

Motivation to Become an Entrepreneur in Finland: The Case of Bangladeshi Immigrants

**Jyväskylä University School
of Business and Economics**

Master's thesis

2018

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ABSTRACT

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Title of thesis: Motivation to become an entrepreneur in Finland: The case of Bangladeshi immigrants	
Discipline: International Business and Entrepreneurship	Type of work: Master's thesis
Time (month/year): February 2018	Number of pages: 81
<p>Abstract</p> <p>Purpose: The purpose of this thesis is to explore the motivations in the commencement of own business, difficulties and challenges faced by the Bangladeshi immigrant entrepreneurs in Finland and support services available for immigrant entrepreneurs in Finland. This thesis aims to capture the distinctive essence and identify the factors that motivate immigrant people to start their own business in a foreign country.</p> <p>Approach: Qualitative research method was used in this thesis. The research design of this thesis is multiple case study. Researcher conducted 15 semi-structured interviews with Bangladeshi immigrant entrepreneurs from different cities of Finland. The researcher conducted thematic analysis to interpret the findings from the collected data.</p> <p>Research Questions: The main research questions are: what are the major motivating factors for Bangladeshi immigrants to become entrepreneurs in Finland? What are the difficulties faced by the immigrant entrepreneurs in Finland? what are the major support services available for immigrant entrepreneurs in Finland?</p> <p>Findings: Entrepreneurs recognized several main factors that motivate Bangladesh immigrant people to the start their own business activity: job dissatisfaction, lack of employment opportunity, independence and autonomy desire, supporting family, monetary gain, better living standard, social status, being own boss, flexibility. There are some remarkable challenges for immigrant's entrepreneurs are: lack of trust from the host country, absence of networking, high operating cost, competition in the market, insufficient funds, employee shortage. Finnish Enterprise agency provides business counselling, mentoring, training services for entrepreneurs. TE Office provides start-up grants for entrepreneurs. The ELY Centre provides funds for developing business idea like development of the business operations, production process. Moreover, Tekes, Finnvera, Finnpartnership, Finnfund also provide financial support for entrepreneurs.</p>	
Keywords: Immigrant entrepreneurship, entrepreneurial behavior, motivations, obstacles, support	
Location	Jyväskylä University Library

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1 INTRODUCTION

1.1 Background and Purpose of The Study

Entrepreneurship is a basic part of a country's economic development. Wealth creation, new firm creation, creation of more employment opportunities, dynamics in the society, productivity and better economic growth are the results of the entrepreneurship (Acs, 2006). Entrepreneurship is considered a fundamental factor for economic growth of a country. Because it provides opportunities for innovation and ensure maximum use of skills (Dejardin, 2000). An entrepreneur is an individual who is willing to and able to convert a new idea or invention into a successful innovation (Schumpeter 1949). Entrepreneur is a person who initiates, constructs, manages a business enterprise under risks for potential profit (Kumar 2008). According to Altonen & Akola (2012, 2) immigrant entrepreneurs are those persons who develop their own business and engage themselves and recruit others in the business in the immigrated country. Butler and Green, (1997) described immigrant entrepreneurs as individuals who recently entered into a country and commence a business for economic survival. These entrepreneurs make a substantial contribution to the economy of the immigrated country. USA is the prominent example of the immigrant's contribution. USA is also called the country of immigrant and economy of US has been performing good as well as more innovative because of wide variety of entrepreneurial activities. Moreover, entrepreneurship activities of Korean immigrants play a significant role in the economic development of Los Angeles (Light & Bonacich, 1988). Asian immigrant's entrepreneurs in Silicon Valley, contribute meaningfully in economic growth by creating 58,282 employment opportunities and sales of around \$26.8 billion in the USA (Saxenian, 2002).

Since the recession in early 1990's in Finland the term of entrepreneurship has received great consciousness among the policy makers and media (Pukkinen, Stenholm, Heinonen, Kovalainen, & Autio, 2007). According to the population projection of 2015 by Statistics Finland, the number of working-age people would decrease by 75,000 persons in 2030. Working-age people include the people whose age between 15 and 64. On the other hand, number of aged people will increase from current 19.6 percent to 26 percent. Moreover, the demographic dependency ratio will increase from current 57.1 to 70 in 2032 (Statistics Finland 2016). The demographic dependency ratio means the proportion of children (0 to 14) and pensioners (65+) in every hundred persons of working age. If there is no immigration and emigration in the Finland, the number working age people (aged 15 to 64) will decrease by 300,000 in 2030 (Statistics Finland 2016). So, immigrants and immigrant entrepreneurship are the important means for overcoming the upcoming economic challenges in the Finland. According to Statistics Finland (2012), There are over 9,000 immigrant entrepreneurs in Finland.

The purpose of this thesis is to establish a clear understanding of essential skills and resources (social capital, human capital, financial capital, psychological capital) for immigrant entrepreneurs in a country and how entrepreneurs utilize these resources for developing their business firm. The aim is also to identify the push and pull factors of immigrant entrepreneurship, the role of the family, networks and available support services in

Finland for entrepreneurs as well as examining different obstacles that they are dealing with.

Research Questions

Research questions of this thesis are following:

1. What are the motivating factors for Bangladeshi immigrants to become entrepreneurs in Finland?
2. What are the obstacles encountered by the Bangladeshi immigrant entrepreneurs in Finland?
3. What are the support services available in Finland for immigrant entrepreneurs?

Outline of The Thesis

This research begins with the introductory chapter by presenting the background for the topic and the reasons and motivations for this particular study and then continues with the theoretical framework and empirical research which will provide some crucial results.

In the first chapter, the reader is guided to the research problem with the introduction and the background description of the study. This chapter also covers the research questions and objectives of this research.

Theoretical overview on immigrant entrepreneurship is provided in Chapter two. Chapter two includes the literature review on immigrant entrepreneurship. Theoretical discussion starts with the definition of entrepreneurship, immigrant entrepreneurship, ethnic enclave, middleman minority, labor disadvantages, cultural issues and different motivational factors related immigrants entrepreneurship are presented in this chapter.

Overview of immigrant entrepreneurship in Finland is discussed in chapter three. The fourth chapter focuses on the research method and approaches. Primary sources like interviews and observations will be used for the empirical part and secondary sources like literature, articles, published data is used for the theoretical part. Moreover, Qualitative method of data collection and analysis are used in this study.

Findings from the research data, the interviews and the case studies are presented in the chapter five.

In the sixth chapter, there is a comparative discussion on the research findings with the help of the relevant literature presented in the literature review chapter. Research questions are answered in this chapter.

In the seventh chapter of this thesis, conclusion is presented. The limitations and recommendations are mentioned in the chapter eight.

2 THEORETICAL FRAMEWORK

In this chapter the concept and meaning of entrepreneurship, review of different theories related to immigrant entrepreneurship given by different scholars are discussed. Moreover, theory of motivations, challenges and assistances, characteristics of entrepreneurs, ethnic enclave theory, middleman minority theory, labor disadvantage theory and cultural theories, theory of push and pull factors are explained. This review focuses at the literature on motivations for entrepreneurship for both empirical research and theories developed under the topic of entrepreneurship motivation.

2.1 Entrepreneurship

The word entrepreneur derives from “entreprendre” and it refers “To do something”. An entrepreneur is an individual who is willing to and able to convert a new idea or invention into a successful innovation (Schumpeter 1949). Entrepreneur is a person who initiates, constructs, manages a business enterprise under risks for potential profit (Kumar 2008). Kirzner (1979) defines entrepreneurs as the people who are searching for new opportunities. According to Gartner (1985) Entrepreneurship is the creation of new businesses. According to Richard Cantillon, the entrepreneur as a person who acquires ingredients of production to combine them into a product with a view to selling it in the future (cited in Schumpeter 1949). The entrepreneur may be motivated not only for profit, but also for several psychological factors like innovation and creativity (Schumpeter 1934).

Entrepreneurship is the creation of the money and assets by offering goods and services (Schumpeter 1989). According to Van Aardt & Bezuidenhoud (2002), entrepreneurship is the act of designing, developing a business enterprise, combining an entrepreneurial team and accumulating other resources like capital to utilize opportunities from the market for long-term profit. Entrepreneurship compels “creative destruction” into the markets, Industries and at the same time creating new products and business models and eliminating others. Drucker (1985) concentrated more on the outcome of a business through risk taking efforts and defined entrepreneurship as the endeavor of a business firm to achieve greater economic benefits through risk taking behavior. In this way, creative destruction is largely responsible for the dynamism of industries and long-term economic growth (Schumpeter 1950). Entrepreneurship is the activities of collecting resources and undertaking risk for achieving a business opportunity (Kuratko and Hodgetts 2004). According to Per Davidson (2005), entrepreneurship has been elucidated in many ways: the forming of new organizations or business firm (Gartner 1988; Low & MacMillan 1988); picking advantages of market opportunities (Wiklund 1998). Cantillon and Marx emphasized that profit may stimulate individuals to undertake business entry and self-employment (Basu and Altinay 2002).

Moreover, entrepreneurial activities significantly depend on the identification and the recognition of the opportunity than entrepreneurial strategies, money networking (Timmons 1996). Timmons & Spinelli (2009) also focused on the team efforts for executing the recognized opportunities.

According to Knight, the aspiration to take risks and attitudes of adventure may be another motive. The greater access to information or knowledge influence some people to exploit advantage than others (Kirzner 1973).

2.2 Immigrant Entrepreneurship

The term “immigrant” is defined as one who is living in a country that is different from his or her land of birth (Pinkowski 2009). According to Vinogradov (2008), immigrant are the people who move from one country to another country with the purpose of receiving permanent residence. According to Faist (2000), individuals are regarded as immigrants if they have resided overseas for more than three months.

Immigrant entrepreneurship is a significant research topic from many viewpoints, but it has taken time become worldwide (Kloosterman & Rath, 2003). The significance is now in the advancement of the aspect of immigrant entrepreneurship itself. This growth was first noticed in the United States of America and next in the United Kingdom (Kloosterman & Rath, 2003).

According to Altonen & Akola (2012, 2) immigrant entrepreneurs are those persons who develop their own business and engage themselves and recruit others in the business in the immigrated country. Immigrant entrepreneurs are people who develop their own businesses after their coming, utilizing their individual connections to previous immigrants and nonimmigrants with a common origin (Butler and Green 1997). He also described immigrant entrepreneurs as individuals who recently entered into a country and commence a business for economic survival. Immigrant entrepreneur is a business possessor with a non-native origin and involved in economic activities, organization designing, job creation and profit oriented in the market (Vinogradov 2008). Most immigrant entrepreneurs engage in the ethnic market which is constituted by export- import of ethnic products or retail shops of these products (Butler & Green, 1997). Maximum immigrants quit their home country pursuing for a higher quality life in terms of living, accommodation, education, health, weather for themselves and their children (Singh & Denoble, 2004). He also argued that earlier immigrants were regarded as workers and immigration was considered as unskilled and low-priced labor (Singh & Denoble, 2004).

According to Waldinger 1990, Ethnic entrepreneurs generate a set of relationships and systematic patterns of interaction among people sharing a common cultural background.

2.3 Distinctive Features of Entrepreneur

According to Vecchio (2003; p 307-309) entrepreneurial characteristics are: risk-taking propensity, need for achievement, locus of control, desire for autonomy, self-efficacy. Vecchio (2003) mentioned these characteristics as “Big Five”.

According to Stewart and Roth (2001; p 307), entrepreneurs maintain extraordinary risk-taking behavior than managers. They found this result based on their experiment between entrepreneurs and managers. Persons who are commanded to consider that they are extremely skilled at decision-making realize superior opportunities in a risky situation and intend to accept more risks (Vecchio 2003). Need for achievement is another crucial factor that provokes the aspiration to achieve a certain objective. This is also affiliated with the risk-taking behavior. Person with high achievement also employ high-risk taking activities and that create more entrepreneurship. According to Vecchio (2003), motivation of high achievement is also related with the outcome of the entrepreneurial activities. Along with the need for achievement, autonomy is also considered as the motivational factors of entrepreneurship (Vecchio 2003). The locus of control is a more bigger perception (Vecchio 2003). Main aim of the entrepreneurs is the growth of venture (Stewart and Roth 2001). Moreover, (Vecchio 2003) grounded both the self-efficacy and the locus of control on the concepts of control. According to Vecchio (2003), individuals who has faith on the individual capability of performing roles, task and demonstrate greater entrepreneurial self-efficacy should receive more opportunities. On the other hand, individual with lower self-efficacy should realize higher costs and risks. Moreover, individuals with higher self-efficacy realize more competent in overcoming obstacles and expect optimistic performance (Vecchio 2003).

2.4.1 Ethnic Enclave

The enclave is a source of social bond and employment where immigrants get the opportunities to interact and connect with each other of the same ethnic group by purchasing ethnic products and services. According to Altinay (2008), ethnic enclave means entrepreneurial opportunity for a new immigrant can be found in areas where business firms are established by the similar national or cultural group. Ethnic group is a key factor in starting a business as well as running successfully. Ethnic enclave refers to the areas where immigrants are employed by business owners of the same ethnicity (Lee, 2003). For examples Chinatowns in major U.S. cities; the Cuban community in Miami and the Korean community in L.A. (Lee, 2003). Chinese restaurant owners in Finland are the examples of this. Entrepreneurial skills, funds, and the supply of ethnic labor are the three preconditions of ethnic enclaves (Lee, 2003).

The networks of small enterprises provided employment opportunities in the economy and also generated opportunities for entrepreneurship that were missing elsewhere (Porters & Jensen, 1992). The enclave focuses on the regionally independent ethnic communities within an urban city (Butler & Greene, 1997). According to Light and Gold (2000) Ethnic economy can be divided into two categories: 1) ethnic ownership economy 2) ethnic controlled economy.

2.4.2 Middleman Minority

Middleman minority refers to minority people affiliated in between commanding and minority group in the society. Bonacich (1987) described the middleman minority as the entrepreneurial activities of the minority communities and mediate between the immigrant and the superior group. Examples of the middleman minority business are: fast food shops, travel agency business, garment shops, grocery shops (Volery, 2007). Moreover, barber shops, broker services, laundry services, restaurants business are also operated by different minority groups De Raijman (1996) mentioned several types of middleman minority entrepreneurs and they are: Chinese American, American Jews, Indian European, German American, Chinese Australian. Middleman minority theory is a crucial clarification for immigrant entrepreneurship (Volery, 2007). According to De Raijman (1996), the minority groups of Blacks and Hispanics in the United States of America are crucial markets for middleman minority communities like Arabs, Indians, Koreans and Chinese who has been operating their entrepreneurial activities in these areas. Self-employment allows immigrants with a distinct characteristic social status like entrepreneurs. "Middleman minorities" have a distinct social status in the immigrated country and engaged in the entrepreneurial activities in the market. Thus, middleman minorities employ themselves as an entrepreneur (Bonacich, 1973).

2.4.3 Labor Market Disadvantages

Labor disadvantage also known as blocked mobility. According to Min & Bozorgmehr, (2003), labor disadvantage refers the disadvantages experienced by the immigrants in the labor markets in comparison to the native individuals. Immigrants faced obstacles in terms of language barriers, racism, sufficient academic qualifications, lower level of professional skills (Valenzuela, 2000). Some immigrants engage themselves in the entrepreneurial activities for their economic survival (Volery, 2007). According to Min and Bozorgmehr, (2003), immigrants are facing more inequity in European countries than in the United States of America.

2.4.4 Cultural Characteristics

Some immigrant communities have some distinctive cultural characteristics like commitment to hard work, strong bond within the racial community, risk taking capability, unanimity, integrity and self-employment (Masurel, Nijcamp & Vindigni, 2004). According to Fregetto, (2004), cultural philosophy contributes a social capital that smooths and motivate entrepreneurial activities. Moreover, Hoselitz (1951) included religious faith, family bonding, investment, job principles and social values immigrants regarding entrepreneurship development. Chinese catering business in the United Kingdom in reveals that cultural values of Chinese people helped them significantly to become an entrepreneur (Leung, 2002). Furthermore, Volery (2007), preferred Asian individuals are more self-employment in terms of cultural point of view.

2.5 Motivational factors for Immigrant Entrepreneurship

According to the Business Dictionary, motivation is described as internal and external factors that stimulate the enthusiasm in the individuals to attain a goal. (Online Business

Dictionary, accessed on 07 July 2017). The word motivation comes from Latin word mover which means motive. An individual's motive conducts his or her behaviors towards achieving targets. Kirkwood (2009) also described freedom, financial gain, unemployment are the major motives to become entrepreneurs. Robichaud, McGraw and Roger (2001), found four types of motivational factors like, economic situation, freedom, self-establishment and family bond in the North American entrepreneurs. According to Shane (2003), risk taking ability, market information, creativity, marketing skills, administrative skills, networking are the important characteristics of successful entrepreneur. Opportunity in the market is one of the important motivational factor to become an entrepreneur (Shinnar and Young, 2008). Wahlbeck (2007), studied on Turkish immigrant entrepreneurs in Finland and found that strong obstacles for immigrants in the labor market encourage them to become an entrepreneur. Immigrants are encouraged to engage in entrepreneurial activities for their economic survival and amalgamation in the context of Finland (Habiyakar, 2009).

2.5.1 Independence

Independence is considered the principal motivating factors for entrepreneurship development (McDowell, 1994). On the other hand, Khosravi (1999) focused on self-employment as a primary motivating factor for entrepreneurship development.

2.5.2 Money

According to Watson, J., Woodliff, D., Newby & McDowell, (2000), Money is considered as the crucial motivating factor for entrepreneurship development. According to Vroom, (1995), along with money some other factors like social status motivating people to start their own business. Lofstrom, (2004) found that, money is a principal motivating factor in research of immigrant's entrepreneurship from 1980-1990.

2.5.3 Work Related Factors

People with more job dissatisfaction are pushed to start their own business (Bauder 2008). According to Marlow, (1997), job dissatisfaction is crucial motivating factor to become an entrepreneur. Moreover, De Raijman, (1996) found that, along with job dissatisfaction unemployment is also encourage people to start their own business for economic survival.

2.5.4 Family Related Factors

Agrawal and Chavan (1997) studied on ethnic entrepreneurs in Sydney and found that individuals are more encouraged to become an entrepreneur if their relatives live father, uncle, brother have business ownership. Family background is one of the major motivating factor for business ownership. Family members with business background have more possibility to become an entrepreneur (Aldrich & Cliff, 2003).

2.5.5 Need for achievement

According to McClelland's, (1961), “theory of the need to achieve”, people with a high need to achieve are going to be successful entrepreneurs. Because they establish own goals and make action plan for achieving those goals. Need for achievement is another important factor that provokes the aspiration to achieve a certain objective.

2.5.6 Opportunity

Shinnar and Young (2008) studied in the Las Vegas and found that market opportunity for implementing individual's skills is one of the important motivating factors to start their own business. Opportunity in the market is one of the important motivational factor to become an entrepreneur (Shinnar and Young, 2008).

2.6 Pull Factors and Push Factors

Pull factors are described by individuals ambition, hope, goals, innovation. This is also described as “opportunity” entrepreneurs. Pull factors are Internal motives such as freedom, financial solvency, need for self-realization, high achievement, ownership of a business firm and market opportunities. On the other hand, the push factors that force immigrants to engage in entrepreneurial activities for satisfying needs (Asfaw 2011). Push factors are unemployment, job dissatisfaction etc. Racial discrimination, insufficient professional skills, barriers in labor market and lack of opportunities for career development in related field, lack of proper knowledge are the factors for engaging in entrepreneurial activities (Habiyakare 2009). According to Kloosterman (1999), maintaining a good social status in the immigrated country is also a motivating factor to become an entrepreneur. Wahlbeck's (2007) also done research on Turkish immigrant entrepreneurs in Finland found the same result. According to Wahlbeck's (2007), barriers in job market forced immigrant to run their own business in Finland. According to Shinnar & Young, (2008), pull factors are more motivating rather than push factors to become an entrepreneur. Benzing and Chu (2009) studied on the motivations of small business owners in Africa and found that monetary gain is principal motivating factor that encourage them to become an entrepreneur. Moreover, insufficient income opportunity forced them to start their own business for their economic survival (Benzing & Chu, 2009). According to Forsander (2002), in Finland in sufficient job opportunity become the major push factor for immigrant's entrepreneurship. According to Hagen (1962), when a certain group of people suffer from discrimination in society, this can force an individual to start his or her own business. Forsander (2002) found that, Immigrants are continuously facing problems in finding job because of some barriers and for overcoming these problems some immigrants start their own business for their economic survival and social status.

2.7 Obstacles to Immigrant Entrepreneurship

According to Altonen & Akola, (2012) lack of language proficiency, cultural understanding are the major challenges for immigrant entrepreneurs in Finland. Moreover, along with language barriers problems with networking, collecting funds are the important obstacles for immigrant entrepreneurs (Yle News 2014). Immigrant entrepreneurs are facing many challenges in developing their business enterprise. These challenges are: collecting sufficient capital, necessary information for starting business, sufficient training

programme for entrepreneur, forming skilled team, competition in the market, relationship with customers as well as suppliers (Roger Waldinger 1990).

2.8 Assistances for Immigrant Entrepreneurs

Social capital is used to illustrate the resources of immigrant entrepreneurs which they obtain from their own ethnic group. Social capital is considered one of the important assistances for immigrant entrepreneurs. Funds, professional skills and supply labor from their family members, friends are major resources for immigrant entrepreneurs. Katila and Wahlbeck (2012) found that in a study of Chinese and Turkish entrepreneurs in Finland, advancement in immigrant entrepreneurship rely on how they combine social capital accessible in Finnish, ethnic ties, local and transnational ties. According to the suggestion of Desiderio (2014) entrepreneurship training programme, counselling, legal advice services, mentoring and help in finding related business networks and support in collecting capital promote entrepreneurship. Moreover, monetary policy for entrepreneurship and investment, increasing labor market flexibility, improving entrepreneurship education and training programme and encouraging entrepreneurial culture are also considered support services for entrepreneurship development.

3 IMMIGRATIONS IN FINLAND

Entrepreneurship became a central topic in Finland in the early 1990s. When there was recession in Finland and entrepreneurship brought hopes to reduce unemployment from the society (Joronen 2002). Nearly 700,000 Finnish people migrated to different countries like Sweden, Australia, North America etc. after the second world war in 1945 (Forsander 2002).

According to Statistics Finland 2016, migration is categorized into five groups and these groups are quota refugees, return migration, family reunification, labour migration and migration for other reasons. After the independence of Finland (from 1917), emigration has been more than immigration in Finland. Before 1917, foreign investment and immigrant entrepreneurs contributed significantly in the economic development especially in the Helsinki (Joronen 2002). During World War I, there was political instability in Finland and foreigners faced negative attitude from the local people and many immigrant entrepreneurs sold their business. But after joining in EU on 01 January in 1995, Finland renovated its rules and regulations regarding immigration and foreign investment. On that time, most of the immigrants came in Finland from the neighboring countries and Central Europe. As a result, globalization and migration have initiated new attribute in the immigrant entrepreneurship and there were approximately 1700 immigrant entrepreneurs from 70 countries in the Helsinki (Joronen 2002).

3.1 Emigration and Immigration in Finland (2015 and 2016)

	Emigration			Immigration			Net		
	2015	2016	Increase or decrease	2015	2016	Increase or decrease	2015	2016	Increase or decrease
Finnish citizens	9,628	10,603	+ 10 %	7,332	7,631	+ 4 %	-2,296	-2,972	- 29 %
Foreign citizens	6,677	7,479	+ 12 %	21,414	27,274	+ 27 %	14,737	19,795	+ 34 %
Total	16,305	18,082	+ 11 %	28,746	34,905	+ 21 %	12,441	16,823	+ 35 %

Table 3.1: Emigration and Immigration in Finland (extract from the original source)

Source: Statistics Finland

According to Statistics Finland 2016, during 1900-2016 Finland have experience lower number of birth rate than number of death in last year (except for 1918 and 1940) and net international migration is the main reason for increasing the population in the last year (Immigration Department 2017). In 2016, 34,905 people moved to Finland and among these 78 % people were foreign nationals. On the other hand, in 2016, number of people emigrated from Finland were 18,082 (Immigration Department 2017). The highest number of people came from Iraq, Estonia, Russia, Afghanistan, Syria etc. Moreover, 10,603 Finnish people emigrated from Finland to United Kingdom, United States, EU and other OECD countries. According to the latest report of Ministry of Interior, in 2017 almost 130,000 foreigners are working in Finland.

3.2 Bangladeshi people in Finland

Approximately 7000 Bangladeshi people are living in Finland currently (Shaidul & Prokki 2016). Most of them are: student, first and second-generation people. Most of them are living in Helsinki and Tampere and rest of them are scattered in other major

cities of Finland. In the beginning of 1980s, people from Bangladesh started to come Finland for higher education, business, family reason and asylum-seeking purposes.

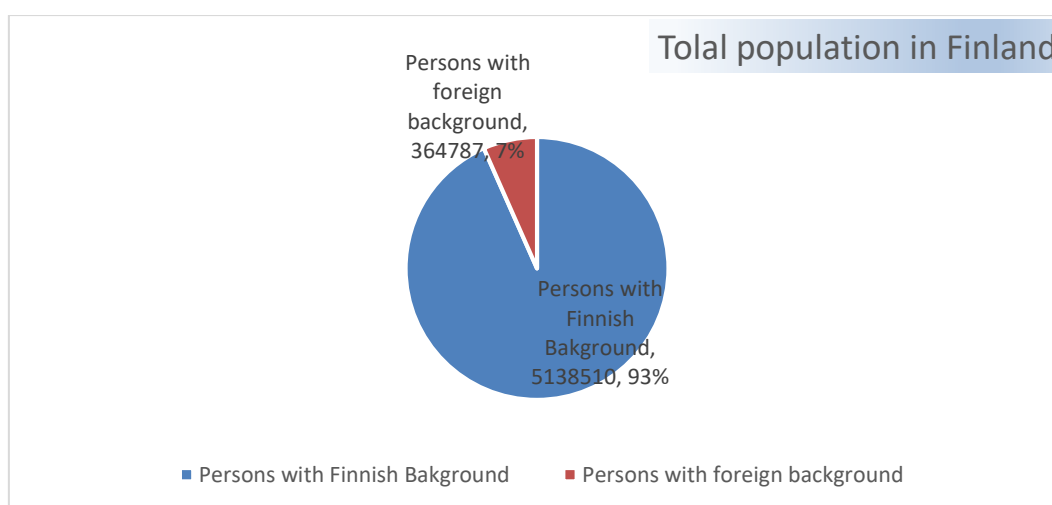
3.3 Entrepreneurial Activities in Finland

According to Statistics Finland 2016, total number of business enterprises are operating in Finland are 360,000 enterprises and these enterprises had 392,000 establishments. 1.4 million people were employed in these enterprises. But, in the first quarter of 2017, there was a decrease in the number of enterprise opening by 4.3 percent compared to the quarter of the 2016. Professional, scientific and technical activities were the highest number in terms of enterprise opening. In Uusimaa region, highest number of enterprises was opened in 2016 (Statistics Finland). According to Statistics Finland 2016, manufacturing enterprises, construction enterprises, trade and service industries made a total of EUR 378.5 billion in turnover. In terms of profit generating, service industries generated EUR 7.1 billion out of EUR 15.8 billion profit generated by enterprises (Statistics Finland 2016).

3.4 Contribution of Immigrants in the Entrepreneurship of Finland

Immigrants entrepreneurs are involved in diverse types of entrepreneurial activities in the Finland. Their activities ranging from food shops, restaurants, retail stores, export-import of goods and services, ethnic shops. These activities are reliable sources for employment opportunity and tax revenue. According to the Annual Report on Immigration (2012), more than nine thousand (9,000) immigrants are involved in the entrepreneurial activities in the Finland.

3.5 Demography of Finland

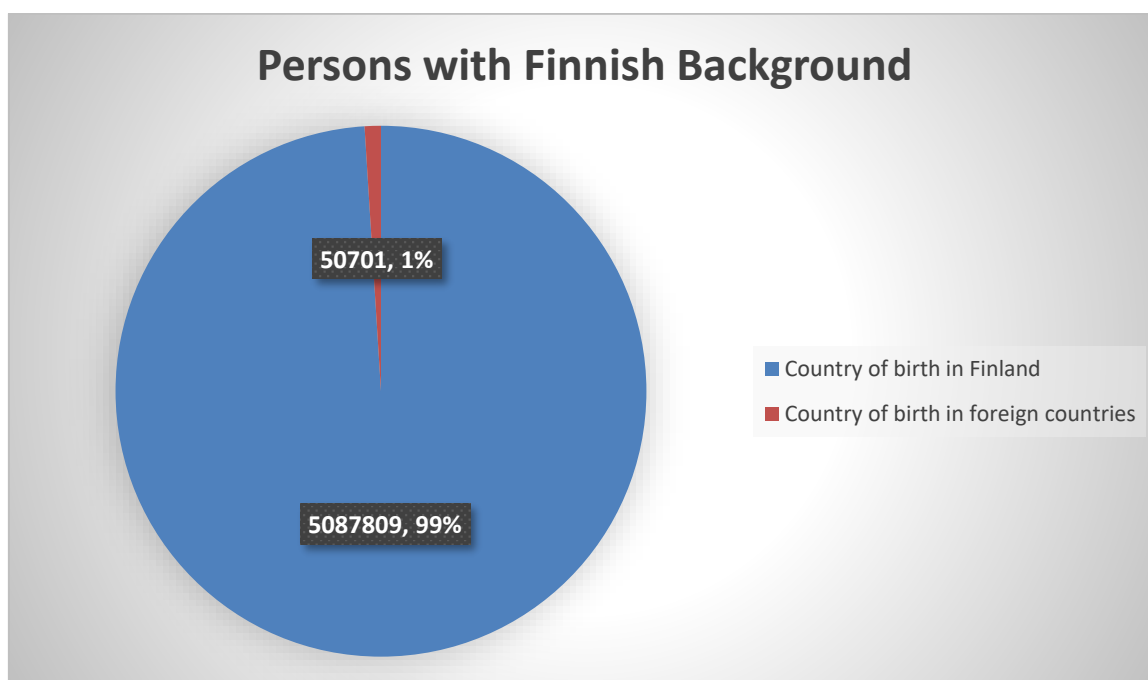


Source: Statistics Finland (population structure)

Figure 3.5 Population structure in Finland (extract from the original source)

According to Statistics Finland 2016, total population of Finland was 5,503,297 December 2016 and number of foreign people were 364,787, which represents 7 per cent of the Finland's total population. According to Annual Report on Immigration 2012, scientific and technical, service and manufacturing, administrative and clerical work are the favorite professions among the immigrants. 15,600 foreigners have completed labor force training in the field of social and health care, service, cleaning and transportation (Annual Report on Immigration 2012).

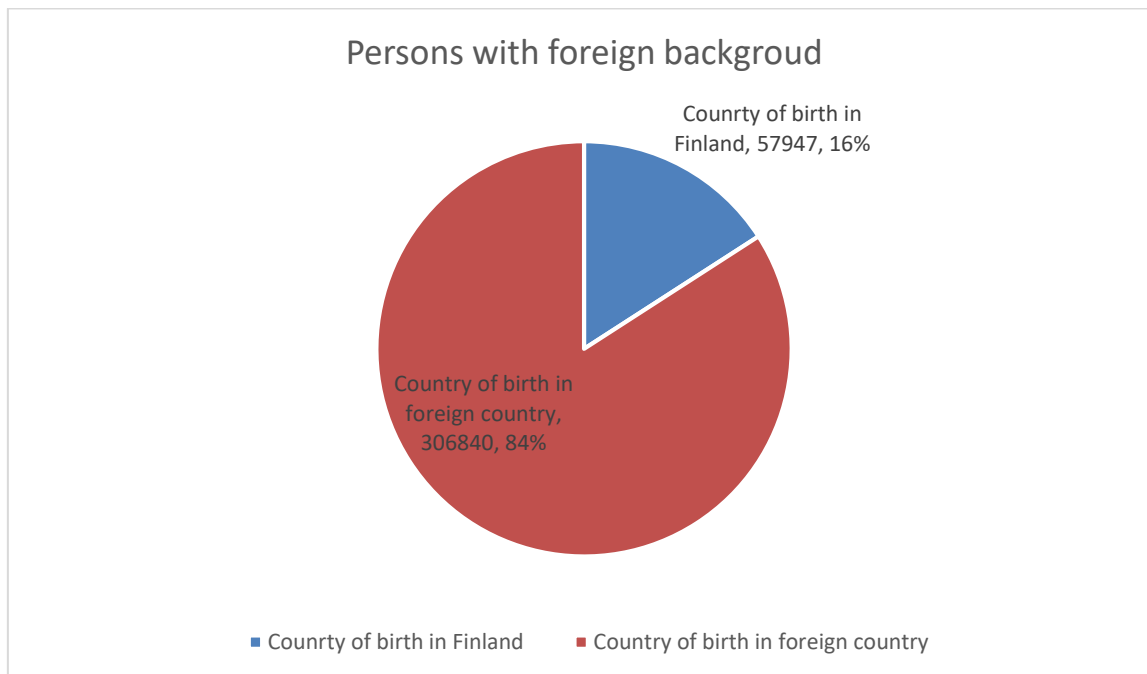
3.6 People with Finnish Background



Source: Statistics Finland (population structure)

Figure 3.6 People with Finnish background (extract from the original source)

3.7 People with Foreign Background



Source: Statistics Finland (population structure)

Figure 3.7 People with foreign background (extract from the original source)

4. RESEARCH METHOD

This chapter deals with the detail description of the entire research design. It starts with the research approach and followed by data sources, data collection method and analysis methods of this thesis study. An exploratory and descriptive research design is used in this study.

4.1 Research Approach

4.1.1 Inductive vs. Deductive Research

There are two popular methods of research approaches and these are: inductive and deductive. In inductive research approach, researcher collects empirical data and create conclusions from the empirical data and it generate theories. In inductive research approach, researcher does not have to start off as a blank sheet since it is adopted with pre-knowledge about some phenomena (Bryman and Bell 2003). Deductive research approach begins with hypothesis and proceeds from there to a guaranteed specific conclusion. The research approach of this study is inductive research. The researcher has collected knowledge about the topic from the literature review.

4.1.2 Quantitative Vs Qualitative Research

Qualitative research helps to understand the meaning of phenomena. In qualitative research interviewees give their opinion about the research topic based on their own personal experiences. Findings of the qualitative research are ultimately turned into theory (Creswell & Plano Clark 2007). According to Creswell (2002), qualitative research method includes ethnography, case studies, grounded theory, phenomenological research and narrative research. For this research, case study strategy is used. Qualitative research is exploratory and flexible (Hartley 2004). According to Davies (2007), interviews, published data, documents, and observations are used in qualitative research. Qualitative research is an effective way to create theory and generate new knowledge from the collected data (Eriksson & Kovalainen 2008). According to Draper (2004), different data collection strategies are used in qualitative research and interviews, observation are the two-popular technique for collecting data. According to Eriksson and Kovalainen (2008), purpose of qualitative research approaches is to describe, interpret the phenomenon and generate theory while quantitative research approach is aiming to test hypothesis. For observing and analysing data in a resourceful way, qualitative research method is very effective, and it helps to increase the knowledge about the phenomenon. Quantitative research methods are testing and verification of theories. Researcher has greater control over the variables in a quantitative research. One example of quantitative research is survey. According to Bryman and Bell (2003), conclusion of quantitative research is drawn from a generalization of the quantity of participants.

I have selected the qualitative research approach for this study to experiment the answers of my research questions as well as acquire more knowledge about this topic.

4.2 Data Sources

Primary and secondary sources of data were used for the data collection in this study. Primary sources like interviews, case studies and observations were used for the empirical part and secondary sources like literature, articles, published data were used for the theoretical part.

4.3 Data Collection Method

Yin (2003) mentioned several sources for collecting data for research and these sources are interviews, direct observations, documentation, participant-observations, archival records.

4.3.1 Interviews

Eriksson & Kovalainen (2008) remind that interviews are the core source of data in business research. Interview allows the researcher to acquire knowledge and the participants experiences of the phenomenon. According to Babbie and Mouton (2001), researcher observe the participant's facial impression, ambitions, determination through interviews. Main focus of interviewing is to allow the researcher to get into the interviewee's opinion, impression (Patton 1987). The researcher visited the websites of several Bangladeshi immigrant entrepreneurship business in Finland. Researcher also used personal network for finding Bangladeshi immigrant entrepreneurs. Entrepreneurs were contacted by emails or phone calls at the beginning. The purpose of this this email or phone call was to introduce the entrepreneurs with the subject of the study. Researcher made the appointments for the interviews at a time most suitable for the entrepreneurs. Moreover, the crucial factor is not the number of interviewees, but the prospects of each participant to contribute to the understanding of the phenomenon (Merriam 1998).

Several interviews were tape-recorded. Moreover, I also wrote notes along with the interviews. At the beginning of the interview, I introduced myself and outline of the thesis. Then we went the next step of questionnaire (attached in the appendix). I did pilot testing interview with one of the entrepreneur and one of my friend. It helped to modify the content, framework and the strategy of the total interview process. According to Turner, (2010), A pilot test is a crucial part in the preparation of an interview. At the beginning, the interviewees were told that one-hour is required. This time duration was given for questions, conversation and details discussions related to thesis. For two entrepreneurs, I took interviews for two times. In my case study, the main data collection techniques were semi-structured interviews. The primary data has been collected by semi structure interview from 15 entrepreneurs. Fifteen (15) immigrant entrepreneurs were selected from different location (Jyväskylä, Helsinki, Espoo, Vantaa, Kuopio, Kokkola, Lappeenranta) of Finland for this thesis. The researcher visited the business premises and other suitable places for the interview. It took nearly two months for conducting interviews and duration of each interviewee varies from 20 minutes to three (3) hours.

The topics of the interviews included general questionnaire related to immigrant entrepreneurship, motivation for entrepreneurship, the start-up process, personal background, the role of the family both as a role model and in running the business, business

environment in Finland and the challenges faced in running their business, support provided by the different authorities.

Information about the participants:

Entrepreneurs	Location	Type	Duration of interview
Entrepreneur 1	Jyväskylä	Direct observation and notes taking, Recording	2 hours 1 hours
Entrepreneur 2	Jyväskylä	Direct observation and notes taking	Work experience of 1.5 years
Entrepreneur 3	Jyväskylä	Direct observation and notes taking	Work experience
Entrepreneur 4	Kuopio	Direct observation and notes taking, Recording	1 hours 45 minutes
Entrepreneur 5	Helsinki	Phone call and notes taking	Around 40 minutes
Entrepreneur 6	Lappeenranta	Direct observation and notes taking	Around 35 minutes
Entrepreneur 7	Vantaa	Direct observation and notes taking	25 minutes
Entrepreneur 8	Helsinki	Direct observation and notes taking	30 minutes
Entrepreneur 9	Kokkola	Phone call and notes taking	Around 30 minutes
Entrepreneur 10	Helsinki	Recording	30 minutes
Entrepreneur 11	Helsinki	Direct observation and notes taking	Around 60 minutes
Entrepreneur 12	Helsinki	Direct observation and notes taking	Around 50 minutes
Entrepreneur 13	Espoo	Phone call and notes taking	Around 20 minutes
Entrepreneur 14	Helsinki	Direct observation and notes taking	Around 45 minutes
Entrepreneur 15	Helsinki	Direct observation and notes taking	Around 60 minutes

Table 4.3 Information about the participants

4.3.2 Case Studies

Case studies as a research method is widely used in the field of psychology, sociology, political science, business and do contribute with real experience and gives a comprehensive perspective. Case study requires data collection through primary and secondary sources of data. Case studies are more applicable in the research of unrevealed areas (Eisenhardt, 1989). A multiple case study is more appropriate for comparing findings from different participants. Yin (2002) described case study as an empirical inquiry which enables the researcher to investigate a contemporaneous phenomenon within its real-life context. According to Eriksson and Kovalainen (2008), case study helps researchers to generate comprehensive and holistic knowledge about a subject. Moreover, the case study offers an opportunity for multiple and comprehensive observation. Case studies generates new idea and aspects and thus provides the knowledge base of business studies. In this study, researcher conducted a multiple case study of 15 Bangladeshi immigrant entrepreneurs in Finland to generalize the findings based on the research questions.

4.4 Observations

Observation is a form of qualitative research technique which not only included participant's reflexion, but also included ethnography and research work in the field (Gray 2009). Observation has been used in a multiple discipline as an instrument for collecting data about individual, processes, and cultures in qualitative research (Kawulich 2005). Direct observation is a method of data collection in which the evaluator or researcher watches the issues in his or her environment (Holmes 2013). In the observational research method, multiple case studies are associated. Observational data can be combined as supplementary research (Gray 2009). Observations offer researchers with ways to check for nonverbal expression of feelings, determine who interrelates with whom, how individuals communicate with each other (Schmuck, 1997). Goal of direct observation is to assess an ongoing behaviour process, event, or situation (Holmes 2013).

According to Kawulich (2005), there are some benefits of using observation in the data collection methods. These advantages comprise that it affords the entry of the backstage culture. Moreover, it allows for opulently thorough description and it offers opportunities for observing or sharing in unprepared events. Observation also expands the quality of data collection and explanation and facilitates the creation of new research questions or hypotheses (Kawulich 2005). In case study-based research, multiple methods of data collection are used. Direct observation works as a source of record can contribute to the development of a strong case study. Direct observation gives an opportunity for researchers to spot directly. Direct observation can be evident, when the topic and individuals in the environment recognize the purpose of the observation, or secret, when the topic and individuals are uninformed of the purpose of the observation (Holmes 2013). In this study, researcher used direct observation method as a source of data collection methods along with notes taking.

4.5 Sampling

Brink (1996) state that, a sampling is a procedure of choosing the sample from a population for collecting data concerning a phenomenon that describes about the population. There are two types of sampling: probability sampling and non-probability sampling. The non-probability sampling procedure is perfect for qualitative research studies (Merriam, 1998). According to Ritchie, Lewis, & Elam (2003), in qualitative research it is not mandatory to find a sample size that is statistically significant. According to Guest, Bunce and Johnson (2006), fifteen interviews is enough for evaluating a identical group. In non-probability sampling, sample size can be selected based on the objectives of the study, there is no limitations for sample size (Saunders, Lewis, Thornhill 2009). Non-probability sampling is used in this study and the researcher conducted interview with the fifteen (15) entrepreneurs from different cities (Jyväskylä, Helsinki, Espoo, Vantaa, Kuopio, Kokkola, Lappeenranta) of Finland.

4.6 Reliability and Validity

Reliability and validity of the research should be evaluated in every research. In qualitative research, the descriptions of people, places and events are considered as the major issues for reliability of the research (Hirsjärvi et al. 2001). According to Yin (2003), documentation and possible explanation are the very important for research. Findings of this study were documented cautiously at every stage and re-evaluate it after the final data analysis. Notes have been taken during the whole data collecting process for ensuring the reliability of the thesis. In qualitative research, the extent to which findings of the research are coherent and proper representation of the population of the research is described as the reliability (Golafshani 2003). For ensuring the reliability of the research presentation of the proper methods in the study, explanation of how the data is validated should be considered (Koskinen et al. 2005).

Validity means the extent to which respondents have appreciated the questions. In this study researcher pretested the interview questions to one entrepreneur and one friend. The aim of this pilot testing is to refine the interview questions. The standard of the research procedure was also continuously assessed to enhance the validity of the research. Interviews, observations were used in this study for conducting fifteen interviews on immigrant entrepreneurs from different cities of Finland for supporting the validity of the research. Multiple observations in the research enhance the validity of the research and provide a chance to compare among the observations (Hirsjärvi et al. 2001).

4.7 Data Analysis

Data analysis is a vital section in the research process and need to consider it at the beginning of the research. This thesis represents an inductive approach of qualitative research. Data collected from the interviews were interpreted in the context of research questions of this thesis. According to Rubin and Rubin (2005), “data analysis is the process of moving from raw interviews to evidence-based interpretations that are the foundation for published reports”. According to (Merriam 1998), data analysis involves consolidating, minimizing and interpreting what the researcher observed and what the

interviewees said. Data analysis entails reducing the data, recognition to themes, assembling and presenting the findings in the rational way that would be of great concern to readers (Ely 1991). In this qualitative research, the researcher employed a thematic approach to scrutinize the data. Data analysis is the process of illustrating the interpretation of people's words and actions (Maykut & Morehouse 1994). For getting a clear idea about the thesis topic, related literatures on immigrant entrepreneurship, previous researches have been studied at the beginning. Thematic analysis was applied in this research. Irrelevant data was removed at the beginning for the data analysis. Data collected from the semi structured interviews were mostly in the form of answer of the questionnaire, field notes and tape-recorded. The data analysis process started with the transcription of the individual interviews. Data collected from every single interview was placed into different documents. After this, all the collected data has been analysed and assessed based on the interview questions. Then data were classified into different topics and placed with the similar themes.

5 RESEARCH FINDINGS



5.1 Description of The Bangladeshi Immigrant Entrepreneurs

Entrepreneurs number	Nationality	Type of business	Gender	Year of starting
Entrepreneurs 1	Bangladeshi	Service (export, import)	M	2013
Entrepreneurs 2	Bangladeshi	Food, Service	M	2007
Entrepreneurs 3	Bangladeshi	Import	M	2014
Entrepreneurs 4	Bangladeshi	Food	M	2013
Entrepreneurs 5	Bangladeshi	Service, Food	M	2008
Entrepreneurs 6	Bangladeshi	Food	M	2010
Entrepreneurs 7	Bangladeshi	Textile	F	2014
Entrepreneurs 8	Bangladeshi	Textile	F	2016
Entrepreneurs 9	Bangladeshi	Food	M	2016
Entrepreneurs 10	Bangladeshi	Food	M	2007
Entrepreneurs 11	Bangladeshi	Retail	M	2012
Entrepreneurs 12	Bangladeshi	Retail	M	2012
Entrepreneurs 13	Bangladeshi	Food, Export-import	M	2007
Entrepreneurs 14	Bangladeshi	Service	M	2009
Entrepreneurs 15	Bangladeshi	Import	M	2014

Table 5.1 Information about the Bangladeshi immigrant entrepreneurs

5.2 Motivational Factors

For answering the research questions of this study, related responses were collected from the face to face interviews of Bangladeshi immigrant entrepreneurs. There are several factors that motivated Bangladeshi immigrant entrepreneurs in Finland to start their own business in Finland.

Entrepreneurs 	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total
Motivation 																
Lack of Employment Opportunity	×	×	×	×	×	×		×	×	×	×		×	×	×	13
Dissatisfaction with Blue Collar Job	×	×	×	×	×	×	×		×	×	×		×		×	12
Supporting Family in Finland or Home Country	×	×		×	×	×		×		×	×	×	×		×	11
Financial Gain/Monetary Desire	×	×		×	×		×		×		×		×	×	×	10
Utilizing Market Opportunity	×	×	×			×	×	×		×		×	×		×	10
Flexible Working Hours	×	×		×	×	×		×		×	×		×		×	10
Independence & Autonomy Desire	×	×		×	×			×	×		×	×	×	×	×	10
Lower Barriers of Entry	×	×	×	×			×	×			×		×	×		9
Social Status/Prestige	×	×		×	×	×		×			×				×	8
Leadership	×			×	×			×	×			×		×	×	8

Family Business Background	×	×	×	×						×			×		×	7
Fulfill Dream	×	×		×			×		×				×		×	7
Better Living Standard		×		×				×			×		×	×		6
Social Responsibility	×	×					×	×					×			5

Table 5.2 Motivational factors of Bangladeshi entrepreneurs

5.2.1 Lack of Employment Opportunity

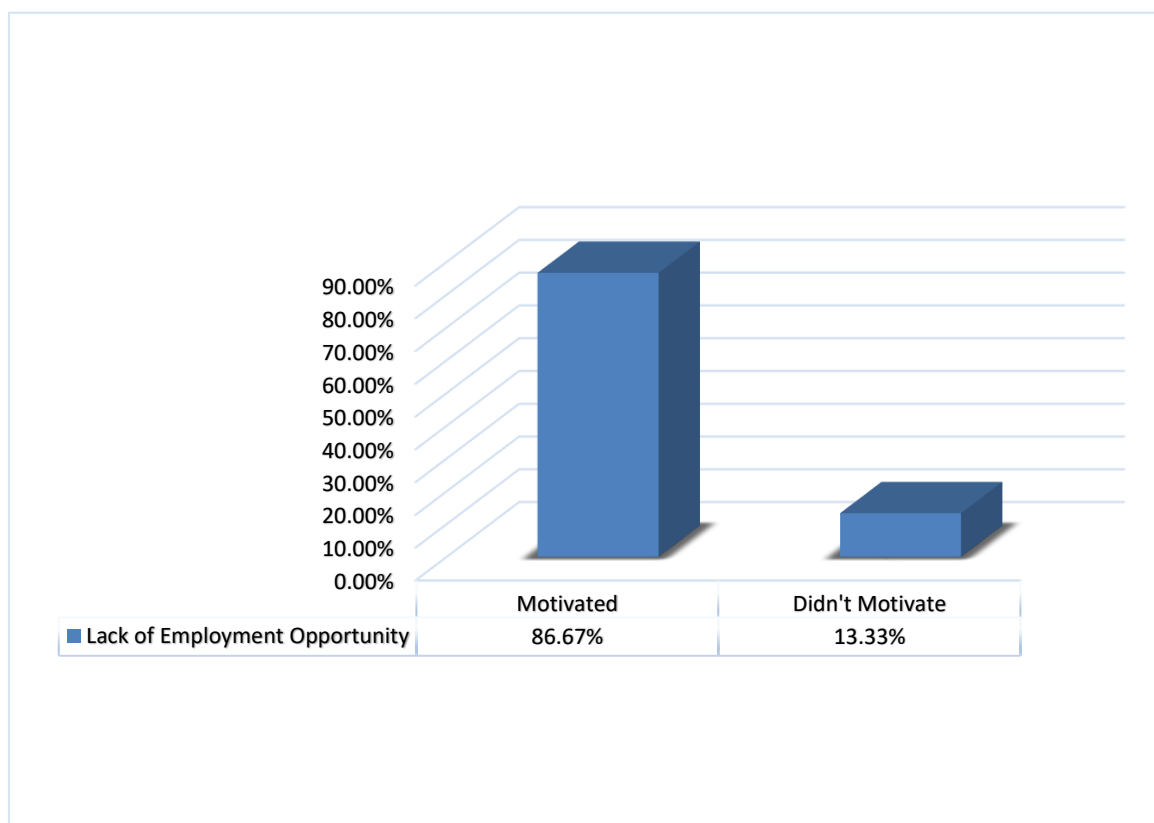


Figure 4: Lack of employment opportunity

Most of the entrepreneurs in this study have chosen self-employment as the only achievable alternative to the unemployment in the Finland. Indeed, in many countries self-employment is considered as an informal sector employment scheme. Thirteen out of fifteen participants in this study mentioned that, lack of employment opportunity in Finland is

one of the major motivating factor for taking entrepreneurial career. Although most of the entrepreneurs have good academic qualifications but they were afraid of getting a professional career. They mentioned that, they were forced to establish their own business after considering the career prospect in Finland. Most of the entrepreneurs in this study have good academic qualification but they had to depend on the survival job (cleaning, post-delivery, cooking etc.) in the Finland.

Entrepreneur 13 stated that, *“I worked in a restaurant when I was the student of bachelor’s degree and after completing my graduation, I have applied for job related to my field of study (business) but I didn’t get any suitable job. I was not satisfied with my working condition and salary in the restaurant then I have selected my career as an entrepreneur.”*

Entrepreneurs 1 mentioned that, *“I have very good educational qualification and I tried for a suitable job for last few years, but I didn’t get any acceptable job in Finland. Then I established my own company.”*

Some entrepreneurs enjoyed the immigration to Finland, but job search has been disheartening and became unemployed.

Entrepreneur 1 mentioned that, *“I’m realizing there are not many employment opportunities for immigrants.”*

Some immigrant’s entrepreneurs blame their unemployment before starting business on another factor that, a recognized propensity of employers to prioritize Finnish experience over foreign experience.

Entrepreneur 1 mentioned that, *“Employers are looking for candidate who have Finnish working experience.”*

One entrepreneur worked as a professional accountant in his home country, but he was unable to find a position as an accountant, in spite of being at the top of his field in his home country. Before starting business in Finland, he sent approximately 100 resumes to different companies in the Finland. Among those, he asserts that only ten have replied and three or four have concluded in interviews. Although these interviews were good and employers demonstrated interest but all employers ultimately stopped calling him.

5.2.2 Dissatisfaction with Blue Collar Job



Figure 5: Dissatisfaction with blue collar job

Twelve (12) entrepreneurs out of 15 were dissatisfied with the paid blue-collar job in the Finland. Most of them worked in the restaurants, post-delivery, cleaning company, pizza shop. They were not satisfied with the salary range, holiday facilities, working conditions, long term prospect etc. It is very difficult for them to maintain the work life balance.

Entrepreneur 15 mentioned that, *“before starting this business, I worked as post-delivery worker. In winter season, it was horrible for me to work at night in such a difficult weather.”*

Entrepreneur 13 mentioned that, *“I worked in a restaurant, where I used to cook food and the temperature of the kitchen was too much and it was unbearable for me to continue this job in the restaurant.”*

Entrepreneur 1 stated that, *“my experience in the labor market was not good. I worked in a company where lots of discrimination was available. I faced discrimination from my employer and I was not satisfied with the working policy of this company.”*

Entrepreneur 4 narrated that, *“too much workload is the main reason for me to leave my earlier job and start my own business. Because of the too much workload, I couldn't give enough time to my family.”*

Entrepreneur 1 stated that, *“I was not happy with the salary that I received from the job and I saw one of my friend is earning more money by doing same kind job as I did. Then*

I applied for job in my friend's company, but I was rejected. Then I realized to start my own business for utilizing my skills as well as earning a reasonable amount of money.” Entrepreneur 1 stated that, “I had been suffering from different kind of discrimination in my paid job and I tried to improve my own situation. When I got my business opportunity, I left my company.”

Entrepreneur 5 mentioned that, *“my employer didn't give me enough working hours in the weekly working schedule and total amount of working hours are not fixed. So, I didn't have fixed salary and it was difficult for me to survive with this little amount of money. I have been thinking an alternative source of earning and when I have started my business then I left my paid job.”*

Some of the entrepreneur's face difficulties in communication with their coworkers and unhappy with the management team.

Entrepreneur 1 stated that, *“it was difficult for me to continue communicate in Finnish language with my co-workers. I felt very uncomfortable with my communication skills.”*

5.2.3 Supporting Family in Finland or Abroad

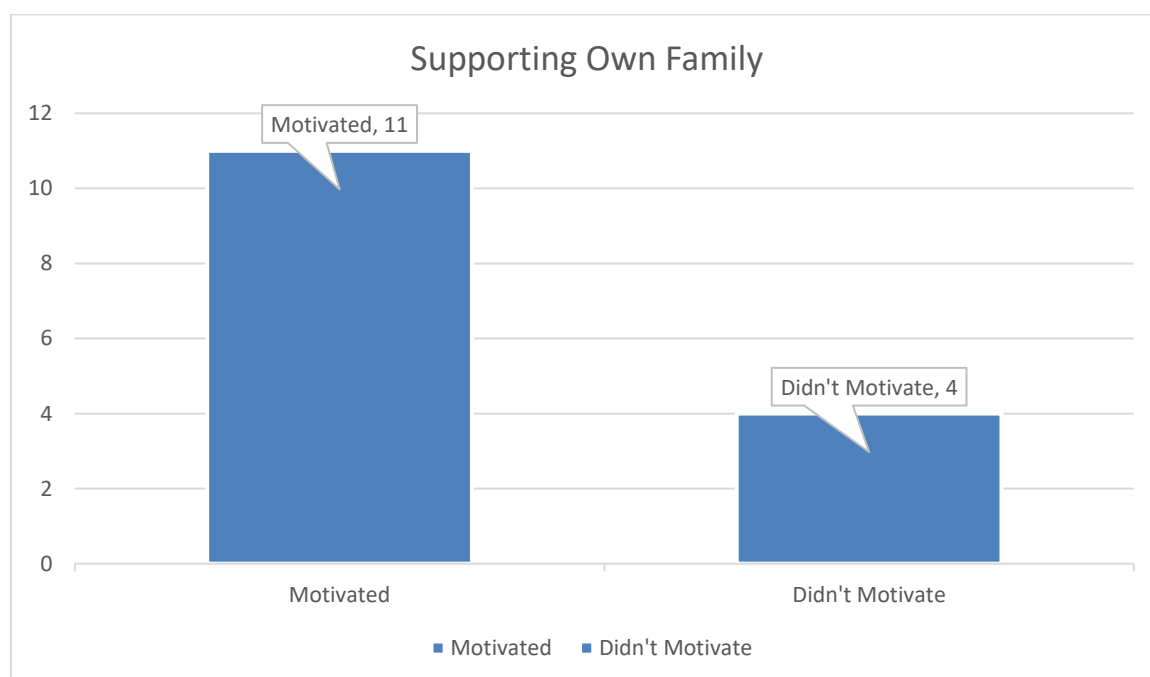


Figure 6: Supporting family

11 entrepreneurs in this study mentioned that, they have established their own business for supporting their family living in Finland or their home country (Bangladesh). Their motivation was not for huge profit oriented. They prefer to live a satisfactory life rather than making huge profit from their business. They are satisfied with average level income.

Entrepreneur 2 narrated that, *“I am happy with the average level income from my business. Now I can spend more time with my family and I am satisfied with this lifestyle.”*

Entrepreneurs 4 stated that, *“my business is the only source of income of my family. My family members are now in Bangladesh and I must support their living cost from the income of my business.”*

Entrepreneur 15 stated that, *“I am the only earning person of my family and I am responsible for the payment of all bills, rent, food and other expenses. I enjoyed it and it inspired me a lot to work hard for my business.”*

Entrepreneur 1 mentioned that, *before starting my own business I did cleaning job in Jyväskylä but salary from this job was not sufficient to maintain the living cost for my family. But after establishing my own business, now I have sufficient income for supporting my family. Moreover, now I have my own house, car and I regularly travel different cities of the world.”*

5.2.4 Financial Gain/ Monetary Desire

Most of the entrepreneur mentioned that, money is necessary for maintaining living cost in a foreign country, but monetary gain is not the primary motivation for starting own business. Other factors motivated them to start their own business.

Ten entrepreneurs among those fifteen entrepreneurs involved in entrepreneurial activities for earning more money than paid job. Their main motivation for starting their own business was earning more money. Among these ten participants, two of them were satisfied with their earning from the paid job but when they found the market opportunity to make more money, they left their job and involved in own business.

Entrepreneur 15 replied as, *“I started my own business for earning more money. I worked in different companies for several years and realized that business is the only means to make more money”*

Entrepreneur 1 stated that, *“it is impossible to manage the expenses of living cost, traveling to my home country, supporting my family with income form the paid employment”*

5.2.5 Utilizing Market Opportunity

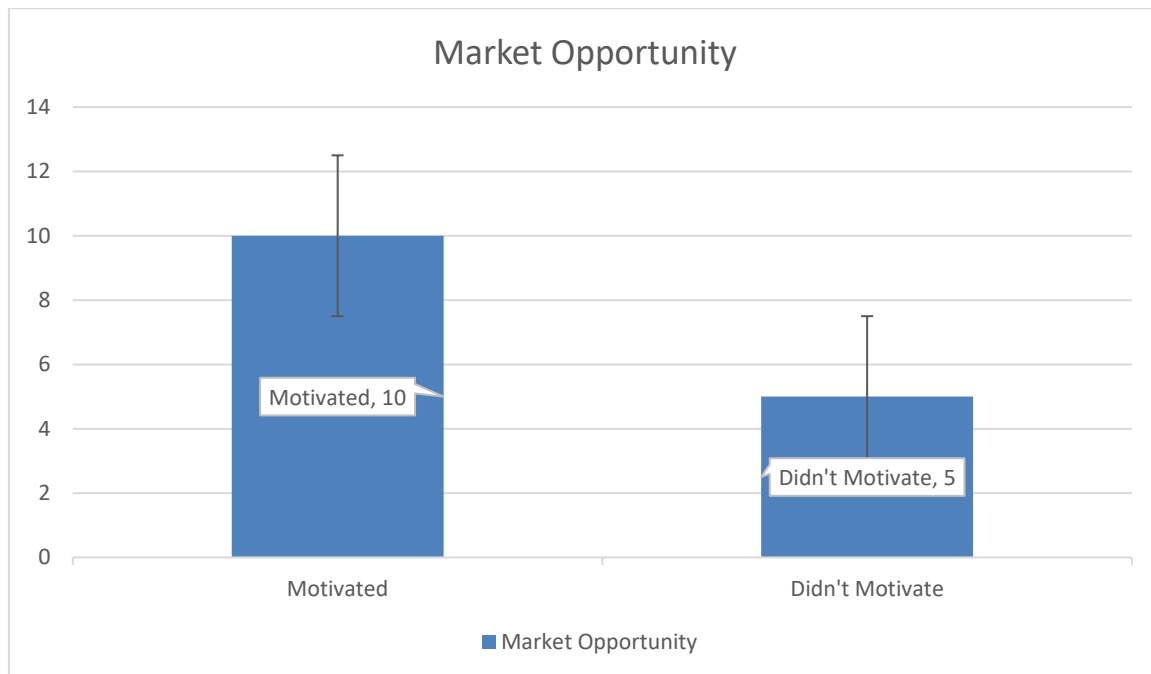


Figure 7: Market opportunity

Ten entrepreneurs pointed out that, huge market opportunity influenced them to start their own business. One example is that, two entrepreneurs opened Asian retail store in Helsinki because he found that, number of South Asian people are increasing in Finland. One entrepreneur is involved in exporting vegetables, fruits from Bangladesh for serving the demand of the Bangladeshi, Indian & Pakistani people. Another entrepreneur is importing shrimp and fishes from Bangladesh and India and selling those shrimp & fishes in the different restaurant and retail shops in Finland. Another example is that, one entrepreneur has Asian retail shop in Helsinki and this shop is very popular among the Bangladeshi, Indian & Pakistani people all over the Finland and this entrepreneur opened another type of business like delivering those ethnic products in different cities of Finland in monthly basis.

Entrepreneur 2 mentioned that, *“he had restaurant business in Lahti and he found that there is no Indian Restaurant in Jyväskylä, then he moved his business in Jyväskylä and after few years he also opened another restaurant in Kuopio because there was no Indian food restaurant.”*

Entrepreneurs 2 also stated that, *“From my experience I realized that, Indian food is popular in all over the world and also in Finland, this food is getting more popularity day by day and in Jyväskylä there was no Indian food restaurant and in 2007 I opened this business in Jyväskylä”*

Another entrepreneur, who was the student of facility management in Jämkkä and he found the opportunity to export technology, education and other services in Bangladesh. Then he established his own consultancy company.

Entrepreneur 1 replied as, *“I have completed my bachelor’s degree from Finland and I found that their education system is very effective and practical, then I decided to make collaboration between some educational institution of my home country and Ministry of Education and Culture of Finland. Moreover, I have also found that, in Finland some companies are very efficient in producing renewable energy, whereas in my home country there is a huge energy crisis and renewable energy is very expensive for people and I have utilized this opportunity to utilize this technology from Finland to Bangladesh.”*

5.2.6 Flexible Working Hours

Almost two-third entrepreneurs in this study mentioned that, flexible working schedule motivated them significantly to start their own enterprises. With the flexible working schedule, they are now selecting their working hours, working days based on their own choice and seven entrepreneurs stated that, now they have more holiday time for travelling. One entrepreneur mentioned that, he can make his own working hours and he don’t open his shop one day in a week. Starting own business provide more opportunity to the entrepreneurs for travelling in different countries, spending more free time with friends and family. Moreover, they can work as many hours as they wish. Ten entrepreneurs in this study stated that, their working hours is not fixed, and it depends on the situation. Their working hours ranging from four hours to eight hours per day.

Entrepreneur 4 replied as, *“Now I am making my own working schedule and I don’t open my shop on Monday in every week and it gives me opportunity to spend more time with my friends & family.”*

Entrepreneur 2 replied as, *“Every year I travel my home country two or three times and I also travel different countries with my family. I have another business in Bangladesh and I must stay there for few months in every year. Before starting my own business, I didn't have this opportunity.”*

Entrepreneur 15 replied as, *“I have my family in Bangladesh and every year I need to visit Bangladesh at least two times. Before starting my business, it was impossible for me to visit in Bangladesh.”*

5.2.7 Freedom or Independence & Autonomy Desire

Two-third entrepreneurs of this study mentioned that, motivational factors like freedom, independence influenced them significantly to establish their own business. Independence and autonomy desire are at the core of the entrepreneurial motivation. Autonomy is an extremely significant motivational factor for entrepreneurs. Autonomy can also be influential for the accomplishment of other desires. One of the most necessary factors for entrepreneurship is that entrepreneurs want to operate a business enterprise by themselves instead of working for someone else. Entrepreneurs like to be accountable, strategist, decision maker, determining working process and schedule, and control their own time. Some of the entrepreneurs are motivated by the experience of negative freedom from their previous employers or previous working rules and regulations.

Independence and autonomy desire provides entrepreneurs the opportunity to work towards with their ambitions, goals, values and feelings. Others also emphasize that the independence and autonomy desire offer possibilities for being in charge, for administering and for directing instead of being direct. Entrepreneurs prefers the freedom linked with independence and also require freedom for achieving of other motives. Disappointment resulted from paid job obstacles entrepreneurs from accomplishing their goals. Entrepreneurs deal with different customers, different suppliers, different competitors every day.

Desire of independence and autonomy was the one of the significant motivating factor for Bangladeshi immigrant entrepreneurs in Finland. Ten out of fifteen entrepreneurs pointed out that, they are now enjoying more freedom than their paid job. Being their own boss provides them the opportunity of independence, autonomy, flexibility of operating their business enterprise as well as living their life. Entrepreneurs can select their own working hours, traveling time, family time by their choice.

Entrepreneur 2 stated that, *“I can decide on products and processing methods in my business as well as the working schedule and other issues related in my business.”*

Entrepreneur 1 stated that, *“starting of this business provides me ample of opportunities to control my ambition and goals.”*

Entrepreneur 4 narrated that, *“being my own boss, now I can decide when I will travel with my family, when I will work or play with my friends.”*

5.2.8 Lower Barriers of Entry

Nine entrepreneurs of this study pointed out that it is easier for them to start a business in Finland because of the lower entry barriers in the specific business sectors. Moreover,

process of registering and authorization from the responsible authority is much easier. The Finnish Enterprise Agency is also helping entrepreneurs in the process of starting business including making business plan, preparing cash-flow statement, profitability calculation, selecting the form of enterprise, resolving licensing issues, authorization from the legal authority, assist in getting financial support from the financial institution etc.

Entrepreneur 1 stated that, *“I got lots of support from the enterprise agency in starting my business. As a foreigner I didn’t know all the relevant information about the legal procedure of starting business and enterprise agency made my way very easy.”*

Moreover, Different event like slush, Discovery Tuesday, Business Idea competition, different courses in the University like entrepreneurship in Action, opportunity for developing business idea in different courses, project work etc. also encourage and give instruction about the procedure as well as support services for starting business.

Entrepreneur 1 also stated that, *“there was panelist in the Business Idea competition and they delivered speech on the about the possibilities, practicality and prospect of the business idea.”*

Intensity of competition in certain industry is lower where entrepreneurs are interested to start their business.

Entrepreneur 2 mentioned that, *“in this city Indian food offering shop in only my business.”* Substitute of some products are rare in Finland. In Helsinki, Bangladesh immigrant’s entrepreneurs are operating retail shop and some products of this shop are only available in this shop and in that case, customers have lower bargaining power.

Entrepreneur 11 mentioned that, *“some products of my retail store are only available in here and the substitute are rare in the Finland.”*

Entrepreneur 1 stated that, *“we are the only one in this sector, who is working for exchanging education between Bangladesh and Finland.”*

5.2.9 Social Status/ Prestige

Eight entrepreneurs in this study mentioned that, social prestige played a significant motivating effect on their starting of entrepreneurship. These entrepreneurs pointed out that, they are playing significant role in economic development of the Finland by running this business. Several entrepreneurs also mentioned that, they feel self-satisfaction by creating job opportunities for others. Running their own business provides entrepreneurs the opportunity of decision making, leadership.

Entrepreneurs 2 mentioned that, *“Launching my own business provide me several intrinsic values and creating job opportunity for others is one them.”*

Entrepreneurs 1 stated that, *“exchanging education and other services between Finland and Bangladesh will crease the diplomatic relationship between Finland and Bangladesh.”*

5.2.10 Leadership

Eight entrepreneurs in this study entrepreneurs pointed out that, they were not interested to work for other companies and they wanted to become the own boss. These eight entrepreneurs were inspired to establish their own business for fulfilling their wish to be their own boss as well lead others in their company. Being the leader of an organization or company, provide entrepreneurs several facilities like decision maker, flexible working patterns, freedom etc.

Entrepreneur 1 narrated that, *“becoming a boss of a company is a new experience and I was waiting for that. It’s one kind of mental satisfaction for me and providing me many conveniences like freedom, flexibility, decision making.”*

This leadership attribute makes the entrepreneurs more responsible and determined in operating their own business.

Entrepreneur 4 replied as, *“I became my boss after starting this business and it enables me to set my own priorities.”*

Entrepreneur 4 also stated that, *“when I was a paid employee I did only the given task but after being the boss of enterprise, job responsibility has been increased and I have to take care of everything from supply chain to distribution.”*

Entrepreneur 5 mentioned that, *“operating a business is like riding on roller coaster. There are both good and bad time in the business but being the boss of own company taught me how to stay determined in the worse time.”*

Entrepreneur 15 replied as, *“becoming my own boss was my dream and I worked hard for achieving this. I worked for other companies for several years and when I had enough capital for establishing my own business and then I left from the job”*

5.2.11 Family Business Background

Family business background also motivated seven entrepreneurs to establish their own business. These seven entrepreneurs had family business in Bangladesh.

Entrepreneur 10 stated that, *“I have seen my family members in entrepreneurial activities since my childhood and it was easy for me to choose entrepreneurial career in Finland.”*

Having a family with business background helped Bangladeshi immigrant entrepreneurs to start their business in Finland. Family with business background is the sources of financial & psychological support, skills development process for entrepreneurs. Family business background inspired entrepreneurs foster their dream from their childhood.

Entrepreneur 4 mentioned that, *“after completing graduation I had two options for career: 1) study related job 2) entrepreneurial career. My family business background influence me significantly to select entrepreneurial career.”*

Entrepreneur 1 mentioned that, *“being a member of a family business background, I have been familiar with the business culture, networking skills, communication skills. These attributes and support from the family members were crucial for me to establish my business.”*

Entrepreneur 1 also mentioned that, *“at the initial stage of my business, I got financial support from my family.”*

5.2.12 Fulfill Dream

In this study, I found seven Bangladeshi entrepreneurs are motivated by their dream in starting their business. Seven fifteen entrepreneurs, before coming in Finland, was thinking about to establish their own business at a certain period of their life. Seven Bangladeshi immigrant entrepreneurs pointed out that, fulfilling their own dream was a crucial motivational factor for starting their own business.

Entrepreneur 4 stated that, *“having my own business was my dream and I worked hard for it. For achieving this dream, I have learned new skills and I have sacrificed many other career opportunities.”*

These entrepreneurs are also goal oriented. They are working not only for earning money but also for achieving their goals.

Entrepreneur 1 stated that, *“money and other aspects are essential for life but achieving goals are the most important for me.”*

For achieving their goals or fulfilling their dream, Bangladeshi immigrant entrepreneurs are working hard, and this passion inspired them to reach their destination.

Entrepreneur also 1 mentioned that, *“while working for my companies, many negative results happened around me but this motivation for achieving my goals keep me in right track. Sometimes working for long hours is required and, on that time, I work for long hours until the work is completed, and I don’t look working schedule.”*

Entrepreneur 9 mentioned that, *“becoming an entrepreneur is my childhood dream. I started my own business when In Bangladesh and it was failed. After moving to Finland, I tried my best for establishing this business.”*

5.2.13 Better Living Standard

Six out of fifteen entrepreneurs in this study mentioned that, they were not satisfied with their paid job in different companies and from this dissatisfaction, they are now engaged in entrepreneurial activity. Running a business is a source of earning more money and it provides opportunity for entrepreneurs to increase their purchasing power.

Several entrepreneurs in this study didn’t have their own house, own luxury car, luxury products or services before starting their business. But after having their own business in Finland provided them the opportunity to purchase the above-mentioned products or services.

Entrepreneur 2 mentioned that, *“before starting my own business I did cleaning job but salary from this job was not sufficient to maintain the living cost of my family. But after establishing my own business, now I have sufficient income for supporting my family. Moreover, now I have my own house, car and I regularly travel different cities of the world.”*

Entrepreneurs 4 said that, *“starting his own business is the turning point of this life.”* Entrepreneur 2 also stated that, *“I usually use business class services while travelling different countries.”*

5.2.14 Social Responsibility

Five Bangladesh immigrant entrepreneurs in this study realized the social responsibility for their community for starting their entrepreneurial activities. Two entrepreneurs are working for improving the renewable energy for their home country and they are exporting technology from Finland to Bangladesh for improving the renewable energy sector of Bangladesh. Another entrepreneur is working for integrating Finnish education systems in the educational institutions of Bangladesh. Entrepreneurship is a good source of job creation and entrepreneurs realized self-satisfaction when they created employment opportunity for the society.

Entrepreneurs 2 mentioned that, *“Launching my own business provide me several intrinsic values and creating job opportunity for others is one them.”*

Entrepreneur 1 stated that, *“I have been living in Finland for 8 years and I have completed my bachelor’s degree in Finland. I realized that, their education system is more effective and practical, and I would like to implement this system in my home country so that, students will be more benefited from this system.”*

Entrepreneur 2 also stated that, *“in Bangladesh, government is trying to solve the problem of energy sector by various steps for last few years but this effort are not effective for long-term. I think this technology is more effective for solving the problem of long-term renewable energy crisis in Bangladesh because the raw materials of this technology are abundant in Bangladesh.”*

Entrepreneurs 11 mentioned that, *“Bangladeshi people are living in this country for many years. But Bangladeshi foods items are not available in the large retail shop. Although it’s a new market opportunity and I am trying give the taste of own country food in a foreign country with my business activity.”*

Two female entrepreneurs of this study are also working for promoting Bangladeshi culture through their business activities. They are offering traditional Bangladeshi cloths to the customers. Moreover, they are also participating in different cultural fair by representing their traditional clothes in Helsinki.

5.3 Major Difficulties in Running Business

Difficulties ➔	High Operating Cost	Insufficient Funds	Competition in The Market	Lack of Social Networks & Trust	Strict Laws & Regulations	Hiring Employees	Language Barrier
Entrepreneurs ⬇							
1	×	×		×	×		×
2	×	×	×		×	×	
3	×		×	×			
4	×	×	×		×	×	
5	×	×	×	×		×	
6		×	×	×	×		×
7	×			×	×		
8	×	×	×	×		×	
9	×		×		×		×
10	×	×	×	×	×	×	×
11	×	×	×	×	×	×	
12	×	×	×	×		×	
13	×	×	×	×	×	×	×
14	×	×			×		
15	×	×	×			×	×
Total	14	12	12	10	10	9	6

Table 5.3 Difficulties in operating business

There are several challenges faced by the Bangladeshi immigrant entrepreneurs in Finland. Some of the challenges are common with local entrepreneurs and some of them are distinctive. Major challenges faced by the Bangladeshi immigrant entrepreneurs are: high operating expenses, insufficient funds, competition in the market, high tax rate, strict rules & regulations, lack social networks and trust from local people as well as financial organization, shortage of employees, Finnish language barriers etc.

5.3.1 High Operating Cost

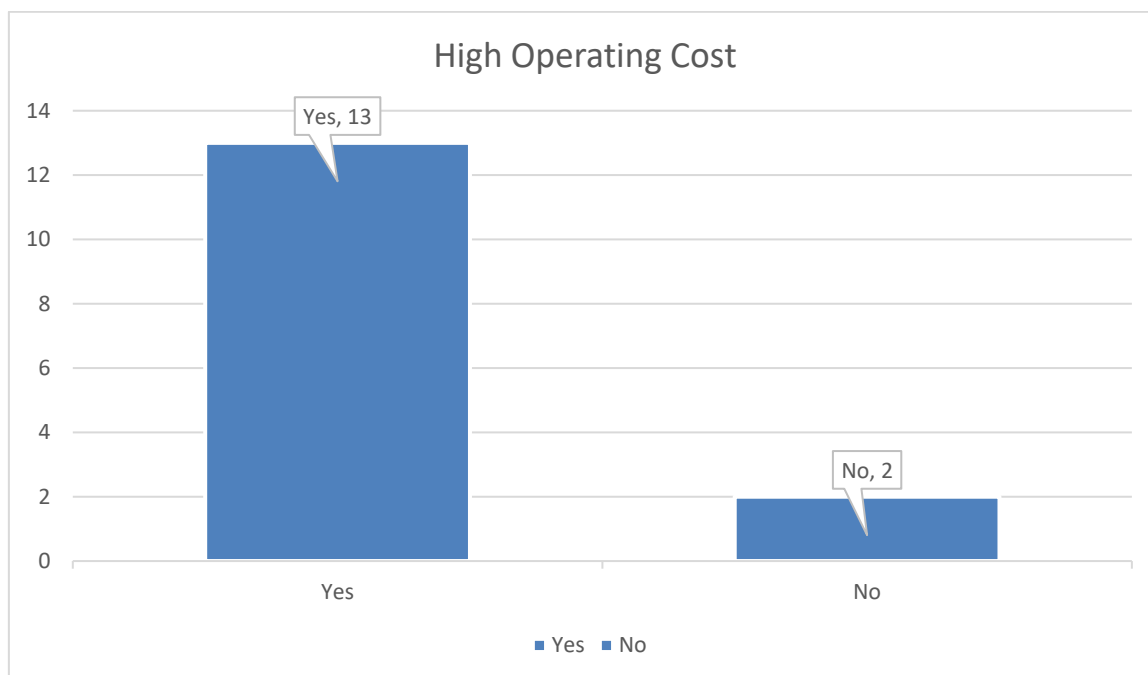


Figure 8: High operating cost

High operating expenses are the main difficulties for the Bangladeshi immigrant entrepreneurs in Finland. All most every entrepreneur in this study mentioned that, they have been suffering from expenses related with rent, insurance, interest expenses, salaries of workers and accountants, advertising & marketing etc. Entrepreneurs also mentioned that, workers are very expensive in Finland. When they recruit a new employee in their business, they have to pay the salary according to the minimum wages by the law, but their productivity is not satisfactory on this earlier stage. Entrepreneurs also mentioned that, availability of the workers in the weekend is very difficult and, in the Sunday, double payment is required. Moreover, in every year workers need paid holiday like 4/ 5 weeks.

Entrepreneurs 1 stated that, *“interest expenses and rent expenses consumed a huge amount of my money.”*

Entrepreneur 2 mentioned that, *“workers are very expensive here and especially in the weekend. Along with this, insurance expenses very high in the Finland.”*

Moreover, maintenance services of electricity, gas, water, construction etc. are very expensive in Finland.

Entrepreneur 13 mentioned that, *“when we call the maintenance worker for electricity, gas repairing, then it requires a big amount of money.”*

It is also found that regular business operating expenses are very high in the Finland compare to other countries.

Entrepreneurs 10 stated that, *“I have business experience also in Bangladesh, but it seems that regular operating cost like wages, insurance, maintenance expenses are very high in the Finland.”*

Some entrepreneurs are dissatisfied with the tax rate especially the owners of the small enterprises.

Entrepreneur 4 mentioned, *“it’s quite difficult for the small enterprises like me to bear this kind of high tax rate.”*

5.3.2 Insufficient Funds

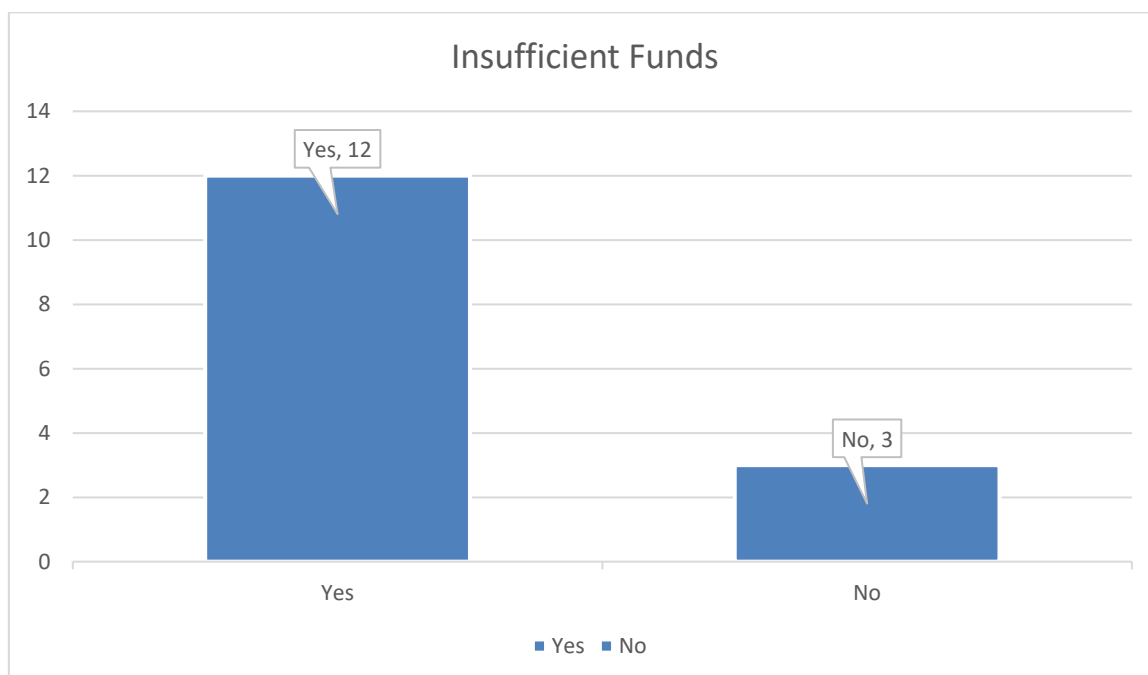


Figure 9: Insufficient funds

One of the major difficulties encountered by the Bangladeshi immigrant entrepreneurs is the access to funds. Financial institution requires long-term credit history, collateral etc. for granting a loan to business but it is sometime impossible for immigrant entrepreneurs for fulfilling all the requirements of the financial institution.

Entrepreneur 1 stated, *“I went to a commercial bank for loan, but my application was rejected because of my lack of long credit history.”*

Entrepreneur 4 mentioned that, *“I have applied for funds in an institution for expanding my business, but my application had been rejected.”*

Ten entrepreneurs have invested their own saving in the business. Some of them borrowed funds from their relatives, family member, friends.

Entrepreneur 15 replied that, *“I worked for two companies for nearly five years before starting my business and I saved money from my paid job. This saving was my initial capital of my business.”*

Entrepreneur 11 mentioned that, *“my savings was not sufficient for this business and I borrowed money from brother.”*

Entrepreneur 4 stated that, *“it was difficult for me to arrange the initial investment of this shop, then I formed partnership with my friend and we managed our initial nicely.”*

Two entrepreneurs mentioned that, they have applied for startup grants, but their application was rejected by the authorities.

Entrepreneur 1 replied that, *“I heard about the startup grants and applied for it but unfortunately, I didn’t get this fund.”*

Moreover, seven entrepreneurs got start up grant from the Employment and Economic Development Office, but three of them realized that, this amount is not sufficient.

Entrepreneur 4 mentioned that, *“I got startup grants at the initial stage of my business, but I think this amount is not sufficient for entrepreneurs.”*

Five entrepreneurs realized the difference in operating business in Finland and his home country. Two entrepreneurs mentioned that, they didn’t apply for loan because of the high interest rate.

Entrepreneur 10 replied that, *“I was planning to apply for loan, but I didn’t apply for loan after considering the high interest rate on loan.”*

Entrepreneur 15 mentioned that, *“when I was operating business in my home country, it’s quite easier to get loan from the commercial banks but here in Finland, I found it too complex to get loan from the financial institution.”*

Six entrepreneurs mentioned that, they are trying to expand their business, but they don’t have enough funds in Finland. They have enough money in Bangladesh, but they can’t transfer this money in Finland because of the strict rules and regulations of Bangladesh

government. Bangladeshi immigrant entrepreneurs also facing problems in transferring money from Bangladesh to Finland.

Entrepreneur 13 stated that, *“I am planning to extend my business, but funding is the main problem. I have a reliable source of funds in Bangladesh, but I can’t transfer funds from Bangladesh to Finland because of the strict rules & regulation of Bangladesh Bank.”*

5.3.3 High Competition in The Market

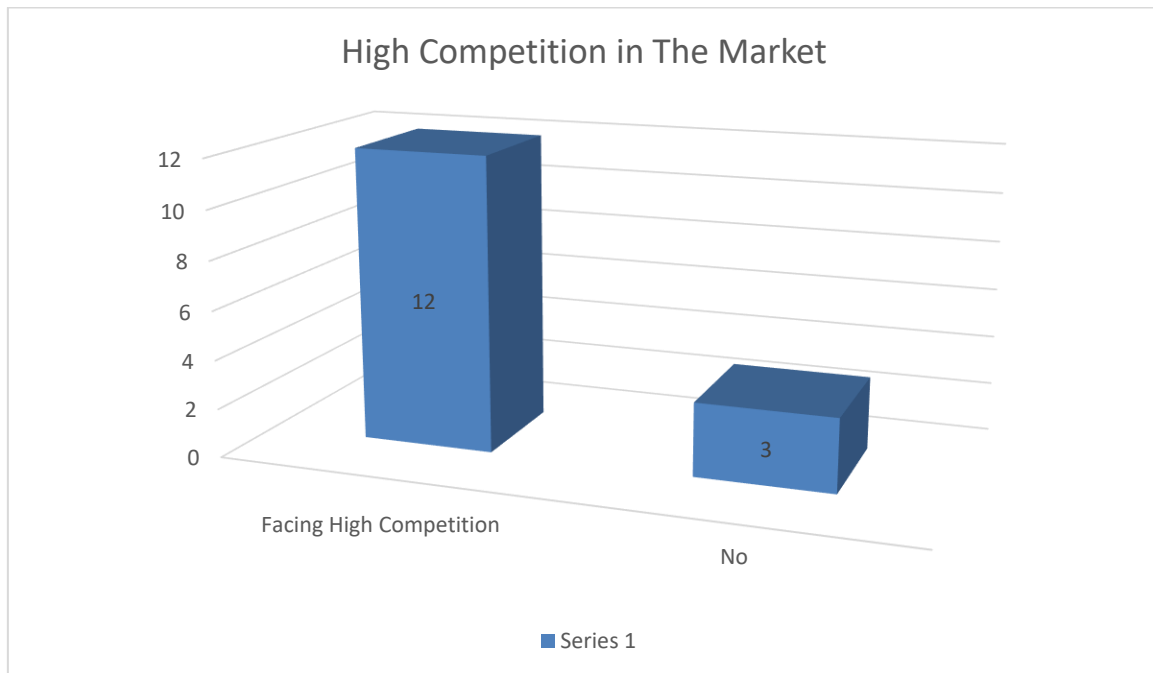


Figure 10: Huge competition in the market

Bangladeshi immigrant entrepreneurs are operating their business mostly in the pizzeria, restaurant, retail store and other service sector. Some of the entrepreneurs are facing less competition in the market and some of them are facing high competition especially owners of pizzerias, restaurants and retail stores. For example, restaurant owners in Helsinki are facing more competition compare to the restaurant owners of other cities like Jyväskylä, Kokkola, Kuopio. In Helsinki, same type of restaurants is also operating by Indian, Nepali, Pakistani immigrant entrepreneurs. Similarly, there are several retail shops are also running by entrepreneurs from similar cultural background like Indian, Pakistani, Nepali. All of them offering similar types of products. Moreover, many of the substitute products of immigrant entrepreneurs are also available in local large super markets with lower prices.

Entrepreneurs 5 mentioned that, *“restaurant business is very popular among immigrant’s entrepreneurs because of the low barriers of entry. Indian and Nepali entrepreneurs are also offering similar type of food.”*

Entrepreneur 11 mentioned that, *“I am facing direct competition from the similar types of business by the other immigrant entrepreneurs and some other Finnish retail chain shops are also offering similar types of products.”*

Competition is also increasing along with the time period. Some of them are enjoying the first mover advantage but also suffering from the new entrants in the market.

Entrepreneur 13 stated that, *“when I started my restaurant business, there was only few restaurants in the Helsinki but now lots of similar restaurants are doing business in the Helsinki.”*

Entrepreneur 4 stated that, *“lots of pizzeria are available in this city and everyone is offering same kind of pizza and other food. We have huge competition on quality as well as price.”*

Moreover, many of the substitute products of immigrant entrepreneurs are also available in local large super markets with lower prices. For those substitute products, it is very difficult for immigrant entrepreneurs to compete with price.

Entrepreneur 12 stated that, *“some of the substitute products of my shops are available in the local S Market or K market and prices of these substitute products are low because of the local availability and large quantity. For these products, we are facing difficulties to get the market.”*

Entrepreneur 8 mentioned that, *“although Bangladeshi traditional cloth shops not available in Finland. But customers are now accustomed to different culture and customers are also ordering from online cloth store as well as local cloth shops are fulfilling their demand.”*

5.3.4 Lack of Trust & Social Networks

Lack of trust from the local people is another major challenge for Bangladeshi immigrant entrepreneurs in Finland. Social networks like friends, relatives are very crucial for establishing and operating a business. So, immigrant entrepreneurs are realizing the absent of social networks in Finland. Some entrepreneurs mentioned that, at the beginning stage of their business they have been suffering from the lack of trust from the local people because of the lack of knowledge about local culture, customers preferences, local language. Some of the entrepreneurs have been overcome this difficulties by hard working, understanding local culture, customer and market structure, recruiting Finnish employees. Some of them are still struggling with these problems.

Entrepreneurs 13 mentioned that, *“I had business experience in Bangladesh and where I utilized my social networks like schoolmates, friend circle, relatives, community for promoting my business but in Finland, I am missing those kinds of networks for my business.”*

Entrepreneur 2 stated that, *“at the beginning in 2007 I had only few customers because of lack of trust from the local customers but gradually we have overcome this situation by learning Finnish language, understanding cultural awareness and as a result, customers are now having faith on us.”*

Entrepreneurs 9 mentioned that, *“Although I have been offering quality products and services but at the initial stage of my enterprise, local customers didn’t trust me. Then I recruited five Finnish employees in my company and situation has been changed. Customers are now communicating with them more frankly.”*

Several entrepreneurs in this study mentioned that, Finnish language skills, understanding of cultural awareness, professional networks, participation in different cultural programme, sports event, entrepreneurship society, recruitment of Finnish employees are crucial for acquiring trust from local customers. Bangladeshi immigrant’s entrepreneurs are also facing lack of trust from the regulatory authority. Seven entrepreneurs also mentioned that, they are suffering from more inspection from the regulatory authority like hygiene safety authority, workers right controlling authority compare to the local entrepreneurs.

Entrepreneurs 10 mentioned that, *“although we are maintaining the quality of the food according the instruction of the hygiene safety, but regulatory authority is visiting regularly in my business premises.”* Entrepreneurs 10 also mentioned that, *“regulatory authority believe that, native entrepreneur are following rules & regulations more perfectly than immigrant entrepreneurs.”*

5.3.5 Strict Laws & Regulations

Bangladeshi immigrant entrepreneurs are facing difficulties regarding rules, regulations related with the business operation. Some of them considered that the tax system is unbearable for them. Some of them facing challenges in the recruitment of the employees based on the existing rules and regulations.

Entrepreneur 4 narrated that, *“every year I am paying huge amount of direct and indirect tax and this tax system is unbearable for me.”*

Some of them facing challenges in the recruitment of the employees based on the existing rules and regulations. According to the existing rules, Finnish employees have the priority in the recruitment process of a company, but employers are complaining that the Finnish employees are not willing to work in the immigrant’s shop for the longer period.

Entrepreneur 2 mentioned that, *“existing rules regarding the employee’s recruitment form non-European country is very difficult. I need few skilled employees from outside of the Finland for my business, but I can’t hire them because of the strict rules and regulations.”* There are many procedures required to fulfill before getting an authorization to start the business in the Finland. Some of entrepreneurs are also afraid of the continuous inspection by the regulatory authority.

Entrepreneur 15 stated that, *“starting a business required a lots of paper work and authorization from the regulatory authority. Sometimes it seems that, some of this are time consuming.”*

Entrepreneur 10 stated that, *“different authorities are working continuously for the hygiene safety in the food related shops. Although we are maintaining quality of the food based on the instructions and regulations but too much inspection sometimes seems embarrassing.”*

Strict rules and regulation on money transferring from Bangladesh to Finland are also a big problem for the Bangladeshi immigrant entrepreneurs. Some of them are planning to extend their business but they couldn’t do this because of the insufficient funds.

Entrepreneur 01 mentioned that, *“I had another business idea, but I didn’t get fund from the financial institution of Finland, then I tried to transfer money from Bangladesh, but I couldn’t transfer funds for my business because of the strict rules and high fees of transferring.”*

Some Bangladeshi entrepreneurs, especially whose business is dependent on the products from non- European countries, are also facing problems in the import of products outside of the Finland especially from a non- European country.

Entrepreneur 15 narrated that, *“most of the products of my shop are imported from South Asia and Australia. Whenever you are importing something especially fish, vegetables, fruits etc from the non- European country it requires many inspection, conditions and regulations.”*

5.3.6 Hiring Employees

Employee shortage is another remarkable challenge faced by the Bangladeshi immigrant entrepreneurs. Usually they hire most of the employee from own ethnic community, but those employees are not fluent in Finnish language. Moreover, some of the employees are international students but problem is that, they can work only limited hours (25 hours per week). Approximately two- third of the Bangladeshi entrepreneurs in this study mentioned that, local (Finns) people are not working in their business. Because they are not willing to work in an immigrant business. Several Entrepreneurs mentioned that, sometimes their business requires to stay for long working hours like 8 to 10 hours in a day but most of the time local employees are not willing to work for long hours. Moreover, it is also difficult to get the availability of workers at the weekend.

Entrepreneurs 2 stated that, *“my business requires many skilled employees every day and if they are sick or absent for any other reason, it’s difficult for me to manage my business. I had another restaurant in Kuopio, but I had to close this restaurant because of the shortage of the workers.”*

Entrepreneurs 2 also mentioned that, *“after recruiting employees, we provide training them to make proficient in cooking food but after some time when they left from my business then it’s hurts me a lot and I need to recruit other employees and train them.”*

Entrepreneurs 4 mentioned that, *“it is difficult for me to manage working schedule on weekend, when employees are not available for long working hours.”*

5.3.7 Language Barrier

Most of the customers of the selected business enterprises are Finnish people. So, knowledge of Finnish language is mandatory for the entrepreneurs. Most of the Bangladeshi entrepreneurs of this study were students at the early stage in the Finland and they got the basic knowledge of Finnish language. Most of the entrepreneurs pointed out that, they faced problem with the Finnish language at the beginning stage of their business and gradually they improved their skills in Finnish language.

Entrepreneur 1 stated that, *“I have learned Finnish language from University. Although I am not fluent in Finnish language, but I have sufficient knowledge to communicate with my customers.”*

Entrepreneur 6 stated that, *“at the beginning of my business I lost many customers because of my poor Finnish language skill and then I focused on improving my language proficiency.”*

It is also found that, some of the entrepreneurs are good at Finnish language but their employees (from ethnic community) are not good at Finnish language. In that case, those employees know some useful conversation in Finnish language to communicate with the customers.

Entrepreneur 2 narrated that, *“Although I am good at Finnish language, but I am not working entire day in my business and on that time, other employees have some useful language skills to communicate with the customer and suppliers.”*

5.4 Support for Entrepreneurs in Finland

Finland is offering different kind of support services for entrepreneurs. These services are: business counselling, mentoring, training, grants for entrepreneurs. Financial institutions are also very helpful for promoting and developing entrepreneurship in the Finland. Finnish Enterprise agency with 84 service locations throughout the Finland is continuously working for assisting sustainable and profitable enterprises. In this study, following support services for entrepreneurs has been found.

5.4.1 Counselling & Training Programme

The Finnish Enterprise Agency is also helping entrepreneurs in the process of starting business including making business plan, preparing cash-flow statement, profitability calculation, selecting the form of enterprise, resolving licensing issues, obtaining authorization from the legal authority, assist in getting financial support from the financial institution etc. The specialists of ELY Centre assistance entrepreneurs in growth services and other public services to businesses enterprises. Eighty percent of Bangladeshi entrepreneurs (twelve entrepreneurs) in this study have received different kind of counselling and training services from The Finnish Enterprise Agency and ELY Centre.

5.4.2 Start-Up Grants

The business consultants of the Finnish Enterprise Agencies are helping entrepreneurs in formulating their business plan and making application for start-up grant in Employment and Economic Development Office (TE Office). This start-up grants can be rewarded for a period

of up to 12 months but for the first time, this grant is paid for six months. Moreover, along with this start-up grants, TE Office also provides adjusted unemployment benefit is also rewarded to the part-time or short-time entrepreneurs. Seven Bangladeshi immigrant entrepreneurs received start-up grants from TE Office.

5.4.3 Financial Support from Financial Institution

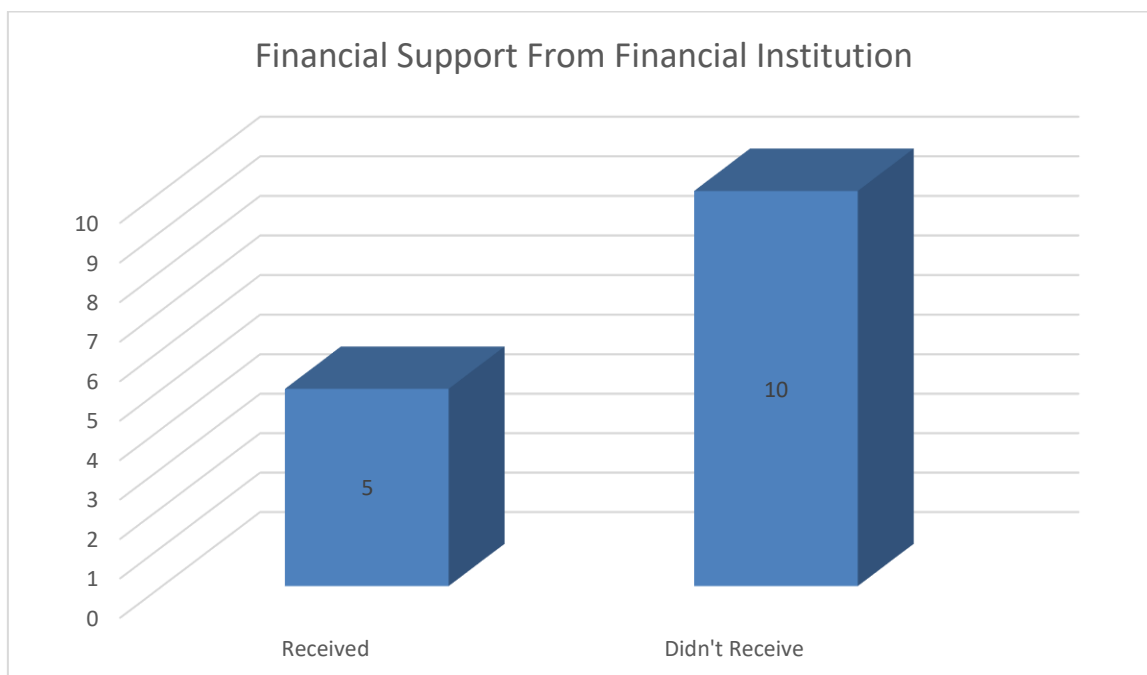


Figure 11: Financial support from financial institution

Finnvera, is a specialized financing company owned by the State of Finland, provides funding for entrepreneurs who need funds for internationalizing his or her ventures. It also helps SMEs in exporting, foreign operations through loans, guarantees and capital investment. In addition,

Tekes is also offers funding for business enterprises targeting at export and internationalization. Moreover, Tekes provides funding for the growth and piloting of products, processes and services. The ELY Centre (Economic Development, Transport and Environment) also provides funds for developing business idea like development of the business operations, production process SMEs. This centre also grants subsidies for SMEs for developing business operations. It is found that, five entrepreneurs in this study received funds from the above mentioned financial institution. Moreover, four entrepreneurs also applied for fund but didn't get funding.

5.4.4 Others

Finnish Industry Investment Ltd (Tesi) provides capital investments services in companies during their development and internationalization. Finnfund provides grants for the companies for longer period for the expansion of the investments in other countries. Moreover, Finnpartnership offers business partnership assistance for the strategy, growth and training for the companies that are operating business in developing countries.

5.4.5 Business Courses & Seminar

Finnish enterprise agency and Employment and Economic Development Office (TE Office) organize courses for entrepreneurs so that they can make their business plan, evaluate profit & loss statement, cashflow statement, book keeping methods.

6 DISCUSSION

This chapter mainly discuss the motivational factors of Bangladeshi immigrant's entrepreneurs in the Finland. Moreover, difficulties faced by these entrepreneurs in operating their business and support services available for entrepreneurs in the Finland. Above mentioned factors will be discussed with the support of the related literature

Main research questions of this thesis are following:

1. What are the motivating factors for Bangladeshi immigrants to become entrepreneurs in Finland?
2. What are the obstacles encountered by the Bangladeshi entrepreneurs in Finland?
3. What are the support services available in Finland for immigrant entrepreneurs?

This chapter will answer each research question with respects to the findings of the semi structured interview and related literature. Motivating factors for Bangladeshi immigrants to become entrepreneurs in Finland are: lack of suitable employment opportunity, dissatisfaction with the blue-collar job, supporting their own family in Finland or Bangladesh, monetary gain, utilizing market opportunity, flexible working hours, independence & autonomy desire, lower barriers of entry in specific industry, social status, leadership desire, family business background, fulfilling dream, better living standard and social responsibility for community.

Thirteen entrepreneurs in this study stated that, lack of employment opportunity was the one of the major reason for starting their own business in the Finland. Lack of professional experience, language proficiency, academic qualifications were the main barriers for getting a decent job in the Finland. According to Valenzuela (2000), the immigrants have confronted difficulties in getting jobs because of their lack of experience and qualifications. Job dissatisfaction in the paid job like restaurant work, post-delivery, cleaning job was another crucial factor for Bangladeshi entrepreneurs to establish their own business rather than search for another job. Twelve entrepreneurs mentioned about the negative experience in the employment. This is also considered as a push motivating factor for entrepreneurship development. These entrepreneurs also faced discrimination in their work place before starting their own business. They suffered discrimination from the salary, holiday facilities, working conditions, working schedule, working contract. Kloosterman & Rath (2003) stated that, discrimination faced by the immigrants from their employer influenced them to take entrepreneurial career. Job dissatisfaction is an important push factor for establishing own business (Winn, 2004). This factor is associated with the labor disadvantage theory, which refers the disadvantages experienced by the immigrants in the labor markets in comparison to the native individuals. Immigrants faced obstacles in terms of language barriers, racism, sufficient academic qualifications, lower level of professional skills (Valenzuela, 2000).

Supporting own family is another important motivating factor for Bangladeshi entrepreneurs in the Finland. Eleven entrepreneurs in this study stated that they are the responsible person for maintaining the living expenses of their own family living in the Finland or Bangladesh. Entrepreneurs with more family member were more interested in

establishing own business for earning more income. Monetary gain is another influential factor for establishing own business. Ten entrepreneurs involved in the entrepreneurial activity for earning more money. They considered that, entrepreneurship provide more opportunity for earnings more money than paid job. This is supported by the theory, financial gain is considered as important motivating factor for entrepreneurial career becoming an entrepreneur (Alstete, 2003). But these entrepreneurs also mentioned that, monetary gain was not only the main motivating factor but also some other factors with monetary gain had influenced them in starting their own business. Moreover, four participants mentioned that, they were not motivated by monetary gain.

Entrepreneurs previous entrepreneurial experience in their home country is also helped Bangladeshi entrepreneurs to open a business in Finland. From their previous experience they have learned several skills like managerial skills, bookkeeping skills, marketing skills. These skills facilitated them to manage their business operation easily. Moreover, several entrepreneurs in this study also motivated from their previous job experience. For example, six entrepreneurs worked in different restaurants, pizzeria and they have developed their skills and business idea from this job experience. This is supported by the literature where there is an encouraging relationship with the previous work experience and entrepreneurship in immigrants (Politis, 2008). Shane (2000) also mentioned that previous entrepreneurial experience develops an attitude towards entrepreneurship and utilizing opportunities.

Moreover, lower entry barrier in the specific industry is also increased interest among the Bangladeshi entrepreneurs to enter the industry especially in the food and service industry. Nearly two-third entrepreneurs of this study found that, it was simple for them to open a business in the Finland. Entrepreneurship agency, different regulatory & licensing authority, ELY Centre, TE office, Tekes etc. were very helpful in establishing a business in the Finland. Volery (2007) also stated that, organizational structure and factors have great encouragement in the establishment and survival of the small business. Flexible working schedule, flexibility on holiday have significant impact on the selection of entrepreneurial career. Ten entrepreneurs mentioned that flexibility is one of the major factor with other factors for choosing entrepreneurial career.

Utilizing market opportunity is another crucial factor for starting business in Finland by the Bangladeshi entrepreneurs. Nearly fifty percent entrepreneurs have started their business by utilizing the proper market opportunity. They found market opportunity in retail sector, food industry, renewable energy, textile industry, export-import sector. Shinnar and Young (2008) mentioned that, opportunity in the market is one of the important motivational factor to become an entrepreneur. Five entrepreneurs have target customer from the own ethnic group and this is related with the ethnic enclave's theory. According to Altinay (2008), market opportunities are developed for satisfying the needs and demands of people of same ethnic background. Ethnic enclave refers to the areas where immigrants are employed by business owners of the same ethnicity (Lee, 2003). Moreover, Bangladeshi entrepreneurs have recruited their most of the employees from the same ethnic group. This is a huge advantage for Bangladeshi entrepreneurs because they communicate with them in their mother tongue and these employees have some distinctive professional

skills. Bangladeshi entrepreneurs have their textile business in Finland and their target customer are the Bangladeshi, Indian and Nepali people. Some other crucial factors like social status, leadership desire, fulfilling dream, better living standard also motivated Bangladeshi entrepreneurs to establish their own business in the Finland. Moreover, social responsibility for community (especially for home country) also played a crucial motivating factor for few Bangladeshi immigrant's entrepreneurs. These entrepreneurs have found entrepreneurial opportunity in the development of renewable energy of Bangladesh. They have utilized the resources of few Finnish renowned company in their project. In addition, one entrepreneur is working for implementing Finnish education system in Bangladesh.

Above mentioned entrepreneurial activities have also increased foreign trade between Bangladesh and Finland. For example, Bangladeshi entrepreneurs regularly import cloths, fish, shrimp, vegetables, meat, grocery items from Bangladesh for their business. In future it will provide more investment, trade, entrepreneurial opportunity for both country.

Difficulties faced by the Bangladeshi entrepreneurs in operating their business activities are: high operating cost of running business, lack of sufficient funds, high competition in the market, lack of trust, strict rules and regulations, employee shortage and language barrier. High operating cost arises from rent expenses, insurance expenses, interest expenses, salaries of workers and accountants, advertising & marketing. It is also found that employees are very expensive in Finland. Moreover, maintenance and repairing services of electricity, gas, water, construction are also very expensive in Finland. Lack of sufficient funds is another major difficulty for Bangladeshi entrepreneurs. Their initial investment came from their saving and financial support from their relatives. Some of them are unwilling to go financial institution for high interest rate, lack of long credit history. Most of the entrepreneurs in this study have been suffering from huge competition in the market. Intensity of competition depends on the location and types of business. Bangladeshi entrepreneurs in Helsinki are facing more competition compare to other city like Jyväskylä, Kuopio, Kokkola. Similarly, entrepreneurs who has business in food industry are facing more competition compare to other industry. Lack of trust from the local people is another major challenge for Bangladeshi immigrant entrepreneurs in Finland. Moreover, they have only limited social networks like friends, relatives in Finland. They have been suffering from lack of trust problem when they apply for financial support in financial institution. Moreover, few entrepreneurs also mentioned that, because of lack of trust they have been facing more investigation and inquiry from the regulatory authority. Strict rules and regulations regarding tax policy, employee recruitment, foreign trade, money transferring also hamper Bangladeshi entrepreneurs in their entrepreneurial activities. Few entrepreneurs tried to expand their business by transferring money from Bangladesh, but they could not transfer money from Bangladesh because of the strict rules of Bangladesh government. Some Bangladeshi entrepreneurs, especially whose business is reliant on the products from the non- European countries, are also facing problems in the import of products outside of the Finland especially from a non- European country. In this study, shortage of employee is another remarkable challenge for Bangladeshi entrepreneurs. If they hired employees from their own ethnic community, they are not fluent in Finnish language. On the other hand, local employees are not willing to work in immigrant enterprises and most of them are not available for working on Saturday and Sunday. Moreover, sometimes their business requires to work for nearly 10 hours in a single day but in that case, local employees are not interested to work.

Finland provides ample of opportunities for entrepreneurs. Support services includes business counselling, mentoring, training, start-up grants for entrepreneurs. Moreover, there are many financial institutions and government body is working for providing financial support for entrepreneurs. Finnish Enterprise agency working continuously for providing business counselling, training and mentoring services for entrepreneurs in different cities of Finland. Moreover, this organization also helps entrepreneurs in making business plan, preparing cash-flow statement, selecting the form of enterprise, resolving licensing issues, obtaining authorization from the responsible authority. Employment and Economic Development Office (TE Office) provides start-up grants and adjusted unemployment benefit for the entrepreneurs.

Finnvera helps small and medium enterprises in exporting, foreign operations through loans, guarantees and capital investment. In addition, Tekes is also provides funding facilities for business enterprises in exporting and internationalization. The ELY Centre (Economic Development, Transport and Environment) is also working for entrepreneurship development in the Finland. Finally, Bangladeshi immigrant entrepreneurs highly admire the standards of living, social welfare system, social safety, stable business environment, transparency of Finland.

7 CONCLUSIONS

As immigrants are increasing in Finland, the entrepreneurial activities operating by immigrants are getting more attention by policymaker, researcher, media, financial institutions, entrepreneurship society, educational institution, labor organizations and related government authorities. There are over 9,000 immigrant entrepreneurs in Finland (Annual Report on Immigration 2012). These entrepreneurial activities have a significant contribution to the economic growth and employment opportunity. Moreover, it is also established by the several studies that immigration increases economic growth, creates new employment, increase per capita income (Boeri and Brücker 2005).

The purpose of the study was to observe the motivational factors for Bangladeshi immigrant's entrepreneurs in Finland, what kind of difficulties faced by these entrepreneurs and what kind of support services are available for these entrepreneurs in Finland. Bangladeshi entrepreneurs mainly operate their business in restaurant, pizzeria, export-import, retail store. Most of the entrepreneur came in Finland as a student and some of them came on working background. After few years of their immigration some of them have started their business by utilizing their work experience, some of them have identified market opportunities and utilized these opportunities. Most of the Bangladeshi entrepreneur have small size business in the different cities of Finland and number of employees are less than ten in maximum cases. Most of them are operating their business in Helsinki region. Single and partnership both kind of ownership structure are available in this study, but single ownership structure is more popular among the Bangladeshi entrepreneurs. Local Finnish people and ethnic Bangladeshi customers are the main target customers of these businesses. Entrepreneurial activities like importing and exporting products or services between Bangladesh and Finland also play a significant contribution to the foreign trade between two countries and create opportunities for diplomatic relationship between two countries.

Findings of this thesis were consistent with earlier studies. It is found that Bangladeshi immigrant entrepreneurs mainly involved in entrepreneurial activities for both push factors like lack of employment opportunities, dissatisfaction with the paid job. These factors are related with the labor disadvantage theory. Moreover, flexibility, monetary gain, freedom, lower entry barrier in specific industry, supporting their own family also played a significant role for involving in entrepreneurial activities. Some entrepreneurs were motivated to start up business from the social responsibility for the community. Market opportunity also influenced several Bangladeshi entrepreneurs to start their own enterprise and this factor supportive of opportunity structure theory. The results of this study reveal that the Bangladeshi entrepreneurs are facing lots of difficulties in running their business in the Finland. Some remarkable problems are: high operating cost of running business (rent expenses, insurance expenses, interest expenses, salaries of workers and accountants, advertising & marketing), lack of sufficient funds, high competition in the market, lack of trust (from the customers, regulatory authority, local employee), strict rules and regulations (regarding export-import, money transferring), employee shortage and language barrier. On the other hand, Finland provides many support services for entrepreneurs. Finnish Enterprise agency provides business counselling, mentoring, training services for entrepreneurs. TE office offers start-up grant and adjusted unemployment benefit for entrepreneurs. The ELY Centre also providing different kind of support services for the

entrepreneurs. Finnvera, Tekes, Finnfund, Finnpartnership, ELY Centre provide financial assistance for the entrepreneurs.

It is suggested to the Bangladeshi and other immigrant entrepreneurs in Finland to learn a proficient level of Finnish language skills, engage in different business conference and seminar, and develop a good network with local entrepreneurs, ELY Centre, Entrepreneurship society in different cities, TE office, Finnvera, Finnish Enterprise agency, TEKES, Business Incubator. It will help them to integrate with local and international people as well as getting more business ideas and opportunities. Findings of this thesis is helpful for policy makers, in terms of taking decision regarding economic policy, immigration policy, employment policy. There is nearly no research paper on Bangladeshi immigrants in Finland and only few are available in other European country. But these are not directly related with entrepreneurship, although a vast number of Bangladeshi people are living in almost every European country. So, there is a huge opportunity for future research regarding this topic.

8 LIMITATIONS AND RECOMMENDATIONS

This thesis is restricted to only Bangladeshi immigrant entrepreneurs living in the Finland. Only fifteen Bangladeshi entrepreneurs were selected for this study due to time and resource limitations. Data collection method was semi-structured face to face interview and researcher talked in his mother language (Bengali) with the entrepreneurs. There was no geographical, industrial restriction or segmentation in the selection of entrepreneurs. In this qualitative research method, collected data were too extensive and it was difficult to interpret the collected data properly and precisely. Moreover, there were no earlier studies on the Bangladeshi immigrant entrepreneurs in Finland. The nonexistence of previous research studies on the motivation of Bangladeshi entrepreneurs in Finland was a limitation for the construction of the literature review. All the enterprises in Finland need to register in the trade register. This is a reliable source of information for the data collection but in the trade register, nationality of the entrepreneurs is mention. Country of birth and origin country are not mentioned in the trade register. It was difficult of find several Bangladeshi entrepreneurs through trade register, when those Bangladeshi entrepreneurs obtained Finnish citizenship.

In this thesis, motivational factors, difficulties and available support services for Bangladeshi immigrant entrepreneurs in Finland have been studied. Future research can be carried out in other immigrant groups in the Finland. Moreover, Future research should be focused on the effectuation behavior of Bangladeshi and other immigrant groups and compare the difference and similarities among the groups.

9 ACKNOWLEDGEMENTS

I would like to thank the Jyväskylä University School of Business and Economic for the opportunity to pursue my master's degree in International Business and Entrepreneurship. I have enjoyed my time in Finland very much and I have some unforgettable memories in Finland. I have much gratefulness for my thesis supervisor, Dr. Juha Kansikas. He inspired me and support me patiently throughout my thesis process. Moreover, the cooperation and generosity of the 15 Bangladeshi immigrant entrepreneurs are unforgettable. I really enjoy every single of moment of data collection period with those entrepreneurs. For collecting data, I travelled different cities of Finland. It provided me ample opportunity for visiting many places, meeting with different people, learning new culture. I am grateful to those entrepreneurs for sharing their life story, ambitions, experiences, motivations, dreams. I will remember this experience in my rest of the life.

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11 APPENDICES

11.1 Sources of Business Idea

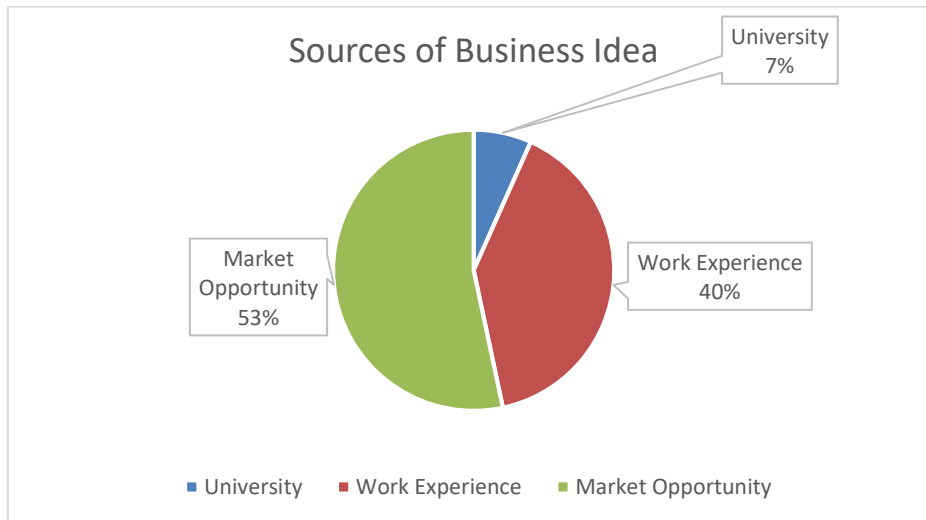


Figure 12: Sources of business idea

11.2 Reasons for Immigration in The Finland

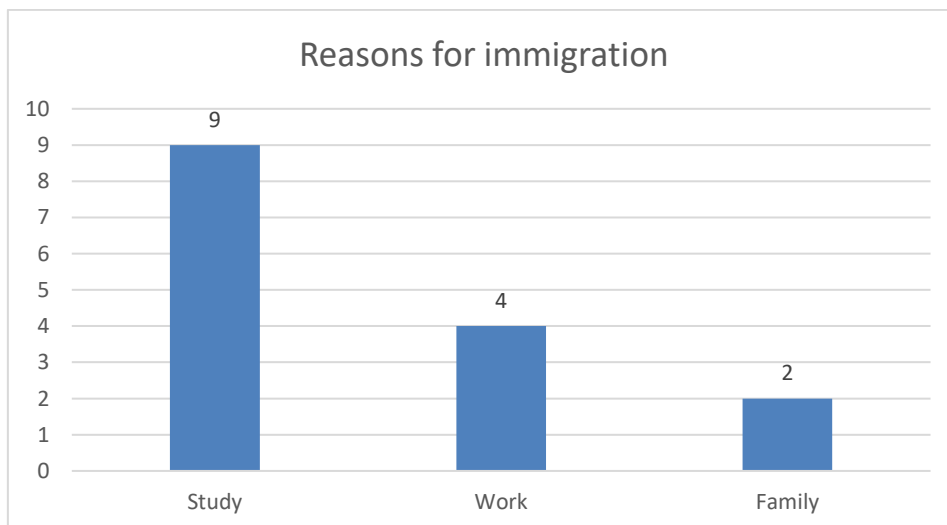


Figure 13: Reasons for immigration in the Finland

11.3 Number of Employees

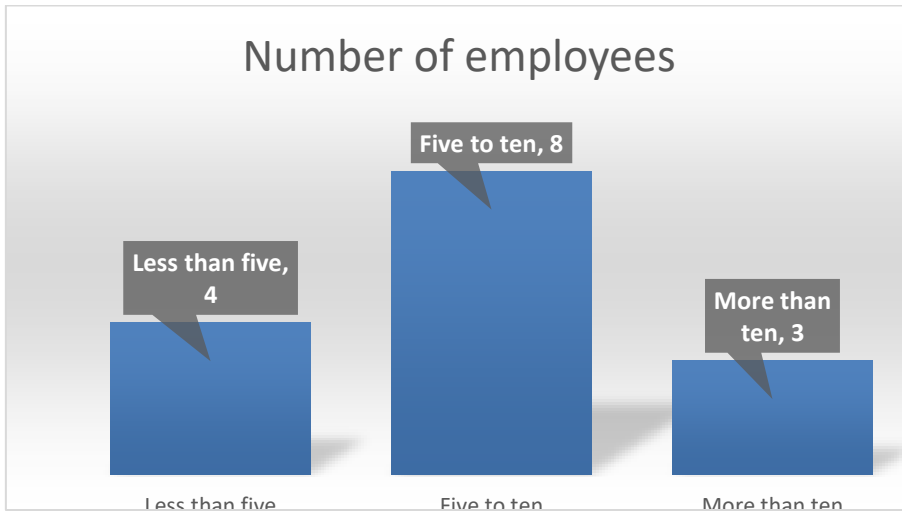


Figure 14: Number of employees

11.4 Ownership Structure

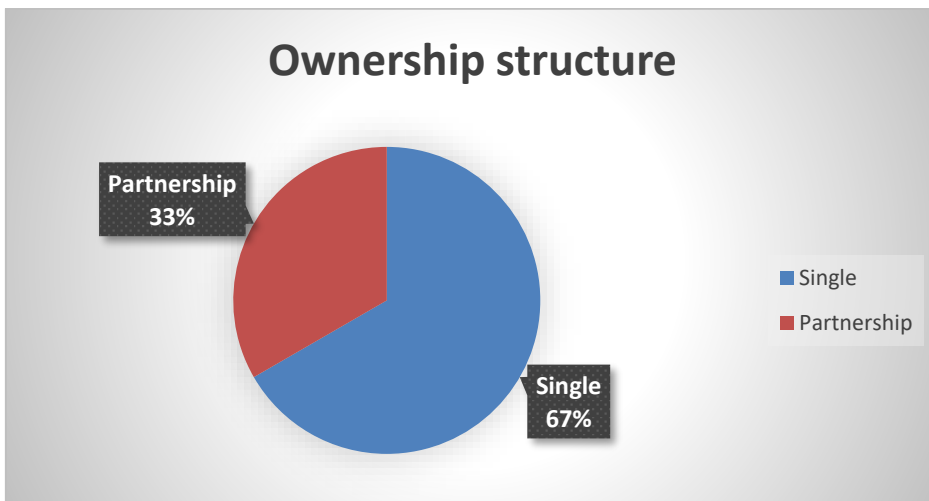


Figure 15: Ownership structure

11.5 Target Customer

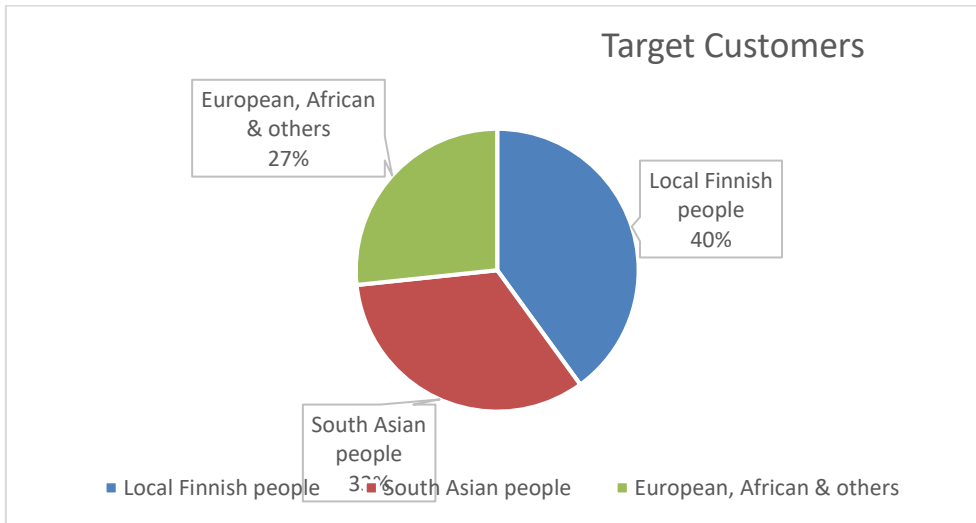


Figure 16: Target customers

11.6 Times Taken for Starting Business After Immigrated in The Finland

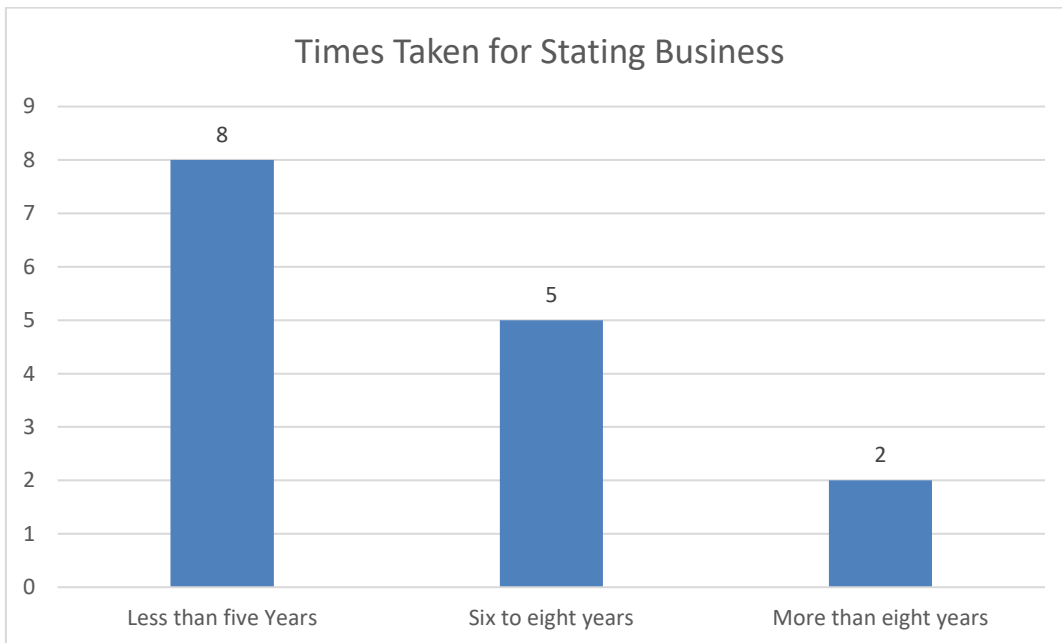


Figure 17: Times required for starting business in the Finland

11.7 Types of Business

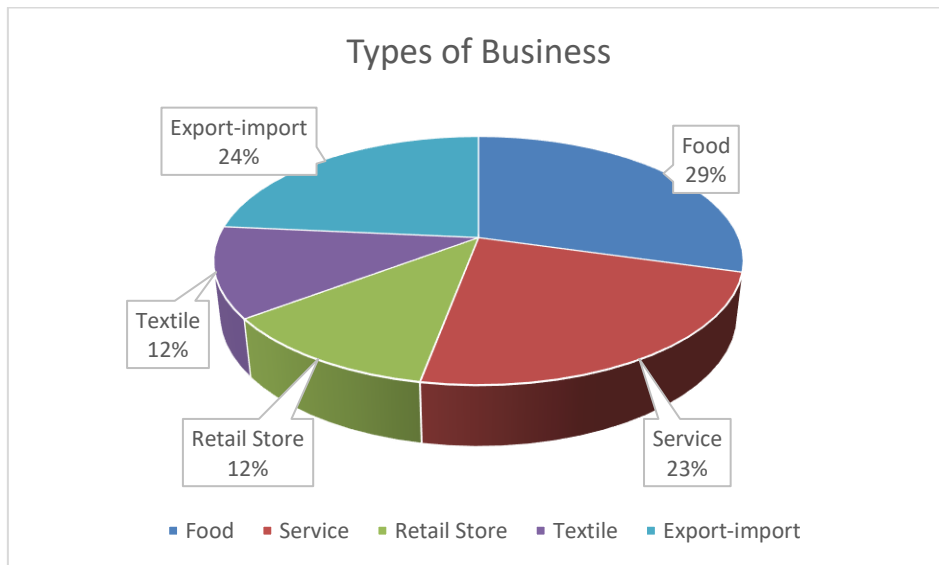


Figure 18: Types of business

11.8 Financial Gain/ Monetary Desire

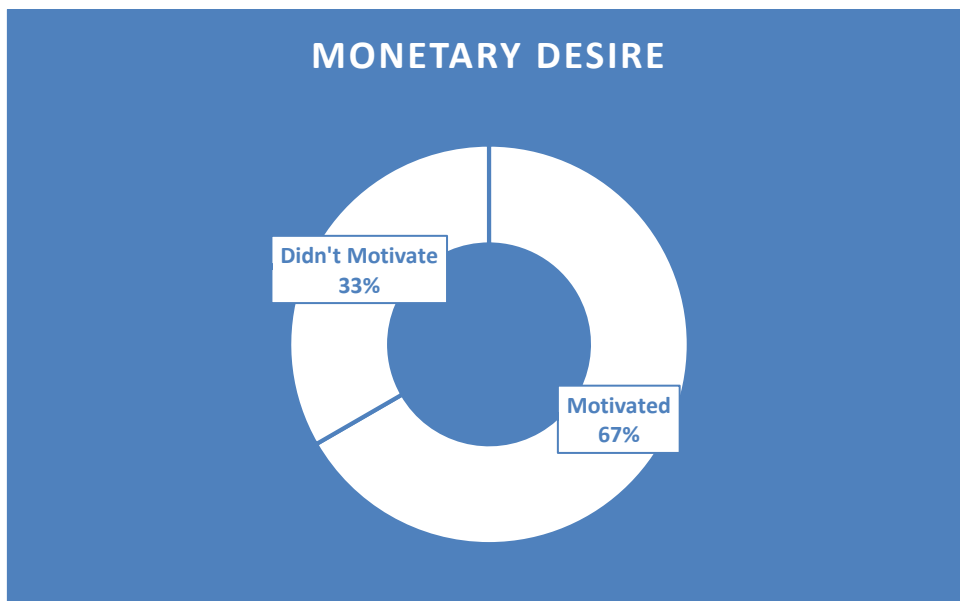


Figure 19: Financial gain

11.9 Flexible Working Hours

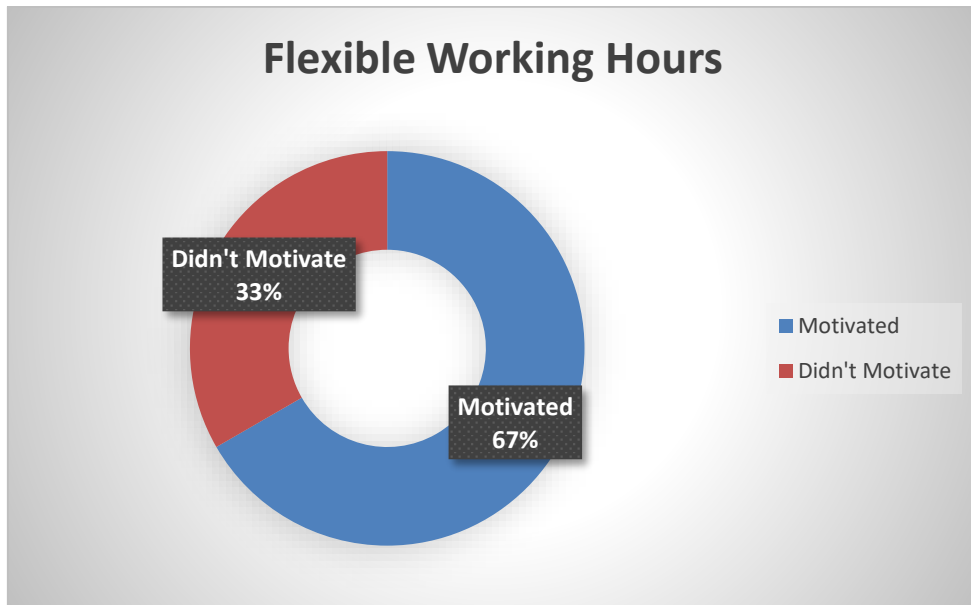


Figure 20: Flexible working schedule

11.10 Freedom or Independence & Autonomy Desire

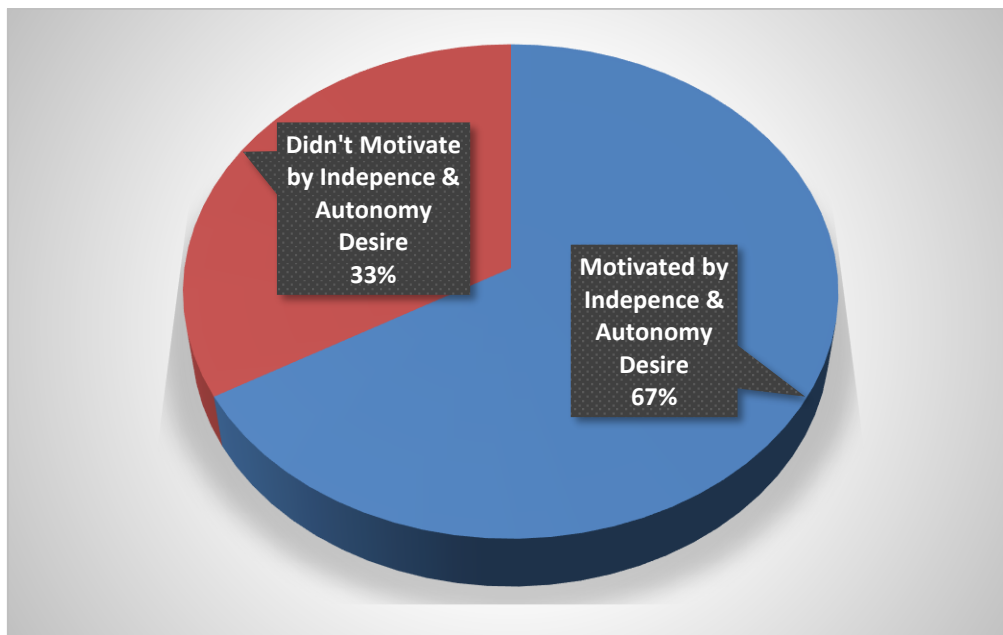


Figure 21: Freedom

11.11 Lower Barriers of Entry

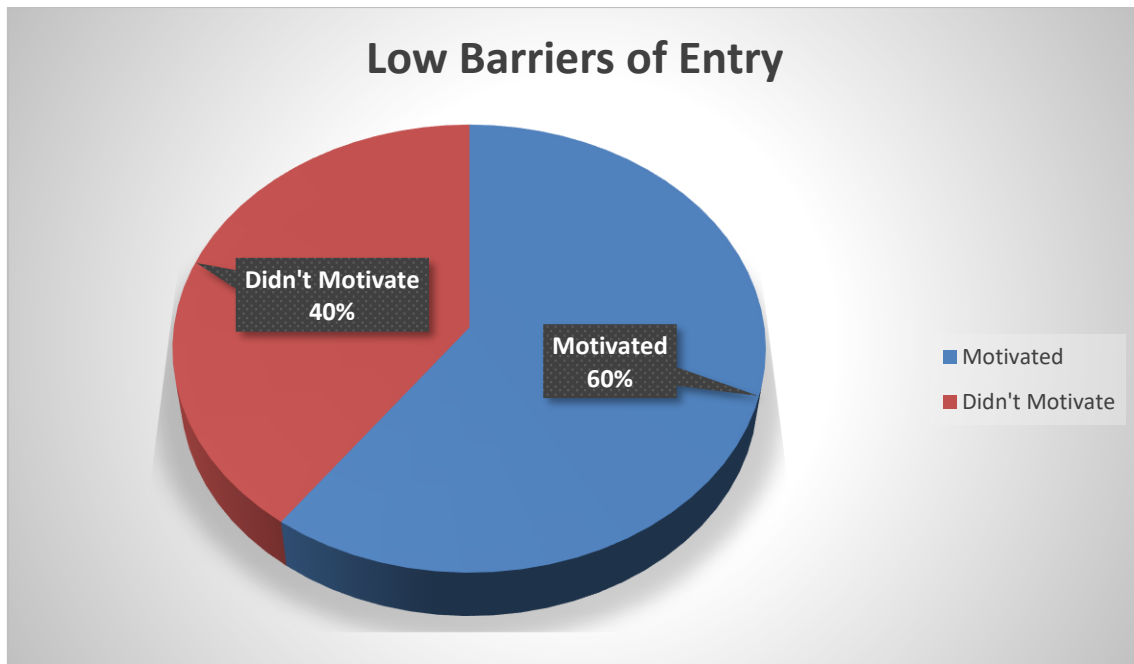


Figure 22: Lower entry barriers

11.12 Family Business Background

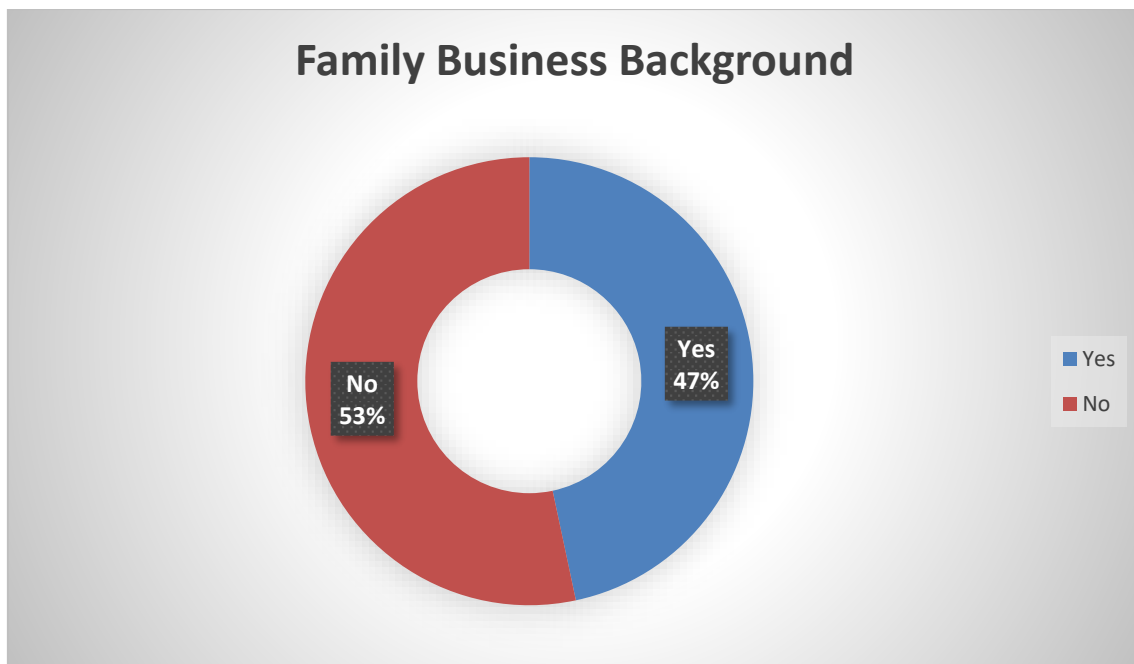


Figure 23: Family business background

11.13 Fulfill Dream

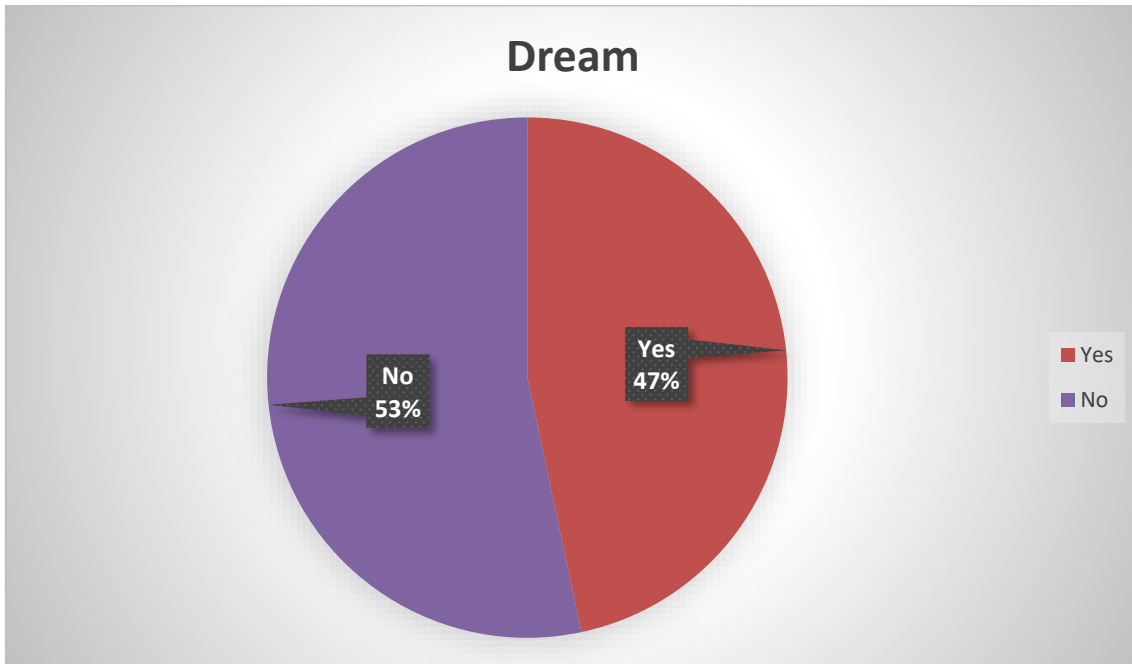


Figure 24: Fulfil dream

11.14 Better Living Standard

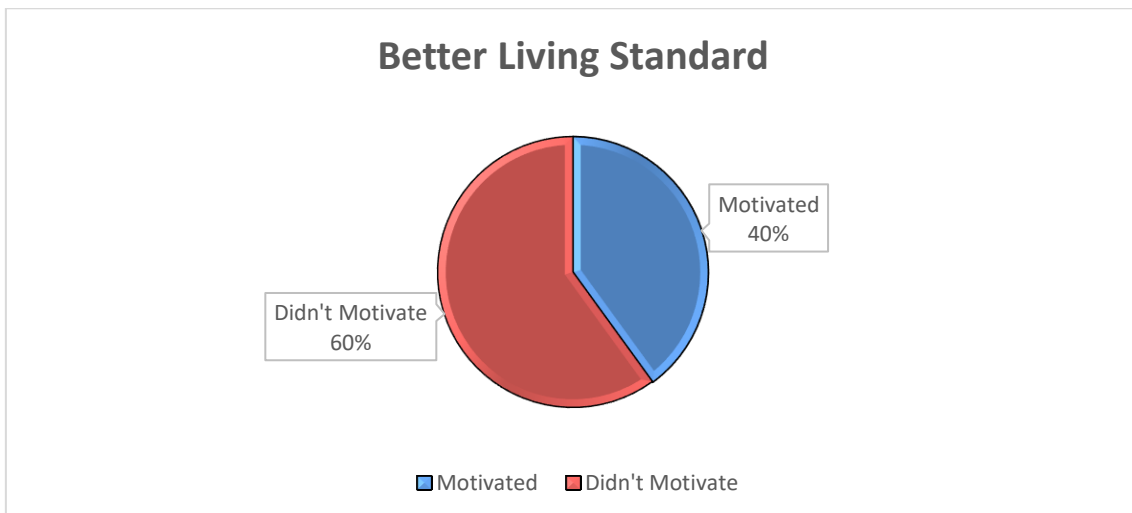


Figure 25: Better living standard

11.15 Social Status/ Prestige

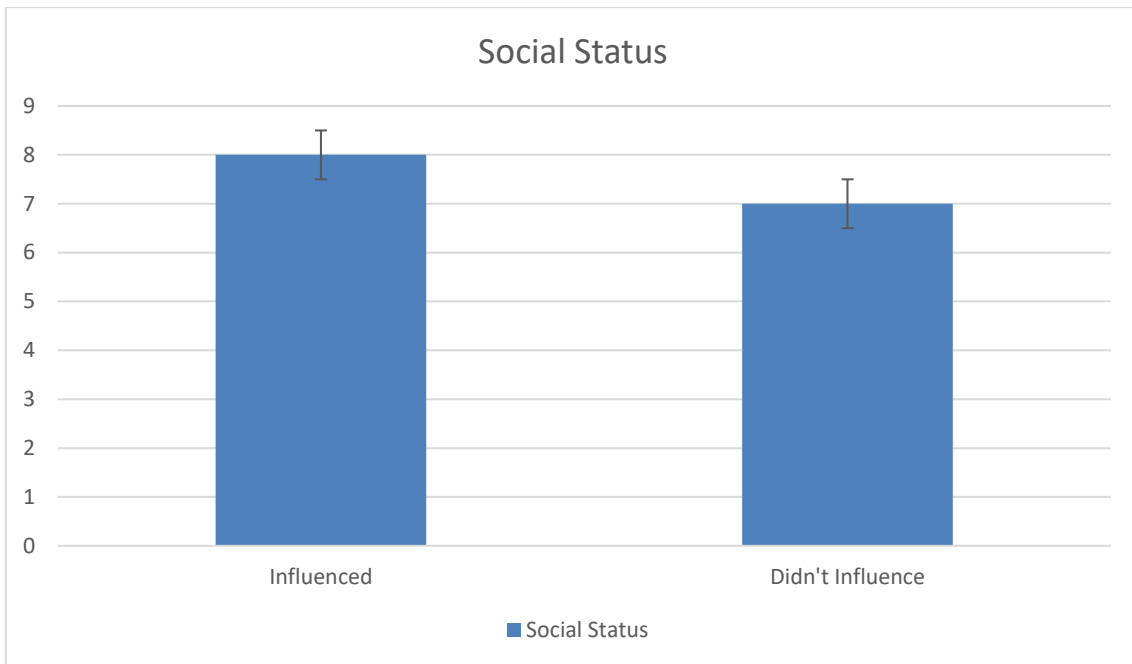


Figure 26: Social status

11.16 Leadership

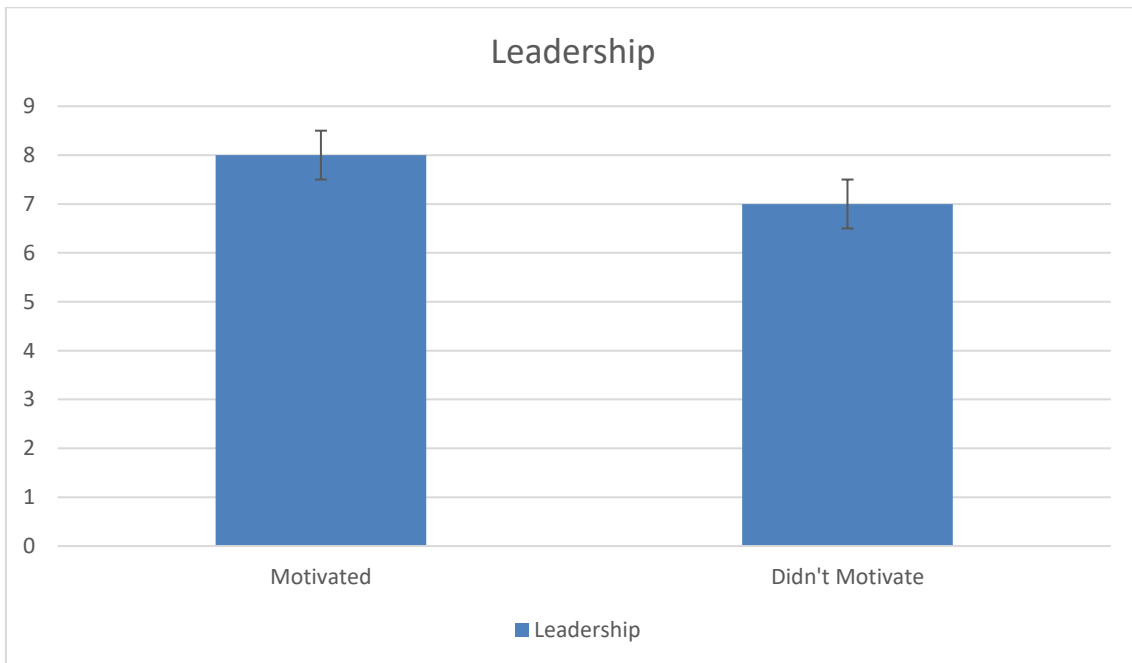


Figure 27: Leadership

11.17 Social Responsibility



Figure 28: Social responsibility

11.18 Lack of Trust & Social Networks

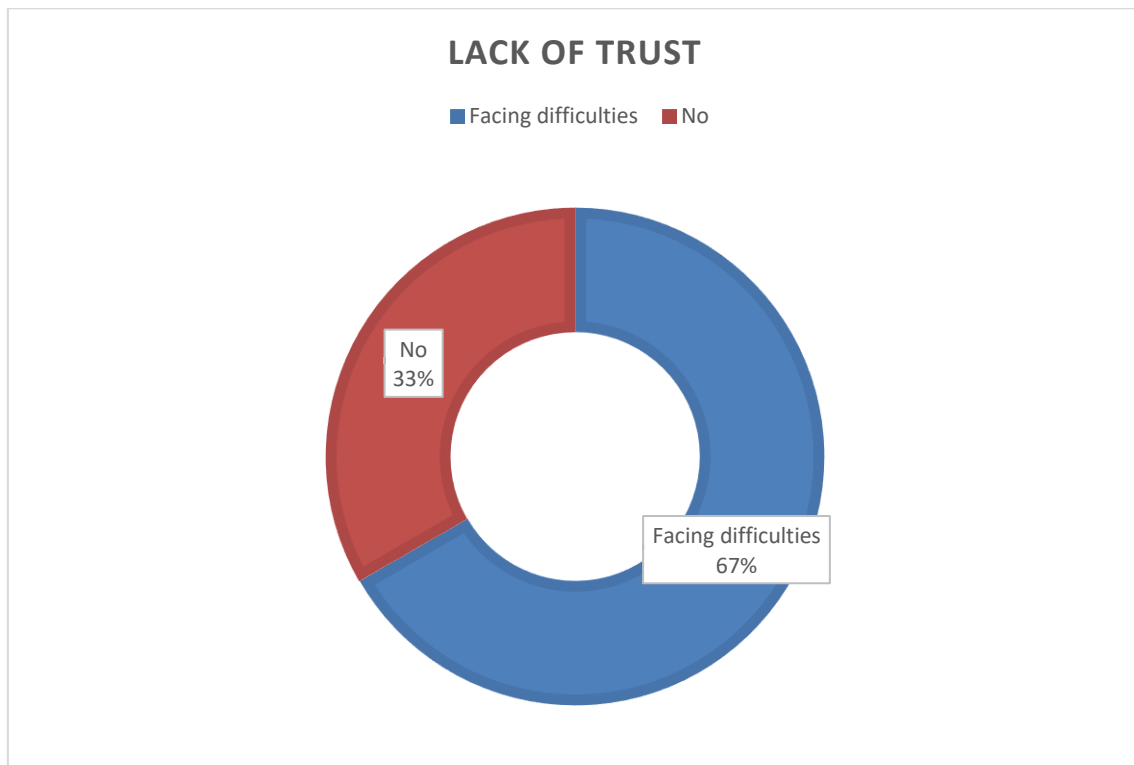


Figure 29: Lack of trust

11.19 Strict Laws & Regulations

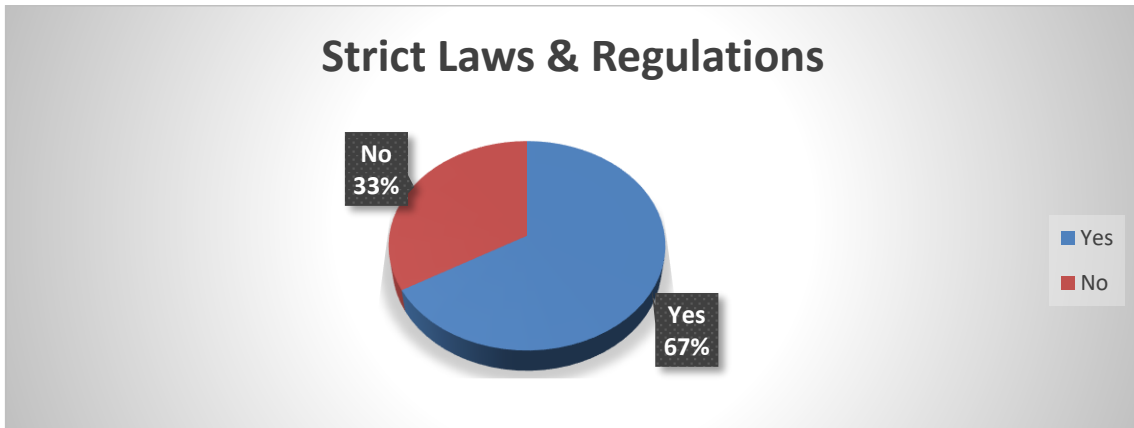


Figure 30: Strict laws & regulations

11.20 Language Barrier

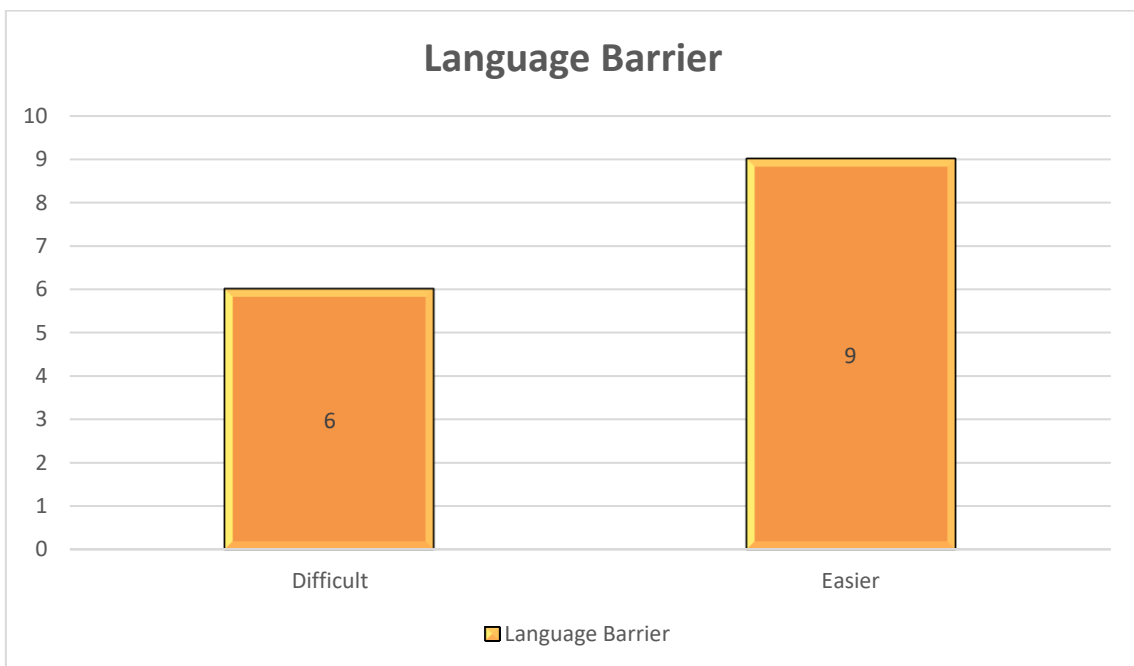


Figure 31: Language barrier

11.21 Hiring Employees

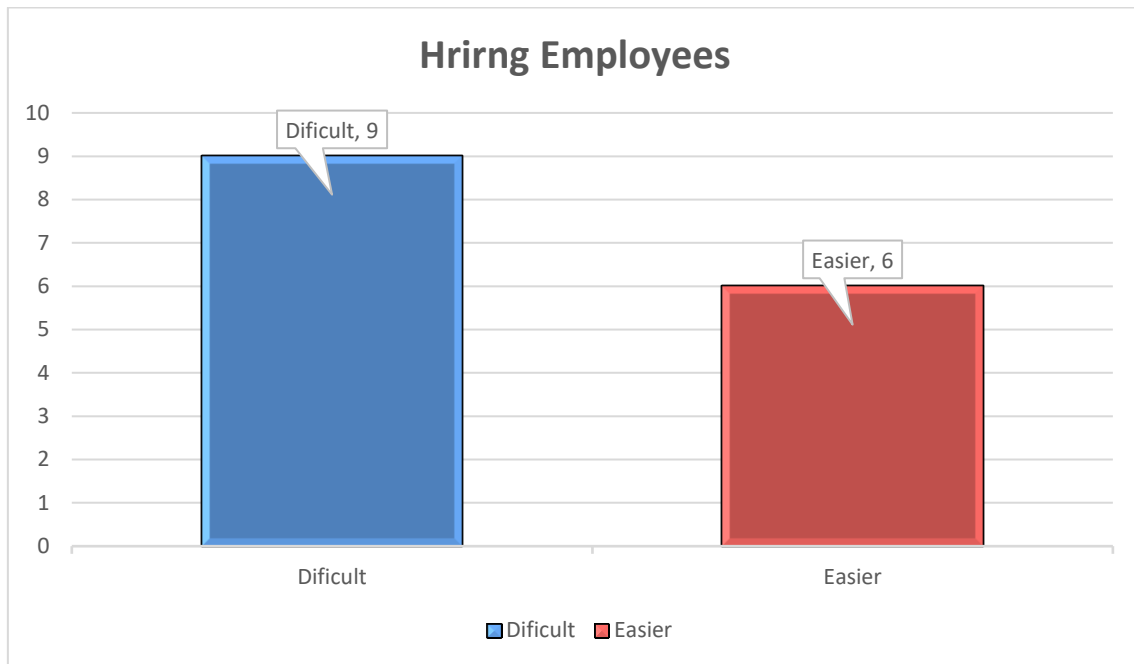


Figure 32: Hiring employees

11.22 Counselling & Training Programme

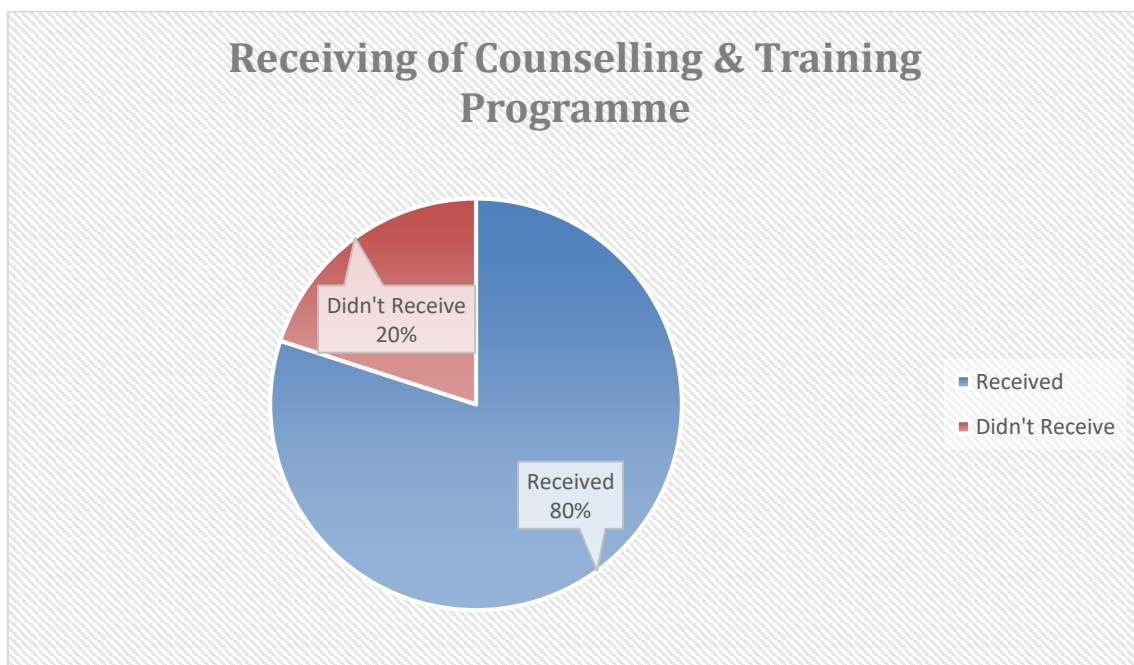


Figure 33: Counselling & training programme

Interview Questions:

Personal Background

- I. When did you arrive in Finland?
- II. How long have you been living in Finland?
- III. How did you immigrate to Finland?
- IV. What was the intention of moving to Finland?
- V. What is your maximum level of education?

Business Background

- I. Name of the company?
- II. Location of business?
- III. What kind of product or service you are offering?
- IV. Is it a single ownership or partnership?
- V. When did you start your business?
- VI. Number of employees in your company?
- VII. Nationality of the employees?
- VIII. Who are the main customers?

Motivation

- I. Have you had any experience of entrepreneurship before coming to Finland?
- II. Have you worked in paid job in Finland?
- III. Are you pleased with the working experience in Finland?
- IV. At what point did you determine to start business?
- V. Did you think to become an entrepreneur before moving to Finland?
- VI. What were the main reasons for starting business?
- VII. Why did you decide to move to Finland?
- VIII. From where did you get the idea to start your business?
- IX. Did your immigrant background help you to start the business?
- X. What was your hopes after your arrival in Finland?
- XI. What were your first experiences of Finland in terms of language, cultural, employment?

Environment of Finland

- I. What is your view of Finland as a society to live in?
- II. What is your view of the business environment in Finland?
- III. Do you think doing your business is better choice than being employed by others?

Difficulties

- I. What are the main difficulties you have faced in the process of running a business?
- II. What are differences in the business culture between Finland and Bangladesh?
- III. How difficult is it to communicate with suppliers and customers?

Supports for Business

- I. What kind of financial support you received from your friends, family and others?
- II. Have you received any loan from commercial banks or other financial institutions in Finland?
- III. Were there any counselling services, business training programme for entrepreneurs?
- IV. What kind assistances are required for the further development of your business enterprise?