed to examine the breakout experiences of Hong Kong and mainland Chinese entrepreneurs in Birmingham. In each group, there were 15 carefully-selected Chinese migrant entrepreneurs within the city of Birmingham. In qualitative research, there are five determining factors for the sample size; namely, the scope of the research, the nature of the question, the quality of the data, the research design and the use of shadowed data (Morse, 2001). Given that the aim of the current research was to construct a theoretical framework of multicultural embeddedness through re-defining entrepreneurial breakout among Hong Kong and mainland Chinese entrepreneurs in the transnational, superdiverse context of Birmingham city, a group size of 15 with an overall number of 30 interviews appeared to be a reasonable sample, since several studies have employed a mean sample size of 31, with adjustments made according to the principle of saturation (Mason, 2010). In addition, one entrepreneur from Hong Kong and one from mainland China were interviewed for the pilot study of this research, and these two interviews were then transcribed and analysed according to the Transcription Protocol (Appendix I.) and the Data Analysis Protocol (Appendix II.), in order to assess the viability of the interview, the researcher's interview skills as well as the feasibility of the data analysis procedure. The results of the pilot study demonstrated that the research design, including both the data collection and data analysis methods, were viable.

3.6.2 Selection of the Participants

The Chinese entrepreneur participants were recruited based on the recommendations of staff at the Birmingham Chamber of Commerce and Birmingham Chinese Community Centre as well as the researcher's colleagues at the University of Birmingham. These entrepreneurs were considered leading mainland Chinese and Hong Kong entrepreneurs who were breaking into the mainstream markets in Birmingham. Specifically, the mainland Chinese entrepreneurs were recruited through the recommendations of the Birmingham Chinese Community Centre and the researcher's colleagues at the University of Birmingham, while the Hong Kong entrepreneurs were approached due to recommendations by the Birmingham Chamber of Commerce, Birmingham Chinese Community Centre as well as the mainland Chinese entrepreneurs participated in this research, using the snowball sampling method (Naderifar et

al., 2017). Since the focus of this current study was the breakout of Chinese entrepreneurs in Birmingham, three criteria were used to select the entrepreneurs to be interviewed, as follows:

Firstly, the participants in this current research were all entrepreneurs whose ethnic background was Chinese, meaning that Chinese entrepreneurs from Hong Kong and mainland China were included in the sampling. They were selected based on their divergent socio-cultural and migration backgrounds. In particular, the colonial experiences of the Hong Kong and mainland Chinese entrepreneurs were divergent and varied. The colonial ties and close relationship between Hong Kong and Britain meant that the entrepreneurial experience of migrants from Hong Kong was very different to that of the entrepreneurs from mainland China, offering an opportunity to identify the differences and similarities between divergent groups of entrepreneurs within the Chinese community and so enhance our understanding of the superdiversity of the breakout experience in the context of Birmingham city.

Secondly, the selected participants were entrepreneurs with the majority ownership of UK micro-business/es and/or SME/s, which have generated profits for at least three years. According to EU recommendation 2003/361, the main determining factors of micro and SME businesses are two of the following three criteria; namely, staff headcount, balance sheet total and turnover. This current study adopted the EU standard by using two of the aforementioned criteria to measure participants who owned micro-business/es and/or SME/s; namely, staff headcount and balance sheet total. In accordance with EU recommendation 2003/361, a micro-business has fewer than ten employees, with a respective balance sheet total and turnover below €2 million; a small-sized business has between ten and 50 employees, with a respective balance sheet and turnover between €2 million and €10 million; and a median-sized enterprise has between 50 and 250 employees, with a balance sheet and between €10 million and €43 million and a turnover between €10 million and €50 million. It is noted that, in the case of family-owned businesses, the staff headcount and balance sheet total refer to all of the businesses within the group.

Lastly, the participants who were selected for the interviews were entrepreneurs with micro-business/es and/or SME/s, mainly based in Birmingham, within the traditional Chinese catering industry and four priority sectors as outlined in the West Midlands Industrial Strategy (West Midlands Local Industrial Strategy, 2019). According to this strategy, which was produced by the West Midlands Combined Authority on behalf of HM Government in the UK, four sectors of the West Midlands have demonstrated a competitive advantage, with the potential to help to address the challenges and opportunities facing the local economy in that area. The four priority sectors are: mobility and transport innovation clustering including electric vehicles, connected and autonomous vehicles and battery manufacture; health care diagnostics, devices and testing, global professional services, driven by the largest full-service cluster outside London; and globally-significant creative sectors, with particular strengths related to new content platforms, software and gaming. Entrepreneurs from these four priority sectors were selected for this current research in order to examine the relationship between the development of migrant entrepreneurship in Birmingham and the development of the local economy, in order to clarify the entrepreneurial trajectory of migrants and also also foresee the road ahead for migrant entrepreneurs through the lens of multicultural embeddedness and so reconceptualise breakout in a superdiverse, transnational context.

Furthermore, to reflect diversity and equality, the aim of this research was to produce findings that represent the current situation and future trends among populations in Birmingham. The Chinese population is one of the fastest growing populations in Birmingham (ONS, 2001; ONS,

2011). Moreover, previous studies have demonstrated that Asian businesses in general and Chinese businesses in particular fare the best in the market (Ram, 2008). Therefore, the participants in this current research were Hong Kong and mainland Chinese migrant entrepreneurs in Birmingham, in order to reflect the diversity of the populations in the context of Birmingham city. Furthermore, in order to promote inclusivity, the participants of this current research were members of the Chinese business community in Birmingham, and care was taken to avoid excluding any entrepreneur and his/her employee/s from any of the two aforementioned Chinese migrant business groups on the grounds of ethnicity, gender, religious belief, sexuality or disability. To monitor the implementation of inclusivity, an equal opportunity monitoring form was designed, which all of the participants were required to fill in at the end of their interviews. In addition, the data collected from the equal opportunities monitoring form were used to analyse the gender balance, age distribution, education level and country of origin within and between the two groups of participants, representing Hong Kong and mainland Chinese entrepreneurs and their employees, respectively.

3.6.3 Data Collection Approach

Multi-grounded theory was used to conduct the qualitative study, focusing on the dynamic interactions that exist between opportunity structure, including the access to resources and access to the market as the two key components, to reflect the interrelation between structural embeddedness and social embeddedness within the conceptual framework of multicultural embeddedness.

(1) Semi-structured Interviews

Since interviews are a common and one of the most important approaches used to collect data for qualitative research within the field of business and management in general (Starks and Trinidad, 2007), interviews were chosen as the data collection method for this current research. According to Myers (2009), there are three main types of interviews; namely, structured, semi-structured and unstructured interviews. Structured interviews are based on pre-formulated questions in a specific order plus a strict time limit, with the advantage of maintaining consistency across different interviews. The disadvantage of structured interviews is the risk to missing wider insights by adhering to pre-formulated questions. In contrast to structured interviews, unstructured interviews are based on a minimum number of pre-formulated questions. Hence, the participants are allowed to talk freely during the interviews, which provide findings beyond the existing theoretical framework. However, this free-ranging talk also makes it difficult to control the interviews in terms of their theme and duration. Semi-structured interviews sit in between structured and unstructured interviews, and are based on several pre-formulated interview questions, but these need not be adhered to strictly.

Among the different types of interviews outlined above, semi-structured interviews are relatively well-structured and easy to control, with consistency among all of the interviews but also the potential to uncover findings beyond the pre-formulated framework. As the aim of the current study was to develop a conceptual framework of multicultural embeddedness through conducting data analysis based on multi-grounded theory, semi-structured interviews were employed. Specifically, a semi-structured interview was designed, with the researcher functioning as a listener who asked the entrepreneur participants open-ended questions, according to a partially-developed script, and encouraged them to elaborate on their stories, and share their memories, experiences and expectations. The interviews were designed to last between 30 minutes and three hours. All of the interviews were recorded using a digital voice recorder, thus providing the participants' exact words in order to ground the theory during the data analyses process.

(2) Transcription

As discussed in the preceding subsection, semi-structured interviews were used to collect the data for this current research, and were recorded using a digital voice recorder. The recordings were transcribed by the researcher. Moreover, the previous literature demonstrates that transcribing recordings is central to the data collection process related to qualitative research (Davison, 2009). Transcriptions are produced in order to reflect and reshape the theory (Du Bois, 1991), which is also a cultural activity with temporal dimensions (Duranti, 2007). This current research adopted the aforementioned definition, considering transcription as an act of social construction, which is not only shaped by but also reshapes the theory. There are two dominant modes of transcription; namely, naturalism and denaturalism (Oliver, Serovich and Mason, 2005). From the perspective of the naturalised approach, language represents the real world, meaning that transcripts reflect a verbatim depiction of speech (Schegloff, 1997). Meanwhile, the denaturalised mode of transcription focuses on meanings and perceptions, which construct the reality of the world (Cameron, 2001). There exist many different forms that lie somewhere between these two methods, adopting elements of both the naturalised and denaturalised approaches (Oliver, Serovich and Mason, 2005). Traditionally, grounded theorists favour a more denaturalised approach to transcription in order to ground their theories (ibid). As discussed to Section 3.4, multi-grounded theory (a recent development of Straussian Grounded theory) was adopted for this current research, with the aim of constructing a middle-range theory based on both empirical data and the pre-existing theories (Goldkuhl and Cronholm, 2010). Therefore, this current research employed a more denaturalised method for the transcription, with a focus on the insider meaning for the Chinese entrepreneurs and employees regarding the social phenomenon of breakout. Meanwhile, given the nature of transcripts as data (Hammersley, 2010), it seemed important to employ the naturalised approach in order to ensure the quality and credibility of the transcriptions. Therefore, elements of naturalised approach were also adopted in this current research.

This current research used a denaturalised method, combined with elements of the naturalist approach, with regard to the transcriptions, so the recorded interview tapes were transcribed by the researcher, not only to ensure that accurate transcriptions of the recordings were produced but also to give the researcher valuable experience that helped to clarify the interviews. A brief summary was also written of every interview upon its completion, which provided to be a valuable source of reference that aided the transcription of the recordings. A Translation Protocol (Appendix I.) was produced, setting out the core principles that were followed when transcribing the interview recordings, including the formatting, the transcription of verbal, nonverbal and background sounds, the transcription of inaudible and sensitive information, the storage of the recordings and how the transcripts were reviewed. In particular, the transcripts were reviewed as an essential mechanism for ensuring the quality of the data collection from the perspectives of both the research objectives and the participants. Individual transcripts were reviewed a week after their completion, reflecting on the research objectives, and each was emailed to its corresponding interviewee for his/her approval, which functioned as a final check of the transcript. Additional checks were also carried out before and during the data analysis process.

(3) Translation

According to MacLean et al. (2004), interviews should be conducted in the first language of the interviewees. In this current research, the first languages of the entrepreneurs from mainland China and Hong Kong were Mandarin Chinese and English, respectively. In addition, although several of the Hong Kong entrepreneurs were able to communicate in Cantonese

Chinese, the researcher's limited knowledge of this language made it impossible to conduct the interviews in Cantonese Chinese. Therefore, in this current research, the interviews with the entrepreneurs from mainland China were conducted in Mandarin Chinese, while those with the entrepreneurs who were migrants from Hong Kong were conducted in English. Furthermore, the previous literature shows that, in situations where the researcher is fluent in the first language of the interviewee, and possesses sufficient translation skills, there are multiple advantages to employing the researcher as the translator of the research project (Temple, Bogusia and Young, 2004; van Nes, Abma and Jonsson, 2010; Santos, Black and Sandelowski, 2015). Given that the researcher has professional qualifications from the Institute of Translation and Interpreting, the researcher worked translated the recorded interviews from Mandarin Chinese into English.

Translation plays an essential role in qualitative research, since translators can significantly influence research results (Larkin, 2007). This current study implemented a set of translation strategies to ensure the quality of the translation, as follows:

- Firstly, the translation strategy of 'foreignisation' (Venuti, 1995; Venuti, 2017) was adopted, because the validity of qualitative research lies in the proximity between the meanings experienced by the participants and the meanings interpreted by the researcher (Polkinghorne, 2007). For this reason, the translations needed to remain as close as possible to the original recordings of the interviews in Mandarin Chinese. In the field of Translation Studies, 'foreignisation' (Venuti, 1995; Venuti, 2017) refers to a translation strategy that is adopted in order to retain the features of the source language and culture, including texts that deliberately break the conventions of the target language in order to preserve the meaning of the original source context. In particular, the translation of the key concepts, including some Chinese terminology, employed the strategy of transliterating the terms, followed by an explanation in English and the original Chinese terms displayed in parentheses. In particular, the official translations of the key terms were included in order to clarify their meaning in the original source language (Mandarin Chinese).
- Secondly, this current study also employed the strategy of forward- and backward-translation, which grounded theorists employ in order to ensure the quality of data translation and so promote the accuracy of their research findings (Nurjannah et al., 2014). Forward-translation refers to the process of rendering data from the source language into the target language, while backward-translation is adopted to verify the quality of the forward-translation (Maneesrswongul and Dixon, 2004). In this current research, the forward-translations were produced during the data collection process shortly after the interviews had been completed. This is because the previous research demonstrates that studies that translate the data in the early phases produce a more dynamic data analysis (Santos, Black and Sandelowski, 2015). Moreover, the backward-translations were conducted during the review procedure, as shown in the third translation strategy.
- Thirdly, this research implemented the procedure of reviewing the translations, as part of reviewing the transcriptions. Therefore, during the review process, the transcripts were reviewed from the perspectives of both the transcription and translation processes. Backward-translations were rendered for the core concepts and key transcripts to ensure the quality of the data translation. In addition, to improve the validity of the data and strengthen the rigor of the data analysis, the translations were further conducted both before and during the data analysis process.

3.7 Data Analysis

As discussed in Section 3.4, multi-grounded theory is used in this current research. This theory is a recent extension of Strauss and Corbin (1998)'s approach, which moves away from pure inductivism to ground theories on empirical data and pre-existing theories (Goldkuhl and Cronholm, 2003). There exist three different grounding processes within multi-grounded theory; namely, theoretical grounding, empirical grounding and internal grounding.

3.7.1 Data Analysis Procedures

The strength of multi-grounded theory lies in the construction of theory based on empirical data in light of the existing theory, meaning that the production of the original theory is closely-connected to the previous theories (Axelsson and Goldkuhl, 2004). Meanwhile, the previous research shows that hermeneutics in general and critical hermeneutics in particular merit special attention when analysing interview-based research with dynamic reflexivity during the research process (Robinson and Kerr, 2015). Given the theory grounding nature of this current research, with a focus on texts collected through interviews, multi-grounded theory was adopted, together with the integration of elements of critical hermeneutics, in order to analyse the data that were collected through semi-structured interviews.

(1) Multi-Grounded Theory and Critical Hermeneutics

According to multi-grounded theory, the process of theory development is divided into three types of action: empirical grounding with theory generation based on empirical data, theoretical grounding drawing attention to the pre-existing theories and internal grounding with a focus on research interest reflection and revision (Goldkuhl and Cronholm, 2010). The empirical grounding of theory generation begins with inductive coding, which is equivalent to open coding in grounded theory, with a focus on the inductive analysis of research data. Moving away from traditional grounded theory, multi-grounded theory requires a critical reflection of the conceptual categories, which is defined as conceptual refinement. Pattern coding is the next step, which equates to axial coding in grounded theory, with a focus on combining the categories into theoretical statements. On completion of the pattern coding, the second stage of the theoretical/explicit grounding begins, which includes theoretical matching, explicit empirical validation and the evaluation of the theoretical cohesion. Meanwhile, the first stage of the empirical grounding as well as the second stage of the theoretical grounding are constantly reflected through exchanges with the third stage of the internal grounding. In particular, both the theoretical grounding and internal grounding are constantly reviewed through exchanges with theory condensation, which corresponds to selective coding in grounded theory. Theory condensation signifies the completion of the theory generation aspect (please see Figure 3 below for details on the working structure of the multi-grounded theory approach.). Similar to grounded theory, multi-grounded theory also offers advantages regarding theory generation (Goldkuhl and Cronholm, 2003). Since one of the main objectives of this current research was to develop the theory on breakouts in migrant entrepreneurship in relation to the mixed embeddedness theory, the focus was entrepreneurs, as the active participants during the breakout process. Therefore, multi-grounded theory was adopted in order to analyse and interpret the qualitative data that were collected mainly via interviews, with online documents as the extended data set.

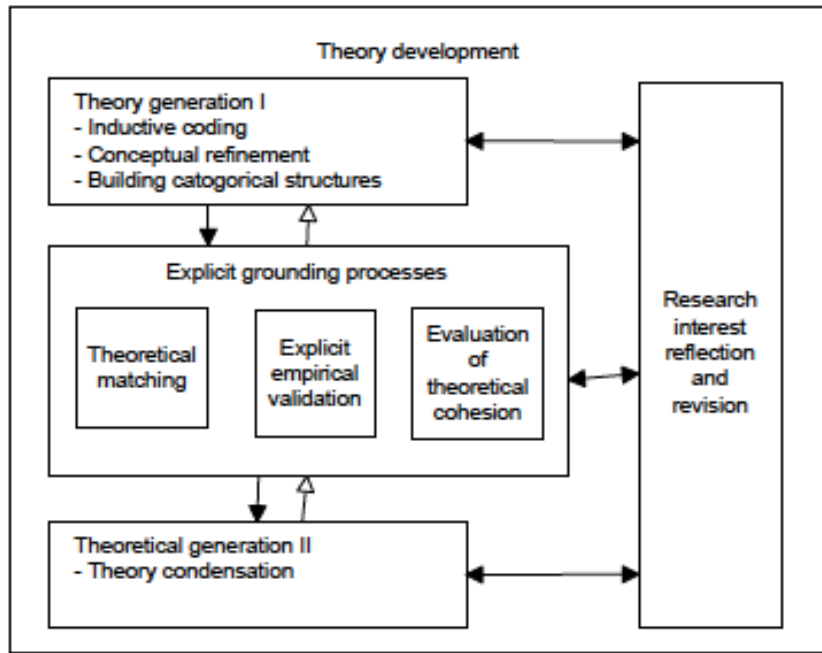


Figure 3. Working Structure of the Multi-grounded Theory Approach (Goldkuhl and Cronholm, 2010)

Hermeneutics focuses on the meaning of qualitative data, providing a set of concepts that help qualitative researchers to analyse their data based on an in-depth understanding of individuals in business and organizational settings (Robinson and Kerr, 2015). According to Myers (2009), there are three main types of hermeneutics; namely, pure, post-modern and critical hermeneutics. Pure hermeneutics is the most objective form of hermeneutics, whereas post-modern hermeneutics emphasises the non-factual, subjective nature of meaning. Critical hermeneutics lies between pure hermeneutics and post-modern hermeneutics, with a focus on mediating between hermeneutically-grounded self-understanding and its objective context. Robinson and Kerr (2015) designed a four-phase analytical framework of critical hermeneutics to examine the students' experiences of management education. The first phase draws attention to the content of the interview scripts in order to explore the world view of the interviewees. The main topics of the interview scripts were identified during the first phase. The second phase focuses on the form of the interview script in order to identify the social actors and their positions within the script. During this phase, the metaphors and time representations are examined. The third phase highlights the resonance and synergy that exist between the content and form of the interview scripts, in which the themes and patterns are identified. The last phase entails the researcher identifying the elements within the script that illustrate the dynamism that exists between the researcher and the participant, particularly the elements within the text that are a direct product of their pre-understanding. This represents a further cycle of reflection on the whole data collection and data analysis process, with a focus on the specific personal involvement of the researcher. Notably, the hermeneutic circle is an important concept in hermeneutics (Gadamer, 1976), which means that, in theory, the four phases of the critical hermeneutic analytical framework follow a cycle. In practice, the focus is on the current state, without any need to cycle through the four phases. The previous research demonstrates that critical hermeneutics is particularly suitable for analysing interview-based research, with dynamic reflexivity regarding the researcher throughout the research process (Robinson and Kerr, 2015). Given that the main data for this current study were collected through interviews with an emphasis on reflexivity, the last phase of critical hermeneutics, with a focus on the

dynamic relation that exists between the researcher and the research participant, was adopted here.

(2) Four Phases of Data Analysis

Given the strength of multi-grounded theory with regard to theory generation based on critical hermeneutics during the analysis of interview-based research, this current study employed a data analysis approach that was based on multi-grounded theory with elements of critical hermeneutics. As shown in Figure 4, the four-phase framework adopted in this study was similar to the original framework of multi-grounded theory. Notably, the process of research interest reflection and revision is of great significance during multi-grounded theory data analysis. Meanwhile, the strength of critical hermeneutics lies in its reflexivity regarding interview-based research. Hence, the last phase of critical hermeneutics, with a reflection on the researcher, was adopted in the multi-grounded theory that was used to analyse the data for this current research. The analysis framework of multi-grounded theory was integrated with the reflection phase of the critical hermeneutics framework. The integrated multi-grounded theory framework has four phases. This first phase is theory generation, with a focus on the contextualised analysis of empirical data to form the initial theory. During this phase, the concepts are grounded using empirical data, and the categories are constructed through inductive analysis. The second phase is the empirical grounding, including theoretical matching, explicit empirical validation and the evaluation of the theoretical cohesion. In this research, the focus was on further grounding the concepts and categories through comparing the conceptual framework of multicultural embeddedness. The third phase is the reflection of the researcher through memos, whereby the memos that were collected during both the data collection and data analysis processes were reviewed, with a focus on the dynamism and interaction that existed between the researcher and the interviewees. During this third phase, the final phase of critical hermeneutics (Robinson and Kerr, 2015) was integrated into the internal grounding process. The last phase was theory condensation. During this phase, the core concepts and main categories were selected in order to ground the theory of multicultural embeddedness. The four-phase data analysis framework is bidirectional, forming a hermeneutic circle, as follows:

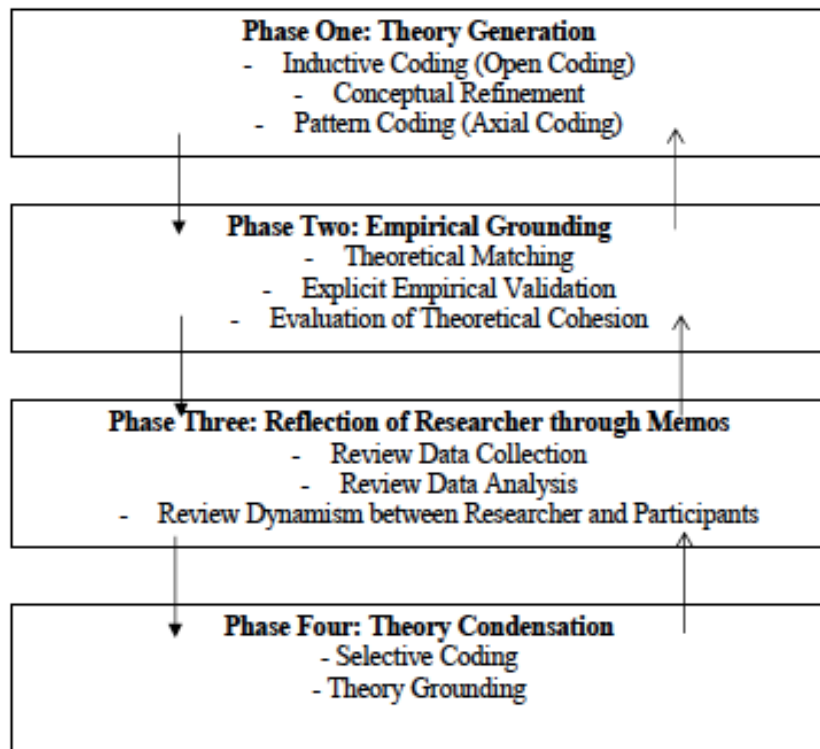


Figure 4. The Four-phase Framework of Multi-grounded Theory Integrated with Critical Hermeneutics (Adapted from Robinson and Kerr, 2015)

(2.1) Theory Generation

Entrepreneurship researchers have recognised the importance of analysing entrepreneurship in context, regarding entrepreneurship as a contextualised event, and noting that entrepreneurship research takes place in a specific context (Welter, 2008). Given the significance of the context, the theory generation was processed in line with the evolutionary analysis of the collected data, including the variation, selection, and retention processes. Noticeably, the theory generation focused on the inductive analysis of the empirical data, including the inductive coding, conceptual refinement and pattern coding. Inductive coding is similar to open coding in grounded theory, and requires the researcher to immerse him/herself in the script in order to identify the major concepts and categories and so analyse the collected data as freely as possible, without pre-understanding the script. On completion of the inductive coding, the conceptual refinement was initiated, which draws attention to the location, context and purpose of a social phenomenon in order actively to clarify the concepts and categories. Based on the conceptual refinement, pattern coding was used to identify the structures of action conditions as social grounds and social purposes. Pattern coding equates to axial coding in grounded theory, whereby the categories are combined into theoretical statements. In this way, the initial phase of the theory generation was completed, resulting in a tentative theoretical framework.

(2.2) Empirical Grounding

During the second phase of the data analysis, known as empirical grounding, the existing literature in general and the conceptual framework of multicultural embeddedness in particular were reviewed in relation to the tentative theory that was grounded in the initial phase of the theory generation, in order to develop and advance the theory. The empirical grounding had three aspects: theoretical matching, explicit empirical validation and the evaluation of the theoretical cohesion. During these three processes, the initial concepts and theory were

reviewed to ensure that they were in line with the conceptual framework of multicultural embeddedness as well as the empirical observations and understanding of the world. On completing the second phase of the empirical grounding, the theoretical framework that had been grounded during the theory generation phase and the conceptual framework of multicultural embeddedness were integrated to form a data driven theory that was closely-connected to the existing theories on migrant entrepreneurship.

(2.3) Reflection of the Researcher

Given that critical hermeneutics was adopted as data analysis approach, one essential concept of hermeneutics is prejudice, meaning that foreknowledge is the necessary starting point to understand the text. Therefore, at the beginning of this phase, free public documents available on the internet including biographies, news reports and blogs of the entrepreneurs were analysed to construct prior knowledge of the entrepreneur. Meanwhile, it is noted that memo-writing is an essential part of multi-grounded theory. Hence, during this phase memos produced during both data collection and data analysis process as well as the interview script were reviewed, drawing attention to elements of texts that demonstrate the specific involvement of the researcher. The focus was the role of the researcher in the research process. In particular, attention was paid to the dynamism and interaction between the researcher and the participants. During this phase, the transcripts and the translations were also reviewed in order to ensure the quality of the data as well as the in-depth analysis of the interviews.

(2.4) Theory Condensation

During this phase, the empirical data (the codes, categories and memos) were compared and analysed to form the core concepts and main categories of the research. The theory condensation incorporated selective coding in order to ground the final theory, whereby the selected core concepts and main categories were integrated in order to refine the theory of multicultural embeddedness. The theory condensation process included a careful consideration of various possible approaches to assigning the concepts into different categories. The scripts, codes, categories and memos were carefully read several times in order to establish the most appropriate principles, according to the objective of this current research. Based on the research principles, selective coding was conducted to choose the core concepts and construct the key categories for grounding the theoretical framework of multicultural embeddedness.

3.7.2 Data Analysis Instruments

There are divergent views regarding the adoption of software in grounded theory data analysis, which the Glaserian camp largely opposes while the Straussian school tends to support the development and use of software (Soliman and Kan, 2004). Given that multi-grounded theory follows the Straussian school of grounded theory, Computer-Assisted Qualitative Data Analysis Software (CAQDAS) was incorporated to assist the data analysis for this research. In particular, this study employed QSR-NVivo 12 software to conduct the data analysis, since this software tool is designed to assist qualitative data analysis, and contains features for mitigating the potential risks and promoting the characteristics associated with grounded theory (Hutchison, Johnston and Breckon, 2009). Notably, QSR-NVivo is a CAQDAS, that was designed to aid researchers to move beyond detailed description of the research topic and facilitate the feature of grounded theory research as an iterative process, with the researcher conducting activities such as recording memos, creating code and grounding the theory (Bringer, Johnston and Brackenridge, 2006). The employment of QSR-NVivo 12 in this research from the perspectives of recording memos and creating code will now be discussed in detail.

(1) Recording Memos

According to Strauss and Corbin (1998), writing memos demonstrates the logic process of theory grounding. Memos, as vehicles for transporting the researcher from the concrete data to the theoretical framework, help to map the research activities, extract meaning from the data, maintain the perspective of the researcher and open up communication (Birks, Chapman and Francis, 2008). Therefore, the writing and recording of memos are of great significance in grounded theory data analysis. One of the features of QSR-NVivo is to attach memos to their corresponding scripts, which illustrates the relationship between the categories and concepts. Consequently, as recommended by Hutchison et al. (2009), the creation of a memo structure facilitates the data coding and theory grounding processes. Hence, in this study, following Hutchison et al.'s (2009) recommendation, three types of memos were recorded to aid the data coding and theory grounding. The first type of memo was the handwritten notes that were created by the researcher before, during and after the interviews, that were copied and attached to the corresponding interview script. The second type of memo was the thoughts that the researcher felt were closely linked to the data coding and theory grounding during the translation, transcription, data coding and theory grounding processes. These memos were directly created with their corresponding scripts. The third type of memo was the records on the grounding process in general and the notes on the theory construction in particular for this current research. Under the three main categories of memos, there were sub-categories of memos that were written in order to identify the relationship between coded categories and concepts to facilitate theory grounding (please see the Data Analysis Protocol in Appendix II for detailed information on the structure of the memos).

(2) Creating the Code

Coding is the main analytical process employed in grounded theory, which includes applying analytical questions to the scripts, categorizing segments of the scripts as the corresponding codes, and using the codes to comprehend social situations (Charmaz, 2006). In multi-grounded theory, there are three main types of coding; namely, inductive coding (the equivalent of open coding in grounded theory), pattern coding (corresponding to axial coding in grounded theory) and selective coding (Goldhuhl and Cronholm, 2003). Given that grounded theory data analysis often employs an approach of detailed coding rather than a broad-brush coding method (Bazeley and Jackson, 2013), this study adopted a detailed coding strategy during the inductive coding. This means that, in QSR-NVivo 12, there was at least one code associated with every segment of the script, created through the selection of a new node or existing node menu choice. On completing the inductive coding, all of the nodes created in QSR-NVivo 12 were studied according to the aim of this research to form a structured coding system. Nodes were moved, appended, merged and split to create the tree structure of nodes during the pattern coding process. Word frequency queries and text search queries, as two automated coding functions of QSR-NVivo 12, were employed as effective strategies for assisting the construction of the tree node structure. On completing the pattern coding, the final phase of selective coding was initiated, during which the functions of the cases and classifications were used to condense the theory. In QSR-NVivo 12, case nodes were created to facilitate the analysis of the attributes of cases. Having examined the attributes, a classification system was employed to attach unique attributes to different types of cases, which helped to condense the theory. The thinking underlying every decision about coding every segment of the script, the creation of a tree node structure as well as the construction of a case classification system were all recorded in memo-form using QSR-NVivo 12 as a guide to the writing-up of the data analysis and research findings.

3.8 Impact of the COVID-19 Pandemic

Given that the data for this research was collected before and during the COVID-19 pandemic (between January and August 2020), and considering the credibility of the data collection and data analysis, detailed information about the Chinese migrant enterprises as well as the data collection before and during COVID-19, and the data analysis during and after COVID-19, will be presented in the following three subsections.

3.8.1 Chinese Migrant Enterprises before and during the COVID-19 Pandemic

Fifteen Hong Kong entrepreneurs and 15 mainland Chinese entrepreneurs participated in this current research. All of the entrepreneurs met the selection requirements for participating in this research. During the COVID-19 pandemic, most of the entrepreneurs who participated in this research shifted their business portfolio towards more COVID-resilient industries, and they all sustained their main businesses during and after the COVID-19 pandemic. Hence, the entrepreneurs who participated in this research, were only affected by COVID-19 in a minor way, and there was no change in their business status, which could potentially affect the data collection and data analysis related to this current study.

3.8.2 Data Collection before and during the COVID-19 Pandemic

More than half of the Hong Kong and nearly half of the mainland Chinese entrepreneur participants were interviewed during the COVID-19 pandemic. Most of the interviews that were conducted during the COVID-19 pandemic were conducted online, using Zoom, Teams, WhatsApp, WeChat or mobile phones, in line with the guideline provided by Birmingham City University on data collection during COVID-19.

3.8.3 Data Analysis during and after the COVID-19 Pandemic

Given that the data analysis was performed mainly using QSR-NVivo 12, the data that were collected through face-to-face interviews as well as online interviews that were conducted using various online platforms or telecommunication equipment were analysed in the same way. Therefore, the impact of COVID-19 on the data analysis was minimal.

3.9 Ethical Considerations

This research project was conducted in full compliance with the research ethics norms, specifically the codes and practices established in Birmingham City University's Ethical Framework and Birmingham City University Guidelines and Procedures for Good Research Practice. The researcher behaved professionally and ethically throughout all of the research activities, maintaining professional standards of honesty and openness, and demonstrated a commitment to behaving ethically with regard to Birmingham City University, the research participants as well as any institution and/or individual collaborators and conforming to the highest professional standards of conduct. This study incorporated the principle that the rights, safety and well-being of the research participants are the most important consideration and should prevail over the interests of science and society (WMA Declaration of Helsinki 1964). Given that this current research is an interpretivist qualitative study that adopts multi-grounded theory to examine human participants through conducting semi-structured interviews, there were four main ethical considerations, including the consent of the participants, the confidentiality of the data, fairness between the researcher and the participants as well as fairness among the participants and the positionality of researcher. These five main ethical issues will now be discussed in detail.

3.9.1 Informed Consent

A prime ethical issue was obtaining informed consent from the participants (Barjaba, 2018). According to Hennik et al. (2011), the key principles for determining the proper conduct of researchers as well as protecting the safety of the participants include keeping the interviewees well-informed at all stages of the study, so the participants' involvement in the research was entirely self-determined and the aims and intention of the research remained transparent at all times. Therefore, the researcher initially contacted potential research participants and informed them of the overall objectives and descriptions of the research as well as the general guidelines on the ethical considerations. Then, the researcher gave the potential research participants a time frame of a maximum of a month to confirm whether or not they wished to participate in the research. On receipt of their participation confirmation, an email was sent to each participant, accepting their confirmation and providing them with information about the approach and procedure of the interviews. At the beginning of this study, a project information and participant consent form³ was given to every research participant, containing detailed information about the purpose of the research, the length and degree of commitment required, and their right to withdraw from the research at any time without consequences. Two copies of the project information and participant consent form were sent, which were signed by both the participant and the researcher, with them each holding one copy.

3.9.2 Confidentiality of the Data

Another major ethical consideration was the confidentiality of the data. To maintain this, several protective measures were designed in accordance with the Data Protection Act 2018. Firstly, research data were collected through interviews, which were carried out following confirmation of formal consent. Secondly, all of the interviews and transcriptions were overseen by the researcher. Thirdly, both the interview recordings and their transcriptions were stored on an encrypted drive on the researcher's laptop, with backup files saved on an encrypted USB drive. Fourthly, the participants were entitled to request a final report on the data collection and analysis. Fifthly, the names of the participants and their businesses were strictly controlled through the use of pseudonyms, in order to protect their right to anonymity. Lastly, the data collected were only used for this current research, meaning that, without the prior formal consent of the participant in writing, no data will be passed on to any third party.

In addition, no payment of any form was made to any of the participants before, during or after the interviews, and the relationships between the researcher and the participants were based on trust and integrity. The data will be securely kept for ten years after the research project has been completed. According to Birmingham City University Guidelines and Procedures for Good Research Practice, research data should be securely held for a period of ten years after the completion of a research project. Data generated in the course of research must therefore be kept securely in either paper or electronic form.

3.9.3 Positionality of the Researcher

As stated in Subsection 1.8, given that a qualitative researcher's positionality affects both the substantive and practical aspects of a research process (Carling et al., 2014), another ethical concern was the positionality of the researcher, to examine which an insider-outsider perspective was adopted. This means that a researcher, as an insider, possesses rich insights into the participants, whereas an outsider researcher maintains a distance from the research (Valentine, 1997). Before the data collection began, it was necessary to reflect on the positionality of the researcher in this current study. This reflection focused on the similarities

³ A sample of the project information and participant consent form is included in Appendix IV.

and differences between the identity of the researcher as a migrant from mainland China and the research participants, who were from Chinese migrant entrepreneur group in Birmingham. As a Chinese migrant who first came to study and later to settle in Birmingham, the identity of the researcher as a migrant provided the status as an insider. The similarities between the researcher, as an ethnic minority migrant, and the Chinese migrant entrepreneurs helped to build trust and a bond between the researcher and the participants. Furthermore, according to Narayan (1993), the status as an insider or outsider is not a simple layer of national identity but multiple layers of factors, including nationality, gender, class, race and education. Therefore, the insider status of the researcher, particularly the cultural identity and migration experience shared by the researcher, as a mainland Chinese migrant, and the Chinese entrepreneurs, enhanced the researcher's understanding of the participants and provided great insights for this current research.

Meanwhile, from a gender perspective, the researcher shared similar experiences with the female entrepreneurs, particularly those from mainland China, which helped to uncover the multilayered relationships between the structure and social embeddedness as an opportunity structure and opportunity recognition. However, maintaining neutrality, free from any gender-based bias, was also crucial in this current research, in order to collect and analyze the data accurately. Therefore, measures were taken to prevent the existing insider perception from obstructing the data analysis in any way. A crucial step was to construct interview questions that were free, as far as possible, from any pre-existing perceptions, thus maintaining a distance between the researcher and the participant. As stated in Section 3.7, background documentation about the entrepreneurs, particularly online resources, were collected and examined following the first two phases of the data analysis. Another important approach was to retain the perspective of a researcher rather than adopting the role of the participants by directly answering the questions. Hence, during the interviews, the role of the researcher was to encourage the participants to share their entrepreneurial experiences rather than to provide answers to the questions according to the interview guide. By the same token, the aforementioned principle was also applied when translating the interviews, transcribing the recordings, coding the concepts and grounding the theory in this research, with a focus on the researcher remaining neutral towards the research participants. In particular, during the data analysis, the role of the researcher was to analyse the collected data in order to identify the main themes and patterns, rather than to provide answers based on the researcher's own personal experience.

3.10 Summary

From a philosophical perspective, this chapter first explored the research approaches to entrepreneurship, with a focus on the two main categories of research; namely, positivist and interpretivist. The discussion of the two main categories of research in light of the research objectives provided the rationale for positioning this study as qualitative interpretivist research with relational elements, drawing attention to the entrepreneurial breakout context. Based on the research paradigm of this current research, given the importance of context in entrepreneurship research, the research context of this current study was analysed, addressing the socio-cultural elements that give meanings to particular social communities.

Given the theory generation nature of this current study as a qualitative interpretivist research with relational elements, it was noted that grounded theory was adopted in this study. Notably, there are two schools of grounded theory, with multi-grounded theory being a recent extension of Straussian grounded theory. In relation to the research rationale and research context, the reasons for designing this current study as a qualitative interpretivist research with adoption of

multi-grounded theory were analysed, with measures taken to meet the evaluation criteria for multi-grounded theory. Following the analysis of multi-grounded theory as the research method, the research objectives and research questions of this study were presented.

According to the research objectives, semi-structured interviews, transcription and translation were chosen as the data collection approach, with implementation of transcription and data analysis protocols, following a four-step data analysis procedure. Given that the data for this current research were collected before or during the COVID-19 pandemic, the implications of COVID-19 for this study were discussed. Noticeably, all of the Chinese diaspora entrepreneurs who participated in this current research maintained their businesses during and after the COVID-19 pandemic, with many entrepreneurs even thriving through the COVID-19 crisis. Therefore, the impacts of the COVID-19 pandemic on this current research were minimal. Finally, the important ethical principles related to this current study were discussed, with a focus on the principles of the consent of the participants, the confidentiality of the data, fairness between the researcher and the participants as well as fairness among the participants and the positionality of the researcher.

In relation to the discussion of the research methodology presented in Chapter 3, together with the research gap identified that was identified in Chapter 2, Chapter 4 will focus on the data analysis based on the multicultural embeddedness conceptual framework that was analysed in Chapter 2. Notably, Chapter 4 will follow the principles and procedures discussed in this chapter in order to structure the data analysis for this current research, with the aim of providing answers to the research questions, which are closely linked to the research objectives of this current study. In particular, given the significance of the context in entrepreneurship research, in accordance with the research methodology and research design of this current study, Chapter 4 will undertake a grounded analysis of a multicultural entrepreneurial context in the superdiverse, transnational city of Birmingham.

Chapter 4: A Contextualised Grounding of Chinese Entrepreneurs in Birmingham

4.1 Introduction

Chapter 3 provided a detailed discussion of the design of this current research as a qualitative interpretivist study, by adopting the theoretical lens of multicultural embeddedness, to examine the emerging themes related to the entrepreneurial breakout of transnational Chinese migrants in a superdiverse context like Birmingham city. The research design reflects the overall objective of this study, which is to ground the theoretical framework of multicultural embeddedness in order to reconceptualise entrepreneurial breakout from a transnational perspective in the COVID-19 era. Specifically, this research focuses on the similarities and differences between the entrepreneurial trajectory patterns of Hong Kong and mainland Chinese entrepreneurs, respectively, regarding the access to the transnational markets and resources, achieved by stimulating a multicultural innovation process across different industries and markets to facilitate their entrepreneurial breakout. In particular, given that the data were collected before and during the COVID-19 pandemic, this study pays special attention to the opportunity structure as the dynamic interactions between the entry to the markets as physical locations as well as the digitalisation of enterprises and access to resources in the form of transnational human capital by the Hong Kong and mainland Chinese entrepreneurs in a crisis context. Noticeably, multicultural embeddedness is refined through theory condensation of the dynamics that exist between the opportunity structure and the entrepreneurial context of Birmingham city before and during the COVID-19 crisis. Based on the overall research objective, the research questions, as discussed in Section 3.5, are designed as follows. The primary research question is a reflection of the overarching research objective. provided me with in-depth understanding of Chinese migrant entrepreneurs. Specifically, the overall research question is: what is the definition of multicultural embeddedness based on a reconceptualisation of entrepreneurial breakout in the superdiverse, transnational context of Birmingham? The overall research question is further divided into the following five research questions.

- 1) What does embeddedness mean in the breakout entrepreneurial context in relation to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 2) What is the interpretation of embeddedness with regard to access to transnational physical and digital markets related to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 3) What is the interpretation of embeddedness with regard to access to transnational resources related to the Chinese catering industry in the form of transnational human capital among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 4) What is the interpretation of the opportunity structure concerning the Chinese catering industry in light of the dynamics of the access to transnational markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?
- 5) What is the definition of multicultural embeddedness in connection with the Chinese catering industry as the interlinkages between the opportunity structure and

entrepreneurial context through a reconceptualisation of entrepreneurial breakout in the superdiverse, transnational context of Birmingham?

In examining these five research questions, given the significance of the context in entrepreneurship research (Morrison, 2006), the analyses in Chapters 4-6 incorporate the context as well as the core concepts and main categories that were selected in order to ground the theory of multicultural embeddedness, following the four-phase data analysis procedure discussed in Chapter 3. Based on the four-phase data analysis procedure, the structure of the data analysis chapters is shown in Figure 5 below. As shown in Figure 5, Chapter 4 provides a grounded examination for the theory generation of the collected data to clarify the breakout context and so address the first research question. Following Chapter 4, Chapter 5 will draw attention to the second research question on the access to the transnational markets, based on empirical grounding and a review of the memos. Meanwhile, Chapter 6 will analyse the collected data in light of the third research question on the access to transnational resources in the form of transnational human capital, based on empirical grounding and an examination of the memos. Finally, Chapter 7 will focus on the last two research questions by discussing the research findings and reconceptualising entrepreneurial breakout based on the theory condensation of the collected data, with the aim of refining the construction of multicultural embeddedness.

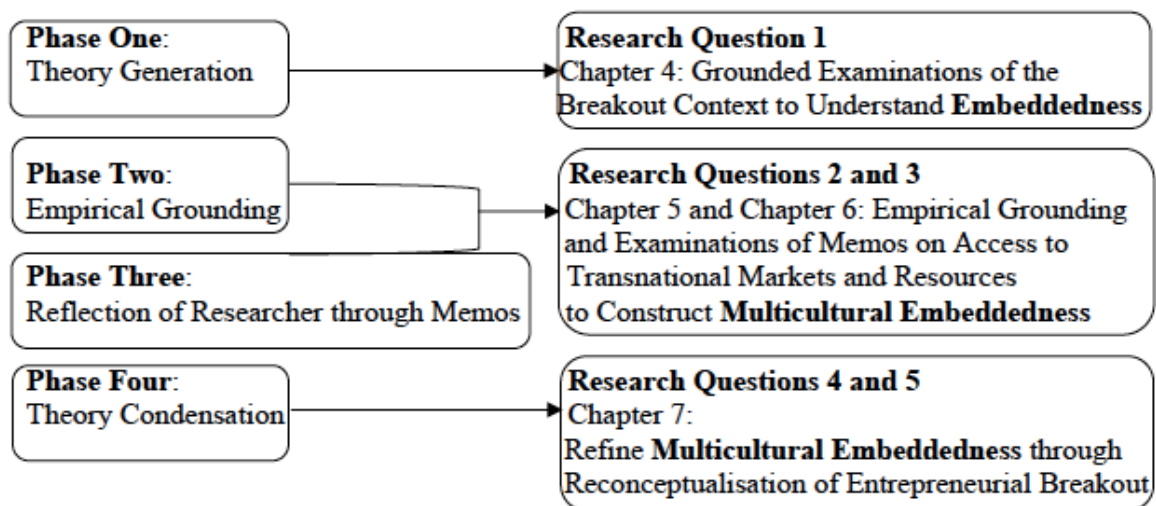


Figure 5. Structure of the Data Analysis Chapters

Based on the discussion of the data analysis in Chapters 4-7, Chapter 4 focuses on presenting a grounded analysis of the breakout context of Birmingham city, which is divided into six sections, as follows. Section 1 introduces the design of the data analysis for Chapters 4-7, as well as the structure of Chapter 4. Then, Section 2 discusses the rationale and approach taken in this current research in order to conduct contextualised grounding of Chinese entrepreneurs in Birmingham. Subsequently, Sections 3-5 present an evolutionary analysis of the situational, historical and social contexts of Chinese migrant entrepreneurship in Birmingham, to ground the renewed meanings of embeddedness from an entrepreneurial contextual perspective. Lastly, Section 6 focuses on the renewed meanings of embeddedness in connection with the conceptual framework of multicultural embeddedness, while Section 7 provides a summary of Chapter 4. This is intended to provide consolidated answers to research question 1 as well as to link the contextualised groundings of Chinese entrepreneurs in Birmingham in Chapter 4 with the discussion of the access to the transnational markets and resources in Chapters 5 and 6.

4.2 A Contextualised Grounding of Chinese Entrepreneurs

Entrepreneurship, as an economic phenomenon, is better comprehended through its temporal, social, historical and special contexts (Welter, 2011). According to Stam (2016), evolutionary analysis, as a mode for examining entrepreneurial phenomena, which originated in the field of social science, suits the philosophical foundations of the contextual approach in entrepreneurship research, including the processes of variation, selection, and retention. To all intents and purposes, as discussed in Subsection 3.6.4(2) with regard to the four phases of data analysis, evolutionary analysis was adopted on the basis of grounded analysis in order to clarify the entrepreneurial context. In particular, contextualised grounding on the semi-structured interviews with Hong Kong and mainland Chinese entrepreneurs focused on the three aspects of theory generation; namely, concepts, categories and their relationships. Noticeably, the three aspects of theory generation are associated with the processes of evolutionary analysis, including variation, selection and retention, as shown in Figure 6.

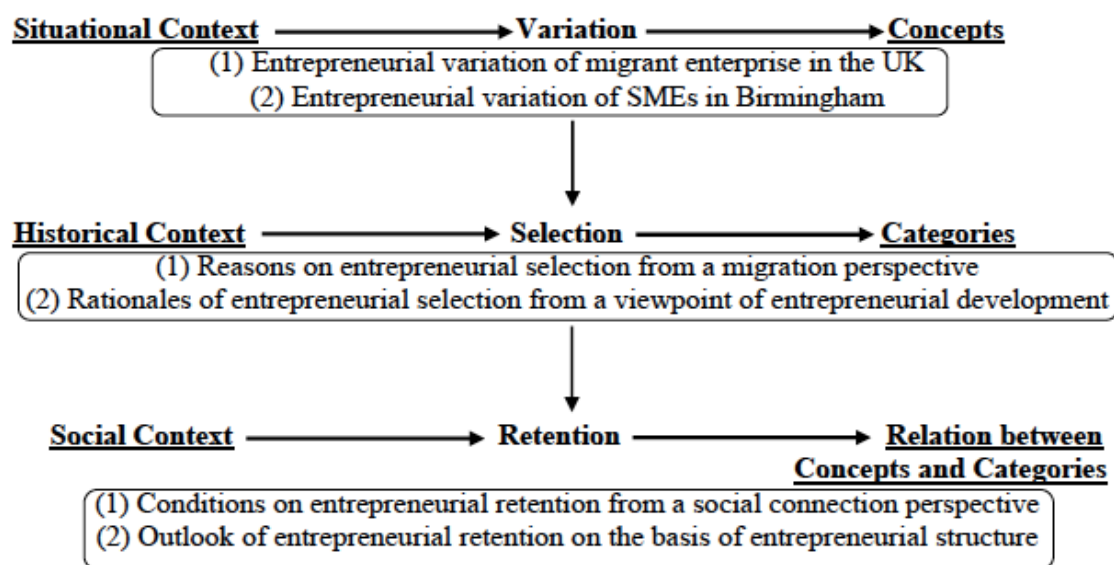


Figure 6. Theory Generation of Embeddedness in The Entrepreneurial Breakout Context

Through a grounded analysis combined with an evolution approach, to facilitate the theory generation process for the concepts, categories, and their interrelationships, the evolutionary analysis approach was adopted, resulting in the three emerging themes: situational context, historical context and social context. Noticeably, the situational context focuses on the entrepreneurial variations, comparing the entrepreneurial variations between Chinese migrant entrepreneurship in Birmingham with entrepreneurship in the UK as well as the entrepreneurial variations in Birmingham. The historical context, meanwhile, reveals the reasons for the entrepreneurial selection from the perspectives of migration experience and entrepreneurial development. With regard to the social context, meanwhile, grounded analysis unveils the current conditions and future directions of entrepreneurial retention based on social connections and the entrepreneurial structure. In the following three subsections, the three main themes of the situational, historical and social contexts will be examined in detail.

4.3 Situational Context of Chinese Migrant Entrepreneurship in Birmingham

As discussed in Chapter 2, the situational context is considered a key dimension of the entrepreneurial context (Welter, 2011), and focuses on the current conditions of the external entrepreneurial environment (Freiling, 2007). When applying evolutionary analysis (Stam,

2016) during the process of theory generation to examine the entrepreneurial context of this current research, the situational context directs attention to the entrepreneurial variations within Chinese migrant enterprises. In particular, the entrepreneurial variation of Chinese migrant enterprises in relation to that of migrant enterprises in the UK as well as SMEs in Birmingham, reflect the current external entrepreneurial environment. The grounded analysis of the collected data revealed that the entrepreneurial variations of Chinese migrant enterprises included in this current research are mainly shown as the types, sizes and industries of the two groups of Hong Kong and mainland Chinese enterprises. Therefore, information on the sizes and industries of the enterprises that are owned by the Hong Kong and mainland Chinese entrepreneurs who participated in this current research are listed in Tables 1 and 2 below.

Table 1. Types, Sizes & Industries of the Enterprises Owned by the Hong Kong Entrepreneurs

Name	Type of Business	Size of Business	Industry of Business
Pilot Study	Restaurant	Staff Headcounts: 1 to 10 Balance Sheet Total: £100 to £1000	Catering Industry
HK1	Restaurant in a Family Enterprise Group	Staff Headcounts: 10 to 100 Balance Sheet Total: £10 Million to £20 Million	Catering Industry
HK2	Restaurant in a Family Enterprise Group	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Catering Industry
HK3	Community Service linked with Family Enterprise Group	Staff Headcounts: 10 to 100 Balance Sheet Total: £1 Million to £10 Million	Community Service Industry
HK4	Leisure and Entertainment Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £1,000 to £10,000	Leisure Industry
HK5	Leisure and Entertainment Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Leisure Industry
HK6	Education Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 and £100,000	Education Industry
HK7	Financial Service in a Family Enterprise Group	Staff Headcounts: 1 to 10 Balance Sheet Total: £1 Million to £10 Million	Financial Service Industry
HK8	Online Art Design Company	Staff Headcounts: 1 to 10 Balance Sheet Total: £1,000 and £10,000	Creative Industry
HK9	Accountancy Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £100,000 to £1 Million	Professional Services Industry
HK10	Logistics Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Transport Industry
HK11	Logistics Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Transport Industry
HK12	Printing and Digital Marketing Service in a Family Enterprise Group	Staff Headcounts: 10 to 100 Balance Sheet Total: £100,000 to £1 Million	Printing and Digital Marketing Industries
HK13	Printing and Digital Marketing Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Printing and Digital Marketing Industries
HK14	Property Company	Staff Headcounts: 1 to 10 Balance Sheet Total: £100,000 to £1 Million	Real Estate Industry
HK15	Property Company in a Family Enterprise Group	Staff Headcounts: 1 to 10 Balance Sheet Total: £1 Million to £10 Million	Real Estate Industry

Table 2. Types, Sizes & Industries of the Enterprises Owned by The Mainland Chinese Entrepreneurs

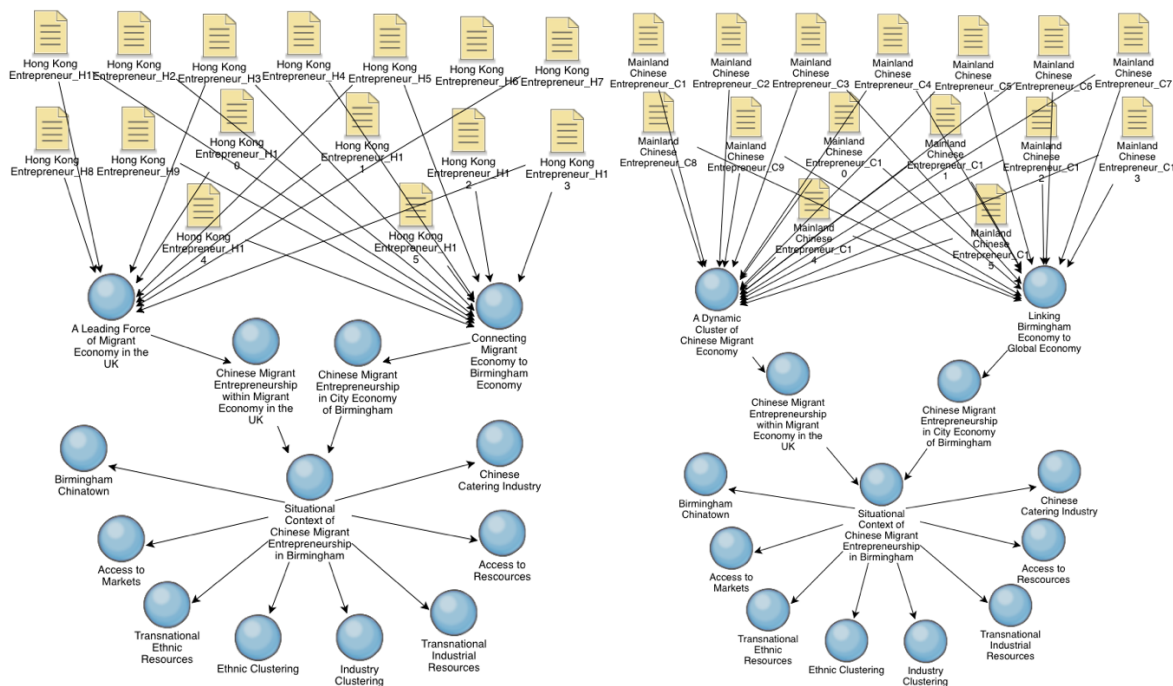
Name	Type of Business	Size of Business	Industry of Business
Pilot Study	Restaurant	Staff Headcounts: 1 to 10 Balance Sheet Total: £100 to £1,000	Catering Industry
MC1	Restaurant	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Catering Industry
MC2	Restaurant	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Catering Industry
MC3	Education Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Education Service Industry
MC4	Education Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Education Service Industry
MC5	Logistics Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Logistics and Transport Industry
MC6	Broadcast Entertainment Service	Staff Headcounts: 1 to 10 Balance Sheet Total: £1,000 to £10,000	Creative Industry
MC7	Accountancy Service	Staff Headcounts: 10 to 100 Balance Sheet Total: £100,000 to £1 Million	Professional Services Industry
MC8	Designer Watchmaker	Staff Headcounts: 1 to 10 Balance Sheet Total: £10,000 to £100,000	Creative Industry
MC9	Digital Marketing Agency	Staff Headcounts: 1 to 10 Balance Sheet Total: £100,000 to £1 Million	Creative Industry
MC10	Digital Marketing Agency	Staff Headcounts: 1 to 10 Balance Sheet Total: £100,000 to £1 Million	Creative Industry
MC11	Designer Products Online Shop	Staff Headcounts: 1 to 10 Balance Sheet Total: £100,000 to £1 Million	Creative Industry
MC12	Vehicle Sales and Rental Dealership	Staff Headcounts: 10 to 100 Balance Sheet Total: £1 Million to £10 Million	Retail Automotive Industry
MC13	Chinese Medicine Clinic	Staff Headcounts: 1 to 10 Balance Sheet Total: £100,000 to £1 Million	Medical Service Industry
MC14	Medical Equipment Inventor and Manufacturer	Staff Headcounts: 10 to 100 Balance Sheet Total: £10 Million to £20 Million	Health Care Devices Manufacturing Industry
MC15	Electronic Appliance Manufacturer	Staff Headcounts: 10 to 100 Balance Sheet Total: £10 Million to £20 Million	Electronics Manufacturing Industry

Noticeably, the types of businesses included in Tables 1 and 2 were based on the nature of these businesses as provided by Companies House. Meanwhile, the sizes of the businesses in the two tables as the staff headcount and balance sheet totals of the enterprises⁴ in Tables 1 and 2 were based on the most recent Companies House records. Noticeably, the leading Birmingham based Hong Kong migrant enterprise, W. Wing Yip & Brothers Trading Group Limited (Wing Yip Group), was excluded from this current research, owing to its size.⁵ In the interim, calculating the staff count and balance sheet totals was intended to measure the size of

⁴ Given the principle of the confidentiality of the data, the staff headcounts and balance sheet totals were provided as number ranges, based on accurate calculations of the staff headcounts and balance sheet totals rather than specific numbers of staff.

⁵ According to Companies House, the Wing Yip Group's staff headcount to September 2021 was over 250 and its balance sheet total was over €43 million, indicating that this enterprise exceeds the criteria for being classed as a UK SME, which was one of the selection criteria of this current research.

the enterprises,⁶ and these totals for all of the businesses owned by the family business group were included in the calculations. Notably, the theory generation was carried out using NVivo 12 based on an analysis of the three levels of nodes, shown as Concept Map 1 below. The grounded examinations that were undertaken during the first stage of the theory generation through the contextual grounding of the situational context will be analysed in detail in the following two subsections.



Concept Map 1. Theory Generation Stage One

4.3.1 Chinese Migrant Entrepreneurship within the Migrant Economy in the UK

Our examination of the types, sizes and industries of the Hong Kong and mainland Chinese enterprises revealed, as shown in Tables 1 and 2, that the enterprises that were owned by these two groups demonstrated a strong presence in the traditional Chinese catering sector as well as the service sectors that are closely related to the catering industry. Less than a quarter of the Hong Kong and mainland Chinese entrepreneurs operate in sectors which are not associated with the Chinese catering sector. Having compared the types and industries of all of the migrant enterprises in the UK, the grounded analysis of situational context was found to be in line with the previous finding, that newly-arrived migrant entrepreneurs, together with their forerunners, have continued to operate in the ‘low value added sectors’, with the catering and retail industries being two of the most popular sectors for migrant entrepreneurs (Edwards and Ram, 2006).

Meanwhile, according to EU recommendation 2003/361, the majority of the enterprises studied in this current research are micro-businesses. Specifically, 11 of the 15 Hong Kong enterprises and 12 of the 15 mainland Chinese enterprises are micro-businesses. Furthermore, three Hong Kong enterprises were categorized as small-sized business and one as a medium-sized business. Similarly, two of the mainland Chinese enterprises were identified as small-sized businesses and two as medium-sized ones. This is consistent with previous studies on migrant enterprises

⁶ The term ‘family business group’ refers to an enterprise that is part of a family’s business group, whereas a ‘business that is linked with a family enterprise group’ applies to companies which do not directly belong to a family business group but have linkages with them, often through close business co-operations with the entrepreneur’s family enterprise group.

in the UK, where the majority of migrant businesses are found to be operating on a relatively modest scale (Jones et al., 2015).

Despite the general consensus with the previous studies regarding the types, sizes and industries of the migrant enterprises, the enterprises owned by the Hong Kong and mainland Chinese entrepreneurs are dissimilar to the general migrant entrepreneurship in the UK. Noticeably, although their staff headcounts are relatively low, with fewer than ten employees, their balance sheet totals are fairly strong, with three of the 15 Hong Kong enterprises and five of the 15 mainland Chinese enterprises showing balance sheet totals close to £1 million. Meanwhile, only two of the 15 Hong Kong enterprises and one of the 15 mainland Chinese enterprises displayed balance sheet totals below £10,000. Despite the disruptive factors of COVID-19 and Brexit, the Hong Kong and mainland Chinese enterprises which participated in this current research demonstrated strong financial performance. Evidently, there exist divergent characteristics between the Hong Kong and mainland Chinese enterprises in respect to their entrepreneurial situational context with reference to migrant entrepreneurship in the UK, which will be discussed in detail as follows.

(1) Hong Kong Entrepreneurs: A Leading Force in the Migrant Economy in the UK

As discussed in Section 2.6, Hakka Chinese from the New Territories of Hong Kong were the first post-war Chinese settlers in Britain, and their arrival fostered the Chinese catering boom across the UK (Benton and Gomez, 2008). During the catering boom years, the Wing Yip Group, together with the See Woo Group and Loon Fung (Supermarket), developed competitive Chinese enterprise groups in the highly-industrialised British business environment (Gomez and Cheung, 2009; Cheung and Gomez, 2016). The leading role that the Wing Yip Group played in the ethnic migrant economy in the UK makes it a landmark ethnic enterprise in Birmingham, together with East End Foods⁷ and Cleone Foods (Birmingham Food Council, 2015; Bloomfield, 2019). Meanwhile, a grounded analysis of the interviews with the Hong Kong entrepreneurs revealed that their close relationship with the Wing Yip Group created a competitive advantage for their businesses, enabling them at different levels to contribute to and even play a leading role in both the local and national economy in the UK. HK1(Please see Table 1 above.) looked back at his family business as follows:

My grandfather actually came over with on the same boat with Mr Wing Yip...So yes our affiliation again to Wing Yip (is very strong), and we know them very well as well...(Because of the connections), it enabled my dad to start the restaurant in Birmingham. This was also the start of Birmingham Chinatown.

It is evident that the Hong Kong entrepreneurs in general and Hakka entrepreneurs in particular⁸ have valued and nurtured their Hakka ethnic ties and professional business connections with the leading Hakka Hong Kongese migrant enterprise, the Wing Yip Group. Their links with the leading Chinese migrant business, the Wing Yip Group, is one of the main characteristics of the situational context for Birmingham-based Hong Kong entrepreneurs. This contextual feature reflects the current entrepreneurial conditions that allow Hong Kong entrepreneurs to develop their own enterprises together with the prominent ethnic Chinese enterprise, the Wing Yip Group, which plays a leading role in the migrant economy in the UK. Noticeably, they have created a diverse ethnic business cluster, rooted in the Hakka catering

⁷ East End Foods now falls under the Vibrant Foods umbrella, following the sale of the company in 2019 by the Wouhra Brothers. Noticeably, in 2020, Jasbir Wouhra and his immediate family bought the former cash and carry sites, trading under a new company called Lioncroft Wholesale.

⁸ The Cantonese Hong Kongese and Hakka Hong Kongese are discussed in detail in Chapter 2.

industry, and encompassing the professional service industry as well as real estate industry and beyond, that is engaged in cross-industry and inter-community business activities, and plays a leading role in the regional and national economic and social transformation process. Compared to the Hong Kong entrepreneurs, the mainland Chinese entrepreneurs are situated in a divergent entrepreneurial context, which will be discussed in detail in the next subsection.

(2) Mainland Chinese Entrepreneurs: A Dynamic Cluster of the Chinese Migrant Economy

The discussions in Section 2.6 revealed that the majority of the mainland Chinese entrepreneurs arrived in the UK as skilled workers or international students, due to China's 'open door' policy of the late 1970s (Henry et al., 2002; Shen, 2008; Chinn, 2014). Therefore, the entrepreneurial context of the mainland Chinese entrepreneurs differs from that of the Hong Kong entrepreneurs. Noticeably, even the mainland Chinese entrepreneurs with a background as professional chefs, although they valued the phenomenal business success and favourable entrepreneurial structure, they feared that, compared to Hong Kong entrepreneurs in the Chinese ethnic cluster, they were at a disadvantage. Therefore, they merited their transnational connection to mainland China, with a focus on the catering market for Chinese international students and tourists, rather than seeking to develop or diversify their businesses into industries related to or beyond the traditional Chinese catering industry. MC1 revisited his experience of setting up his own catering business in Birmingham:

...In particular, Birmingham Chinatown has developed a good business environment for Chinese catering businesses, plus the clearly regulated business environment in the UK...Our business will mainly focus on the market of Chinese international students, and we also want to build more opportunities with tourists from mainland China...

The mainland Chinese entrepreneurs, with skills and experience related to working in the Chinese hospitality industry, praised the establishment of Birmingham's Chinese Quarter as the central location for the industrial clustering of the Chinese hospitality sector. Consequently, they decided to establish and grow their businesses that were located in the traditional Chinese hospitality industry, albeit with a focus on the transnational market of Chinese international students and travellers. Meanwhile, the mainland Chinese entrepreneurs who had migrated to the UK as international students utilised their professional skills and knowledge as resources to set up their businesses. Consequently, the enterprises that were owned by the mainland Chinese entrepreneurs developed complex layers of entrepreneurial structure, based on the existing Chinese catering entrepreneurial system that had been developed by Hong Kong entrepreneurs. In the next subsection, a detailed analysis of the situational context related to the city economy of Birmingham will be presented.

4.3.2 Chinese Migrant Entrepreneurship in the City Economy of Birmingham

Following the discussion presented in Subsection 4.3.1 concerning the types, sizes and industries of the businesses, the findings of the grounded examination of the interviews with the Hong Kong and mainland Chinese entrepreneurs were in line with those of previous studies, confirming that the development of Birmingham's Chinese Quarter represented a significant economic transformation experience in Birmingham city. Noticeably, our examination of the types, sizes and industries of the Hong Kong and mainland Chinese enterprises revealed that there existed substantial numbers of Chinese migrant entrepreneurs in general and mainland Chinese student entrepreneurs in particular operating within the priority sectors outlined in Birmingham's local industrial strategy. Evidently, the Chinese enterprises within the priority sectors are closely associated with the traditional Chinese catering industry. Therefore, the

active engagement of the Hong Kong entrepreneurs in the development and regeneration of Birmingham's Chinese Quarter as well as the linkages between the Chinese entrepreneurs operating within the priority sector and the traditional Chinese catering industry will be analysed in the following two subsections.

(1) Hong Kong Entrepreneurs: Connecting the Migrant Economy to Birmingham's Economy

As shown in Subsection 4.3.1, Hakka entrepreneurs from Hong Kong laid the foundation for Birmingham's Chinese Quarter, utilising their close association with the eminent Chinese ethnic enterprise of the Wing Yip Group as a competitive advantage to enable them to establish Chinese catering outlets close to Birmingham Hippodrome Theatre. Grounded examinations of the interviews conducted with the Hong Kong entrepreneurs revealed that the Hakka entrepreneurs not only launched their businesses within the British business district to mark the start of Birmingham's Chinese Quarter but also have maintained their leading role in the development of this area of the city. In particular, as their businesses have grown from single business units into enterprise group, they have found it necessary to adopt a central role in assisting the integration of the Chinese diasporic business community with the local business communities in Birmingham. The grounded analysis revealed that this integration was expected to happen at two levels. The first level of integration was for their own businesses to be further integrated into the local economy, particularly through the active engagement of the local policy-making and business transformation processes, including the regeneration of Birmingham's Chinese Quarter. The second level of integration entailed them supporting the newly-established Chinese migrant businesses to become integrated into their local communities in Birmingham. HK15 recollected the development of his family business as follows:

Our family business started very small...and now it has grown into one of the major businesses in Chinatown and is a household name within the Chinese community...We would like to get more involved in political life...We would also like to continue providing support to newly-arrived Chinese migrants...

Therefore, the Hong Kong entrepreneurs in general and Hakka entrepreneurs in particular have greatly promoted the integration of the diasporic Chinese business community in Birmingham with local Birmingham businesses. Through the channels developed by the Hakka entrepreneurs, the Chinese entrepreneurs from ethnic groups other than Hakka Chinese, including entrepreneurs from mainland China, were able to develop ethnic ties as well as professional connections with the Chinese diasporic business community in Birmingham. In the following subsection, the grounded analysis of the situational context of the enterprises owned by the mainland Chinese entrepreneurs, with a focus on their entrepreneurial variations, will be discussed in detail.

(2) Mainland Chinese Entrepreneurs: Linking the Global Economy to Birmingham's Economy

As stated in the previous subsection, based on the entrepreneurial structure that was established by Hong Kong entrepreneurs, with a booming catering industry centred in Birmingham's Chinese Quarter, the entrepreneurs from mainland China operated businesses within and beyond the traditional Chinese catering businesses. The grounded analysis shows that, in relation to the types, sizes and industries of these businesses, more Hong Kong entrepreneurs than their mainland counterparts operated within the traditional Chinese catering industry. Noticeably, a substantial number of mainland Chinese entrepreneurs with businesses outside

the catering industry are operating within the priority sectors as outlined in the West Midlands Industrial Strategy. When asked why they set up their businesses in Birmingham, a considerable number of entrepreneurs expressed that their rationale in doing so was based on the city's central location and relative low costs as well as its multicultural characteristics and the thriving Chinese community in Birmingham. MC15 recalled starting his business in Birmingham:

Apart from the central location and low costs compared to London and the other major UK cities, one of the key attractions of Birmingham is its multicultural business environment. In particular, I really get on well with the Indian business community...Also the Chinese community in Birmingham is extremely active...

A grounded analysis of the interviews with the mainland Chinese entrepreneurs demonstrated that the multicultural business environment in the city of Birmingham is considered one of the key reasons why they locate their mainland China-based Chinese enterprises there, in addition to the city's central location and relatively low operational costs. More precisely, the multicultural business environment in Birmingham has attracted mainland Chinese entrepreneurs to invest in Birmingham, thereby facilitating the establishment of linkages between the global economy and Birmingham's economy.

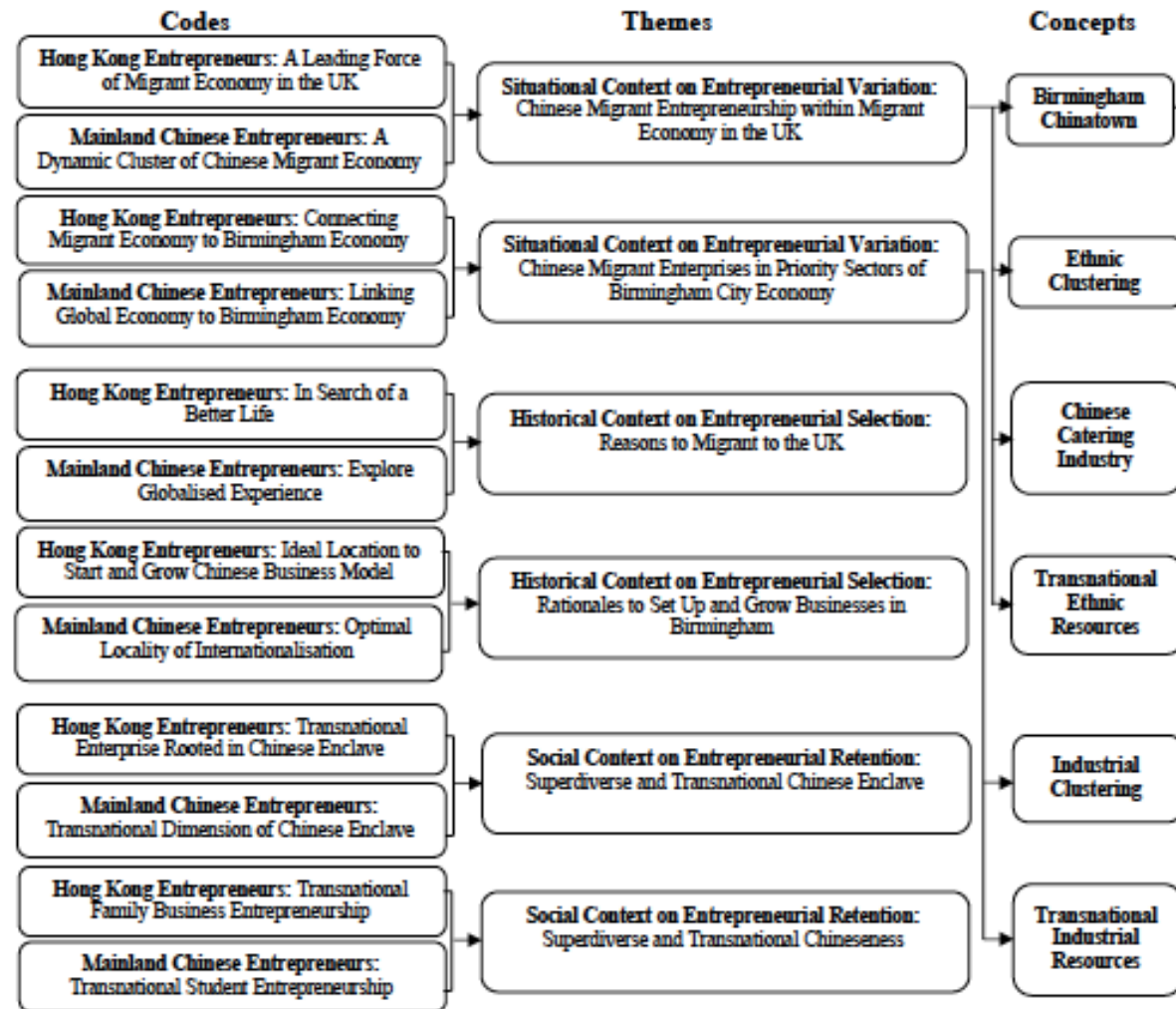


Figure 7. Theory Generation related to the Situational Context

Based on the discussion in Section 4.3, the grounded examination of the situational context of Birmingham-based Hong Kong and mainland Chinese entrepreneurs revealed the current entrepreneurial structure and breakout condition of the two groups of Chinese entrepreneurs as entrepreneurial variations. Specifically, as shown in Figure 7, the Hong Kong entrepreneurs have developed a diverse ethnic business cluster, rooted in the Hakka catering industry, that is engaged in cross-industry and inter-community business activities, and plays a leading role in the migrant economy in the UK. Meanwhile, the Birmingham-based mainland Chinese entrepreneurs have further advanced the thriving Chinese catering industry within the Chinese catering sector through the niche transnational market as well as beyond the hospitality industry through professional skills that they have developed through long-term study and training. Noticeably, the multicultural business environment in the city of Birmingham has become one of the main reasons why mainland Chinese entrepreneurs invest in Birmingham. Therefore, during the theory generation process, based on the examination of the situation context with a focus on entrepreneurial variations, six key concepts were generated, including Birmingham's Chinatown,⁹ ethnic clustering, transnational ethnic resources, the Chinese catering industry and transnational industrial resources. In the following section, the historical context of the entrepreneurial breakout for the Hong Kong and mainland Chinese entrepreneurs will be analysed in detail from a perspective of entrepreneurial selection, to categorise the concepts generated by the examination of the situational context.

4.4 Historical Context of Chinese Migrant Entrepreneurship in Birmingham

Entrepreneurial selection involves the withdrawal of specific categories of entrepreneurial variation (Stam, 2016). Noticeably, in this current research, entrepreneurial selection was examined through undertaking a grounded analysis of the historical context, given that this context provides the reasons and conditions for entrepreneurial selection. In the interim, according to Wadhvani (2016), the historical context refers to the interpretations of the past entrepreneurial situations in order to make sense of the current entrepreneurial occurrences. Consequently, the examinations of historical contexts are purposed to explain the entrepreneurial events in the present (Wadhvani, 2016). Noticeably, entrepreneurial selection through undertaking grounded examinations of the historical entrepreneurial context is based on the age of the business, with the migration history of the Hong Kong and mainland Chinese entrepreneurs being the reasons for their divergent entrepreneurial experience, shown below in Tables 3 and 4.¹⁰

⁹ In this thesis, Birmingham's Chinatown is used in a more general context in order to connect this area with all of the other Chinatowns in every major city across the world. Meanwhile, Birmingham's Chinese Quarter displays historical, cultural and entrepreneurial characteristics that are specific to Birmingham.

¹⁰ The age of the businesses, as shown in Tables 3 and 4, were based on the most recent Companies House records. Given the principle of the confidentiality of the data, the ages of the businesses were provided as number ranges, based on accurate calculations of the ages of the businesses rather than specific figures.

Table 3. Ages of the Business & Migration Background of the Hong Kong Entrepreneurs

Name	Age of Business	Migration Background
Pilot Study	1-10 Years	Migrated to the UK with Parents at a Young Age from Hong Kong
HK1	30-40 Years	Born in the UK
HK2	10-20 Years	Born in the UK
HK3	1-10 Years	Born in the UK
HK4	1-10 Years	Unknown
HK5	1-10 Years	Migrated to the UK with Parents at a Young Age from Hong Kong
HK6	10-20 Years	Unknown
HK7	20-30 Years	Migrated to the UK with Parents at a Young Age from Hong Kong
HK8	1-10 Years	Unknown
HK9	10-20 Years	Born in the UK
HK10	10-20 Years	Migrated to the UK with Parents at a Young Age from Hong Kong
HK11	1-10 Years	Migrated to the UK with Parents at a Young Age from Hong Kong
HK12	20-30 Years	Unknown
HK13	10-20 Years	Migrated to the UK as a Business Investor from Hong Kong
HK14	1-10 Years	Born in the UK
HK15	30-40 Years	Born in the UK

Table 4. Ages of the Business & Migration Background of the Mainland Chinese Entrepreneurs

Name	Age of Business	Migration Background
Pilot Study	1-10 Years	Migrated to the UK as an International Student from Fujian Province
MC1	1-10 Years	Migrated to the UK as a Skilled Worker from Dongbei
MC2	1-10 Years	Migrated to the UK as a Skilled Worker from Dongbei
MC3	1-10 Years	Migrated to the UK as an International Student from Sichuan Province
MC4	10-20 Years	Migrated to the UK as an International Student from Shanxi Province
MC5	1-10 Years	Migrated to the UK as a Skilled Worker from Dongbei
MC6	1-10 Years	Migrated to the UK as an International Student from Beijing
MC7	1-10 Years	Migrated to the UK as an International Student from Beijing
MC8	1-10 Years	Migrated to the UK as an International Student from Hainan Province
MC9	1-10 Years	Migrated to the UK as an International Student from Shanghai
MC10	1-10 Years	Migrated to the UK as an International Student from Dongbei
MC11	1-10 Years	Migrated to the UK as an International Student from Guangdong Province
MC12	1-10 Years	Migrated to the UK as an International Student from Beijing
MC13	1-10 Years	Migrated to the UK as an International Student from Shanghai
MC14	1-10 Years	Migrated to the UK as an International Student from Zhejiang Province
MC15	20-30 Years	Migrated to the UK as an International Student from Beijing

Tables 3 and 4 show that, on average, the enterprises owned by the Hong Kong entrepreneurs have a longer trading history by around a decade compared to the mainland Chinese enterprises, mainly due to the divergent migration backgrounds of the Hong Kong and mainland Chinese entrepreneurs. As discussed in Chapter 2, in the 1950s and 60s, due to political and economic factors in mainland China and Hong Kong, there were widespread socio-economic problems related to homelessness, unemployment and poverty in Hong Kong (Chinn, 2014). Therefore, large numbers of Hong Kong migrants arrived in the UK, with villagers from the New Territories of Hong Kong representing the earliest Chinese economic migrants to embrace business opportunities in Birmingham's catering industry (Henry et al., 2002). Meanwhile, following the 'Cultural Revolution', with the Chinese government's 'open door' policy, since the 1980s, there has been a significant increase in the number of legal and illegal migrants arriving from diverse locations across mainland China (Sung, 2004). Therefore, in the

following two subsections, the historical development of the Hong Kong and mainland Chinese entrepreneurs in the breakout context will be fully examined, to comprehend the entrepreneurial historical context in relation to the situational context.

4.4.1 Reasons for Migrating to the UK

One of the key themes that the grounded analysis of the historical contexts of the Hong Kong and mainland Chinese entrepreneurs revealed was the reasons why they migrated to the UK. Noticeably, the divergences in the reasons why the Hong Kong and mainland Chinese entrepreneurs migrated to the UK were closely associated with their access to the markets. Meanwhile, based on the discussion in Section 2.6, as Table 3 shows, the Hong Kong entrepreneurs who participated in this current research were either born in the UK or migrated to there with their parents when they were young. Tracing back the migration history of the parents of the Hong Kong entrepreneurs, they all had at least one parent who originated from Hong Kong. In the following, the reasons why the Hong Kong and mainland Chinese entrepreneurs migrate to the UK will be analysed, with a focus on the entrepreneurial selection and categorisation of the key concepts.

(1) Hong Kong Entrepreneurs: In Search of a Better Life

As stated above, over half of the Hong Kong entrepreneurs who participated in this research were of Hakka origin. According to previous studies, in the 1960s, the rapid urbanisation of Hong Kong had a huge negative impact on the lives of the Hakkas, plus the marginalisation of Hakkas by the Cantonese in Hong Kong resulted in huge numbers of Hakka Hong Kongese migrating to Britain (Lee, 2004; Benton and Gomez, 2008). In line with previous studies, many of the participants in this current research stated that their parents arrived in the UK in the 1960s and 70s, bringing their skills related to the Chinese catering trade to the UK. They launched Chinese takeaway or restaurant businesses in the UK, providing many British customers with their very first experience of Chinese food for. HK14 stated:

He (my dad) came here by boat...he came over when he was quite young...I think he was 16...My mom came over when she was 15...very young as well...they had a happy marriage...and a very successful business...

The grounded analysis of the collected data revealed that there were three main reasons why Hong Kong entrepreneurs in general and Hakka entrepreneurs in particular migrated to the UK, as follows. Firstly, the living conditions in Hong Kong worsened due to internal migration from mainland China and the policy adopted by the Hong Kong government. Secondly, their relatives and fellow-villagers had successfully settled in the UK, building profitable catering businesses. Thirdly, the associations of New Territories villagers and the Hakka ethnic community were capable and willing to provide assistance, including financial support, to enable Hakka villagers to migrate to and settle in the UK. Evidently, the most frequently mentioned reason why the parents of the Hakka entrepreneurs migrated to the UK was the support provided by the villagers' associations and the Hakka ethnic community. Noticeably, the reasons why the mainland Chinese entrepreneurs migrated to the UK are dissimilar to those of their Hong Kong counterparts. A detailed analysis of the causes of their migration will be presented in the next subsection.

(2) Mainland Chinese Entrepreneurs: Exploring a Globalised Experience

As shown in Chapter 2, since the 1980s, there has been a significant increase in the number of both legal and illegal immigrants travelling from mainland China to the UK (Sung, 2004). According to Table 4, the majority of the entrepreneurs arrived in the UK as international

students. The three participants who migrated to the UK as skilled workers, after they had built up sufficient financial and social capital, set up their own businesses, which also helped them to obtain the migration status of permanent residency and/or citizenship in the UK. With reference to the geographical origin of the entrepreneurs, four came from Beijing Municipality, four from the Dongbei (Northeastern) region of mainland China, and two were born in Shanghai Municipality, while the rest originated in the Shaanxi Province, Sichuan, Hainan, Guangdong (Cantonese) and Zhejiang Provinces of mainland China. The migration background of the mainland Chinese entrepreneurs who participated in this current research demonstrates the features of superdiversity, as they were born in different places throughout mainland China. In contrast, the Hong Kong entrepreneurs, as a homogeneous group, originated in Hong Kong as members of the marginalised Hakka ethnic minority community. Nevertheless, similar to the contextualised grounding of the Hong Kong entrepreneurs, the data collected from the mainland Chinese entrepreneurs revealed that the majority of them arrived in the UK as international students, with the aim of acquiring globalised learning and work experience. MC10 recalled his experience of arriving in the UK as an international student:

I completed my bachelor's degree in China... most Chinese parents are very willing to provide support for their children to study abroad... I also really wanted to expand my professional experience by studying and working abroad.

A grounded examination of the collected data reveals that there were two main reasons why the mainland Chinese entrepreneurs migrated to the UK. The first was to enrich their professional capability and enhance their technical expertise through engaging in overseas learning and working experience, while the second reason was the support, including financial support, that they received from their close and extended family members, that enabled them to study or work in the UK. Noticeably, the divergent reasons why the Hong Kong and mainland Chinese entrepreneurs migrated to the UK also reflected their divergences regarding the access to the local British markets as well as the transnational markets in China. Based on the discussion of the reasons why both the Hong Kong and mainland Chinese migrants migrated to the UK, the second theme of the rationales for why the Hong Kong and mainland Chinese entrepreneurs set up and grew their businesses in Birmingham will be analysed in detail in the next subsection.

4.4.2 Rationales for Setting Up and Growing their Businesses in Birmingham

A grounded analysis of the collected data revealed that a second main theme related to the historical context with a focus on entrepreneurial selection was the rationales for why the Hong Kong and mainland Chinese entrepreneurs set up and grew their businesses in Birmingham. Based on the discussion in Subsection 4.4.1 on the divergent reasons for this among the Hong Kong and mainland Chinese entrepreneurs, the grounding of the interviews with the Hong Kong and mainland Chinese entrepreneurs demonstrated that their rationales for setting up and growing their businesses are incongruent, which will be discussed in detail in the following two sub-sections.

(1) Hong Kong Entrepreneurs: An Ideal Location for Starting and Growing a Chinese Business

As discussed above, the villagers from the New Territories of Hong Kong were the earliest Chinese settlers in Birmingham, who embraced the business opportunities offered by the catering industry there (Henry et al., 2002). Noticeably, one theme that emerged from the collected data was the rationales for why the parents of the Hong Kong entrepreneurs decided to grow their Chinese business in Birmingham. The grounded analysis revealed that the

‘Chinese business model’ means the business concept of developing Chinese catering businesses close to a city’s entertainment district in order to fulfil the holistic entertainment needs of the customers. Tracing the history of this reveals that there existed three main reasons why the parents of the Hong Kong entrepreneurs started their businesses in Birmingham. Firstly, they received support from the associations of the New Territories villagers and the Hakka ethnic community. Secondly, they developed their professional experience and skills both in Hong Kong and the UK, that enabled them to launch their own business. Thirdly, they recognised that Birmingham was a location where there was less competition in the Chinese catering industry. Meanwhile, given that the parents of all of the Hong Kong entrepreneurs owned takeaway businesses or Chinese restaurants, all of the Hong Kong entrepreneurs who participated in this current study could choose either to take over their family Chinese takeaway and/or restaurant businesses or to pursue their own entrepreneurial journey. Many of the entrepreneurs decided to remain in Birmingham, and set up their own business, based on their existing family business in the catering trade. Looking back on his journey as an entrepreneur, HK10 stated:

Well, basically, I grew up in my family’s takeaway restaurant...When I finished university, then I actually started my own takeaway in Birmingham, as well. But then I realised that I didn’t want to carry on running a takeaway business...Then I started to look at doing some deliveries. That’s how we started. We started very small...

The grounding of the collected data reveals that there exist three main reasons why the Hong Kong entrepreneurs maintain and grow their businesses in Birmingham, as follows. Firstly, the existing family businesses in general, and the business resources that these generate in particular were of paramount significance to the development of their own businesses. Secondly, their familiarity with the local resources in Birmingham formed part of the competitive advantage of their businesses compared to locating them in other parts of the UK. The final reason was the favourable business environment in Birmingham, with its relatively low costs as well as ample supply of a young, skilled workforce. Therefore, from the perspective on the access to resources, the Hong Kong entrepreneurs chose to grow their businesses in Birmingham. In the next subsection, the grounded examination of the rationales why the mainland Chinese entrepreneurs developed their businesses in Birmingham will be discussed.

(2) Mainland Chinese Entrepreneurs: the Optimal Locality for Internationalisation

As stated above, the rationales why the mainland Chinese entrepreneurs located and developed their enterprises in Birmingham were dissimilar to those of their Hong Kong counterparts. The grounded analysis shows that a substantial number of mainland Chinese entrepreneurs claimed that they chose to locate their businesses in Birmingham due to the city’s convenient transport network, with relatively low costs compared to London and other major cities in the UK, as well as the multicultural global business environment in Birmingham. MC14 explained:

My business needed to set up an overseas office to facilitate its growth in markets outside China...I decided to set up the office in Birmingham. There were three reasons for this. Firstly, Birmingham is an industrial city with abundant talents. Secondly, the central location of Birmingham provides easy access to all of the other major cities in the UK. Thirdly, Birmingham has its own airport with advanced air travel routes around the world, plus continuous improvements to the infrastructure and a multicultural global business environment.

A grounded analysis of the collected data showed that there were five main reasons why the mainland Chinese entrepreneurs located their businesses in Birmingham. Firstly, Birmingham is a city that is renowned for its world class manufacturing facilities and global trade links, where businesses can operate on a relatively modest budget. Second, Birmingham is a city with a convenient transportation system that links it to the rest of the UK and Europe. Thirdly, the operating costs in Birmingham are relatively low, with an ample supply of a highly-skilled professional workforce. Fourthly, several support mechanisms are provided by the local government and/or major universities across Birmingham. Finally, there is a multicultural business environment in Birmingham, with a thriving Chinese community, which provides efficient channels for connecting with business communities in specific industries and markets. Noticeably, the mainland Chinese entrepreneurs comprehended the entrepreneurial structure and condition of Birmingham in connection with their transnational resources. Therefore, they considered Birmingham an optimal locality in which to internationalise their businesses from the perspective of accessing entrepreneurial resources.

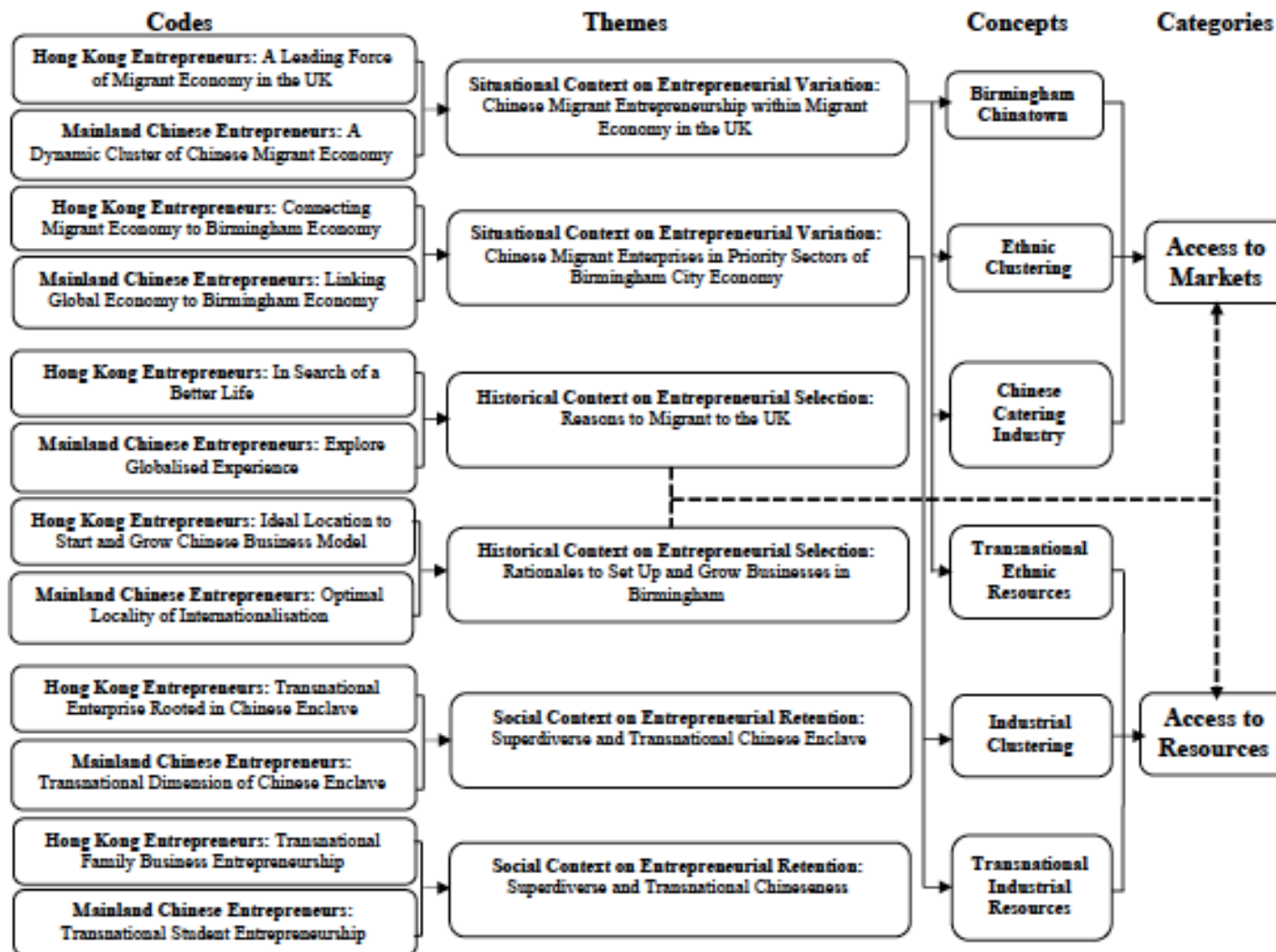


Figure 8. Theory Generation related to the Historical Context

The discussion in Subsection 4.4.1 on the reasons why the Hong Kong and mainland Chinese entrepreneurs migrated to the UK helped to explain the rise of Birmingham's Chinese Quarter as well as the development of divergent transnational ethnic resources between the Hong Kong and mainland Chinese entrepreneurs, which were closely connected with the ethnic enclave. Therefore, both Birmingham's Chinese Quarter and the transnational ethnic resources were coded as concepts in the category of ethnic clustering. Meanwhile, an examination of their rationales for locating and growing their businesses in Birmingham clarified the advancement of the Chinese catering industry in Birmingham as well as the formation of different transnational industrial resources between the Hong Kong and mainland Chinese entrepreneurs. Consequently, Birmingham's Chinese Quarter and Chinese catering industry both belong to the category of access to the markets, whereas the concepts of transnational ethnic and industrial resources are connected to the category of access to resources. It is evident that the relationship between the concepts and categories are multi-dimensional and dynamic in nature. In order to comprehend the relationship between the concepts and categories, a grounded analysis of the social context was carried out, which will be discussed in detail in the next section.

4.5 Social Context of Chinese Migrant Entrepreneurship in Birmingham

As stated above, the purpose of conducting a grounded analysis of the social context was to comprehend entrepreneurial retention, as a way to examine the multi-dimensional, dynamic relationship between the key concepts and categories. Noticeably, entrepreneurial retention refers to the process of positive entrepreneurial selection based on entrepreneurial variation, as selected entrepreneurial variations are preserved, duplicated and reproduced (Stam, 2016). Meanwhile, the entrepreneurial social context means the systematic examination of the entrepreneurial context through the overarching signifiers, including gender, race, class and other factors, in order to reflect the social structure and its influences in relation to entrepreneurial activities (Dy and Agwunobi, 2018). Therefore, the adoption of age, gender, education background and entrepreneurial categories in this research was designed to produce insights into the entrepreneurial context of the Hong Kong and mainland Chinese entrepreneurs, with a focus on entrepreneurial retention. Noticeably, a dominant feature of the Chinese entrepreneurs who participated in this study was that almost all of them are serial entrepreneurs (Plehn-Dujowich, 2010). A second feature, that was shared by the majority of both groups of Chinese entrepreneurs, was that they were either family firm entrepreneurs (López-Fernández et al., 2016) or student entrepreneurs (Politis et al., 2012). Specifically, a third of the Hong Kong entrepreneurs owned family firms, while four-fifths of the mainland Chinese entrepreneurs were student entrepreneurs. The details of the entrepreneurial social context signifiers are shown in Tables 5 and 6, as follows.

Table 5. Entrepreneurial Social Context Signifiers of Hong Kong Entrepreneurs

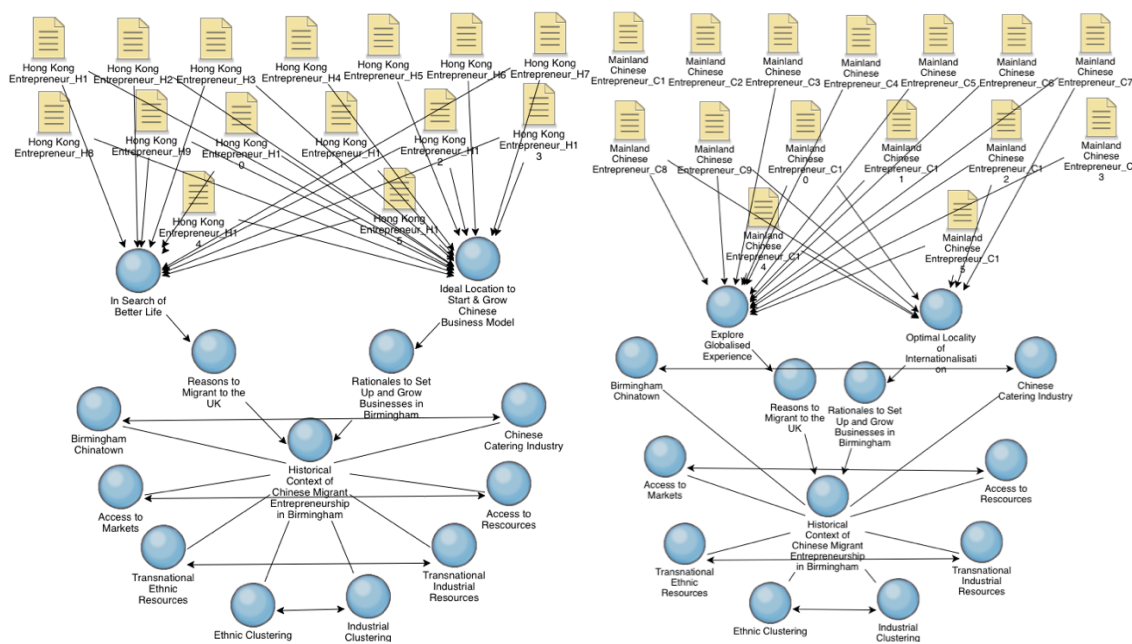
Name	Age	Gender	Education Background	Entrepreneurial Categories
Pilot Study	30-40	Male	Bachelor's Degree	Serial Entrepreneur
HK1	40-50	Male	Doctoral Degree	Serial Entrepreneur and Owner of Family Enterprise Group
HK2	40-50	Male	Master's Degree	Serial Entrepreneur and Owner of Family Enterprise Group
HK3	30-40	Male	Master's Degree	Serial Entrepreneur and Owner of Family Enterprise
HK4	20-30	Female	Bachelor's Degree	Serial Entrepreneur and Student Entrepreneur
HK5	30-40	Female	Bachelor's Degree	Serial Entrepreneur and Student Entrepreneur
HK6	30-40	Female	Master's Degree	Serial Entrepreneur and Student Entrepreneur
HK7	30-40	Female	Bachelor's Degree	Serial Entrepreneur and Owner of Family Enterprise Group
HK8	20-30	Female	Bachelor's Degree	Serial Entrepreneur and Student Entrepreneur
HK9	40-50	Male	Master's Degree	Serial Entrepreneur and Student Entrepreneur
HK10	30-40	Male	Master's Degree	Serial Entrepreneur and Student Entrepreneur
HK11	30-40	Female	Master's Degree	Serial Entrepreneur and Student Entrepreneur
HK12	30-40	Female	Bachelor's Degree	Owner of Family Enterprise Group
HK13	50-60	Male	Bachelor's Degree	Serial Entrepreneur
HK14	40-50	Female	Master's Degree	Serial Entrepreneur and Student Entrepreneur
HK15	30-40	Female	Master's Degree	Serial Entrepreneur and Owner of Family Enterprise Group

Table 6. Entrepreneurial Social Context Signifiers of the Mainland Chinese Entrepreneurs

Name	Age	Gender	Education Background	Entrepreneurial Categories
Pilot Study	30-40	Male	Bachelor's Degree	Serial Entrepreneur and Student Entrepreneur
MC1	40-50	Male	Bachelor's Degree	Serial Entrepreneur
MC2	40-50	Male	Bachelor's Degree	Serial Entrepreneur
MC3	30-40	Female	Master's Degree	Serial Entrepreneur and Student Entrepreneur
MC4	50-60	Female	Master's Degree	Serial Entrepreneur and Student Entrepreneur
MC5	40-50	Female	Bachelor's Degree	Serial Entrepreneur
MC6	40-50	Female	Bachelor's Degree	Serial Entrepreneur and Student Entrepreneur
MC7	40-50	Male	Bachelor's Degree	Serial Entrepreneur and Student Entrepreneur
MC8	20-30	Male	Master's Degree	Serial Entrepreneur and Student Entrepreneur
MC9	30-40	Female	Master's Degree	Serial Entrepreneur and Student Entrepreneur
MC10	40-50	Male	Master's Degree	Serial Entrepreneur and Student Entrepreneur
MC11	40-50	Female	Master's Degree	Serial Entrepreneur and Student Entrepreneur
MC12	30-40	Male	Master's Degree	Serial Entrepreneur and Student Entrepreneur
MC13	40-50	Female	Master's Degree	Student Entrepreneur
MC14	40-50	Male	Doctoral Degree	Student Entrepreneur
MC15	50-60	Male	Doctoral Degree	Serial Entrepreneur and Student Entrepreneur

Overall, there was an even distribution of age and gender between the Hong Kong and mainland Chinese entrepreneurs. Evidently, there was no presence of female entrepreneurs in

the catering industry, in either the Hong Kong or mainland Chinese group. With reference to education background, both groups of Chinese entrepreneurs who participated in this current research possessed high levels of educational attainment. Across the two groups of entrepreneurs, over half held a master's degree, while three had a doctorate. Noticeably, there also existed divergencies in terms of their educational background, since most of the Hong Kong entrepreneurs had pursued their undergraduate and postgraduate education in the UK whereas the majority of the mainland Chinese entrepreneurs had obtained their undergraduate degree in mainland China then completed their postgraduate studies in the UK. With respect to the categories of entrepreneurs, as stated above, most of the Chinese entrepreneurs from the two diaspora groups were serial entrepreneurs. Meanwhile, the features of the Hong Kong and mainland Chinese entrepreneurs were dissimilar to each other, with a third of the Hong Kong entrepreneurs owning their family businesses while the majority of the mainland Chinese entrepreneurs were student entrepreneurs. Therefore, the signifiers of the social context the between Hong Kong and mainland Chinese entrepreneurs displayed similarities as well as differences, as reflections of the entrepreneurial social context with a focus on entrepreneurial retention. Grounded examinations of the social context using NVivo 12 are shown in Concept Map 2 below, with a detailed analysis of the historical context presented in the following two subsections.



Concept Map 2. Theory Generation Stage Two

4.5.1 Superdiversity of Chinese Enclaves

The discussion in Section 4.5 revealed that over half of the Hong Kong entrepreneurs who participated in this current research were of Hakka origin. Noticeably, as discussed in Section 2.5, Hakka Chinese, as an ethnic group, have their own language and culture (Lee, 2004; Leo, 2015). Hakkas, together with the Cantonese migrants from Hong Kong, constitute the Hong Kongese, who were the first Chinese migrants to Birmingham (Benton and Gomez, 2008). Meanwhile, in the late 1970s, the UK was the first European country to sign an educational exchange agreement with China, which encouraged an increasing number of international students from mainland China to study in the UK (Shen, 2008). The participants in this current research, who are Hong Kong and mainland Chinese entrepreneurs from the Hakka and Cantonese ethnic groups in Hong Kong as well as diverse regions of mainland China, reflect

the superdiversity of Chinese migrant entrepreneurs. Meanwhile, the grounded analysis of the interviews with the Hong Kong and mainland Chinese entrepreneurs who participated in this current research also demonstrated the superdiversity of the Chinese migrants in Birmingham. Two main themes emerged; namely, the transnational enterprise rooted in Birmingham's Chinese Quarter as the Chinese enclave that was established by the Hong Kong entrepreneurs, and the transnational dimension of Birmingham's Chinese Quarter based on the connections with the mainland Chinese entrepreneurs. In the following two subsections, these two emerging themes will be analysed in detail.

(1) Hong Kong Entrepreneurs: Transnational Enterprises Rooted in the Chinese Enclave

As discussed in Sections 4.3 and 4.4, a substantial number of businesses belonging to the Hong Kong entrepreneurs benefited from the nurturing entrepreneurial environment that Birmingham offered in general as well as their close association with the leading Chinese ethnic food enterprise, the Wing Yip Group, in particular, and have grown into enterprise groups that are household names both in the Chinese community in Birmingham and across the UK. The Hakka and Cantonese Chinese entrepreneurs from Hong Kong, regardless of their divergent ethnicities, both directly migrated from Hong Kong, possessing comprehensive skills and complex connections in the catering trade. The grounded analysis showed that the entrepreneurs from these firms were constantly seeking transnational opportunities, beyond the traditional Chinese catering industry. In particular, nearly all of the Hong Kong entrepreneurs, as the owners of nationwide enterprise groups, expressed an interest in investing in transnational business opportunities, with a focus on opportunities in Hong Kong and mainland China. Noticeably, over a third of Hong Kong entrepreneurs have already ventured into transnational businesses in various industries, which expands their business portfolio from the traditional Chinese catering industry to cover a wide range of industries and sectors. A further third of the entrepreneurs expressed a strong interest in grasping transnational business opportunities, particularly in Hong Kong and mainland China. When asked about his business's future growth, HK3 stated:

I have achieved continued success for my family business...Looking to the future, I am particularly interested in opportunities from Hong Kong and mainland China...I also feel quite fortunate that, through my work within the Chinese community, I have access to connections with a number of leading Hong Kong and mainland Chinese entrepreneurs overseas.

One of the emerging themes from the grounding is that several of the leading Hakka entrepreneurs from Hong Kong are in the process of further developing their businesses into enterprise groups based on their global business connections that have arisen through their engagement with the diasporic Chinese community in Birmingham. In the future, they will engage with more transnational business activities, with a focus on opportunities in Hong Kong or mainland China. Therefore, from the perspective of entrepreneurial retention, the superdiversity of the Chinese enclave has created connections that serve as channels that allow the Hong Kong entrepreneurs to identify the opportunities to develop their businesses into transnational enterprises beyond the traditional Chinese catering industry in Birmingham. In the following, the features of the social context for the mainland Chinese entrepreneurs will be examined, with a focus on entrepreneurial retention.

(2) Mainland Chinese Entrepreneurs: The Transnational Dimension of the Chinese Enclave

The above discussion showed that the mainland Chinese entrepreneurs who participated in this

current research originated in a diverse range of cities and regions across mainland China. This reflects the superdiversity of Chinese migrant entrepreneurs in Birmingham, which is mirrored by the features of Birmingham's Chinese Quarter as a superdiverse Chinese enclave. Notably, the grounded analysis revealed that the establishment of business operations by the mainland Chinese entrepreneurs in Birmingham's Chinese Quarter has been brought into a transnational perspective in terms of the markets and resources available to the diasporic Chinese business community. In particular, their dynamic business connections from mainland China have transformed Birmingham's Chinese Quarter from a Chinese enclave into an international business hub, with businesses being located not only within the Chinese diasporic community but also across different sectors. In the interim, the mainland Chinese entrepreneurs have begun to develop further business engagements with Hong Kong entrepreneurs in order to improve their access to the local markets and resources in the UK in general and in Birmingham in particular. Therefore, when asked about the future outlook for Chinese diasporic businesses in Birmingham, MC9 shared his entrepreneurial vision, as follows:

Cooperation and communication from different groups within the Chinese diasporic community are definitely important. In particular, the connection with Hong Kong business community is the key...In this way, we can truly cultivate a multicultural, transnational Chinese business culture in Birmingham...

Therefore, with reference to Birmingham's Chinese Quarter as the Chinese ethnic enclave in Birmingham, a shared feature of the mainland Chinese entrepreneurs who participated in this current research is that they have brought transnational business channels for entrepreneurs within and beyond the Chinese community across various sectors the access to markets and resources in mainland China. This adds a rich layer of superdiversity to the Chinese enclave, building dynamic transnational business links as an entrepreneurial social context for the mainland Chinese entrepreneurs. Meanwhile, their engagement with the diasporic business community in general and the Hong Kong entrepreneurs in particular has added a diverse entrepreneurial variance to the entrepreneurial retention process. Noticeably, in the entrepreneurial retention process, the relationship between the key concepts and categories are multidimensional and dynamic in nature, which will be further examined in the next subsection, in reference to the second themes that were identified through a grounded examination.

4.5.2 Transnational Chineseness

As stated in Section 4.5, from the perspective of entrepreneurial retention, the grounded examinations of the entrepreneurial social context of the Chinese migrant entrepreneurs through entrepreneurial signifiers was intended to clarify the multi-dimensional, dynamic relationship that exists between the key concepts and categories. Noticeably, the second emerging theme from the grounding revealed that the Hong Kong and mainland Chinese entrepreneur participants in this current research were extremely entrepreneurial, and displayed the features of transnational Chineseness, with the majority being serial entrepreneurs who founded enterprises sequentially and/or own multiple businesses concurrently. This was in line with the previous studies on transnational Chineseness, meaning that, across the various localities around the world, Chinese migrant entrepreneurs remain similar to each other due to their ethnic unity, and they position the nation state above transnational mobility (Nyiri, 2011; Ottati, 2014; Ren and Liu, 2015). Notably, the grounded examinations also unveiled the divergent features between the Hong Kong and mainland Chinese entrepreneurs. A substantial number of Hong Kong entrepreneurs owned family enterprise groups, whereas the mainland Chinese entrepreneurs tended to be student entrepreneurs. In the following two subsections, the similar and divergent characteristics of transnational Chineseness that exist between the

Hong Kong and mainland Chinese entrepreneurs, as transnational family business entrepreneurs and transnational student entrepreneurs respectively, will be analysed in detail in order to clarify the relationship between the key concepts and categories.

(1) Hong Kong Entrepreneurs: Transnational Family Business Entrepreneurship

A third of the Hong Kong entrepreneurs who participated in this current research owned their family businesses, while the rest were student entrepreneurs. Noticeably, even among the Hong Kong entrepreneurs who had set up new ventures as student entrepreneurs, many of them started their business with the support of their family in the form of financial and social capital. In particular, transnationalism adds an additional, rich layer to the Hong Kong entrepreneurs who own their family businesses, based on transnational business links arising from their existing kinship ties and potential transnational ethnic ties and professional connections in both Hong Kong and mainland China. Consequently, when asked about the future vision for his family enterprise group, HK15 explained:

I have worked in our family business since I was very little, and I have always been involved in our family business. When I finished my university degree, I took a senior management role in my family business... We take good care of our family business, as a household name within the Chinese community. We also take good care of our business connections, particular those with Hong Kong and mainland China, to further develop our family business as an enterprise group.

The grounded examination of the entrepreneurial context of the Hong Kong entrepreneurs as the owners of their family businesses revealed that the Hong Kong enterprise groups have evolved, from start-up micro businesses to medium-sized enterprise groups. They possess dynamic structures that encompass operations both within and beyond the Chinese catering industry, closely associated with the Birmingham-based ethnic enterprise, the Wing Yip Group. As a result, the entrepreneurial retention of the Hong Kong entrepreneurs, based on the social context as the entrepreneurial structure, is related to the core business of the Hong Kong entrepreneurs as the owners of the family enterprise groups in the catering industry, with the dynamic expansion through ethnic kinship ties and professional connections focusing on the transnational links with Hong Kong and mainland China. This also revealed the complexity of the relationship that exists among the key concepts and categories, so the grounded examination of the interviews with the mainland Chinese entrepreneurs will be analysed in detail in the next subsection.

(2) Mainland Chinese Entrepreneurs: Transnational Student Entrepreneurship

Table 4 shows that all of the businesses that are owned by the mainland Chinese entrepreneurs are new ventures, given that the arrival of mainland Chinese migrants in Birmingham is a relatively recent phenomenon. Given that their migration pattern diverges from that of their forerunner (Hong Kong migrants, who did not depend on diasporic kinship ties), the grounded examination of the interviews with the mainland Chinese entrepreneurs revealed five characteristics as emerging themes, which will now be discussed. Firstly, the enterprises owned by the mainland Chinese entrepreneurs were set up and are solely owned by them. Secondly, the establishment of these enterprises was a relatively recent event, with the ages of the businesses ranging between five and 30 years. Thirdly, the mainland Chinese entrepreneurs who migrated to the UK initially as international students have employed their professional skills and knowledge as entrepreneurial resources to set up their enterprises, with a focus on their transnational social capital. Notably, the mainland Chinese entrepreneurs, as student entrepreneurs, have received huge support, particularly financial support, from universities in the UK to launch their enterprises. Finally, the mainland Chinese entrepreneurs have also

benefited from their transnational financial capital, particularly their transnational kinship ties, that have financed and assisted the development of their enterprises. MC8 commented on his journey of arriving in the UK to study and start his own business:

My family really supported my decision to study in the UK, both financially and emotionally...My parents had their own successful furniture business in China but the problem was that they did not have their own brand...So I came to study for a business degree in the UK, intending to acquire advanced knowledge and learn about the standard practice for building up not only my own business but also my own brand in the international market...With support from the uni, I launched my business shortly after I finished my degree...

A grounded examination of the entrepreneurial social context of the mainland Chinese entrepreneurs who participated in this research showed that the mainland Chinese enterprises, as new ventures, were born out of robust, active transnational ties. Consequently, these strong transnational ties, together with the academic and professional skills of the mainland Chinese entrepreneurs, function as a divergent entrepreneurial structure compared to the Hong Kong entrepreneurs who own the family enterprise groups. With reference to entrepreneurial retention, the mainland Chinese entrepreneurs in the future will pay attention to the niche transnational market space and resources in order to develop further their competitive advantages. Similar to the analysis of the Hong Kong family business entrepreneurs, the examination of the mainland Chinese entrepreneurs revealed that a sophisticated, dynamic relationship exists among the key concepts and categories that were identified during the theory generation process, shown below in Figure 9.

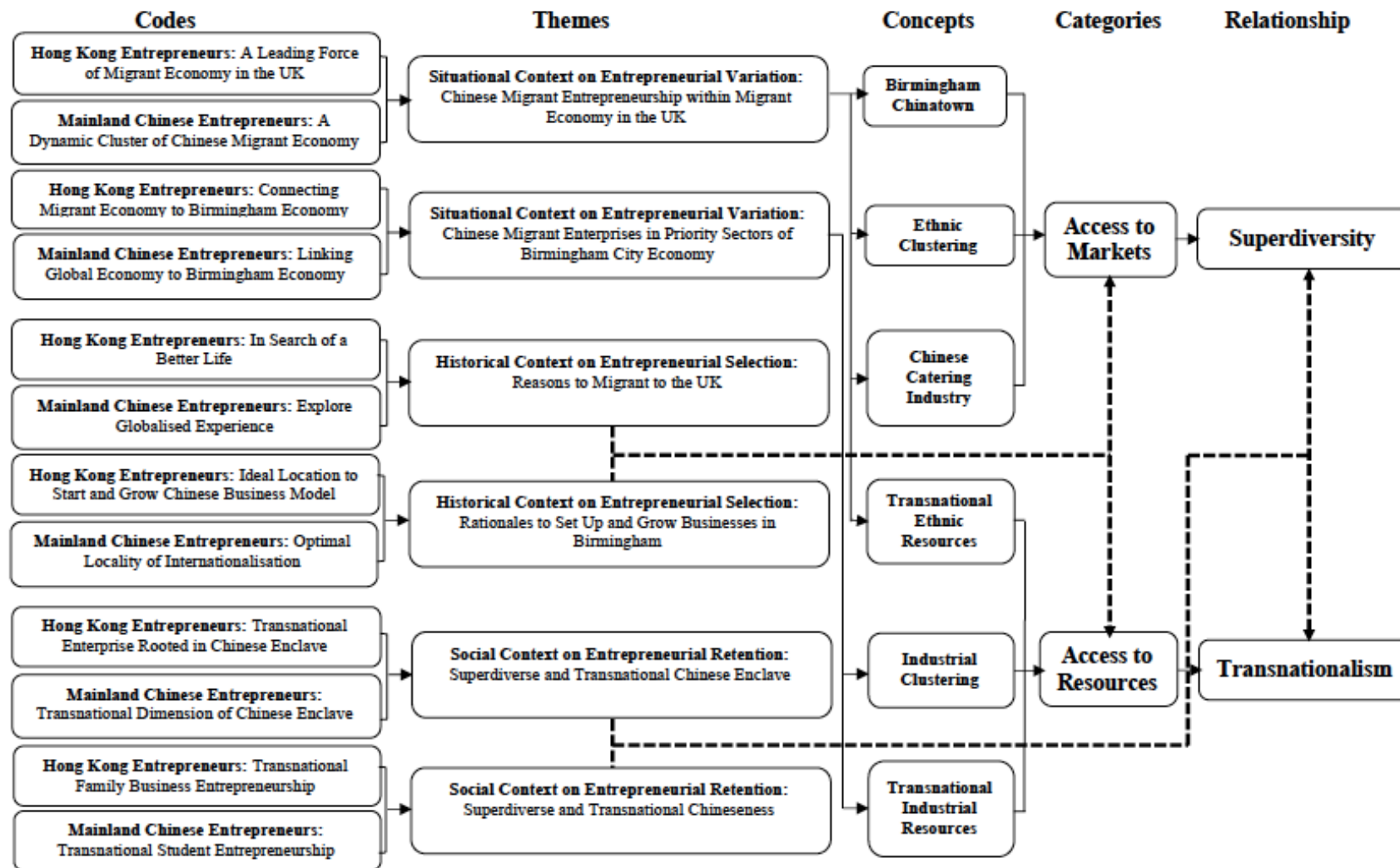


Figure 9. Theory Generation related to the Entrepreneurial Context

4.6 Findings: Contextualised Grounding and Multicultural Embeddedness

Six key concepts were identified, including Birmingham’s Chinatown, ethnic clustering, transnational ethnic resources, the Chinese catering industry, industrial clustering and transnational industrial resources, that belong to two groups of core categories: access to the markets and resources as well as ethnic and industrial clustering. Notably, the integration of the evolutionary analysis with a grounded examination of the entrepreneurial context was proposed in order to identify the key concepts and categories as well as their interrelationships. Noticeably, although the grounded examination, with a contextualised evolutionary analysis, helped to clarify the breakout context as a contextualised embedding process, it was incapable of providing a detailed analysis of the complex, dynamic relationship that exists among the key concepts and categories. Meanwhile, the discussion in Subsection 3.6.4 and Section 4.1 showed that this current research required a theoretical matching process in order to validate and enhance the initial theory that was formed during the first phase of the data analysis as theory generation. Therefore, as shown in Figure 2 below, the contextualised groundings of the key concepts and categories and the conceptual framework of multicultural embeddedness were compared, based on critical reviews of the previous literature on migrant entrepreneurship. Notably, the key concepts and categories that were identified through the contextualised groundings were in line with the core terminologies included in the framework of multicultural embeddedness, consisting of access to the transnational markets and resources, with a focus on ethnic and industrial clustering through the categorisation of transnational entrepreneurs. Therefore, in the following chapters, the conceptual framework of multicultural embeddedness will be employed to clarify the relationship that exists between the key concepts and categories.

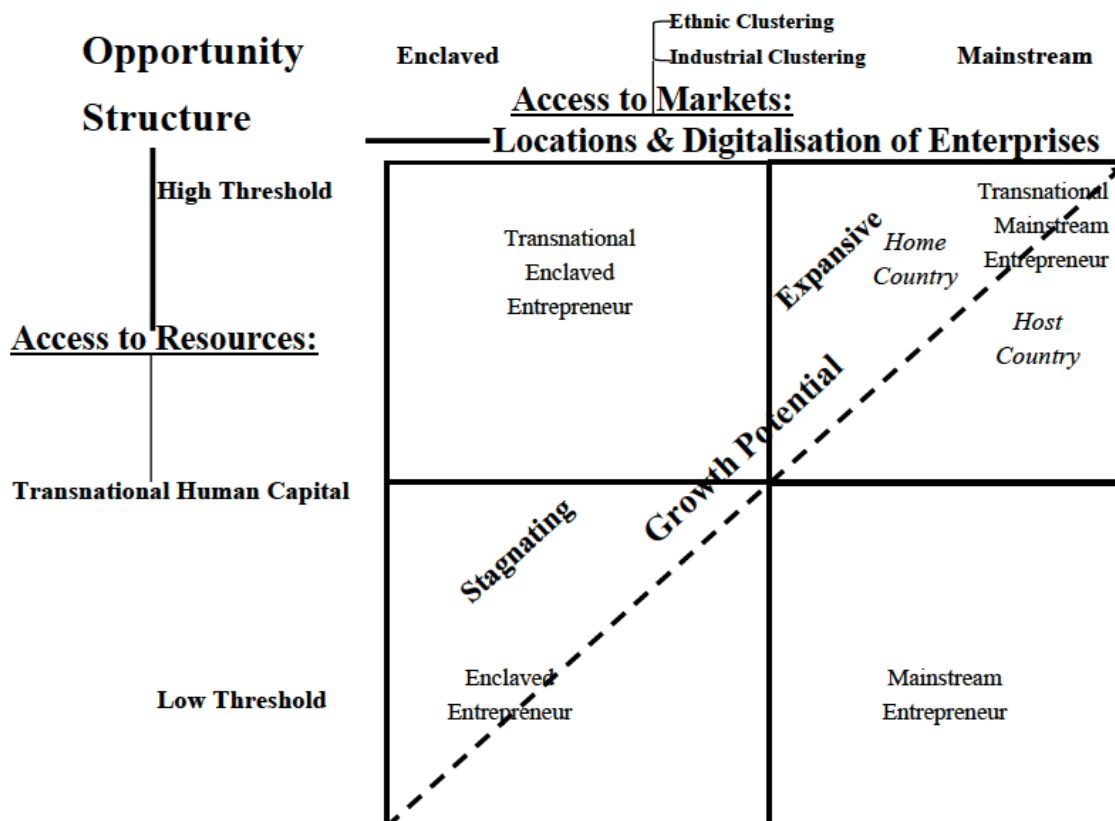


Figure 2. Transnational Opportunity Structure
Adapted from Shinnie et al. (2021)

4.7 Summary

Based on explanations of the rationales for structuring the data analysis chapters of this current research, Chapter 4 presented the findings of the data analysis in Chapters 4-7. Following this discussion of the design of the data analysis chapters, the structure of Chapter 4 was outlined, with a focus on the contextualised analysis of the entrepreneurial embedding process through evolutionary analysis. Employing an evolutionary analysis approach, the grounded examination of the entrepreneurial situational, historical and social contexts, as the theory generation phase of the data analysis, shown in Sections 4.3-5, revealed that the six key concepts were Birmingham's Chinatown, ethnic clustering, transnational ethnic resources, the Chinese catering industry, industrial clustering and transnational industrial resources, with the two groups of core categories being access to the markets and resources as well as ethnic and industrial clustering. Thereafter, Section 4.6 presented the findings of the contextualised grounding through the evolution approach, combined with the integration of the multicultural embeddedness conceptual framework.

There are three main findings about the entrepreneurial context. Notably, the findings on the entrepreneurial context through the integration of evolutionary analysis with a grounded examination of the entrepreneurial context, was intended not only to identify the key concepts and categories as well as their interrelationships but also to address the first research question on the grounded meaning of embeddedness. Specifically, the aim was to clarify the renewed meanings of embeddedness in the contextualised embedding process of the Birmingham-based Hong Kong and mainland Chinese entrepreneurs, based on a three-stage analysis of the situational, historical and social contexts with a focus on entrepreneurial variation, selection and retention. A grounded examination of the entrepreneurial situational context revealed that, firstly, embeddedness, as the current entrepreneurial structure and breakout condition, was regarded as the entrepreneurial variation of the leading ethnic food enterprise groups developed by the Hong Kong entrepreneurs, then advanced by the mainland Chinese entrepreneurs through their robust transnational connections with mainland China. Secondly, embeddedness was comprehended through an entrepreneurial historical context, drawing attention to entrepreneurial selection, to identify the causes of the current entrepreneurial structure and breakout condition. Thirdly, embeddedness was further understood by means of the social context, deliberating on entrepreneurial retention to indicate future entrepreneurial destinations, unveiling superdiversity and transnationalism as the characteristics of the Chinese enclave as well as transnational Chineseness as a feature of the Hong Kong and mainland Chinese entrepreneurs.

In the interim, the discussion in Chapter 4 stressed the need to employ the conceptual framework of multicultural embeddedness in order to validate the initial theory, grounded through the theory generation phase by way of contextualised grounding with an evolutionary analysis approach. In particular, as a strength of multi-grounded theory, an initial inductive grounded approach was integrated with a subsequent deductive grounding to incorporate the existing theories into the initial theories, grounded through the theory generation phase. Therefore, the following chapters will explore the conceptual framework of multicultural embeddedness in order to comprehend the multidimensional, dynamic relations that exist among the key concepts and core categories. In particular, the main category of the access to the transnational markets and resources is the focal point when examining the multidimensional, dynamic relations that exist among the key concepts. Specifically, following the structure from the external entrepreneurial context to internal entrepreneurial resources, Chapter 5 will explore the transnational markets by addressing the dynamic interactions between ethnic and industrial clustering through the theoretical lens of multicultural embeddedness.

Chapter 5 Superdiversity within Access to the Markets

5.1 Introduction

The examination in Chapter 4 showed that it is essential to integrate the conceptual framework of multicultural embeddedness in order further to clarify the multidimensional, dynamic relations between the key concepts and categories. Notably, according to the discussion of the entrepreneurial breakout context presented in Chapter 4, the key concepts include Birmingham's Chinatown, ethnic clustering, transnational ethnic resources, the Chinese catering industry, industrial clustering and transnational industrial resources, while the core concepts are access to the markets and resources as well as ethnic and industrial clustering. Consequently, Chapter 5 focuses on the second phase of the data analysis, which is the empirical grounding, by presenting grounded examinations of the collected data in order to clarify the breakout opportunity structure from the perspective of the access to the markets. In particular, as discussed in Chapter 4 with regard to the research questions of this current study, Chapter 5 focuses on analysing the collected data from the Hong Kong and mainland Chinese entrepreneurs, related to the second research question. Specifically, the second research question relates to the grounded understanding of multicultural embeddedness as a breakout opportunity structure related to the access to the transnational physical and digital markets by the Hong Kong and mainland Chinese entrepreneurs, respectively. Noticeably, as discussed in Section 4.6, the focus of Chapter 5 is on further grounding the key concepts and categories through making comparisons with the conceptual framework of multicultural embeddedness in order to develop an enhanced understanding of the multidimensional, dynamic relationship that exists between the key concepts and categories.

The theoretical framework of multicultural embeddedness, developed in Chapter 2, is included in order to validate and evaluate the initial theory that was generated during phrase one of the theory generation, presented in Chapter 4. Notably, the theoretical lens of multicultural embeddedness draws attention to the physical locations of enterprises as the indicators of their access to the markets in order to clarify the dynamic relationship that exists between ethnic and industrial clustering. This enhances our understanding of the two core categories; namely, the access to the markets and resources as well as ethnic and industrial clustering, that were identified during phrase one of the theory generation. Meanwhile, given the impact of the COVID-19 pandemic, the digitalisation of enterprises is included as the second element of the access to the markets, as discussed in Section 3.8m, due to the acceleration of this process (Stephan, Zbierowski and Hanard, 2020) and the significance of digitalisation during and after the pandemic (Seetharaman, 2020; Verma and Gustafsson, 2020; Ratten, 2021). The dynamism that exists between the location and digitalisation of enterprises, based on the analysis of ethnic and industrial clustering, provided a critical understanding of the access to the markets. Noticeably, the examination of the access to the markets was intended to enhance our understanding of multicultural embeddedness, with a focus on the transnational breakout opportunity structure.

Taking into account the above discussion, the six sections of Chapter 5 are as follows. Section 1 introduces the structure of Chapter 5, based on the design of the data analysis chapters of this thesis, as discussed in Section 4.1, and the theoretical framework of multicultural embeddedness. Following Section 1, Section 2 examines the conceptual lens of multicultural embeddedness with regard to the access to the markets, thus addressing the dynamic relationship that exists between ethnic and industrial clustering due to the entrepreneurial choices made regarding the location and digitalisation of enterprises. Subsequently, Section 3 focuses on a grounded analysis of the physical locations of the Hong Kong and mainland

Chinese entrepreneurs in order to comprehend the dynamism that exist between ethnic and industrial clustering. Meanwhile, Section 4 explores the breakout opportunity structure related to the access to the markets, based on a grounded examination of the digitalisation of the enterprises that are owned by the Hong Kong and mainland Chinese entrepreneurs. Following this, Section 5 examines the characteristics of superdiversity and transnationalism with regard to access to the markets by grounding the data from Hong Kong and mainland Chinese entrepreneurs in order to construct a theory of multicultural embeddedness. Lastly, Section 6 summarises the findings about the access to the markets through analysing the locations and digitalisation of enterprises, thus providing a critical discussion and enhanced understanding of the grounding of multicultural embeddedness theory.

5.2 Access to the Markets: the Locations and Digitalisation of Enterprises

As shown in the above section, the conceptual framework of multicultural embeddedness is adopted in order to examine the access to the markets during phases two and three of the data analysis. Noticeably, the analysis of the construction of a multicultural embeddedness framework in Chapter 2 revealed that the access to the markets arises from a dynamic relationship between ethnic and industrial clustering, based on an examination of the locations and digitalisation of enterprises, as illustrated in Figure 2 below. In particular, digitalisation is an additional dimension that is included in the conceptual framework of multicultural embeddedness in response to the acceleration of digitalisation due to the COVID-19 crisis (Stephan, Zbierowski and Hanard, 2020). Meanwhile, the grounded examination of the initial theory generation, presented in Chapter 4, shows that there are six key concepts, including Birmingham’s Chinatown, ethnic clustering, transnational ethnic resources, the Chinese catering industry, industrial clustering and transnational industrial resources, with two core categories: access to resources and the markets as well as ethnic and industrial clustering. Therefore, phrases two and three of the data analysis mainly refer to the dynamic relationship that exists between ethnic and industrial clustering by examining the locations and digitalisation of enterprises.

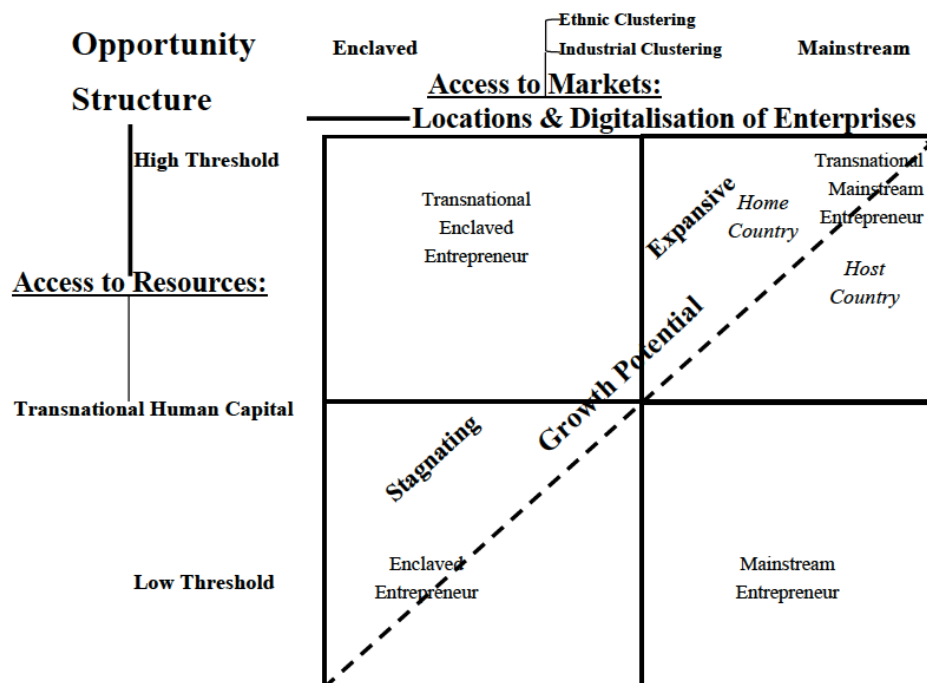


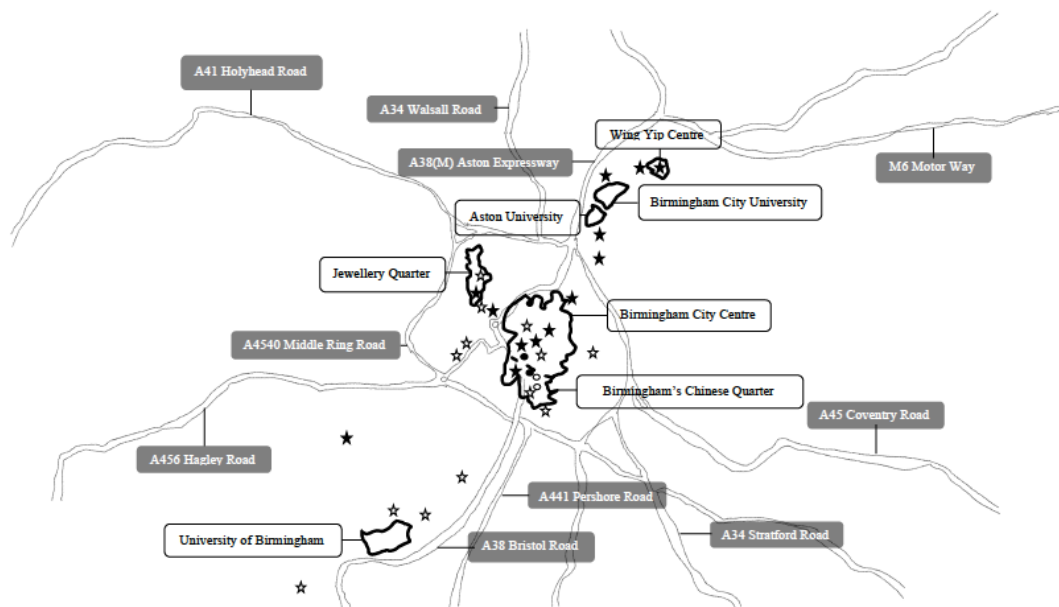
Figure 2. The Transnational Opportunity Structure
Adapted from Shinnie et al. (2021)

Meanwhile, as discussed in Chapter 2, due to the continually increasing number of migrants from mainland China who arrive as international students, skilled workers and investor entrepreneurs, the Chinese Quarter in Birmingham City Centre functions as a community and business hub for the Chinese diasporic communities in Birmingham, with long-established Chinese restaurants and ethnic supermarkets as well as a growing number of professional service firms (McEwan et al., 2005). Notably, a grounded examination of the data collected from the Hong Kong and mainland Chinese entrepreneurs showed that these are in line with previous studies. Specifically, it demonstrated the central role that Birmingham's Chinese Quarter has played in the economic development of Birmingham Chinese diasporic community in general and the entrepreneurial advancement of Birmingham-based Chinese enterprises in particular. It is evident that, with the continued development of the Birmingham-based diasporic Chinese business community, the diasporic Chinese enclave in Birmingham has expanded beyond Birmingham's Chinese Quarter into an area spanning from Wing Yip Centre and the University of Birmingham, with numerous enterprises operating in a wide range of sectors. Additionally, given that a large proportion of the data was collected during the COVID-19 pandemic, there is an added dimension of the digitalisation of enterprises in response to the market development due to the COVID-19 crisis. The empirical grounding of the digitalisation of enterprises revealed that the mainstream and enclaved social media platforms were deployed by the Hong Kong and mainland Chinese entrepreneurs correspondingly in order to expand their existing businesses. Therefore, in the following two subsections, the grounded analysis of the locations and digitalisation of enterprises, based on the data collected from the Hong Kong and mainland Chinese entrepreneurs, will be discussed in detail.

5.3 Physical Locations: A Superdiverse Clustering of Chinese Enclaves

The discussion in Chapter 2 showed that, due to the phenomenal success of the Chinese catering trade and continued growth in the number of Chinese migrants, since the 1960s, an informal clustering of Chinese businesses, including community organisations and social clubs, has emerged around the Hurst Street area of Birmingham City Centre (Parker, 1998). By the 1980s, Hurst Street had been officially recognised as Birmingham's Chinese Quarter and, in the 1990s, the Arcadian Shopping Centre incorporated a 'Chinese Street' (Cathay Street (国泰街)), which became the focal point of Chinese community events (ibid). Meanwhile, the construction of the Chinese Pagoda further strengthened the development of Birmingham's Chinese Quarter, and functioned as a gateway into Birmingham's Chinese Quarter, together with the addition of financial institutions, including the Bank of China and the Bank of East Asia (Henry et al., 2002). As stated in Section 5.2, a grounded analysis of the interviews with the Hong Kong and mainland Chinese entrepreneurs revealed the key role that Birmingham's Chinese Quarter played in the development of the Chinese diasporic business community in Birmingham, in line with the findings of previous studies. Furthermore, based on the data collected from the Hong Kong and mainland Chinese entrepreneurs, Map 1 below was created to reflect the physical locations of the 30 key enterprises¹¹ that were included in this current research.

¹¹ Given that most of the entrepreneurs who participated in this current research are serial entrepreneurs, as shown in Table 5, the addresses used to locate these enterprises are the principal businesses that the entrepreneurs mentioned during their interviews or identified through publicly-accessible information, including websites and information from Companies House.



Map 1.
Physical Locations of
the Hong Kong and Mainland Chinese Enterprises in Birmingham¹²

- Hong Kong Enterprises in the Catering Industry
- Mainland Chinese Enterprises in the Catering Industry
- ★ Hong Kong Enterprises outside the Catering Industry
- ☆ Mainland Chinese Enterprises outside the Catering Industry

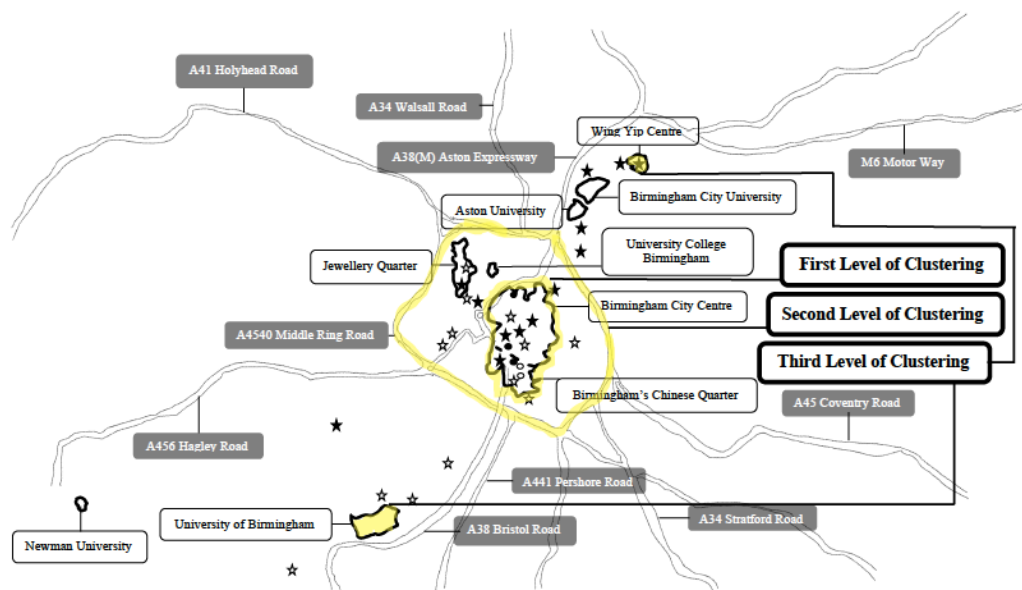
Map 1 clearly shows that the locations of the Chinese enterprises that participated in this current research have expanded beyond Birmingham's Chinese Quarter. Therefore, in the following subsection, a grounded analysis of the physical locations of the Hong Kong and mainland Chinese enterprises, from the perspectives of ethnic and industrial clustering, will be presented.

5.3.1 Ethnic Clustering: Beyond Birmingham's Chinese Quarter

Birmingham's Chinese Quarter reflects the traditional notion of a Chinese ethnic enclave, following the classic examples of Chinatown that are located in major cities across the globe. According to previous studies, Birmingham's Chinese Quarter developed to its current scale in stages, from its origin around the Hurst Street area in 1960 to the advanced stage during the 1990s, through the development of the Arcadian Shopping Centre and the establishment of Cathay Street as the 'Chinese Street', as well as the construction of a Chinese Pagoda, which functions as a gateway to this area of the city (Parker, 1998; Henry et al., 2002). In respect of ethnic clustering, the empirical grounding of the data that was collected from the Hong Kong and mainland Chinese entrepreneurs is consistent with the previous research, evidencing the continuous development of Birmingham's Chinese Quarter at the heart of Chinese diasporic entrepreneurial network. Noticeably, as shown in Map 2, the locations of the principal businesses owned by the Hong Kong and mainland Chinese entrepreneurs who participated in this current research show that the diasporic Chinese enclave in Birmingham has expanded

¹² The University of Birmingham Edgbaston Campus, as well as Birmingham City University City Centre Campus, are used to create Map 1.

beyond the traditional notion of a Chinatown to become Birmingham's Chinese Quarter, at three levels. This expansion is shown as three levels of clustering. The first is the integration of Birmingham's Chinese Quarter with Birmingham City Centre, with nearly half of the 30 Chinese enterprises being within the catering industry or industries closely associated with it, located within the Birmingham City Centre, which includes Birmingham's Chinese Quarter as the South band of the City Centre area. The second level of clustering is shown as the inner city area within the A4540 Middle Ring Road, where the 30 Chinese enterprises are situated. The third level of clustering includes the area that spans from the Wing Yip Centre to the University of Birmingham, connected by the A38, and all 30 of the Chinese enterprises that participated in this research have a registered addresses within this area.



Map 2.

Ethnic Clustering of the Hong Kong and Mainland Chinese Enterprises in Birmingham

Noticeably, the physical locations of the businesses also diverge, as the indicators of the access to the markets by the Hong Kong and mainland Chinese enterprises, respectively. In particular, the Wing Yip Centre and the University of Birmingham, shown on Map 2, are identified as significant ethnic localities and entrepreneurial hubs within the Chinese diasporic entrepreneurial network in Birmingham for the Hong Kong and mainland Chinese entrepreneurs with reference to their migrant history, as discussed in Section 4.4. Specifically, they function as key indicators when examining the barriers to the access to the markets when analysing the physical locations of the Chinese enterprises that are owned by the Hong Kong and mainland Chinese entrepreneurs who participated in this current research. Therefore, in the following two subsections, the clustering of the diasporic Chinese enclave will be examined in detail, with a focus on the Wing Yip Centre and the University of Birmingham.

(1) Hong Kong Entrepreneurs: Birmingham's Chinese Quarter and the Wing Yip Centre

As discussed above, the earliest Chinese economic migrants to arrive in Birmingham were villagers of Hakka origin from the New Territories of Hong Kong, who first embraced the business opportunities that Birmingham's catering industry had to offer (Henry et al., 2002). Noticeably, the Hakka is not traditionally recognised as an ethnic group in China, even though Hakka people have their own language and culture (Lee, 2004). In particular, Hakka kinship

ties are recognised as a major channel, which has fostered the setting-up and growth of Hakka enterprises (Leo, 2015). Specifically, previous studies have uncovered the central role that Hakka Hong Kongese have played in developing Birmingham's Chinese Quarter (Parker, 1998; Henry et al., 2002). In line with the previous research, the empirical grounding of the data that was collected from the Hong Kong entrepreneurs, including interviews with leading Birmingham-based Hakka Hong Kongese entrepreneurs, highlighted the key role that Hakka entrepreneurs had played in the formation of Birmingham's Chinese Quarter. Therefore, when HK1 was asked how his family started their family business and marked the start of Birmingham's Chinese Quarter, he recollected his childhood experience, as follows:

... my father came to London, worked in London's Chinatown, ah, for a few years. Then he saved up money, then decided to try to open his business...Went to Birmingham...This is when this restaurant was opened...(The name of the restaurant) It's actually my mum and my father's name. And before (the restaurant) opened, this was a shoe factory...a shoe warehouse...and, before, it was a synagogue...it was a bomb site... I still remember how, when I was young, and when this opened, you (I) looked outside, and it was like no other business...hahaha...It was just us... And because what my father saw was the Hippodrome Theatre...But he feels maybe it is like the same concept in London...Why? The theatre and a Chinatown next door. So why doesn't Birmingham have a theatre and a Chinatown?...So it was the first (Chinese) restaurant that taught, ah, Birmingham people how to eat proper Chinese food, Hong Kong Chinese food.

The grounded analysis revealed the significance of Birmingham's Chinese Quarter as a meaningful diasporic social space with a profound entrepreneurial experience for the Hong Kong entrepreneurs. Meanwhile, the empirical grounding also revealed that, beyond Birmingham's Chinese Quarter, the Wing Yip Centre, as a diasporic entrepreneurial hub, is embedded with dynamic channels and ethnic resources for Hong Kong entrepreneurs in general and Hakka entrepreneurs in particular. On account of the close associations that exist with the Wing Yip Group, their family businesses have grown into nationwide family enterprise groups, as discussed in Subsection 4.5.2, which is in line with the findings of previous research. According to Cheung and Gomez (2016), during the catering boom years, the Wing Yip Group, together with See Woo Group and Loon Fung (Supermarket), not only led thousands of Chinese as well as ethnic catering businesses to establish a new lifestyle based on eating out in the UK but also developed and maintained the competitive Chinese enterprise groups in the highly-industrialised British business environment. Notably, the See Woo Group and Loon Fung have their headquarters in London, whereas the Wing Yip Group's headquarters are based in Birmingham (Gomez and Cheung, 2009). Consistent with the findings of previous research, a grounded examination of the data collected for this current research revealed that a substantial number of Hong Kong entrepreneurs decided to follow the strategic decision taken by the Wing Yip Group, and locate the headquarters of their enterprise groups in Birmingham. Hence, in response to the questions about the locations of their family businesses as well as the rationale underlying their choice of business locations, HK12 stated:

Our head office and factory are both located in Birmingham. We currently have two other branches, in Croydon and Manchester. We have also previously had branches in Bristol and Cricklewood. Our Birmingham and Croydon offices are located at the respective Wing Yip business centres. One of the main reasons for choosing these locations is that the business centres offer a wide range of other services

to our target customers (e.g., supermarkets, restaurants, travel agents, estate agents, accountants, bakeries, banks, etc.), so that they can carry out multiple tasks in one, centralised location...

In respect to ethnic clustering, in line with previous studies, the empirical grounding on the data collected from the Hong Kong entrepreneurs revealed the physical expansion of Birmingham's Chinatown beyond Birmingham's Chinese Quarter. Notably, as shown in Map 2, the locations of the businesses of 14 of the 15 Hong Kong entrepreneurs who participated in this current research were in the area between Birmingham's Chinese Quarter and the Wing Yip Centre. On account of this, the ethnic enclave of Hong Kong entrepreneurs has expanded beyond the border of Birmingham's Chinese Quarter to the area that covers Birmingham's Chinese Quarter and Wing Yip Centre. In particular, the identification of the Wing Yip Centre as a diasporic entrepreneurial hub is of profound significance when examining the access to the markets by Hong Kong entrepreneurs. Three emerging themes were identified through the empirical grounding, which reflect the three significant meanings that are embedded in the Wing Yip Centre as a diasporic entrepreneurial hub that is related to access to the markets:

- Firstly, the expansion of the ethnic enclave to include Hong Kong entrepreneurs in general and Hakka entrepreneurs in particular reflects the growth of the diasporic enclaved markets. Notably, the growing diasporic enclaved market is of profound significance for Hong Kong entrepreneurs, given that most of them have located their businesses within the area between Birmingham's Chinese Quarter and the Wing Yip Centre, as an expansion of the Hong Kong ethnic enclave in Birmingham.
- Secondly, the Wing Yip Centre, as a diasporic entrepreneurial hub, provides not only migration memories but also dynamic ethnic channels that enable the Hong Kong entrepreneurs to develop themselves as the leaders in corresponding segments of the diasporic market in the UK. Noticeably, the Chinese diasporic market in the UK is expansive, with dynamic channels connected to the British mainstream markets. Therefore, the leading positions of the Hong Kong entrepreneurs in the diasporic market segments channel them towards the relevant mainstream industries in the UK.
- Finally, the Wing Yip Centre, as a diasporic entrepreneurial hub, provides diasporic resources that enable the Hong Kong entrepreneurs to connect with other groups of Chinese migrant entrepreneurs. In particular, the Wing Yip Centre equips Hong Kong entrepreneurs with the diasporic resources to connect with the mainland Chinese entrepreneurs, leading to connections with the transnational markets in mainland China. Noticeably, although the Hong Kong entrepreneurs possess diasporic resources, they are still developing the channels with the mainland Chinese entrepreneurs, by establishing connections to access transnational markets in mainland China.

In summary, the significance of Wing Yip Centre as a diasporic entrepreneurial hub is reflected as the expansion of the ethnic enclave beyond Birmingham's Chinese Quarter as well as the expansive feature of the Chinese diasporic market in the UK, which has developed dynamic channels to mainstream British markets, in order to establish connections with the transnational markets in mainland China. Evidently, as shown in Map 2, the ethnic clustering of mainland Chinese entrepreneurs differs from that of the Hong Kong entrepreneurs, with a focus on the University of Birmingham as a transnational entrepreneurial seedbed. Therefore, the grounded examination of the ethnic clustering of mainland Chinese entrepreneurs will be analysed in the following subsection, deliberating on the University of Birmingham from the perspective of a

transnational dimension of a Chinese ethnic enclave.

(2) Mainland Chinese Entrepreneurs: Birmingham's Chinese Quarter and the University of Birmingham

In light of the above discussion, Birmingham's Chinese Quarter, as the birthplace of Birmingham's Chinese enclave, is of pivotal importance to the Hong Kong entrepreneurs. The contextual grounding in Chapter 4 established that Hong Kong entrepreneurs in general and Hakka entrepreneurs in particular have been instrumental in the formation and development of Birmingham's Chinese Quarter. Notably, two mainland Chinese entrepreneurs participated in this current research, who own restaurants in Birmingham's Chinese Quarter, and first arrived in the UK as professional chefs working in the Chinese catering industry. Reflecting on the experience of working in the catering trade and subsequently setting up his own enterprise, MC2 stated:

When I first worked in the Chinese Quarter, all of the restaurants served Hong Kong-style Cantonese dishes...I set up my current restaurant and ethnic food business in Birmingham's Chinese Quarter several years ago. Now, you can see a lot of Sichuan restaurants, Dongbei restaurants, Fujian restaurants and restaurants serving dishes from Beijing and Shanghai alongside the traditional Cantonese restaurants.

In light of the superdiversity of Birmingham's Chinese Quarter, it is evident that new market spaces have been generated through the superdiverse offerings of the mainland Chinese catering businesses. In this way, superdiversity functions as a driver that stimulates the growth of the diasporic Chinese market. The drivers to generate market growth mean that the diasporic market has expanded, driven by the niche offerings of the mainland Chinese entrepreneurs, linked to a superdiverse range of transnational resources that exist in mainland China. A grounded analysis of the collected data show that the University of Birmingham plays the same role for mainland Chinese student entrepreneurs, as both a diasporic social space and an entrepreneurial seedbed. Subsequently, when asked where his business is located, MC4 commented:

I completed my undergraduate and postgraduate degrees in China and the UK. I also received my professional training through the university (of Birmingham). There are connections with both the diasporic and mainstream British markets as well as transnational resources that I can access through the university, plus information on the latest industrial developments. That's why I located my business near the university.

Concerning the ethnic clustering of the mainland Chinese enterprises, which have divergent features compared to the Hong Kong enterprises, the empirical grounding unveiled that the ethnic enclave of mainland Chinese entrepreneurs in Birmingham had physically expanded beyond Birmingham's Chinese Quarter. Map 2 shows that 14 of the 15 mainland Chinese entrepreneurs who participated in this current research chose to locate their business in the area between Birmingham's Chinese Quarter and the University of Birmingham. Therefore, similar to the Hong Kong entrepreneurs, the ethnic enclave of mainland Chinese entrepreneurs has expanded beyond the border of Birmingham's Chinese Quarter into this area. This demonstrates the unrivalled significance of the University of Birmingham as a transnational entrepreneurial base for mainland Chinese entrepreneurs. Noticeably, three emerging themes were identified by the grounded examination, reflecting the three significant implications that are embedded in the University of Birmingham as a transnational entrepreneurial base related to the access to the markets.

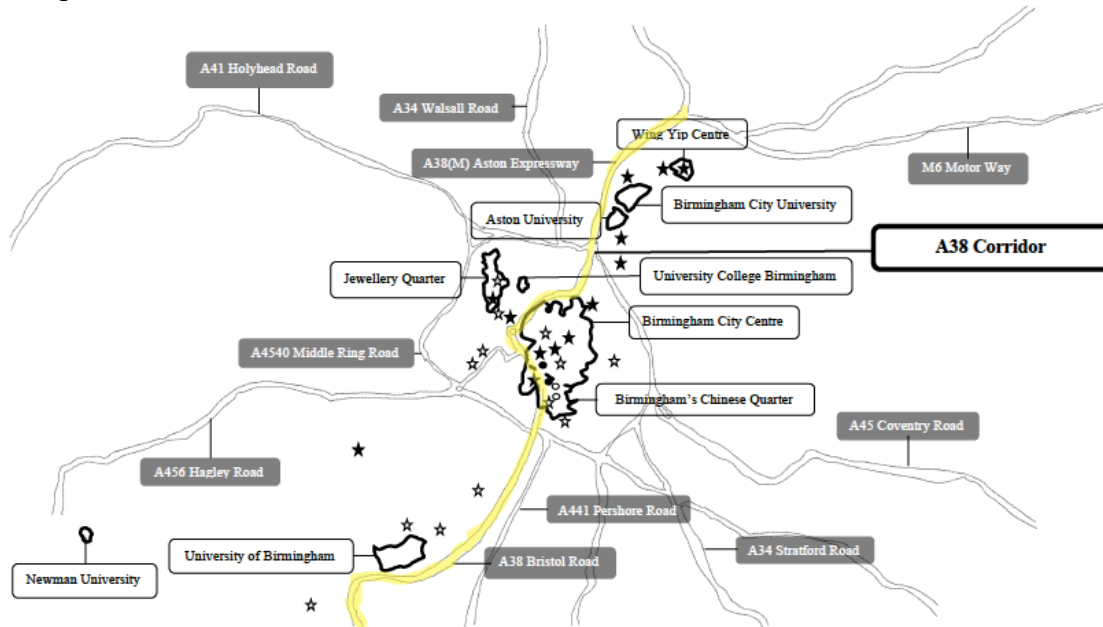
-
- Firstly, the expansion of the mainland Chinese ethnic enclave to the area between Birmingham's Chinese Quarter and the University of Birmingham reveals the development of Birmingham-based transnational markets that are linked to mainland China. Noticeably, the location of the principal businesses of the majority of the mainland Chinese entrepreneurs who participated in this current research was within this area. This reflects the significance of transnational markets and resources to the mainland Chinese entrepreneurs.
 - Secondly, the University of Birmingham, together with the other major universities in the city, including Aston University and Birmingham City University, function as transnational entrepreneurial bases. The major universities in Birmingham in general and the University of Birmingham in particular help the mainland Chinese entrepreneurs to maintain their access to the transnational mainland Chinese markets as well as to develop channels into the mainstream markets in the UK.
 - Finally, the mainland Chinese entrepreneurs occupy a favourable market position, with channels to both the transnational markets in mainland China as well as the mainstream and Chinese diasporic enclaved markets in the UK. Noticeably, they have direct channels to the transnational markets in mainland China, with a focus on the channels to the mainstream British markets, and are also developing channels to the Chinese diasporic markets. This is in line with the findings from the grounded analysis of the data that were collected from the Hong Kong entrepreneurs, as they are still developing connections to the mainland Chinese entrepreneurs in order further to enhance their channels to the transnational markets in mainland China.

In short, the significance of University of Birmingham, together with the other major universities in Birmingham, as entrepreneurial interchanges with strong connections to the transnational markets, is regarded as the expansion of the ethnic enclave beyond Birmingham's Chinese Quarter, with established dynamic channels to the mainstream British markets, and developing connections with the Chinese diasporic market in the UK. Therefore, as Map 2 shows, the ethnic clustering of Chinese enterprises in Birmingham represents the expansion of the Chinese ethnic enclave beyond Birmingham's Chinese Quarter. Specifically, Hong Kong entrepreneurs focus on the development of the Chinese diasporic market by strengthening their engagement with the Wing Yip Group, together with the leading diasporic enterprise groups in the UK. Meanwhile, the mainland Chinese entrepreneurs focus on the University of Birmingham as well as the other major universities in Birmingham with dynamic connections to the transnational markets in mainland China. Noticeably, both the Hong Kong and mainland Chinese entrepreneurs can access the British mainstream markets through channels developed through the diasporic and transnational markets. In addition to their existing entrepreneurial channels, the Hong Kong entrepreneurs are reinforcing their transnational connections to the mainland Chinese markets, while the mainland Chinese entrepreneurs are exploring the Chinese diasporic market. Clearly, the ethnic clustering of Chinese entrepreneurship in Birmingham is dynamic, with a superdiverse clustering of Chinese ethnic enclaves, which is closely linked to industrial clustering. Accordingly, the industrial clustering of Chinese entrepreneurship will be analysed in detail in the next subsection.

5.3.2 Industrial Clustering: The A38 Corridor

The discussion in the previous subsection revealed that the Chinese ethnic enclave in Birmingham has expanded beyond Birmingham's Chinese Quarter, with three levels of clustering. The first is the integration of Birmingham's Chinese Quarter with Birmingham City

Centre. The second level of clustering reveals the concentration of Chinese enterprises within the A4540 Middle Ring Road area. Finally, the third level of clustering is related to the A38 Corridor, which includes the area from the Wing Yip Centre to the University of Birmingham, connected by the A38. Map 4 provides details of the A38 Corridor, close to which the enterprises of the majority of the Hong Kong and mainland Chinese entrepreneurs who participated in this current research were situated.



Map 3. Industrial Clustering of the Hong Kong and Mainland Chinese Enterprises in Birmingham

The grounded analysis of the data that was collected from the Hong Kong and mainland Chinese entrepreneurs revealed the crucial role that the A38 Corridor plays when examining industrial clustering, with two emerging themes. The first theme reflects the similar features of the industrial clustering among both the Hong Kong and mainland Chinese entrepreneurs, with a focus on the three levels of Chinese ethnic clustering in Birmingham. The second theme concerns the divergence between the industrial clustering of the Hong Kong and mainland Chinese entrepreneurs, focusing on the diasporic entrepreneurial hub of the Wing Yip Group and the transnational entrepreneurial interchange of the University of Birmingham to represent the superdiversity regarding the access to the markets. A detailed analysis of the divergence in the industrial clustering will be provided in the following two subsections, focusing on the Hong Kong and mainland Chinese entrepreneurs in turn.

(1) Hong Kong Entrepreneurs: The A38 Corridor Diasporic Industrial Clustering

The discussion in Subsection 5.3.1 revealed that 14 of the 15 Hong Kong entrepreneurs who participated in this current research had decided to locate their businesses in the area between Birmingham's Chinese Quarter and Wing Yip Centre. As Map 3 shows, this area represents the third level of Chinese ethnic clustering in Birmingham, as the expanded ethnic enclave of the Hong Kong entrepreneurs. Map 4 also shows the North Band of the A38 Corridor along the A38(M) Aston Express Way. The empirical grounding revealed that, from the Wing Yip Centre to Birmingham's Chinese Quarter, depending on the proximity to the Chinese catering business, the Hong Kong entrepreneurs situated their businesses at various locations within the A38 Corridor North Band. Therefore, when asked about the location of his business, HK10 explained:

I built my current business on the basis of my family's catering business, so we still have a lot of Chinese customers. I mean Hong Kong customers. We have also built clients in the mainstream markets. And, you know, we locate our business in the city centre, simply because it meets the needs of both our Hong Kong and mainstream clients.

Noticeably, the grounded examination of the collected data revealed that the proximity to the Chinese catering sector was a key signifier regarding the locations of enterprises and their types of industry and scale of business within the ethnic diasporic market. According to the two principles related to the proximity to the Chinese catering industry, three emerging themes related to the characteristics of industrial clustering for the Hong Kong entrepreneurs emerged, as follows.

- Firstly, the Hong Kong entrepreneurs with businesses in the Chinese catering industry who were operating on a local scale in Birmingham usually situated their businesses within Birmingham's Chinese Quarter and the Birmingham City Centre area. These are mainly restaurants that operate as retailers in the ethnic food industry in the Chinese Quarter and City Centre areas, with customers from both the Chinese diasporic and mainstream British markets.
- Secondly, in the case of enterprises in industries that were closely associated with the catering industry, that were operating on a local scale in Birmingham, the majority of the Hong Kong entrepreneurs chose to locate their businesses within the mainstream industrial cluster in Birmingham or midway between the industrial and ethnic clusters. These are professional service firms and companies in the creative industry, that provide services for enterprises in the Chinese diasporic market as well as the mainstream markets. Consequently, as Map 3 shows, some of them located their businesses in the mainstream industry clusters, such as Birmingham City Centre for professional service firms and the Jewellery Quarter for creative service businesses. Others situated their enterprises between Birmingham's Chinese Quarter and Birmingham City Centre or Jewellery Quarter, respectively.
- Finally, enterprises in the sectors that were closely associated with the catering industry and operating on a national scale tended to situate their businesses within or near the Wing Yip Centre. These are professional service firms and creative industry enterprises, whose customers are mainly from the Chinese diasporic market. The grounded analysis, further identified that the three types of entrepreneurs mentioned above can all access both the Chinese diasporic and mainstream markets in the UK. Among these, entrepreneurs who operate businesses that are closely associated with the catering business on a national scale have the least exposure to the mainstream British markets, with a main focus on the Chinese diasporic market.

Notably, the analysis in Subsection 5.3.1 revealed that the mainland Chinese entrepreneurs focused on the transnational markets in mainland China. Therefore, the industrial clustering of the mainland Chinese enterprises will be examined in the next subsection.

(2) Mainland Chinese Entrepreneurs: the A38 Corridor Transnational Industrial Clustering

As Subsection 5.3.1 shows, 14 of the 15 mainland Chinese entrepreneurs who participated in this current research chose to locate their enterprises in the area between Birmingham's Chinese Quarter and the University of Birmingham. As Map 3 shows, this area represents the third level of Chinese ethnic clustering in Birmingham, as the expanded ethnic enclave for mainland Chinese entrepreneurs. In Map 4, this same area is shown as the South Band of the A38 Corridor, along the A38 Bristol Road. The grounded analysis revealed that, depending on their proximity to the Chinese catering business, from Birmingham's Chinese Quarter to the University of Birmingham, the mainland Chinese entrepreneurs situated their enterprises in various locations within the A38 Corridor South Band. Therefore, when MC7 was asked about the location of his business, he shared his insights on superdiversity in relation to business locations, as follows:

Through the years, we have seen the growth of mainland Chinese businesses in the catering industry, created by entrepreneurs from different parts of China, so I still have a substantial volume of customers from the diasporic Chinese catering industry. We also maintained a considerable number of clients from mainland China through the university, as well as clientele from the mainstream market in Birmingham.

Similar to the analysis of the industrial clustering of the Hong Kong entrepreneurs, proximity to the diasporic Chinese catering industry was identified as a key signifier of the locations of enterprises. However, unlike the Hong Kong entrepreneurs, the principles applied in order to determine the proximity to the diasporic catering industry are the types of sectors of the businesses and the combination of the markets. According to the two principles related to proximity to the Chinese catering industry, three emerging themes were identified, related to the characteristics of industrial clustering for the mainland Chinese entrepreneurs, as follows:

- Firstly, the mainland Chinese entrepreneurs with businesses in the Chinese catering industry, who operated on a local scale in Birmingham, tended to situate their businesses within Birmingham's Chinese Quarter and the Birmingham City Centre area. These are mainly restaurants that operate as retailers in the ethnic food industry in the Chinese Quarter and City Centre areas, with customers from the enclaved Chinese transnational and diasporic markets as well as the mainstream British market, with a focus on the transnational enclaved market. Therefore, they are similar, albeit not identical, to the Hong Kong entrepreneurs in the catering industry.
- Secondly, for entrepreneurs with businesses that are closely associated to the catering industry, if their main customers are from the diasporic market, they tend to situate their enterprises within or near Birmingham's Chinese Quarter. These are mainly professional service firms. Meanwhile, for enterprises in industries that are linked to the catering industry, with customers from both the diasporic and mainstream markets, the majority of the mainland Chinese entrepreneurs chose to situate their businesses within the mainstream industrial cluster in Birmingham or midway between the industrial and ethnic clusters. These are professional service firms and companies in the creative industry, providing services for enterprises in the Chinese diasporic market as well as the mainstream markets. Consequently, as Map 3 shows, some of them have situated their businesses in the mainstream industry cluster, such as Birmingham City Centre for the professional service firms and the Jewellery Quarter for creative service

businesses. Others have situated their enterprises between Birmingham's Chinese Quarter and Birmingham City Centre or the Jewellery Quarter, respectively. Their strategic choices regarding the physical locations of their enterprises are similar to those of the Hong Kong entrepreneurs.

- Finally, the entrepreneurs who operate in the mainstream British markets, with minimum contact with the Chinese catering sector but close links to the transnational markets in mainland China, decided to locate their enterprises close to the University of Birmingham. These are mainly enterprises that are engaged in the production of electronic components and healthcare device designs, or part of the manufacturing sector.

Similar to the examination of the categorisation of the Hong Kong entrepreneurs, the four types of entrepreneurs identified can all access the Chinese diasporic and mainstream markets in the UK as well as the transnational markets in mainland China. Among these, entrepreneurs who operate in businesses that are closely associated with the catering business, with a focus on the Chinese diasporic market, have the least contact with the mainstream British market. In addition, the discussion in Section 5.2 showed that, given the impact of COVID-19, an additional layer of analysis related to the digitalisation of enterprises needed to be included in the theoretical framework of multicultural embeddedness. Therefore, in the following section, a grounded analysis will be conducted by examining digital acceleration related to the access to the Chinese diasporic and mainstream markets in the UK as well as the transnational market in mainland China.

5.4 Digitalisation of Enterprises: A Superdiverse Digital Acceleration

As the analysis in Section 5.2, on the access to the markets in a COVID-19 crisis context, demonstrated, an additional dimension of the digitalisation of enterprise needed to be incorporated when examining enterprises' physical locations, in light of the acceleration of this process during this period and how it affected enterprises' access to the markets. According to the multicultural embeddedness framework, the two elements related to the digitalisation of enterprise are ethnic clustering and industrial clustering. Noticeably, the literature review showed that ethnic clustering means the collective features that entrepreneurs shared as a result of belonging to specific ethnic diaspora migrant communities, as demonstrated by the process of digitalisation in response to COVID-19 pandemic (Stephan, Zbierowski and Hanard, 2020; Seetharaman, 2020). Meanwhile, industrial clustering refers to the shared attributes that entrepreneurs within a particular industry manifested during the digitalisation process that occurred in reaction to the COVID-19 crisis (Verma and Gustafsson, 2020; Ratten, 2021). In the following two subsections, ethnic and industrial clustering in light of the digitalisation of the Hong Kong and mainland Chinese enterprises will be fully examined.

5.4.1 Ethnic Clustering: Enclaved vs Mainstream Digital Platforms

Given that the COVID-19 outbreak originated in the Chinese city of Wuhan (Chakraborty and Maity, 2020), enterprises in China underwent a digitalisation process earlier than businesses in most of the rest of the world (Guo et al, 2020). Therefore, Chinese migrant entrepreneurs were at the forefront of digitalising their businesses in order to adapt to the mode of remote working in response to the COVID-19 pandemic. Evidently, all 30 of the Birmingham-based Chinese entrepreneurs began or accelerated the process of digitalising their enterprises, with an emerging theme concerning the enclaved and mainstream digital platforms.

(1) Hong Kong Entrepreneurs: A Host-Country-Centred Vision

According to the interviews with the 15 Hong Kong entrepreneurs, the mainstream digital platforms are online shopping websites, mobile applications and social media, that cater for the needs of local British customers in Birmingham in the English language. In response to the COVID-19 pandemic, the mainstream digital platforms were used in order to interact with the major digital platforms within the mainstream British market, in order to retain the existing customers. The mainstream digital platforms consisted of food and essential goods online shopping platforms, Just Eat, Deliveroo and Uber Eats, while social media were used for digital marketing, including company websites, Facebook, Twitter and WhatsApp. HK1 described the digitalisation of his enterprise during the COVID-19 outbreak, as follows:

Unlike many newer businesses, which mainly focused on the market of Chinese international students, my family has built a wide customer base over many years. I focused on updating our company's websites, as well as Facebook, Twitter, WhatsApp and WeChat, to maintain communications with all of our customers, as well as the online shopping platforms of Just Eat and Deliveroo.

The above vision of maintaining the market shares in both the Chinese diasporic and mainstream British markets are evident for both of the Hong Kong entrepreneurs with businesses in the catering industry. This indicates that, with regard to the access to the markets, the Hong Kong entrepreneurs in the catering industry can access both the diasporic and mainstream markets in the UK. This finding is in line with that which arose from the empirical grounding regarding the physical location of Hong Kong entrepreneurs who operate in the catering industry, given that Birmingham's Chinese Quarter, as a Chinese ethnic enclave, has expanded at three levels. The first level of expansion, in particular, due to the integration of Birmingham's Chinese Quarter and Birmingham City Centre, reflects the mainstream market-facing dimension of Birmingham-based catering businesses. Meanwhile, as discussed in Subsection 5.3.1, an increasing number of mainland Chinese entrepreneurs are setting up their businesses in Birmingham's Chinese Quarter, bringing superdiversity to the Chinese ethnic enclave. Consequently, the digital acceleration of mainland Chinese enterprises will be analysed in detail from the perspective of ethnic clustering, with a focus on the similarities and differences that exist between the Hong Kong and mainland Chinese entrepreneurs.

(2) Mainland Chinese Entrepreneurs: A Transnational Ghettoised Perspective

Meanwhile, according to the grounding of the data collected from the mainland Chinese entrepreneurs, the enclaved digital platforms are those that focus mainly on the Chinese migrant communities in the UK in general and in Birmingham in particular, with a distinctive feature of the adoption of both the Simplified and Traditional Chinese languages as the means of communication. In the COVID-19 crisis context, the enclaved digital platforms adopted by Chinese migrant entrepreneurs focused on the growing market of Chinese international students, through integration with similar digital platforms in mainland China, including the food and essential goods online shopping platforms of Hungry Panda and the use of social media for digital marketing; namely, WeChat and Xiao Hong Shu. MC1 recalled his COVID-19 experience as follows:

The developing situation of COVID-19 in China informed me that I needed to make urgent changes to the operation of my business, so I made huge efforts to switch my business online, adapt my business to the digital platform such as Hungry Panda and maintaining my customers through social media like WeChat and Xiao Hong Shu.

According to the interviews with the 15 Birmingham-based mainland Chinese entrepreneurs, over half of the mainland Chinese entrepreneurs focus on enclaved digital platforms, while the majority of the Hong Kong entrepreneurs employ a mixture of both mainstream and enclaved digital platforms, due to the divergent perceptions of the main markets between the Hong Kong and mainland Chinese entrepreneurs. Therefore, in terms of the access to the markets, the mainstream British markets in Birmingham are open to the majority of the Hong Kong entrepreneurs. Meanwhile, the translational enclaved market, with a focus on Chinese international students, is the most accessible market for the mainland Chinese entrepreneurs. Consequently, the Hong Kong entrepreneurs can access both the diasporic and mainstream markets, whereas the mainland Chinese entrepreneurs focus more on the Chinese diasporic and transnational enclaved markets. This indicates that the mainland Chinese entrepreneurs in general and the mainland Chinese entrepreneurs in the catering industry in particular are more ‘enclaved’ than their counterpart Hong Kong entrepreneur. Specifically, although both groups of Chinese entrepreneurs can access the mainstream British markets, compared to the Hong Kong entrepreneurs, the mainland Chinese entrepreneurs are more inclined to access both the diasporic and transnational enclaved markets.

5.4.2 Industrial Clustering: Digitalisation as the Expansion of Existing Businesses

The impacts of the COVID-19 pandemic on different sectors of society diverged (Donthu and Gustafsson, 2020). Noticeably, as discussed in Section 4.5, the majority of the Hong Kong Chinese entrepreneurs who participated in this current research are serial entrepreneurs (Plehn-Dujowich, 2010). Consequently, the majority of the Hong Kong and mainland Chinese entrepreneurs who participated of this current research launched their businesses sequentially and/or operate multiple businesses concurrently. They are in a continuous entrepreneurial process of identifying new business opportunities. Noticeably, the second emerging theme related to the digitalisation of enterprises is utilising digitalisation as a means of expanding their current businesses based on the current entrepreneurial context, in response to COVID-19 crisis. In the following two subsections, these two emerging themes will be analysed in detail.

(1) Hong Kong Entrepreneurs: Family-based Expansion

The discussion in Subsection 4.5.2 revealed that a third of the Hong Kong entrepreneurs who participated in this research grew their family businesses into nationwide enterprise groups with businesses operating across different sectors, and their headquarters based in Birmingham. Given that the COVID-19 pandemic impacted different sectors in different ways, the majority of the Hong Kong entrepreneurs who own their family enterprise groups decided only to digitalise the parts of their businesses which would benefit from the digitalisation process most. Specifically, catering and travel industries, together with their associated sectors, were considered to be the industries that were most deeply affected by the COVID-19 pandemic. Consequently, the majority of the Hong Kong entrepreneurs with enterprise groups focused on the digitalisation of their business operations that were neither in nor closely associated with either of these two businesses. They also adopted digitalisation as a temporary measure, intended mainly to maintain their customer base of business operations in the catering, travel or related sectors. HK15 recalled her experience during the COVID-19 pandemic:

During the first lockdown, considering the business operation of the whole group, we decided to maintain the travel and tourism functions through our existing digital platforms, mainly in order to retain our customers. At the same time, we focused on the digitalisation of our property business, which was less affected by the pandemic and shared a large proportion of customers with our travel business.

It is evident that the Hong Kong entrepreneurs, as the owners of their family enterprise groups, drew on their strength arising from owning businesses across different industries, in order to mitigate the destructive impact of the COVID-19 pandemic. In particular, they recognised the COVID-19 crisis as an opportunity, using digitalisation as a growth strategy for developing the business divisions within their enterprise group that operated in sectors that were positively impacted by the COVID-19 crisis. Noticeably, the majority of the Hong Kong entrepreneurs focused on the Chinese diasporic market when digitalising their family enterprise groups, aiming to maintain and grow their businesses in the sectors that were positively impacted by COVID-19.

(2) Mainland Chinese Entrepreneurs: Transnational Enclaved Expansion

The examination presented in Subsection 4.5.2 showed that the majority of the mainland Chinese entrepreneurs started their own businesses through financial capital that was obtained via their transnational ethnic kinship ties, particularly their families from mainland China. Meanwhile, as shown in Chapter 5, compared to the enterprises that were owned by the Hong Kong entrepreneurs, the businesses owned by the mainland Chinese entrepreneurs are younger and smaller, with abundant financial capital from mainland China. This enabled the mainland Chinese entrepreneurs to employ digitalisation as a way to adapt and expand their existing businesses in response to the COVID-19 crisis. Noticeably, the empirical grounding revealed that over half of the 15 mainland Chinese entrepreneurs decided to restructure their current businesses, in order to embrace the changes and opportunities brought by the COVID-19 crisis. Therefore, when asked about his entrepreneurial experience during the COVID-19 pandemic, MC10 commented as follows:

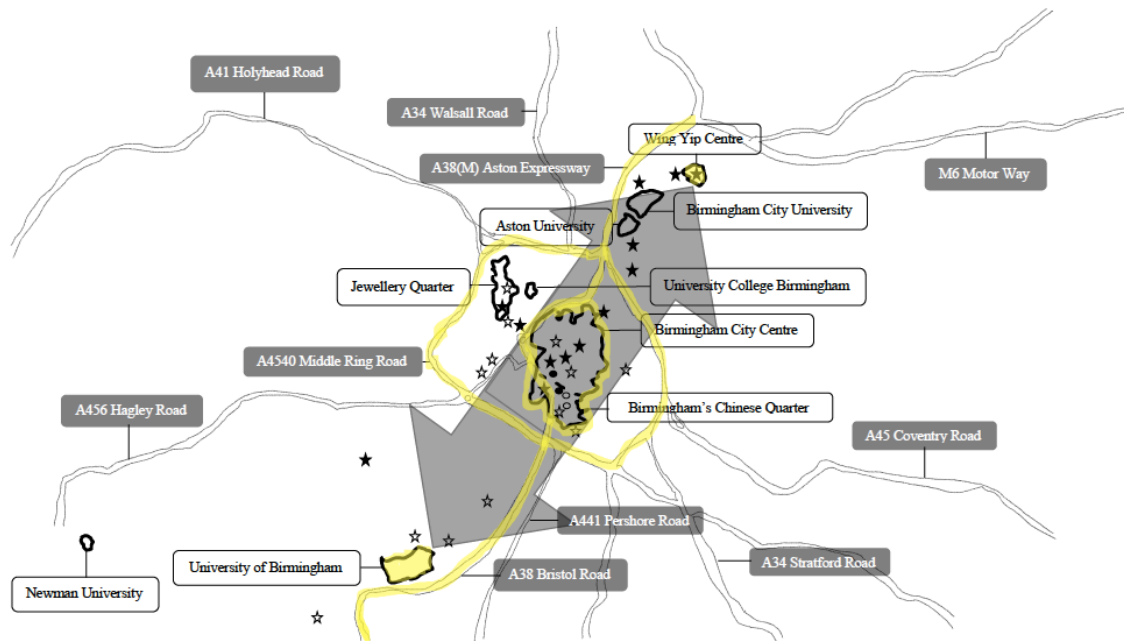
I made changes to my business strategies and even my business model on a weekly basis. Facing the challenging situation related to COVID-19, I decided to move all of my UK operations online. Meanwhile, I launched my online creative travel business in China as an expansion of my current UK business operations.

From the perspective of industrial clustering, the Hong Kong entrepreneurs regarded digitalisation as a way strategically to grow their business operations, by prioritising their business divisions that would most benefit from digitalisation in response to the COVID-19 crisis. Meanwhile, the mainland Chinese entrepreneurs employed digitalisation as an instrument to seize the opportunities in a fast-changing crisis environment. In particular, the grounded analysis shows that, in responding to the COVID-19 crisis, the mainland Chinese entrepreneurs decided to break back into the mainstream market in mainland China. Therefore, in the COVID-19 crisis context, the access to the markets became dynamic, with the Hong Kong entrepreneurs focusing on the diasporic enclaved market to retain their existing customers, while the mainland Chinese entrepreneurs utilised digitalisation as an instrument to embrace the transnational opportunities offered by the mainland China mainstream markets.

5.5 Findings: Effect of Superdiversity on the Access to the Markets

According to the discussion in Section 5.3 on the physical locations of Chinese enterprises as well as in Section 5.4 on the digitalisation of enterprises with reference to the conceptual framework of multicultural embeddedness, Map 4 below illustrates the two levels of findings regarding the effect of superdiversity on the access to the markets. Notably, the empirical grounding of the access to the markets is deliberated in order to answer the second research question. Specifically, the intention is to construct a grounded understanding of multicultural embeddedness as a breakout opportunity structure regarding the access to the transnational

physical and digital markets, based on the breakout experience of the Hong Kong and mainland Chinese entrepreneurs.



Map 4. Superdiversity within the Access to the Markets

Based on the discussion in Section 5.3 on the physical locations of the Hong Kong and mainland Chinese entrepreneurs, it is evident that there exist two dimensions of the first aspect of the findings about their access to the physical markets, including ethnic clustering and industrial clustering. Therefore, from the perspective of ethnic clustering, multicultural embeddedness is constructed as the similar experiences that are shared by both the Hong Kong and mainland Chinese entrepreneurs as three levels of expansion, as evidenced in the Chinese ethnic enclave through the three levels of ethnic clustering. Specifically, the first level of ethnic clustering is reflected by the expansion of the Chinese enclave through the integration between Birmingham's Chinese Quarter and Birmingham City Centre, the second by the area within the A4540 Middle Ring Road and the third by the area between the Wing Yip Centre and the University of Birmingham. This illustrates the expansion of the diasporic market with the integration into mainstream market in the UK as well as the development of a transnational market in mainland China.

With regard to industrial clustering, multicultural embeddedness is first comprehended through the discovery of the A38 Corridor, which links the Wing Yip Centre to the University of Birmingham, showing that the industrial clustering of the Hong Kong and mainland Chinese entrepreneurs is closely associated with their ethnic clustering. Secondly, multicultural embeddedness is developed based on the principle of the proximity to the Chinese catering industry as the three categorisations of Hong Kong entrepreneurs. These include entrepreneurs in the catering industry on a local scale, entrepreneurs with businesses that are closely-associated with the catering industry on a local scale as well as entrepreneurs who operate businesses that are closely-associated with the Chinese catering industry on a national scale. Clearly, all three categories of entrepreneurs have access to both the Chinese diasporic and mainstream markets in the UK. However, the Hong Kong entrepreneurs who operate on a national scale with businesses that are closely-associated with the catering industry focus

entirely on the Chinese diasporic market in the UK. Lastly, by the same token, using the principle of the proximity to the Chinese catering industry, multicultural embeddedness is interpreted as four categories of mainland Chinese entrepreneurs. These are entrepreneurs with businesses in the Chinese catering industry that focus on the transnational enclaved market, entrepreneurs who operate businesses that are closely-associated with the catering industry linked to the diasporic market, entrepreneurs with catering sector-related businesses who operate in both the diasporic and mainstream markets as well as entrepreneurs who operate businesses in the mainstream British market that are closely-linked to the transnational markets in mainland China. Similar to their Hong Kong counterparts, the above three categories of mainland Chinese entrepreneurs can all access the Chinese diasporic and mainstream markets in the UK as well as the transnational markets in mainland China.

Meanwhile, with reference to the examination presented in Section 5.4 on the digitalisation of the Hong Kong and mainland Chinese enterprises, the second aspect of the findings about the access to the digital markets have two dimensions: ethnic clustering and industrial clustering. Regarding ethnic clustering, over half of the mainland Chinese entrepreneurs focus on enclaved digital platforms, whereas the Hong Kong entrepreneurs employ a mixture of both the mainstream and enclaved digital platforms. In respect to industrial clustering, multicultural embeddedness is understood as the Hong Kong entrepreneurs adopting digitalisation as a means of strategically growing their business operations, prioritising the business divisions that benefit most from digitalisation in response to the COVID-19 crisis, while the mainland Chinese entrepreneurs employed digitalisation as an instrument to seize opportunities in the fast-changing crisis environment. In particular, the grounded analysis shows that, when responding to the COVID-19 crisis, the mainland Chinese entrepreneurs decided to break back into the mainstream market in mainland China. Therefore, in response to the COVID-19 crisis, the access to the markets becomes dynamic, with the Hong Kong entrepreneurs focusing on the diasporic enclaved market to retain their existing customers, while the mainland Chinese entrepreneurs adopted digitalisation as an instrument in order to embrace the transnational opportunities in the mainland China mainstream markets. Based on the multi-layered analysis of the findings on the access to the markets, the following section will provide a summary of Chapter 5.

5.6 Summary

Based on the contextualised grounding on the entrepreneurial breakout context, with updated grounding on the meaning of embeddedness, Chapter 5 focuses on the access to the markets through the theoretical lens of multicultural embeddedness. Section 1 introduced the structure. Section 2 explained the conceptual lens of multicultural embeddedness. Sections 3 and 4 conducted a grounded analysis concerning the effect of entrepreneurial choices on the location and digitalisation of enterprises. Section 5 examined how the characteristics of superdiversity and transnationalism affected the access to the markets. Finally, Section 6 summarised the findings on the access to the markets through analysing the locations and digitalisation of enterprises.

As discussed in Chapter 4, the empirical grounding presented in Chapter 5 was intended to answer the second research question, by constructing a grounded understanding of how multicultural embeddedness, as a breakout opportunity structure, affects the access to the transnational physical and digital markets. Firstly, from the perspective of ethnic clustering, multicultural embeddedness is comprehended as the similar experiences that are shared by the Hong Kong and mainland Chinese entrepreneurs through three levels of expansion, as evidenced in the Chinese ethnic enclave through three levels of ethnic clustering. This

illustrates the expansion of the diasporic market through the integration with the mainstream market in the UK as well as the development of transnational links in mainland China. Secondly, multicultural embeddedness is understood as the divergent features between the Hong Kong and mainland Chinese entrepreneurs, which is reflected by the Hong Kong entrepreneurs' inclination to locate their businesses within the area between the Wing Yip Centre and Birmingham's Chinese Quarter, whereas the mainland Chinese entrepreneurs prefer the area between Birmingham's Chinese Quarter and the University of Birmingham. Secondly, from the perspective of industrial clustering, multicultural embeddedness is comprehended through the discovery of the A38 Corridor, with the industrial clustering being closely associated with ethnic clustering. Meanwhile, multicultural embeddedness is grounded on the principle of the proximity to the Chinese catering industry through the categorisation of Hong Kong and mainland Chinese entrepreneurs, focusing on their current market position. Noticeably, the Hong Kong entrepreneurs, who operate businesses on a national scale that are closely-associated with the catering industry, are the most 'enclaved' type of Hong Kong entrepreneurs. In the meantime, the mainland Chinese entrepreneurs who operate businesses in and closely-associated with the catering business with links to the Chinese diasporic market has the least contact with the mainstream British market. Thirdly, in relation to the digitalisation of the Hong Kong and mainland Chinese enterprises, concerning ethnic clustering, multicultural embeddedness is reflected by the fact that the mainstream British markets are available to the Hong Kong and mainland Chinese entrepreneurs, and the preference for these markets over the enclaved digital platforms among the mainland Chinese entrepreneurs, compared to the Hong Kong entrepreneurs. Lastly, with respect to industrial clustering in a COVID-19 crisis context, multicultural embeddedness is reflected by the fact that the Hong Kong entrepreneurs adopted digitalisation as a means of strategically growing their family's business operations, while the mainland Chinese entrepreneurs regarded digitalisation as an instrument for seizing opportunities in the fast-changing digital market within the crisis context. In particular, the Hong Kong entrepreneurs focus on the diasporic enclaved market in order to retain their existing customers, while the mainland Chinese entrepreneurs regard digitalisation as an instrument for embracing the transnational opportunities offered by the mainland China mainstream markets.

Based on the analysis presented in Chapter 5, it is evident that superdiversity has stimulated the growth of the Chinese diasporic market, through further integration with the mainstream British markets as well as the significant development of the transnational mainland Chinese market. Notably, the effect of superdiversity on the access to the markets not only generates synergy for the diasporic, mainstream and transnational markets but also created opportunities for the Hong Kong and mainland Chinese entrepreneurs. To embrace fully the opportunities that superdiversity produces with regard to the access to the markets, superdiversity develops alongside transnationalism. Meanwhile, to position entrepreneurs accurately in the market through the lens of multicultural embeddedness, as discussed in Section 2.4.1, attention shall be drawn to a second dimension of the access to resources, which is one of the key concepts identified through the theory generation in Chapter 4, based on the empirical grounding regarding the access to the markets. Therefore, Chapter 6 will focus on the access to transnational resources in order to continue validating the concepts arising from the initial theory generation and further ground the meanings on multicultural embeddedness.

Chapter 6. A Transnational Perspective on the Access to Resources

6.1 Introduction

Chapter 4 analysed entrepreneurial breakout context by adopting an evolutionary analysis approach to generate the initial theory, together with the key concepts and categories. Chapter 5 then focused on one of the key concepts of the access to the markets with reference to multicultural embeddedness to validate the initial theory that had been grounded during phase one of the data analysis process. Notably, according to the findings outlined in Chapter 5, the ethnic clustering of Chinese enterprises in the City of Birmingham has expanded at three levels. In particular, the Hong Kong entrepreneurs were inclined to locate their businesses between Birmingham's Chinese Quarter and the Wing Yip Centre, showing a tendency towards the nationwide Chinese diasporic market. Meanwhile, the mainland Chinese entrepreneurs displayed a preference for the transnational mainland Chinese market, situating their enterprises between Birmingham's Chinese Quarter and the University of Birmingham. This tendency was more prevalent during the COVID-19 crisis, and the empirical grounding on the digitalisation of enterprises revealed that, during the crisis, both Hong Kong and mainland Chinese entrepreneurs resorted to the ethnic enclaved markets. Specifically, the Hong Kong entrepreneurs retreated to the Chinese diasporic market in the UK while the mainland Chinese entrepreneurs gravitated towards the transnational markets in mainland China. Noticeably, both the Hong Kong and mainland Chinese entrepreneurs have developed dynamic channels to the mainstream markets in the UK. It is also evident that the transnational Chinese entrepreneurs have brought superdiversity to the Chinese ethnic enclave, generating synergy in the diasporic, mainstream and transnational markets as well as creating opportunities for both the Hong Kong and mainland Chinese entrepreneurs. Therefore, Chapter 6 will focus on a second key concept of the initial theory on the access to resources from a transnational perspective with reference to the superdiversity of the entrepreneurial markets, as discussed in Chapter 5. In particular, based on multicultural embeddedness, the discussion of the empirical grounding of the access to resources will refer to the forms of transnational human capital.

Notably, the focus of Chapter 6 is on clarifying a second key concept of the initial theory on the access to resources from a transnational perspective with reference to the superdiversity of the entrepreneurial markets, related to the third research question. Specifically, the third research question deliberates on the grounded understanding of multicultural embeddedness as a breakout opportunity structure related to the access to transnational resources in the form of transnational human capital between the Hong Kong and mainland Chinese entrepreneurs. In particular, grounded examinations of the access to transnational human capital directs attention to the entrepreneurial experience through transnational education concerning the social constructs of gender and identity. Based on the grounded examinations, the typology of transnational migrant entrepreneurs from the multicultural embeddedness framework is fully constructed with the locations of the Hong Kong and mainland Chinese entrepreneurs within, associated with and beyond the Chinese catering industry. Grounded constructions of the types of transnational migrant entrepreneurs will be incorporated in order to conduct the final stage of the data analysis as a theory condensation in order to refine the theory of multicultural embeddedness through the reconceptualisation of entrepreneurial breakout.

In light of the above discussion, Chapter 6 is structured as follows. Section 1 introduces the layout of Chapter 6, with reference to the design of the data analysis for this current research. Section 2 focuses on the theoretical framework of multicultural embeddedness, and examines

transnational human capital in order to validate the initial theory that was generated in Chapter 4. Section 3 provides grounded analyses of transnational human capital, addressing the social constructs of gender and identity, Section 4? while Section 5 discusses the findings on the access to resources based on the access to the markets, analysed in Chapter 5, with reference to multicultural embeddedness, in response to the third research question. Finally, Section 6 summarises the findings of the chapter, with a focus on the access to resources from a transnational perspective in preparation for the construction of breakout in Chapter 7.

6.2 Access to Resources: The Forms of Transnational Capitals

Chapter 2 analysed the two dimensions of the construction of multicultural embeddedness based on a typology of transnational migrant entrepreneurs; namely, access to the markets represented as locations and the digitalisation of enterprises as well as access to resources concerning transnational human capital. As shown in the typology of transnational migrant entrepreneurs in Figure 2 below, the dynamics that exist between access to the transnational markets and access to transnational resources construct multicultural embeddedness, which provides the current entrepreneurial location for enterprises, in an attempt to project their future entrepreneurial destinations. Noticeably, Chapter 5 presented phases two and three of the data analysis, with a focus on the access to the markets. Consequently, Chapter 6 will discuss phases two three of the data analysis on the access to resources, directing attention to the dynamics that exist between transnational human capital and access to the markets related to the location and digitalisation of enterprises.

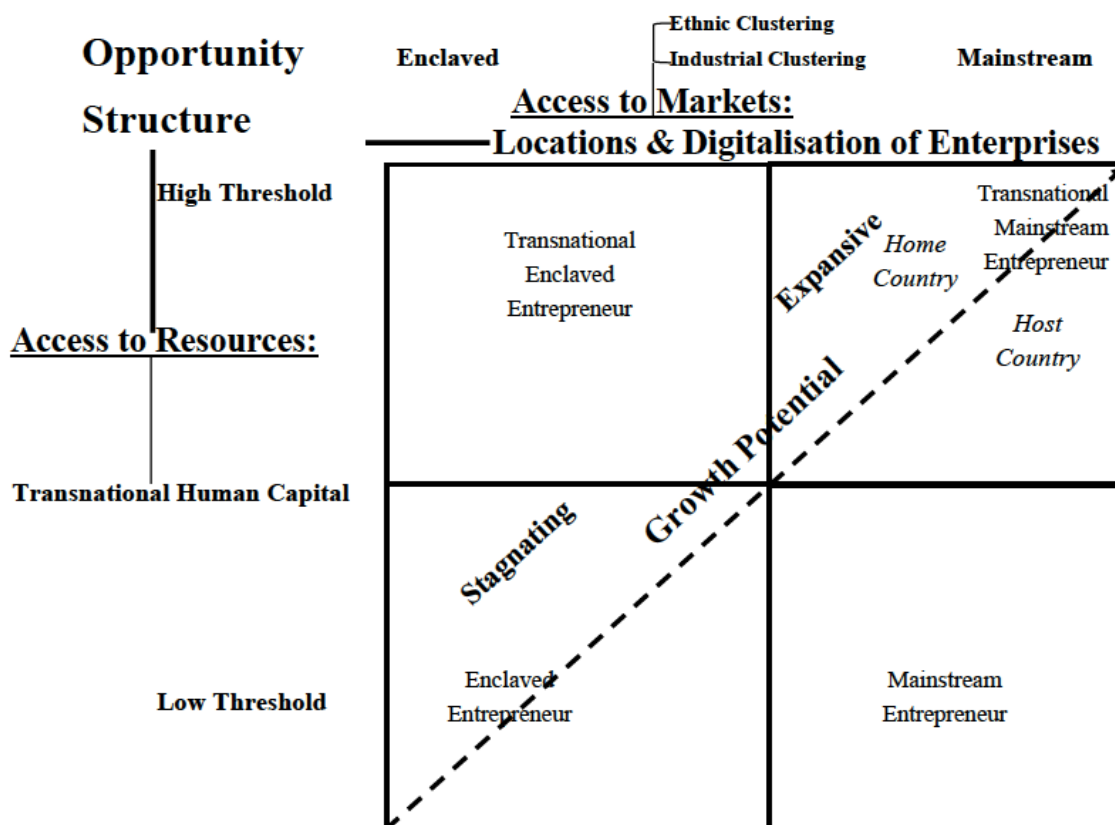


Figure 2. Transnational Opportunity Structure
Adapted from Shinnie et al (2021)

Notably, the empirical grounding in Chapter 5 on ethnic and industrial clustering pinpointed the main categories of the Hong Kong and mainland Chinese entrepreneurs based on their market locations. Specifically, the Chinese catering industry is identified as the enclaved industry for both the Hong Kong and mainland Chinese entrepreneurs. According to the industries in which the Hong Kong and mainland Chinese entrepreneurs operate their principal businesses in relation to the Chinese catering industry, as analysed in Chapter 5, the Hong Kong and mainland Chinese entrepreneurs who participated in this current research were categorised into six types, as shown in Table 7 below:

Table 7. Categories of Chinese Entrepreneurs with Regard to the Access to the Markets

Categories of Chinese Entrepreneurs	Access to Markets
1. Hong Kong entrepreneurs with businesses in Chinese catering industry operating on a local scale in Birmingham	Diasporic market and mainstream market in the UK
2. Hong Kong entrepreneurs in industries closely associated with catering industry running on a local scale in Birmingham	Diasporic market and mainstream market in the UK
3. Hong Kong entrepreneurs in industries closely associated with catering industry running on a national scale across the UK	Diasporic market in the UK
4. Mainland Chinese entrepreneurs with businesses in Chinese catering industry on a local scale in Birmingham	Enclaved Chinese transnational and diasporic markets as well as mainstream British market
5. Mainland Chinese entrepreneurs with businesses closely associated with the catering industry on a local scale in Birmingham	Enclaved Chinese transnational and diasporic markets as well as mainstream British market
6. Birmingham based Mainland Chinese entrepreneurs operating in mainstream British market with links to transnational market in mainland China	Mainstream market in the UK and transnational market in mainland China

In accordance with the theoretical framework of multicultural embeddedness through the typology of transnational entrepreneurs, as shown in Figure 2, it is essential to examine the access to resources through transnational human capital. Based on the findings shown in Chapter 5 on the access to the markets, Chapter 6 will focus on the access to resources in order to provide a more accurate categorisation of the Hong Kong and mainland Chinese entrepreneurs, by identifying the current entrepreneurial locations with reference to the interrelations between the access to the markets and the access to resources. Therefore, in the following section, the empirical grounding on the access to resources via transnational human capital will be analysed in detail, with reference to the initial categorisation of the Chinese entrepreneurs, as illustrated in Table 7.

6.3 Transnational Human Capital

Human capital plays a pivotal role during the entrepreneurial breakout process, and is included in the theoretical framework of mixed embeddedness (Kloosterman and Rath, 2006). According to Goldin (2016), human capital refers to the stock of skills that an entrepreneur possesses, with the two key elements of education and training, plus good health. Given that both the Hong Kong and mainland Chinese entrepreneurs who participated in this research are in their 30s and 40s and in good health, the grounding of transnational human capital focused on the education and training that they had obtained in both their transnational home country and mainstream host country contexts. Noticeably, in addition to education, work experience is also considered a major component of human capital (Coulombe et al., 2014). Therefore, this study also includes work experience as a factor when examining transnational human

capital. Furthermore, the previous research also demonstrated that both human capital and financial capital are the major components for small businesses in general and migrant businesses in particular, with the interplay between the two significantly impacting the birth and growth of ethnic businesses (Dunn and Holtz-Eakin, 2000; Coleman, 2007; Khan et al., 2019). The grounded analysis of the data that were collected from the Hong Kong and mainland Chinese entrepreneurs revealed that transnational human capital, that links the host and home country educational background and professional experiences, influences the choice of industry and type of business that the Chinese entrepreneurs seek to launch and integrate with the mainstream market. In particular, the grounded analysis of the interviews with the Hong Kong and mainland Chinese entrepreneurs revealed three emerging themes that are closely-associated with transnational human capital: gendered experiences in the enclaved masculine industry of the Chinese catering sector, the construction of entrepreneurial identities as aesthetic experiences as well as the development of migrant identities as emotional experiences. These three emerging themes will now be examined in detail.

6.3.1 Gendered Experiences in an Enclaved Masculine Industry

According to Granovetter (1985), the notion of embeddedness is related to economic relations as dynamic interactions among embedded social constructs. Kloosterman (2006) further developed the concept of embeddedness into the theoretical framework of mixed embeddedness, as discussed in detail in Chapter 2. Regarding the access to resources, multicultural embeddedness highlights the transnational dimension of human capital, addressing the interactions between the Hong Kong and mainland Chinese entrepreneurs from a gender perspective. In the following two subsections, the gendered experiences of entrepreneurial breakout between the Hong Kong and mainland Chinese entrepreneurs will be analysed in detail.

(1) Hong Kong Entrepreneurs: Gendered Experiences of Push or Pull

The interviews with both the Hong Kong and mainland Chinese entrepreneurs revealed that one defining factor that fundamentally impacted the Chinese entrepreneur's choice of the type of business to launch and how to interact with the mainstream market was their connections with the traditional Chinese catering industry. Specifically, the empirical grounding identified that a tension exists between academic as well as professional qualifications, that is closely associated with the Chinese catering industry. This tension was particularly evident among the male Hong Kong entrepreneurs with a promising career due to their high level of human capital and successful family business in the catering industry. Due to the tension that exists between their own career path and their duty to take over their family business, they were pushed into the traditional Chinese catering industry. They often had to make a difficult choice between a professional career following their university education and an entrepreneurial career in order to maintain their family business in the catering industry. This tension intensified circumstances where individuals were forced to choose between a promising professional career, built on their outstanding educational achievements as well as excellent professional performance, and a thriving family business. As HK2 stated:

I studied banking at university. Then I started my career in banking in Birmingham and then in London, then I went to Thailand to start a software-like company with a friend. But my family asked me to return to Birmingham to help my Dad and to also start my own business, as well, so I could continue that (a Chinese takeaway and restaurant business). But I think every Chinese person of my generation was like that. We didn't want to do it. We wanted to do something else. But sometimes we just had a family obligation.

Similar experiences were shared by almost all of the Hong Kong entrepreneurs, some of whom, like HK2, abandoned their own professional career in order to continue their family business in the catering industry. In contrast, other entrepreneurs creatively utilised the skills that they had gained through their university degree to re-develop the resources available to their family businesses in the Chinese catering industry. Meanwhile, other male Hong Kong entrepreneurs decided to pursue their own professional career, utilising their academic and professional qualifications as entrepreneurial resources in order to enter a sector that was closely-associated with or even completely outside the traditional Chinese catering industry. Noticeably, their earlier experience of their family business was an entrepreneurial inspiration for them. Meanwhile, their university education and professional experience enabled them to set up and grow their businesses in the professional service and manufacturing sectors as well as industries that were completely unrelated to the traditional Chinese catering trade. In this respect, the push factors for maintaining their business links within the male-dominated Chinese catering sector became less relevant to their entrepreneurial process. They were pulled out of the traditional Chinese catering sector, due to their university degrees and professional qualifications. HK9 recollected his experience of setting up and growing his own business, as follows:

When I first started, I had already, (used my university degree and professional qualification), worked for someone for probably about ten years...I worked in a small business, a medium-sized business and a large accountancy business as well...So I felt it was the right time for me to set up my own business, which started small...Then we grew to build up quite a diverse range of clients...When I was young, I used to help out in (my parents') family business. That was when I was as young as 10 or 11 years or so. I helped to wash dishes or even wait on tables, slightly older at that time. But I always knew that I wanted to run a business in the future. I knew I wanted to make a name for myself, rather than just take on something that's already there. I wanted to do something different.

On the contrary, several of the female Hong Kong entrepreneurs discussed divergent experiences in relation to their career development and family businesses in the Chinese catering industry. As analysed in Section 5.4, a substantial number of the Hong Kong entrepreneurs who participated in this current research were of Hakka origin, who worked in their family's Chinese restaurant and takeaway businesses alongside their parents and siblings. According to the three female Hong Kong entrepreneurs, the Hakka ethnic community in the UK maintains the feature of strong male dominance. Consequently, females from the Hakka ethnic community, since early childhood, are aware that it is unlikely that they will inherit their family's business. This feature of male dominance functions as a motivator that drives second generation female Hong Kong entrepreneurs out of their family catering businesses to set up their own businesses using their academic qualifications and professional skills. HK14 shared how her childhood experience influenced her professional career, as follows:

...The boys got everything...I remembered very much the boys being special...Actually, for me, it was very clear. There was no pretence about it...Very much, culturally, the boys are the most important. You daughters will marry, and you won't be in this family...However, being brought up (in the UK) and identifying as British, when you are at school, those (opportunities) are always there. The work opportunities are always there. At work, I was never held back as a

woman...So I feel there were more work opportunities for me outside my family. I always work incredibly hard...There is only me, and I won't have any inheritance. You know, I have to create my own security, so part of that hardworking determination is always there.

Therefore, the male Hong Kong entrepreneurs, with their strong associations with the traditional Chinese catering industry, have in many cases been pushed into this industry. Noticeably, some of the male Hong Kong entrepreneurs who were closely-associated with the Chinese catering industry experienced both push and pull factors. They entered the catering and associated industries as well as industries outside the traditional catering sector, with dynamic entrepreneurial capabilities as the embedded social construct between their family entrepreneurial experiences and professional business skills. Meanwhile, due to the male dominance within the traditional Chinese catering industry, the female Hong Kong entrepreneurs, with close links to the traditional Chinese catering industry, are pushed out of this industry in order to establish businesses beyond the Chinese catering sector. Noticeably, the grounded analysis also revealed that the male preference was only prevalent in the Chinese catering industry. Beyond this industry, even in the sectors that are closely-associated with it, there was no evidence in the collected data of a male preference. In the following subsection, the role of transnational human capital in the mainland Chinese entrepreneurs' entrepreneurial breakout process will be examined in detail, in comparison with the Hong Kong entrepreneurs.

(2) Mainland Chinese Entrepreneurs: Gendered Stereotypes of Push or Pull

The empirical grounding demonstrated that less tension existed between a university education and connections with the Chinese catering industry for the mainland Chinese entrepreneurs, as they set up their own business ventures in Birmingham. However, over half of the mainland Chinese entrepreneurs who participated in this current research explained their choice of setting up a business, measured on the basis of opportunity cost. This entailed weighing their own strengths and weaknesses with regard to setting up a Chinese catering business, taking into account the potential costs and future profitability, against the decision to start a business outside the traditional Chinese catering industry. The grounded analysis also revealed that both of the participants in this current study entered the traditional Chinese catering industry as a husband-and-wife team, with the husband owning the business. Hence, the husband is considered the entrepreneur who participated in this research. Therefore, unlike their Hong Kong counterparts, they were pulled into the promising future offered by the Chinese catering industry in the UK, with prospects of attractive economic growth and a meaningful social impact. In particular, their transnational links with the mainland China catering industry were a constant source of inspiration, providing them with the resources to develop their innovative competitive capability. MC1 explained why he and his wife decided to start a business in the traditional Chinese catering sector:

I am a professional chef who received professional training in both mainland China and the UK. I have also worked in the Chinese catering trade for many years, both in China and the UK so, when opportunity arose for me to set up a Chinese catering business in Birmingham, I consulted with my wife, and we both felt that we had the capacity, particularly the professional skills and experience as well as the connections, to run a successful Chinese catering business. Sure, there were also opportunities for us to run other types of businesses but we felt the Chinese catering business has always been the best choice for us. We also felt extremely confident about the future of the Chinese

catering industry in the UK, as there are uncountable creative ideas and resources coming from mainland China.

Evidently, despite the phenomenal success that the early Chinese settlers in Birmingham achieved in the catering industry, in contrast to the positive future outlook of the Chinese hospitality sector from the perspective of the newly-arrived catering professionals from mainland China, a substantial number of the male Chinese student entrepreneurs decided not to start a business in the traditional catering industry but instead to enter sectors related to their university education and closely associated with their professional qualifications. In this way, they believed that they were able to add more value to the skills and experience that they had gained through the university degrees and professional qualifications that they obtained in both the UK and China, as well as change the existing stereotype of Birmingham-based Chinese diasporic communities in general and Chinese migrant businesses in particular. There were two main reasons why they decided to start a business outside the traditional Chinese catering industry. Firstly, they disliked the negative stereotypes associated with the traditional Chinese catering industry and, secondly, they felt that their elite education in China and the UK equipped them with the skills and resources to enter industries that were economically rewarding and culturally uplifting for them. Therefore, the male entrepreneurs pulled out of the traditional Chinese catering industry due, not to its male dominance, but to the mismatch between their transnational human capital in the form of their educational background and professional skills that they had obtained both in the UK and mainland China and the requirements related to entering the Chinese catering sector. MC15 stated:

When I was studying for my PhD in the UK, I worked in a Chinese restaurant in my town. The work was really tiring and boring. Therefore, I told myself that I would definitely not want to start my business in this industry because I did not want the rest of my life to be filled with boring, meaningless dishes and plates...I want to make enough money to guarantee a pleasant life, and I also want to enjoy this aspiration together with my wife, as academics and researchers. We have a deep appreciation of Chinese culture. I also practise Chinese calligraphy. In particular, I enjoy practising Chinese calligraphy with my Indian business partners. They appreciate my Chinese calligraphy artwork because they respect me as a Chinese businessman. The intercultural interaction gives me great cultural confidence to develop myself as a Chinese entrepreneur in the multicultural Birmingham mainstream market.

Meanwhile, the grounded analysis of the collected data also showed that several of the female entrepreneurs from mainland China decided to set up a business in industries outside the traditional Chinese catering industry, due not only to the future financial outlook but also the social impact on their own entrepreneurial development as well as their entrepreneurial impact on the local community. Evidently, several of the female mainland Chinese entrepreneurs found the image of a female entrepreneur working in a male-dominated industry with low entry requirements in terms of their academic and professional qualifications ultimately unappealing. On the contrary, they hoped to construct an image as a female entrepreneur in an industry that requires a high level of professional skills. This was slightly different to the female Hong Kong entrepreneurs, whom the male dominance within the Chinese catering industry pushed to set up a business outside the traditional Chinese catering industry, as they were less likely to inherit their family's businesses. However, slightly different to their Hong Kong counterparts, the negative collocation of male dominance and the low entry requirement regarding human capital

in the Chinese catering industry pulled the female mainland Chinese entrepreneurs out of the traditional Chinese catering industry. MC4 shared her entrepreneurial experience, as follows:

When I first started my own business venture here in the UK, I actually did have a choice. I had a choice between setting up a Chinese restaurant or setting up an educational training business. The Chinese restaurant business is an easy business to run with a mature business model, which almost guarantees a profit within five years. However, I have both undergraduate and postgraduate degrees, and also worked in the education sector for many years. I love to work in the education sector, with loving parents and students but I am fairly unsure about the business model, and more importantly how quickly I can generate a return on my investment. On the other hand, I really do not like the image of a woman working in a male-dominated catering industry, with a single version of making money. This does not show any respect for my university education so, in the end, I set up my company in the education sector.

Therefore, human capital in general and transnational human capital in particular has played a crucial role in the entrepreneurial process of maintaining and developing businesses within or closely associated with the traditional Chinese catering industry. There existed a diverse range of tension between a university education and Chinese catering industry connections. The feature of the Chinese catering sector as a masculine industry pushed the male Hong Kong entrepreneurs into the Chinese catering trade, particularly where there existed a successful family catering business, while required them to take over and continue to grow the business. Meanwhile, the feature of male dominance also pulled the female Hong Kong entrepreneurs out of the traditional catering industry, as they were less likely to take a management role within or inherit their family's catering businesses. Noticeably, the male dominance within the Chinese catering business in the UK also pulled the female mainland Chinese entrepreneurs out of the traditional Chinese catering industry, as they felt that the stereotypes within this industry made it less appealing to them. Despite the negative collocation associated with the male dominance within the traditional Chinese catering industry, evidently, some of the mainland Chinese entrepreneurs with professional catering skills continued to set up businesses in the traditional Chinese catering industry, given the potential high rate of investment gain as well as their own strength in connection with this industry. Noticeably, some of the Hong Kong entrepreneurs innovatively adopted resources within the traditional Chinese catering business to explore business opportunities in industries beyond the traditional Chinese catering trade. Furthermore, several of the Hong Kong entrepreneurs strongly rejected the idea of taking over their family's catering business and passionately started up a business in fields that suited their entrepreneurial aspirations and were in line with their university degrees. This entrepreneurial passion to explore business potential in industries connected with the entrepreneurs' entrepreneurial aspirations was more evident among the mainland Chinese entrepreneurs. In the next subsection, the dynamism that exists between the Chinese migrant entrepreneurs' university degrees and their entrepreneurial aspirations will be discussed in detail.

6.3.2 Aesthetic Experiences of the Constructions of Entrepreneurial Identity

As mentioned above, through the data collected from both the Hong Kong and mainland Chinese entrepreneurs, a second factor that influenced Chinese entrepreneurs' choice of which type of business to enter and how to integrate with the mainstream economy was their entrepreneurial identity in relation to their university education. Nearly half of the Hong Kong entrepreneurs stated that they had set up their own business or expanded their existing family's

business into fields associated with their entrepreneurial identity, based on their attitudes and beliefs about entrepreneurship. Meanwhile, over half of the mainland Chinese entrepreneurs explained that their own business was closely linked with their entrepreneurial aspirations. In particular, the grounded analysis showed that the dynamic relationship that exists between the Chinese entrepreneurs' university education and their entrepreneurial aspirations played a key role regarding how they chose to interact with the mainstream market, where the university education of both the Hong Kong and mainland Chinese entrepreneurs functioned as a catalyst for their entrepreneurial breakout. Specifically, the dynamic relationship that existed between the entrepreneurs' university education profoundly impacts their entrepreneurial breakout with regard to the types of industries that they decided to enter in order to grow their businesses.

(1) Hong Kong Entrepreneurs: Multicultural British Solidarity

Noticeably, the grounded analysis identified that the entrepreneurial identity of the Hong Kong entrepreneurs was to serve the Chinese community and all of the local communities in the UK, through creating multicultural social values via their enterprise. Nearly half of them expressed an intention to serve the Chinese community as well as all of the local communities in Birmingham. Meanwhile, their university education equipped them with the essential skills to utilise the resources arising from their existing family's catering businesses or businesses that were closely associated with the Chinese catering industry in order to pursue their entrepreneurial aspiration. A substantial number of the Hong Kong entrepreneurs decided to redirect their family's catering businesses towards maintaining viable financial gains as well as providing social values to all of the local communities in Birmingham in general and the Chinese community in particular. Specifically, they chose to grow the scale of their family's catering business and utilise the capital generated by this to reinvest in industries with stable investment returns like the property industry, as well set up new businesses to meet the social needs of their local communities. Therefore, as an aesthetic experience, the Hong Kong entrepreneurs focused on the social value creation of their businesses with an entrepreneurial identity to redirect their businesses towards industries outside the traditional Chinese catering industry and generate positive social values in a multicultural British context. HK3 looked back on his personal career as well as his family business, as follows:

My parents worked extremely hard to build up our family business but, after I completed my university degree, I felt strongly that I should follow my heart, not to the extent of pursuing a professional career related to my university degree but to serve the local Chinese community in Birmingham, so I actually agreed with my parents that I would grow our family's business, then redirect it towards a sector with a better investment return. In this way, I was able to devote more time to community work. Luckily, I did grow the scale of my family's catering business, and was also able to reinvest the financial gains from my family's catering business into a property business. This provided me with financial freedom, so I could have more time to engage in more community work.

In the meantime, some of the Hong Kong entrepreneurs decided to utilise the skills that they had gained from their university degrees to redevelop their family enterprise groups with dedicated services designed to meet the needs of the local communities, particularly the Chinese community in Birmingham. Evidently, the family enterprise groups belonging to the aforementioned Hong Kong entrepreneurs were usually situated in industries that were closely-connected to but outside the traditional Chinese catering industry. Hence, as an aesthetic experience, the Hong Kong entrepreneurs focused on social value creation through their family

businesses with an entrepreneurial identity, in order creatively to construct positive values for their existing business in the multicultural context of Birmingham city. HK15 recollected her entrepreneurial journey:

Our family business always had the vision that a business is not just about business, but also about the community. After I completed my university degrees, I felt that I had more skills to really reach out to the marginalised members of the community, so our main business started to provide a comprehensive range of community services to cater for the local Chinese community, particular migrants who had newly-arrived in Birmingham, with a package of support services, including an English language training service for adults and 11+ and GCSE revision services for children.

Noticeably, the Hong Kong entrepreneurs in the catering industry and sectors closely-associated with the catering industry on a national scale utilised their university degrees and professional training to fulfil their entrepreneurial aspiration to serve the Chinese community and all of the local communities in Birmingham. They intended to create social values as well as identify future entrepreneurial directions through aesthetic experiences based on their human capital. Meanwhile, the empirical grounding also revealed that the majority of the mainland Chinese entrepreneurs expressed their entrepreneurial aesthetic aspiration to recreate Britishness in a multicultural entrepreneurial context, based on their university education and professional training. Consequently, the entrepreneurial breakout process, as the multicultural recreation of Britishness for the mainland Chinese entrepreneurs, will be explained in detail in the next subsection.

(2) Mainland Chinese Entrepreneurs: A Multicultural Recreation of Britishness

As stated above, the grounded analysis revealed that, for all of the mainland Chinese entrepreneurs, their university education provided them with an in-depth understanding and creative insights regarding both the British and Chinese cultures, which enabled them to further develop their entrepreneurial aspirations into business practices that enabled them innovatively to redesign the British business concepts. In particular, a substantial number of the mainland Chinese entrepreneurs demonstrated that they planned to deploy transnational resources to the traditional British business concepts, with the purpose of creatively constructing multi-layered meanings for the original business concepts. Noticeably, their business insights and entrepreneurial experience, that they had gained through their university degrees, linked to their entrepreneurial aspirations, visibly impacted the type of industry that they decided to enter in order to set up their businesses. It also had a profound influence on the approaches that they employed in order to grow their businesses. This approach of utilising the diasporic community culture within a multicultural British business context to bring a renewed meaning to Britishness shed light on the recreation of Britishness through interpretations by the mainland Chinese migrant entrepreneurs as multicultural entrepreneurial resources. MC8, for example, revisited his journey of setting up a business to design, manufacture and sell designer watches:

I've always loved traditional British design, with a special interest in classic engineering designed products such as designer watches and vintage Formula One cars. That's why I chose to study for my master's degree in the UK. During my studies, I often visited the designer watch shops in Birmingham's Jewellery Quarter. Since then, I have collected a wide range of handmade watches, designed and built in the UK...so, when I decided to set up my own business, creating a modern brand of traditional British handmade watches was the obvious choice for

me...My university education, particularly my study of business in the UK, helped me to build up different layers to my brand over time...For instance, the name of my watches actually has two meanings, both of which are closely associated with British culture. Firstly, it takes the first few letters of Sir Winston Churchill's birthplace and, secondly, it is spelt the same as a classic model of airplane used in the Royal Air Force during World War II...I also added the element of vintage Formula One cars to the watches.

The grounded analysis showed several of the mainland Chinese entrepreneurs started their own businesses that were closely-associated with their entrepreneurial aspirations and university degrees. They chose to study their university degrees as they felt passionate about the subject and confident about their future career. They decided to work in the British business environment that they felt would meet their aesthetic needs. With university degrees from both mainland China and the UK, they were able to develop expertise in their field and secure positions in multinational companies. Once they had gained sufficient work experience and built up adequate business connections, they proceeded to set up their own business, and also considered their entrepreneurial journey as an aesthetic experience related to recreating Britishness in a multicultural entrepreneurial context. MC10 reviewed his entrepreneurial journey as follows:

I certainly believe that my experience, based on both my university education and professional practice in my field, as well as the transnational links with mainland China provided multicultural Britishness as a competitive advantage to my firm...My bi-cultural skills and connections in mainland China enabled me to recreate myself and my enterprise with a renewed meaning of Britishness based on my contacts among various groups of customers from both the mainstream British and ethnic Chinese as well as other ethnic groups in a multicultural entrepreneurial process.

Therefore, a university education in mainland China and the UK facilitated the entrepreneurial breakout process of the mainland Chinese entrepreneurs, who recreated the value of Britishness from their transnational perspective within the multicultural entrepreneurial context. Through the multicultural recreation of Britishness, the mainland Chinese entrepreneurs fulfilled their entrepreneurial aspirations as aesthetic experiences to construct their entrepreneurial identities as individuals with professional skills and bi-cultural capabilities to re-deploy the resources available in the multicultural entrepreneurial context in the UK and so create business values. Through their transnational resources and connections with mainland China, as well as their academic skills and professional training, they are able to create a renewed meaning for Britishness, as a competitive advantage for their enterprises. Therefore, the following subsection will examine in detail the emotional experiences of both the Hong Kong and mainland Chinese entrepreneurs regarding their construction of their identity as migrants in relation to their university degree and professional training.

6.3.3 Emotional Experiences Related to the Development of a Migrant Identity

The discussion presented in Subsections 6.4.1 and 6.4.2 demonstrated the crucial role that a university education received from the home and/or host country played during the process of the Hong Kong and mainland Chinese entrepreneurs breaking out of their ethnic enclaved markets into the mainstream economy. This indicated the significance of transnational human capital in the form of a transnational university education during the entrepreneurial breakout

process. Noticeably, when faced with the challenges posed by the COVID-19 pandemic, both the Hong Kong and mainland Chinese entrepreneurs utilised the entrepreneurial resources that were available to them to sustain their businesses by means of their human and financial capital. In this way, transnational human and financial capital functioned as an additional layer of financial protection, building up ethnic financial resilience for both the Hong Kong and mainland Chinese entrepreneurs. Therefore, in the following, attention will be on how a university education develops Chineseness in order to comprehend the role of transnational human capital during the entrepreneurial breakout process of the Hong Kong and mainland Chinese entrepreneurs. Noticeably, particular attention will be paid to how the dynamics that exist between transnational human and financial capital affected the construction of gender and identity during the COVID-19 crisis as emotional entrepreneurial experiences.

(1) Hong Kong Entrepreneurs: In Search of Home Country Chineseness

Due to the divergence between the university education and work experience of the Hong Kong and mainland Chinese entrepreneurs, respectively, their breakout experiences from the industries outside the traditional Chinese catering sector were dissimilar. As discussed in Section 4.4, the Hong Kong entrepreneurs were either born in the UK or had migrated there with their parents when they were young. They had received their formal education, including their university education, in the UK, and all had experience of working in the UK. Hence, their educational background and work experience were in line with the mainstream British market. Noticeably, the grounded analysis of the interviews with the Hong Kong entrepreneurs showed that a substantial number of them, particular those with a keen interest in serving the Chinese community and all of the communities in Birmingham as a whole, expressed a desire to construct Chineseness for themselves as well as to their businesses, with the purpose of serving the diasporic Chinese community in the UK. Following their future strategic direction, they also expressed a wish to develop better skills and capabilities regarding Chinese language and culture, in order to develop their own Chinese identity as well as to assist Chinese businesses to cultivate their Chineseness identity. HK14 shared her entrepreneurial experience and future vision for her business, as follows:

Hong Kong and mainland China are all extremely important, interesting markets. For start, I will need to build up my language and cultural skills in Chinese. I think this will help me as well as my children and family to develop and understand our identity as Chinese. From the business perspective, it is also important to develop a sense of Chineseness for my business as well as the businesses within the Chinese community.

Meanwhile, as discussed in Section 4.4, since the majority of them Hong Kong entrepreneurs were born in the UK or had migrated there at a young age, they have built up a sufficient knowledge through their university education, vocational training as well as professional experience about how to access the formal financial resources. With direct family ties in Birmingham, the majority of the Hong Kong entrepreneurs were able to seek financial support through their kinship ties within the diasporic Chinese community in Birmingham at the beginning of the COVID-19 pandemic. Meanwhile, through skills developed through their academic and professional training, the Hong Kong entrepreneurs who operated businesses in the catering industry or in industries closely associated with the catering sector obtained support from the UK government. It is evident that, during the COVID-19 crisis, the majority of the Hong Kong entrepreneurs obtained both formal financial resources from the mainstream UK market and informal sources of finance through their kinship ties in the UK. HK2 looked

back on his experience of managing a Chinese catering business during the COVID-19 crisis, as follows:

COVID-19 brought huge challenges for all businesses. In particular, the catering industry was hit hard by COVID-19. Luckily, the Chinese community reacted very quickly. We first received financial support from the Chinese community as well as our family in the UK. However, this support alone would not have been able to sustain our businesses. The government's COVID-19 support package, including the Coronavirus job retention scheme and business rates relief, were a huge support for our business... Luckily, benefitting from the skills that I developed through my university education and profession experience, I obtained huge support from both the Hong Kong diasporic community as well as the UK government.

Meanwhile, several of the Hong Kong entrepreneurs in the catering industry or industries closely associated with the catering industry on a national scale as family enterprise groups actively collected information on various resources, particularly financial ones, in order to support their own businesses as well as other businesses within the Chinese community in Birmingham, which enabled them to maintain their business operations even at the beginning of the COVID-19 crisis. With the goal of helping each other and supporting the community in a time of crisis, a considerable number of Hong Kong entrepreneurs utilised their professional skills to reach out and help the marginalised groups within the Chinese and all of the local communities in Birmingham to secure financial support. Therefore, their skills and experience, that they had developed through their education and training, enabled the leading Hong Kong entrepreneurs to build up financial resilience for entrepreneurs within and beyond the Chinese diasporic communities in Birmingham during the COVID-19 crisis. HK1 shared his experience of supporting local businesses during the COVID-19 pandemic:

We knew that COVID-19 was an unprecedented situation. The impact was huge. Even for our own business, part of our business could not operate...but we also knew that we needed to reach out, using our professional skills and family brand...we mainly focused on providing support for the businesses and individuals within the local Chinese community, reaching out to vulnerable individuals, including the elderly, in other local communities...

Based on the above discussions, it is evident that, during the COVID-19 pandemic, the majority of the Hong Kong entrepreneurs in the catering industry or in industries closely associated with the catering sector, who were operating on a local scale in Birmingham, were able to resort to both diasporic and mainstream financial resources due to the skills that they had developed through their educational and professional training. In the interim, the Hong Kong entrepreneurs in the catering industry as enterprise groups or in industries closely associated with the catering sector, who operated on a national scale across the UK, employed the skills that they had developed through their academic and professional training. They not only resorted to diasporic and mainstream financial resources to support their own businesses but also helped individuals and businesses within and beyond the Chinese community in response to the COVID-19 crisis. Therefore, the Hong Kong entrepreneurs demonstrated ethnic financial resilience based on their resources in both the diasporic and mainstream markets through their academic and professional training. With reference to human capital, particularly a university education, the Hong Kong entrepreneurs had received education and training in line with the requirements of the mainstream UK markets. In the interim, they were keen to undertake

training with a particular focus on language and culture in order to enhance their capacity to engage in business activities and fulfil their goal of serving the needs of both the Chinese community and the other local communities in Birmingham. In this way, human capital in general and transnational human capital in particular provided learning experience to the Hong Kong entrepreneurs that helped them to develop their identity of Chineseness. Therefore, in the following, the human capital of the mainland Chinese entrepreneurs will be analysed in detail from a perspective of transnationalism.

(2) Mainland Chinese Entrepreneurs: Emerging Transnational Chineseness

The empirical grounding of the collected data from the mainland Chinese entrepreneurs showed that the university education and professional training that they had received, both in the UK and in mainland China, provided them with transnational Chineseness as their identity of migrant entrepreneurs. In particular, the grounded analysis identified three implications of the emerging transnational Chineseness. Firstly, the grounded analysis showed that transnational Chineseness means that a university education, obtained in mainland China or the UK, enabled the mainland Chinese entrepreneurs to grasp promising entrepreneurial opportunities within and beyond the enclaved Chinese diasporic market in Birmingham. Secondly, the grounded analysis demonstrated that transnational Chineseness means that a university education, obtained in mainland China or the UK, helped the mainland Chinese entrepreneurs to re-deploy their transnational entrepreneurial resources, using the superdiversity to recreate the cultural meanings within a multicultural entrepreneurial environment. Thirdly, the grounded examination identified that transnational Chineseness also means that the mainland Chinese entrepreneurs utilised their skills related to Chinese language and culture to re-invent the traditional British business concepts from a migration perspective in order to reflect their emotional migration experience. Regarding her business within the diasporic enclaved markets, MC5 shared her entrepreneurial experience in the UK:

My company has a stable base in the Chinese diasporic market, mainly based in Birmingham. There are also growing markets that are shared with clients from the local mainstream market. We are planning to expand into other ethnic markets in Birmingham. I certainly believe that my university degrees from the UK and China, as well as my work experience in both the UK and China, equip me with the professional skills, business resources and future vision to build our understanding and increase our strength in the various markets.

The empirical grounding also showed that almost all of the mainland Chinese entrepreneurs who participated in this current research stated that they had received financial support through their transnational ethnic kinship ties from family members and friends in mainland China that enabled them to withstand the COVID-19 crisis. Over half of these mainland Chinese entrepreneurs who received financial support from mainland China had already received, or expressed an interest in receiving, formal financial support in the UK. Around half of them resorted to obtaining informal transnational financial support from mainland China, as this was the quickest way for them to obtain financial support. Notably, the education and training that they had received from both mainland China and the UK helped the mainland Chinese entrepreneurs to secure financial support from both mainland China and the UK. Hence, this transnational human capital facilitated their access to transnational financial capital, particularly informal transnational financial resources, which added an extra layer of transnational financial resilience for the mainland Chinese entrepreneurs in a time of crisis. MC9 recalled her experience at the beginning of the national lockdown, as follows:

There are many possible ways to obtain financial support in China, besides the financial resources in China that are obtained through close friends and relatives, which are really the closest people to us. Therefore, I would much prefer to receive financial support from China. To prepare for COVID-19, my business did receive financial support from my close relatives and friends in China, which is efficient and credible...The skills that I have developed through my university education in China also enabled me to obtain financial support in the UK during COVID...

Access to finance is fundamental in order to sustain a business in a crisis situation. Notably, some of the mainland Chinese entrepreneurs with a high level of transnational human capital had built up expertise on how to access financial resources in the mainstream UK markets. Consequently, not only did their own businesses benefit from their access to both the host country (the UK) mainstream sources of finance and transnational mainland Chinese financial resources, but also other businesses, particularly those that had been set up by mainland Chinese entrepreneurs, were able to utilise their expertise in order to gain access to financial resources in both countries. This was particularly evident in response to the COVID-19 crisis. MC7 looked back on his experience during the COVID-19 crisis and analysed the current situations in respect to the financial resources available in both UK and Chinese markets, as follows:

Utilising our professional skills and expertise, my firm is able to provide free advice to our customers within the Chinese community about how to obtain support from the Chinese community as well as the UK government...for the mainland Chinese entrepreneurs, the key is not simply to rely on these financial resources from mainland China but to keep their options open in the UK market, and particularly to gain access to formal UK financial resources. In other words, to have the most suitable combination of UK and Chinese financial resources for their own businesses...

Therefore, in response to the COVID-19 crisis, both the Hong Kong and mainland Chinese entrepreneurs actively sought available sources of finance to support their businesses. However, due to their variations in terms of human capital, they had divergent experiences regarding accessing different sources of finance from the UK and mainland China. Notably, the majority of the Hong Kong entrepreneurs were able to obtain both informal financial resources from their immediate family in the UK as well as formal financial support from the UK government. In particular, a number of leading Hong Kong entrepreneurs helped individual businesses in the Chinese community and beyond to access financial resources in response to the COVID-19 crisis. In this way, diasporic solidarity added an extra mechanism for enhancing the financial resilience of Birmingham-based Chinese entrepreneurs in general and Hong Kong entrepreneurs in particular. Meanwhile, the majority of the mainland Chinese entrepreneurs resorted to informal financial support from mainland China through their family members and friends. In this respect, transnational financial capital, particularly informal transnational financial resources based on ethnic kinship ties with mainland China, created an added layer of transnational financial resilience for the mainland Chinese entrepreneurs in response to the COVID-19 pandemic.

6.4 Findings: A Transnational Perspective on the Access to Resources

According to the theoretical framework of multicultural embeddedness, to locate Hong Kong and mainland Chinese entrepreneurs in the typology of transnational migrant entrepreneurs, as shown in Figure 2, it is essential to identify the grounded themes and categorisations of the Hong Kong and mainland Chinese entrepreneurs with regard to access to resources. Therefore, Table 8 below is based on the grounded analysis presented in Chapter 6 on the access to resources, with reference to Table 7, in order to categorise the Hong Kong and mainland Chinese entrepreneurs.

Table 8. Categories of Chinese Entrepreneurs related to the Access to Resources

Categories of Chinese Entrepreneurs	Access to Resources
1. Hong Kong entrepreneurs with businesses in Chinese catering industry operating on a local scale in Birmingham	High Level Human Capital: Diasporic ethnic entrepreneurial resources Mainstream British entrepreneurial resources
2. Hong Kong entrepreneurs in industries closely associated with catering industry running on a local scale in Birmingham	High Level Human Capital: Diasporic ethnic entrepreneurial resources Mainstream British entrepreneurial resources
3. Hong Kong entrepreneurs in industries closely associated with catering industry running on a national scale across the UK	High Level Human Capital: Diasporic ethnic entrepreneurial resources
4. Mainland Chinese entrepreneurs with businesses in Chinese catering industry on a local scale in Birmingham	High Level Transnational Human Capital: Diasporic ethnic entrepreneurial resources Transnational mainland Chinese entrepreneurial resources
5. Mainland Chinese entrepreneurs with businesses closely associated with the catering industry on a local scale in Birmingham	High Level Human Capital High Level Transnational Human Capital: Diasporic ethnic entrepreneurial resources Mainstream British entrepreneurial resources Transnational mainland Chinese entrepreneurial resources
6. Birmingham based Mainland Chinese entrepreneurs operating in mainstream British market with links to transnational market in mainland China	High Level Human Capital High Level Transnational Human Capital: Mainstream British entrepreneurial resources Transnational mainland Chinese entrepreneurial resources

As stated earlier, both the Hong Kong and mainland Chinese entrepreneurs demonstrated a high level of human capital, as shown in Tables 5 and 6 in Section 4.5, with a bachelor's degree being their minimum educational qualification. This is reflected in Table 8 as high levels of human and transnational human capital. Notably, human capital refers to educational qualifications obtained in the UK whereas transnational human capital refers to educational qualifications obtained in Hong Kong and mainland China. Consequently, the Hong Kong entrepreneurs are all considered to have a high level of human capital. Meanwhile, the mainland Chinese entrepreneurs are all regarded as having high levels of transnational human capital, since they operate businesses in industries that are closely associated with the catering industry on a local scale in Birmingham. The Birmingham-based mainland Chinese entrepreneurs in mainstream British market are. Also considered to have a high level of human capital. Notably, although the Hong Kong entrepreneurs who operate in industries that are closely associated with the catering industry can access the mainstream British markets, they mainly focus on the Chinese diasporic market in the UK. By the same token, the mainland Chinese entrepreneurs in the mainstream British markets can also access the Chinese diasporic market, which they are not intended to engage in entrepreneurial activities. The 15 Hong Kong and 15 mainland Chinese entrepreneurs who participated in this current research are located in the typology of transnational migrant entrepreneurs, as shown in Figure 10 below.

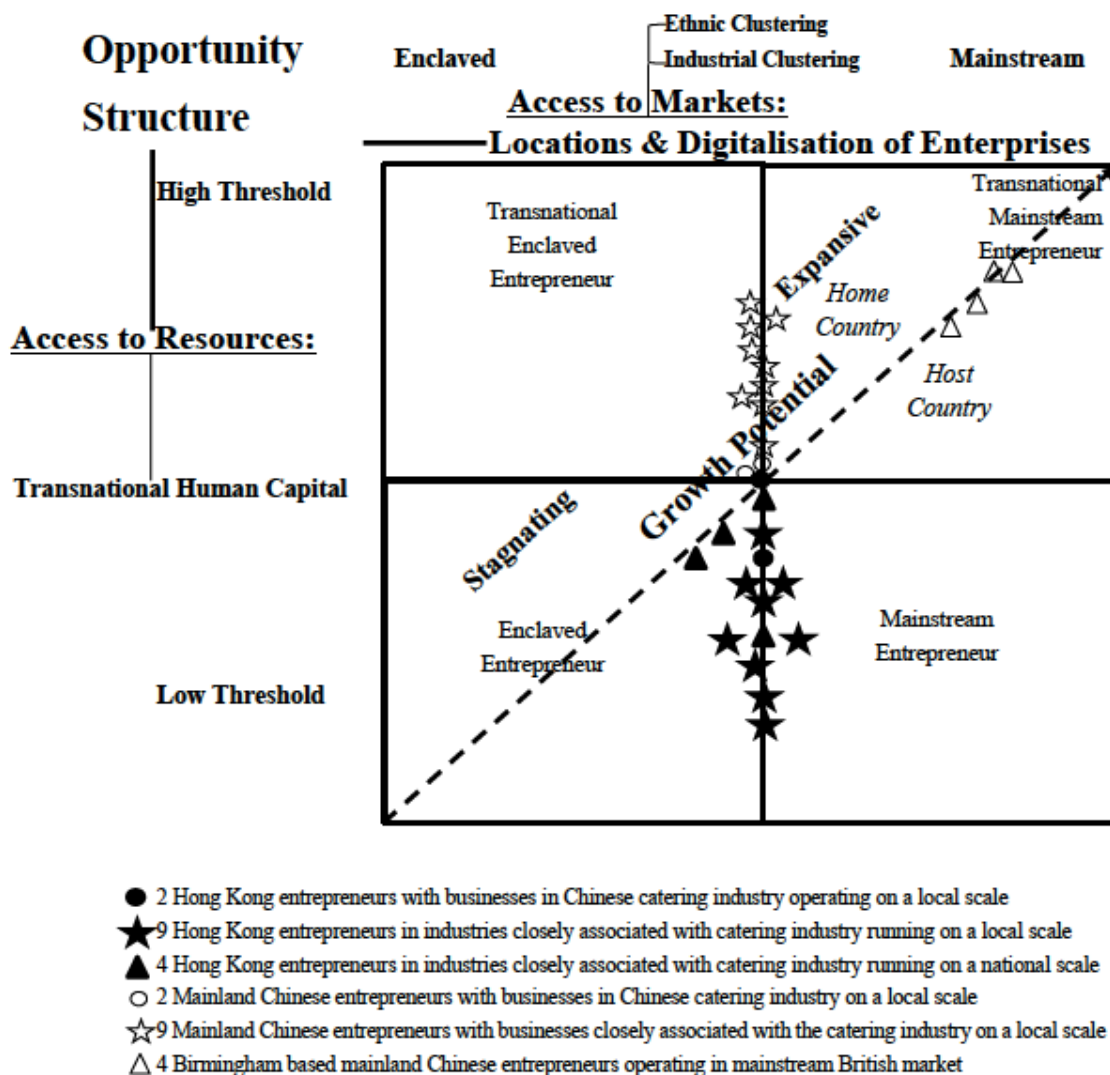


Figure 10. The Opportunity Structure of Entrepreneurial Breakout

It is evident that the conceptual framework of multicultural embeddedness incorporated under multi-grounded theory provides a detailed analysis of the complex, dynamic relationship that exists between the six key concepts and categories, as shown in Chapters 5 and 6. In particular, the two core categories (the access to the markets and resources, and ethnic and industrial clustering) were analysed in detail, while Chapter 5 focused on the access to the markets and Chapter 6 on the access to resources. Notably, in examining the access to resources, Chapter 6 explored transnational human capital, seeking to answer the third research question, as shown in Section 4.1. Specifically, the third research question addresses the grounded meanings of multicultural embeddedness with regard to access to transnational resources in the form of transnational human capital by the Hong Kong and mainland Chinese entrepreneurs, respectively. The empirical grounding provided in Chapter 6 shows that both the Hong Kong and mainland Chinese entrepreneurs who participated in this current research demonstrated

high levels of human capital in general and of transnational human capital in particular. This leads to the following findings:

- Firstly, multicultural embeddedness with regard to the access to resources is represented as a high level of human capital in the form of the educational qualifications and professional training obtained from both mainland China and the UK. Evidently, their high levels of human capital position the Hong Kong and mainland Chinese entrepreneurs in a favourable market space, with a wide range of options regarding their access to the entrepreneurial resources and markets.
- Secondly, despite their favourable market position, the Hong Kong and mainland Chinese entrepreneurs are embedded within the ethnic diasporic context, with the Chinese catering industry being the dominant enclaved industry that continues to lead and transform the Chinese diasporic market in the UK. In particular, multicultural embeddedness with regard to the access to resources refers to the Chinese catering industry as an enclaved, masculine industry, as the leader of the Chinese diasporic enclaved market, which demonstrates evident male dominance.
- Thirdly, multicultural embeddedness with regard to access to resources is comprehended as the gendered entrepreneurial experience of the Hong Kong and mainland Chinese entrepreneurs. In particular, the male Hong Kong entrepreneurs were pushed into or pulled out of the catering industry, while the female ones were pushed out of it. Similarly, the male mainland Chinese entrepreneurs were pulled into or pushed out of the catering industry, while the female ones were pulled out of it.
- Lastly, multicultural embeddedness with regard to access to resources is characterised as the social constructs of entrepreneurial identities obtained through aesthetic entrepreneurial experiences and migrant identities rather than the entrepreneurial emotional experiences of the Hong Kong and mainland Chinese entrepreneurs. Specifically, the entrepreneurial identities of the Hong Kong entrepreneurs are constructed via multicultural British solidarity, whereas those of the mainland Chinese entrepreneurs are developed through a multicultural recreation of Britishness. Meanwhile, the migrant identities of the Hong Kong entrepreneurs are apprehended as home country Chineseness, while those of the mainland Chinese entrepreneurs are identified as transnational Chineseness.

Based on the above four grounded meanings of multicultural embeddedness with regard to access to resources, to sum up the findings on the access to resources that were identified Chapter 6, a summary will now be provided.

6.5 Summary

From a transnational perspective, Chapter 6 attempts to answer the third research question concerning the grounded understanding of multicultural embeddedness with regard to the access to resources. Notably, based on the initial theory that was generated through the contextualised grounding in Chapter 4 and empirical grounding on the access to the markets presented in Chapter 5, in accordance with the theoretical framework of multicultural embeddedness, Chapter 6 focuses on a grounded examination of the access to resources through transnational human capital, with a focus on the social constructs of gender and identity. In particular, in connection with the grounded understanding of the access to the markets, Chapter 6 summarises the grounded meanings on the access to resources of

multicultural embeddedness, deliberating on the construction of multicultural entrepreneurial breakout from a perspective of transnationalism and superdiversity outlined in Chapter 7. The findings on the access to resources, shown in Chapter 6, are consistent with previous studies, featuring high levels of human capital over Chinese migrant entrepreneurs. Notably, multicultural embeddedness with regard to the access to resources is constructed through the embeddedness of a multicultural, gendered entrepreneurial process, particularly the gendered experience of push and pull within the masculine Chinese catering industry between male and female Hong Kong entrepreneurs as well as the gendered stereotype of pull and push towards the masculine Chinese catering industry. Furthermore, multicultural embeddedness with regard to the access to resources is interpreted as the pursuit of an entrepreneurial identity as multicultural Britishness and a migrant identity as transnational Chineseness for the Hong Kong and mainland Chinese entrepreneurs. Specifically, an entrepreneurial identity as multicultural Britishness refers to the multicultural British solidarity that is shown in entrepreneurial process by the Hong Kong entrepreneurs and the multicultural recreation of Britishness that is demonstrated in the entrepreneurial ideations of the mainland Chinese entrepreneurs. Meanwhile, the migrant identity of transnational Chineseness has three meanings, as follows. The first meaning of transnational Chineseness shows that transnational human capital helps mainland Chinese entrepreneurs to identify entrepreneurial opportunities within and beyond the enclaved ethnic diasporic market in the multicultural British entrepreneurial context. Secondly, transnational Chineseness refers to the transnational human capital that enables the mainland Chinese entrepreneurs to re-deploy their entrepreneurial resources by recreating their cultural values through the channels of superdiversity and transnationalism within a multicultural entrepreneurial environment. Thirdly, transnational Chineseness refers to mainland Chinese entrepreneurs employing their transnational human capital to re-invent traditional British business concepts from a migration perspective to recreate meanings for their emotional migration experience.

Notably, the grounded examinations with regard to the access to the markets and resources, as shown in Chapters 5 and 6, not only validate the initial theory generated through the contextualised grounding via an evolutionary approach, as discussed in Chapter 4, but also prepares for the construction of multicultural entrepreneurial breakout by the Hong Kong and mainland Chinese entrepreneurs. Therefore, the grounded examinations on the access to the markets and resources paves the way for Chapter 7, as the final phrase of the data analysis concerning the theory condensation, as discussed in Chapter 4 regarding the design of the data analysis, with a focus on constructing multicultural embeddedness through a reconceptualisation of multicultural entrepreneurial breakout. In particular, the findings outlined in Chapters 5 and 6 will be analysed in order to construct the theory of multicultural embeddedness, deliberating on research questions 4 and 5 of this current research. Specifically, research question 4 addresses the grounded constructions of multicultural embeddedness with regard to the dynamics of accessing the transnational markets and resources by the Hong Kong and mainland Chinese entrepreneurship, respectively. Meanwhile, question 5 focuses on the grounded constructions of multicultural embeddedness as the interlinkages between the entrepreneurial context and access to markets as well as resources through reconceptualising multicultural entrepreneurial breakout in a superdiverse, transnational COVID-19 context. On account of this, Chapter 7 will focus attention on theory condensation in order to construct the concept of multicultural embeddedness through reconceptualising multicultural entrepreneurial breakout in a superdiverse, transnational COVID-19 context.

Chapter 7: Discussion of the Findings: Reconceptualising Breakout

7.1 Introduction

The four-phase data analysis process designed for this research was presented in Chapter 4, including the first phase of theory generation, the second phase of empirical grounding addressing the theoretical matching, the third phase that focused on the reflections of the researcher based on memos, and the final phase concerning the theory condensation. Accordingly, as shown in Figure 5 below, Chapter 4, concerning phase one, provided the theory generation related to the breakout context through undergoing grounded examinations, attended to the first research question. Consequently, Chapter 5 and 6 represented the second and third phases, directing attention to the second and third research questions on the access to the transnational markets and resources through empirical grounding and the review of memos. Following Chapters 5 and 6, Chapter 7 attended to phase four, concerning the fourth and the fifth research questions, which presented refined groundings of the theory of multicultural embeddedness through a reconceptualization of entrepreneurial breakout.

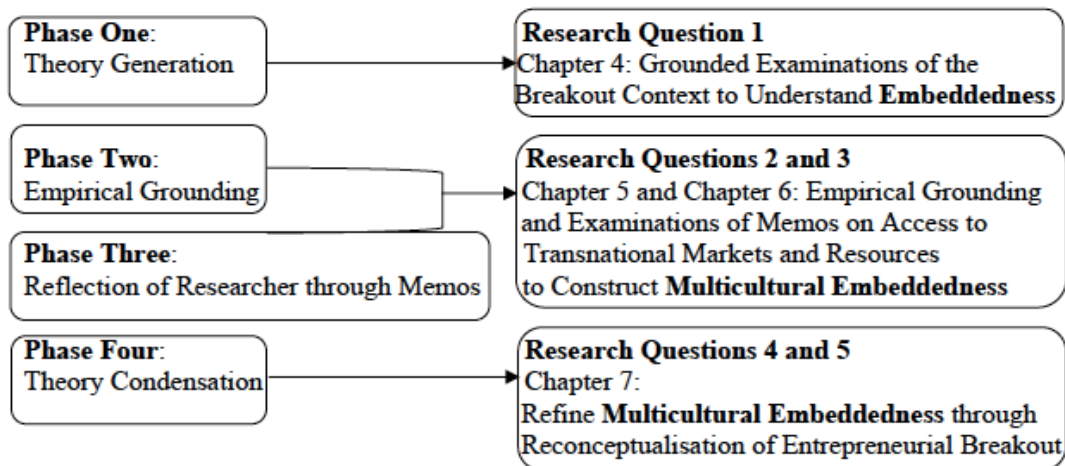


Figure 5. Structure of the Data Analysis Chapters

During the first phase of the data analysis, discussed in Chapter 4, six main concepts and two key categories were identified. Notably, the contextualised evolutionary analysis adopted in Chapter 4 focuses on three key processes; namely, entrepreneurial variation, selection and retention (Stam, 2016). In this current research, entrepreneurial variations were firstly identified through contextualised groundings of the entrepreneurial situational context, as leading, Birmingham-based Hong Kong ethnic food enterprise groups with the recent addition of dynamic, transnational entrepreneurial channels from mainland China. Secondly, entrepreneurial selections were regarded as the causes of the current entrepreneurial structure and breakout conditions, with the Hong Kong entrepreneurs attending to their family's business brands and the mainland Chinese entrepreneurs utilising the transnational markets and resources to facilitate their entrepreneurial innovation. Thirdly, entrepreneurial retention was understood as their future entrepreneurial destinations, unveiling the key themes of superdiversity and transnationalism as well as transnational Britishness and Chineseness as the features of both the Hong Kong and mainland Chinese entrepreneurs.

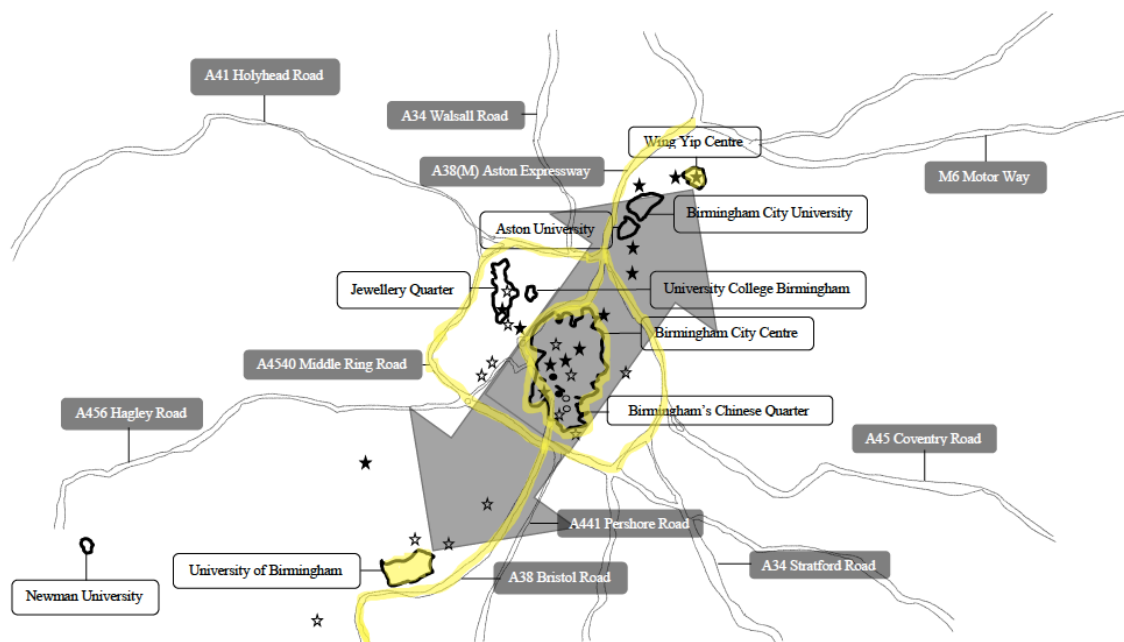
Meanwhile, the empirical groundings outlined in Chapters 5 and 6 were intended to answer the second research question, by constructing a grounded understanding of multicultural embeddedness as a breakout opportunity structure related to the access to both the transnational physical and digital markets. In Chapter 5, the two aspects of findings concerning the core categories of ethnic and industrial clustering were discussed. Firstly, from the perspective of ethnic clustering, multicultural embeddedness was constructed as the three levels of expansion that were evidenced in the Chinese ethnic enclave, with the Wing Yip Centre and the University of Birmingham being the two significant ethnic entrepreneurial hubs beyond Birmingham's Chinese Quarter. Secondly, in relation to industrial clustering, multicultural embeddedness was comprehended through the discovery of the A38 Corridor, which links industrial clustering with ethnic clustering, with the initial categorisations of the Hong Kong and mainland Chinese entrepreneurs based on their 'proximity to the Chinese catering industry'. Meanwhile, Chapter 6 concentrated on the third research question, concerning using transnational human capital to examine the access to transnational resources. The grounded analysis revealed that multicultural embeddedness with regard to the access to resources was constructed through the gendered experience of push and pull within the male-dominated Chinese catering industry among the male and female Hong Kong entrepreneurs, respectively. Meanwhile, it was also comprehended as the gendered stereotype of pull and push towards the male-dominated Chinese catering industry among the male and female mainland Chinese entrepreneurs, respectively. Lastly, multicultural embeddedness with regard to the access to resources was interpreted as the pursuit of an entrepreneurial identity based on the intersection of an entrepreneurial identity as multicultural Britishness and a migrant identity as transnational Chineseness for the Hong Kong and mainland Chinese entrepreneurs.

The above discussion of the findings outlined in Chapters 4-6, with reference to the structure of the data analysis chapters, shed light on the role of Chapter 7, which is designed to present a refined grounding of the theory of multicultural embeddedness through reconceptualising entrepreneurial breakout. Focusing on the refined theory of multicultural embeddedness, Chapter 7 is divided into six sections, as follows. Section 1 introduces the structure of Chapter 7, based on the empirical groundings discussed in Chapters 4-6. Section 2 presents the theory condensation based on the concept of breakout from the perspective of the access to the markets, based on the superdiversity regarding the access to the transnational markets between the Hong Kong and mainland Chinese entrepreneurs. Following that, Section 3 presents the theory condensation on entrepreneurial breakout, by addressing the access to resources in a superdiverse, transnational COVID-19 context. Based on the discussions presented in Sections 2 and 3, Section 4 provides answers to research question 4, with a focus on the concept of opportunity structure as the dynamic related to the access to the markets and resources. Following this, Section 5 attends to the definition of multicultural embeddedness through reconceptualising entrepreneurial breakout, attending to the dynamics that exist between the opportunity structure and entrepreneurial contexts. Finally, Section 6 summarises the findings of Chapter 7 as well as all of the other data analyses chapters, in preparation for Chapter 8, which will present the conclusions of this current research.

7.2 Breakout as Break Beyond: Access to the Markets

As Map 4 shows, with reference to the discussions on the access to the markets presented in Chapter 5, breakout is firstly witnessed as the expansion of the Chinese diaspora market, with three levels of development evidenced by the ethnic clustering of the Birmingham-based Chinese migrant enterprises, as discussed in Section 5.3. Notably, the findings on expansion are based on the physical locations of the principal businesses of the 15 Hong Kong and 15 mainland-Chinese entrepreneurs. Therefore, the 30 Chinese migrant entrepreneurs who

participated in this research had a profound impact on the credibility of the findings. Notably, the discussion in Section 3.6 outlines the criteria and procedures based on which the participants were selected. In particular, the literature review of the previous studies on Chinese migrant entrepreneurship, resented in Section 2.5, identified that the Chinese catering industry has been the leading industry within the diaspora ethnic market in Birmingham since the 1960s. Consequently, as discussed in Section 3.6, leading, Birmingham-based Hong Kong and mainland Chinese entrepreneurs within the Chinese catering industry as well as four priority sectors as outlined in the West Midlands Industrial Strategy (West Midlands Local Industrial Strategy, 2019), as recommended by the local industry development agency and Chinese diaspora organisations including Birmingham Chamber of Commerce and Birmingham Chinese Community Centre, were selected as the participants for this current study. All of the other Hong Kong and mainland Chinese entrepreneurs who participated in this current research were nominated by the existing research participants, through snowball sampling (Parker et al., 2019). Therefore, the Hong Kong and mainland Chinese entrepreneurs who participated in this research reflect the entrepreneurial context. For this reason, the findings on the expansion of Chinese ethnic clustering at three levels as well as the integration between ethnic and industrial clustering are well-grounded. Specifically, over half of Hong Kong entrepreneurs and over two thirds of the mainland Chinese entrepreneurs regard enterprises that break out of the ethnic niche markets as breaking out beyond the ethnic market, with two emerging themes, as follows.



Map 4. Superdiversity within the Access to the Markets

7.2.1 Beyond the Ethnic Enclave: The Mainstream Facing the Ethnic Industry

In line with previous studies (Li, 2005; Thunø et al., 2007), the first theme of entrepreneurial breakout, that was identified through the grounding, is breaking out beyond the ethnic enclave, as evidence by the three-level expansion of the Chinese ethnic industry, as follows:

- The first level of expansion is the integration of Birmingham's Chinese Quarter and Birmingham City Centre, which is consistent with previous studies on the emerging dynamic view of Chinatowns around the world (Li, 2005; Thunø et al., 2007; Anderson et al., 2019; Shircliff, 2020; Sharma, 2021; Hom, 2022). This reflects the development

of the Chinese ethnic enclave, represented as Birmingham's Chinese Quarter, with its integration with the mainstream market of Birmingham City Centre. Notably, it also represents the integration of the Chinese catering industry as the Chinese diaspora ethnic industry with the mainstream British industries in general and the British service and hospitality industry in particular.

- The second level of expansion is evidenced as the area within the A4540 Middle Ring Road, with the Hong Kong and mainland Chinese entrepreneurs working in industries that are closely-associated with the Chinese catering industry, by situating their enterprises between the central points of ethnic and industrial clustering. This reflects the development of the ethnic diaspora market in connection with as well as beyond the catering industry, which is in line with previous studies on the 'superdiverse' development of the Chinese diaspora entrepreneurial discourse (Sepulveda et al., 2011). This expansion characterises the fusion between the mainstream and ethnic industries, with the Hong Kong and mainland Chinese entrepreneurs blurring the market boundaries through providing dynamic offerings in response to the demands of both the ethnic and mainstream markets.
- The third level of expansion is identified as the connections to the entrepreneurial hubs of the Wing Yip Centre and the University of Birmingham, which are illustrated as the linkages with the national and transnational ethnic industries. Specifically, the Wing Yip Centre hosts a concentration of nationwide, leading Chinese enterprise groups that operate in the Chinese diaspora industries in the UK. This is in line with the previous research on the dominant role that the catering and ethnic food industries in the UK play as a representative case in Europe and the Wing Yip Group plays within the nationwide Chinese catering and ethnic food industry in the UK in general and in Birmingham in particular (McEwan et al., 2005 ; Latham and Wu, 2013; Cheung and Gomez, 2012; 2016; Bloomfield, 2019). Meanwhile, the University of Birmingham is identified as a transnational entrepreneurial hub for the mainland Chinese entrepreneurs, with dynamic channels to both the mainstream and transnational markets. This finding is in line with the previous research on the critical role that leading universities play in the major cities across Europe and also throughout Britain (Chatterton and Goddard, 2000; Goddard and Vallance, 2013), including studies on the key roles that the University of Birmingham plays within regional economic development (Goddard and Vallance, 2013) as well as the experience of Birmingham-based Chinese student entrepreneurs (Hussain et al., 2007) in particular. This finding is further supported by the previous literature on the significance of university networks to the development of Chinese student diaspora communities across the UK, with a focus on student migrants from mainland China, as evidenced by Cambridge, which boasts the highest concentration in terms of the percentage of Chinese student migrant population, followed by the major cities of London, Birmingham, Manchester, Newcastle, Nottingham, Oxford, Exeter, Liverpool, Sheffield, and Southampton (Knowles, 2015). Hence, the third level of expansion is identified as the Hong Kong and mainland Chinese entrepreneurs' connections to the national and transnational entrepreneurial hubs, with linkages to the local diasporic trade with the national diasporic sector as well as transnational channels to global industry.

Noticeably, as discussed in Chapter 2, the expansion of Birmingham's Chinese Quarter, as a Chinese ethnic enclave that is integrated with Birmingham City Centre and the development of Chinese ethnic clustering, diverges from the concept of 'Chinatown 2.0' in Amsterdam, that

has been heavily criticised for its commercial gentrification policy, led by the local government (Rath et al., 2018). Specifically, the experience of Birmingham is dissimilar to that of Amsterdam, due to the leading roles that Chinese entrepreneurs played during the regeneration process. As Chapters 1 and 2 show, compared to Liverpool's Chinatown as the oldest Chinatown in Europe (Barrett et al., 2011) and London's Chinatown as the most established Chinatown in Europe (Sales et al., 2011), Birmingham's Chinese Quarter is one of the most dynamic Chinatowns in Europe and around the world, that originated due to the multicultural business ventures of Hong Kong entrepreneurs, with the recent addition of mainland Chinese entrepreneurs, offering multicultural food and entertainment experiences worldwide. Notably, it serves the needs of not only the Chinese diaspora in Birmingham and the Chinese communities worldwide but also all of the communities in Birmingham, particularly marginalised groups such as the LGBT community and immigrants, through informal channels. Evidently, the advancement of Birmingham's Chinese Quarter as a Chinese ethnic enclave is not merely a redevelopment of an enclaved city centre space but a representative example of multicultural ethnic integration following an entrepreneurial process by way of industrial expansion.

In essence, the expansion of the Chinese ethnic industry beyond the Chinese ethnic enclave reflects the mainstream-facing characteristics of Chinese ethnic businesses in general and Hong Kong as well as mainland Chinese enterprises in particular. This is in line with the previous research, which identified the mainstream-facing feature of Chinese ethnic businesses in general and transnational Chinese enterprises in particular (Wong and Ng, 2002; Smallbone et al., 2003; Hamilton et al., 2008). Notably, in contrast to the findings of previous research, the grounded examination of the collected data revealed that, although the Hong Kong and mainland Chinese entrepreneurs are both mainstream-facing, depending on their specific industry, mainland Chinese entrepreneurs in the catering industry, with transnational connections, focus more on the ethnic enclaved markets compared to their Hong Kong counterparts. Meanwhile, the transnational mainland Chinese entrepreneurs in sectors that are closely-associated with or lie beyond the catering industry, focus more on the mainstream markets compared to Hong Kong entrepreneurs with businesses situated in sectors that are closely-connected with the Chinese catering industry. Notably, more of the mainland Chinese entrepreneurs utilised their academic training and professional skills to set up businesses outside the Chinese catering sector but within the priority industries listed in Birmingham's local industry strategy.

Therefore, entrepreneurial breakout is constructed as the breaking out beyond the ethnic enclave, as typified by the integration of the ethnic and mainstream industries, the fusion of the diaspora with the mainstream industries as well as the connections between the transnational and mainstream industries. In particular, breakout, in terms of breaking out beyond the ethnic enclave, is characterised as superdiversity within the degrees of being mainstream-facing among the Hong Kong and mainland Chinese enterprises. Notably, a second theme that was identified through theory condensation is entrepreneurial breakout in terms of breaking out beyond ethnic clustering, which will be analysed in detail in the next subsection.

7.2.2 Beyond Ethnic Clustering: A Transnational Perspective

Through the grounded examinations, the second theme of entrepreneurial breakout was characterised as breaking out beyond ethnic clustering, addressing the transnational dimension of Chinese ethnic clustering. Evidently, the Chinese catering industry, as the leading industry within the diaspora ethnic market, has evolved from the inward facing co-ethnic markets into

an outward facing marketplace with dynamic channels, connecting the diaspora with both the mainstream and transnational markets:

- With reference to the development of the Chinese catering industry, entrepreneurial breakout, in terms of breaking out beyond ethnic clustering, is firstly constructed as the integration of ethnic and industrial clustering. This is consistent with previous studies' findings regarding the central role of the catering industry in the Chinese diaspora market in European countries in general and in the UK in particular (Li, 2005; Thunø et al., 2007; Sepulveda et al., 2011; Latham and Wu, 2013). Notably, the previous literature on the development of the leading industries in the Chinese diaspora markets in European countries shows that the Chinese migrant entrepreneurs are breaking out of the catering industry in order to enter the textile, clothing and leather industries in the Western and Southern European countries of France, Italy and Spain as well as creating commodities for the wholesale industries in the Southern, Central and Eastern European countries of Portugal, Hungary and Bulgaria (Ceccagno, 2003; Wong and Primecz, 2011; Latham and Wu, 2013; Biggeri and Braitto, 2022).
- However, the grounded analysis of the data that were collected from the Birmingham-based Hong Kong and mainland Chinese entrepreneurs revealed that the integration of ethnic and industrial clustering by developing a leading industry beyond the existing dominant catering industry in the Chinese diaspora markets in Birmingham as an English entrepreneurial experience diverges from that in the Southern, Central and Eastern European countries. The Birmingham experience is similar to that of the Western and Northern European countries of Germany, the Netherlands, Austria and Finland, with an increasing number of highly skilled migrants embracing entrepreneurship in industries associated with their professional training, due to the thriving Chinese catering industry (Giese, 2003; Beckers and Blumberg, 2013; Latham and Wu, 2013; Li, 2019).
- Given that the UK is the country with the largest population of Chinese migrants in Europe, with celebrated success regarding the Chinese catering industry (Latham and Wu, 2013), the findings of this current research on the integration of ethnic and industrial clustering, as Birmingham's experience of entrepreneurial breakout, are of particular significance. Noticeably, as discussed in Section 2.5.3, previous studies on entrepreneurial breakout among Chinese and Vietnamese migrant entrepreneurship in the UK have demonstrated that the integration of ethnic and industrial clustering within the Chinese diaspora reflects the dynamic development of the Guanxi network, with dynamic channels for accessing a wide range of diaspora, mainstream and transnational markets and resources (Sepulveda et al., 2011; Bagwell, 2008; 2017; Knowles, 2015; Quan et al., 2019). The findings of this current research are consistent with the results of previous studies, with 10 of the 15 Hong Kong entrepreneurs and 12 of the 15 entrepreneurs from mainland China who participated stressing the significant role of transnational connections in China in entrepreneurial breakout.
- Evidently, although the Hong Kong and mainland Chinese entrepreneurs recognise the significance of transnational connections, they are embedded in the entrepreneurial context of the celebrated success of the Chinese catering industry in the UK diaspora market and richly-resourced mainland Chinese transnational market in divergent ways. Consequently, the integration of the ethnic and industrial clustering of the Birmingham-based Hong Kong and mainland Chinese migrant entrepreneurs, respectively, diverges,

thus adding new insights to the findings of previous studies (Parker, 1996; Henry et al., 2002; Chan, 2003; McEwan et al., 2005; Cheung and Gomez, 2012; Bloomfield, 2019). Specifically, two sub-themes were identified as the characteristics of the integration of ethnic and industrial clustering between the Hong Kong and mainland Chinese entrepreneurs; namely, the transnational entrepreneurial connections with state-owned enterprises (SOEs) (Alon, 2014; Bernier et al., 2020; Lin et al., 2020) and leading private-owned enterprises (POEs) (Pyke et al., 2000; Garnaut et al., 2012; Howell, 2020) in China as well as the superdiverse entrepreneurial destinations with countries beyond China and the UK as the home and host countries.

1. In respect to the first subtheme, which is their transnational entrepreneurial connections with SOEs and POEs in China, four of the 15 Hong Kong entrepreneurs expressed a wish to develop their entrepreneurial connections in China. Meanwhile, ten of the 15 mainland Chinese entrepreneurs indicated that they were in the process of establishing, or had already established, links with the leading SOEs and POEs, aiming to strengthen further their transnational links in the future. Compared to previous studies, this is a fresh finding, which shows that the embedding process of Chinese migrant entrepreneurs are multi-layered and simultaneous, meaning that the embedding process happens in the host and home countries simultaneously. This is similar to the concept of dual embeddedness, which is in line with the literature on transnational embeddedness that was discussed in Chapter 2 (Ren and Liu, 2015; Bagwell, 2015; Bagwell, 2017; Colic-Peisker and Deng, 2019; Quan et al., 2019; Dang and Harima, 2020; Sigauke, 2021; Duan et al., 2022; Yamamura and Lassalle, 2022). Compared to previous studies, the findings of this current study showed that, during the dual embedding process, the Chinese migrant enterprises are embedding themselves into the leading SOEs and POEs, which are themselves in the internationalisation process of embedding themselves into the UK entrepreneurial context in general and the Birmingham entrepreneurial ecosystem in particular.
2. Concerning the second subtheme, which is the entrepreneurial destinations, the grounded analysis uncovered a superdiverse range of future breakout destinations in the diaspora and mainstream markets in the UK as well as the transnational markets in China for both the Hong Kong and mainland Chinese entrepreneurs. In particular, four of the 15 mainland Chinese entrepreneurs who participated in this current research expressed an intention to utilise the UK market in order to standardise and internationalise their enterprise, employing Birmingham as the ideal entrepreneurial location in which to internationalise their enterprises. This is consistent with the literature on the springboard perspective of Multinational Enterprises (MNEs) from emerging economies that use international expansion as a springboard for acquiring strategic resources and critical capabilities in order to compensate for their competitive disadvantage and mitigate their liability of lateness (Luo and Tung, 2007; Maksimov and Luo, 2014). In particular, this is more in line with the recent updates on the springboard perspective, as it recognises the critical entrepreneurial capability that is developed within the action of internationalisation as entrepreneurial learning rather than the acquisition of critical resources through internationalisation (Luo and Tung, 2018; Li, 2023). However, it remains unclear why the Hong Kong and mainland Chinese entrepreneurs have divergent perspectives on the internationalisation of their businesses, with the latter displaying a strong tendency to enter the third country mainstream markets and the former having no aspiration to enter third country international markets. This finding also clarifies the connection between the migrant

entrepreneurship and international entrepreneurship literature, identifying promising avenues for future research.

- Notably, in this respect, the entrepreneurial experiences of the Hong Kong and mainland Chinese entrepreneurs, respectively, diverge widely, as none of the former indicated any intention to enter third country markets beyond the host country (the UK) and home country, Chinese markets, while four of the 15 mainland Chinese entrepreneurs mentioned their plans to take the entrepreneurial internationalisation of their enterprises in the UK as a standard and learning experience that will equip their enterprises with the critical capability, as a competitive advantage, to enter other major global markets. In addition, four of the 15 Hong Kong entrepreneurs and 10 of the 15 mainland Chinese entrepreneurs indicated that they had a desire to break back into their home country, Chinese markets in order to explore alternative opportunities in the future. This finding contrasts with those of previous studies on the superdiversity of migrant entrepreneurship. Specifically, the previous studies revealed that the newly-arrived migrant entrepreneurs demonstrated similar entrepreneurial trajectories to their forerunners (Sepulveda et al., 2011; Ram et al., 2013; Kloosterman et al., 2016), whereas this current research identified a divergent vision on future entrepreneurial development between the migrant entrepreneurs who have arrived recently and their predecessors.

Therefore, entrepreneurial breakout, in terms of breaking out beyond ethnic clustering, is comprehended as superdiversity combined with the transnational markets accessed by the Hong Kong and mainland Chinese enterprises. Notably, the perspective of entrepreneurial breakout, which entails utilising transnational channels to break back into the home country markets as a transnational enclaved future entrepreneurial destination, is the complete opposite of breaking out beyond the ethnic enclave. Therefore, in the following subsection, the notion of entrepreneurial breakout in terms of breaking back into both the transnational and diaspora enclaved markets will be analysed in detail.

7.3 Breakout as Breaking Back: Access to Resources

Chapter 6 examined how entrepreneurial breakout affects the access to resources, as Figure 10 below shows. Notably, as stated above, the grounded analysis of the data that were collected from both the Hong Kong and mainland Chinese entrepreneurs showed a trend of breaking back into their co-ethnic enclaved markets, including both the diaspora ethnic markets and transnational home country markets. The discussion in Chapter 2 showed that, with reference to the previous literature, the examination of the access to resources through transnational human capital should pay attention to gender (Barro, 2001) and education level (Arshed et al., 2021; Jafari-Sadeghi et al., 2020). The findings of this current research are in line with previous studies on entrepreneurial superdiversity, particularly those of a study based in the Netherlands, that showed that only half of the research participants, who were newly-arrived migrants with high levels of educational attainment, entered the sectors with higher growth prospects (Kloosterman et al., 2016; Kloosterman, 2018). Meanwhile, previous studies based in the UK demonstrated similar results, with new migrants to the UK displaying a similar entrepreneurial trajectory to their forerunners (Ram et al., 2008; 2013; 2017; Jones et al., 2012; 2014). Notably, the previous studies revealed that the structural embeddedness restricts the entrepreneurial breakout of new migrants to broader avenues, thus compelling them to follow the narrow path of their predecessors and so break back into the familiar, co-ethnic markets. However, in this study, the grounded examinations of the data that were collected from the Hong Kong and mainland Chinese entrepreneurs revealed that entrepreneurial breakout, as a process of

breaking back into the enclaved markets, is a reflection of their gendered, aesthetic and emotional entrepreneurial experience with reference to their gender and education level in response to the external entrepreneurial context. In particular, when responding to COVID-19 and the uncertain entrepreneurial environment, both the Hong Kong and mainland Chinese entrepreneurs chose to break back into the enclaved diaspora and transnational markets in search of co-ethnic resilience in order to safeguard their enterprises. Therefore, in the following two subsections, the findings on the Hong Kong and mainland Chinese entrepreneurs who broke back into the diaspora and transnational enclaved markets will be analysed in detail.

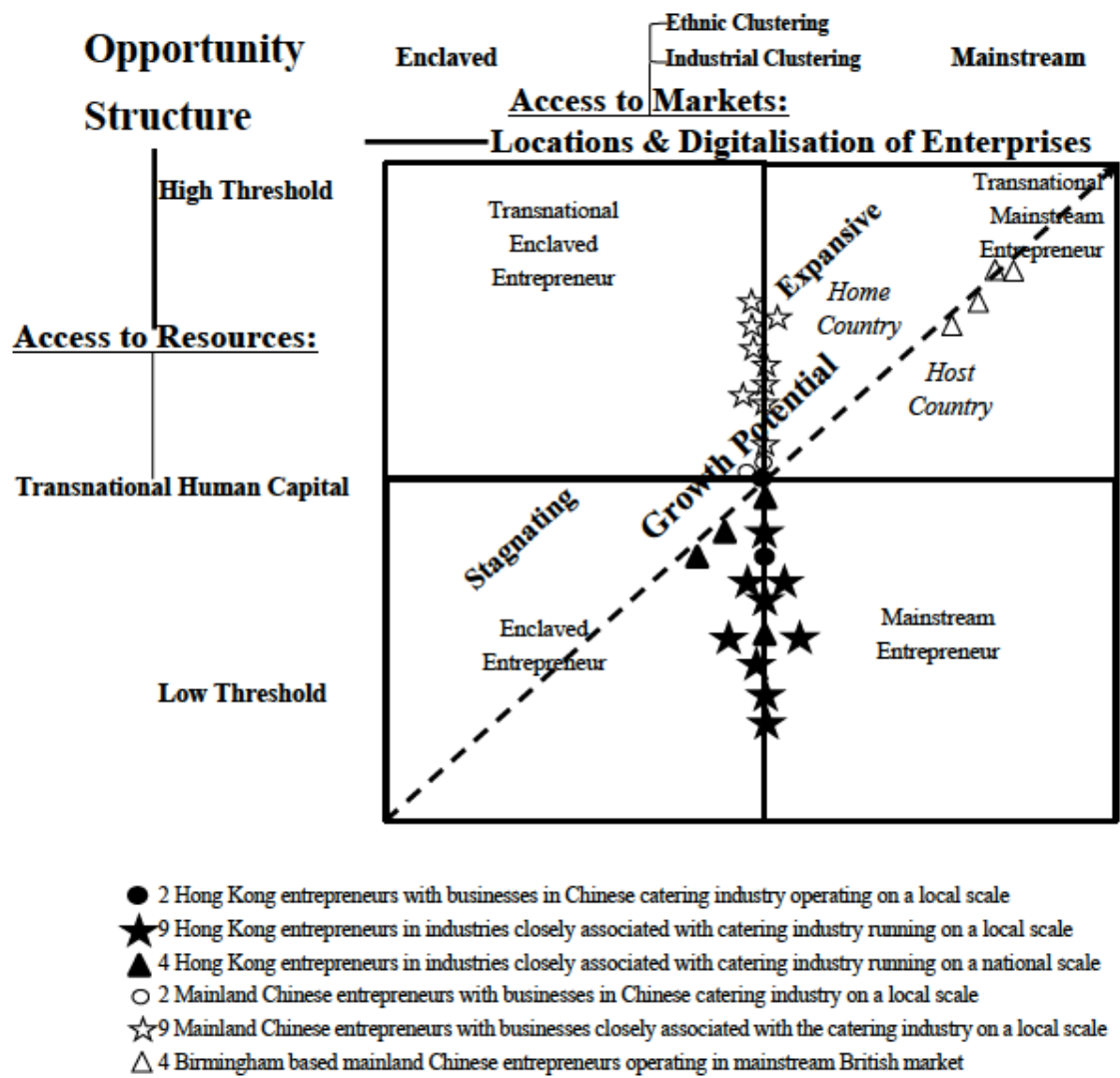


Figure 10. Opportunity Structure of Entrepreneurial Breakout

7.3.1 A Return to Diaspora Enclaved Resources: Enclaved Competitive Advantages

As stated in Subsection 7.2.2, the previous studies on entrepreneurial breakout demonstrated a trend among new migrants of staying in the same entrepreneurial structure at the lower end of the market, in contrast to their forerunners (Ram et al., 2008; 2013; 2017; Jones et al., 2012; 2014; Kloosterman et al., 2016; Kloosterman, 2018). In particular, the previous research

revealed that Chinese migrant enterprises display a tendency to remain in the enclaved low growth sectors, represented by the catering industry (Daniel et al., 2019). Meanwhile, as discussed in Subsection 7.2.1, the Chinese diaspora enterprises, led by the Chinese catering business, exhibit the feature of being mainstream facing (Wong and Ng, 2002; Smallbone et al., 2003), while still maintaining a considerable percentage of customers in the co-ethnic markets (Hamilton et al., 2008). The findings of this current research are in line with the previous studies, with seven of the 15 Hong Kong entrepreneurs and 11 of the 15 mainland Chinese entrepreneurs expressing an intention to break back into or remain in the diaspora enclaved ethnic markets. Given that both the Hong Kong and mainland Chinese entrepreneurs possess a high level of human capital, having completed at least a bachelor's degree, as shown in Section 4.5, with reference to the previous research (Barro, 2001), gender becomes a factor, which impacts the dynamics related to the access to the markets and the access to resources through transnational human capital. Evidently, there exists a gender difference related to breaking back into the diaspora ethnic enclaved markets. Specifically, six of the nine female Hong Kong entrepreneurs indicated a desire to remain in the ethnic enclaved markets, whereas one of the six male Hong Kong entrepreneurs intended to remain in the diaspora ethnic markets. Meanwhile, all seven of the female mainland Chinese entrepreneurs, entrepreneurs and four of the eight males ones stated that they wished to break back into or remain in the diaspora enclaved markets. Furthermore, the grounded analysis of the data collected from the Hong Kong and mainland Chinese entrepreneurs identified the reasons underlying their intention to break back into or remain in the diaspora ethnic markets in the UK, with two emerging themes, as follows.

(1) Gendered Experience

The first emerging theme is the construction of entrepreneurial breakout as a gendered experience. In particular, there exist two subthemes within the gendered experience of entrepreneurial breakout. In connection to the discussions in Subsection 6.3.1, the male-dominant feature of the Chinese catering industry is reflected as the gendered experience of push and pull between the male and female Hong Kong entrepreneurs as well as the gendered stereotype of pull and push between the male and female mainland Chinese entrepreneurs, respectively. Based on the first subtheme, the second subtheme concerns the strong intention among the male Hong Kong and mainland Chinese entrepreneurs with businesses in the Chinese catering industry as well as female Hong Kong and mainland Chinese entrepreneurs with enterprises that are closely-associated with the Chinese catering sector to remain in or break back into the diaspora enclaved markets.

As discussed in Chapter 6, entrepreneurship has been a gendered discourse, with women in general and ethnic women in particular situated in a marginalised social space (Minniti, 2009; Sullivan and Meek, 2012; Marlow, 2020), where tourism as well as the hospitality industry have been traditionally viewed as masculine industries (Dashper, 2020; Russen et al., 2021; Singhania et al., 2021). Notably, with reference to human capital, as discussed in Chapter 2, the previous studies have also shown that highly-educated women were under-utilised in the labour markets (Barro, 2001). Therefore, the findings from this current study are in line with the previous research on the catering industry as a male-dominated industry, with all of the entrepreneurs from the Chinese catering industry who were owner managers being male. Notably, there are also fresh findings regarding the reasons why a substantial number of the female entrepreneurs from both diaspora groups intended to remain in or break back into the Chinese diaspora enclaved market. Specifically, the first reason is that most of the female Hong Kong and mainland Chinese entrepreneurs believe that the diaspora ethnic market is more stable, and the second reason is that they consider the potential social gains from the diaspora

ethnic enclaved market to be higher than those from the mainstream markets. These fresh findings provide insights into the concept of multicultural embeddedness in two ways. Firstly, they clarify the motivation regarding entrepreneurial progress with reference to the acceptance of the gender roles by the female Chinese entrepreneurs in a male-dominated diaspora entrepreneurial context as a multicultural embedding process. Secondly, they present insights into the multicultural embedding process as a gendered vision of entrepreneurial growth concerning economic gain and social progression in relation to the male-dominated Chinese diaspora culture within a multicultural entrepreneurial context.

(2) Emotional Experience

The second emerging theme is the construction of entrepreneurial breakout as the emotional experience of breaking back into enclaved resources during the COVID-19 crisis, as discussed in Subsection 6.3.3, displayed as superdiverse enclaved resilience. Notably, in relation to the emotional experience of breaking back into the enclaved resources, divergent entrepreneurial experiences exist between the Hong Kong and mainland Chinese entrepreneurs. The findings on the emotional experiences of Hong Kong and mainland Chinese entrepreneurs are in line with the previous studies on emotion and entrepreneurship (Foo, 2011; Cardon et al., 2012; Allen et al., 2021) as well as the emotional experience during migration (Walsh, 2012; Boccagni and Baldassar, 2015; Wise and Velayutham, 2017). Moreover, they draw links between the multicultural entrepreneurial process and emotional experience of migrant entrepreneurs through the development of the entrepreneurial identities of the Hong Kong and mainland Chinese entrepreneurs.

The divergences between the entrepreneurial breakout experiences of the Hong Kong and mainland Chinese entrepreneurs in responding to the COVID-19 crisis are evidenced by their divergent preferences regarding their selection of enclaved markets and resources. Specifically, for the Hong Kong entrepreneurs, their entrepreneurial identity of Britishness demonstrated the feature of multicultural British solidarity. In particular, attention has been directed towards multicultural social value creation. As shown in Chapter 6, nearly half of them expressed an intention to serve all of the local communities in Birmingham as well as to identify future entrepreneurial directions through aesthetic experiences, based on their human capital. Notably, this feature is also closely associated with the Chineseness of ethnic identity, with the intention of creating social values by serving the Chinese diaspora community. The findings on the development of an entrepreneurial identity in relation to Britishness (Langlands, 1999; Modood and Salt, 2011; Uberoi and Modood, 2013) and Chineseness (Meerwald, 2001; Wickberg, 2007; Chan and Strabucchi, 2019) support the previous studies on the construction of an entrepreneurial identity among migrant entrepreneurs (Barrett and Vershinina, 2017; Ozasir Kacar and Essers, 2019; Radu-Lefebvre et al., 2021), with the entrepreneurial identity of the Hong Kong entrepreneurs developing through the intersection with an ethnic identity within the multicultural embedding process.

As discussed in Subsection 6.3.3, the cultivation of Britishness is understood as being intended to serve all of the communities in Birmingham by adopting additional community-based responsibilities to serve the Chinese community as well as all of the communities in Birmingham. Meanwhile, over half of the Hong Kong entrepreneurs who participated in this current research have described their vision of constructing Chineseness for themselves as well as their businesses, with the purpose of serving the diasporic Chinese community in the UK and all of the communities in Birmingham as a whole. Notably, Chineseness refers to the development of skills and capabilities regarding Chinese language and cultural, and the construction of their Chinese identity in order to serve the diasporic Chinese community in the

UK. The development of the Britishness and Chineseness of the ethnic entrepreneurial identity within the multicultural embedding process is in line with previous studies on the multicultural entrepreneurial process (Ojo, 2019; Arrighetti et al, 2014; Shinnie et al., 2021).

7.3.2 Back to the Transnational Enclaved Resources: Transnational Competitive Advantages

As discussed in Subsection 7.3.1, the second emerging theme is that the Hong Kong and mainland Chinese entrepreneurs are increasingly breaking back in order to resort to transnational resources that can enhance their competitive advantage through aesthetic entrepreneurial experiences. This is reflected by the growing number of both Hong Kong and mainland Chinese entrepreneurs who are developing their transnational Britishness identities through recreating British business values. This finding is in line with the growing literature on lifestyle entrepreneurship (Stone and Stubbs, 2007), particularly the recent research on Chinese migrant entrepreneurs as lifestyle migrants (Xu and Wu, 2016; Hong and Na, 2017; Ma, 2018). Meanwhile, as stated above, in response to the COVID-19 crisis, the mainland Chinese entrepreneurs chose to resort to transnational resources through the transnational market. In this way, the mainland Chinese entrepreneurs demonstrated the characteristic of transnational Chineseness. This is reflected as emotional experiences, which are linked to the previous studies on emotional experiences during migration (Walsh, 2012; Boccagni and Baldassar, 2015; Wise and Velayutham, 2017). Therefore, the two emerging themes within entrepreneurial breakout, in terms of breaking back into transnational enclaved resources, represented through aesthetic and emotional entrepreneurial experiences, will be discussed in detail in the following two subsections.

(1) Aesthetic Experience

As discussed above, an aesthetic entrepreneurial experience is connected with lifestyle entrepreneurship (Xu and Wu, 2016; Hong and Na, 2017; Ma, 2018), which stresses the co-creation process between entrepreneurs and their customers, using their migration and travel memories to recreate aesthetic value (Elias et al., 2018) and create a new sense of place (Borer, 2017). Notably, the grounded analysis on entrepreneurial breakout in terms of breaking back into the transnational home country in order to resort to resources and markets, show that an entrepreneurial identity is constructed during this process. The discussions above showed that the Hong Kong and mainland Chinese entrepreneurs constructed an entrepreneurial identity of transnational Britishness. These findings are partially in line with previous studies on lifestyle entrepreneurship (Xu and Wu, 2016; Hong and Na, 2017; Ma, 2018) and aesthetic entrepreneurship (Borer, 2017; Elias et al., 2018; Harper, 2021). Notably, the entrepreneurial identity of transnational Britishness firstly addresses the significant role of a university education. Secondly, transnational Britishness is reflected by the fact that a substantial number of the Hong Kong and mainland Chinese entrepreneurs described their plans to deploy transnational resources related to traditional British business concepts, in order creatively to construct multi-layers of meanings for the original business concepts. This approach of bringing renewed meanings to Britishness sheds light on the recreation of Britishness through the interpretations of the Hong Kong and mainland Chinese migrant entrepreneurs with multicultural entrepreneurial resources.

Notably, the findings on aesthetic experiences differ from those of previous studies, mainly due to the divergent migration experiences, as the previous studies mostly focus on migrant entrepreneurs who settle in the host country whereas this current study draws attention to those who relocate back to their home country. For this reason, the findings of this current study are also in line with the literature on returnee entrepreneurship (Lin et al., 2019; Gruenhagen, 2019;

Liu, 2020). However, the home country resources that are available to those who break back in are more fluid and temporal than those available to the returnee entrepreneurs. Furthermore, the findings of this current research show that it is not gender but education level that is closely-associated with aesthetic experience, with entrepreneurs with a doctoral degree from both groups most frequently referring to their aesthetic experience during their interviews. Notably, the level of education also affects migration status fluidity, as reflected by the fact that the entrepreneurs with a high level of educational attainment are likely to remain fluid, by operating businesses between their host and home countries. Apart from aesthetic experience, breaking back into the transnational enclaved markets and resources is also understood to be an emotional experience. Therefore, in the following subsection, the emotional experiences of the Hong Kong and mainland Chinese entrepreneurs will be analysed in detail.

(2) Emotional Experience

The second emerging theme is the construction of entrepreneurial breakout as an emotional experience of breaking back into the transnational enclaved resources during the COVID-19 crisis, as discussed in Subsection 6.3.3. Notably, in relation to the emotional experience of breaking back into the transnational enclaved resources, the mainland Chinese entrepreneurs demonstrated a stronger tendency to do so than their Hong Kong counterparts. The findings on the emotional experience of the Hong Kong and mainland Chinese entrepreneurs are in line with previous studies on emotion and entrepreneurship (Foo, 2011; Cardon et al., 2012; Allen et al., 2021). Notably, the Hong Kong and mainland Chinese entrepreneurs have divergent entrepreneurial experiences in relation to the emotional experience of breaking back into enclaved resources. Evidently, the migrants from mainland China show a strong characteristic of transnational Chineseness. There are three ways to interpret transnational Chineseness. Firstly, transnational Chineseness refers to a university education from mainland China, and the UK helps the mainland Chinese entrepreneurs to recognise the entrepreneurial opportunities that are offered both within and beyond the enclaved Chinese diaspora market in the multicultural entrepreneurial context of Birmingham city. Secondly, transnational Chineseness means a university education from mainland China, and the UK helps the mainland Chinese entrepreneurs to re-deploy the transnational entrepreneurial resources in a superdiverse entrepreneurial context. Thirdly, transnational Chineseness also includes mainland Chinese entrepreneurs utilising their skills in Chinese language and culture to re-invent the traditional British business concepts with reference to their aesthetic and emotional migration experience.

The findings of this current research reveal that breaking back into the transnational enclaved resources in China, as an emotional experience, is unaffected by the factors of gender or level of education attainment, but strongly associated with migration experience. Specifically, given the characteristics of aesthetic and emotional experiences, breaking back into the transnational markets and resources is understood as a multicultural embedding process, intended to develop transnational competitive advantages for both the Hong Kong and mainland Chinese entrepreneurs. Specifically, the construction of transnational competitive advantages has three meanings. Firstly, it means that the mainland Chinese entrepreneurs demonstrate a stronger tendency to resort back to their transnational home country resources in mainland China. Secondly, this also means that the Hong Kong entrepreneurs display a tendency to resort temporarily to the transnational entrepreneurial markets and resources whereas the mainland Chinese entrepreneurs express an intention to resort to the transnational entrepreneurial markets and resources for the long-term or even permanently. Lastly, this means the Hong Kong and mainland Chinese entrepreneurs with a high level of both human capital and

educational attainment show a strong tendency to remain fluid by operating a business between their host and home countries.

7.4 Breakout as Break Inbetween: The Transnational Opportunity Structure

Research question 4 focuses on the constructions of opportunity structure as a key component of multicultural embeddedness, paying attention to the dynamics related to the access to the respective transnational markets and resources of the Hong Kong and mainland Chinese entrepreneurs. Notably, with regard to the access to the markets and resources, entrepreneurial breakout is constructed through the divergent embedding processes of breaking beyond and breaking back. In particular, on the discussion presented in Sections 7.2 and 7.3 with to the reference to analysis included in Chapters 5 and 6, the opportunity structure is constructed on the basis of the transnational opportunity structure framework, as shown in Figure 2 below.

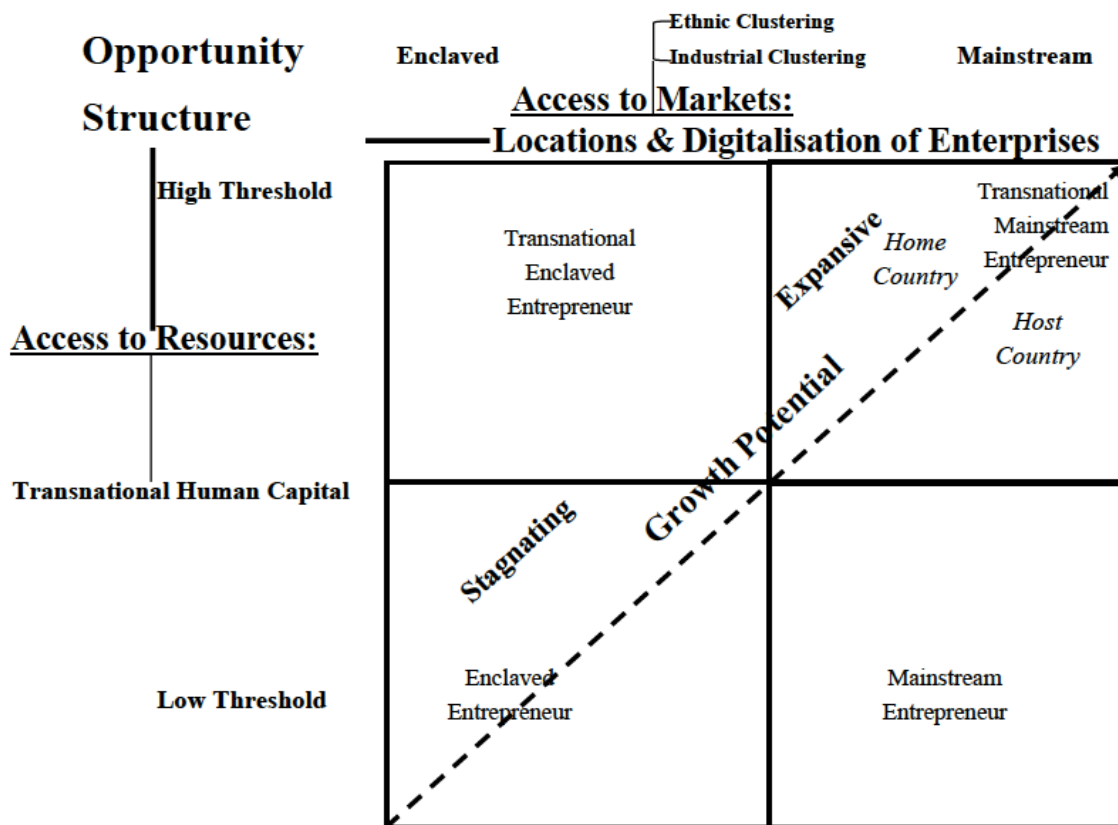


Figure 2. Transnational Opportunity Structure
Adapted from Shinnie et al. (2021)

Firstly, the opportunity structure is a core concept of the mixed embeddedness theory (Kloosterman and Rath, 2001; 2002; 2006; Kloosterman et al., 2016; Kloosterman, 2018), whereas the transnational opportunity structure is a key component of the multicultural embeddedness theoretical framework. Apart from the emphasis on the transnational dimension in the transnational opportunity structure comparing to that on the opportunity structure in the mixed embeddedness theory, the concept of transnational opportunity structure incorporates transnational human capital into the multicultural embeddedness theoretical framework, which diverges from the adoption of human capital in the mixed embeddedness theory. Specifically, human capital is incorporated as a measure associated with growth potential to clarify the openness of the industries and markets under the mixed embeddedness theory (Kloosterman et al., 2016; Kloosterman, 2018). However, transnational human capital is designed to serve

as a lens for identifying the internal factors, including gender and educational level, in relation to entrepreneurial breakout. Notably, the mixed embeddedness theory addresses the measurements used to comprehend the entrepreneurial growth process, whereas the multicultural embeddedness framework focuses on understanding the entrepreneurial breakout process of transnational entrepreneurs in a superdiverse entrepreneurial context.

Secondly, with regard to the access to the transnational markets, attention is directed to the geographical and industrial perspectives. Therefore, spatial clustering is the first dimension, which includes ethnic clustering and industrial clustering. In reaction to the COVID-19 crisis, the physical location of enterprises became less significant, so the digitalisation of enterprises was added to the transnational opportunity structure framework, in light of the significance of digitalisation during and after the pandemic (Seetharaman, 2020; Verma and Gustafsson, 2020; Ratten, 2021). Regarding the access to transnational resources, transnational human capital, as the second dimension, is incorporated to reflect the significance of transnational resources in an entrepreneurial breakout context. In particular, in constructing the opportunity structure as a key component of the multicultural embeddedness framework, transnational human capital is incorporated in order to address the impact of gender and educational level in relation to entrepreneurial breakout.

Thirdly, through theory condensation based on a review of the the scripts, codes, categories and memos, the selected core concepts and main categories are integrated in order to refine the theory of multicultural embeddedness. The findings of this current research reveal that the transnational breakout opportunity structure is constructed in terms of breaking beyond the ethnic enclave, typified as the integration of the ethnic and mainstream industries, the fusion of the diaspora and mainstream industries as well as the connections with the transnational and mainstream industries. In particular, breakout, in terms of breaking beyond the ethnic enclave, is characterised as superdiversity within the degrees of mainstream facing by the Hong Kong and mainland Chinese enterprises. Meanwhile, entrepreneurial breakout, in terms of breaking beyond the ethnic clustering, is comprehended as superdiversity within the combination of transnational markets that are accessed by the Hong Kong and mainland Chinese enterprises. Notably, the divergence between the respective entrepreneurial breakout experiences of the Hong Kong and mainland Chinese entrepreneurs in response to the COVID-19 crisis are evidenced as their divergent preferences regarding their selection of enclaved markets and resources. Specifically, for the Hong Kong entrepreneurs, their entrepreneurial identity of Britishness demonstrated features of multicultural British solidarity. This feature is also closely associated with the Chineseness of ethnic identity, with the intention of creating social values by serving the Chinese diaspora community. The findings regarding the development of an entrepreneurial identity in relation to Britishness (Langlands, 1999; Modood and Salt, 2011; Uberoi and Modood, 2013) and Chineseness (Meerwald, 2001; Wickberg, 2007; Chan and Strabucchi, 2019) support the previous studies on the construction of an entrepreneurial identity among migrant entrepreneurs (Barrett and Vershinina, 2017; Ozasir Kacar and Essers, 2019; Radu-Lefebvre et al., 2021), with the entrepreneurial identity of the Hong Kong entrepreneurs developing through the intersection of ethnic identities within the multicultural embedding process.

7.5 Entrepreneurial Breakout as a Multicultural Embedding Process

In response to research question 5, which focuses on the construction of a multicultural embeddedness framework in a superdiverse, transnational context, there are two key concepts related to the last phase of theory condensation. The first key concept is entrepreneurial breakout, which is defined by examining the key themes within the theory condensation. Based

on the reconceptualisation of entrepreneurial breakout, the theoretical framework of multicultural embeddedness was refined. The analysis of the two key concepts following the procedure for theory condensation will be analysed in detail in the following two subsections.

7.5.1 Reconceptualisation of Entrepreneurial Breakout

Based on the grounded constructions of multicultural embeddedness as the interlinkages between the entrepreneurial context and the access to the markets and resources through reconceptualising entrepreneurial breakout in a superdiverse, transnational COVID-19 context, entrepreneurial breakout is comprehended as a contextualised, multicultural embedding process, in light of the significance of transnationalism and superdiversity.

- **Access to the Markets: Transnationalism**

Entrepreneurial breakout is understood as a process of breaking beyond the ethnic enclave in order to access the markets through combinations of channels with a focus on the transnational mainstream and enclaved markets. Meanwhile, entrepreneurial breakout is comprehended as breaking beyond the ethnic clustering, with the fusion of ethnic clustering and industrial clustering due to diverse combinations of the access to the transnational host country, home country and third country markets.

- **Access to Resources: Superdiversity**

Entrepreneurial breakout is constructed as gendered and emotional experiences of breaking back into the diaspora ethnic enclave through the superdiverse access to resources, thereby constructing an enclaved competitive advantage. Notably, female entrepreneurs demonstrate a strong tendency to remain in the diaspora enclaved industry. Meanwhile, entrepreneurial breakout is regarded as the aesthetic and emotional experiences of breaking back into the transnational enclaved markets, with the aim of employing the transnational enclaved resources to build a transnational enclaved competitive advantage, with entrepreneurs who possess a high degree of human capital showing a tendency towards possessing a fluid migration status.

- **Multicultural Embedding Process**

Given the significance of culture, transnational breakout is constructed as a multicultural contextualised embedding process with situational, historical and social contexts. The construction of multicultural embeddedness provides a contextualised understanding of the reasons for the Chinese experience of entrepreneurial breakout as a dynamic process, with a particular emphasis on the diaspora and transnational enclaved dimension of the embedding process.

As stated previously, through reconceptualising entrepreneurial breakout, the theoretical framework of multicultural embeddedness was further refined, which will be discussed in the following subsection, that focuses on the current conditions and future directions of entrepreneurial breakout.

7.5.2 Multicultural Embeddedness

This research has demonstrated that, in the superdiverse context of Birmingham city, the population superdiversity has been partially translated into diversity within the entrepreneurial trajectories of the transnational Hong Kong and mainland Chinese, with a range of entrepreneurs operating in leading industries beyond the catering sector, albeit a wealth of them remain within or closely associated with the traditional Chinese catering industry. Therefore, the Chinese catering industry will remain the leading industry of the Chinese ethnic economy

in the UK, with Hong Kong entrepreneurs continuously playing key roles in this industry while the mainland Chinese entrepreneurs are introducing transnational channels with markets and resources from mainland China to the catering industry in Birmingham and beyond. Subsequently, entrepreneurial breakout is understood through the conceptual framework of multicultural embeddedness as a multicultural embedding process, with transnational Hong Kong and mainland Chinese entrepreneurs as the agents embedded in the superdiverse entrepreneurial context of Birmingham city. Notably, in relation to the current entrepreneurial breakout conditions, the multicultural embedding process of the Hong Kong and mainland Chinese entrepreneurs is understood to be a dual embedding process, involving simultaneous embedding in both the host and home countries. Meanwhile, the multicultural embedding process of the Hong Kong and mainland Chinese entrepreneurs is also interpreted from the perspective of the future breakout directions as a multiple embedding process, which involves being embedded in third country markets beyond the host and home countries.

(1) Current Conditions: Entrepreneurial Breakout as a Dual Embedding Process

Drawing on the analysis presented in Chapters 4-6, with a focus on the dynamics related to the access to the transnational markets and resources, this section deliberates on the current conditions regarding multicultural embeddedness in order to shed light on the first key theme that was identified through the theory condensation. Specifically, with reference to the current breakout conditions, multicultural embeddedness is constructed as a dual embedding process of breaking beyond and breaking back. This means that the embedding process of migrant entrepreneurs takes place simultaneously in relation to both the host and home countries, as illustrated in Figure 11, which illustrates dual embeddedness from a triangular perspective.

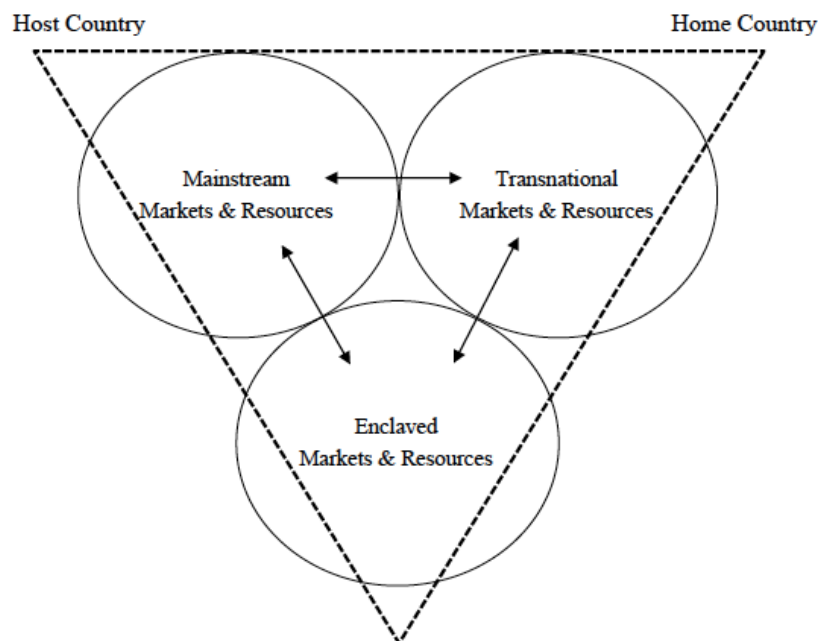


Figure 11. Current Conditions: Dual Embeddedness

The findings of this current study show that the breakout process is, in essence, a dual embedding process in both the host country (British) and home country (Chinese) entrepreneurial context. This finding is in line with the previous research, which recognises that transnational migrant entrepreneurs are embedded within both their home and host countries (Bagwell, 2008; 2017; Quan et al., 2019; Dang and Harima, 2020; Sigauke, 2021;

Duan et al., 2022). This current research proposes the concept of entrepreneurial breakout, as the break in-between markets, with Chinese entrepreneurs in a favourable position to break dynamically into a superdiverse range of diaspora, mainstream and transnational markets. Notably, the dual embedding process has two dimensions; namely, the embedding process as break beyond and the embedding process as break back.

- The host country embedding process focuses on the multicultural recreation of Birmingham's Chinese Quarter as a transnational meeting point for the diaspora, mainstream and transnational markets and resources. Through integration with Birmingham City Centre and expansion within the A4540 middle ring road as well as the ethnic entrepreneurial hub of the Wing Yip Centre and the University of Birmingham, there are three levels of ethnic clustering, showing the integration between ethnic and industrial clustering. The integration of ethnic and industrial clustering in Birmingham is a representative example, which is similar to the integration model in the Western and Northern European countries, where the Chinese catering industry has evolved into a meeting place where dynamic channels connect with the diaspora, mainstream and transnational markets and resources. Regarding digital integration with reference to ethnic clustering, both the Hong Kong and mainland Chinese entrepreneurs have unrestricted access to the mainstream digital platforms, with the mainland Chinese entrepreneurs being more inclined towards particular transnational enclaved markets.
- The home country embedding process refers to Hong Kong and mainland Chinese entrepreneurs resorting back to their transnational home country markets in the COVID-19 crisis context. Notably, there exists a gender difference with reference to entrepreneurial breakout, with regard to breaking back into the diaspora and transnational ethnic enclaved markets. Specifically, among both the Hong Kong and mainland Chinese entrepreneurs, more females than males were inclined to remain in or break back into the diaspora ethnic markets, thereby reflecting the process of breaking back as an entrepreneurial cultural identity development process, with gendered, aesthetic and emotional experiences. This break back entrepreneurial process is an embedding process that involves the reconceptualization and reconstruction of the social structure in order to exploit the opportunities offered by the transnational markets through the redevelopment of entrepreneurial cultural identities. This finding is in line with the previous research, that recognises that transnational migrant entrepreneurs are embedded within both their home and host countries through an entrepreneurial dual embedding process (Bagwell, 2008; Ren and Liu, 2015; 2 Bagwell, 2017; Colic-Peisker and Deng, 2019; Quan et al., 2019; Dang and Harima, 2020; Sigauke, 2021; Duan et al., 2022).

Therefore, a main contribution of multicultural embeddedness to the concept of the dual embedding process is its utilisation of a superdiverse range of diasporic, mainstream and transnational resources to develop and maintain a competitive advantage in the global markets. Entrepreneurial breakout involves the development of entrepreneurial capabilities to move between the host country diaspora and mainstream and home country transnational markets, which entails a dynamic process of breaking in-between markets. In particular, the development of Birmingham's Chinese Quarter, through the physical and digital integration of ethnic and industrial clustering, is a representative example of entrepreneurial development within the ethnic enclave in the UK and European countries, given that the UK is the country with the largest Chinese population in Europe, that has established a thriving catering industry

(Latham and Wu, 2013), and Birmingham's Chinese Quarter is one of the most dynamic Chinatowns in the world (Luk, 2008; Luk, 2009). In this way, the Chinese catering industry, represented by Birmingham's Chinese Quarter, has evolved from an ethnic enclave into a meeting place for the dynamic channels to the diasporic, mainstream and transnational markets. The above finding is not only in line with previous research on dual embeddedness (Bagwell, 2008; Ren and Liu, 2015; 2 Bagwell, 2017; Colic-Peisker and Deng, 2019; Quan et al., 2019; Dang and Harima, 2020; Sigauke, 2021; Duan et al., 2022), but also brings a dynamic perspective to dual embeddedness through a link to entrepreneurial breakout. This finding also further develops the previous literature on ethnic enclaves (Wilson and Portes, 1980; Waldinger, 1993; Li, 2005; Christiansen, 2013; Kim, 2018; Shin, 2018) and entrepreneurial breakout (Ram and Hillin, 1994; Ram, et al., 2003; Li, 2005; Basu, 2011; Arrighetti et al., 2014; Lassalle and Scott, 2018; Daniel et al., 2019; Shinnie et al., 2021) as well as transnationalism (Portes, 2003; Light, 2006; Rusinovic, 2008; Portes and Yiu, 2013; Bagwell, 2017; Light, 2021; Yamamura, 2022; Yamamura and Lassalle, 2022) and superdiversity (Sepulveda et al., 2011; Ram et al., 2013; Yamamura and Lassalle, 2020; Yamamura, 2022).

(2) Future Directions: Entrepreneurial Breakout as a Multiple Embedding Process

Migrant entrepreneurs, as the agents of the transnational embedding process, use their gendered, aesthetic and emotional experiences to construct an ethnic entrepreneurial identity, with dynamic access to superdiverse markets and resources as a breakout opportunity structure from a transnational perspective. With interlinkages between the breakout opportunity structure and entrepreneurial context, entrepreneurial breakout is regarded as a contextualised embedding process, based on the significance of transnationalism and superdiversity. In particular, multicultural embeddedness reconceptualises entrepreneurial breakout as a growth mechanism for creating superdiverse market segmentations through transnational resources. In light of the current entrepreneurial breakout conditions, the triangular process is embedded in the multicultural entrepreneurial context, with other diasporic enclaved markets as well as third country mainstream and enclaved markets providing possible alternative breakout destinations. Notably, entrepreneurial breakout is perceived not only as a dual embedding process according to the current breakout conditions, but also, from the perspective of the future breakout directions, as a multiple embedding process. Evidently, several Hong Kong entrepreneurs have developed a business presence in the African and Indian ethnic markets in the UK, and mainland Chinese entrepreneurs have also advanced their enterprises through channels to the Indian diasporic markets in the UK. Meanwhile, a substantial number of mainland Chinese entrepreneurs stated that they entered the UK market in order to internationalise their enterprises in preparation for entering third country potential markets. This is in line with the previous research on multiple embeddedness (Harima et al., 2021), to which it contributes (Kloosterman and Rath, 2001; Langevang et al., 2015; Kloosterman et al., 2016; Lassalle and McElwee, 2016; Bisignano and El-Anis, 2018) as well as the literature on the entrepreneurial context (Welter, 2011; Baker and Welter, 2018; Quan et al., 2019; Korsgaard et al., 2022), as shown in Figure 12 below.

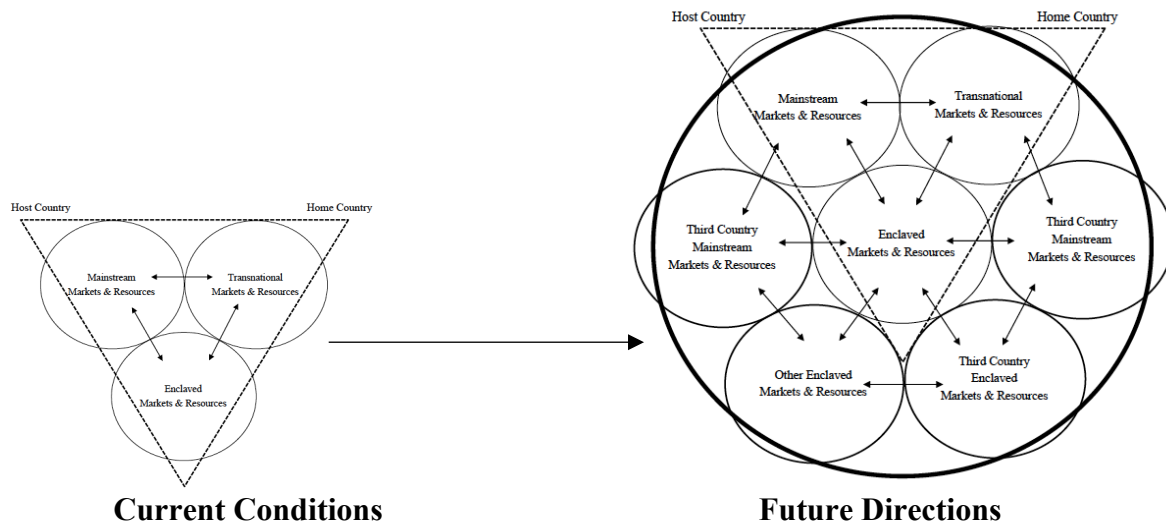


Figure 12. Future Directions: Multiple Embeddedness

Therefore, entrepreneurial breakout, as a multicultural embedding process of break in-between markets and resources, is regarded not only as a dual embedding process in the current breakout conditions, but also as a multiple embedding process from the perspective of future breakout directions. Multiple embeddedness refers to the integration of enterprises with multiple localities in a globalisation context (Meyer et al., 2011). The concept of multiple embeddedness was first constructed to examine multi-national enterprises, and has only been recently introduced into the field of migrant entrepreneurship, where it involves refugee entrepreneurs as a particular type of entrepreneurial agent with distinctive characteristics developing entrepreneurial opportunities in multiple entrepreneurial contexts (Harima et al., 2021). Notably, the multiple embeddedness perspective has been heavily criticised for its static view of the embedding process of migrant entrepreneurship (Yamamura and Lassalle, 2022). Therefore, the concept of multiple embeddedness is incorporated into the multicultural embeddedness framework in order to enhance its perspective when examining entrepreneurial breakout.

Notably, a substantial number of the mainland Chinese entrepreneurs revealed that they had entered the UK market, not due to having a single focus on that market, but based on a desire to internationalise their enterprise in preparation for entering third country possible markets. Several of the mainland Chinese entrepreneurs who participated in this current research expressed an intention to utilise the UK market in order to standardise and internationalise their enterprise, employing Birmingham as the ideal entrepreneurial location for internationalising their enterprises. This is in line with the literature on the springboard perspective of Multinational Enterprises (MNEs) from emerging economies that employ international expansion as a springboard for acquiring strategic resources and a critical capability in order to compensate for their competitive disadvantage and mitigate their liability of lateness (Luo and Tung, 2007; Maksimov and Luo, 2014). In particular, the findings of this study support the recent updates on the springboard perspective, which identified that migrant enterprises internationalise in order to develop critical entrepreneurial capabilities as entrepreneurial learning rather acquire critical resources (Luo and Tung, 2018; Li, 2023). However, it remains unclear why the Hong Kong and mainland Chinese entrepreneurs have divergent perspectives of the internationalisation of their businesses, with the latter (but not the former) displaying a

strong tendency to enter the third country mainstream markets. Therefore, entrepreneurial breakout is understood as a multiple embeddedness process.

The findings of this current research are in line with the literature on the springboard perspective of MNEs from emerging economies that use international expansion as a springboard for acquiring strategic resources and a critical capability, in order to compensate for their competitive disadvantage and mitigate their liability of lateness (Luo and Tung, 2007; Maksimov and Luo, 2014). In particular, the findings of this study support the recent updates on the springboard perspective, which identified that migrant enterprises internationalise in order to develop a critical entrepreneurial capability within the internationalisation process as entrepreneurial learning rather acquire critical resources (Luo and Tung, 2018; Li, 2023). However, it remains unclear why the Hong Kong and mainland Chinese entrepreneurs have divergent perspectives on the internationalisation of their business, with the latter (but not the former) displaying a strong tendency to enter the third country mainstream markets. Therefore, entrepreneurial breakout is understood as a multiple embeddedness process.

From the springboard perspective (Luo and Tung, 2007; Maksimov and Luo, 2014; Luo and Tung, 2018; Li, 2023), mainland Chinese entrepreneurs intend to break into other international markets beyond the host country market in the UK. In this respect, migrant entrepreneurs from mainland China demonstrate characteristics similar to multinational entrepreneurs, and display similar entrepreneurial behaviour. Therefore, with the development of mainland Chinese migrant enterprises, it is expected that, in the future, the entrepreneurial behaviour of the mainland Chinese migrant entrepreneurs will demonstrate similar features to the multinational Chinese entrepreneurs, with whom they will closely associate themselves.

- As analysed above, the migrant entrepreneurs from Hong Kong have successfully maintained their leading position in the ethnic economy, with dynamic access to the mainstream markets, and have also established channels that enable them to access the markets and resources of diaspora ethnic communities outside the Chinese communities, including the Indian and African ethnic groups. Figure 12 shows that it is likely that the Hong Kong entrepreneurs will internationalise their enterprises in the international ethnic markets, particularly given the leading position of the Hong Kong diaspora enterprises in the ethnic economy in the UK. In this way, the Hong Kong ethnic enterprises will be able to extend their lead in the UK into a leading position in the European or global markets. It is further observed that the Hong Kong entrepreneurs' propensity to enter third country ethnic markets may be hindered by their limited home country language and cultural capabilities (Light, 2010; Arrighetti et al., 2014). This also partially explains the low propensity among the Hong Kong entrepreneurs to internationalise their businesses in the global ethnic markets.

The findings of this current research on entrepreneurial breakout from a superdiversity perspective partially diverges from the previous research that was carried out in the Netherlands (Kloosterman et al., 2016) and the UK (Jones et al., 2012), albeit it shares more common ground with a study that was conducted in Italy (Arrighetti et al., 2014). Noticeably, Kloosterman (2016) highlighted that the research carried out in Italy by Arrighetti et al. (2014) showed that migrant enterprises with a multicultural hybrid feature, through increasing their contact with the mainstream markets and resources, demonstrated greater entrepreneurial resilience. Therefore, the findings of this current research contribute to the debate on how population superdiversity translates into the superdiversity of entrepreneurial practice, with the

predicted outcome of more newly-arrived and better-resourced migrants breaking into the high growth markets.

7.6 Summary

Chapter 7 presents the refined groundings on the theory of multicultural embeddedness through reconceptualising entrepreneurial breakout based on the findings presented in Chapters 4-6. Specifically, following the introduction section, Section 2 provided the theory condensation of the concept of entrepreneurial breakout related to the access to the markets by the Hong Kong and mainland Chinese entrepreneurs, respectively, with a focus on transnationalism and superdiversity. Meanwhile, Section 3 completed the theory condensation on entrepreneurial breakout, addressing the access to resources in a superdiverse, transnational COVID-19 context. Following that, Section 4 focused on answering research questions 4, based on the renewed meanings of how multicultural embeddedness, through the opportunity structure, affects the dynamics between the access to the markets and resources as well as their linkages with the entrepreneurial contexts. Section 5 focused on question 5, providing a reconceptualisation of entrepreneurial breakout in a superdiverse, transnational context. Finally, Section 6 presented a summary of Chapter 7.

Notably, regarding the access to the markets and resources, entrepreneurial breakout is constructed as breaking beyond and breaking back, as a dual embedding process in both the host country (the UK) and the home country (China). Moreover, this current research also proposes the concept of entrepreneurial breakout as breaking in-between markets, with Chinese entrepreneurs in a favourable position dynamically to break into a superdiverse range of diasporic, mainstream and transnational markets, utilising their transnational resources through engaging in multicultural innovation to access the markets and resources of third countries, beyond the perspective of the home and host countries. Therefore, with reference to research question 5, entrepreneurial breakout is not only a dual embedding process, according to the current breakout conditions, but also, from the perspective of future breakout directions, a multiple embedding process. The multicultural embeddedness theoretical framework is understood as the interlinkages between the entrepreneurial context and access to the markets and resources through reconceptualising entrepreneurial breakout in a superdiverse, transnational COVID-19 context. From this perspective, entrepreneurial breakout is understood as a contextualised embedding process, based on the significance of transnationalism and superdiversity.

Chapters 4-7 described the data analysis, from the initial theory generation to the final theory condensation, with a focus on the transnational opportunity structure with regard to the access to the markets and resources. Notably, Chapter 7, as the final phrase of the data analysis, concerning the theory condensation, discussed the findings presented in Chapter 4 in order to generate the initial theory as well as the findings presented in Chapters 5 and 6 on the access to markets and resources, using the conceptual framework of multicultural embeddedness to reconceptualise entrepreneurial breakout. Chapter 7 also sought to provide answers to research questions 4 and 5 of this current research, by refining the theoretical framework of multicultural embeddedness through the dynamics that exist within the access to the transnational markets and resources by the Hong Kong and mainland Chinese entrepreneurs, respectively, as well as the interlinkages between the entrepreneurial context and the breakout opportunity structure. Following the discussion of the findings of this current research in Chapter 7, Chapter 8 will now discuss the findings, contributions, recommendations as well as implications for future research.

Chapter 8: Conclusions

8.1 Introduction

The discussion of the findings in Chapter 7 shows that the transnational Chinese migrant entrepreneurs who originated in Hong Kong and mainland China introduce superdiversity into the entrepreneurship scenario, and are embedded in a multicultural entrepreneurial context. Notably, the transnational markets and resources constitute a breakout opportunity structure, which interacts with the entrepreneurial context. Notably, there exist two primary diasporic groups within the Chinese migrant community in the UK in general and in Birmingham in particular; namely, migrants from Hong Kong and mainland China (ONS 2001; ONS 2011; ONS 2021). The discussion of the findings of this current study reflects the rationales and objectives of this current research. Specifically, three rationales guided the design and course of this study, as follows:

- Firstly, migrant enterprises are increasingly playing significant roles in the regional economic development across the globe in general and in developed economies in particular (Rath and Kloosterman, 2000; Baycan-Levent and Nijkamp, 2009; Ram et al., 2017).
- Secondly, there is an emerging trend of migrant entrepreneurs breaking out of their ethnic niche into the mainstream markets, with the dual purpose of exploring the growth opportunities and also attaining social cohesion (Ram et al., 2003; Baycan-Levent and Nijkamp, 2009; Basu, 2011; Arrighetti et al., 2014; Lassalle and Scott, 2018).
- Thirdly, Birmingham, as the second largest city in the UK, is a ‘global’ city with significant, diverse ethnic minority migrant enterprises that are deeply-embedded in the city’s economy (Mcewan et al., 2005; Bloomfield, 2019), which has the second largest Chinese population in the UK, after Manchester (ONS 2011), with leading Chinese ethnic enterprises operating in both the Chinese diasporic and mainstream markets (Cheung and Gomez, 2016; Bloomfield, 2019).

In keeping with these research rationales, a critical review of the previous studies on migrant entrepreneurship in general and entrepreneurial breakout in particular are presented in Chapter 2. The literature review revealed that the existing theories regarding migrant entrepreneurship are inadequate for examining the emerging scenario of migrant entrepreneurs who break out of their ethnic niche into the mainstream economy. Notably, although the theoretical framework of mixed embeddedness is appropriate for examining entrepreneurial breakout, it has been criticised for its static perspective and failure to include cultural elements. Therefore, the conceptual framework of multicultural embeddedness, with a transnational opportunity structure as its key component, was constructed in order to reconceptualise entrepreneurial breakout from a transnational perspective in the COVID-19 era. Based on the construction of a multicultural embeddedness framework, Chapter 3 presents the research design of this current study, which is an interpretivist qualitative study with relational elements. Consequently, semi-structured interviews were used to collect the data, and multi-grounded theory, integrated with critical hermeneutics, was adopted to analyse the collected data.

With reference to the research gap identified through the literature review presented in Chapter 2 and the research methodology outlined in Chapter 3, the overall research objective of this study was to construct a theoretical framework of multicultural embeddedness through re-

conceptualising entrepreneurial breakout with regard to Hong Kong and mainland Chinese entrepreneurs in a superdiverse, transnational context of Birmingham city, before and during the COVID-19 crisis. In accordance with the overarching research objective, the principal research question was designed, which was further divided into five research questions. Based on these five questions, as well as a four-phase data analysis procedure, Chapters 4-7 presented the analysis of the data collected from the Birmingham-based Hong Kong and mainland Chinese entrepreneurs. Specifically, Chapter 4 focused on the breakout city context of Birmingham to address the first research question, and Chapter 5 concentrated on the second research question, on the access to the transnational markets. Similarly, Chapter 6 focused on the third research question, on the access to transnational resources in the form of transnational human capital and, finally, Chapter 7 focused on the last two research questions in order to refine the concept of multicultural embeddedness through discussing the research findings.

In relation to the above discussion, seven sections were included in Chapter 8, as follows. Section 1 introduces the structure of Chapter 8, with an outline of this thesis, while Section 2 discusses the research findings in connection with the research objectives and questions. Subsequently, Section 3 focuses on the multicultural embeddedness framework in order to discuss the conceptual contributions, and Section 4 presents the methodological contributions. Following this, Section 5 discusses the contribution to local knowledge in Birmingham, while Section 6 outlines the limitations of this current research. Finally, Section 7 provides recommendations regarding future research.

8.2 Research Findings

As shown in the discussions above in the introduction section, the data analysis and research findings are included in Chapters 4-7, which were designed according to the research objective and questions of this current study. Notably, as discussed in Sections 3.5 and 4.1, the overarching research objective of this study was to comprehend entrepreneurial breakout in a superdiverse, transnational context, in order to explore the extent divergent groups of Chinese entrepreneurs who departed from the Chinese ethnic economy of the catering sector in the UK before and during the COVID-19 crisis. Therefore, the overall research objective is further deconstructed into three specific research objectives, as follows:

- 1) The first research objective is to develop understanding of embeddedness as breakout entrepreneurial context attending to Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham.
- 2) The second research objective is to comprehend embeddedness through examinations on opportunity structure in relation to Chinese catering industry concerning access to markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham.
- 3) The third research objective is to construct theoretical framework of multicultural embeddedness through reconceptualisation of entrepreneurial breakout in relation to Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham.

In line with the overall research objective, the principal research question is: what is the definition of multicultural embeddedness by reconceptualization of entrepreneurial breakout in a superdiverse and transnational COVID-19 context? The overall research question is further divided into five research questions, which will be analysed and answered in the following five subsections.

8.2.1 Entrepreneurial Context

Chapter 4 directs attention to the first research question, which is shown as follows.

1) What does embeddedness mean in the breakout entrepreneurial context in relation to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?

The entrepreneurial context is comprehended as a contextualised embedding process of Birmingham-based Hong Kong and mainland Chinese entrepreneurs from an evolutionary perspective, including the entrepreneurial variation, selection and retention of the situational, historical and social contexts. The analysis of the entrepreneurial situational, historical and social context on entrepreneurial variation, selection and retention revealed three main findings, as follows:

Firstly, embeddedness, as the situational context concerning the current entrepreneurial structure and breakout condition, is interpreted as the entrepreneurial variation among the leading ethnic catering enterprise groups that have been developed by Hong Kong entrepreneurs, with advances made by the mainland Chinese entrepreneurs through their robust transnational connections. This finding is in line with the previous research on Chinese migrant entrepreneurship in Birmingham, as a driving force of multicultural economic development in the city economy (Mcewan et al., 2005; Gomez and Cheung, 2009; Bloomfield, 2019). The divergent situational contexts between the two groups of entrepreneurs is reflected by the fact that the leading Hong Kong entrepreneurs run enterprise groups with primary businesses situated within the catering industry plus secondary operations in a wide range of priority sectors. Meanwhile, the mainland Chinese entrepreneurs display a dynamic entrepreneurial presence within the thriving Chinese catering sector and the priority industries in Birmingham.

Secondly, embeddedness is comprehended through an entrepreneurial historical context, drawing attention to entrepreneurial selection, to identify the causes of the current entrepreneurial structure and breakout condition. This explores the evolutionary analysis of the contextual approach in the entrepreneurship research (Stam, 2016), reflecting on the context-sensitive entrepreneurship research methodology from a historical perspective (Chlosta, 2016; Wadhvani, 2016), based on examinations of the entrepreneurial selection in a historical context (Chlosta, 2016; Stam, 2016; Wadhvani, 2016; Wadhvani et al., 2020). Evidently, due to differences in their migration backgrounds, the entrepreneurial breakout trajectories of the Hong Kong and mainland Chinese entrepreneurs, respectively, are dissimilar. Specifically, the leading Hong Kong entrepreneurs have advanced the Chinese model of the catering business into family enterprise groups, with subsidiaries across the UK in a diverse range of sectors, as they were either born in the UK or migrate there at a young age and witnessed the entrepreneurial success of their family's business. Meanwhile, the mainland Chinese entrepreneurs have enriched the Chinese model of the catering business through accessing the transnational markets and resources in order to facilitate their entrepreneurial breakout into high-growth industries and sectors, given that the majority of them are student entrepreneurs, who migrated to the UK as international students from mainland China.

Thirdly, embeddedness is further understood by means of the social context, deliberating on entrepreneurial retention to indicate the future entrepreneurial destinations. This further contributes to the evolutionary analysis of the contextual approach in the entrepreneurship research through the dynamic linkages developed in the current situational context, that can be traced back to the past historical context and look forward to the future one. In connection with

the entrepreneurial social context, superdiversity, as a characteristic of the Chinese enclave, as well as transnational Chineseness, as the features of the Hong Kong and mainland Chinese entrepreneurs, are identified as the key concepts, that help to shape the future breakout destinations. The integration of entrepreneurial context and multicultural embeddedness also contributes to the discussion of the interrelationship between the context and embeddedness in the entrepreneurship research (Granovetter, 1985; Kloosterman and Rath, 2006; Baker and Welter, 2018; Korsgaard et al., 2022).

.2.2 Access to the Markets

Chapter 5 focuses on answering the second research question by incorporating the multicultural embeddedness framework with a contextualised grounding, as follows.

2) What is the interpretation of embeddedness with regard to access to transnational physical and digital markets related to the Chinese catering industry among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?

By integrating the contextualised grounding with the multicultural embeddedness framework, with regard to the second research question, it is evident that there are two facets of findings. The first facet deliberates on the access to the physical markets, including ethnic clustering and industrial clustering:

- From the perspective of ethnic clustering, the embedding process is evidenced as three levels of ethnic clustering; namely, the integration between Birmingham's Chinese Quarter and Birmingham City Centre, the area within the A4540 Middle Ring Road and the area between the Wing Yip Centre and the University of Birmingham. Notably, the Hong Kong entrepreneurs tend to locate their businesses within the area between the Wing Yip Centre and Birmingham's Chinese Quarter, whereas the mainland Chinese entrepreneurs opt for the area between Birmingham's Chinese Quarter and the University of Birmingham. Therefore, there are divergencies regarding the development of the ethnic clustering between the Hong Kong and mainland Chinese entrepreneurs within the Chinese diasporic business communities in Birmingham.
- Regarding industrial clustering, the discovery of the A38 Corridor, which links the Wing Yip Centre to the University of Birmingham, shows that the industrial clustering of the Hong Kong and mainland Chinese entrepreneurs is closely associated with their ethnic clustering. In particular, based on the principle of proximity to the Chinese catering industry, the Hong Kong entrepreneurs are categorised into three types, and the mainland Chinese entrepreneurs into four categories, with superdiverse characteristics regarding their access to the diasporic, mainstream and transnational markets, respectively.

Meanwhile, the second facet of findings is related to the digitalisation of enterprises, which includes two dimensions; namely, ethnic clustering and industrial clustering.

- Regarding ethnic clustering, firstly, the Hong Kong and mainland Chinese entrepreneurs are embedded in the social structure, with unrestricted access to the mainstream markets by means of digital platforms. Secondly, the Hong Kong entrepreneurs have employed a mixture of both mainstream and enclaved digital platforms, whereas over half of the mainland Chinese entrepreneurs have focused on enclaved digital platforms. Finally, the mainland Chinese entrepreneurs in general and

mainland Chinese entrepreneurs in the catering industry in particular prefer enclaved rather than mainstream digital platforms. This reveals that, compared to the Hong Kong entrepreneurs, the mainland Chinese entrepreneurs are more inclined towards the diaspora and transnational enclaved markets. Regarding industrial clustering, this current study shows that the Hong Kong entrepreneurs comprehend digitalisation as a means of strategically growing their business operations, by prioritising their business divisions that benefited the most from digitalisation in response to the COVID-19 crisis.

- Meanwhile, the mainland Chinese entrepreneurs perceived digitalisation as an instrument for seizing the opportunities in the mainland Chinese market by responding to the fast-changing COVID-19 crisis environment. Therefore, in response to the crisis, the access to the markets became dynamic, with the Hong Kong entrepreneurs focusing on the diaspora enclaved market in order to retain their existing customers, while the mainland Chinese entrepreneurs adopted digitalisation as an instrument for embracing transnational opportunities in mainland China.

8.2.3 Access to Resources

Based on the discussion related to research questions 1 and 2, Chapter 6 focuses on answering the third research question, related to the access to resources, as follows:

3) What is the interpretation of embeddedness with regard to access to transnational resources related to the Chinese catering industry in the form of transnational human capital among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?

Chapter 6 focuses on transnational human capital, in an attempt to answer the third research question. Specifically, this question is related to understanding how embeddedness affects the access to transnational resources in the form of transnational human capital by the Hong Kong and mainland Chinese entrepreneurs, respectively. In response to the third research question, with a focus on the access to resources, there are mainly three findings:

- Firstly, both the Hong Kong and mainland Chinese entrepreneurs who participated in this current research demonstrated high levels of human capital in general and of transnational human capital in particular. This is in line with the national statistics (ONS 2016; ONS 2017; ONS 2018; ONS 2019). In particular, according to the ONS Census data, students of Chinese ethnic origin were the largest ethnic group, with the highest entry rate into higher education in England every year between 2006 and 2018. Evidently, their high levels of human capital place the Hong Kong and mainland Chinese entrepreneurs in a favourite market space, with a superdiverse range of options related to accessing the local and transnational entrepreneurial resources and markets, which fosters entrepreneurial growth. Notably, this is consistent with the previous research findings on how high levels of human capital, particularly higher educational qualifications, contribute to firm level entrepreneurial growth in Chinese enterprises as well as regional economic growth in the Chinese cities and industrial development in China (Eesley et al., 2016; Eesley, 2016; Su and Liu, 2016; Qin and Kong, 2021).
- Secondly, the Hong Kong and mainland Chinese entrepreneurs are embedded within the ethnic diaspora context, with the Chinese catering industry as the dominant enclaved industry. As the leading industry in the ethnic enclaved market, the Chinese catering industry will continue to impact the Chinese diaspora market in the UK. Notably, the Chinese catering industry, as an enclaved industry, is a male-dominated

industry, as the majority of the owner managers are male. In particular, the gendered entrepreneurial experience of the Hong Kong entrepreneurs is witnessed by the male Hong Kong entrepreneurs being pushed into or pulled out of the catering industry while the female ones were pushed out of it. Meanwhile, the gendered stereotype among the mainland Chinese entrepreneurs was evidenced, as the male mainland Chinese entrepreneurs were pulled into the catering industry, due to the male dominance of this industry, while the female ones were pulled out of it, as a result of the stereotype of the Chinese catering industry being a male dominated industry and the strong wishes of mainland Chinese female entrepreneurs to disassociate themselves from the male dominance of catering industry in order to protect their own gender identity. This is in line with the previous research on the male dominance in the catering and hospitality industries (McKenna and Larmour, 1984; Guerrier, 1986; Cave and Kilic, 2010; González-Serrano et al., 2018). Notably, there were findings on why a substantial number of female entrepreneurs from both diaspora groups intended to remain in or break back into the Chinese diaspora enclaved market. Specifically, the first reason was that most of the female Hong Kong and mainland Chinese entrepreneurs believed that the diaspora ethnic market is more stable. Meanwhile, the second reason was that they consider the potential social gains from the diaspora ethnic enclaved market are higher than those from the mainstream markets.

- Lastly, access to resources is characterised as the social construct of entrepreneurial identity based on the aesthetic and emotional entrepreneurial experiences of the Hong Kong and mainland Chinese entrepreneurs. Notably, the findings of this current research show that the educational level is closely-associated with aesthetic experiences as well as the fluidity of their migration status, which is reflected by the fact that the entrepreneurs with a high level of educational attainment are most likely to remain fluid, and operate businesses between the host and home countries as an aesthetic experience. Specifically, the entrepreneurial identity of the Hong Kong entrepreneurs is constructed by means of multicultural British solidarity, whereas that of the mainland Chinese entrepreneurs is developed through the multicultural recreation of Britishness. Meanwhile, the migrant identity of the Hong Kong entrepreneurs is apprehended as home country Chineseness, while that of the mainland Chinese entrepreneurs as transnational Chineseness. The discussion of the construction of an entrepreneurial identity through entrepreneurial aesthetic experiences is in line with the growing trend towards lifestyle entrepreneurship (Stone and Stubbs, 2007) in general and Chinese migrant entrepreneurs as lifestyle migrants in particular (Xu and Wu, 2016; Hong and Na, 2017; Ma, 2018). Notably, the discussion of identity concerning the gendered, aesthetic and emotional entrepreneurial experiences show Britishness (Richardson, 2015; Julios, 2017; Storry et al., 2022) and Chineseness (Chan, 1997; Ang, 1998; Verver, 2012; Obschonka et al., 2019) affect the entrepreneurial identity.

8.2.4 Opportunity Structure

Drawing on the responses to questions 1-3, with a focus on the dynamics that exist within the access to the markets and resources, Chapter 7 first deliberates on the opportunity structure in order to answer research question 4, which is shown below.

4) What is the interpretation of the opportunity structure concerning the Chinese catering industry in light of the dynamics of the access to transnational markets and resources among Hong Kong and mainland Chinese entrepreneurs in Birmingham, respectively?

In examining entrepreneurial breakout, the opportunity structure is constructed as breaking beyond and breaking back, as the two findings of Chapter 7, as follows:

- The first finding is that entrepreneurial breakout is understood, in the superdiverse, transnational context of Birmingham city, as an embedding process of breaking beyond, focused on the recreation of Birmingham's Chinese Quarter, as a transnational meeting point for the diasporic, mainstream and transnational markets, via physical and digital integration with mainstream clustering:
 1. From the perspective of physical integration, there are three levels of development of ethnic clustering; namely, the integration between Birmingham's Chinese Quarter and Birmingham City Centre, the A4540 middle ring road area as well as the areas between the ethnic entrepreneurial hubs of the Wing Yip Centre and the University of Birmingham. Regarding the physical integration of industrial clustering, the discovery of the A38 Corridor, that links the Wing Yip Centre with the University of Birmingham, reveals the close association and dynamic relationship between the ethnic and industrial clustering. In connection to digital integration with reference to ethnic clustering, both the Hong Kong and mainland Chinese entrepreneurs enjoy unrestricted access to the mainstream digital platforms, with the latter being more inclined towards the enclaved, particularly transnational enclaved, markets.
 2. In respect to industrial clustering, the Hong Kong entrepreneurs lean towards the diasporic channels in order to integrate themselves into the mainstream industrial cluster, whereas the mainland Chinese entrepreneurs prefer to use their transnational connections in order to integrate themselves into the mainstream sectorial cluster. In particular, the development of Birmingham's Chinese Quarter, through the physical and digital integration of ethnic and industrial clustering, is a representative example of the effect of entrepreneurial development on the ethnic enclave in the UK and European countries, given that the UK is the country with the largest Chinese population in Europe, with a thriving catering industry (Latham and Wu, 2013), and one of the most characteristic Chinatowns in the UK (Luk, 2008; Luk, 2009). In this way, the Chinese catering industry, represented by Birmingham's Chinese Quarter, has evolved from an ethnic enclave into a meeting place of dynamic channels that connect the diasporic, mainstream and transnational markets.
- The second finding is that entrepreneurial breakout in a superdiverse, transnational context is a breaking back of the dual embedding process in the host and home countries, with the Hong Kong entrepreneurs breaking back into the diasporic enclaved markets and the mainland Chinese entrepreneurs resorting back to their transnational home country markets during the COVID-19 crisis context. Notably, there exists a gender difference with reference to entrepreneurial breakout, as breaking back into the diasporic and transnational ethnic enclaved markets. Specifically, among both the Hong Kong and mainland Chinese entrepreneurs, more females than males were inclined to remain in or break back into the diasporic ethnic markets, reflecting the process of breaking back as an entrepreneurial cultural identity development process, with gendered, aesthetic and emotional experiences. This finding is in line with the previous

research that recognises that transnational migrant entrepreneurs are embedded within both their home and host countries through an entrepreneurial dual embedding process (Bagwell, 2008; Ren and Liu, 2015; 2 Bagwell, 2017; Colic-Peisker and Deng, 2019; Quan et al., 2019; Dang and Harima, 2020; Sigauke, 2021; Duan et al., 2022). In particular, a major contribution to the concept of the dual embedding process is the proposal to view entrepreneurial breakout as an entrepreneurial process of breaking in-between markets, with Chinese entrepreneurs in a favourable position to break out dynamically into a superdiverse range of diasporic, mainstream and transnational markets, utilising a superdiverse range of diasporic, mainstream and transnational resources to develop and maintain their competitive advantage in the global markets. Consequently, as shown in Figure 11, entrepreneurial breakout entails developing entrepreneurial capabilities in order to move between the host country diasporic as well as mainstream and home country transnational markets, in order to develop competitive advantages in all three markets as a triangular opportunity structure, which entails a dynamic process of breaking in-between the markets.

8.2.5 Multicultural Embeddedness

Following the response to Question 4, on the construction of multicultural embeddedness in a superdiverse, transnational context, Chapter 7 addresses research question 5, as follows:

5) What is the definition of multicultural embeddedness in connection with the Chinese catering industry as the interlinkages between the opportunity structure and entrepreneurial context through a reconceptualisation of entrepreneurial breakout in the superdiverse, transnational context of Birmingham?

The findings of this current research on entrepreneurial breakout from a superdiversity perspective partially diverges from the previous research that was conducted in the Netherlands (Kloosterman et al., 2016) and the UK (Jones et al., 2012), albeit it shares more common ground with a study conducted in Italy (Arrighetti et al., 2014). Notably, Kloosterman (2016) highlighted that research carried out in Italy by Arrighetti et al. (2014) showed that migrant enterprises with a multicultural hybrid feature, through increasing their contacts in the mainstream markets and resources, demonstrated higher survival rates and greater entrepreneurial resilience. Therefore, the findings of this current research contribute to the debate on how population superdiversity translates into the superdiversity of entrepreneurial practice, with the predicted outcome of more newly-arrived and better resourced migrants breaking into the high growth markets. Notably, the findings of this research on entrepreneurial breakout suggest that it is a break in-between process that is linked to the dual embeddedness process as well as the multiple embeddedness process.

- Entrepreneurial breakout, as a dual embedding process, entails utilising a superdiverse range of diasporic, mainstream and transnational resources to develop and maintain a competitive advantage in the global markets. The dual embedding process refers to the development of an entrepreneurial capability to move between the host country diaspora and mainstream and home country transnational markets, which entails a dynamic process of breaking in-between the markets. In particular, the development of Birmingham's Chinese Quarter, through the physical and digital integration of ethnic and industrial clustering, is a representative example of the entrepreneurial development of an ethnic enclave in the UK and European countries, given that the UK which is the country with the largest Chinese population in Europe, based on a thriving catering industry (Latham and Wu, 2013), and one of the most dynamic Chinatowns in

the world (Luk, 2008; Luk, 2009). In this way, the Chinese catering industry, represented by Birmingham's Chinese Quarter, has evolved from an ethnic enclave into a meeting place of dynamic channels to the diasporic, mainstream and transnational markets. Notably, the findings of this current study also show that, during the dual embedding process, Chinese migrant enterprises are embedding themselves into the leading State Owned Enterprises and Private Owned Enterprises, which are themselves in the internationalisation process of embedding themselves into the UK entrepreneurial context in general and Birmingham's entrepreneurial ecosystem in particular.

- Entrepreneurial breakout, as a multiple embedding process, means that the embedding process of Chinese migrant entrepreneurs is multi-layered and simultaneous. Specifically, migrant entrepreneurs intend to utilise the UK market to standardise and internationalise their enterprises, using Birmingham as the ideal entrepreneurial location from which to do so. This is consistent with the literature on the springboard perspective of Multinational Enterprises from emerging economies that use international expansion as a springboard for acquiring the strategic resources and critical capability to compensate for their competitive disadvantage and mitigate their liability of lateness (Luo and Tung, 2007; Maksimov and Luo, 2014). In particular, this is more in line with the recent updates on the springboard perspective, recognising the critical entrepreneurial capabilities developed within the action of internationalisation as entrepreneurial learning rather than the acquisition of critical resources through internationalisation (Luo and Tung, 2018; Li, 2023). However, it remains unclear why the Hong Kong and mainland Chinese entrepreneurs hold divergent perspectives on the internationalisation of their businesses, with the latter (but not the former) displaying a strong tendency to enter third country mainstream. This may be because the Hong Kong entrepreneurs are more likely to internationalise their enterprises in the international ethnic markets, particularly given the leading position of the Hong Kong diaspora enterprises in the ethnic economy of the UK. However, it is further observed that the Hong Kong entrepreneurs' propensity to enter third country ethnic markets may be hindered by their limited home country language and cultural capability (Light, 2010; Arrighetti et al., 2014).

Based on the theory condensation, the conceptual framework of multicultural embeddedness is further refined into a three-stage theoretical framework, as follows:

Stage One: The Entrepreneurial Context

Given the significance of context in the entrepreneurship research (Welter, 2011), the component of the entrepreneurial context is added to the multicultural embeddedness framework. In particular, evolutionary analysis originated in social science, and includes the processes of variation, selection, and retention, so provides a useful framework for comprehending the entrepreneurial context (Stam, 2016).

Stage Two: A Transnational Perspective of the Opportunity Structure

Multicultural embeddedness refers to migrant entrepreneurs who intend to break out of their co-ethnic sectors into the mainstream industries via a multicultural embedding process. Notably, the multicultural embeddedness perspective stresses the shift from a distinction between migrant and native businesses to the integration of migrant entrepreneurship into the multicultural entrepreneurial context by means of entrepreneurial multiculturalism. The

opportunity structure is a key component of the multicultural embeddedness framework, with a focus on the access to the transnational markets and resources.

Stage Three: A Dual and Multiple Embedding Process

Entrepreneurial breakout, as a break in-between process, is regarded not only as a dual embedding process on the basis of the current breakout conditions, but also as a multiple embedding process from the perspective of the future breakout directions. Noticeably, migrant entrepreneurs, as the agents of the transnational embedding process, through gendered, aesthetic and emotional experiences, aim to gain access to superdiverse markets and resources. The multiple embedding process is situated in a multicultural entrepreneurial context, with other diasporic enclaved markets as well as third country mainstream and enclaved markets representing possible alternative breakout destinations.

8.3 Differences to Previous Studies

When comparing the findings of this current research with those of previous studies, attention has drawn to the dynamics that exist between superdiversity and transnationalism in relation to entrepreneurial breakout. Notably, the findings of this study partially diverge from those of previous research that was carried out in the Netherlands (Kloosterman et al., 2016) and the UK (Ram et al., 2008; Jones et al., 2012), albeit they share some common ground with a previous study conducted in Italy (Arrighetti et al., 2014). Specifically, the studies carried out in the Netherlands and UK showed that, despite the changes in human capital, with newly-arrived migrants possessing higher levels of knowledge and skills compared to their predecessors, they still mainly operated within the similar sectors to their forerunners, located in the lower end of the markets (Jones et al., 2012; Kloosterman et al., 2016). Meanwhile, Kloosterman (2016) also highlighted that research carried out in Italy by Arrighetti et al. (2014) showed that ethnic enterprises with a multicultural hybrid feature of managers and employees from diverse backgrounds, through their frequent contact with the mainstream markets and resources, demonstrated a higher level of entrepreneurial resilience. Therefore, the findings of this current research contribute to the debate on how population superdiversity translates into a superdiversity of entrepreneurial practice, with a focus on the degree of divergence displayed in the entrepreneurial trajectories of the existing migrants and the newly-arrived, better-resourced ones, respectively. Evidently, the findings of this research revealed that the entrepreneurial breakout of Chinese migrants in the superdiverse, transnational context of Birmingham city, have progressively demonstrated divergences from their predecessors. They have gradually moved away from the traditional Chinese catering industry in the lower end of the market into sectors with high growth potential, albeit retaining a prominent presence in the catering industry. Notably, there exist three main differences between the findings of this current research and previous studies, as shown in Table 9 below.

Table 9. Differences Between the Findings of This Research and Previous Studies

No	Previous Studies	This Research
1. Entrepreneurial Context	Migrant entrepreneurs with divergent resources in similar entrepreneurial contexts have shown striking similarities in their entrepreneurial trajectories (Ram et al., 2008; Sepulveda et al., 2011; Jones et al., 2012; Kloosterman et al., 2016).	Hong Kong and mainland Chinese entrepreneurs in a superdiverse and transnational city context of Birmingham have incrementally demonstrated divergencies to their predecessors. Entrepreneurial superdiversity of transnational Chinese entrepreneurs are comprehended through divergencies in situational, historical and social contexts.
2. Opportunity Structure	<p>2.1 Access to markets Existing and newly arrived migrants face similar barriers in gaining access to high growth market sectors (Ram et al., 2008; Sepulveda et al., 2011; Jones et al., 2012; Kloosterman et al., 2016).</p> <p>2.2 Access to resources Migrant entrepreneurs from a superdiverse background at different level face restrictions on access to resources (Ram et al., 2008; Sepulveda et al., 2011; Sepulveda et al., 2011; Jones et al., 2012; Kloosterman et al., 2016)</p>	<p>2.1 Access to markets Birmingham based Hong Kong and mainland Chinese entrepreneurs have progressively gained better access to high growth industries in the market. Their incremental development in gaining access to high growth sectors are witnessed through expansion of ethnic clustering as well as the fusion between ethnic and industrial clustering.</p> <p>2.2 Access to resources Hong Kong and mainland Chinese entrepreneurs in the city context of Birmingham have been richly resourced through mainly ethnic and kinship ties. Access to resources is a gendered, aesthetic and emotional experience, with a superdiverse range of choices with divergent transnational links.</p>
3. Breakout Embedding Process	Entrepreneurial breakout is a dual embedding process in host and home countries (Bagwell, 2017; Quan et al., 2019; Yamamura and Lassalle, 2022).	Entrepreneurial breakout of Birmingham based Hong Kong and mainland Chinese entrepreneurs is not only a dual embedding process on the basis of current breakout conditions, but also a multiple embedding process from the perspective of future breakout directions. Particularly, mainland Chinese entrepreneurs have demonstrated intentions to line up with Chinese state-owned enterprises, showing evident features of springboard perspective.

8.4 Conceptual Contributions

Given the theory construction nature of this current research, several key concepts and theories are included in this thesis. Therefore, in the following, the conceptual contributions of this current research are highlighted, based on the key concepts.

8.4.1 Ethnic Enclaves and Entrepreneurial Breakout

Inspired by the seminal research on the ethnic enclave economy (Wilson and Portes, 1980), the concept of breakout is constructed on the basis that ethnic minority migrant businesses are developed through divergent trajectories of ethnic change rather than a unified assimilation process, in order to leave the ethnic enclave and enter the mainstream market (Aldrich and Waldinger 1990; Waldinger, 1993). Notably, an increasing number of studies have

foregrounded a cultural perspective, in an attempt to comprehend the dynamism of breakout in a superdiverse, transnational context (Arrighetti, Bolzani and Lasagni, 2014; Allen and Busse, 2016; Gonzalez and Campbell, 2018; Wang and Warn, 2019).

This current research contributes to the discussion of ethnic enclave and entrepreneurial breakout in three ways. Firstly, it updates our understanding of the concepts of ethnic enclaves and entrepreneurial breakout through the entrepreneurial experiences of Hong Kong and mainland Chinese entrepreneurs centred within Birmingham's Chinese Quarter, as one of the most representative Chinatowns in the UK, Europe and around the world. Secondly, it introduces the dynamics between ethnic and industrial clustering into the sphere of the migrant entrepreneurship research, in order to comprehend the role of migrant entrepreneurship in regional economic development, with a focus on the connections with ethnic enclaves and universities in the major cities. Lastly, it contributes to the literature on ethnic enclaves and entrepreneurial breakout from a digital perspective, to redefine the enclaved and mainstream markets through digital means.

8.4.2 Transnationalism and Superdiversity

As shown in Chapter 2, a growing number of researchers are engaged in the discussion of superdiversity and transnationalism in order to examine the breakout process (Jones et al., 2015; Kloosterman, Rusinovic and Yeboah 2016; Vershinina and Rodgers, 2019). The research over the years has shown a trend towards integrating superdiversity and transnationalism into the mixed embeddedness theory, with a focus on reconceptualising the opportunity structure (Kloosterman, Rusinovic and Yeboah 2016; Lassalle and McElwee, 2016; Kloosterman and Rath, 2018).

This current research contributes to the discussion of transnationalism and superdiversity in three ways. Firstly, it actively engages in this discussion by adopting the conceptual model of multicultural embeddedness, with a focus on the access to the transnational resources and markets by transnational migrant entrepreneurs as the agents, in order to create superdiverse entrepreneurial processes and market segmentation. Secondly, it clarifies the characteristics of transnationalism and superdiversity through a contextualised grounding of the entrepreneurial embedding process. Thirdly, it integrates transnationalism and superdiversity to construct an entrepreneurial cultural identity based on the entrepreneurial breakout experiences of the Hong Kong and mainland Chinese entrepreneurs, with reference to the markets and resources in the host, home and third countries.

8.4.3 Multiculturalism and Embeddedness

Since the turn of the new millennium, the previous dominant migration policy of multiculturalism has been increasingly challenged, and blamed for the formation of parallel societies of minority groups and cultural segregation between minority and mainstream communities (Vertovec, 2018). Consequently, there has been a shift from multicultural policies towards civic integration policies in the majority of European countries (Joppke, 2017). In the UK, civic integration policies are adopted on the basis of the modest strengthening of existing multicultural policies, similar to the Canadian model of multicultural integration policies (Banting and Kymlicka, 2013). Multiculturalism promotes the evident aspirations of minorities to express their distinct practices beyond their basic civil rights, with neoliberal governments adopting transnational multiculturalism to support migrant entrepreneurs (Kymlicka, 2013). In the meantime, civic integration requires migrants to be fully integrated into the mainstream societies, valuing entrepreneurship as one of the key mechanisms that allow migrants to integrate themselves into the labour market (Joppke, 2007).

Meanwhile, according to Granovetter (1973), economic relations are embedded in social networks, with weak social ties being critical to individuals' identification of the opportunities and their integration into the community. Kloosterman (2006) further developed the concept of embeddedness as the theoretical framework of mixed embeddedness, which was discussed in detail in Section 2.5. The mixed embeddedness theory focuses on the opportunity structure of migrant entrepreneurship, which links the access to resources as human capital with the access to the markets through entrepreneurial growth potential (Kloosterman, 2006; Kloosterman, R.C., Rusinovic, K. and Yeboah, D., 2016). According to Kloosterman (2006), mixed embeddedness refers to the dual embeddedness of institutional embeddedness as the institutional structure of migrant enterprises and social embeddedness and how these affect the networks of social relations for migrant entrepreneurs. This current research contributes to the theoretical discussion of multiculturalism and embeddedness in three ways, as follows. Firstly, it updates the meaning of multiculturalism through the entrepreneurial embedding process to develop multicultural entrepreneurial capabilities in multiple locations around the world. Secondly, multicultural embeddedness is an entrepreneurial embedding process of multicultural development, that utilises ethnic culture as a means of creating economic advancement and social values and so avoiding misunderstandings and conflicts. Thirdly, there exist policy implications in relation to the migrant integration policy as well as the enterprise support policy.

8.5 Methodological Contributions

In addition to the conceptual contributions, this current research also adopts a novel research methodology, which is the methodological contribution of this study. In the following three subsections, the methodological contributions of this current research will be presented.

8.5.1 Multi-Grounded Theory

The overall research objective of this study was to construct a theoretical framework of multicultural embeddedness through re-defining entrepreneurial breakout based on data collected from the Hong Kong and mainland Chinese entrepreneurs in a superdiverse, transnational context of Birmingham city, before and during COVID-19 crisis. Therefore, this research was designed to be an interpretivist qualitative study, using grounded theory to construct the concepts and ground the theories (Urquhart and Fernández 2006; Starks and Trinidad, 2007). In particular, the multi-grounded theory, derived from the Straussian approach, was used in this current research (Goldkuhl and Cronholm, 2010), in order to widen rather than narrow the approaches used for the theory grounding, which makes the theory more robust and inclusive (Cooney, 2010).

The adoption of multi-grounded theory in this research contributes to the development of research methodologies in the field of business management in general and entrepreneurship in particular in two ways, as follows. Firstly, multi-grounded theory, as a recent development of the Straussian approach to grounded theory, is incorporated with a contextualised evolutionary method to analyse the research data, which provides a current example regarding the application of multi-grounded theory with the integration of a contextualised grounding approach. Secondly, a contextualised grounding approach, based on multi-grounded theory, is applied in this research, with thematic analysis being adopted in both the initial inductive coding and later in the deductive coding processes, with practical insights regarding the application of multi-grounded theory using a thematic analysis approach.

8.5.2 Translation Principles of Interview Transcription

Given the principle of conducting interviews in the first language of the interviewees (MacLean et al., 2004), the Hong Kong entrepreneurs' first language was English whereas Mandarin Chinese was the first language of the mainland Chinese entrepreneurs. Therefore, the Hong Kong entrepreneurs were interviewed in English, and the mainland Chinese entrepreneurs in Mandarin Chinese. Given that translation plays an essential role in qualitative research, as the translator has the potential significantly to influence the research results (Larkin, 2007), this current study implemented three translation strategies to ensure the quality of the translation.

The three translation strategies were 'foreignisation (Venuti, 1995; Venuti, 2017)', forward-translation and backward-translation, as well as reviewing the translation. This contributes to the methodological development in situations where translation is required in two ways. Firstly, it provides practical experience of the design of translation strategies as well as the implementation of translation in qualitative research in the field of business management in general and entrepreneurship in particular. Secondly, it also presents methodological suggestions about quality control in situations where half of the data requires translation, and offers practical solutions for minimising the impact of the translation on the research results.

8.6 Contributions to Local Knowledge in Birmingham

Given the emphasis of the spatial perspective, this research contributes to the local knowledge in Birmingham. Specifically, Birmingham, as the second largest city in the UK, is a globalised cosmopolitan city, with a significant, diverse ethnic economy (Mcewan et al., 2005), which offers rich experiences of culture, migration and entrepreneurship (Henry, 1998). As shown in Chapter 2, although several studies have focused on Chinese migrants in Birmingham (Parker, 1998; Henry et al., 2002; Mcewan et al., 2005; Chinn, 2014; Bloomfield, 2019), very few of these have explored the entrepreneurial development of Chinese migrants. The few studies that have tend to focus on the development of Birmingham's Chinese Quarter or individual entrepreneurs from the Chinese diasporic community in Birmingham (Henry et al., 2002; Mcewan et al., 2005; Hussain et al., 2007; Bloomfield, 2019). Therefore, this current research makes a significant contribution to the migrant entrepreneurship in Birmingham in general and Birmingham-based Chinese migrant entrepreneurship in particular. There are three main contributions. Firstly, it contributes to the discussion of the recent development of Birmingham's Chinese Quarter as one of the most representative Chinatowns in the UK, Europe and around the world. Secondly, it contributes to the literature on migrant entrepreneurship in general and Chinese migrant entrepreneurship in particular, with a focus on the dynamics between ethnic and industrial clustering in Birmingham. Thirdly, it provides recent data that contributes to the discussion of the significant roles that universities play as regional, national and international entrepreneurial hubs in Birmingham as well as in the major cities across the UK.

8.7 Limitations of the Research

One of the main limitations of this current research is its insider-outsider perspective, as the insider's perspective might affect the research results (Jackson, 2018). As discussed in Chapter 3, the status as an insider or outsider is not a simple layer of national identity but multiple layers of factors, including nationality, gender, class, race and education (Narayan, 1993). Therefore, as a mainland Chinese female migrant and a Chinese student entrepreneur, the researcher is an insider researcher. The fact that the researcher is an insider, with insider information about the research topic, might have affected the data collection and analysis process. During the data collection stage, the researcher maintained the same principle for selecting the research

participant as outlined in Chapter 3, to reflect the principle of fairness. During the data analysis process, particularly the inductive initial coding stage of the theory generation, no code was generated that was associated with a negative perception of the catering industry, despite the general perception within the Chinese community that the majority of the Chinese migrant entrepreneurs were no longer interested in developing a business within the catering industry. Noticeably, there are also benefits associated with being an insider researcher, including the fact that my shared experience with the female Chinese entrepreneurs providing huge insights during the interviews as well as when analysing the collected data.

8.8 Recommendations for Future Research

This research demonstrate that, in the superdiverse context of Birmingham city, the population superdiversity has been partially translated into a diversity of entrepreneurial trajectories for the transnational Hong Kong and mainland Chinese, with a range of entrepreneurs operating in leading industries beyond the catering sector, while a wealth of them continued to operate their businesses within or in close association with the traditional Chinese catering industry. Notably, the multicultural embedding process of the Hong Kong and mainland Chinese entrepreneurs is a dual embedding process, with simultaneous embedding in the host and home countries. In addition, the multicultural embedding process of the Hong Kong and mainland Chinese entrepreneurs is also a multiple embedding process, which involves being embedded into the third country mainstream and/or ethnic markets beyond the host and home countries. With reference to the findings of this current study, eight recommendations were formulated in order to address areas that require further study in the future, as follows:

- Given the emphasis of spatial clustering in the conceptual framework of multicultural embeddedness, the findings on the Chinese ethnic and industrial clustering of Birmingham, particularly the discovery of the A38 corridor, should be further examined using quantitative and mixed method research to gain a more in-depth understanding of the ethnic and industrial clustering of Chinese enterprises in Birmingham. It will also be useful to conduct longitudinal research of a similar nature in order to examine the evolution of the ethnic and industrial clustering of Chinese enterprises in Birmingham. Evidently, more in-depth research on the three key locations of ethnic clustering, namely Birmingham's Chinese Quarter, the Wing Yip Centre and the University of Birmingham, would also be helpful. Specifically, Birmingham's Chinese Quarter, as the most dynamic Chinatowns worldwide, offers a fine specimen of multicultural integration. Meanwhile, the Wing Yip Centre provides a rare opportunity to study a leading ethnic enterprise that serves as a transnational entrepreneurial hub. Finally, the University of Birmingham is a representative example of a world leading university that also functions as a transnational entrepreneurial hub.
- Following the discussion of the findings on the digitalisation of enterprises related to the access to the enclaved and mainstream markets, future research might explore further the dynamics that exist between the enclaved and mainstream markets in the digital space. In particular, attention should be paid to the diverse range of digital platforms used to access the enclaved and mainstream markets. It would also be useful to explore the dynamic relationship that exists between physical location and digital presence with regard to the access to the enclaved and mainstream markets.
- In respect to the access to resources, based on the finding that entrepreneurial breakout is simultaneously a gendered, emotional and aesthetic experience, future research shall attend to the gendered experience within the Chinese catering industry and the

unwillingness to break out of this male-dominated industry as well as the emotional experience and aesthetic experience as motivations for entrepreneurial growth. Regarding the findings on the development of an ethnic and entrepreneurial identity, future research might focus on the development of Chineseness and Britishness, particularly in relation to transnationalism.

- The findings of this current research on entrepreneurial breakout from a superdiversity perspective partially diverge from those of previous research that was carried out in the UK (Jones et al., 2012) and the Netherlands (Kloosterman et al., 2016), but share more common ground with a previous study that was conducted in Italy (Arrighetti et al., 2014). This contributes to the debate on how population superdiversity translates into a superdiversity of entrepreneurial practice, with the desired outcome of more newly-arrived and better resourced migrants breaking into the high growth sectors. Future research might apply the multicultural embeddedness theoretical framework to migrant entrepreneurs from different diaspora groups to explore the possibility of applying the framework in other similar entrepreneurial contexts as well as to test the ethnic exceptionalism assumption regarding Chinese migrant entrepreneurship, meaning that Chinese migrant entrepreneurs demonstrate all of the exceptionally high-quality entrepreneurial traits due to their Chinese ethnic culture.
- The findings of this current study revealed that entrepreneurial breakout, as a multicultural embedding process, is a dual embedding process in both the host and home countries, which is in line with a number of recent studies. Future research might focus on the directions of the dual embedding process with regard to under which conditions migrant entrepreneurs tend to embed more in their host or home country or simply remain fluid, and the reasons for their preferences. In this way, the discussion of dual embeddedness contributes to the debate on returnee entrepreneurs and the fluidity of transnational migrant entrepreneurs.
- This current research also revealed that entrepreneurial breakout is a multiple embedding process, with the Hong Kong and mainland Chinese migrant entrepreneurs actively seeking connections with the Chinese State Owned Enterprises and Chinese Private Owned Enterprises, as well as a number of mainland Chinese entrepreneurs demonstrating a springboard perspective. In particular, the springboard perspective that was identified in this research is in line with recent updates on this perspective, with an emphasis on the critical learning of entrepreneurial capabilities through internationalisation rather than acquiring critical resources through internationalisation. This marks a step beyond the dual embeddedness perspective, providing a fresh perspective on entrepreneurial breakout. Noticeably, the Hong Kong and mainland Chinese entrepreneurs have extremely different visions regarding the internationalisation of their enterprises, and only a few of the Hong Kong entrepreneurs expressed an intention to internationalise their business. Future research might explore the reasons for the divergent visions of the Hong Kong and mainland Chinese entrepreneurs, respectively, regarding the internationalisation of their enterprises. Hence, further research is needed to clarify our understanding of the springboard perspective, which links the migrant entrepreneurship research with the research on international entrepreneurship.
- This study constructed a three-stage theoretical framework of multicultural embeddedness, which includes a first stage analysis of the entrepreneurial context, a

second stage analysis of the opportunity structure and a final stage analysis of multiple embeddedness, from a circular perspective. The first stage of the analysis provided an opportunity to link the entrepreneurial context with the embedding process through applying the evolutionary approach. Building on this linkage, future research might attend to the application of a contextualised approach in order to examine the entrepreneurial embedding process.

- This current research is designed from the perspective of the entrepreneurs. Therefore, it would be extremely useful to test the potential of the multicultural embeddedness framework from the viewpoint of the enterprises. Meanwhile, superdiversity and multiculturalism have policy implications, which might be further explored through future research by applying the multicultural embeddedness theoretical framework. Future research in this direction would also enhance the debate on the territorial and industrial perspectives of ethnic clustering and so update the ethnic enclave hypothesis, as well as help to recognise the contributions of the ethnic enterprises to regional economic development from the perspective of cluster theory.

Birmingham, as the second largest city in the UK and the birthplace of the industrial revolution, is renowned for its entrepreneurial spirit and entrepreneurial genes. This current study aimed to sketch in the Chinese entrepreneurial map, with the intention of inspiring future migrant entrepreneurship research and sparking a passion for entrepreneurial practice both within and beyond the Chinese diaspora in Birmingham.

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Appendix I

Protocol of Transcription

Recorded interview tapes are transcribed by the researcher. The transcriber must follow the Protocol of Transcription to transcribe the recorded interviews, which are shown as follows.

1. Preparing Transcription

A brief summary is written for every interview upon its completion. Before the start of transcription, all the recorded interviews are encrypted and saved on both the computer of the researcher and the flash disc. For every interview, the transcriber must listen to the recorded interview at least once from the beginning to the end to build an in-depth understanding to the recording before the start of the transcription.

2. Text Formatting

The transcriber shall transcribe all the interviews of Chinese entrepreneurs and their employees applying the following requirements to format transcripts.

- (1) Times New Roman 12-point font
- (2) One-inch top, bottom, and left margins
- (3) All texts begin at the left-hand margin with no indents

3. Source Labelling

- (1) All interview transcripts must include the following labelling information at the top of the document.

Participant ID: XXXX XXXXXXXXX

Name of Interviewee:

Location of Interview:

Date of Interview:

Interviewer ID:

Transcriber ID:

Translator ID:

- (2) The transcriber must indicate when the interview session has reached completion by typing END OF INTERVIEW in uppercase letters on the last line of the transcript along with information regarding the total length of interview.

END OF INTERVIEW

Length of Interview: XX Hours XX Minutes

- (3) Participant ID shall begin with the alpha character that designates the type of interview as an interview of entrepreneur vs interview of employee, an interview of entrepreneur from mainland China and the associated employee vs interview of entrepreneur from Hong Kong and the associated employee, initial of interviewee's pseudonym name, initial of interview location and date of interview.

N=Entrepreneur

M=Employee

C=Mainland China

H=Hong Kong

B=Birmingham City University

P=Participant's Company
O=Online Interview
A=Alternative location
01012020=1st January 2020

- (4) All interviews are conducted by the researcher. Therefore, the Interviewer ID is XShinnie.
- (5) All recorded interviews are transcribed by the researcher. Therefore, the transcriber ID is XShinnie.
- (6) All recorded interviews are translated by the researcher. Therefore, the translator ID is XShinnie.

4. Documenting Transcription

Recorded interviews shall be transcribed with a focus on the meaning contained in the interview. Nonverbal or background sounds associated with the meaning of the interview shall be transcribed in accordance with the rules shown as follows.

- (1) Nonverbal sounds shall be typed in parentheses, for example, (a gentle smile), (a joyful laugh) and (a confident laugh).
- (2) If interviewers or interviewees mispronounce words, these words shall be transcribed as the correct words.
- (3) Filler words such as *hm*, *huh*, *nun*, *um*, *yeah* and *nah* etc. shall be transcribed.
- (4) Word or phrase repetitions shall be transcribed. If a word is cut off or truncated, a hyphen shall be inserted at the end of the last letter or audible sound.
- (5) Key words or phrases of interviews conducted in Chinese with significant meanings shall provide both the standard English translation with the original Chinese words or phrases typed in parentheses, for example, What you do not wish for yourself, do not impose on others(己所不欲, 勿施于人).
- (6) If both the interviewer and the interviewee are talking at the same time, the transcriber shall type the phrase overlapping speech in parentheses.
- (7) A brief pause is defined as a two to five second break in speech. If an individual interviewee pauses briefly between statements, the transcriber shall use three ellipses. If a long delay occurs, the transcriber shall type 'long pause' in parentheses.
- (8) If the transcriber is unsure of the accuracy of a statement made by the interviewee or interviewer, this statement shall be placed inside parentheses and a question mark is placed in front of the open parenthesis and behind the close parenthesis.
- (9) If an individual interviewee uses his or her own name during the interview, the transcriber shall replace this information with the appropriate interviewee ID. If an individual provides other names, locations, organizations etc, the transcriber shall enter an equal sign immediately before and after the named information.

If a portion of the recording is unintelligible, the researcher shall type the phrase 'inaudible segment' in square brackets.

5. Storing Data

Both the interview recordings and their transcriptions are stored in an encrypted drive in the computer of the researcher, with backup files saved in an encrypted USB disc.

6. Reviewing Transcription

Individual transcript shall be reviewed by the transcriber one week after its completion, reflecting on the questions of research objectives on construction of the script. Every transcript shall also be sent out to its corresponding interview participant through email to obtain approval from the participant, functioned as a procedure of final check of the transcript.

Appendix II

Protocol of Data Analysis

Transcriptions of recorded interviews as data of this current research are analysed by the researcher. The researcher must follow the Protocol of Data Analysis to analyse the collected data. Principles of Protocol of Data Analysis are shown as follows.

1. Four Phase Procedure of Data Analysis

(1) Theory generation

Theory generation includes inductive coding, conceptual refinement and pattern coding. Inductive coding requires to give a code name and description for every segment of the script. Code nodes are created through creating new nodes or creating nodes at existing nodes functions. On completion of inductive coding, conceptual refinement initiates, focusing on the location, context and purpose of concepts. On the basis of conceptual refinement, pattern coding starts in which categories are combined into theoretical statements by establishment of tree nodes structure in QSR-NVivo 12. The establishment of tree nodes structure demonstrates the tentative theoretical framework produced during the theory generation phase of this study.

(2) Empirical Grounding

During empirical grounding, the tree nodes structure created in QSR-NVivo 12 as the tentative theoretical framework of this study are compared with the conceptual framework of Multicultural embeddedness. There are three aspects of empirical grounding, including theoretical matching, explicit empirical validate and evaluation of theoretical cohesion. Theoretical matching requires the detailed comparison between the tentative theoretical framework as tree nodes structure in QSR-NVivo 12 and the conceptual framework of Multicultural embeddedness. On the basis of the detailed comparison, the two frameworks are combined and integrated to produce a comprehensive framework of Multicultural embeddedness. Then during explicit empirical validate process, the integrated theoretical framework of Multicultural embeddedness is reviewed on its empirical validity. In particular, the two facets of the conceptual framework of multicultural embeddedness is checked with a focus on the features of superdiversity and transnationalism of breakout against the empirical data collected. Finally, the evaluation of theoretical cohesion process pays attention to the assessment of the consistency and congruency of the conceptual framework of Multicultural embeddedness. This means the relationship between transnational opportunity structure and the super-diversity of opportunity recognition are checked on the consistency and congruency as a further assessment of the framework of Multicultural embeddedness.

(3) Reflection of Researcher

At the beginning of this phase, free public documents available on the internet including biographies, news reports and blogs of the entrepreneurs are analysed to construct prior knowledge of the entrepreneur. Then memos produced during both data collection and data analysis process as well as the interview script are reviewed, paying attention to elements of texts that demonstrate the specific involvement of the researcher. Since QSR-NVivo 12 provides the facility to attach memo to its corresponding script, it is useful to check the memo with the script as well as the code and the tree node structure

to assess the role of the researcher within this research and the relationship between the researcher and the participants to further evaluate the conceptual framework of Multicultural embeddedness.

(4) Theory Condensation

Theory condensation involves selective coding to ground the final theory. Several in-depth reading of the scripts, codes, categories and memos are carried out to establish the appropriate principles of selective coding in this research, in accordance with the objective of this current research. The facilities of word frequency query, text search queries, sets and matrix coding queries in QSR-NVivo 12 are used to decide the core concepts and main categories used in selective coding. Then case nodes were created in QSR-NVivo 12 to facilitate the analysis on attributes of cases, including age, gender, education background, work experience, social class, migration history of the entrepreneurs. On examination of the attributes, classification system was employed to attach unique attributes to different types of cases, which helped the condensation of theory. Finally, the selected core concepts and main categories are integrated to refine the theory of multicultural embeddedness.

2. Principles of Memoing

- (1) Three types of memos are recorded to aid the data coding and theory grounding, including the handwritten notes taken by the researcher before, during and after the interview, thoughts of the researcher closely linked to the data coding and theory grounding during translation, transcription, data coding and theory grounding processes and records on the grounding process and the notes on theoretical construction of this current research.
- (2) Under the three main categories of the memos, there were sub-categories of memos structured to identify the relationship between coded categories and concepts to facilitate theory grounding.
- (3) Memo structure is created to record all the memos to facilitate the data analysis, shown as follows.
 1. Handwritten Notes
 - 1.1 Before Interviews
 - 1.2 During Interviews
 - 1.3 After Interviews
 2. Thoughts of the Researcher
 - 2.1 Thoughts on the Participants
 - 2.2 Thoughts on the Interview
 - 2.3 Thoughts on Translation
 - 2.4 Thoughts on Transcription
 - 2.5 Thoughts on the Code
 - 2.6 Thoughts on the Tree Nodes Structure
 - 2.7 Thoughts on Changes of Transcript, Code Nodes or Node Structure
 - 2.8 Thoughts on Theory Grounding
 3. Records on Grounding Process and Theoretical Construction
 - 3.1 Creation of Cases, Values and Classifications
 - 3.2 Adjustment of Cases, Values and Classifications
 - 3.3 Condensation of Theory

3. Principles of Coding

- (1) Segment of script are between one and several sentences of texts that contain the same theme and situate next to each other in the script. In QSR-NVivo 12, every segment of script is manually coded with a name that represents its core meaning according to the objective of this research.
- (2) A number of principles are used to identify and name the codes, including repetition and regularities, compare and contrast, compare with hypothetical and extreme examples as well as narrative structure and mechanism (Bazeley and Jackson, 2013).
- (3) All the nodes are studied, with some nodes are moved, appended, merged and split, according to the aim of this research to form the tree nodes structure in QSR-NVivo 12. Word frequency query and text search queries as two automated coding functions of QSR-NVivo 12 are employed as effective strategies to assist the construction of tree node structure.
- (4) Cases, values and classifications are created in QSR-NVivo 12 to facilitate the analysis on attributes of cases, including age, gender, education background, work experience, social class, migration history of both the entrepreneurs and their corresponding employees. The focus on analysis of cases attributes is to assist the condensation of theory.

Appendix III Sample Interview Transcriptions

SAMPLE ONE: Hong Kong Entrepreneurs

Participant ID: NHOP 28052020

Name of Interviewee: HK2 (husband and wife--AW: wife, AH: Husband)

Location of Interview: Online via Zoom

Date of Interview: 28 May 2020 9:15am-10:00am

Interviewer ID: XShinnie

Transcriber ID: XShinnie

Translator ID: XShinnie

1.

Q: First of all, I would want you both to share some thoughts on how you took over the family business, moving forward in a way particularly as the business is in the industry that Chinese people are very dominant in.

AH : Ok So thank you for inviting me, basically, for me I studied banking in University. Then I started my career in banking in Birmingham and then in London, and then I went to Thailand to do a software like company with a friend. But because my family asked me to return to Birmingham to help my dad and to also start my own business, as well. So I could continue that (Chinese takeaway and restaurant business). But I think every Chinese people in my generation was like that. We didn't want to do it. We wanted to do something else. But sometimes we just got family obligation.

2.

Q: Obviously, this is the trade where Chinese people have been very successful in. I think I would like to see the continuation in it. To continue the success in the industry as well. Looking forward, an entrepreneur like you and also XX have got a lot of qualifications and great insights from previous work and previous education. Would you want to inject those previous experiences into your current business in the future.

AH: I think the main thing now is that we are raising a lot of technology, especially online. That's been working with different partners. A lot of things that you wouldn't even consider 10 years ago we have to consider now. And consumer demand is greater, they want things faster, they want more choice and more convenience. So those Chinese businesses embrace them. But you have to move forward and embrace this trend that a lot of people want.

AW: Around 10 to 15 years ago, I joined my mother and father with their first shop. Then later I was with him thinking, 'we want more'. So we waited around 1 to 2 years and we opened another shop, with the same name, like Xi garden limited. That will be the same name, the same shop, and the area was quite good. So like now, so like a rich area. So we will be the first ones. I think not so many people knew we were first in patch green, the older system. So that's quite fast, not like long time ago, where they used all handwriting, and something like that we just use automatic computers, copy machines, and they will be older and older as the automatic come out. So that's why he always wants further leader like they feel. Because they are third generation. Because they great granddad come into England first. And then the dad came in at 30 years old. So he thinking 'why are we very traditional, very old style', yes we are very peaceful, we are never fighting with somebody, we just do our business, but he's thinking,

because he is involved in education locally, so he wants to try some new things. Until now, he used Facebook, internet, a lot of things quite further than normal traditional Chinese people.

3.

Q: That's absolutely great, because the number of very successful people in this trade I feel, you digitalised your business way ahead. So for this I would want to have a further question that asks because in facing the situation of COVID-19, obviously, some businesses have been forced into digitalising themselves. Did you feel that because you started ahead of other businesses, it provides a strength for you in this COVID-19 pandemic. [Paused for 5 minutes due to internet connection problem.]

AH: Yeah. Obviously, with COVID-19 less people have been going out. So more people have deliveries and will have no contact delivery system. And we can provide that through our website or our other internet partners. And that's like giving them a bit of choice. And also, with technology, I can change what I sell very quickly. And you can change the price, like with the big demand of a certain item, like if I can't get an item, then I can increase or decrease the price. So that gives the customer a bit of choice.

4.

Q: So it's sort of like a big data technology, you can sort of personalise the needs of the customers as well. And also, I would like to further the question a bit more to the both of you. So obviously with this COVID-19 I also saw a lot of Chinese entrepreneurs, who work as almost a community leader in a way to provide a lot of extra services for both the local Chinese community and the local community as a whole. And I would also like to learn a bit more of what you have done with your business, with all your employees, to provide this extra help to the locals.

AH: With COVID-19, some staff have left, because they were a bit worried and didn't want to go on furlough, so there was more options for some people who were originally unemployed English people and I trained them up so they had the opportunity to work. COVID-19 brought huge challenges to all businesses. In particular, catering industry has been hit hard by COVID-19. Luckily, the Chinese community has reacted very quickly. We first received financial support from the Chinese community as well as our family in the UK. However, these support alone would not be able to sustain our businesses. The government's COVID-19 support package, including the Coronavirus job retention scheme and business rates relief were very supportive for our business... Luckily, benefited from the skills developed through university education and profession experience, I obtained huge support from both the Hong Kong diasporic community as well as the UK government.

5.

Q: So they have job opportunities. Yeah.

AW: So we only closed for 2 weeks. Then we reopened. So, most of the people were very thankful for us. I remembered when we first reopened, for the first 2, 3 weeks, everyday there were a massive number of customers. Because in the whole area, nobody opened. So just when we need more staff working for us, we thought that because a lot of Chinese people were scared and didn't come in. So we just thought to use another way. So before we just used local people, or English people, Indian people or Pakistan people, not Chinese people. So I thought we should give an opportunity for

them. Because they are not scared. So I think we've got about 3 employees who are not Chinese right now. And they are very grateful, as they appreciate the job opportunity. And I know they are not perfect for a Chinese business, but they want to do the job. And they do the job quite well. And that is a good thing for them and for us this is new. And until now, we use them. Even now we have a lot of Chinese staff come back. They said, 'oh can I come back now.' and we responded by saying that we already have a lot of good staff, why let them go. And also upstairs in my shop we have an extra room and because one of the drivers trusts us, he asked, 'Can I work with you because I want to pay rent to you' because they want to live upstairs in my shop, which I said ok to. So now we settled down, we can pay rent and they can work with me for extra money. So were both happy.

6.

Q: Very good, that's really wonderful. Absolutely. Also because you have increased the number of non-Chinese employees in your company, obviously you have already shared some positive experiences with them, but are there any other mix of experiences of how non-Chinese employees together with you interact with the customers. Obviously, your customers are very diverse, I believe, so what are the very positive experiences you have in terms of externally, with the diverse customer base that you have?

AH: I think with customers, is that, a lot of customers interactions with us is actually online. And sometimes few send a positive message. Sometimes a picture. It doesn't have to be food it could be if they have a great day. They feel that they like this and that's like interaction with a lot of people and a lot of places don't do that. They just think that its fun if they make money. So sometimes we do like free boxes or free food. So we have this community where people like the food, like interacting with us, and having similar interests. And people come there and I'll recognise them and they'll recognise me, which is good, community spirit.

AW: He designed one new food like a pizza box. That's a Chinese takeaway that they normally didn't have. So that is because they designed this one designed for a whole family eating. And with quite a lot of different things, where the price is good. It's like a ready pizza box, but inside there is rice, noodles crispy things, sauce, anything you would need is inside. So that is very popular and most customers simply order this thing called the 'Munch Box'. People will usually say that this is very good, will often say that this is just like a pizza but it's not a pizza, it's a Chinese one and some customers will be posting on Facebook, stating that this munch box is very good. So this is also a positive form of interaction that we have with the customers.

AH: Also another point about having English employees. Sometimes they'll interact with a customer, when they come out to serve the food, obviously wearing a mask, they will also speak hello and greetings to the customers, compared to some of the Chinese staff who will not say anything. They will say 'Hello, how is your evening.' And that's quite good.

7.

Q: I think these two points together makes me feel the very innovative entrepreneurial spirit you have had. So if you don't mind me asking a bit further, when or where or what inspires you to have this idea of using a pizza box to serve Chinese food and also

to localise the business a way to allow the great space for local employees to play their strength, to move forward with the business.

AH: Obviously, I find that mainly fishing in Scotland, they really have different types of Chinese food. Their food is more diverse than the English Chinese food. For example, they integrate Korean food like BBQ Chicken chow mein. They integrate different types of food and make it look very pretty and nice. So I found out all this information and some work and some don't work but food is changing and I tried to embrace these new ideas.

8.

Q: That's absolutely a great learning curve for me as well. Obviously, I think your business is very much in the mainstream market. If I give you a scale from 0-100%, where 0 is absolutely in the Chinese niche market and 100% will be absolutely in the local British market, what is the percentage you would give to yourself, for your business and why?

AH: Maybe 75%. A lot of our customers are western but occasionally we do have Chinese customers or some staff from China staying in a hotel and, one time, ordering every day, while they were working in the NEC. But we changed the food a little bit for them as they were in China. So about 75%, we still do have some traditional Chinese food but were working to get more customer variety.

9.

Q: So looking into the future, I think it is key for any business to gain growth and very robust growth for the business. Would you want to increase the proportion of business within the mainstream market or would you want to the other route to gain more growth for the business?

AH: For this business, there's other forms of growth. I have been offered it. I think that's the different question. I've got the answer but it was for a different question.

10.

Q: I think you can continue because I think of the entrepreneurs. I think for any entrepreneur they will tend to always have an eye in businesses so it tends to be maybe you will change the business itself or you will diversify your portfolio of businesses

AH: Well my college friend who did the website, he's in a different company and he asked me to join his company and he's into websites, online ordering and also utilities and we are in negotiations to join up. So I am looking diversify into other things. I have other friends who are working in importing and exporting at the moment. So there's different ideas and exciting times.

11.

Q: Absolutely great. So just go a bit further to say if I want to bring to my research just to say nowadays for Chinese entrepreneurs in the UK there are great resources you can use such as the human capital and the financial capitals you can have within the local market you can get from the British market but also there are very good resources from

China. Particularly like XX is from China, so you'll probably have these channels open to you as well. In terms of capitals both human capitals, like employees, and also financial capitals, what is your plan in the future?

Q: Particularly my main focus is that there are great resources in China in terms of in human and financial capitals. If there is an opportunity, would you take advantage of the resources in China?

AH: For the resources and stuff. I don't know if XX's told you but we would love to return to Hong Kong next year for holiday and I'm very interested in visiting Huawei's campus. I've got a friend who is very interested in technology and stuff like that. So obviously that technology is a big thing. But in terms of human resources or human capital. I think it's mainly because of the human immigration situation, it's mainly local people, local Chinese or local English or local Asian people. For capital, it used to be China but now it's local banking as there's a bit of choice in local banking resources for capital at the moment.

12.

Q: I think that's a really good point that you've raised because the British government provided a lot of help to businesses, particularly to small-to-medium sized businesses. In terms of choices you've got, obviously you've got these resources that you've got in the UK but also in China. So, you can kind of utilise both. Is that the approach that you would like to take?

AH: Yeah, at the moment, the local one is ongoing and that is a good way. The China one's more about investment. It used to be from Hong Kong but it's changing into China. That's why it's really important for the UK to try to have good relations. Because for some countries it's not really political, but in China and the UK it's really political, and with good relations, then firms will be willing to invest so that's important.

13.

Q: So in term of the location, often I find that businesses will in relation to the resources they utilise, they will choose to locate their businesses. There are many businesses I interviewed, and they choose to locate way beyond Chinatown, because the main market is outside of the Chinese niche market, whilst other businesses they are very much focused in the Chinatown area, due to the resources they have and the market they have and market they have. And also there are some other businesses and quite a great number of businesses I have interviewed who choose between the two sides, where they choose to locate their business half-way between Chinatown and the City centre. I wonder when you choose the different sides of your businesses, what's in mind in terms of where to locate you business?

AH: We have several businesses in and out Birmingham Chinatown. I think originally the food that we did were more suitable for more fluent and wealthier people. When we first started, we even did bird's nest, which not many businesses do bird's nest. So we focus on who are our customers. If there are suitable established customer base, we will go for that location. But my parents started their business in Chinatown. So we would like to keep that tradition. We are actually one of the first few restaurants in Chinatown. It is that sense of history we try to keep, as well.

14.

Q: So obviously I think one of the things you've mentioned is human touch. From time to time, you will send greetings out to your customers and you will very much welcome the staff to have this same human touch to these customers. I wonder how much of that you felt is the deep route of Chinese culture you have had to reflect that value in your business and in what way do you think the Chinese culture. When we talk about Chinese culture, we always talk about family value, talking something out from parent's generations and also in the bigger sense we talk about Confucianism and Darwinism and these bigger concepts. So where do you think the value of these routes comes from for you and your business?

AH: Originally, my family were more to like into ancestral worship. Many years ago, me and my wife became Christian and with that we had to meet a lot of English people and different people and a lot of western aesthetics and I'm comfortable doing that. So that changed a lot of my ideas and how I approached customers who were predominately English. And Chinese people do tend to stick within themselves, but I believe in branching out, meeting more people, and the more you talk to a person, the less fear you have, and the less differences you have, which I think is really important for the Chinese community because we're in England and we sort of have to try to embrace each other. We are different but we have to embrace each other's differences and find common ground.

15.

Q: I think this is a really great point, obviously, I want to further this question for the both of you as well, so looking into the future, when you branch out, you mix with the mainstream market, the mainstream businesses and the mainstream society, how would you want the future to be like. Obviously, some of them maybe for the next generation, they will totally be the same as the English locals but on the other hand there is this Chinese that is deeply rooted in all of us. So, in a way, how would you want to move forward of this Chinese ness in the very dynamic British society?

AH: Obviously, I feel that it is extremely important for our children to be able to continue to be able to speak Chinese and read and write. That's why their learning. I also do have, because I'm from HongKong, so on normal days, we work hard, we work fast, so we've got these work ethics. But there is this western attitude to work clever, streamline, make changes, do your business, do make it easier, and you can have a best of both worlds I think, because we are working for the English market. So, it's good to be yourself but to also embrace other attitudes as well. I believe more businesses are going to be multinational and there's going to be different people working and it's better to have more flexible working practises.

AW: Yeah I'll just teach our children that they are just Chinese, especially my son, now that they understand that I'm Chinese, otherwise he's born here thinking because in England it's very international, you have different coloured skin children, so they don't feel as though they are special, so you have to mention to them that they are Chinese, but you speak English and you have to learn in Chinese. So, it's a big beginning they will be a little bit confused. So at the moment, I think they've settled down and they are better than us. They can talk with any child, without thinking about how they have different skin, they come from a different nation, so I feel quite good for them. So they understand, but they act on their own, especially like my daughter, who wants to do business now, I think that comes from the dad probably, and now she's got an online

business, selling stickers, because they feel as though they have a lot of friends interested in stickers. I told her it doesn't matter if she loses money or makes money, I'll give her to £10 for her start-up. I was her first customer and requested if she can do some music stickers. I ordered some and found that the quality was actually quite good. So anyway, my daughter knows that she is Chinese, but she knows that she is born here and my and the other children are the same. So I think that's quite good.

16.

Q: Yeah absolutely, so I think with this spirit of family support so from a very young age this entrepreneurial spirit is encouraged, which is great, and this is a very good example that you have raised as well. To what way, if I ask you, do you feel that there are similarities and differences between Chinese and British cultures. If I say in China when we're very little, we probably learn a lot of Confucius, a lot about how to do things through various rules, whilst in England, in the English culture, there are many similar things. Would you be able to draw a few examples where you feel that they are very similar in some ways because you find this similarity in terms of values.

AH: I would say from my experiences from an English friend who works for Birmingham council, they learn things slower, Chinese people tend to learn things a lot quicker, but people in the UK tend to learn things slower but with more attention to detail. It's a different way to approach things. But if you doing it for longer, I can see that their more able to follow rules or that they are more able to remember things more and I think that's two very different approaches. You could say that maybe it's slow, but in the longer time, their able to learn more or in more detail. So it's two different approaches.

17

Q: So, in terms of the experiences of all these different mixes of the different cultures and the mix of the employees that you have had and sort of move the business forward in a way what are the approaches that you have had. So, in terms of looking into the future, in terms of support that you need from the government particularly the local government. What sort of support in terms of policy, in terms of agency, what would be your requirement that the government can do to help the business to gain good growth. [The wife re-joined the interview.]

AH: For one thing, is for employees first. I know that not many Chinese entrepreneurs or restaurants have embraced the idea of employing the youth, you know, because of the many obstacles that may stop them from do it. So you know, if that barrier was broken down, or if Chinese businesses were approached and could try and help them. I think that's a good thing, especially as some places lack staff. Also, maybe there could be more hubs, better communications because I joined a business hub on Facebook, and there from Plymouth and they gave me a lot of information I needed for the covid grants and stuff like that. And that was fantastic and the different businesses and giving out different ideas. But the Chinese don't really have that, even just online they just keep ideas to themselves. So just things like that will help things. As a far as the council, I know the mayor and the police they meet community leaders but I would also like the council to meet community leaders as well because sometimes its like food hygiene or water or all these different things where people can breakdown barriers and try to understand each other a bit more. So that's what I would like. Also there is other grants like there's technology grants and I asked a lot of Chinese people 'Do you know about

these technology grants?'. A lot don't know about it. A lot of Chinese don't know about it. So there's a lot of information that needs to reach out to the Chinese as well.

18

Q: Absolutely. Yes. Also just as a general question for any business, including your own business, if you feel in a way to gain more growth for the business to break into more into the mainstream British market is the necessary step forward?

AH: I think to get into the mainstream market, for example if I wanted to diversify, then the mainstream market is very important, but also certain businesses, certain sectors, weather your Chinese or not, is not important, so I think diversify, and embrace it. So for example, I see a lot of Indian, Bangladeshi and Pakistani people, they open Chinese restaurants, or have Chinese food within the restaurant, how many Chinese people have opened Indian restaurants? Not many. Even their community is branching out, doing other cuisines other food. But the Chinese are not willing to branch out.

19

Q: What do you think the reason why Chinese people don't branch out to open a Balti house?

AH: I think it's because they work with the same people. Like if you don't work for other people or if you don't have an interest in other foods, and language is key. Like if you can speak the language and communicate with more people, then you can learn more things.

AW: I think Chinese thinking is very traditional they tend to choose the safe option. I think it's good to try something new. Like our shop has apple pie because when McDonalds closed down, he thought that maybe people miss that food.

AH: Also another point is that last year when I went to China, I was very impressed with their delivery system, with their diverse food. For example, their doing fried rice, but there doing kebab chicken fried rice, which no one in the UK is doing, and the China market is really opening it up and people are really enjoying that food and trying new things and that's really interesting.

20.

Q: I also noticed the fact that you mentioned that many Indian and Pakistani entrepreneurs are entering the Chinese catering industry, very interestingly. Also, in terms of the mainstream business market right now, there's not only the white British businesses there are also a lot of Indian businesses, particularly in the Birmingham area. I wonder how do you interact with these Indian businesses. What are the sort of constructive interactions that you have with them?

AH: For me, my colleague, friend, he's an entrepreneur and he's from Bangladeshi background, and he's into the website online ordering system and he's also now into utilities for businesses. He's similar to me in that he used to be in the catering business but now he's moved away.

21.

Q: Obviously, because of the migration history, Indian businesses and other Asian businesses, they will go through more generations, therefore they will have wider social connections in a way. So do you feel in a way the Chinese businesses could perhaps learn something from the other Asian businesses?

AH: Yes I think for example the Indian/Sikh community work together and branch together and they go into farming, they go into processing, they go into other sectors as well. The Chinese don't usually branch out, which is a same.

22.

Q: Absolutely, so I've had some great insights. I've absolutely learnt a lot through today's interview. So we're coming to the very end. I want to ask both of you, give me your definition of any Chinese entrepreneurs, who are considered to be successfully breaking into the mainstream British market, what would be your definition of a successful Chinese entrepreneur?

AH: Ok, I think it's to diversify, to know more people, know more businesses, especially outside of the Chinese community. I believe that the young Chinese entrepreneurs are really different to the ones ten years ago. Because ten years ago, you would think "Can I trust this company?". But now you can trust them. And they've got their online community as well. So I would like that more connection with the newer generation of entrepreneurs from China. I think that's exciting. Because before maybe China wasn't leading in technology. But now they are. So I think it's a really exciting time. So we need more communication, more ideas, more friendship. And that will bring forth more opportunities for everyone.

23.

Q: And would XX want to give your thoughts on this topic.

AH: Yeah so in our older shops, we did hire some students. So they come to our shop and they only want a part time position to earn extra money or to learn something.

AW: Also just a last point about the Indian and other ethnic businesses in the UK that start Chinese restaurants or sell Chinese food. They will take out certain expensive products, like duck or prawn and they will amend them, and they will take out any low margin products. But I'm Chinese so I can't do that because I'm Chinese and I've got to do it. So they will look at all of this from a purely business point of view. Rather than I've got to do it because I'm Chinese. So, I think the Chinese need to make changes. I think the western food market with gluten free products, I've got a friend who has gluten free soy sauce, they've got even vegetarian and vegan non-dairy products. The food market is changing and entrepreneurs have to be aware of people now, and have to make changes. And, you've got to embrace change, and change with the internet is very fast and people's expectations of food is a lot greater now. So that's a point I have.

24

Q: That's a really good point and I do feel inspired in the way in which you digitalised the business but also gave a lot of new ideas to make your business up to date in a way that is in line with the development with other businesses and bring forward this very good business model. I always think in a way, you know with the Chinese chains of takeaway shops is like another version of globalisation. In China, we probably see

McDonalds and KFC everywhere in China and that changed China and many other countries greatly. The Chinese takeaways are also all over the world and changed other parts of the world as well. So to move that model forward is very innovative as well. So I admire the points you've made. The thoughts you've brought through this interview I feel has given me a lot of insights, and I thank you for this.

AH: It's our pleasure, and good luck for your research.

AW: You are welcome. See you soon.

END OF INTERVIEW

Length of Interview: 31Minutes 5 Seconds

SAMPLE TWO: Mainland Chinese Entrepreneur

Participant ID: NCBG 27022020

Name of Interviewee: MC1 (husband and wife--AW: wife, AH: Husband)

Location of Interview: Birmingham City University

Date of Interview: 27 Feb 2020 11:15am-12:00pm

Interviewer ID: XShinnie

Transcriber ID: XShinnie

Translator ID: XShinnie

1

Q: I feel so grateful that you are willing to dedicate your time to take part in this research. let me explain to you that I also want to take some notes just in case that I missed out anything.

AW: That's absolutely ok.

2.

Q: So first of all I would like to ask you to share with me your entrepreneurial story. Specifically why you decided to set up business here in the UK particularly in Birmingham? In particular why you decided to set up a business in the traditional Chinese catering industry here in Birmingham?

AH: En. When we were in China, I got an opportunity to work in China. At that time, in terms of the working conditions, working in the UK was a lot better than working in China. I came here first. I came here for about five years, with a work visa. Then I got my permanent stay to remain. During my work here in the UK, I felt that Chinese people's life was relatively quite simple. Particularly, after I stayed for a longer time, I felt it would be great to try to set up my own business here in the UK. So we (my wife and I) decided to buy a restaurant after we had our permanent stay to remain status. That's pretty much our story of setting up our restaurant in Birmingham.

AW: That's right. When at the beginning, we did not have the idea to stay in the UK or set up our business in the UK. It's all a step by step process of following the nature rhythm of life. So we have come all the way to this day, settling down in the UK with our own restaurant business. For start it's one of our friends, it should be one of our distantly related relatives told us that here (UK) is really quite good. All aspects are quite good. In the future, pressure on the education of children and many other aspects in life, here is a lot better with a lot less stress (comparing to mainland China). Then (my relative) said that you could have a try here (in the UK). At the beginning, it is three years. It's just to stay here for three years. We thought just for three years. After three years, if we did not do well enough, we will go back (to China). Then after three years, he(the husband) feels that here(in the UK) is quite good, and he wants me to come here (in the UK) as well. So I came to the UK. The first year surely it was hard to adjust to the life in the UK. The second year was a little better. After the first three years of adjusting my life to the life style in the UK. I started to get used to the life in the UK. So if I go back home (to China), some of the lifestyle in China ...

[You probably could not get used to the lifestyle in China.]

Yes, there are a little bit of lifestyle in China I started to feel that I could not get used to. So yes, I started to get used to the lifestyle in the UK. So after we got used to the lifestyle in the UK, then he(Husband) got his permanent stay to remain. So that means

half of our life is already here. Then I got my permanent stay to remain. So all our lives are here. Then we thought since we are here, we should have our little business. No matter our life or our career, since we are here, we should do something for our future. We should have better quality of life in terms of our lifestyle. We should also enhance our business here (in the UK), as well. Hence, we came across another opportunity to identify this restaurant, and we brought this restaurant to set up our business. We are still running this restaurant now. So step by step we come to where we are now.

3

Q: That is truly an amazing story. Really a fantastic story of setting up your business in the UK. In particular, the entrepreneurial spirit to come to the UK and then adventure the business opportunity in the UK is truly inspiring. I know you mentioned several times that the business environment here in the UK is relatively good. Can you please elaborate this point a little more?

AW: I feel here in the UK the business environment is relatively more fair to SMEs. Relatively more fair. In mainland China, there are many complicated networks that we need to consider. These networks are connected with channels for specific resources. Without such networks in connection with the specific resources, it will be very hard to conduct businesses in China. Relationship between people is a lot simpler. Also the competition is a lot more fierce in China than in the UK. In China, most SMEs can only survive for around three years. After three years, if the entrepreneur can not bring enough innovation to the business, it is likely the business will fail or the business will have to change ownership. However, here (in the UK) there are a lot less competitions.

AH: Yes, relatively speaking there are a lot less competitions here (in the UK), relatively speaking. Also here (in the UK) is quite fair. The government is really quite fair.

4

Q: You both mentioned the principle of fairness. Can you give more detailed explanations on the principle of fairness?

AH: That is to say that what the government requires you to do. Once you have done all the work required, there is no extra work you are required to do.

[Run business according to the rules.]

Yes, run the business according to the rules. That is, according to the rules, pay for the money. Then you can run your restaurant business really well.

5.

Q: Referring to the principle of fairness, many entrepreneurs also mentioned the principle holding in the UK to restrict similar businesses to locate closely to each other in order to avoid vicious competition. Do you have any similar experience?

AH: We are not so sure about that. But in terms in Birmingham Chinatown, the speed of setting up businesses is still relatively modest comparing to China. Also as I am a professional chef, we are really confident on the food and service our restaurant offers. So we never fear such competition. But yes, it's true that for instance the Birmingham Chinatown have around 50 restaurants. Adding another 50 restaurants to reach 100 restaurants in total, it will be absolutely too much. So in the UK, there are considerations from the government to avoid such vicious competition. But this is not our concern. What will be our concern is the fierce competition like in China. The speed

of launching a restaurant business in China is really fast, and that will definitely cause fierce vicious competition.

6

Q: Now I jump to another big topic. When you first set up your restaurant business, in terms of value proposition, to what extent do you aim at to operate in the mainstream UK markets or you just simply focus on the Chinese diasporic market in Birmingham?

AH: When we first started our business, we only focused on the Chinese customers in the diasporic Chinese market. As we have been running our business for several years, we have already started to build customers from the mainstream markets. We are also constantly observing the mainstream market, with an intention to continue enhancing our understanding of potential customers in the mainstream British market. We are trying very hard to bring changes to bring into the mainstream market. For instance, this current restaurant we are focusing on producing Chinese food for Chinese customers in the diasporic Chinese market. For our next restaurant, we are looking to provide food that suits the tastes of local mainstream British customers.

7

Q: That is really a very valuable point. ?

I am quite aware of the 'great' resources from China. But I am also very realistic. My business is just ordinary small family businesses. Therefore, it is unlikely I will be able to get any resources from China. So my decision to locate two of my businesses in Birmingham Chinese Quarter is based on the thoughts to meet the needs for my Chinese customers. To put in a simple term, to attract more Chinese customers. I am a professional chef received professional training in mainland China and the UK. I have also worked in the Chinese catering trade for many years both in China and the UK. So when opportunity came for me to set up a Chinese catering business in Birmingham. I had consultation with my wife, and we both felt that we had the capacity, in particular the professional skills and experience as well as connections to run a successful Chinese catering business. Surely, there were also opportunity for us to run other types of businesses. But we felt the Chinese catering business has always been the best choice for us. We also felt extremely confident in the future of Chinese catering industry in the UK, as there are just uncountable creative ideas and resources coming from mainland China.

8

Q: To set up any businesses, there are capital requirements. To be more specific, there are needs for financial, social and human capitals. Financial capital is the money you need. Social capital is your social connection, and human capital is the labour required. For any Chinese entrepreneur, there are two sets of resources, one is the capitals from home country China while the other one is the capitals from local mainstream and Chinese communities. How did you use the two sets of resources to set up your businesses? What other support you gained through the two set of resources to set up as well as grow your businesses?

AW: I received great support from family, particularly my relatives who have established their businesses in the UK. In terms of the money needed to set up and later on buying more businesses, I have mainly received the support from my relatives in the

UK. In particular, Birmingham Chinatown has developed good business environment for Chinese catering businesses, plus the clearly regulated business environment in the UK. Our business will mainly focus on the market of Chinese international students, and we also want to build up more opportunities with tourists from mainland China. There is also support from China. But the main support gained is from my relatives in Birmingham. Again in terms of social connections, I mainly rely on the social connections within the Chinese community in Birmingham. For employee, I have benefited from the international students from China. Many of my current part-time employees are Chinese international students from the major universities in Birmingham. Meanwhile many of my full-time staff are from local English, Indian, Pakistan and Black communities.

9

Q: In the future e.g. in the next five years, to what extent and in what way that the financial capital, human capital/resources and social capital/connects from your home country, China, and region functions in the finance, operation and marketing of your business?

A: The economic situation is getting much better in China. Also the social environment is getting much better now in China. Surely, Chinese entrepreneur like me would like to have opportunities to access various resources in China. But I am not entirely confident as people like me have lived in the UK for nearly twenty years. At personal level, my connections in China are very limited. On the other hand, through government, in particular through the connections between UK and Chinese government, the chances to build business connections in China for small business owner like me are very slim. Maybe for the next generation, there are better chances for them to establish business links in China so that they can have more resources from China. But that brings another hard question for me as well as many small business owners like me is that whether my child would like to take over my businesses. This has become a urgent issue for many Chinese entrepreneurs in the traditional catering businesses, particularly the takeaway owners.

10

Catering industry is the leading industry for Chinese entrepreneurs in the UK in particular and in the world in general. Following your earlier comments with deep concerns on issue of business success. Do you feel that the gradual loss of Chinese catering industry, the 'prosperous treasure land' of Chinese businesses, is mainly due to lack of skilled labor or the negative attitude towards traditional catering industry?

AH: I feel it is a combination of both. For instance, I have many friends and relatives who are struggling to find skilled worker for their businesses, in particular skilled chef. Some of them have to take the extreme solution to go back to China for a year or two to retrain themselves to be a skilled Chinese chef. Others really cannot find the skilled worker within the local Chinese community. Then they have to use their networks in China to locate the right worker. But they have to face other problems such as visa application of the skilled worker from China. There are also some friends using local employees. In most cases if a Chinese restaurant owner really cannot find the right chef through the network within the Chinese community, he/she would often choose to use chef or skilled worker from the local Indian or Pakistani community. The advantage is that most Indian and Pakistani employees enjoy the 'hardworking' spirit, the same as the Chinese entrepreneur. But the disadvantage is that often the Indian or Pakistani employee feels that he has learnt most of the skills, he will leave the Chinese

entrepreneur to set up their own restaurant or takeaway businesses. Once the Indian or Pakistani entrepreneurs establish their businesses within the Chinese catering trade, there will be not much room for the Chinese communities to re-establish their dominance in this traditional catering trade again. Gradually the Chinese community is losing this traditional golden trade of Chinese catering business. It is very sad to see this traditional golden trade going. Another major issue is business succession. Like many of my friends and relatives, I spend most of my money in my children's education. I want my children to be these golden professionals, like lawyers, doctors, accountants etc. So when my children grow up, I really can not ask them to take over my business. This happens to a lot of the Chinese restaurant owners and take away owners, almost every family in the catering trade. This is a deep problem. I really do not know what shall we do for this problem. Again this is very sad. You know, I would like to work very hard to open restaurant one after another. But in the end of day, there is no one to take over these restaurants. That is the saddest part. I really do not know what will be the solution for this problem. I see many entrepreneurs move to the property sector. Maybe that is one solution out of no solution. Because not everyone is able to or will feel happy to move to the property sector.

11

Q: Really thank you for sharing all these information with me. For your current businesses, do you plan to further integrate them into the local mainstream market. In order to further integrate into Birmingham local market, what strategies do you plan to take to facilitate the diversification of your business portfolio? How would you understand and develop your identity as a Chinese entrepreneur in the future?

AH: I am quite happy with the developments of my businesses at the moment, apart from the issues on shortage of skilled worker and business succession. So overall I would only gradually move into the mainstream market on the basis of steady growth within the local Chinese market. There are mainly three strategies I plan to take: Firstly, I am building up a wider customer base within the local mainstream market. Secondly, I am improving my understanding of the taste habits of local population including the local English and European white customers, the Indian and Pakistani customers and the Black customers through launches of new dishes and services provided. But this is very hard. I feel is the hardest part. Thirdly, I am buying other businesses within the catering trade such other Bars and Pubs. These businesses the main customers are the local population. I am buying the whole business. Therefore all the staff are local population. I carry out the day to day duties of these businesses, and I only need to check the financial situations of the businesses once a week. I am a Chinese entrepreneur. I feel quite happy about my Chineseness. I am very happy to be a Chinese entrepreneur. The local mainstream society also gives me great respect to be a Chinese entrepreneur. The only thing I would like to wish is to have less damage from within the Chinese community. I feel we need to learn from the Indian community, particularly the Sikh community. The Chinese community is very divided, despite I have many friends and relatives within this community.

12

Q: To what extent, your identity as a Chinese entrepreneur, your past education and work experience as well as the culture from your home and region facilitate you to recognize the business opportunity and to successfully integrate into the multicultural business context in Birmingham?

AH: I feel it is the combination of all these factors. Education is very important. I deeply respect professionals work in the education settings, particularly those academics researching businesses. I have quite a lot of friends in all the major universities in Birmingham. Although I only have bachelor's degree, this bachelor's degree provides with me the basic skills in terms of managing the finance, day to day running and all the major aspects of my current businesses. Also my previous experience working in the catering industry is very important for my business adventure. As stated before, that is the main reason for me to set up my business in the catering industry. In terms of culture, I am not interested in Confucianism or Taoism. But family value is right at the very heart of Chinese culture. For me, to start my business I mainly rely on the money, the social connection and the worker provided by my family and relatives. Step by step, I grow my business through the my family connection and the extended connection of my family. The ultimate goal for me to develop my business is to grow my family. So family value is the most important Chinese culture I have to motivate me to grow my business. For me, the local business environment is very positive. The local population, particularly the local white English people are very polite. Britain is a democratic country regulated through the rule of law and freedom of speech. Therefore, for Chinese entrepreneur like me, this kind of environment is ideal in many ways. I can say that I will not find another place with a better business environment for me. Also the multi-cultural environment in Birmingham provides an extra layer of protection for me. The Indian population is well established in Birmingham, and Chinese businesses generally speaking getting on really well with the local Indian business community. All these make it less likely for Chinese businesses to suffer any racist attack. Also we Chinese community is very open. A good example is the mixed marriage with other races. Many second generation Chinese get married with local white English, European, Indian, Pakistani or Black. These are all acceptable for the Chinese community. So we Chinese community in the UK is very open.

13

Q: So I feel that as a Chinese entrepreneur, you have very positive experience running your businesses in Birmingham. But I would still want to ask you what are your experiences of conflicts between your Chinese culture and the multicultural context of Birmingham? When Chinese entrepreneurs entering new industries, the problems of losing the Chineseness becomes the focal point. Would you like to share your experience on these issues?

AH: To be honest, I haven't had any conflicts with businesses from the mainstream or other minority communities. I operate most of my businesses within the Chinese communities. For those businesses, the local customers are all quite nice. I have never had any issues with them. So do the local suppliers. They are extremely friendly. For my other businesses, mainly facing the local mainstream market, I hire local English people to fill in the posts from the shop floor to senior management. Therefore, there is no need for me to face the local mainstream customers or suppliers. Generally speaking my local English employees are all very polite with great professional spirit. There was only one occasion. One of my businesses was desperate to hire a butcher. But we just cannot find a good butch within my social networks in the Chinese community. So through my other connections, I found a butcher from the Pakistani community. The Pakistani was really a good employee, very hardworking. But he only worked for a couple of days. Then he decided to quit the job. I was very shocked as I actually gave him a very good pay package. He only briefly mentioned that he had many friends within the local Pakistani community. Those Pakistani friends felt quite angry with his

decision to work for their Chinese competitor. He did not want to damage his social connections within the Pakistani community as his wife, children and the whole family all closely connected with the local Pakistani community. So he would rather take on jobs with lower salary but give him the opportunity to maintain his social tie within the local Pakistani community.

14

Q: It is very interesting to get to know that. As stated above, the multicultural business context of Birmingham and the transnational capitals from China form a unique business structure for Chinese entrepreneurs, would you like to share with us your positive contributions to the development of Birmingham from the perspectives of economic development, social integration and cultural creation?

AW: I would not say that I have made contributions to the society. It's only just, for any business, little things I can do as an entrepreneur for the society I live in. I don't know what you mean by economic, social and culture, I just feel that I pay tax. Tax alone is a good action from an entrepreneur to a society. I also employ many local people. I give them full time or part time jobs. This surely will do good for these local people as well as their families. I get on well with my white English friends as well as Indian and Black friends. I also get on well with almost all of my Chinese, local English, Indian, Pakistani and Black employees. This proves that people from different ethnic and cultural background can live and work together happily.

15

Q: You have mentioned before, (e.g. Taoism) has profound impact to you. Therefore, how have you creatively adopted (e.g. Taoism) to facilitate the integration of your business into mainstream economy? How have you creatively adopted (e.g. Taoism) to transform the opportunity structure in Birmingham so that more resources and opportunities are created to both Chinese community as well as the local economy of Birmingham as a whole? Would you like to share with us your transformational impact to the development of Birmingham from the perspectives of economic development, social integration and cultural creation?

AW: I do not have much of such knowledge. It is just Chinese culture. Being Chinese.

16

Q: How would you define breakout as Chinese entrepreneurs breaking out of ethnic market into UK (Birmingham) mainstream economy?

AH: It requires confidence and courage to break out of the comfortable ethnic enclave. Maybe caution is also required, as there are many hidden problems, as the markets we are not so familiar with. The developing situation of COVID-19 in China informed me that I needed to make urgent changes to the operation of my business. So I made a lot of effort to switch my business online, adapting my business to the digital platform such as Hungry Panda and maintaining my customers through social media like WeChat and Xiao Hong Shu.

17

Q: As leading Chinese entrepreneurs successfully breaking into multicultural mainstream business market in Birmingham, what are the most meaningful experience that you would like to share with the wider society? Would you like to talk about your outstanding business achievements from the perspectives of economic development, social integration and cultural creation?

AW: Please do to say we are leading entrepreneurs. We are just running a business. But I do think we tried very hard to integrate with the British society. I went to English language training classes. I also tried my very best to understand all the relevant government policies.

AH: Yes, I agree. We have worked very hard in our daily life and in our business to integrate.

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Q: How do you view the positive role that Chinese culture plays during the process that you successfully breaking into the mainstream economy?

AH: I wouldn't think that we have successfully break into the mainstream economy. However, I am happy that our restaurant is able to attract more local British customers.

AW: Yes, it is definitely a good thing to have more local British customers. We are actually on that route.

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Q: Looking to the future, Chinese entrepreneurs as positive entities carrying Chinese culture in the multicultural business context of Birmingham, what are the future roles of Chinese entrepreneurs? What are your future expectations of identities as Chinese entrepreneurs with businesses in mainstream industries?

AH: Definitely Chinese culture is in our hearts.

AW: Yes, we are proud to be Chinese, and Chinese culture is in our hearts.

AH: In the future, franchise is definitely a way forward. If we can develop our brands, we can definitely nationalise our restaurant through perhaps franchise.

AW: Yes, franchise is definitely a way forward. So we can work in scale.

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Q: In order to facilitate the integration of Chinese entrepreneurs into mainstream business economy as well as to enable British mainstream society to fully recognize the positive contributions that Chinese businesses made to British society without any bias, what are the supportive policies that British government particularly Birmingham City Council shall produce and implement?

AW: A dedicated agency to provide assistance will be very helpful. When we first started our business, because we did not know the regulations, and my English language at that time was not good enough. So would need some honest advice and support.

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Q: Are there anything else that you would like to comment on?

AH: No, not at all.

AW: No more.

Q: So we came to the end of today's interview. Really thank you both.

AW: You are very welcome.

AH: You are welcome.

AW: It's our pleasure.

END OF INTERVIEW

Length of Interview: 30Minutes 3 Seconds

Appendix IV Participant Consent Form

Research Title:

**Multicultural Embeddedness: Chinese Experience of Entrepreneurial
'Breakout' in A Superdiverse And Transnational City of Birmingham**

Name of Researcher: Xiping Shinnie

Name of Research Participant: _____

It is not anticipated to have any risks associated with your participation, but you have the right to stop the interview or withdraw from the research at any time.

Thank you for agreeing to be interviewed as part of the above research project. The interview will take **between 30 minutes and 120 minutes**. For detailed information of the research project, please see **Participant Information Sheet**. Ethical procedures for academic research undertaken from UK institutions require that interviewees explicitly agree to being interviewed and how the information contained in their interview will be used. This consent form is designed with the intention to ensure that you understand the purpose of your involvement and that you agree to the conditions of your participation. Therefore, please read the accompanying **Participant Information Sheet**, and then sign both this form and the information sheet to certify that you approve the following:

- the interview will be recorded, and a transcript will be produced by Ms Xiping Shinnie;
- you will be sent the transcript and given the opportunity to correct any factual errors;
- the transcript of the interview will be analysed by Ms Xiping Shinnie as researcher;
- access to the interview transcript will be limited to Ms Xiping Shinnie and academic colleagues and researchers with whom she might collaborate as part of the research process;
- any summary interview content, or direct quotations from the interview, that are made available through academic publication or other academic outlets will be anonymized so that you cannot be identified, and care will be taken to ensure that other information in the interview that could identify yourself is not revealed;
- any variation of the conditions above will only occur with your further explicit approval;
- the actual recording, the script as well as any data and research document will be kept securely for ten years after the completion of the research project with full compliance of Birmingham City University Guidelines and Procedures for Good Research Practice.

Or a quotation agreement could be incorporated into the interview agreement

Quotation Agreement

I also understand that my words may be quoted directly. With regards to being quoted, please initial next to any of the statements that you agree with:

	I wish to review the notes, transcripts, or other data collected during the research pertaining to my participation.
	I agree to be quoted directly.
	I agree to be quoted directly if my name is not published and a made-up name (pseudonym) is used.
	I agree that the researchers may publish documents that contain quotations from me under my real name.
	I agree with the dissemination procedures proposed by the researcher.
	I agree to disseminate the research findings to any relevant organisations and/or individuals through their own dissemination channels.

All or part of the content of your interview may be used;

- In academic papers, policy papers or news articles
- On our website and in other media that we may produce such as spoken presentations
- On other feedback events
- In an archive of the project as noted above

By signing this form, I agree that;

1. I am voluntarily taking part in this project. I understand that I don't have to take part, and I can stop the interview at any time;
2. The transcribed interview or extracts from it may be used as described above;
3. I have read and signed **Participant Information Sheet**;
4. I don't expect to receive any benefit or payment for my participation;
5. I can request a copy of the transcript of my interview and may make edits I feel necessary to ensure the effectiveness of any agreement made about confidentiality;
6. I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the future;
7. I understand that my personal data will be processed for the purposes detailed above, in accordance with the Data Protection Act 2018 with full compliance of GDPR.
8. I decide to take part in this study based upon all the above statements.

Printed Name

Participants Signature

Date

Researchers Signature

Date

Contact Information

This research has been reviewed and approved by Faculty of Business, Law and Social Sciences of Birmingham City University Research Ethics Committee. If you have any further questions or concerns about this study, please contact:

Ms Xiping Shinnie
Birmingham City Business School
Birmingham City University Business School
Curzon Building
Cardigan Street
City Centre Campus
Birmingham B4 7BD
Tel: 07585076756
E-mail: Xiping.Shinnie@mail.bcu.ac.uk

You can also contact my supervisors, Dr Domboka and/or Dr Carey:

Dr Thomas Domboka
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Curzon Building
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United Kingdom
Tel: +44 (0)121 331 7394
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Dr Charlotte Carey
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Cardigan Street
City Centre Campus
Birmingham B4 7BD
United Kingdom
Tel: +44 (0)121 331 7259
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If you have concerns about this research, or if you are concerned about how it is being conducted, you can contact the Research Office of Birmingham City University, Curzon Building, Cardigan Street, City Centre Campus, Birmingham B4 7BD, United Kingdom (or email at blssdoctoralresearchcollege@bcu.ac.uk).

Appendix V Participant Information Sheet

Research Title:

Multicultural Embeddedness: Chinese Experience of Entrepreneurial ‘Breakout’ in A Superdiverse And Transnational City of Birmingham

Name of Researcher: Xiping Shinnie

Name of Research Participant: _____

The purpose of this Participant Information Sheet is to inform you about the project so that you can decide whether you want to take part.

1. Research Summary

This current study focuses on the real-life entrepreneurial experiences of Chinese ethnic minority groups to examine the role of ethnic culture within the emerging breakout journeys of migrant entrepreneurs.

2. Research Objectives

The overall objective of the current research is to develop a theoretical framework and to help government agencies to produce effective policies specifically supporting minority businesses to integrate into mainstream economy.

3. An Invitation to Participate

You have been invited to take part in this research study. Before you decide, it is important that you understand why the research is being done and what it would involve for you. Please take time to read the following information carefully and discuss it with friends and relatives if you wish to. If there is anything that is not clear, or if you would like more information, please ask me. Please take time to decide whether you wish to take part or not.

4. An Explanation of Reasons to Invite the Participant

You have been invited to take part in this current research because through recommendations from major business associations and research institutions including Greater Birmingham Chamber of Commerce and Birmingham City Business School as well as other leading organisations, who consider you as leading Chinese entrepreneurs successfully breaking into mainstream markets in Birmingham.

Meanwhile to be eligible to take part in the study, you must meet the following criteria: Firstly, the selected participants are limited to entrepreneurs whose ethnic background is Chinese. Secondly, the selected participants are entrepreneurs with majority ownership of UK Micro-businesses and SME businesses, which have broken even and/or generated profits for at least three years. Lastly, the selected participants are entrepreneurs with micro-businesses or SME businesses mainly based in Birmingham.

5. Participants Involvement

In this study, you will be asked a few questions relating with the industry which you worked in or have experienced working in. The questions would be with regards to

experiences and insights about the issue of breakouts on Chinese entrepreneurs in Birmingham. For details of the question, please see **Semi-structured Interview Guide**.

6. Length of the Interview

On average the interview will take between 30 minutes and 120 minutes.

7. Potential Risks of Participation

Given this current research as an interpretivist qualitative study adopted grounded theory to examine human participants through semi-structured interview, one major potential risk for participants is consent of participant.

To mitigate the risk, firstly the researcher will contact potential research participants with the overall objectives and descriptions of the research as well as the general guidelines of ethical considerations before the start of the research. Secondly, the potential participants will also have a time frame of maximum one month to confirm their participation of the research. Once upon receipt of participation confirmation from the participant, an email will be sent to the participant with notification on the acceptance of confirmation and information on vital details of the approach and procedure of interview. Lastly, at the beginning of this study, a **Participant Information Sheet** and a **Participant Consent Form** will be given to every research participant with detailed information of the purpose of the research, the length and degree of commitment required, their rights to withdraw the research at any time without consequences. There are two copies of the project information and participant consent forms, which are signed by both the participant and the researcher, with them each holds one copy.

8. Participants Lose Capacity

In cases that any participant loses capacity to consent, the participant concerned withdraws from the research with immediate effect. The **Participant Information Sheet** and **Participant Consent Form** will be filed together with the time, location and causes, if any, for the participant to stop participating and/or withdraw his/her data from the research as he/she loses capacity to consent.

9. Location of Interview

Unless there are special reasons, interviews will take place mainly in pre-booked meeting rooms at Birmingham City University. For interviews carried out in pre-booked meeting rooms at Birmingham City University, both the researcher and all the participants will obey all the relevant regulations stipulated by Birmingham City University, including but not limited to Birmingham City University Health and Safety Guidelines and Procedures, Birmingham City University Safeguarding Policy and Birmingham City University Guidelines and Procedures for Good Research Practice. If requested by any participant/s, on rare occasions interviews will be carried out in offices at the participants' own business premises, which are open to the public with security facilities. For interviews carried out in participants' own offices, the researcher must notify the university through email to the supervision team on the details of where the interview will take place including the name and address of the organisation, name/s of the participant/s and the date, time and duration of the interview. In addition, both the

researcher and the participant/s will obey all the relevant regulations provided by both Birmingham City University and the business/es, including but not limited to Birmingham City University Guidelines and Procedures for Good Research Practice, relevant health and safety as well as safeguarding policies. All the interviews will be conducted during office hours between 10.00 and 17.00 on weekdays.

10. Potential Benefits of Participation

All or part of the content of your interview may be used:

- In academic papers, policy papers or news articles;
- On our website and in other media that we may produce such as spoken presentations;
- On other feedback events;
- In an archive of the project as noted above.

It is also noted that no payment of any form has been or will be made to you or any of the participants before, during and after the interview, and the relationship between the researcher and you as a participant are based on trust and integrity.

11. Right to Withdraw and Withhold Information

In line with the regulations outlined by the Birmingham City University, you as a participant of this research project has the right to stop being a part of the research study at any time without explanation. The participant withdrawn from the research is still entitled to the same benefits as an individual who completes the study. The participant is also entitled to withdraw his/her data from the time started to participate in the study until 30/12/2022, where your data will have been analysed and written up. During the study, the participant also has the right to omit or refuse to answer or respond to any question that is asked of you.

12. Your Right to Confidentiality/Anonymity

The study will not involve the collection of any personal information about you as a participant except your name, gender and age. Any personal information given will be unidentifiable to an external party – name, signature and any other identifiable information from you as a participant will be kept separately from the main study data, which will be stored confidentially, using a personalised anonymous code (*or pseudonym*): The participant will be given instructions on how to produce this at the beginning of the study. With regards to data storage, it would be ensured that all data would be stored using passwords on BCU's secured repository and all data used in the study would be anonymised.

13. Confidentiality of Data

To maintain the confidentiality of data, a number of protective measures are designed in accordance with the Data Protection Act 2018 with compliance of GDPR. Firstly, research data is collected through interviews, which are carried out upon confirmation of formal consent. Secondly, all the interviews and transcriptions will be undertaken by the researcher. Thirdly, both the interview recordings and their transcriptions will be stored in an encrypted drive in my laptop, with backup files saved in an encrypted USB disc. Fourthly, participants are entitled to request a final report on the data collection and analysis. Fifthly, names of participants and their businesses will be strictly

controlled with the use of pseudonyms, in order to protect their rights of anonymity. Lastly, data collected will only be used for this current research, which means without prior formal consent from the participant in writing, no data will be passed on to any third party/parties.

14. Funder of Research

This current research is fully funded by Business School of Birmingham City University.

15. Further Guidance

This research has been reviewed and approved by **Faculty of Business, Law and Social Sciences of Birmingham City University Research Ethics Committee**. If you have any further questions or concerns about this study, please contact:

Ms Xiping Shinnie
Birmingham City Business School
Tel: 07585076756
E-mail: Xiping.Shinnie@bcu.ac.uk

Alternatively, you may contact the supervision team, Dr Domboka and/or Dr Carey:
Dr Thomas Domboka
Birmingham City Business School
Tel: +44 (0)121 331 7394
E-mail: thomas.domboka@bcu.ac.uk

Dr Charlotte Carey
Birmingham City Business School
Tel: +44 (0)121 331 7259
E-mail: charlotte.carey@bcu.ac.uk

If you have concerns about this research, or if you are concerned about how it is being conducted, you can contact the **Research Office of Birmingham City University**, Curzon Building, Cardigan Street, City Centre Campus, Birmingham B4 7BD, United Kingdom (or email at BLSSEthics@bcu.ac.uk)

Appendix VI Equal Opportunities Monitoring Form

Research Title:

Multicultural Embeddedness: Chinese Experience of Entrepreneurial ‘Breakout’ in A Superdiverse And Transnational City of Birmingham

Name of Researcher: Xiping Shinnie

General Guidance

Everyone is unique owing to differences in age, gender, ethnic origin, religion, sexual orientation, ability etc. This current research aims to treat these differences positively.

The Equality Act 2010 protects people from discrimination and promotes equality on the basis of a number of ‘protected characteristics’. Therefore, information is asked on your ‘protected characteristics’ in order to help us monitor our performance on equality.

In line with Government policy, and in accordance to the provisions of Data Protection Act 2018 with compliance of GDPR, the information you provide will be held confidentially and can only be used if you give us your consent.

The form will be kept separate from participant information sheet and participant consent form as well as all the data and any document associated with this current research.

Gender:

Male Female Other or Prefer not to say

Age:

66+
56-65
46-55
36-45
26-35
25 & under Other or Prefer not to say

Disability:

The Disability Discrimination Act as incorporated in Equality Act 2010 defines a person as disabled if they have a physical or mental impairment which has substantial and long term (i.e. has lasted or is expected to last at least 12 months) adverse effect on their ability to carry out normal day-to-day activities. Adverse effects may arise from external barriers experienced by people with impairments.

When you answer the question, you should not take into account the effect of any medication or treatments used or adjustments made (for example at work or at home) which reduce the effects of impairments. Instead, you should think about the effect the impairment would have if these were not being used or made.

Taking this into account, do you consider yourself to be a disabled person?

Yes: No: Prefer not to say

Ethnic Origin:

Which group do you identify with? Please tick one box. The options are listed alphabetically.

Asian or Asian British

Chinese

Any Other Asian background (specify if you wish)

Black or Black British

African

Caribbean

Any Other Black background (specify if you wish)

Mixed

Chinese and White

Black African and White

Black Caribbean and White

Any other Mixed Ethnic Background (specify if you wish)

Any Other Background

Any other ethnic background (specify below if you wish)

Prefer not to say

Sexual Orientation - Do you consider yourself to be:

Bisexual

Gay man

Gay woman

Heterosexual

Other (Please state below)

Prefer not to say

Religion and Belief - What is your religion?:

- None
- Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
- Buddhist
- Hindu
- Jewish
- Muslim
- Sikh

Other (Please state below)

Prefer not to say

Sectoral Background - Is your working background?:

- Mixed
- Mostly Civil Service
- Mostly private
- Mostly Third Sector
- Mostly wider public sector

Contact Information

This research has been reviewed and approved by **Faculty of Business, Law and Social Sciences of Birmingham City University Research Ethics Committee**. If you have any further questions or concerns about this study, please contact:

Ms Xiping Shinnie
Birmingham City Business School
Tel: 07585076756
E-mail: Xiping.Shinnie@bcu.ac.uk

Alternatively, you may contact the supervision team, Dr Domboka and/or Dr Carey:

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Dr Charlotte Carey
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E-mail: charlotte.carey@bcu.ac.uk

If you have concerns about this research, or if you are concerned about how it is being conducted, you can contact the **Research Office of Birmingham City University**, Curzon Building, Cardigan Street, City Centre Campus, Birmingham B4 7BD, United Kingdom (or email at BLSSEthics@bcu.ac.uk).

Appendix VII

Sample Interview Guide for Hong Kong Entrepreneur

Research Title:
**Multicultural Embeddedness: Chinese Experience of Entrepreneurial ‘Breakout’ in A
Superdiverse And Transnational City of Birmingham**

Name of Researcher: Xiping Shinnie

1. Introduction

- (1) **‘... there are those rare figures who hit the big time. Wing Yip is one of them...The Frankfurt Christmas market joins the Chinese quarter, the Ladypool Road, Lasan’s and Jyotis, East End Foods, Kuskus Foods and Wing Yip. They all represent the cosmopolitan face of Birmingham....’ (Jon Bloomfield, Our City: Migrants and the Making of Modern Birmingham)**

Both your family and yourself have achieved amazing results for your businesses. However, it seems that you are venturing into businesses that are very different to your very successful family business. As a second- generation Chinese migrant entrepreneur from one of the most influential family of Chinese entrepreneurs, not only in Birmingham but also in the UK, could you tell me your story of **starting a business and achieving business success in Birmingham?**

- (2) How would you describe your **own journey different to your parents’ generation** as a Chinese entrepreneur leading your Chinese business empire breaking into British (Birmingham) mainstream economy?
- (3) To what extend that you think breakout is the **unavoidable way forward** for Chinese entrepreneurs in the UK (Birmingham)?

2. Spatial Clustering (Location)

- (4) **‘So he (Wing Yip) studied the map again and all the main roads seemed to go through Birmingham. So he started looking in Birmingham and then opened up in Digbeth, at 5 St Marin’s Place, just down from the Bull Ring....’ (Jon Bloomfield, Our City: Migrants and the Making of Modern Birmingham)**

Where are most of your businesses based? Often Chinese businesses tend to locate close to China town, why do you choose to locate most of your businesses in their current locations?

- (1) With the urban development of Birmingham, in the future e.g. in the next 5 years, would you consider **relocate your business/es**, e.g. to the business district of HS2 station, in order to further integrate into Birmingham local market? Meanwhile with

the strong growth of Chinese economy, in the future e.g. in the next 5 years, would you consider **retain your business/es** in Birmingham China business district?

- (2) No matter you choose to relocate or retain your business/es, **to strike a balance between the local business resources from Birmingham and transnational business resources from China**, in terms of business location you will mainly consider the local resources to locate your businesses within **the local industrial clustering spaces** e.g. the HS2 station business district or will mainly focus on the transnational resources from China to locate your businesses within **Chinese business district** e.g. Birmingham China town business district?

3. Transnational Capital (Financial Capital, Human Capital/Resource and Social Capital/Connection from China)

- (1) With the strong and steady growth of Chinese economy, transnational capitals from China has become one of the most wanted business resources for British businesses. A lot of local British enterprises tried to establish business links in China whereas many Chinese businesses in the UK in particular Chinese SMEs lost the opportunity to build up business links in China due to lack of information.

When you first started business, to what extent and in what way that the financial capital, human capital/resources and social capital/connects from your home country and region functions in the **finance, operation and marketing** of your business?

In the future e.g. in the next five years, to what extent and in what way that the financial capital, human capital/resources and social capital/connects from your home country and region functions in the **finance, operation and marketing** of your business?

- (2) Catering industry is the leading industry for Chinese entrepreneurs in the UK in particular and in the world in general. Your family has established the leading Chinese catering business empire in the UK with its flagship business located in Birmingham. However, you seem to go on a different entrepreneurial journey. It is also noted that many Birmingham based Chinese entrepreneurs in catering industry expressed their deep concerns on the gradual loss of Chinese catering industry, the ‘prosperous treasure land’ of Chinese businesses, due to lack of skilled labor and the negative attitude towards traditional catering industry.

Looking to the future, do you feel optimistic towards the future development of Chinese catering industry in the UK? How would Chinese entrepreneurs in the catering industry be able to utilize both **the local resources from Birmingham and the transnational financial, human and social capitals from China** to overcome the potential problems?

- (3) In order to further integrate into Birmingham local market, what strategies do you plan to take to **facilitate the diversification of your business portfolio**? How would you creatively **interpret and develop your identity as a Chinese entrepreneur in the future**?

4. Chinese Culture and Opportunity Recognition

- (1) To what extent, **your identity as a Chinese entrepreneur, you past education and work experience** as well as **the culture from your home country and region** facilitate you to recognize the business opportunity and to successfully integrate into the multicultural business context in Birmingham?

- (2) To what extent **Chinese culture in particular traditional Chinese culture** e.g. Confucianism, Taoism, Legalist, Mohist, Buddhism and Taoist Religion etc.

intersects with **your identity as a Chinese entrepreneur, your education and work experience as well as the culture from your home country and region** that facilitate you to recognize the business opportunity and to successfully integrate into the multicultural business context in Birmingham?

- (3) As a Chinese, what are your experiences of **conflicts** and **integration** between your Chinese culture and the multicultural context of Birmingham? E.g. **The shortage of skilled labor** as well as **the issue of family business succession** in Chinese catering industry. When Chinese entrepreneurs entering new industries, the problems of **losing the Chineseness of their entrepreneurial identity** as well as **the integration with the local prioritized industries** including automotive industry, professional service industry, creative industry and health care industry.

5. Multiculturalism: Dynamism between Opportunity Structure and Opportunity Recognition

- (1) As stated above, the multicultural business context of Birmingham and the transnational capitals from China form a unique business structure for Chinese entrepreneurs, as the leading Chinese entrepreneur successfully breaking into mainstream economy, you have made great contributions to the development of Birmingham from the perspectives of economic development (e.g. creation of employment opportunities to Birmingham local economy), social integration (e.g. work as a councillor) and cultural creation (e.g. Integrating Chinese culture with multicultural context of Birmingham within your businesses, creatively comprehend and interpret Chinese culture within the multiculturalism of Birmingham.)

Would you like to share with us your positive contributions to the development of Birmingham **from the perspectives of economic development, social integration and cultural creation**?

- (2) On the basis of Chinese culture, you have led your businesses to recognise the business opportunity and turn the business opportunity into business reality. During this process, you have also transformed the opportunity structure in Birmingham. You have mentioned before, (e.g. Taoism) has profound impact to you. Therefore, how have you **creatively adopted (e.g. Taoism) to facilitate the integration of your business into mainstream economy?**

How have you creatively adopted (e.g. Taoism) to transform the opportunity structure in Birmingham so that more resources and opportunities are created to both Chinese community as well as the local economy of Birmingham as a whole? Would you like to share with us your transformational impact to the development of Birmingham **from the perspectives of economic development, social integration and cultural creation**?

6. Conclusion

- (1) How would you **define breakout as Chinese entrepreneurs breaking out of ethnic market into UK (Birmingham) mainstream economy?**
- (2) As leading Chinese entrepreneurs successfully breaking into multicultural mainstream business market in Birmingham, what are **the most meaningful experience** that you would like to share with the wider society? Would you like to talk about your outstanding business achievements **from the perspectives of economic development, social integration and cultural creation**?

-
- (3) How do you view the **positive role** that **Chinese culture** plays during the process that you successfully breaking into the mainstream economy?
 - (4) Looking to the future, **Chinese entrepreneurs as positive entities carrying Chinese culture in the multicultural business context of Birmingham**, what are the future roles of Chinese entrepreneurs? What are your **future expectations of identities as Chinese entrepreneurs** with businesses in mainstream industries?
 - (5) In order to facilitate the integration of Chinese entrepreneurs into mainstream business economy as well as to enable British mainstream society to fully recognize the positive contributions that Chinese businesses made to British society without any bias, what are the **supportive policies** that **British government particularly Birmingham City Council** shall produce and implement?
 - (6) Are there anything else that you would like to comment on?

My heartfelt thanks for your kind and insightful support!

Appendix VII

Sample Interview Guide for Mainland Chinese Entrepreneur

多元文化混杂理论：基于伯明翰作为超级多样化全球性城市的
华人跨国移民企业家的对比研究以建立起融入主流社会的动态概念

研究者姓名：狄曦萍

访谈概要

7. 简介

- (5) 您取得了令人瞩目的成绩，您能跟我分享一下在伯明翰的**创业故事**吗？
- (6) 您如何评价自己作为华人企业家带领自己的企业**成功融入**英国（伯明翰）主流社会的**经历**？
- (7) 您觉得在多大程度上华人移民企业家融入英国（伯明翰）多元文化主流商业环境是**不可避免的未来发展趋势**呢？

8. 空间集群（地理位置）

- (3) 您为什么选择将自己的企业坐落在这里呢？
- (4) 随着伯明翰城市的发展，在未来例如：未来 5 年，您会不会因为考虑更大程度融入伯明翰本地市场而把企业**搬迁**到其它位置，例如新建高铁的入口处呢？随着中国经济的不断深化发展，在未来例如未来 5 年，您会不会为了更好的利用来自中国的资源而仍旧将企业**保留**在中国城商圈呢？
- (5) 无论是否搬迁企业，**兼顾伯明翰本地与来自中国的资源**，在考虑企业的地理位置时您会主要考虑伯明翰本地的区划发展而让企业处于**本地产业集群链**例如：高铁入口处商圈，还是更多考虑来自中国的资源而让企业处于**华人社区商圈**例如：中国城商圈呢？

9. 跨国资本（来自中国的资金资本、人力资本/资源与社会资本/关系）

- (4) 随着中国国内经济的蓬勃发展，来自中国的跨国资本成为了英国各类企业所竞相争取的宝贵资源。在众多英国本地企业纷纷与中国企业建立商业联系的同时，很多华人企业尤其是华人中小企业却因为缺乏信息渠道而失去了获得来自中国跨国资本支持的宝贵机会。
在您**创业之初**来自中国的资金资本、人力资源以及社会关系对于您企业的**融资、运营和市场**起到了什么样的作用呢？
您认为在**未来**例如：未来 5 年，来自中国的资金资本、人力资源以及社会关系将会对您企业的**融资、运营和市场**起到什么样的作用呢？
- (5) 展望未来，您对于华人企业在英国的发展持乐观态度吗？华人企业将如何利用**伯明翰本地与来自中国的资金、人力与市场资源**来规避目前英国华人企业的潜在问题呢？

- (6) 为了进一步融入伯明翰本地市场您会在**企业的创新层面**上实施哪些战略举措呢？
与此同时，在实现**企业产业的多样化转型**过程中您又会采取哪些举措呢？
无论华人企业的创新举措还是产业的多样化转型都与**中华文化和华商身份**息息相关，您将如何创意解读和发展自己的华商身份呢？

10. 中华文化与商机识别

- (4) 在多大程度上您作为**华人企业家的族裔身份**、您以往的**教育经历与工作经历**、以及您的**祖籍文化**帮助您认识到商机并成功融入伯明翰多元文化主流商业环境呢？
- (5) **中华文化尤其是中华传统文化**例如：儒家、道家、法家、墨家、周易、佛教、道教等在多大程度上与以上**族裔身份、教育工作经历与祖籍文化**中哪些因素相互产生作用让您认识到商机，成功融入伯明翰多元文化主流商业环境呢？
- (6) 您觉得您自己作为**华人企业家**以及您的企业作为**传承中华文化的企业载体**在伯明翰市多元文化的商业环境中产生了哪些**碰撞与融合**呢？
展望未来，这些**碰撞与融合在华人企业的创新以及产业多样化转型**两方面将会产生怎样的影响呢？例如：在华人餐饮业面临**技术型人才严重短缺与家族产业传承**的棘手问题。在进入新产业的过程中，又面临**华商身份消失与同伯明翰本地**包括汽车制造、专业咨询服务业、创意产业与医疗产业**四大核心产业接轨**的严峻问题。

11. 多元文化混杂性：商机结构与商机识别的互动关系

- (3) 您可以从**经济、社会与文化**三个层面介绍企业为伯明翰城市发展所做出的**积极贡献**吗？
- (4) 您带领着自己的企业以中华文化为基础，在识别商机的基础上又通过创业实干对伯明翰本地的商机结构产生了积极的影响。
前面您提到过您受到（例如：道家思想）的影响最大，您觉得在融入主流社会的过程中您是如何**创造性地运用**（道家思想）的？
您又是如何运用（道家思想）通过创业实干来转变伯明翰市创造商机的社会经济结构的，在伯明翰为**伯明翰华人社区与整个伯明翰的发展**创造更多资源与机会呢？您可以也从**经济、社会与文化**三个层面来谈一谈您的企业对**伯明翰本地经济结构**所产生的深远影响吗？

12. 总结

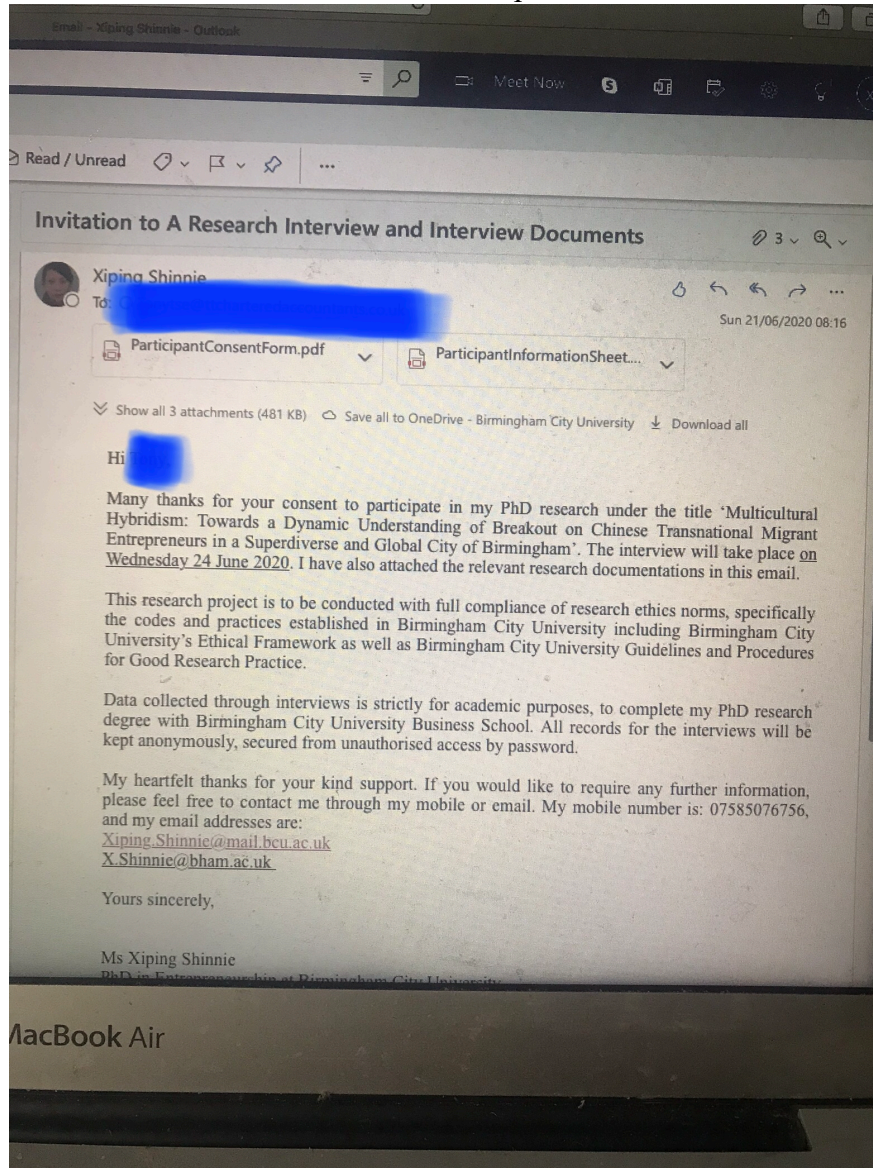
- (7) 您能就**华人企业家融入英国（伯明翰）多元文化主流商业环境**做出一个界定吗？
- (8) 您觉得作为成功融入伯明翰多元文化商业环境的优秀企业家**最值得分享的有益经验**是什么呢？您的企业作为伯明翰华商的领军企业在**经济、社会和文化**各方面为伯明翰多元文化商业环境做出了哪些**突出的贡献**呢？
- (9) 您觉得自己作为华人企业家在成功融入主流社会的过程中，**中华文化**起到了哪些具有**创新意义的积极作用**呢？
- (10) 展望未来，您认为**华人企业家作为中华文化在伯明翰多元文化商业环境的积极载体**会起到什么样的作用呢？您对于以餐饮为主涵盖地产、教育等行业的**华人企业家身份**具有什么样的**期望**呢？

-
- (11) 为促成华人企业更好地融入主流商业环境，也为了让英国主流社会更全面公正地认识华商为英国社会做出的积极贡献，英国政府尤其是伯明翰市政府应该制定和落实哪些支持性的政策呢？
- (12) 您还有任何其它需要补充的地方吗？

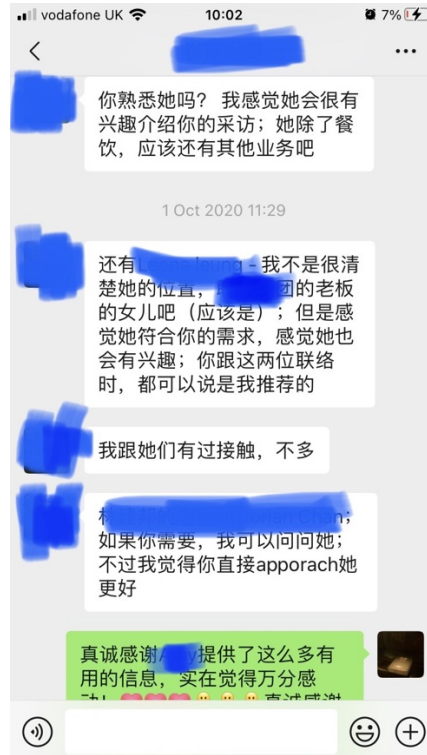
真诚感谢您！

Appendix VIII Screenshots of Invitation to Entrepreneur & Advice Taken to Select Entrepreneurs as Participants

Invitation to Entrepreneur



Advice Taken to Select Entrepreneurs as Participants



Appendix IX

Relevant Previous Publication & Selected Conference Papers

Book Chapter

Multicultural Hybridism as a Dynamic Framework to Reconceptualise Breakout in a Superdiverse and Transnational Context

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Ms Xiping Shinnie is a PhD researcher from Birmingham City University Business School. Her PhD research focuses on the breakout of Chinese migrant entrepreneurs in Birmingham. Xiping is a Committee Member of the Entrepreneurship in Minority Groups Special Interest Group (SIG), Institute of Small Business and Entrepreneurship (ISBE).

Dr Tom Domboka is an Associate Professor at Birmingham City University where he also teaches entrepreneurship and innovation to post graduate students as well as supervising several PhD students. He has particular research interests in ethnic and minority entrepreneurship that broadly encompasses Black, Asian Minority Ethnic (BAME) groups including migrants and refugees. He also has research interests in gender and entrepreneurship. Tom is a member of the Institute of Small Business Entrepreneurship (ISBE) where he currently chairs the entrepreneurship in minority group's conference track and is a founder member of a Special Interest Group (SIG) on entrepreneurship in minority groups that is affiliated to the conference track he chairs. Besides his entrepreneurship research background, Tom comes from a practitioner background, having been an entrepreneur himself and a management consultant. He has been involved with a few start-ups and has worked in senior management roles in various organisations in the UK and abroad.

With a creative background, Dr Charlotte Carey has worked as a Researcher and now Senior Lecturer within the Department of Strategy, Applied Management and Marketing at Birmingham City University Business School, focusing on entrepreneurship within the creative industries and entrepreneurship education. Charlotte leads the Entrepreneurship Research Cluster at Birmingham City University Business School. She also Co-chairs the Creative Industries track, Institute of Small Business and Entrepreneurship (ISBE).

ABSTRACT:

The conceptual framework of ‘Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014)’ is proposed to reflect the emerging themes of transnationalism and super-diversity in the context of ethnic minority migrant entrepreneurs breaking out of their ethnic enclave into mainstream economy, as an extension of Mixed Embeddedness theory, given that ‘Multicultural Hybrid (Arrighetti, Bolzani and Lasagni, 2014)’ firms display a stronger resilience with a higher survival rate (Kloosterman et al., 2016). Constructed on the basis of Mixed Embeddedness theory with integration of both firm level Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014) and incremental diversification typology (Lassalle and Scott, 2018), it is intended, at individual level of entrepreneur, to construe a dynamic understanding towards the multifaceted concept of breakout in a superdiverse and transnational context, through multi-layered interpretations on experiences of Chinese migrant entrepreneurs breaking out of their ethnic niche market into mainstream economy within the city context of Birmingham. It is attempted to develop a deeper comprehension towards the diversity of hybridism between the transnational ethnic and the mainstream markets within and between ethnic groups. It goes beyond the narrow imagination of breakout as an economic assimilation process, avoiding the singular conceptualisation of host country mainstream market as the only breakout destination for ethnic entrepreneurs.

KEYWORDS:

1. Multicultural Hybridism
2. Super-diversity
3. Transnationalism
4. Mixed Embeddedness
5. Breakout
6. Ethnic Culture

1. Introduction

A new wave of migrant entrepreneurs from dozens of locations across the globe has brought ‘super-diversity (Vertovec, 2007)’ into the theme of entrepreneurship research. Particular attention has drawn to the emerging scene of transnational migrant entrepreneurs as a driving force to not only increase employment opportunities but also resolve social tensions in cities across Europe (Baycan-Levent and Nijkamp, 2009). The superdiverse transnational migrant entrepreneurs have demonstrated strong historical continuity within the mixed embedded mainstream business environment (Ram and Jones, 2008; Jones et al., 2012). In a mixed embedded context, there is an emerging trend of ethnic minority migrant entrepreneurs breaking out of their co-ethnic markets gaining access to mainstream industries. From the four-phase breakout strategies identified by Waldinger et al. (1990) to market and product oriented diversification typology of ethnic minority entrepreneurs discovered by Lassalle and Scott (2018), the concept of breakout has evolved from an economic assimilation with ethnic migrant businesses gradually losing their ethnic identity (Waldinger et al., 1990) to an incremental diversification growth process to broaden market base through product and service offerings (Lassalle and Scott, 2015; Lassalle and Scott 2018). Recently the concept of ‘Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014)’ is emerged, focusing on hybridism between ethnic culture and multicultural context as entrepreneurial innovation developed by ethnic minority entrepreneurs in a superdiverse and transnational context.

Meanwhile Birmingham, as the second largest metropole in the UK, is a ‘global (Sassen, 1988)’ city with a significant and diverse ethnic economy (McEwan, Pollard, and Henry, 2005), which entails rich experiences of culture, migration and entrepreneurship (Henry, McEwan and Pollard, 2002). It is also an ideal locality to conduct a structured investigation into the characteristics of ethnic culture within the emerging breakout journeys of ethnic minority migrant businesses. In line with the national statistics in England, between 2001 and 2011, it has shown a sharp increase of the number of Chinese migrants arriving to Birmingham, which has almost doubled from 5,106 in 2001 to 12,712 in 2011 (ONS, 2001; 2011). The Chinese population is one of the fastest growing populations in Birmingham (ONS, 2001; 2011). It is further estimated that in 2021 the Chinese population will experience a further increase to 13,450 (Simpson, 2007). In addition, previous studies have shown that although migrant entrepreneurs from Chinese communities are considered to be particularly entrepreneurial, in the UK Chinese migrant entrepreneurs are under researched (Barrett, Jones and McEvoy, 1996; Chan, 1997; Ram and Jones, 2008; Wu and Liu, 2014). Therefore, this current study focuses on the lived through experiences of Chinese migrant entrepreneurs in Birmingham from a multicultural hybridism perspective, to reconceptualise the dynamic concept of breakout.

Therefore, this chapter aims at to construe a dynamic understanding towards the multifaceted concept of breakout in a superdiverse and transnational context, through multi-layered grounding on the conceptual framework of Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014). Multicultural Hybridism, as an extension of Mixed Embeddedness theory, is constructed on experiences of Chinese migrant entrepreneurs breaking out of their ethnic niche market into mainstream economy within the city context of Birmingham. Its structure is shown as follows. Section 1 introduces the research background. Section 2 discusses the construction on conceptual framework of Multicultural Hybridism. Section 3 presents research design. Section 4 reconceptualises breakout through data analysis to ground the conceptual framework of Multicultural Hybridism. Section 5 draws conclusions of this current research.

2. Multicultural Hybridism as a Dynamic Conceptual Framework of Breakout

2.1 A Dynamic Concept of Multicultural Hybridism

Inspired by the seminal research on ethnic enclave economy (Wilson and Portes, 1980), the concept of breakout is constructed on the basis that ethnic minority migrant businesses are developed through divergent trajectories of ethnic change rather than a unified assimilation process to exit from the ethnic enclave and enter into the mainstream market (Aldrich and Waldinger 1990; Waldinger, 1993). In Britain, breakout as a diversification process has been categorised as horizontal breakout and vertical breakout (Ward, 1985; Ward 1986), with further studies focusing on feasibilities, barriers, strategies, and implications of breakout as well as trajectories of new migrant enterprises from a Mixed Embeddedness perspective (Ram and Hillin 1994; Ram et al., 2003; Jones et al., 2014). Within the Mixed Embeddedness framework, breakout is mainly comprehended as a transformation process of migrant entrepreneurs moving from low profit stagnant vacancy-chain openings with ground-level requirements on skills and low threshold of human capital to high growth post-industrial market requiring high educational qualifications and high threshold of human capital (Kloosterman, 2010; Kloosterman, Rusinovic and Yeboah 2016). However, it is argued that Mixed Embeddedness approach lacks historical cultural consideration with a narrow focus on the lower end of the market (Peters, 2002), viewing migrant entrepreneurship in a static social-cultural context rather than a dynamic transnational multicultural environment (Barberis and Solano 2018; Wahlbeck, 2018).

A growing number of researchers have engaged in the developing discussions on super-diversity and transnationalism in examination of breakout process (Sepulveda, Syrett and Lyon, 2011; Jones et al., 2012; Ram et al., 2013; Portes and Yiu, 2013; Jones et al., 2014; Kloosterman et al., 2016; Rodgers and Williams, 2019; Vershinina and Rodgers, 2019; Yamamura and Lassalle, 2020). In particular, there is a trend to integrate super-diversity and transnationalism into Mixed Embeddedness theory with a focus on reconceptualisation of opportunity structure (Kloosterman and Rath, 2001; Kloosterman and Rath, 2006; Kloosterman 2010; Kloosterman, Rusinovic and Yeboah, 2016; Lassalle and McElwee, 2016; Barberis and Solano, 2018; Kloosterman and Rath, 2018). Notably, opportunity structure has been studied through opportunity recognition as a decision-making process (Lassalle and McElwee, 2016; Lassalle, 2018), stressing diversity within and between ethnic groups in a transnational context due to divergent transformation of ethnicities in space and time (Koning and Verver, 2013; Storti, 2014; Barrett and Vershinna, 2017). Meanwhile, an increasing number of studies have foregrounded a cultural perspective with an attempt to comprehend the dynamism of breakout in a superdiverse and transnational context (Arrighetti, Bolzani and Lasagni, 2014; Allen and Busse, 2016; Gonzalez and Campbell, 2018; Wang and Warn, 2019). Particularly, Multicultural Hybridism as a firm-level dimension of diversity has been examined both from a breakout resource to solution perspective (Arrighetti, Bolzani and Lasagni, 2014) and through a typology of breakout strategies (Gonzalez and Campbell, 2018).

To reflect the emerging themes of breakout, a conceptual framework of ‘Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014)’ is proposed as an extension of Mixed Embeddedness theory, given that ‘Multicultural Hybrid (Arrighetti, Bolzani and Lasagni, 2014)’ firms display a stronger resilience with a higher survival rate (Kloosterman, Rusinovic and Yeboah 2016). Through interviews of 130 migrant entrepreneurs in Italy, they concluded that Multicultural Hybrid firms are increasingly entering mainstream markets and changing both internal firm structure and external network in our multicultural societies (Arrighetti, Bolzani and Lasagni, 2014). Constructed on the basis of Mixed Embeddedness theory with integration of both firm level Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014) and incremental diversification typology (Lassalle and Scott, 2015; Lassalle and Scott, 2018), the conceptual framework of Multicultural Hybridism refers to the

unsettled duality and hybridity of entrepreneurs during their breakout journeys, drawing attention at individual level to the entrepreneur, to construe a dynamic understanding towards the multifaceted concept of breakout in a superdiverse and transnational context. It is intended to develop a deeper understanding towards the diversity of hybridism between the transnational ethnic and the mainstream markets within and between ethnic groups. It goes beyond the narrow imagination of breakout as an economic assimilation process, avoiding the singular conceptualisation of host country mainstream market as the only breakout destination for ethnic entrepreneurs.

2.2 A Typology of Transnational Migrant Entrepreneurs

The conceptual framework of Multicultural Hybridism consists of two facets. The first facet includes a typology of transnational migrant entrepreneurs as shown in Figure 1, which is developed on the basis of typology of markets according to accessibility and growth potential (Kloosterman, 2006) and typology of ethnic minority entrepreneurs from a market and product perspective (Lassalle and Scott, 2018) with integration of transnationalism (Vertovec, 1999; Waldinger and Fitzgerald, 2004; Vertovec, 2009; Wahlbeck, 2018).

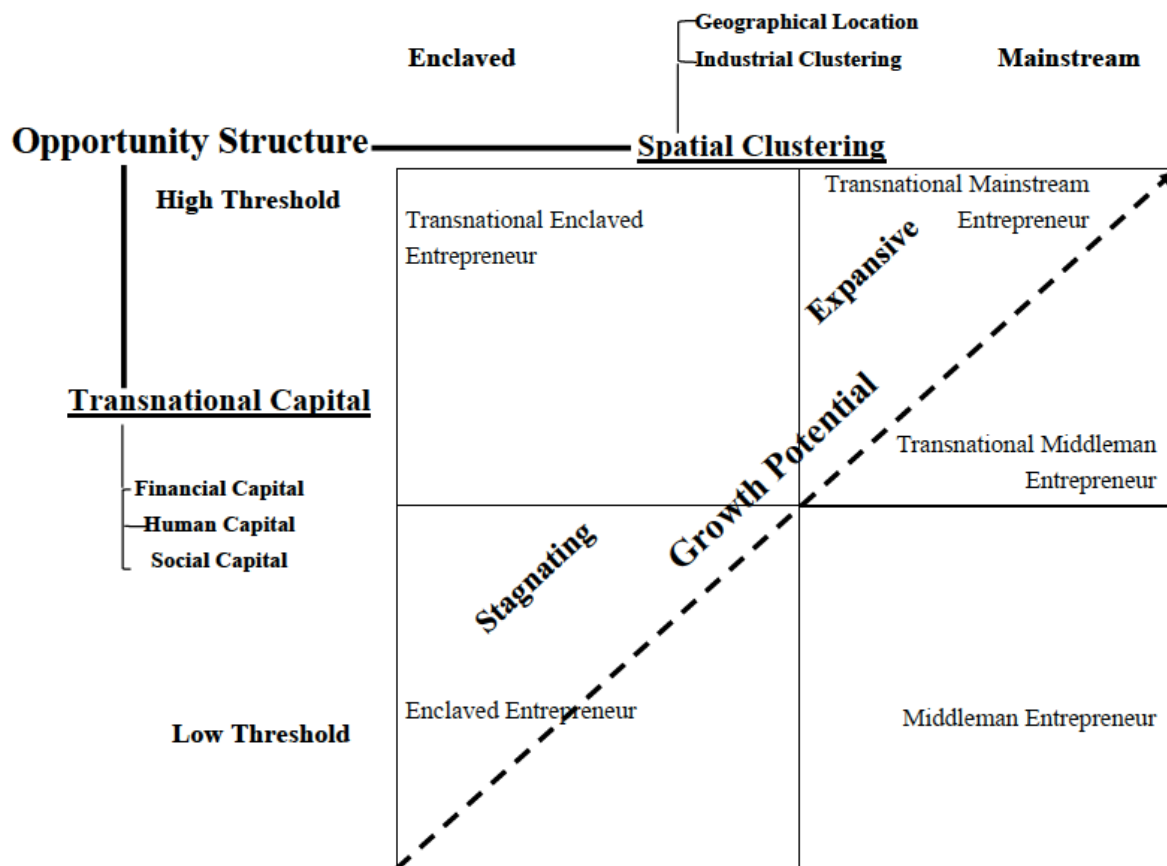


Figure 1. Opportunity Structure: A Typology of Transnational Migrant Entrepreneurs adapted from Kloosterman (2006) and Lassalle and Scott (2015)

Transnationalism as multi-stranded social ties and interactions linking people and institutions across the borders of nation-states is both a hybrid blending process of cultural reproduction and an avenue of capital in the global economy, with migrant entrepreneurs producing significant impact to both their societies of origin and settlement as well as beyond (Basch, Schiller and Blanc, 1994; Vertovec, 1999). Given that migrant entrepreneurs are increasingly embedded in transnational ‘globalised networks (Chen and Tan, 2015)’, a growing number of researchers have attempted to combine Mixed Embeddedness with Transnationalism (Solano, 2016; Bagwell, 2018; Wahlbeck, 2018). A transnational approach of Mixed Embeddedness comprehends transnational entrepreneurship as

dynamic and multifocal agent (Solano, 2016; Bagwell, 2018), with analysis on the levels of transnationalism together with local, regional and national levels of embeddedness rather than a separate study of transnationalism in isolation (Wahlbeck, 2018). Therefore, designed on the basis of typology of markets according to accessibility and growth in Mixed Embeddedness theory (Kloosterman, 2006), transnational migrant entrepreneurs' typology includes three dimensions: Growth Potential, Transnational Capital and Spatial Clustering, with an intention to analyse Opportunity Structure in a transnational context.

The first dimension is Growth Potential, which relates the resources of migrant entrepreneur to opportunity structure. Kloosterman (2006) argues that 'Vacancy-chain openings' require a lower threshold of human capital with low growth potential, whereas Post-industrial markets involve high threshold of human capital with high growth potential. The same principle applies to the five transnational entrepreneurs with Enclaved Entrepreneur possess the lowest growth potential while Transnational Mainstream Entrepreneurs carry the highest growth potential.

Transnational Capital as the second dimension is incorporated to reflect the significance of transnational resources in a breakout context. Given that in an overarching interactionist transnational social network, entrepreneurial strategic resources include human capital, social capital and financial capital (Kloosterman and Rath, 2018), transnational capital is analysed in forms of transnational human capital, transnational social capital and transnational financial capital.

Spatial Clustering is the third dimension, since spatial dimension of the Opportunity Structure has played a significant role in the development of migrant entrepreneurship in general (Wilson and Portes, 1980; Webner, 1990; Waldinger 1993; Light and Rosenstein, 1995; Greve and Salaff, 2005; Zhang et al., 2016) and Mixed Embeddedness theory in particular (Kloosterman et al., 1999; Kloosterman and Lambregts, 2001; Kloosterman and Rath, 2001; Wang, 2013). The notion of Spatial Clustering is of particular significance in a transnational context since a substantial number of migrant entrepreneurs have become transnational with the capacity to maintain transnational space over long period of time even through generations (Valenzuela-Garcia et al., 2018). The construction of Spatial Clustering focuses on the dynamism between the geographical location as the meeting point of local as well as transnational spatial element and the industrial clustering representing the local industrial space.

The preceding three dimensions of transnational migrant entrepreneurs' typology constitute the Opportunity Structure in a transnational breakout context. According to the typology of ethnic minority entrepreneurs from a market and product perspective (Lassalle and Scott, 2015; Lassalle and Scott, 2018), there are four types of entrepreneurs, namely Enclave-Market Entrepreneur, Niche-Market Entrepreneur, Middleman Entrepreneur and Mainstream Market Entrepreneur. Given the significance of transnationalism in breakout, the typology of transnational migrant entrepreneurs includes three additional types of entrepreneurs, which are transnational enclaved entrepreneurs, transnational middleman entrepreneurs and transnational mainstream entrepreneurs.

2.3 A Superdiverse Breakout Process

The second facet of Multicultural Hybridism includes a framework of superdiverse breakout process, as shown in Figure 2, which is constructed on the basis of diversification process (Lassalle and Scott, 2018) and Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014) with incorporation on the concept of super-diversity (Vertovec, 2007; Sepulveda, Syrett and Lyon, 2011; Jones et al., 2015; Kloosterman, Rusinovic and Yeboah, 2016; Barberis and Solano, 2018; Zubair and Brzozowski, 2018; Yamamura and Lassalle, 2020).

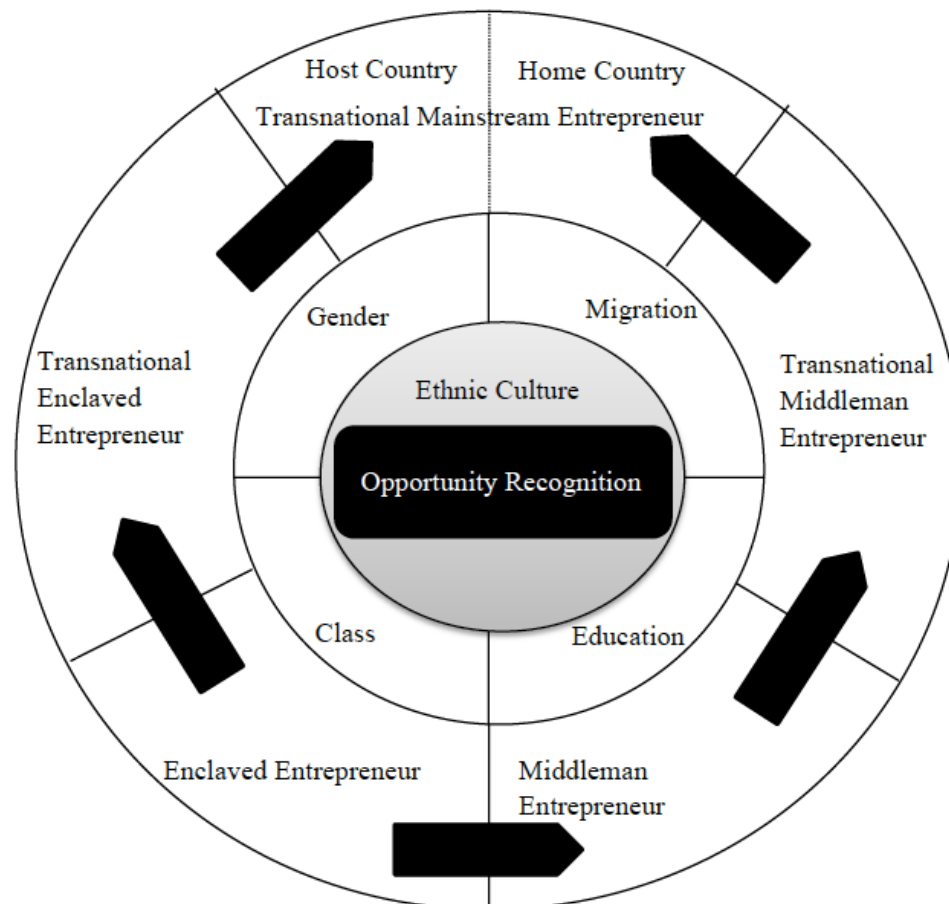


Figure 2. Opportunity Recognition: A Superdiverse Breakout Process
 adapted from Lassalle and Scott (2015) and Arrighetti, Bolzani and Lasagni (2014)

Super-diversity signifies a new era of migration and multicultural diversity in Britain, with unprecedented level of complexity on demographic diversity and social pattern (Vertovec, 2007). In the UK previous studies have shown that the super-diversity of new migrants has not been translated into greater diversity of migrant enterprises, failing to see migrant entrepreneurs in a better position in British society (Jones et al., 2012; Jones et al., 2015). Similarly, in the Netherlands the improvements of entrepreneurial resources for new migrants and the developments in urban economies have not brought significant changes to opportunity structure, with a substantial number of highly educated migrant entrepreneurs remaining in the lower end vacancy-chain openings (Kloosterman, Rusinovic and Yeboah, 2016). Super-diversity draws attention to internal differences of ethnic entrepreneurial resources within ethnic groups, in which the dynamism between super-diversity of migration and changes in opportunity structure brings new meaning to the mix of Mixed Embeddedness theory (Barberis and Solano, 2018; Yamamura and Lassalle, 2020). Migrant entrepreneurs create business opportunities through recognitions of the contextualised opportunity structure (Yamamura and Lassalle, 2020). Therefore, the Superdiverse Breakout Process positions Opportunity Recognition in a central location, with an intention to enhance understandings towards the dynamism between opportunity structure and opportunity recognition (Lassalle, 2018). The interplay between opportunity structure and opportunity recognition reveals the decision-making process of the entrepreneur. Here the migrant entrepreneurs utilise an unconventional hybrid approach beyond their traditional ethnic community, recognising business opportunity and entrepreneurial resources within the multicultural institutional and economical context (Zubair and Brzozowski, 2018). This is in line with the concept of Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014).

In addition, this is combined with factors of diversification within and between ethnic groups (Barrett and Vershinina, 2017) as well as typology of ethnic minority entrepreneurs from a market and product perspective (Lassalle and Scott, 2018). The Superdiverse Breakout Process incorporates factors of diversification including gender, class, education and migration interacting with ethnic culture to analyse the interaction between Opportunity Recognition capabilities of ethnic minority migrant entrepreneur and Opportunity Structure of institutional and economical context. The interrelationship of Opportunity Recognition and Opportunity Structure serves as the basis to reconceptualise breakout as a superdiverse multicultural hybrid transformation process of ethnic minority migrant entrepreneurship in a mixed embedded transnational context. The typology includes a multidimensional breakout path to show the intended future entrepreneurial space for migrant entrepreneurs, in particular with an introduction of home country mainstream market parallel to the host country mainstream market, avoiding the singular conceptualisation of host country mainstream market as the only breakout destination for ethnic entrepreneurs.

3. Research Methodology

3.1 Research Context

Given that entrepreneurship is a contextualised event and entrepreneurship research takes place in specific context (Welter, 2011), it is essential to study the research context, with a focus on the development of the migration history and entrepreneurial transformation of Chinese community within the city context of Birmingham. Since Birmingham is not a coastal city, large-scale Chinese migrations in Birmingham are relative recent with majority of Birmingham's Chinese population as a result of mainly post-war migration (Parker, 1995). With continued growth of migrants from Mainland China as students, skilled workers and investor entrepreneurs, the Chinese Quarter has served as a central meeting point for the city's Chinese community on the basis of long-established Chinese supermarkets and restaurants as well as a growing number of Chinese community organizations and professional service firms, with overseas Chinese capital investment and the expansion of transnational linkage for Birmingham (McEwan, Pollard, and Henry, 2005). Chinese migrant communities in Birmingham manifest the complexity of super-diversity, which not only encompasses the social economic factors motivate Chinese migrants to settle down in Birmingham but also entails the dynamisms between historical spatial development of Birmingham's Chinese Quarter and the evolution of diaspora culture of Chinese community in Birmingham (Henry, McEwan and Pollard, 2002). The breakouts of Chinese entrepreneurs are deeply embedded within the superdiverse and transnational city context of Birmingham, without representative scholarship or formal government support.

3.2 Research Design

Given the interpretivist qualitative nature of this current research, grounded theory was adopted to investigate the breakout experiences of Chinese migrant entrepreneurs in Birmingham (Starks and Trinidad, 2007). The feature of grounded theory on construction of concepts and theories provides great confidence to researchers, since theories are directly grounded from data (Urquhart and Fernández 2006). There are two different schools of grounded theory with one advocated by Glaser and the other supported by Strauss and Corbin (Strauss and Corbin, 1990; Glaser, 1998). Straussian approach was adopted in this current research, given that this study focuses on construction of theory, to widen rather than to narrow the approaches used for theory grounding, not only induction but also deduction and verification are chosen to generate theory, which makes the theory more robust and inclusive.

According to Morse, sample size in qualitative research depends on five elements, namely the scope of the study, the nature of the topic, the quality of the data, the study design, and the use of shadowed data (Morse, 2001). Given that the aim of the current research is to identify trends on a number of

leading entrepreneurs within the Chinese migrant business community, a group size of 16 is reasonable in consideration of the principle of saturation (Mason, 2010). Two criteria are used to select the participants of the interviews are shown as follows. Firstly, the selected participants are limited to first-generation Mainland Chinese entrepreneurs, which means Chinese entrepreneurs from Hong Kong are not included in the sampling due to differences in social, cultural and migration background. Secondly, the selected participants are entrepreneurs with majority ownership of UK Micro-businesses and SME businesses. It is noted that this current study adopts the EU standard, EU recommendation 2003/36113, to measure Micro-businesses and SMEs.

Given the current study is intended to enhance the Mixed Embedded theory through data analyses on the basis of grounded theory, semi-structured interview was used, which was designed with the researcher functioning as a listener to ask open-ended questions about the entrepreneur according to a partially developed script, encouraging them to elaborate the stories sharing their memories, experiences and expectations. The time limit of the interview was set between 45 minutes and 90 minutes. All the interviews were conducted in 2020, which were recorded through digital voice recorder, providing the exact words to ground the theory during the data analyses process. The tapes were transcribed by the researcher to not only ensure the accurate transcriptions of the recordings but also provide valuable experience for the researcher to enhance understandings towards the interviews. It is noted that in view of the researcher's identity as a student migrant from China provides the status as an 'insider (Narayan, 1993)', all 16 interviews were conducted in Chinese with transcriptions in English translated by the researcher. In this research, QSR-NVivo, a qualitative data analysis software tool facilitates many aspects of the grounded theory process from design and sampling, through to data analysis, theoretical development and presentation of findings (Hutchison et al., 2009), was used in data analysis.

4. Research Findings

A growing number of recent studies have employed the mixed embeddedness theory to examine the emerging features of Chinese diaspora entrepreneurship (Ren and Liu, 2015; Zhang and Zhang, 2016; Liu, 2018; You and Zhou, 2018). On the basis of previous studies, this current research is designed to construct a dynamic framework of Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014), through multi-layered grounding to enhance understandings towards the concept of breakout. Therefore, as discussed in Section 3, data was collected through semi-structured interview of 16 entrepreneurs from Mainland China in Birmingham, shown as follows in Table 1.

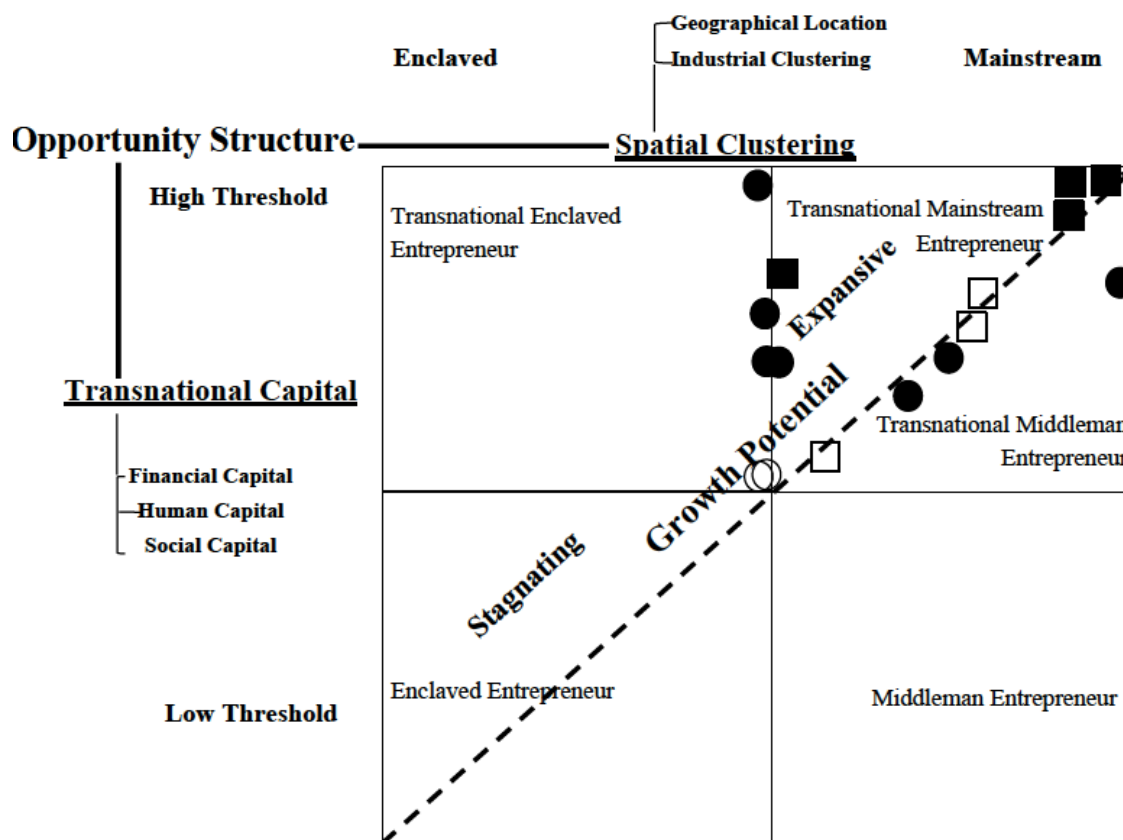
13 According to EU recommendation 2003/361, the main determining factors of Micro and SME businesses include two of the following three criteria, namely staff headcount, balance sheet total as well as turnover. 261

Name	Type of Business	Age	Gender	Education	Migration
L	Restaurant	40s	Male	Bachelor's Degree	Skilled Worker
S	Restaurant	40s	Male	Bachelor's Degree	Skilled Worker
J	Education Service	50s	Female	Master's Degree	Student
A	Business Consultancy	30s	Female	Master's Degree	Student
M	Education Service	30s	Female	Master's Degree	Student
T	Logistics Service	40s	Female	Bachelor's Degree	Skilled Worker
N	Broadcast Entertainment Service	40s	Female	Bachelor's Degree	Student
F	Education Consultant Service	30s	Male	Master's Degree	Student
W	Accountancy Service	40s	Male	Master's Degree	Student
D	Designer Watchmaker	30s	Male	Master's Degree	Student
C	Digital Marketing Agency	40s	Male	Master's Degree	Student
I	Luxury Designer Online Shop	40s	Female	Master's Degree	Student
X	Medical Equipment Inventor and Manufacturer	40s	Male	Doctor's Degree	Student
Y	Electronic Appliance Manufacturer	50s	Male	Doctor's Degree	Student
R	Computer Consumable Manufacturer	40s	Female	Doctor's Degree	Student
E	Vehicle Components Manufacturer	30s	Male	Master's Degree	Student

Table 1. Interviews with First-Generation Mainland Chinese Entrepreneurs in Birmingham

4.1 Opportunity Structure of Breakout: Hybridity in Transnationalism

According to the adoptions of transnational capital and the characteristics of spatial clustering, all 16 entrepreneurs are examined based on the first facet of Multicultural Hybridism framework, shown as follows in Figure 3.



- 2 Chinese Migrant Entrepreneur in Catering Industry: ○
- 7 Chinese Migrant Entrepreneur in Service Industry: ●
- 3 Chinese Migrant Entrepreneur in Creative Industry: □
- 4 Chinese Migrant Entrepreneur in Advanced Manufacturing Industry: ■

Figure 3. Transnational Opportunity Structure

A distinctive feature of the breakout structure is that most entrepreneurs are located between the typology of Transnational Middleman Entrepreneur and Transnational Mainstream Entrepreneur as well as between Transnational Mainstream Entrepreneur and Transnational Enclaved Entrepreneur. This reveals the hybrid nature of transnational opportunity structure in a breakout context, given that migrant entrepreneurs have to constantly compare transnational and local entrepreneurial resources. The hybridity in transnational opportunity structure of breakout includes at least three meanings. Firstly, in terms of capital, all 16 Chinese entrepreneurs interviewed decided to resort to a combination of transnational and local capitals. This trend is particular evident for entrepreneurs in creative and advanced manufacturing industries, as D stated:

I started my enterprise with help from my university and my friends through crowdfunding, and my employees including both Chinese and local English students. I sell my products most to the local English customers. Currently I am adventuring in the Chinese elite market.

Secondly, with respect to spatial clustering, all 16 entrepreneurs demonstrated a significant degree of hybridity. They decided to locate their businesses in a geographical location within their industrial clustering, which was within or at least close to Birmingham Chinese Quarter. A explained:

Since my company mainly provides business consultancy services for local English entrepreneurs who wish to expand their businesses to China, I decided to locate my company half-way between Colmore Row, the financial district of Birmingham, and Birmingham Chinese Quarter. Now I felt that was a wise decision.

Thirdly, hybridity in transnationalism observable as interrelation between transnational capital and spatial clustering reveals the plurality of opportunity structure in a breakout context. The social and structural embeddedness are mixed through complex nesting of local, regional, national and transnational entrepreneurial resources, with entrepreneurs continuously making decisions on the degree and form of hybridity, which is structurally permitted to achieve the maximum financial gain. C indicated:

I feel the need to constantly update myself of my market position, particularly in relation to the changing business environment in China at the same time considering the changes of policy both in China and the UK. Consequently, I make changes to my business strategy and even my business model on a weekly basis.

4.2 Opportunity Recognition towards Breakout: Superdiverse Multicultural Experience

Given the hybridity in transnationalism as analysed in 4.1, the notion of opportunity recognition is incorporated, with a focus on diversification factors including gender, class, education and migration interacting with ethnic culture. On the basis of the typology of transnational migrant entrepreneurs and the intended breakout direction of divergent typology of migrant entrepreneurs, all 16 entrepreneurs are analysed according to the second facet of Multicultural Hybridism framework, shown as follows in Figure 4.

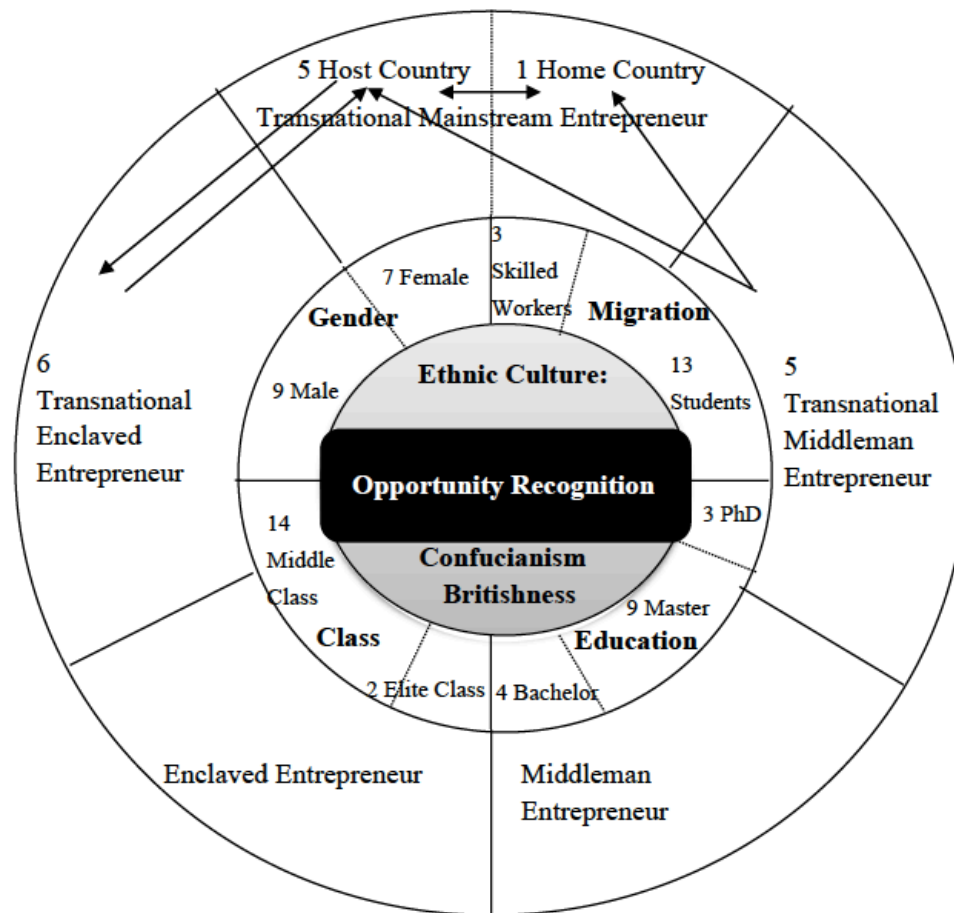


Figure 4. Super-diversity of Opportunity Recognition

A significant feature towards the opportunity recognition of breakout structure is that the breakout is multidimensional, meaning that different groups of migrant entrepreneurs are intended to break into different market spaces. Transnational Middleman Entrepreneur is the most active group, and entrepreneurs in this group are from creative and service industries, with all 5 entrepreneurs in this group decided to increase their market share or supplier base in the UK mainstream market and 3 entrepreneurs aspired to explore the Chinese mainstream market on the basis of their UK businesses. Meanwhile Transnational Mainstream Entrepreneur is the group of entrepreneurs possess fascinating characteristics. As discussed in 2.3, Transnational Mainstream Entrepreneur is further divided into two categories as Home and Host Country Transnational Mainstream Entrepreneurs. Entrepreneurs in this group are mainly from the advanced manufacturing, creative and service industries. It was inspiring to see that 1 Home Country Transnational Mainstream Entrepreneur from the advanced manufacturing industry has expanded his China based manufacturing business to the UK mainstream market, in order to internationalise his business. It was also interesting to find out that 2 Host Country Transnational Mainstream Entrepreneurs were developing business links to grow their UK based businesses in Chinese mainstream market due to the lack of confidence on growth potential in the UK mainstream market. For the same reason, on concern of the limited development space and low profit margin in the UK mainstream market, 2 Host Country Entrepreneurs planned to shift the business to Transnational Enclaved Market to ensure a more sustainable future. Meanwhile Transnational Enclaved Entrepreneurs are the group of entrepreneurs with the lowest intension to move to other market spaces. Entrepreneurs in this group are from catering and service sectors. Although through diversification of product and assets they were equipped to enter into the mainstream local market, they were not motived to break into the

mainstream market since the Chinese ethnic market provided the economic, cultural and social benefits they expected for their businesses.

At the same time, the diversification factors bring many insights to the cognition process of opportunity structure. Firstly, in terms of gender, the 16 Chinese entrepreneurs interviewed include 7 female entrepreneurs and 9 male entrepreneurs. The female entrepreneurs are mainly in the service and creative industries, focusing on not only the financial gain but also the social impact of their businesses, as A stated:

My company also engaged in a number of social and cultural activities in Birmingham. The engagement of the social cultural activities, such as annual Chinese New Year celebration, are with the purpose to recreate Chinese culture in Birmingham. With the recreation of Chinese culture, local people in Birmingham are able to re-build their image of China in general and Chinese businesses in particular. It is also through the recreation of Chinese culture, Chinese culture becomes part of the multicultural tradition of Birmingham culture, which will in return create more business spaces for my business and many other businesses both in Birmingham and abroad in China.

Secondly, from the perspective of migration experience, all 16 Chinese migrant entrepreneurs have settled in the UK for at least five years, with most of them came to the UK as international students whereas only 3 arrived in the UK as skilled worker. For student entrepreneurs, they are thankful for the support they received from the UK government institutions. D expressed:

Since I started my business, I have navigated through many local and national entrepreneurial support institutions including entrepreneurial support service at Birmingham City University, Birmingham Chamber of Commerce and UKTI. They have not only given the support I need to grow my business but also provided with me the great confidence as a Chinese young entrepreneur to start my business and grow my brand in Birmingham.

Thirdly, given that most of the entrepreneurs interviewed are student entrepreneurs, it is not surprised to see that the entrepreneurs are all highly educated with 3 of them holding a doctor's degree and 9 of them completed a master's degree. All 16 entrepreneurs believed that the education they received have profound impact to their entrepreneurial journey. X explained:

Given that I was born in a poor village in China, I felt extremely grateful for the education I have received both in China and abroad. Benefited from my education, I not only became an expert in this very promising field but also utilised my knowledge from China and the Western world to make strategic decisions for my business. The blend and fusion of Confucianism and British philosophy enabled me to produce balanced and logical strategies to grow my business in China as well as to expand it in the UK market.

Lastly, class is of great significance in the cognition of entrepreneurial opportunity structure. The assumption here is that for any Chinese nationals to go abroad, there are often requirements of large amount capital investment including tuition fees for students and investment capital for investors. Therefore, most of the student entrepreneurs are considered to come from a middle-class background. It is noted that two of the entrepreneurs are from two prominent families in China. Hence, they are considered to come from an elite class. Due to their class, all the elite and student entrepreneurs decided not to start their businesses in the traditional catering industry. Y discussed:

When I studied my PhD in the UK, I worked in a Chinese restaurant in my town. The work was really tiring and boring. Therefore, I told myself that I would definitely not want to start my business in this industry because I would never want the rest of my life filled up with boring and meaningless dishes and plates...I want to make enough money to ensure a pleasant life, and I also want to enjoy the aspiration together with my wife as academics and researchers. We have deep appreciation of Chinese culture. I also practise Chinese calligraphy. In particular I enjoyed practising Chinese calligraphy with my Indian business partners. They appreciate my Chinese calligraphy artwork because they respect me as a Chinese businessman. The intercultural interaction gives me great cultural confidence to develop myself as a Chinese entrepreneur in the multicultural Birmingham mainstream market.

4.3 Multicultural Hybrid Construction of Breakout

Hybridity in transnationalism reveals the plurality of opportunity structure, which places migrant entrepreneurs in a situation constantly updating their understandings towards local and transnational entrepreneurial resources. Determinants of breakout process brings superdiversity to breakout process, with multicultural hybrid breakout experiences. Through the lens of Multicultural Hybridism to extend Mixed Embeddedness in a superdiverse and transnational breakout context, it is intended to reconceptualise breakout, as J stated:

Breakout refers to mix with the local mainstream market. I am a Chinese migrant entrepreneur in Birmingham. This requires me to adapt myself into a multicultural mix, with my deep roots in Chinese culture fused with my strong aspirations towards British culture as well as my genuine appreciation and dynamic interactions with other minority cultures in Birmingham.

Meanwhile X suggested:

I would attempt a three-dimensional definition of breakout from the perspective of entrepreneur. Firstly, the entrepreneur needs to obtain membership in the relevant industry and local business association such as Birmingham Chamber of Commerce. Consequently, he/she builds wide business connections within the industry and the local business community. Secondly, the entrepreneur becomes a main player of the association so that he/she has opportunities to standardise the regulation and influence the future development of the industry. Thirdly, the entrepreneur is able to confidently mix with the local culture and social life drawing inspirations from daily life to his/her businesses through hybrid fusion with multicultural local community.

Therefore, grounded on the basis of the 16 interviews conducted, from the perspective of entrepreneur, breakout refers to the entrepreneurial process of hybrid fusion to mix local economic, social and cultural embeddedness with transnational embeddedness, transforming the entrepreneur into a multicultural mix, confidently fusing his/her own ethnic culture with the mainstream culture as well as other ethnic minority cultures to not only achieve greater growth potential but also become a major player of local sphere to influence industrial development as well as the local social and culture spaces.

5. Discussion and Conclusion

To reflect the emerging themes of transnationalism and super-diversity in migrant entrepreneurship, a conceptual framework of ‘Multicultural Hybridism (Arrighetti, Bolzani and Lasagni, 2014)’ is proposed to extend Mixed Embeddedness theory to a transnational breakout context, given that ‘Multicultural Hybrid (Arrighetti, Bolzani and Lasagni, 2014)’ firms display a stronger resilience with a higher survival rate (Kloosterman, Rusinovic and Yeboah 2016). The conceptual framework of Multicultural Hybridism, from the perspective of entrepreneur, is intended to dynamical

comprehend the multifaceted concept of breakout. It goes beyond the narrow imagination of host country mainstream market as the only breakout destination for ethnic entrepreneurs. The conceptual framework of Multicultural Hybridism consists of two facets, namely a typology of transnational migrant entrepreneurs and a framework of superdiverse breakout process. In this current study, 16 first-generation mainland Chinese migrant entrepreneurs in Birmingham were interviewed through semi-structured interviews. Analysis of the interviews reveals the hybrid nature of transnational opportunity structure in a breakout context. The hybridity in transnational opportunity structure of breakout includes three forms. The first form is the hybridity between transnational and local entrepreneurial resources. The hybridity between transnational and local spatial clustering is the second form of hybridity. The third form of hybridity lies in the interaction between transnational capital and spatial clustering as mixed nesting of local, regional, national and transnational embeddedness. The notion of opportunity recognition is incorporated to enhance understandings towards the decision-making process of transnational opportunity structure of breakout, with a focus on diversification factors. Analyses of the 16 interviews show that breakout experiences of entrepreneurs are multidimensional, meaning that different groups of migrant entrepreneurs are intended to break into different market spaces. Firstly, in terms of gender, the female entrepreneurs are mainly in the service and creative industries, focusing on not only the financial gain but also the social impact of their businesses. Secondly, with institutional support, the hybrid breakout strategies from student entrepreneurs are embedded in the multicultural mix of institutions. Thirdly, the entrepreneurs interviewed are all highly educated, and the education they received have profound impact to their mixed embeddedness of migrant entrepreneurs. Lastly, migrant entrepreneurs from elite and middle class are deeply embedded in their home country Chinese social class, leading them to identify business opportunities in high growth industries rather than traditional enclaved economies.

Through the lens of Multicultural Hybridism, the concept of breakout has been grounded on the interviews of the 16 Chinese entrepreneurs in Birmingham. From the perspective of entrepreneur, breakout refers to the entrepreneurial transformation process of hybrid fusion on both the entrepreneur as a multicultural mix, and the superdiverse transnational context as a complex mix of structural and social embeddedness, through dynamic interactions between Opportunity Structure and Opportunity Recognition to create hybrid multicultural economic, social and cultural spaces. In particular, the conceptual framework of Multicultural Hybridism incorporates an introduction of home country mainstream market parallel to the host country mainstream market, avoiding the singular conceptualisation of host country mainstream market as the only breakout destination for ethnic entrepreneurs. Examination on interviews of 16 first-generation Chinese entrepreneurs show that a great proportion of transnational entrepreneurs in the advanced manufacturing, service and creative industries aspire to not only grow businesses in the host country British mainstream markets, but also to explore opportunities in the home country Chinese mainstream economies. The significance of the home country Chinese market as an alternative breakout destination lies in its bidirectional transnational perspective, which expands the concept of breakout to a new sphere of 'break-beyond'. The desire shown by a number of Chinese entrepreneurs to explore business opportunities in home country Chinese mainstream markets coincides with the unwillingness demonstrated by most Chinese transnational enclaved entrepreneurs to enter mainstream British market. The unwillingness is not due to insufficient entrepreneurial resources or structural obstacles, but on account of the relatively favourable environment in Chinese ethnic market, with more competitive economic reward as well as cultural and social benefits within the co-ethnic social network. This is in line with previous studies, which point out that Chinese ethnic entrepreneurs are less associated with higher growth sector (Daniel, Henley and Anwar, 2019). To some extent, it also provides explanations to the unexpected low breakout rates of Chinese entrepreneurs in the mainstream British markets.

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**Multicultural Hybridism: Comparing Mixed Embedded Breakout Experiences
between African and Chinese Entrepreneurs in Birmingham**

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Abstract: This study focuses on the emerging trend of ethnic minority migrant businesses breaking out of their co-ethnic markets into mainstream economies, through a critical review of the existing literature in theories of migrant entrepreneurship, with an emphasis on the importance to shift from an ethnic exceptionalism perspective to a multicultural hybridism approach to re-examine the role of ethnic culture in migrant entrepreneurship. It makes comparisons of breakout strategies between two under researched ethnic groups, Black African and Chinese migrant enterprises. The comparison will focus on Black African and Chinese businesses in Birmingham, the second largest metropole in the UK and a global city with a significant and diverse ethnic population. It is aimed to develop and extend mixed embeddedness theory from a multicultural hybridism perspective, focusing on breakout strategies to dynamically integrate the intersected internal factors of gender, race, age, education and family background with external mixed embedded opportunity structure consisting of spatial clustering and transnational capital.

Key Words: Multicultural Hybridism, Ethnic Culture, Theories of Migrant Entrepreneurship

1. Introduction

Against diverse attempts to construe a finite conceptual framework for entrepreneurship, since Schumpeter constructed the notion of ‘creative destruction’ in 1934 linking innovative nature of entrepreneurship to the evolutionary process of economy (Elliott, 1980), the realm of entrepreneurship has transformed its research perspectives from identifications of a uniform set of definitions to developments of a hermeneutic understanding towards the determinants of entrepreneurial innovation (Gartner, 1989). Contemporary advances in the discovery of entrepreneurial innovation stress the social dimensions of entrepreneurship (Shapiro and Sokol, 1982), with particular attention to the emerging scene of transnational migrant entrepreneurs as a driving force to not only increase employment opportunities but also resolve social tensions in cities across Europe (Baycan-Levent and Nijkamp, 2009). In Britain a new wave of migrant entrepreneurs from dozens of locations across the globe has brought ‘super-diversity (Vertovec, 2007)’ into the theme of entrepreneurship research, demonstrating strong historical continuity within the mixed

embedded mainstream business environment (Ram and Hillin, 1994; Ram et al., 2003; Ram et al., 2008; Jones et al., 2014).

In a mixed embedded context, ethnic minority migrant entrepreneurship, as ‘a set of connections and regular patterns of interaction among people sharing common national background or migratory experiences (Aldrich and Waldinger, 1990:3)’, encompasses enclave entrepreneurs and middleman minorities. Enclave entrepreneurs are increasingly fulfilling double roles in ethnic niches since many ethnic enclaves evolve into multi-ethnic neighbourhoods, whereas there are growing appearances of middleman minorities in affluent middle-class suburbs within the primary sector of mainstream economy (Zhou, 2004). In particular, a number of researchers highlight that there is an emerging trend of ethnic minority migrant entrepreneurs breaking out of their co-ethnic markets gaining access to mainstream industries (Ward, 1987; Ram and Hillin, 1994; Ram 1997; Ram and Jones, 2008; Ram et al., 2017). On the one hand it is predicated that breaking out of the ethnic economy into mainstream market plays a key role in the long-term developments of ethnic minority migrant businesses (Ram and Hillin, 1994; Ram 1997). On the other hand, racist exclusion has been identified as one of the main challenges that migrant entrepreneurs have to face when they break into mainstream economy (Ram and Jones, 2008; Ram et al., 2017). Therefore, during the breakout journey it is vital to carry out a close examination of the dynamics between the processes of ethnic cultures and the wider embedded context (Ram and Hillin, 1994; Ram et al., 2017). Recently the concept of multicultural hybridism (Arrighetti et al, 2014) has emerged, which is different to the approach of ethnic exceptionalism in migrant entrepreneurship research (Ram and Jones, 2008). Arrighetti et al, (2014) define multicultural hybridism as of culturally determined features or resources of ethnic communities, but the recreations of minority cultures as entrepreneurial innovation developed by ethnic minority entrepreneurs through interactions with the mixed embedded mainstream social-cultural context.

Meanwhile Birmingham, as the second largest metropole in the UK, is a ‘global (Sassen, 1988)’ city with a significant and diverse ethnic economy (Mcewan et al., 2005), which entails rich experiences of culture, migration and entrepreneurship (Henry, 1998). It is also an ideal locality to conduct a structured investigation and identify tentative answers into the characteristics and uniqueness of ethnic culture within the emerging breakout journeys of ethnic minority migrant businesses. It was noted that, in line with the national statistics in England, between 2001 and 2011 there was a steady growth of Black African ethnic groups living in Birmingham, which has increased from 6,206 in 2001 to 29,991 in 2011(ONS, 2001; 2011). During the same period, it has shown a sharp increase of the number of Chinese migrants arriving to Birmingham, which has almost doubled from 5,106 in 2001 to 12,712 in 2011 (ONS, 2001; 2011). The Black African and Chinese populations are the fastest growing populations in Birmingham (ONS, 2001; 2011). It is further estimated that in 2021 the Chinese population will experience a slight increase to 13,450 whereas the population of Black African ethnic groups will face a rapid growth to reach 45,750 (Simpson, 2007). Therefore, this current study focuses on the similarities and differences of lived through entrepreneurial experiences between Black African and Chinese ethnic minority groups in Birmingham from a multicultural hybridism perspective to re-examine the role of ethnic culture in migrant entrepreneurship. The overall objective of the current research is to reflect the unprecedented social, cultural and economic changes in terms of multicultural hybridism, examining migrant entrepreneurs’ degrees of exposure to the mainstream economy as well as the determining factors and consequent challenges of breaking out into mainstream markets. Specifically, it is aimed to construe interpretations focusing on the innovative features and positive impacts on the hybrid fusion between ethnic cultures and mixed embedded multicultural context at entrepreneurial, institutional and contextual levels. It is also intended to develop a theoretical framework of migrant entrepreneurship from the perspective of

multicultural hybridism on the culturally innovative entrepreneurial breakout strategies implemented by ethnic minority migrant businesses as an extension of mixed embeddedness theory.

This paper is organized as follows. Section 1 introduces the research background. Section 2, from a perspective of ethnic culture, provides a critical review of the literatures in theories of migrant entrepreneurship. Section 3 critically surveys emerging literatures of Black African and Chinese migrant entrepreneurship. Section 4 presents research design. Finally, section 5 concludes the initial findings of the current research.

2. A Cultural Recount on Theories of Migrant Entrepreneurship

Ethnic culture plays a significant role in the development of migrant entrepreneurship theories. Focusing on cultural patterns of different ethnic groups, Ethnic Enclave hypothesis and middleman minority theory have developed (Butler and Herring, 1991). Later an emerging trend to examine the internal elements of ethnic culture has appeared, which applies the analytic framework of Intersectionality to ethnic minority entrepreneurship research. This has explored the intersects of entrepreneurial identity with gender and ethnicity within the social-cultural context of migration (Chasserio et al., 2014; Dy et al., 2017). Evolved from the Ethnic Enclave hypothesis and middleman minority theory, moving away from the ethnic culture, recently the concept of Mixed Embeddedness is constructed, linking migrant entrepreneurs with economic opportunities in social-cultural institutional structures (Kloosterman and Rath, 2010). In relation to ethnic culture, the existing theories of migrant entrepreneurship are critically reviewed shown as follows.

2.1 Spatial Clustering: Ethnic Enclave Economy Hypothesis

For early Chicago School scholars, Ethnic Enclave was defined as racially segregated urban space to residentially isolate ethnic minority immigrant groups, interchangeable with ghettos and immigrant colonies (Park, 1915; Wirth, 1928). Later on, with the increasing number of immigrants in the 1960s, Franklin Wilson and Alejandro Portes's seminal article (1980) on Cuban immigrant enclave in Miami brought forward the Ethnic Enclave economy hypothesis with lasting influence in understanding ethnic enterprise (Waldinger, 1993). Ethnic Enclave economy derived from dual labour market theory, which is a product of institutional economics with a focus on spatial structure (Averitt, 1968). From the perspective of spatial structure, a number of studies have construed the concept of Ethnic Enclave as the dark side of multiculturalism in a context of racism with economic disadvantaged ethnic minorities located in places where economic disadvantage is most likely to be reproduced (Barrett et al., 1996; Webner 2001; Stein, 2017). Meanwhile a number of studies have interpreted the concept of Ethnic Enclave constructively as a recreation of ethnic culture in the host country exemplified by ethnic enterprises functioning as a visible cultural space and multicultural tourist attraction of plural city (Portes 1995; Ram et al., 2000; Webner 2001; Bernteic et al., 2003; Woosnam et al., 2018). Therefore, emphasizing the spatial element, Ethnic Enclave is interpreted as binary concept to not only single out 'communities' stressing the culture and ethnicity of the group but also examine the enclave as an administrative unit stressing its racial integration function (Waldinger 1993; Light et al., 1994; Laguerre, 2010).

However, the Ethnic Enclave economy hypothesis is criticised for being unable to separate effects of cultural and structural elements on ethnic entrepreneurship (Butler and Herring, 1991). It has also been widely discussed that the concept of Ethnic Enclave has evolved through time with changing faces of the enclave, which has been witnessed by the modernisation and internationalisation of Chinatown in major cities across the world (Barabantseva, 2016; Wong, 2017). The evolution of Ethnic Enclave requires enhanced understandings towards the role of both local and transnational social ties with intersections of diverse cultural background, migrant mobilities, opportunity structures and internal inequalities constituting the dynamics of migrant social capital (Molina et al.,

2015). It is noted that when translational entrepreneurship is linked with existing enclave economy, it has shown significant positive impact of transnationalism towards the ethnic communities of migrant entrepreneurs. By utilising international capital, labor and consumer markets beyond the host economy, transnationalism creates opportunities for the Ethnic Enclave to further strengthen the ground of social capital with enclave economy, facilitating deeper integration with local mainstream economy to boost the Ethnic Enclave. (Zhou, 2004) It is suggested to construct the concept of ‘transclave’, addressing the spatial character towards the internationalisation of Ethnic Enclave in transnational context (Kim, 2018). Meanwhile a growing number of studies have drawn their attention to link spatial clustering with social network (Webner, 2001; Greve and Salaff, 2005; Zhang et al., 2016). It is argued that since enclaved economy and its social ties not only shape the ethnic niches but also integrate into mainstream economy of the host countries, it is possible to examine spatial clustering through social network analysis (Greve and Salaff, 2005). It is further proposed that the focus in examination of modern Ethnic Enclave economy lies in the interpretation of relationship between the development of transnationalism and the generation of spatial cluster, which initiate within and expands beyond the enclave economy (Webner, 2001).

From residentially segregated urban space for ethnic minority immigrant groups to the internationalisation of Ethnic Enclave in transnational context, the concept of Ethnic Enclave is deeply rooted in ethnic culture. The formation of Ethnic Enclave stresses the segregation of space between ethnic culture and mainstream society. Therefore, space becomes the focal point between ethnic culture and mainstream multicultural context of migrant entrepreneurship. Evolved from spatial structure, spatial clustering is a key element in examination between ethnic culture of transnational migrant entrepreneurship and mainstream multicultural context. In particular, it is proposed that during the breakout process spatial clustering functions as a fundamental element in examination of fusion between transnational ethnic culture and mainstream multicultural context.

2.2 Transnational Capital: A Concept of Middleman Minorities

Middleman Minorities theory as an economic model was first developed by Blalock in 1967 to explain the economic development of ethnic minority groups such as Chinese in Southeast Asia, the Jewish community in Europe and Indians in East Africa (Bonacich, 1973). The traits of middleman include family, regional, dialect and ethnic ties used to gain preferential economic treatment (Bonacich, 1980). Ethnic solidarity as ethnic commercial strength, potentially building up stronger capabilities over time, to compensate initial disadvantage in a racist market environment, which includes capital from communal resource-pooling, low-cost labour from within family and community and customer loyalty of fellow group members (Barrett et al., 1996; Volery, 2007). It is also noted as many Ethnic Enclaves evolved into multi-ethnic neighbourhoods, a growing number of middleman businesses bear double roles as both Middleman Minorities and enclave enterprises, demonstrating the close link between theories of Ethnic Enclave and Middleman Minorities (Zhou, 2004). Later Middleman Minorities have expanded their businesses to wealthy metropolitan areas and middle-class countryside, appearing in both secondary and primary sectors of host country mainstream economy (McEvoy and Hafeez, 2009).

With the development of transnationalism and globalization, classic Middleman Minorities, like the Jewish and Chinese businesses, with additions of transmigrant elites have utilized their bi-lingual and bi-cultural skills to establish transnational social capital as commercial advantage, resulting in the rapid growth in international trade (Vertovec, 2001). Transnational Middleman Minorities retain deep social, cultural and economic ties of their home country, regardless of social and economic environment of their host country (Light, 2011). Middleman Minorities have been taking advantage of ethnic resources in languages, networks and skills to trade between their host and origin countries, exhibiting three characteristics, namely concentration in trade of intermediary economic role, host

hostility and ethnic solidarity. With developments of cross nation capitals through bilingualism and biculturalism, migrants have created a new form of small business in many industries during transnational trading process (Wong and Ng, 2002; Min, 2013). Recently by mastering key resources, the classic Middleman Minorities evolved into transnational entrepreneurs as part of globalization process contributing to the economic and cultural integration of migrants with the host country (Honig and Drori, 2010). Central to transnational movement of middleman minority is the concept of transnational capital, which is in forms of multiculturalism through transnational diasporic network (Henry et al., 2002; Nyiri, 2007; Nyiri, 2011). The strong links between Ethnic Enclave entrepreneurs and Middleman Minorities require a close examination between spatial clustering and transnational capital, in order to construct a dynamic interpretation of ethnic entrepreneurs' Mixed Embedded breakout context at both local and global levels. The examination of Mixed Embedded breakout context by linking spatial clustering with transnational capital focuses on the external structure.

The construction of Middleman Minorities theory emphasizes the role of ethnic culture as forms of ethnic entrepreneurial resources. Later, ethnic culture evolves as forms of capitals to strengthen the growth of migrant enterprises. In a transnational breakout context, understandings towards ethnic culture lies in the interpretation of relationship between spatial clustering and transnational capitals of migrant enterprises. Therefore, it is suggested that during the breakout process, transnational capitals are examined in relation to spatial clustering, as a second element in examination of fusion between transnational ethnic culture and mainstream multicultural context.

2.3 Breakout Strategy: An Analytic Framework of Intersectionality

There is an emergent trend to adopt the concept of Intersectionality to deepen understanding towards the internal factors of migrant entrepreneurship. Intersectionality refers to the notion that various forms of social stratification including race, gender, age, class, religion and sexuality intersect with each other affecting those who are most marginalized in society (Crenshaw, 1990). Originating in Black feminism (Davis, 1981; hooks, 1981; Crenshaw, 1991), the concept of Intersectionality has been brought into entrepreneurship research by scholars studying the intersections of race, class and gender (Harvey, 2005), gender and ethnicity (Verdujin and Essers, 2013) as well as gender, ethnicity and religion (Essers and Benschop, 2009; Essers et al., 2010).

Intersectionality framework has been widely employed in female entrepreneurship research, exploring the intersections of gender, race, religion, and class in female entrepreneurship (Harvey, 2005; Calas, 2007; Essers and Benschop, 2007; Essers and Benschop, 2009; Essers and Benschop, 2010; Fielden and Davison, 2012; Rouse et al., 2013; Verdujin and Essers, 2013; Vossenber, 2013; Knight, 2014; Hikido, 2016; Dy and Marlow, 2017; Sappleton 2018; Croce, 2019; Lassalle, 2019). Attention has been drawn to experiences of Black women entrepreneurs and Muslim businesswomen, to comprehend the complex processes of becoming ethnic minority female entrepreneurs (Harvey, 2005; Essers and Benschop, 2007; Essers and Benschop, 2009; Essers and Benschop, 2010; Fielden and Davison, 2012; Vossenber, 2013; Knight, 2014; Hikido, 2016). Tentative studies have been carried out to enhance understandings towards intersections between parental status and gender role as well as oppressive structures with intersections between patriarchy and outsidership, with the purpose to reduce gender gap in entrepreneurship (Dy and Marlow, 2017; Sappleton 2018; Croce, 2019; Lassalle, 2019). In particular, the analytic framework of Intersectionality has been used extensively to investigate digital entrepreneurship (Dy and Carmina, 2015; L Wing-Fai, 2016; Dy et al., 2017; Dy et al., 2018; L Wing-Fai, 2018; L Wing-Fai, 2019). These studies have identified that digital entrepreneurship is male-dominated, with offline inequality reproduced in the online environment. Meanwhile there has been growing number of researchers adopted the analytic framework of Intersectionality in Black African migrant entrepreneurship research (Harvey, 2005;

Fielden and Davidson 2012; Knight, 2014; Wingfield and Taylor, 2016; Hikido, 2016; Korede, 2018; Harper-Anderson, 2019). Apart from the widely discussed theme of Black female entrepreneurs, a number of studies have focused on Black entrepreneurs, proposing a concept of intersectional counterframe as a means to not only define entrepreneurial experience from Black entrepreneurs but also a mechanism to overcome existing inequality (Wingfield and Taylor, 2016) as well as examining factors resulting in the underperformance of Black entrepreneurs in American professional service sector (Harper-Anderson, 2019). Researcher has also drawn attention to the under researched area on intersections of gender, ethnicity and class in Black male entrepreneurs (Korede, 2018). Furthermore, an increasing number of studies have applied the framework of Intersectionality to analyse the interlocking systems of power impact between different social stratification on ethnic and entrepreneurial identities (Chasserio et al., 2014; Valdez, 2016; Vallejo and Canizales, 2016; Barrett and Vershinina, 2017). They have explored the dynamic process on construction of entrepreneurial identity through both confrontation and synergy with ethnic and other social identities.

However, the fundamental problem on application of Intersectionality in entrepreneurship research lies in its incapacity to provide suggestions to resolve the conflicts on intersections of different dimensions of identities. Therefore, there is an emerging trend of researchers to integrate the Intersectionality framework into Mixed Embeddedness theory, to develop a dynamic theoretical framework between cultural economic resources and contextualised opportunity structure in migrant entrepreneurship research (Forson, 2007; Sato, 2013; Wang and Warn, 2017). To integrate Intersectionality with Mixed Embeddedness in a context of migrant entrepreneurs breaking out of their co-ethnic market into the mainstream economy, it is argued that the breakout strategies adopted by entrepreneurs have become the focal point of research. Breakout strategies are deeply rooted in gendered, ethnical and entrepreneurial identities of migrant entrepreneurs, which facilitates the function as the meeting point of intersected entrepreneurial identity with Mixed Embedded breakout context. By examinations of breakout strategies adopted by migrant entrepreneurs in relation to the intersections of gender, ethnicity, and identity of the entrepreneurs, it is intended to unlock the dynamics between intersected breakout strategies and diasporic ethnic culture as the internal process of migrant entrepreneurs breaking out of their ethnic niche into mainstream economy.

The intrinsic connection between Intersectionality and ethnic culture lies in the inherent correlation of gender, race, identity and ethnic culture. In a context of migrant entrepreneurs breaking out of their co-ethnic market into the mainstream economy, examinations of breakout strategies adopted by migrant entrepreneurs in relation to the intersections of gender, ethnicity and identity of the entrepreneurs, it is intended to unlock the dynamics between intersected breakout strategies and diasporic ethnic culture as the internal breakout process. Consequently, it is recommended that during the breakout process, intersected breakout strategies are analysed in relation to spatial clustering and transnational capitals, as an inherent dimension in examination of fusion between transnational ethnic culture and Mixed Embedded mainstream context.

2.4 Opportunity Structure: Mixed Embeddedness Theory

To link external structure with internal factor of migrant entrepreneurship, social embeddedness has become a useful framework in migrant entrepreneurship research (Granovetter, 1985; Waldinger, 1986). The concept of Mixed Embeddedness is a model aiming at linking ethnic resources to the opportunity structure, stressing the influence of economic structure within social-cultural context of local economy (Volery, 2007). It is considered as the greatest theoretical advance in the field of migrant entrepreneurship research (Ram et al., 2017). The socio-economic positions of migrant entrepreneurs as well as their prospects of upward social mobility are understood by their

embeddedness not only in social networks but also their embeddedness in the socio-economic and politico-institutional environment of the country of settlement (Kloosterman, 1998; Kloosterman, 2006). Therefore, Mixed Embeddedness encompasses both supply and demand sides of embeddedness to analyse processes of insertion of migrant entrepreneurship (Kloosterman et al., 2001).

There is extensive amount of empirical studies, which have adopted the concept of Mixed Embeddedness in various entrepreneurial and migration contexts (Barrett et al., 2001; Sofer and Schnell, 2002; Ram and Theodorakopoulos, 2008; Price and Chacko, 2009; Cain and Spoonley, 2013; Jones et al., 2014; Kloosterman et al., 2016; Bagwell, 2018; Szkudlarek and Wu, 2018; Roos, 2019; You and Zhou, 2019; Zhu et al., 2019). Meanwhile theoretical framework of Mixed Embeddedness has continued to develop and update (Kloosterman, 1999; Kloosterman and Rath, 2001; Kloosterman and Rath, 2006; Kloosterman, 2010; Langevang et al., 2015; Kloosterman, 2016; Bagwell, 2018; Kloosterman and Rath, 2018). There are a number of researchers have focused on the integration of spatial dimension into Mixed Embeddedness theory (Baycan-Levent and Nijkamp, 2009; Coduras Martinez, Saiz-Alvarez and Cuervo Arango Martinez, 2013; Wang, 2013; Zubair and Brzozowski, 2018). This strand of literature includes comparative studies of spatial structures between different countries, in order to explore the effects of spatial variations in development of migrant entrepreneurship (Baycan-Levent and Nijkamp, 2009; Coduras Martinez, Saiz-Alvarez and Cuervo Arango Martinez, 2013). It also contains research on the spatial structures of enclaves (Wang, 2013) as well as the migrant groups without a coEthnic Enclave (Zubair and Brzozowski, 2018). Meanwhile a growing number of studies have integrated transnationalism into Mixed Embeddedness theory (Miera, 2008; Rusinovic, 2008b; Solano, 2016; Bagwell, 2018; Wahlbeck, 2018; Colic-Peisker and Deng, 2019). Transnationalism was first brought into Mixed Embeddedness theory through a study on Polish entrepreneurs in Berlin, with a transnational market in a translational social network between Poland and Germany (Miera, 2008). In a transnational Mixed Embedded context, migrant entrepreneurs are linked with multiple layers of both host and home country opportunity structures (Bagwell, 2018; Wahlbeck, 2018; Colic-Peisker and Deng, 2019). It is also noted that opportunity structure is a core component of Mixed Embeddedness concept, which links the supply side of resources to the demand side of products in markets (Kloosterman, 2006). A few studies have linked spatial structure with opportunity structure (Baycan-Levent and Nijkamp, 2009; Coduras Martinez, Saiz-Alvarez and Cuervo Arango Martinez, 2013). Meanwhile a number of studies have integrated transnationalism into opportunity structure (Bagwell, 2018; Wahlbeck, 2018; Colic-Peisker and Deng, 2019). Therefore, it is proposed to incorporate both spatial and transnational elements into opportunity structure as a development of Mixed Embeddedness theory.

It is argued that Mixed Embeddedness approach lacks historical cultural consideration with a narrow focus on the lower end of the market, viewing migrant entrepreneurship in a static social-cultural context rather than a dynamic transnational multicultural environment (Peters, 2002). Therefore, there is an emerging trend to integrate the Mixed Embeddedness theory with the analytic framework of Intersectionality to further develop the concept of Mixed Embeddedness with considerations of gender and cultural resources (Forson, 2007; Sato, 2013; Wang and Warn, 2017; Barberis and Solano, 2018). In addition, currently Mixed Embeddedness is mainly adopted in research of start-ups, and the Mixed Embeddedness theory needs to be further updated to follow current trend of migrant businesses breaking into the mainstream market with a deepened understanding towards the role of ethnic culture in the breakout process. Meanwhile there are researchers drawn their attentions to the trend of migrant businesses entering mainstream economies by examinations of new generation of migrant entrepreneurs, showing that historical continuity prevails over novelty (Ram et al., 2008; Ram and Jones, 2008; Jones et al., 2014). The findings that historical continuity prevails

over novelty among new generation of migrant entrepreneur are based on the model of opportunity structure, in which migrant entrepreneurs start businesses with relatively modest capital but different levels of human capital/market accessibility in four types of markets with divergent growth potentials (Kloosterman, 2006). Later this model has been updated by replacing Post-industrial/High-skilled market and Post-industrial/Low-skilled market with Cognitive-cultural activities market and “Servile” activities market to examine entrepreneurial trajectories of new generation ‘super-diverse (Vertovec, 2007)’ migrant entrepreneurs (Kloosterman, 2016). Recently on the basis of Mixed Embedded perspective, a product-oriented incremental diversification breakout model is proposed, which is an adaptation of market-oriented typology initiated by Zhou (2004) and Rusinovic (2008a) (Lassalle and Scott, 2018). Lassalle and Scott (2018)’s model contains four categories of markets namely enclave market, niche market, middleman market and mainstream market, with breakout achieved through direct breakout from enclave and niche markets into middleman and mainstream markets and by broadening the clientele moving from ethnic market to middleman market and from niche market to mainstream market. In essence, both the original and updated models of Mixed Embeddedness as well as the product-oriented diversification breakout model have fallen into the trap of polarised static typology of market categories with limited possibilities of breakout path. The limited breakout possibilities are rooted in the narrow definition of breakout (Engelen, 2001). Therefore, to broaden the breakout path requires a dynamic conception of breakout. In search of a dynamic construction of breakout, Kloosterman (2016) pointed out that according to Arrighetti, Bolzani and Lasagni (2014), multicultural hybrid firms with diverse human resources have better opportunities of survival. The concept of Multicultural Hybridism has emerged as an interpretation on dynamic conception of breakout, focusing on features of hybridity and diversity of ethnic minority migrant enterprises (Arrighetti, Bolzani and Lasagni, 2014). Detailed discussions on the conception of Multicultural Hybridism are presented in the next section.

The innate connection between the concept of Mixed Embeddedness and ethnic culture lies in the inborn connections between ethnic resources and opportunity structure. As shown in Table 4, in a context of migrant entrepreneurs breaking out of their co-ethnic market into the mainstream economy, examination of breakout strategies adopted by migrant entrepreneurs in relation to Mixed Embedded opportunity structure, which contains elements of spatial clustering and transnational capital, is intended to unlock the dynamics between diasporic ethnic culture and the Mixed Embedded breakout context. In search of a dynamic construction of breakout, the concept of Multicultural Hybridism has emerged as an interpretation on dynamic conception of breakout. In the next section, breakout experiences of migrant entrepreneurs are reviewed in detail from the perspective of Multicultural Hybridism.

2.5 Multicultural Hybridism as an Integrated Perspective

In the past, research into ethnic minority businesses in Britain largely follow the American tradition to position ethnic culture in a central role in migrant entrepreneurship, which has been criticised as an ethnic exceptionalism approach (Ram and Jones, 2008; Ram, 2011). Switching from an ethnic exceptionalism mindset to a Multicultural Hybridism perspective, in the following the original concept of Multicultural Hybridism with integration of intersected breakout strategies and opportunity structure are analysed (Arrighetti, Bolzani and Lasagni, 2014). It is intended to integrate theories of Ethnic Enclave economy, Middleman Minorities and Intersectionality into the concept of Mixed Embeddedness in a context of minority businesses dynamically breaking out of their ethnic niche into mainstream market.

a) From Ethnic Exceptionalism to Multicultural Hybridism

Traditionally it is believed that ethnic culture is a set of connections and regular patterns of interaction among people sharing common national background or migratory experiences (Aldrich,

1990). It focuses on subcultural dimension of ethnicity as social structures through which members of an ethnic group are attached to one another as well as the ways in which those social structures are used (Aldrich and Waldinger, 1990). The cultural approach to migrant entrepreneurship has long been criticised as falling into the trap of ethnic exceptionalism, which recent studies show that many of the values and patterns associated with specific ethnic cultures in essence are strongly connected with class culture rather than ethnic culture of the entrepreneur (Ram and Jones, 2008; Ram, 2011). However, given that from Weber (1930) to Hofstede (1980) the association between culture and entrepreneurship have continued to generate scholarly interests for decades (Weber, 1999; Hofstede, 2001; Hofstede et al., 2010; Hofstede, 2011), arguably the breakout context requires to change from an ethnic exceptionalism to a Multicultural Hybridism perspective to re-evaluate the role of ethnic culture within migrant entrepreneurship. In the next section, the concept of Multicultural Hybridism is analysed as an integrated perspective on theories of migrant entrepreneurship.

b) A Multicultural Hybridism Breakout Model of Mixed Embeddedness

Currently under the context with emerging trend of minority businesses breaking out of their co-ethnic niche into the mainstream market, the concept of Multicultural Hybridism is emerged. Arrighetti, Bolzani and Lasagni (2014) define migrant entrepreneurs intended to break out of their co-ethnic markets into mainstream economies as in construction of a multiculturally hybrid organizational structure in their firms, with an increasing organizational diversity. The Multicultural Hybridism perspective stresses the shift from distinction between migrant and native businesses to integration of migrant enterprises into multicultural societies by means of organisational hybridity and diversity (Arrighetti, Bolzani and Lasagni, 2014). The Multicultural Hybridism perspective is constructed on the basis of firm level concept of multicultural hybrid (Arrighetti, Bolzani and Lasagni, 2014), with integration of elements from Ethnic Enclave, Middleman Minorities and Intersectionality theories.

Shown in Figure 1 below, spatial clustering and transnational capital are components of opportunity structure, constituting external embedded context. It is proposed that opportunity structure intersects with breakout strategies to form the Multicultural Hybridism framework. It fully recognises the significance of the external environment as spatial clustering and transnational capital at the same time addresses the importance of internal factors with intersections of entrepreneurial identity and diasporic ethnic culture. The external environment and the internal factors together constitute the breakout settings of Multicultural Hybridism, which interact with the Mixed Embedded opportunity structure in vacancy-chain openings, post-industrial/low-skilled opening and post-industrial/high-skilled markets. Hence, it is intended that, through integration of core elements of Ethnic Enclave, Middleman Minorities and Intersectionality theories, the concept of Multicultural Hybridism functions as extension of Mixed Embeddedness in the context of ethnic minority entrepreneurs breaking out of their ethnic niche into mainstream market. From a Multicultural Hybridism perspective, ethnic culture is not only the meeting point of ethnical and entrepreneurial identities of migrant entrepreneurs but also a continued development process of migrant entrepreneurship as a fusion between ethnic minority cultures and the mainstream multicultural context.

In Birmingham there is a steady growth of both African and Chinese migrants (ONS, 2001; 2011). It is also noted that both minority groups are shown to be under-researched. There is only a limited number of studies focusing on African women migrant entrepreneurs in Birmingham, whereas only a few studies looking at Chinese migrant businesses in the catering industry. Further, it is identified that within the Black minority community, migrants of Caribbean origin possess cultural values in terms of language, diet, customs and beliefs different from Black African migrants (Agyemang et al., 2005), exemplifying the feature of ‘super-diversity’. By the same token, Chinese migrant

communities in Birmingham manifests the complexity of ‘super-diversity’, meaning that newly arrived Chinese migrants from Fujian, Dongbei and other regions of mainland China face different conditions than the early settlers from Hong Kong and Cantonese regions (Lo and Chen, 2014). Therefore, the breakouts of Black African and Chinese businesses are deeply embedded within the super-diverse context without effective government support or representative scholarship, which is the context of this current research. Within this research context, similarities and differences in breakout experiences between Black African and Chinese businesses are compared and analysed. It will focus on the multi-level interactions between all the actors and agents, with implications both to minority business groups and to the mainstream business communities. The breakout experiences of minority enterprises are at the heart of the setting, in which examinations on dynamic hybridity between ethnic cultures and multicultural mainstream context are carried out. Therefore, based on the integrated perspective of Multicultural Hybridism discussed in Section 2.1.5, it is proposed to design a Multicultural Hybridism breakout model of Mixed Embeddedness in examination of migrant entrepreneurs breaking out of their co-ethnic market into mainstream economy, shown as follows.

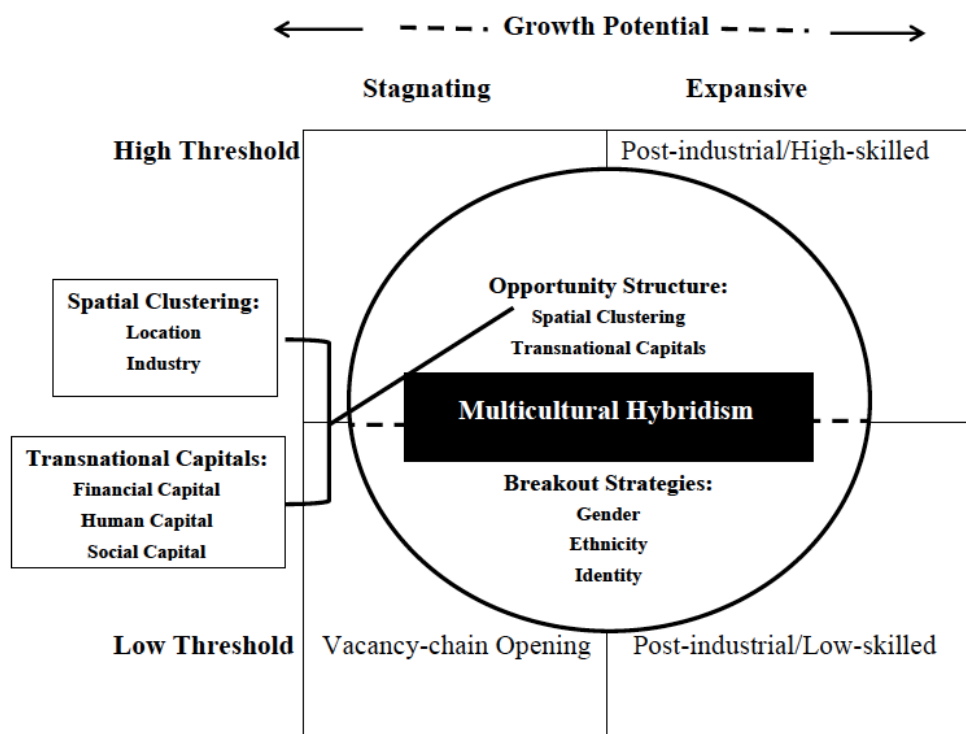


Figure 1. A Multicultural Hybridism Breakout Model of Mixed Embeddedness

In Section 2, on the basis of literature review of existing literatures of migrant entrepreneurship theories, a theoretical grounding towards the role of ethnic culture in breakout process is constructed. Based on theoretical groundings on the role of ethnic culture, emerging literatures between Black African and Chinese migrant entrepreneurs’ breakout experiences are critically surveyed. Drawn on both theoretical groundings on the role of ethnic culture and the critical review of literature on Black African and Chinese entrepreneurship in Birmingham, research gap is identified. To bridge the research gap, core concepts of existing migrant entrepreneurship theories are integrated, shifting from an ethnic exceptionalism to a Multicultural Hybridism perspective to re-examine the role of ethnic culture in breakout process. In the next section, analyses on research design are presented.

3. Research Context

In the UK Asian migrants are traditionally considered as highly entrepreneurial with a ‘Jewish’ future whereas African-Caribbean community follows an opposite path indicating an ‘Irish’ future (Rex and Tomlinson, 1979). Consequently, there is a gap between Asian and African ethnic minority groups, which traditionally is interpreted as divergence of migrant entrepreneurship due to differences in ethnic cultural traditions between the two minority groups. It is further observed that Asian businesses have moved from an emphasis on niche resources of Asian ethnic communities towards emerging use of mainstream institutions and markets, with the formations of Asian business organisations to play dynamic roles in British mainstream economy (Patel, 1991; Aziz, 1995). Unsurprisingly Asian businesses have become one of the most extensively researched business groups in the sphere of migrant entrepreneurship research within the UK, whereas minority businesses from African and Chinese groups are relatively under-researched (Ram and Jones, 2008). At the heart of Britain, Birmingham is not only the second largest city in the country, but also at the forefront of postcolonial economic transformation, employing ethnic diversity as distinctive resources of its economy (Henry et al., 2001). It is suggested to adopt a comparative approach by comparing divergent groups and sectors in various contexts, in attempts to further advance Mixed Embeddedness theory (Barberis and Solano, 2018). Therefore, from a comparative perspective in the following previous research into Black African and Chinese migrant entrepreneurship inside the UK in general and within Birmingham in particular are critically reviewed.

3.1 A Superdiverse Postcolonialism of Black African Migrant Entrepreneurship in Birmingham

a) Superdiversity of African Migrants in Birmingham

Migration history of Black Africans in Britain is generally divided into five periods, namely from early times to the end of the English Civil War, from the Restoration to the end of slavery in the British Empire, from Emancipation to 1914, from the First World War to the end of the Second World War and the period since 1945 (Shyllon, 1992). Furthermore, a number of studies have shown that under the context of globalisation, the transnational diasporic network developed during the colonial past has facilitated in-migration of de-colonized peoples to Birmingham (Henry et al., 2001; Kevion and Ian 2010; Hall et al., 2016). Therefore, the examination of the superdiversity of African Migrants in Birmingham focuses on the increase of in-migration since 1945.

According to report produced by African Heritage Initiative in 2012, the period since 1945 has been further categorized into seven phrases, with every 10 years as one phrase ranging from 1950s to 2010s. In 1950s, in response of the huge demand of labour to reconstruct Birmingham after the Second World War, a large number of Africans who had fought for Britain and served in the merchant navy during the war came to Birmingham, settling down in deprived urban areas. The 1960 was a decade of economic growth in the UK in general and in Birmingham in particular at the same time with decolonisation of Africa, which provide demand and source of migrant from Africa into Birmingham, showing increased racial tensions exemplified by the speech ‘Rivers of Blood’. By 1970, there are sharp increase of African migrants in Birmingham, with a large proportion of second-generation African migrants. Given that 1970 were a period of economic stagnation with rising unemployment, there were increased restriction to reduce African migration. The 1980s saw relatively low levels of inward migration, with an increasing discontent among the Black urban youth due to severe recession and hostile political climate. In 1981 and 1985, there were two riots in Handsworth. In 1990s there were major shift in migration patterns from Africa, with a sharp increase of migrants ten times as in the previous periods from countries affected by civil war including Sudan, Somalia, Ethiopia and the Democratic Republic of Congo. Prior migrants from Africa had mainly been work related whereas in 1990s the majorities are refugees to seek asylum.

In 2000s, the wave of refugee migration intensified further. Meanwhile there are increased demand in skilled workers and a rapid growth in student migration from Africa. In 2010s new and old African migrant communities continue to evolve and integrate into British society, making positive contribution to the economic, social and cultural existence of Birmingham.

The close economic, political and linguistic ties between post-independence African nations and their former colonial powers made UK in general and Birmingham in particular a favoured destination of Black African migrants (Domboka, 2013). Previous studies have identified the various social, economic, political and historical elements, which constitute the superdiversity of Black African migrants in Birmingham.

b) Postcolonialism of Black African Migrant Entrepreneurship

The importance of colonial ties has lasting impact on migrants (Plaza and Ratha, 2011). Recently from the perspective of diaspora and transnational entrepreneurship, a number of studies have examined diaspora 'space' and 'culture' in both host and home countries in a dynamic process from Ethnic Enclaves to diaspora entrepreneurs as an adaptive process in self-actuation, economic empowerment and a competitive advantage (Ojo, 2012), viewing ethnic entrepreneurship as a competing and negotiated constructive process and meaning structures (Ojo, 2013), through individual, firm and environment tri-component conceptual framework of migrant entrepreneurship (Ojo, 2015), with focuses on the characteristics and impacts of Black African transnational diaspora entrepreneurship, (Ojo, 2019). Within the perspective of migrant entrepreneurship as diaspora and transnational entrepreneurship, the colonial influence remains significant, since from start the diaspora and transnational entrepreneurship network is built on the basis of previous colonial links between the host and home countries. It is also noted that a number of studies focus on the religion of Black African migrant entrepreneurship, to examine the interconnection between religion, spirituality and pursuits of economic opportunities among British Africans (Nwankwo et al., 2011). It appraised the method African Pentecostals adopted to manipulate their religious resources to stimulate their entrepreneurial activities in the UK (Ojo, 2015). Given that Pentecostals is a form of colonial memory to African migrants, the characteristics of postcolonialism is evident also from the perspective of religion.

There are also studies focus on the methodology aspect of African entrepreneurship research in the UK, providing methodological approach to improve data collection (Nwankwo, 2005), plus suggested strategies to overcome the methodological difficulties (Nwankwo, 2018). From a postcolonial point of view, it stresses the method to challenge the Western approach to research African migrant entrepreneurship in the UK. There are also a few research that have drawn their attentions to the experiences of Black African women entrepreneurs in the UK, with investigation of work-life balance experiences (Forson, 2013) and examinations of education background and work experience of Black African women entrepreneurs in relation to that majority of their businesses remaining in traditional feminine sectors as a reflection of the Black African women's role in British society (Domboka, 2013). It is evident that the gender perspective of Black African women entrepreneurs in the UK reflect the postcolonial influence on gender. In addition, there are recent studies on identity and breakout experience in catering sector of Black African business in the UK (Ojo, 2016) and the institutional support for Black minority businesses in London (Nwankwo, 2010), both of which also exemplify the postcolonial impact.

Therefore, previous studies into Black African migrant entrepreneurship have demonstrated the feature of Postcolonialism with emerging themes on transnationalism and diaspora entrepreneurship. Meanwhile there has been growing number of researchers adopted the analytic framework of Intersectionality in Black African migrant entrepreneurship research (Harvey, 2005; Fielden and

Davidson 2012; Knight, 2014; Wingfield and Taylor, 2016; Hikido, 2016; Korede, 2018; Harper-Anderson, 2019). Apart from the widely discussed theme of Black female entrepreneurs, a number of studies have focused on Black entrepreneurs, proposing a concept of intersectional counterframe as a means to overcome existing inequality (Wingfield and Taylor, 2016) as well as examining factors resulting in Black entrepreneurs' underperformance in professional service sector (Harper-Anderson, 2019). Attention has also been drawn to the intersections of gender, ethnicity and class in Black male entrepreneurs (Korede, 2018). However, previous studies into African migrant entrepreneurship in the UK mainly focus on London with only a very limited number of studies carried out within the sphere of Black African migrant entrepreneurship in Britain's second city Birmingham.

3.2 A Superdiverse Sinolism of Chinese Migrant Entrepreneurship in Birmingham

a) Superdiversity of Chinese Migrants in Birmingham

There are three main phrases of Chinese migration to the UK, including 17th Century, 1800s to World War II and Post-World War II (Gomez et al., 2008). Since Birmingham is not a coastal city, large-scale Chinese migrations in Birmingham are relative recent with majority of Birmingham's Chinese population as a result of mainly post-war migration (Parker, 1996).

In 1950s and 1960s due to political and economic factors in mainland China and Hong Kong, there were large scale migrants from mainland China crossing the border into Hong Kong, resulting in widespread social problems of homelessness, unemployment, poverty and starvation (Chinn, 2014). Consequently, Britain in general and Birmingham in particular became a popular migration destination for people in Hong Kong, in search of work and better prospects of life (Chinn, 2014). Villagers from New Territories of Hong Kong were the earliest Chinese economic migrants to adventure business opportunities in Birmingham's catering industry (Henry et al., 2001). With the developments of Chinese catering trade, in 1960s an informal clustering of Chinese businesses, community organisations and social clubs emerged around the Hurst Street area of Birmingham city centre (Parker, 1996). During 1970, there were increasing number of Chinese migrants as skilled workers and students from former British colonies of Hong Kong and Malaysia settling down in Birmingham (Chinn, 2014).

After the decade-long 'Cultural Revolution' in the late 1970s, the UK was the first European country to sign an educational exchange agreement with China (Shen, 2008). Therefore, since the late 1970s, there has been a growing number of international students from Mainland China to Britain in general and Birmingham in particular (Shen, 2008). Meanwhile with the Chinese government's relaxed restrictions on emigration under China's open-door policy, since 1980s there also has been a significant increase in the number of both legal and illegal immigrants from Mainland China (Yun, 2004). Newly arrived Chinese migrants were mainly from Fujian, Dongbei and Zhejiang of Mainland China, with different conditions than the early settlers from Hong Kong and Cantonese regions (Yun, 2004). By the 1980s, the Hurst Street area became officially recognised as Birmingham's Chinese Quarter (Parker, 1996). In 1990s, with Hong Kong's return to China in 1997, there are a surge of migrants from Hong Kong to Birmingham (Chinn, 2014). In 1990s the Arcadian shopping centre incorporated a "Chinese street" and has since become the focal point of annual Chinese New Year celebrations (Parker, 1996). At the same time, the construction of the Chinese Pagoda as a gateway to Birmingham Chinese Quarter together with the presence of branches of the Bank of China and the Bank of East Asia together with the increasing number of Chinese catering businesses illustrate the growing significance and strength of overseas Chinese community in Birmingham (Henry et al., 2001). Since 2000, there has been steady increase of the number of second and third generation Chinese migrants born in Birmingham (Chinn, 2014). Meanwhile with continued growth of migrants from Mainland China as students, skilled workers, investor

entrepreneurs as well as steady number of migrants from Hong Kong, the Chinese Quarter has served as a central meeting point for the city's Chinese community on the basis of long-established Chinese supermarkets and restaurants, with a growing number of Chinese community organizations and professional service firms (McEwan et al., 2005). Recently there has seen a growing number of overseas Chinese capital investment and the expansion of transnational linkage for Birmingham (McEwan et al., 2005).

Therefore, previous research into Chinese migrant communities in Birmingham manifest the complexity of super-diversity, which not only encompasses the social economic factors motivate Chinese migrants to settle down in Birmingham but also entails the dynamisms between historical spatial development of Birmingham's Chinese Quarter and the evolution of diaspora culture of Chinese community in Birmingham.

b) Sinolism¹⁴ of Chinese Migrant Entrepreneurship

A number of studies have pointed out that the key feature of Chinese diaspora is the central role of Sinolism, which despite the differences of Chinese migrants from various localities of China promote the ethnic unity of Chineseness and overseas Chinese nationalism (Coppel, 1977; Liu, 2007; Koning and Verer, 2012). Meanwhile a growing number of studies have focused on features of transnationalism of Chinese migrant entrepreneurship, demonstrating significant similarities within the Chinese migrant groups and great divergencies under different host country local contexts (Nyiri, 2011; Ottati, 2014), examining the role of transnational social capital in start-up processes of migrant businesses as well as effects of transnational social capital on dynamic constructions between transnationalism and integration (Katila and Wahlbeck, 2011; Ren and Liu, 2015) and exploring the entrepreneurial motivations of Chinese migrant entrepreneurs (Dimitrators et al., 2016; Lin and Yang, 2016). Given that transnationalism places nation-state above transnational mobility (Ren and Liu, 2015), with the feature of Sinolism as a key feature of Chinese diasporic culture (Siu, 2001; Barabatcheva, 2005), previous research on transnationalism of Chinese migrant entrepreneurship demonstrate features of Sinolism. Meanwhile previous studies have investigated features of Chinese migrant entrepreneurship from the perspectives of social capital, to explain the formation and management of enterprises from different migrant groups (Chand and Ghorbani, 2011; Katila and Wahlbeck, 2011), to enhance understandings between the entrepreneurs' residencies in China and the Chinese diaspora and the role of social capital in generating innovation (Chow, 2015; Ashourizadeh, et al, 2016; Jensen et al., 2016; Zhang and Zhang 2016; You and Zhou, 2018) and to analyse relationship between social capital and risk-taking propensity of Chinese migrant entrepreneur (Rodriguez-Gutierrez et al., 2015). It is also noted that Guanxi¹⁵ as an important element of social capital in Chinese business sphere demonstrates significant features of Sinolism (Carlisle and Flynn, 2005). Hence previous studies into Chinese migrant entrepreneurship from the viewpoint of social capital exemplifies characteristics of Sinolism.

From a theoretical perspective, a large number of analyses adopted the concept of Ethnic Enclave (Wong, 1987; Mar, 1991; McEvoy and Hafeez, 2007; Zhou and Cho 2010; Fong and Shen, 2011; Santini et al., 2011) and the theoretical framework of middle man minority to investigate Chinese migrant entrepreneurship (Cobas, 1987; McEvoy and Hafeez, 2007; Nyiri, 2007; Nyiri, 2011). It is noted that a growing number of recent studies have employed the Mixed Embeddedness theory to examine the emerging features of Chinese diaspora entrepreneurship (Ren and Liu, 2015; Zhang and

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¹⁴ Sinolism refers to the features of Chinese culture values and business connections shared by Chinese communities across the world (Gu, 2007).

¹⁵ Guanxi are social connections as one of the major dynamics of Chinese society, which binds Chinese businesses into a social web of business opportunities (Luo, 2007).

Zhang, 2016; Liu, 2018; You and Zhou, 2018). In addition, a number of studies have adopted a comparative approach to compare the characteristics of Chinese ethnic entrepreneurship with other ethnic groups (Hamilton et al., 2008; Labrinidis and Hatziprokopiou, 2010; Chand and Ghorbani, 2011; Katila and Wahibeck, 2011;) as well as to study Chinese migrant entrepreneurship in various diasporic locations (Chan, 1997; Yun, 2004; Zhang, 2013; Wu and Liu, 2014).

Therefore, previous research into Chinese migrant entrepreneurship have illustrated emerging themes in transnational entrepreneurship and social capital, which exemplify strong features of Sinolism. From the perspectives of theoretical framework, a growing number of studies have employed the Mixed Embeddedness theory. In view of research method, a comparative approach has been used to examine Chinese migrant entrepreneurship. However, it is noted that previous studies treat important themes of transnational entrepreneurship and social capital as isolated elements without considerations of their relationship. Furthermore, only a small number of studies have adopted the analytic framework of Intersectionality in Chinese migrant entrepreneurship research. Meanwhile, there is a lack of integration on Ethnic Enclave, Middleman Minorities, Intersectionality and Mixed Embeddedness theories. In addition, most research into Chinese migrant entrepreneurship have focused on North American and South Asian countries with only a handful of studies have concentrated on Europe in general and the UK in particular. Besides majorities of studies within the UK have focused on London, Manchester and Liverpool with no attention given to the Chinese migrant entrepreneurs in the second largest metropole of UK.

On the basis of a survey on existing literature of migrant entrepreneurship theories from an ethnic cultural perspective and contextualised reviews on previous studies of Black African and Chinese entrepreneurship in Birmingham, the research gap is identified. In the next section, detailed discussions of the research gap are presented.

4. Research Design

4.1 Research Rationale

As discussed above, very little is currently known about the overall characteristics of breakout trend for minor businesses, in particular the way how ethnic culture functions innovatively as an entrepreneurial force to integrate minority enterprise within the embedded social culture context. Therefore, this present study from a multicultural hybridism perspective focuses on the way how ethnic culture functions as an entrepreneurial force to facilitate the breakout process of minority enterprises. It is based on the rationale of not only presenting descriptive features emerging breakout experiences but also grounding the theoretical framework on the constructive actualization of the breakout existence.

4.2 Research Objectives

Given the rationale to integrate the concept of multicultural hybridism with grounded theory, the overall objective of the current research is to reflect the unprecedented social, cultural and economic changes within Birmingham, the second largest city in the UK, to what extent the trajectory pattern between and within the aforementioned two migrant entrepreneurs differ. Specifically, this current research is concentrated on the differences in terms of breakout strategies adopted as a culturally entrepreneurial innovation across different industries and markets to examine their degree of exposure to the mainstream economy as well as the determining factors and consequent challenges of breaking out into mainstream entrepreneurship.

Therefore, research aims of the current study are shown as follows.

a) Identify the similarities and differences in the continuous development of breakout process between Black and Chinese entrepreneurs.

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- b) Construe interpretations focusing on the innovative features and positive impacts at entrepreneurial and contextual levels.
 - c) Develop a theoretical framework of migrant entrepreneurship from the perspective of multicultural hybridism on breakout strategies implemented by Black African and Chinese migrant businesses.

4.3 Sample Size

Based on the above research questions, grounded theory is adopted to investigate the relationship of spatial clustering, transnational capital and breakout strategies of Black African and Chinese entrepreneurs to better understand and ‘grounding’ a meaningful interpretation of ethnic minority entrepreneurship phenomena in the breakout setting, the research is designed as a qualitative study.

The research is designed to examine the breakout entrepreneurial experiences of two groups of enterprises from Black African and Chinese minority migrant community groups. Each group contains between 15 and 30 carefully selected ethnic minority migrant businesses within Birmingham. According to Morse, sample size in qualitative research depends on five elements, namely the scope of the study, the nature of the topic, the quality of the data, the study design, and the use of shadowed data (Morse, 2001). Given the fact that the aim of the current research is to identify trends on a number of leading enterprises within the minority migrant business community, it is likely that a group size of 15 to 30 is a reasonable sample as a number of researches show 31 as the mean sample size with adjustment in consideration of the principle of saturation (Mason, 2010).

4.4 Data Collection

On the basis of the initial quantitative data analyses, grounded theory is used to carry out the main qualitative study, focusing on the dynamic interactions of spatial clustering, transnational capital and breakout strategies within the breakout process. Since interview is a common approach used to collect data for qualitative research (Starks and Trinidad, 2007), semi-structured interview is used in this research, with the researcher functioning as a listener to ask open-ended questions about the enterprise and the entrepreneur encouraging them to elaborate the stories sharing their memories, experiences and expectations.

4.5 Three Stages of Data Analyses

In grounded theory, there are three stages of data analyses, including coding, theorizing and integrating (Bernard, 2010). In this research, during every data collection phrase, the three stages are adopted to analyse the collected data. The three stages of data analyses are shown as follows.

a) Collection of empirical data: To safeguard data quality, a variety of database including statistics from 2011 Census, National Insurance Number Registration and on consultation of community and business associations, around 30-50 Black African and Chinese migrant entrepreneurs in Birmingham are interviewed as the basis for data analysis. As soon as the interview process is started, concepts coding and categorizing also begins.

b) Formation and development of concepts: On the basis of initial coding and categorizing, the concepts are linked together to identify core variables. Then a tentative conceptual framework is generated. After that existing literature are used as data to develop and advance the theory.

c) Integrating, refining and writing up theories: Memo-writing and theoretical coding processes are to be continued with constant refinement of the theory until the final theory is completed. Finally, a research report of the theory is composed.

5. Conclusion

Therefore, focusing on the emerging trend of minority businesses breaking out of their co-ethnic niche into the mainstream market, this current study is from the perspective to view ethnic culture as a dynamic process with active interactions with migrant entrepreneurship, addressing the fusion between ethnic cultures of migrant entrepreneurs and mainstream multicultural context, which is different to the severely criticised ethnic exceptionalism approach, which views ethnic culture as the static defining factor of ethnic migrant entrepreneurship.

The overall objective of the current research is to reflect the unprecedented social, cultural and economic changes in terms of multicultural hybridism examining migrant entrepreneurs' degrees of exposure to the mainstream economy as well as the determining factors and consequent challenges of breaking out into mainstream markets. Specifically, it is aimed to construe interpretations focusing on the innovative features and positive impacts on the hybrid fusion between ethnic cultures and mixed embedded multicultural context at entrepreneurial, institutional and contextual levels. It is also intended to develop a theoretical framework of migrant entrepreneurship from the perspective of multicultural hybridism as an extension of mixed embedded theory. It is also hoped to draw meaningful implications between cultural, innovation and entrepreneurship in the spheres of migrant entrepreneurship. Furthermore, as UK government policy has long been criticised as not being engaged with the changing social and economic landscape of migration (Ram et al., 2013; Ram et al., 2017). Given the fact breaking out of the co-ethnic market into the mainstream business is of profound implications not only to economic development of both the minority groups and the mainstream local economy but also to help achieve social and cultural integration. Therefore, it is firstly aimed to help government agencies to produce effective policies and strategies specifically supporting minority businesses to break out of their niche market. Secondly it is hoped that initiatives and support agencies are formed in assisting the minority enterprises to enter into the mainstream market. Thirdly, it is desired for the government to link business support agencies, private organizations as well as government institutions together to support ethnic minority entrepreneurs better integrate into the mainstream economy.

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**Multicultural Integration of Birmingham-based
Chinese Migrant Enterprises during COVID-19 Pandemic: A Policy Perspective**

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1. Introduction

Since the turn of the new millennium, the previous dominant migration policy of multiculturalism has been increasingly challenged, blamed for the formation of parallel societies of minority groups and cultural segregation between minority and mainstream communities (Vertovec, 2018). Consequently, there has been a shift from multicultural policies to civic integration policies in most European countries (Joppke, 2017). In the UK, civic integration policies are adopted on the basis of modest strengthening of existing multicultural policies, similar to the Canadian model of multicultural integration policies (Banting and Kymlicka, 2013). Multiculturalism promotes the evident aspirations of minorities to express their distinct practices beyond the basic civil rights, with neoliberal governments adopted transnational multiculturalism to support migrant entrepreneurs (Kymlicka, 2013). In the meantime, civic integration requires migrants fully integrating into mainstream societies, valuing entrepreneurship as one of the key mechanisms for migrants to integrate into the labour market (Joppke, 2007). Within multicultural integration context, examinations of breakout are of particular significance, with dual purposes to achieve business growth and social integration.

The developing situation of the COVID-19 crisis throughout the world triggered by COVID-19 pandemic as an unprecedented public health crisis (Everett et al., 2020), which has sparked fears of an impending economic crisis (Nicola et al., 2020; Barua, 2020), and arguably shaped an anti-migration social space of increasing racism and xenophobia (Devakumar et al., 2020; Schild et al., 2020). Responding to COVID-19 crisis, breakout signifies the improvement of entrepreneurial quality from low growth stagnating sectors to high growth expanding markets as an economic response to the crisis. Meanwhile it could be argued that the creation of social values through superdiverse breakout paths of transnational migrant entrepreneurs sees the integration to the mainstream economy, in reaction to the increasing social segregation due to COVID-19 (Ram and Smallbone, 2003; Ram and Jones, 2008; Ram et al., 2017).

Therefore, this paper proposes the theoretical framework of Multicultural Embeddedness, to extend Mixed Embeddedness theory to a superdiverse and transnational context of migrant enterprises breaking out of their ethnic market and into mainstream economy in an era of COVID-19. The theoretical lens of Multicultural Embeddedness is grounded on the breakout experience of 10 first-generation mainland Chinese entrepreneurs and their employees in Birmingham. Through the breakout experience of 10 Chinese entrepreneurs and their employees, this paper draws meaningful implications towards the current multicultural integration policies adopted to support the breakout of ethnic minority enterprises. In particular, it aims to enhance the dynamism between the minority and the mainstream businesses through feedback from migrant entrepreneurs and their employees on the innovative breakout strategies adopted by migrant enterprises to further advance the current integration policies. Accordingly, this paper is structured shown as follows. Section 1 introduces the research background. Section 2 discusses the construction of the theoretical framework of Multicultural Embeddedness in the era of COVID-19. Section 3 presents research design. Section 4 grounds breakout through the theoretical framework of Multicultural Embeddedness, with a focus on

multicultural integration policies in a COVID-19 crisis context. Section 5 draws conclusions of this current research.

2. Multicultural Embeddedness as a Dynamic Framework to Comprehend Breakout in the Era of COVID-19

Inspired by the seminal research on ethnic enclave economy (Wilson and Portes, 1980), the concept of breakout is constructed on the basis that ethnic minority migrant businesses are developed through divergent trajectories of ethnic change rather than a unified assimilation process to exit from the ethnic enclave and enter into the mainstream market (Aldrich and Waldinger 1990; Waldinger, 1993). Three themes emerge from previous studies. Firstly, a growing number of researchers have engaged in the developing discussions on superdiversity and transnationalism in examination of breakout process (Jones et al., 2015; Kloosterman, Rusinovic and Yeboah 2016; Vershinina and Rodgers, 2019). Secondly, research over the years has shown a trend to integrate superdiversity and transnationalism into Mixed Embeddedness theory with a focus on reconceptualisation of opportunity structure (Kloosterman, Rusinovic and Yeboah 2016; Lassalle and McElwee, 2016; Kloosterman and Rath, 2018). Lastly, an increasing number of studies have foregrounded a cultural perspective with an attempt to comprehend the dynamism of breakout in a superdiverse and transnational context (Arrighetti et al., 2014; Allen and Busse, 2016; Gonzalez and Campbell, 2018; Wang and Warn, 2019).

To reflect the emerging themes of breakout, a conceptual framework of Multicultural Embeddedness is proposed on the basis of migrant entrepreneurship theory of Mixed Embeddedness (Kloosterman and Rath, 2006) and Diversification Process (Lassalle and Scott, 2018), Multicultural Hybridism (Arrighetti et al., 2014) from a perspective of organizational in a crisis context. The conceptual framework of Multicultural Embeddedness focuses on the unsettled duality and hybridity of enterprises during their journeys of breaking out ethnic niche into mainstream markets. It draws attention at organisational level to construe a dynamic understanding towards the multifaceted concept of breakout in a superdiverse and transnational context. It is intended to develop a deeper understanding towards the diversity of hybridism between the transnational ethnic and the mainstream markets within and between ethnic groups. It goes beyond the narrow imagination of breakout as an economic assimilation process, avoiding the singular conceptualisation of host country mainstream market as the only breakout destination for ethnic enterprises.

On the basis of Shinnie et al (2021), the conceptual framework of Multicultural Embeddedness is shown in Figure 1, which is developed on the basis of typology of markets according to accessibility and growth potential (Kloosterman and Rath, 2006) and typology of ethnic minority entrepreneurs from a market and product perspective (Lassalle and Scott, 2018) with integration of transnationalism (Vertovec, 1999, 2009; Waldinger and Fitzgerald, 2004; Wahlbeck, 2018).

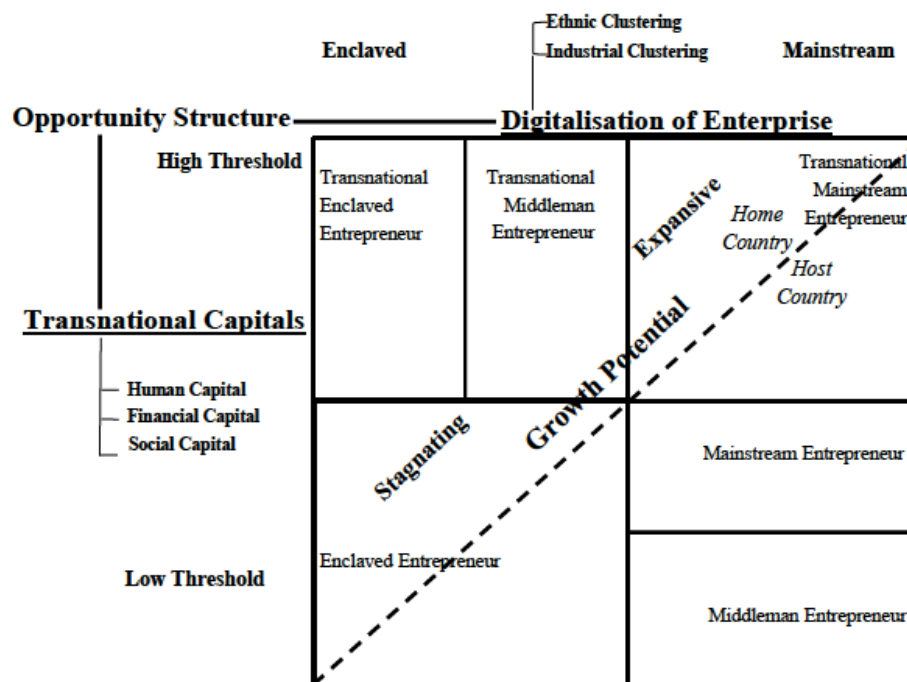


Figure 1.

*A Typology of Transnational Migrant Entrepreneurs in Reaction to COVID-19 Crisis
Adapted from Shinnie, Domboka and Carey (2021)*

A transnational approach of Mixed Embeddedness enables an understanding of transnational entrepreneurship as a dynamic and multifocal agent (Solano, 2016; Bagwell, 2018). This approach offers analysis of the levels of transnationalism together with local, regional and national levels of embeddedness rather than a separate study of transnationalism in isolation (Wahlbeck, 2018). Meanwhile, according to the typology of ethnic minority entrepreneurs from a market and product perspective (Lassalle and Scott, 2015; Lassalle and Scott, 2018), there are four types of entrepreneur, namely Enclave-Market Entrepreneurs, Niche-Market Entrepreneurs, Middleman Entrepreneurs and Mainstream Market Entrepreneurs. Given the significance of transnationalism in breakout, the typology of transnational migrant entrepreneurs includes three additional types of entrepreneur: Transnational Enclaved Entrepreneurs, Transnational Middleman Entrepreneurs and Transnational Mainstream Entrepreneurs. Designed on the basis of the typology of markets according to accessibility and growth in Mixed Embeddedness theory (Kloosterman and Rath, 2006), there are three dimensions in the typology of transnational migrant entrepreneurs, namely Growth Potential, Transnational Capital and Digitalisation of Enterprise. The three dimensions are designed with an intention to analyse Opportunity Structure in a transnational context.

The first dimension is Growth Potential, which relates the resources of the migrant entrepreneur to opportunity structures. According to Kloosterman and Rath (2006), ‘Vacancy-chain openings’ requires a lower threshold of human capital with low growth potential, whereas Post-industrial markets involve a high threshold of human capital with high growth potential. The same principle applies to the five types of entrepreneur in the typology of transnational migrant entrepreneurs. Among the six types of entrepreneur, Enclaved Entrepreneurs possess the lowest growth potential while Transnational Mainstream Entrepreneurs hold the highest growth potential. Transnational Capital as the second dimension is incorporated to reflect the

significance of transnational resources in a breakout context. Given that in an overarching, interactionist, transnational social network, entrepreneurial strategic resources include financial capital, labour capital and social capital (Kloosterman and Rath, 2018), transnational capital is analysed in the forms of transnational human capital, transnational financial capital and transnational social capital. Spatial Clustering is the third dimension, which has played a significant role in the development of migrant entrepreneurship in general (Wilson and Portes, 1980; Webner, 1990; Waldinger, 1993; Zheng and Zhao, 2017) and Mixed Embeddedness theory in particular (Kloosterman et al., 1999). Spatial Clustering is of particular significance in a transnational context, as a substantial number of migrant entrepreneurs have become transnational with the capacity to maintain transnational space over long periods of time, even through generations (Valenzuela-Garcia et al., 2018). In reaction to COVID-19 crisis, the physical location of enterprises become less significant whereas Digitalisation of Enterprise is added to the Typology of Transnational Migrant Entrepreneurs, given the acceleration of digitalization due to business closure, remote working and social distancing during the COVID-19 pandemic (Stephan, Zbierowski and Hanard, 2020) and the significance of digitalization during and after the pandemic (Seetharaman, 2020; Verma and Gustafsson, 2020; Ratten, 2021).

Through the lens of Multicultural Embeddedness, this current study aims at to analyse the impacts and implications of the current multicultural integration policies adopted in support of migrant enterprises breaking out of their ethnic niche into mainstream market. In particular, responding to the COVID-19 crisis, given that previous studies demonstrated a key issue for addressing breakout support is the adoption of mainstream support agencies (Ram et al., 2001; Ram and Smallbone, 2002; Ram and Jones, 2017), there are mainly three aims of this current research, shown as follows. Firstly, it seeks to enhance understandings towards dynamism between the minority and the mainstream businesses through feedback from transnational migrant entrepreneurs on the adoption of existing mainstream support agencies within the multicultural policy framework. Secondly, this current study attempts to draw policy implications for existing mainstream support agencies from the superdiverse breakout strategies adopted by migrant entrepreneurs, to advance the current entrepreneurial integration policies. Thirdly, this research aspires to provide new perspectives on the adoption of both mainstream and minority agencies through recommendations from migrant entrepreneurs with a focus on the developing situation of COVID-19 crisis, to further develop the multicultural integration policies in a superdiverse and transnational breakout context.

3. Methodology

Given that entrepreneurship is a contextualised event and entrepreneurship research takes place in a specific context (Welter, 2011), it is essential to study the research context, with a focus on the development of the migration history and entrepreneurial transformation of the Chinese community within the city context of Birmingham. At the heart of Britain, Birmingham is the second largest city in the country, employing ethnic diversity as distinctive resources of its economy (Henry et al., 2002). There has been a continued growth of migrants from Mainland China in the form of students, skilled workers and investor entrepreneurs. Chinese migrant communities in Birmingham manifest the complexity of superdiversity, which not only encompasses the social economic factors motivating Chinese migrants to settle in Birmingham but also entails the dynamisms between the historical spatial development of Birmingham's Chinese Quarter and the evolution of the diaspora culture of the Chinese community in Birmingham (Henry et al., 2002). However, research into Chinese migrant entrepreneur is scarce (Barrett, Jones and McEvoy, 1996; Chan, 1997; Ram and Jones, 2008; Wu and Liu, 2014). Therefore, the breakouts of Chinese entrepreneurs are deeply embedded within the

superdiverse and transnational context without representative scholarship or formal government support.

Grounded theory was adopted to investigate the breakout experiences of Chinese minority enterprises in Birmingham, with a focus to further develop the Mixed Embeddedness theory (Starks and Trinidad, 2007). By the same token, considering the theory construction nature of this current research, multi-grounded theory derived from Straussian approach systematic qualitative approach with the feature of developing concepts and theories directly from empirical data (Urquhart et al., 2006). Therefore, given that this current research is an interpretivist qualitative research was adopted in this current research (Goldkuhl and Cronholm, 2010), to widen rather than to narrow the approaches used for theory grounding (Strauss and Corbin, 1990; Glaser, 1998). In particular, multi-grounded theory derived from Straussian approach was used in this current research (Goldkuhl and Cronholm, 2010). This was intended to widen rather than to narrow the approaches used for theory grounding, which makes the theory more robust and inclusive (Cooney, 2010). Furthermore, considering this study is designed as an interpretivist qualitative research with adoption of multi-grounded theory, semi-structured interview was used to collect data, with individually designed interview script used for every entrepreneur participant (Myers, 2009).

Interviews with Chinese entrepreneurs and their employees were carried out between February 2019 and June 2020, covering the time shortly before and during the first national lock down in the UK. An interview group size of 10 with two groups of total size of 20 was reasonable, given the principle of thematic saturation, since the aim of the current research was to identify themes on a number of leading enterprises within the Chinese migrant business community (Mason, 2010). Three criteria were used to select the participants of the interviews shown as follows. Firstly, the selected participants included enterprises owned by first-generation Mainland Chinese entrepreneurs. Secondly, the selected participants were entrepreneurs with majority ownership of UK Micro and SME businesses, which have generated profits for at least three years. It is noted that this current study adopted the EU standard, EU recommendation 2003/36116, to measure Micro-businesses and SMEs. Lastly, the selected participants were owners and their employees of SME businesses mainly based in Birmingham. On the basis of the two selection criteria, data was collected through semi-structured interviews of 10 Birmingham based first-generation entrepreneurs from mainland China and their employees, shown as follows in Table 1 and Table 2.

Table 1.
Interviews with First-Generation Mainland Chinese Entrepreneurs

Name	Type of Business	Age	Gender	Migration History	Education Background
1CL	Restaurant	40s	Male	Skilled Worker	Bachelor's Degree
2CS	Restaurant	40s	Male	Skilled Worker	Bachelor's Degree
3CJ	Education Service	50s	Female	International Student	Master's Degree

16 According to EU recommendation 2003/361, the main determining factors of Micro and SME businesses include two of the following three criteria, namely staff headcount, balance sheet total as well as turnover. 301

4CR	Medical Service	30s	Female	International Student	Master's Degree
5CA	Business Consultancy	30s	Female	International Student	Master's Degree
6CW	Accountancy Service	40s	Male	International Student	Master's Degree
7CD	Designer Watchmaker	30s	Male	International Student	Master's Degree
8CN	Vehicle Sales and Rental Dealership	30s	Male	International Student	Master's Degree
9CX	Medical Equipment Inventor and Manufacturer	40s	Male	International Student	Doctoral Degree
10CY	Electronic Appliance Manufacturer	50s	Male	International Student	Doctoral Degree

According to **Table 1**, most of the entrepreneurs originally came to the UK as international students, with high educational qualifications obtained in the UK. Over half of the entrepreneurs completed their Master's Degrees, and two of the entrepreneurs finished their Doctor's degrees. For the three participants who migrated to the UK as skilled workers, their spouses were also highly educated migrants who had completed their Bachelor's or Master's degrees in the UK or in their home countries. All the interviewees were highly skilled migrant entrepreneurs, possessing high levels of academic and/or professional skills.

Table 2.

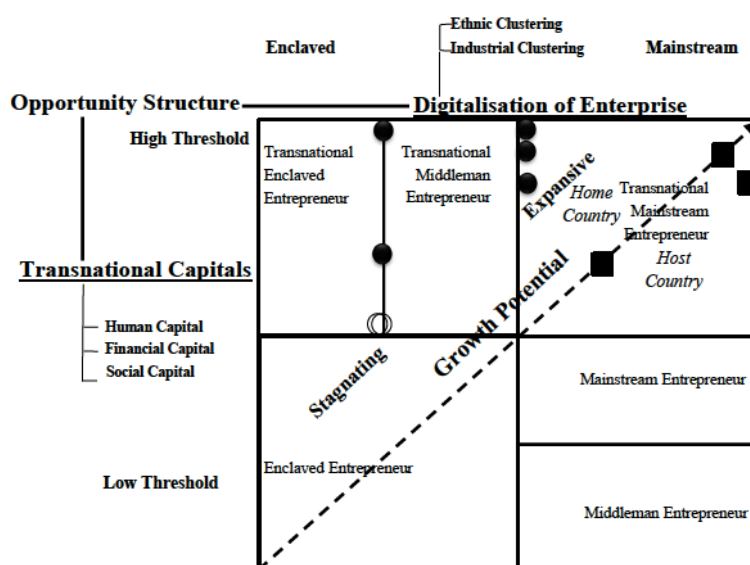
Interviews with Employees of First-Generation Mainland Chinese Entrepreneurs

Name	Age	Gender	Education Background	Migration History	Ethnicity
1CLZ	40s	Male	A Level	Skilled Worker from mainland China	Chinese
2CSS	40s	Male	A Level	Skilled Worker from mainland China	Chinese
3CJJ	20s	Male	Master's Degree	British Citizen	Caucasian
4CRT	40s	Male	A Level	British Citizen	Caucasian
5CAH	20s	Male	Master's Degree	International Student from mainland China	Chinese
6CWM	30s	Male	Bachelor's Degree	British Citizen	Caucasian
7CDM	30s	Female	Bachelor's Degree	International Student from Malaysia	Chinese
8CND	30s	Male	Bachelor's Degree	British Citizen	Half Black and Half Caucasian
9CXG	40s	Male	Doctoral Degree	International Student from mainland China	Chinese
10CYF	40s	Male	Master's Degree	British Citizen	Indian

By the same token, in accordance with **Table 2**, most employees from enterprises owned by first-generation mainland Chinese entrepreneurs were male in their 20s, 30s or 40s. From the viewpoint of ethnicity, over half of the employees were Chinese and nearly 1/3 of the employees were Caucasian. The remaining two employees participated in this current research were of Indian background as well as a mixed background of half Black and half Caucasian. From the perspective of migration history, nearly half of the employees were international students from mainland China and nearly 1/3 of the employees were British citizens based in Birmingham. Moreover, there were employees came to Birmingham from mainland China as skilled workers as well as international student from Malaysia. Therefore, the multicultural diverse workforce in businesses owned by the first-generation Chinese entrepreneurs were a reflection of multiculturalism on the Chinese enterprises as well as their entrepreneurial environment in a transnational breakout context.

4. Research Findings

Based on the theoretical framework of Multicultural Embeddedness discussed in Section 2 as well as the research design explained in Section 3, this current research analysed data from 10 Birmingham-based mainland Chinese migrant entrepreneurs together with their employees. Particularly, responding to COVID-19 crisis, examinations on typology of transnational migrant entrepreneurs focused on the dynamisms between forms of transnational capitals and digitalisation of enterprises, as shown in Figure 3. There are three types of transnational capitals, namely transnational human capital, transnational financial capital and transnational social capital. Meanwhile, the two elements on digitalisation of enterprise are ethnic clustering and industrial clustering.



- 2 Chinese Migrant Entrepreneurs in Catering Industry
- 5 Chinese Migrant Entrepreneurs in Service Industry
- 3 Chinese Migrant Entrepreneurs in Catering Industry

Figure 2. A Transnational Breakout Process in Responses to COVID-19 Crisis

4.1 Multicultural Embeddedness on Access to Resources: Forms of Transnational Capitals

As shown in Figure 3, there are three types of transnational capitals, including transnational human capitals, transnational financial capitals and transnational social capitals. From the perspective of transnational human capital, the focus is the education background of the transnational entrepreneurs. In particular, the educational qualifications they process are

obtained in their home country or the host country. For the same reasons, analyses of transnational financial capital stress the utilisation of home country financial resources in comparison with host country financial resources. In terms of the social capital, the focal point is the way how transnational social capital affect the utilisation of human capital as well as the access to financial capital.

4.1.1 Transnational Human Capital: Home Country vs Host Country Qualifications

Human capital plays an important role for entrepreneurs to enter the type of business in line with their educational qualifications. However, from previous studies it is unclear the similar and divergent roles between home and host country qualifications. On the basis of the ten entrepreneurs interviewed in this current study, eight of them completed their highest education qualifications in the UK, with the remaining two entrepreneurs obtained their highest education qualifications in mainland China. For all the eight entrepreneurs obtained their highest educational qualifications in the UK, at different levels their UK qualifications equipped them to establish businesses in sectors that are closely associated with their educational background or professional interests. As 10CY stated:

For a long time, I kept on telling myself that I would certainly not to enter the traditional catering industry. On the other hand, although I obtained a PhD in the UK, which is the area I have strong research interests in, I knew I could not make a living on research. My UK education informed me the way I could establish business contact. I used the skills obtained through my education in the UK to establish business contact and set up my own business in a specific area that I felt interested in.

On the contrary, the two entrepreneurs completed their degrees in China felt that their Chinese qualifications were not recognised in the UK. Furthermore, they felt that their degrees obtained in mainland China failed to provide relevant knowledge to set up and grow their businesses in the UK. 1CL looked back his business journey in the UK said:

You probably could not believe that I used to work in a bank. However, my Chinese degree was not recognised in this country. Besides the business experience in China and in the UK was very different. So when I started my business, there was not much choices. Running my own takeaway and restaurant were the only available choice for me.

4.1.2 Transnational Financial Capital: Informal vs Formal Financial Support

Access to finance is fundamental to sustain businesses in a crisis environment. Facing the challenges of COVID-19 crisis, Chinese migrant entrepreneurs utilised financial resources available to them to sustain their businesses. In particular, attention was drawn to the way how Chinese entrepreneurs obtained various financial resources to assist and speed up the digitalisation of their businesses. 8CN recalled his experience at the beginning of the national lockdown:

That was a very worrying time. I knew I needed to build up my financial resources to get prepared for the pandemic. There were so many uncertainties. However, I also knew it would be very hard for me to secure any possible financial support. To start with, it was hard for me to just invite a banker to visit my business in ordinary situation. Hence, I had no choice but to seek advice and support from my friends

and families back in China. Because I knew this is the most efficient and effective way for me to obtain financial support.

Noticeably, almost all the Chinese entrepreneurs participated in this current research expressed that they received financial support from family members and friends from China to prepare for the COVID-19 crisis. For many Chinese entrepreneurs they felt that, comparing to the financial support in this country, financial resources from China were more reliable. 2CS stated:

There were many ways available to obtain financial support in China. Besides the financial resources in China were built through close friends and relatives, which were really the closest people around us. So I would much prefer to have financial support from China. To prepare for COVID-19, my business did receive financial backup from close relatives and friends in China.

Interviews with employees received mixed results. For most employees from mainland China, their views were in line with the Chinese entrepreneurs. They also believed that the financial resources from mainland China were more reliable. However, for employees, who were British citizens, they thought that the Chinese entrepreneurs were very fortunate to have financial backup from China. However, they felt that Chinese entrepreneurs should make use of the financial resources in the UK. 8CND said:

I felt that my boss missed a lot of good opportunities. Maybe he was not familiar with the procedures to get financial resources in this country. Or he was not entirely sure about the financial support in the UK.

4.1.3 Transnational Social Capital: Kinship Ties vs Professional Network

Transnational social capital is essential for Chinese entrepreneurs to utilise their transnational human capital. In particular, the qualifications they obtained in China were recognised in their social connections in China as well as within the Chinese communities in the UK. Furthermore, transnational social capital also plays key role in the utilisation of financial capital. The strong social connection between the first-generation mainland Chinese entrepreneurs and their family members in China facilitate the adoption of transnational financial capital. This is particular evident in situations when Chinese entrepreneur was able to obtain financial resources through both transnational kinship ties and local professional networks. 6CW discussed in detail:

The UK government did a good job to provide various financial support for small businesses. However, many Chinese businesses found it to complete the procedures to obtain financial support in the UK was less attractive than financial resources available in China. Even to people like me, I maintained financial support both from the UK and China, in order to build up sufficient finance resources to overcome the challenges of COVID-19 crisis.

Meanwhile, employees of Chinese ethnic enterprises felt that Chinese entrepreneurs' transnational social capital was admirable, which provided alternative financial resources through informal kinship ties. Moreover, they also observed that with the development of Chinese entrepreneurs' social network in the UK, Chinese entrepreneurs became more aware of the financial resources available in the UK through professional networks. Therefore, the combination of transnational and local social capital provided robust financial support for Chinese enterprises during the COVID-19 pandemic. 6CWM shared the thoughts:

I felt that the Chineseness of our business in fact made it stronger and more resilient comparing to other similar small businesses in the UK. Since my company operated in the professional service sector, like any mainstream business we built a lot of professional social connections through our professional networks. At the same time, we also have strong connections in China through both family connections and professional network. The mixture of social networks gave my company extra support to build up financial and other resources to face the challenges of COVID-19.

4.2 Multicultural Embeddedness on Access to Market: Digitalisation of Enterprise

By ethnic clustering it means the collective features that entrepreneurs belong to specific ethnic diaspora migrant communities demonstrated in the process of digitalisation in response to COVID-19 pandemic. Meanwhile, industrial clustering refers to the shared attributes that entrepreneurs within particular industry manifested during the digitalisation process in reaction to COVID-19 crisis. Policies of national lockdown and social distancing during COVID-19 pandemic meant the physical location of enterprises became less relevant, albeit the digitalisation of enterprise was a meaningful indicator in examination of access to market.

4.2.1 Ethnic Clustering: Mainstream vs Enclaved Digital Platforms

Given that the starting point of COVID-19 outbreak was the Chinese city of Wuhan (Chakraborty and Maity, 2020), enterprises in China went through the process of digitalisation earlier than businesses in most other parts of the world (Guo et al, 2020). Therefore, Chinese migrant entrepreneurs were at the forefront to digitalise their businesses in order to adapt to the mode of remote working in response to the COVID-19 pandemic. Evidently all the 10 Birmingham based Chinese entrepreneurs started to or enhanced the degree of the digitalisation of their enterprises, with an emerging theme concerning enclaved and mainstream digital platforms.

On the basis of the interviews of the 10 Chinese entrepreneurs, mainstream digital platforms were the online shopping websites, mobile applications and social medias concentrated on the needs of local British customers in Birmingham designed in English language. As a response of COVID-19 pandemic, mainstream digital platforms were used to interact with major digital platforms within British mainstream market, with an intention to retain the existing customers. Mainstream digital platforms consisted of food and essential goods online shopping platforms and social media used for digital marketing. Meanwhile, enclaved digital platforms referred to the digital platforms mainly focused on the Chinese migrant communities in the UK in general and in Birmingham in particular with a distinctive feature on adoption of both Simplified and Traditional Chinese languages as communicative languages. In a COVID-19 crisis context, enclaved digital platforms adopted by Chinese migrant entrepreneurs focused on the growing market of Chinese international students with integration of similar digital platforms in mainland China, including food and essential goods online shopping platforms and social media used for digital marketing. When ICL thought about his COVID-19 experience, he said:

The developing situation of COVID-19 in China informed me that I needed to make urgent changes to the operation of my business. So I made a lot of effort to switch my business online, adapting my business to the digital platform such as Hungry Panda and maintaining my customers through social media like WeChat and Xiao Hong Shu.

According to the interviews from the 10 Birmingham based Chinese entrepreneurs, the transnational enclaved market with a focus on Chinese international students was the most accessible market for the first-generation mainland Chinese entrepreneurs. Data collected from the employees of the 10 Birmingham based Chinese enterprises showed similar features. Although there were choices available for Chinese ethnic businesses, Chinese entrepreneurs mostly focused on to sustain their businesses within the transnational enclaved market. 1CLZ expressed his concern:

There were various digital platforms available to use. However, my company decided to focus on the transnational enclaved market, mainly the international students from China. I felt that was a very risky approach, and the biggest challenge was the uncertain future of the market for international Chinese students, which was badly affected by the COVID-19 pandemic.

In terms of ethnic clustering, the digitalisation of enterprise has been ethnically divided, with Chinese ethnic minority entrepreneurs adopted digitalisation as a tool to resort back to the enclaved, in particular the transnational enclaved market through the enclaved digital platforms. Therefore, COVID-19 crisis brought unforeseen force to speed up the digitalisation of enterprises, resulted in an ethnically divided approach on digitalisation strategies.

4.2.2 Industrial Clustering: Digitalisation as Expansion of Existing Business

The consequences of COVID-19 pandemic have divergent implications in different sectors of society (Donthu and Gustafsson, 2020). Meanwhile, all the 24 Chinese entrepreneurs participated in this current research were serial entrepreneurs (Plehn-Dujowich, 2010). This means that all the 24 Chinese entrepreneurs launched businesses sequentially and/or ran multiple businesses concurrently. They were in a continuous entrepreneurial process to identify business opportunities. Noticeably, the second emerging theme on Digitalisation of Enterprise was to utilise digitalisation as a means to divide or expand current businesses among different As analysed in 4.1, majority of the mainland Chinese entrepreneurs started their own businesses with financial capitals from their families, friends or other social connections from mainland China. Meanwhile, businesses owned by first-generation entrepreneurs were of relatively younger firm age and smaller firm size, with abundant financial capital from mainland China. This enabled first-generation mainland Chinese entrepreneurs to take digitalisation as a means to adapt and expand their existing businesses in response to COVID-19 outbreak. Over half of the 12 mainland Chinese entrepreneurs decided to restructure their current businesses, in order to embrace the changes and seize the opportunities brought by COVID-19 crisis. 9CC shared his entrepreneurial adventure during COVID-19 pandemic:

I made changes to my business strategies and even my business model on a weekly basis. Facing the challenging situations of COVID-19, I decided to move all my UK operations online. Meanwhile, I launched my online creative travel business in China as an expansion of my current UK business operation.

Meanwhile, interviews conducted with employees of the 10 Chinese ethnic businesses showed that they became more aware of the potential opportunities in the Chinese communities as well as the opportunities in China. They were more willing and ready to work with Chinese customers and colleagues from mainland China. 4CRT shared her thoughts:

With COVID-19, I knew a lot of people lost their jobs. I felt very fortunate that my company did not lose businesses but grew quite a lot of customers. Many of them were from the Chinese communities.

Therefore, I realised that I needed to learn more skills to communicate with the Chinese customers. For start, I learnt to use Chinese digital platform WeChat. I also developed the skills to communicate with my Chinese customer with text messages.

From the perspective of industrial clustering, the mainland Chinese entrepreneurs took digitalisation as an instrument to seize opportunities in a fast-changing crisis environment. Therefore, in a COVID-19 crisis context access to markets became dynamic, with the first-generation mainland Chinese entrepreneurs utilised digitalisation as an instrument to embrace transnational opportunities in both mainstream Chinese and British markets.

4.3 Multicultural Embeddedness of Breakout: Policy Implications

Examinations on access to transnational resources in 4.1, as forms of transnational capitals, demonstrate the key role transnational social capital played in relation to transnational human capital and transnational financial capital. Meanwhile, analyses of access to transnational market in 4.2 show that digitalisation has been adopted as an instrument to embrace transnational opportunities in both mainstream host country and home country markets. Therefore, three policy implications were concluded through the groundings on the basis of the theoretical lens of Multicultural Embeddedness shown as follows.

Firstly, to enable ethnic migrant entrepreneurs to set up businesses outside their ethnic niche market, it is necessary to introduce support policies on recognition of qualifications obtained in migrant entrepreneurs' home countries. This enables ethnic minority migrant entrepreneurs to fulfil their potential through their past education. Moreover, it also provides nurturing business environment to allow diverse business practices, in particular business concepts from ethnic minority migrant business communities, to have the opportunity to interact with and integrate into the British multicultural business context. This brings a new meaning to multiculturalism, since the key is not just to allow ethnic minority business to operate in their ethnic niche markets, but to integrate ethnic enterprises into mainstream business environment in an equal way. Particularly, in an era of COVID-19 integration of ethnic businesses into mainstream business environment created economic values, with social benefit of avoiding ethnic division and social segregation.

Secondly, during COVID-19 pandemic ethnic minority enterprises has demonstrated the resilience of their financial resources through utilization of kinship ties and professional network to maintain financial support from both transnational home country and local host country sources. Therefore, to support ethnic minority enterprises to make full use of the financial resources available to them, the support policy shall focus on the design and implement of financial strategies to ensure the best use of the financial capitals available to them. Furthermore, key to the question on the provision of consultancy services in support of financial strategies is to utilise existing mainstream support agencies with expert advice in the development of financial strategies. In an era of COVID-19, given the limited support available to ethnic minority migrant businesses, the approach taken by mainstream support agencies is of great significance to the survival of ethnic businesses.

Thirdly, examinations on access to market has indicated the increasing ethnic division. In particular, digitalisation has been adopted as an instrument to embrace transnational opportunities in both mainstream host country and home country markets during COVID-19 pandemic. In an era of COVID-19, digitalisation will continue to function as a key element of business operation. Therefore, the support policy shall address the benefit for ethnic enterprises to utilise the mainstream digital platforms to maintain and grow their businesses. Specifically,

attention shall be given to the ways that ethnic minority migrant enterprises are able to gain growth through the adoption of both enclaved and mainstream digital platforms. Advices on digitalisation strategies through existing support agencies are central to the digitalisation of ethnic minority migrant businesses.

5. Discussions and Conclusions

This current research is intended to make theoretical, practical and policy contributions through the theoretical framework of Multicultural Embeddedness on the current multicultural integration policy with considerations of the COVID-19 crisis. It is of particular significance in response to the COVID-19 crisis, with an imminent recession and an increasing social segregation. There are three theoretical contributions. Firstly, the theoretical background of Multicultural Embeddedness provides a critical review of previous studies in examinations of breakout, with particular focus to developing discussions on transnationalism of breakout. Secondly, the conceptual framework of Multicultural Embeddedness is intended to extend the Mixed Embeddedness theory in a breakout context, addressing the dynamic interactions between access to resources and markets. Thirdly, the concept of Multicultural Embeddedness functions as the basis to reconceptualise breakout as a superdiverse multicultural hybrid transformation process of ethnic entrepreneurship in a mixed embedded transnational context.

Through the analyses on breakout experience of 10 Chinese entrepreneurs and their employees, this paper hopes to contribute entrepreneurial practices in three ways. Firstly, the breakout experience of 10 Chinese entrepreneurs from different business sectors and divergent migrant groups within the Chinese community provide in-depth understanding towards the current socio-economic situation, in particular the developing situation of COVID-19 crisis, in the city context of Birmingham. Secondly, innovative breakout strategies adopted by the 10 Chinese entrepreneurs inspire ethnic minority migrant entrepreneurs to react to the current social economic situation dynamically to achieve business growth and social integration, with positive experience responding to COVID-19 crisis. Thirdly, the breakout paths of the 10 Chinese entrepreneurs and their employees indicate the possible future directions for migrant entrepreneurs to further develop their businesses in a transnational context, with an unprecedented socio-economic crisis due to COVID-19 pandemic.

The conceptual framework of Multicultural Embeddedness is grounded through breakout experience of 10 Chinese entrepreneurs and their employees in Birmingham, with an intention to provide three policy implications. Firstly, grounding of the data has demonstrated that it is necessary to introduce support policies on recognition of qualifications obtained in migrant entrepreneurs' home countries. This is particularly meaningful to multiculturalism, adding a dimension of integration to grow ethnic enterprises within mainstream business environment in an equal way. Secondly, this current study aims to provide policy implications for existing mainstream support agencies, to update the current integration policies for minority enterprises on the basis of the superdiverse breakout strategies adopted by the 10 Chinese migrant entrepreneurs and their employees. Grounded through the data from the Chinese entrepreneurs and their employees, key to the question on the provision of consultancy services by existing mainstream support agencies is to provide expert advice in the development of financial strategies in relation to transnational and local financial resources. Thirdly, this research has provided new perspectives on the growth of ethnic enterprises through digitalisation, based on suggestions collected from the 10 Chinese migrant entrepreneurs and their employees, to further advance the multicultural integration policies through the design and development of

digitalisation strategies for ethnic minority migrant businesses, in response to the developing situation of COVID-19 crisis.

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