

# MASTER'S THESIS

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Name: Rohanul Islam

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Implication and feasibility of  
entrepreneurial intention- Finding based  
on South Asian community Portugal.

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## **Abstract**

**Purpose:** The purpose of this research is to find out relation between perceived feasibility, perceived desirability and entrepreneurial intention. In short, through this research the researcher intended to find out the factors which have influence on entrepreneurial intentions among South Asian immigrants in Portugal.

**Main Research Question:** To find out specific and credible outcomes related to research topic, the researcher has set main research question which is *what are the factors which have influence on entrepreneurial intentions among South Asian immigrants in Portugal?*

**Selected Research Methodology:** This research topic and research questions demand in-depth and detail data from the primary data collection process and that's why qualitative research method has been selected for this research. open-ended questionnaire were used to collect primary data through semi-structured interview. All the relevant ethical issues were maintained strictly through out the interview process and data analysis process.

**Findings:** From the data analysis findings, it is evident that both push and pull factors have same sort of impact on developing entrepreneurial intentions among South Asian Immigrants in Portugal. The pull factors which have been extracted from the data analysis for South Asian immigrants are low minimum salary, working environment, income tax discount and large community. And the push factors are financial crisis, entrepreneurial skills, legal issues and language barrier. From the informants it is known that all of them have realized that it is difficult to survive with family in Portugal with the salary range, rather it is quite easy to start business in Portugal as there are laws which have encouragement for investment. As informants are well experienced from their previous work experience and mostly all of them are from business families, so they were confident enough to start new ventures.

**Key Words:** Perceived Feasibility, Perceived Desirability, Entrepreneurial Intention, Education.

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# Contents

<b>Chapter One: Introduction .....</b>	<b>1</b>
1.0 Background of the Research .....	1
1.1 Research Rationality .....	3
1.2 Research Aim and Objectives.....	5
1.3 Research Questions .....	5
1.4 Definition of Key Words .....	6
1.5 Structure of the Study.....	6
<b>Chapter Two: Theoretical Background .....</b>	<b>8</b>
2.1 Introduction .....	8
2.2 Entrepreneurship .....	9
2.3 Evaluation of Theoretical Model of Entrepreneurial Intentions.....	12
2.4 Theory of Planned Behaviour (TPB) .....	14
2.5 Entrepreneurial Intentions (EI) .....	16
2.6 Push and Pull Factors in EI .....	24
2.7 Summary .....	25
<b>Chapter Three: Research Methodology .....</b>	<b>27</b>
3.0 Introduction .....	27
3.1 Research Philosophy .....	27
3.2 Research Design .....	28
3.3 Data Collection Method .....	29
3.4 Sampling.....	31
3.5 Data Analysis .....	32
3.6 Quality of the Study .....	32
3.7 Ethical Considerations.....	34

3.8 Summary of the Chapter .....	35
<b>Chapter Four: Data Analysis and Discussion .....</b>	<b>36</b>
4.0 Introduction .....	36
4.1 Informants Background Information .....	36
4.2 Empirical Findings on Factors Affecting Entrepreneurial Intentions .....	40
4.3 Education .....	48
4.4 Summary of the Findings .....	50
<b>Chapter Five: Conclusion and Implications .....</b>	<b>52</b>
5.1 Conclusion.....	52
5.2 Implication and Contribution.....	53
5.2 Study Limitation .....	54
5.3 Future Scope for Research.....	55
<b>References.....</b>	<b>56</b>
<b>Appendix .....</b>	<b>67</b>
Appendix- A: Interview Guide.....	67
Appendix -B: Consent from for Interview .....	70
Appendix -C: Interview Transcribe.....	75
Appendix -D: Audio file produced with Diltafon and submitted to Nettskjema proof.....	100

## **LIST OF FIGURES**

FIGURE 1: AJZEN’S THEORY OF PLANNED BEHAVIOUR (TPB) (AJZEN, 1991).....	15
FIGURE 2:EI RESEARCH MODEL.....	26

## **LIST OF TABLES**

TABLE 1: COMMENCEMENT OF INTERVIEW AND TIMELINE .....	31
TABLE 2: SUMMARY OF INFORMANTS’ BACKGROUND HISTORY .....	39

## **Chapter One: Introduction**

### **1.0 Background of the Research**

The topic for this research is *implication and feasibility of entrepreneurial intention – Findings based on the South Asian Immigrant Community of Portugal*. Through this research the researcher will find out the factors which have influence on entrepreneurial intentions. For the better understanding of the research topic, research background has been discussed below.

Boosting GDP, adding jobs, and spurring creativity are all areas where new enterprises make a significant impact (Parker, 2004; Storey, 1994; Wennekers & Thurik, 1999). According to Bygrave and Hofer (1992), one of the most important areas of study in business is the entrepreneurial process, which entails the tasks, procedures, and routines involved in identifying business opportunities and launching new ventures.

Predictive research on intentions and attitudes has been a focus of social psychologists ever since Wicker (1969) survey of the literature on the connection between attitudes and behaviours (Armitage & Conner, 2001). One of the foundational models of entrepreneurial intent is Ajzen (1988, 1991) and Ajzen and Fishbein (1980) Theory of Planned Behaviour (TPB) from the field of social psychology (Entrepreneurial Intention). During the past 30 years, it has influenced the works written about the subject. The notion centres on the idea that the motivation behind an action is as important as the action itself. One's chances of successfully enacting a behaviour increase in proportion to the intensity of their desire to have that behaviour (Ajzen, 1991). From the premise that some form of intentionality for the activity comes before any planned behaviour, Lortie and Castogiovanni (2015) elaborated on the TPB. One can learn about someone's intentions by seeing the amount of forethought and preparation that goes into their actions.

Likely attributable to the article by Krueger and Carsrud (1993), the TPB has become the "reference" model in entrepreneurial intention (EI) studies. The TBP of Ajzen (1991) was seen as a theoretical model that backed up the concept of EI in the authors' work (Liñán & Fayolle, 2015). It's worth noting that the TPB is an extension of the Theory of Reasoned Action, which itself is an outgrowth of the work of Ajzen and Fishbein (1975) and Ajzen and Fishbein (1980).

Bandura's studies on self-efficacy (2012; Bandura et al., 1999; Pastorelli et al., 2001) were also taken into account by the TPB.

An important part of the literature on the subject, the Entrepreneurial Event Model (EEM) was conceptualized by Shapero and Sokol (1982) and Shapero (1985) and aims at EI and the birth of new firms. A similar line of thought can be seen in the works of Krueger Jr and Brazeal (1994) and Krueger Jr et al. (2000), who recognize the similarities and differences between the TPB (Ajzen, 1991) and the EEM (Shapero, 1985; Shapero & Sokol, 1982). Schlaegel and Koenig (2014) have compared and contrasted the relevance of these two theoretical studies to the field of entrepreneurship. The TPB (Ajzen, 1991) is one model that has been used extensively to explain the mental and behavioural process that results in the launch of new firms.

To the author's knowledge, EI is the single most important component in the birth of new businesses. The EI can be thought of as a mental preparation for and focus on a specific action, such as the creation of a new company (Bird, 1988). Inasmuch as EI is often the starting point for a new business venture, it has been offered as a predictor of entrepreneurial activity (Kickul et al., 2005; Kolvereid, 1996; Krueger Jr et al., 2000; Mitchell et al., 2007; Schlaegel & Koenig, 2014). Therefore, a person's knowledge is based on their life experiences, as well as their surroundings (including their environment and culture). The potential, the ability, and the resilience of an individual all play a role in keeping them going when they embark on an entrepreneurial journey. Making a choice like this is difficult. These qualities are what drive people to establish a business and shape their outlook and goals (Bird, 1992). Taking the plunge and starting a company, especially when it comes to micro and small businesses, helps the economy expand and benefits society in many ways.

The term "perceived feasibility" refers to the confidence with which an individual believes they possess the skills and resources necessary to successfully complete a task. One of the most important factors in determining whether or not someone can be successful as an entrepreneur is whether or not they have access to role models, mentors, or partners. Perceived feasibility in Shapero's terminology corresponds to perceived behavioural control in the theory of planned behaviour (Singh et al., 2012).



The entrepreneurial process, as explained by Mueller et al. (2014), begins with an individual's own actions and beliefs and is tied to the goal of founding a firm. To better grasp entrepreneurship as a process of risk creation, the work of Yousafzai et al. (2015) is complementary. In this view, EI facilitates the entrepreneurial process by establishing a bridge between ideas and actions. Because an individual may have the desire but the moment for that applicability may not materialize, or vice versa, entrepreneurial behaviour occurs when there is a connection/union between the entrepreneurial individual and the business opportunity, as stated by Kautonen et al. (2015).

Since there is no slowdown in the publication of works related to EI, some research has been devoted to analysing this literature. With that in mind, this study set out to determine what motivates Asian immigrants in Portugal to start their own businesses. Numerous studies (Chen, 2014; Guerrero et al., 2008; Kautonen et al., 2013; Krueger Jr & Brazeal, 1994; Krueger Jr et al., 2000; Krueger & Carsrud, 1993; Liñán et al., 2013; Liñán et al., 2011) cite the TPB and EEM as supporting Micaela et al. (2014) claim that the motivation behind all the existing models is the same: to better understand and explain the entrepreneurial process by making predictions about how individuals will behave in business situations.

### **1.1 Research Rationality**

This research aimed to better understand what makes starting a business appealing and what characteristics prompt people to consider it as a viable career option. In this study, we evaluated desirability of entrepreneurship as a representation of individuals perceived entrepreneurial mentality and their readiness to establish a firm because they saw it as a desirable career opportunity. Therefore, learning what makes entrepreneurship appealing will help you comprehend what drives people to start their own businesses. Although comparable research has been done previously, there is a lack of data from the literature that is applicable to the Portugal perspective, which means the researcher has not found enough research evident which were conducted on South Asian immigrant communities in Portugal who have been motivated to become entrepreneurs. Various psychological and psycho-behavioural factors, such as creativity, locus of control, self-esteem, need for achievement, risk-taking tendency, and subjective norms, have been shown to affect an individual's desire to start a business in previous research (Nițu-Antonie & Feder, 2015). Several other research have looked into how much variation in entrepreneurship can be attributed to variations in financial access (Anton &

Bostan, 2017). There are additional studies that provide an explanation for the factors that influence an individual's decision to pursue an entrepreneurial path, as well as an examination of the cultural influences at play here (Brancu et al., 2015). Moreover, Dumitru and Dumitru (2017) evaluated the institutional elements that indicate a good attitude to entrepreneurship, such as regulatory quality, government efficacy, political stability, control of corruption, voice and accountability, rule of law, and labour market flexibility. However, none of these studies look at how people's perceptions of entrepreneurship and, by extension, their attitudes toward self-employment and the desirability of entrepreneurship, are influenced by the local socioeconomic milieu in which they live, are educated, and work. The current study set out to discover what aspects of an individual's socioeconomic environment are responsible for shaping their entrepreneurial aspirations, and how these characteristics in turn influence one another. Analysis of qualitative data, gathered through semi-structured interviews, was used to draw conclusions on the factors that make starting a business in Portugal appealing to South Asian immigrants.

The research adds to the body of evidence regarding the elements that influence whether starting a business is something that people would be interested in doing. This research adds to the existing body of knowledge on the topic of what factors influence the attractiveness of entrepreneurship on a national level in two significant ways. First, to the best of knowledge of this researcher, this is the first study to investigate the elements that influence the attractiveness of starting a business in Portugal by South Asian immigrant community, which could improve the efficiency of start-ups, which is crucial to maintaining economic growth. Further, we add to the canon by investigating the extent to which various personal and demographic variables affect the attractiveness of starting a business. The researchers in this study set out to quantify the business aspirations of South Asian immigrants in Portugal. As the researcher has seen so many South Asian immigrants in Portugal have been doing business or having the intentions of start up their maiden ventures, so the researcher felt very inquisitive to know the factors which really inspire or compelling to them to start up business in Portugal. Attitudes, subjective norms, perceived conduct, motivating reasons, and level of education are only few of the variables that will be used to gauge future intentions. I believe that if the researcher can quantify their thoughts and goals, the researcher will acquire understanding into this phenomenon at the same time. This study will help the future entrepreneur to shape up their entrepreneurial intentions into reality and how experience, education, self believe, and positive attitude can

help to become successful entrepreneurs. Even the policy makers of the country can also find this study useful as they will find that what the factors are motivating the immigrants to become entrepreneurs, and this will definitely help them to pen out strategy to encourage immigrants to become entrepreneur and to reduce unemployment problem.

## **1.2 Research Aim and Objectives**

The research topic for this research has been '*Implication and feasibility of entrepreneurial intention- Finding based on the South Asian community of Portugal*'. Through this research, the researcher is intended to find out what are the factors, which have influence on the entrepreneurial intentions (EI). To conduct this research, the researcher has set some objectives, which will be obtained through the findings from this research and these objectives are as follows—

1. To explore the factors, which have significant influence on the entrepreneurial intentions among South Asian Immigrants in Portugal.
2. To explore the motivational factors, which have influence to enhance entrepreneurial intentions among South Asian Immigrants in Portugal.

## **1.3 Research Questions**

The main research question for this research is *what are the factors, which have influence on the development of entrepreneurial intentions among South Asian Community in Portugal*. Here are some other sub-questions, which answers will be explored through the findings of this research, and these are –

1. What is the relationship between perceived feasibility and perceived desirability in the formation of developing entrepreneurs' intentions among South Asian Immigrants in Portugal?
2. What are the motivational factors, which have influence to enhance entrepreneurial intentions among South Asian Immigrants in Portugal?

To answer these research questions the researcher has used empirical data which have collected through semi-structured interview. Interview were taken with South Asian immigrants in

Portugal. Qualitative method is the research methodology, which has been followed for this research. In this study, informants are from different countries of South Asia, and they have been living here in Portugal for a while. These informants were recruited randomly as the researchers narrated the intention of data collection for the research purpose and they agreed to share their journey with the researcher. All the informants are highly educated, and they have completed their education either from home country or foreign country. All the informants have many years of work experience and though they don't have special training for the respective ventures but filled this gap by means of their vast experience of doing job in their business-related sectors.

#### **1.4 Definition of Key Words**

**Perceived Desirability:** Perceived desirability in entrepreneurship can be defined as the extent to which an individual finds the attractive opportunity to start up and new venture (Krueger Jr et al., 2000). This is nothing but a seeking possibility to be an entrepreneur.

**Perceived Feasibility:** The term "feasibility of entrepreneurship" is used to gauge an individual's confidence in his or her own talents to launch a successful firm (Krueger Jr et al., 2000).

**Entrepreneurial Intention:** This can be defined as a state of mind of an individual to own a business or to become self-employed (Krueger Jr et al., 2000).

#### **1.5 Structure of the Study**

The introduction chapter has been designated as the first chapter of this research report. In this chapter, the researcher has addressed issues such as background research, reason for the study, and research question. In addition, the researcher has also discussed the conditions that compelled him to do this study.

The second chapter remarkably described as a reservoir of literature pertaining to the subject of the study. To carry out the study, the researcher has experienced the desire to get in-depth knowledge about research subject literature. In order to accomplish this, the researcher has studied a great number of journals and books. In this chapter the extracted knowledge and the results have been described in a specific and systematic way. The extracted knowledge from the journals and books, basically, has helped the researcher to design a questionnaire for this

study, in order to gather primary data.

The third chapter is titled "Research Methodology." This chapter has detailed descriptions of all pertinent research methodologies. Those aspects of technique were followed throughout the conduct of this study. The rationality of methodology selection has also been analysed. The validity and accuracy of the research, as well as many ethical considerations, are reviewed at the end of this chapter.

The data analysis is discussed in the fourth chapter. The data gathered through the interview procedure was examined and discussed in light of the literature findings. The legitimacy of the research will be verified by the research findings.

The concluding chapter is where the research findings are presented to illustrate the validity of the study, as well as the consequences and recommendations for future research. This chapter ends with a discussion of the study's limitations.

## **Chapter Two: Theoretical Background**

The key purpose of this study is to find out the factors which have influence on development of entrepreneurial intentions among South Asian immigrants in Portugal and for this a key research question has been developed which is “*what are the factors which have influence on entrepreneurial intention among South Asian immigrants in Portugal?* Through the findings from this research the answer for this research question will be given. Considering the research question theoretical discussion will be made on entrepreneurship, immigrant entrepreneurship, evolution of entrepreneurial intention model, the theory of planned behaviour, push and pull factors.

### **2.1 Introduction**

Studies that focused on the factors that contribute to business growth and creation were deemed most important. However, Gartner (1988) emphasized that studies shouldn't centre on the features of the individual but rather on the attitudes that shaped them into an entrepreneur. As a result, at some point, this body of work addressed the building of models to inquire into why and how people decide to launch a business, as well as what kinds of constructs and variables are associated with this topic. Many investigations into the causes of the rise in the number of people interested in starting their own businesses have appeared. At this juncture, it's important to note that scholars employed several ideas and models along the way. As demonstrated by the fact that the Theory of Planned Behaviour (TPB) (Ajzen, 1988, 1991) was considered as a study base by Lortie and Castogiovanni (2015), it has been repeatedly cited over time. They also confirmed the consistent, extensive, and substantial citations of Ajzen's (1988, 1991) writings.

It was previously established by Mariano and Going (2011) that numerous studies explained the entrepreneurial goals, but that the TPB, of Ajzen (1991), was the most effective model in this task. The theoretical study of Ajzen (1991) is being considered the most followed and implemented theory to study about the human behaviour and it is not exception to use of it when it comes to study the intentions of entrepreneurs, which is being confirmed by Liñán and Fayolle (2015), who also based their work on a review of the relevant literature. The TPB (Ajzen, 1991) examined the links between self-efficacy and entrepreneurial goals and the associations between attitudes and such intentions.

Indeed, three factors were useful and efficient in determining behavioural intentions: 1) one's outlook on the behaviour in question, 2) one's own set of personal standards, and 3) one's own sense of being in charge of the first has to do with how a person's beliefs affect their actions. The second pertains to one's adherence to social standards and one's conviction that doing so is right. One more refers to people's abilities to engage kinds of conduct, and this one is the most important (Mariano & Going, 2011). When it comes to examining the elements that influence the decision to start a business, Schlaegel and Koenig (2014) found that Ajzen (1991) research was the most sophisticated and insightful. According to the authors, Ajzen (1991), via the TPB, is the most convincing proponent of and rationale for entrepreneurial motivation. In addition, Schlaegel and Koenig (2014) show that the EEM (Shapero & Sokol, 1982) is reliant on the perceived ease of use, the perceived willingness to act, and the reported feasibility. What is meant by "perceived convenience" is the degree to which the prospect of starting a business appeal to and interests the individual in question. A person's propensity to behave is linked to their inclination and perception to adopt suitable attitudes at the suitable time. Accordingly, an individual's level of trust in becoming an entrepreneur is proportional to how confident they feel in the venture's potential for success (Autio et al., 2001; Kolvereid, 1996; Kolvereid & Isaksen, 2006; Liñán & Chen, 2009; Liñán et al., 2011; Tkachev & Kolvereid, 1999; Van Gelderen et al., 2008). From this vantage point, Liñán (2005, 2008) introduced a psychometric measure built on the TPB (Ajzen, 1991) to assess the aspiration to start a business.

Considering all these previous related literature on entrepreneurial intention (EI), here in this chapter focus will be given on the detail discussion about Ajzen's Theory and rational behind choosing this selection along with other related literature discussion. I do believe that this detail literature discussion to explore intentions of entrepreneurs will help the readers to understand this topic quite easily.

## **2.2 Entrepreneurship**

An entrepreneur is a person who strives to introduce innovation in a specific business field, analyses different factors associated with production and distribution processes, and purchases those products or services at an uncertain price involving a large amount of risk, according to an Irish economist who came up with the term in 1725 (Hébert & Link, 1988). Other researchers, such as Gurmeet and Belwal (2008) said in their research that the term "entrepreneur" is derived from the French word "entreprendre," and that the true meaning of

the phrase is "to understand or plan various sorts of events to amuse target audiences." In the French dictionary, the phrase 'entreprendre' means 'go-between' or 'between-taker' (Collins & Moore, 1964).

At this point, I'd want to use the findings of a variety of scholars' study to throw some light on the definitions of 'Entrepreneur.' The fundamental concept of entrepreneurship is that an individual takes the initiatives to launch a business with the intention of income generation activity. The endeavour of launching a new project is being labelled in different names including Entrepreneur, New Entrants, New Creators, Innovators, Start-ups, and Self-employed business owner.

There is a popular assumption that entrepreneurship can only be successful by combining unique and fresh business ideas with modern technologies. To some extent, this is correct; nevertheless, the term "entrepreneur" refers to a businessperson who begins a small-scale business as an expansion of a bigger business; he can be a self-advisor or the owner of an enterprise with hundreds or even thousands of workers.

Money is the driving force behind business, and entrepreneurs must be proactive rather than reactive to obtain it (Cole, 1949). The businesspersons, in the process of entrepreneurship, always look for availing new opportunities and prepare strategies to utilize those availed opportunities. The trends of modern business change fast and thus the small ventures face tough competition from established big ventures, for this reason, the entrepreneurs have to be conscious of the changes that will take place and have to effectively respond to the changes (Kiyani, 2017).

Despite the process of entrepreneurship involves little risk, the entrepreneurs have to look for innovation and novelty to attain prosperity in business. They need to move the sources from low productivity to high productivity. For the endeavours and outcomes from the entrepreneurship, in today's business environment, entrepreneurs are referred to as economic agents and they are playing vital role to put vital contribution to economic development (Drucker, 1987).

From the overall afore-mentioned argument, it is possible to sum up as follows: an entrepreneur is a person who incorporates resources with opportunities with a view to coming up with new processes for production, fresh products or goods, and cutting-edge organizational forms. An



immigrant entrepreneur can also be described as a person who moved to a developed country and evaluates market possibilities by risking and addressing the mismatch between global demand and supply for start-ups. On the other hand, an immigrant entrepreneur is an individual who launches, possesses, and operates a business in the country where s/he migrated. In the following section, I will examine the theoretical concepts, including the definition of 'immigrant' and 'immigrant entrepreneurship', correspondingly, in order to understand the term "immigrant entrepreneurship."

### **2.2.1 Immigrant Entrepreneurship**

When immigrant people start-up and manage enterprise of their own, then they are called immigrant entrepreneurs. Due to the impact of immigrant entrepreneurship on the economy of host countries, this topic has drawn the attention of the business researchers of worldwide to conduct in-depth research to gain insight about different pros and cons of the subject (Kloosterman & Rath, 2001). From the study on immigrant entrepreneurship, the researcher of this research got to know that first time the research on immigrant entrepreneurship was started in USA. To elaborate the term 'immigrant entrepreneurship' they mentioned that immigrant entrepreneurs initially launch their business to satisfy the necessity of immigrants from various socio- cultural or ethnic groups focusing greatly on the labour market in lower level (ibid). Baycan-Levent and Nijkamp (2009) described immigrant entrepreneurship as a phenomenon of the entrepreneurial performance by immigrants which gives a fresh perspective. The immigrant individuals who are engaged in developing their own business and create employment in migrated country are called immigrant entrepreneurs (Aaltonen & Akola, 2012). Vinogradov (2008) narrated immigrant entrepreneurship in his research paper in a way that immigrant entrepreneurs are involved in economic activities, job creation, design organizing and profit-oriented activities in the market.

All in all, immigrant entrepreneurship has a big impact to reduce unemployment ratio in ethnic community to a great extent. The immigrant entrepreneurship plays vital role to create employment opportunities largely for the immigrants in host country and it is the major outcome of it. Besides, it has the potentiality to revitalize the economy of the host country (Masurel et al., 2002).

Above all, a definition of immigrant entrepreneurship can be outlined, for this master thesis

study, from above discussion about entrepreneurship and immigrant entrepreneurship spearheaded by Gartner (1988) and Drucker (1985). When an immigrant start-up a business with the concept of new or enhanced products or services and develop effective strategy to exploit the untapped opportunity in global markets by utilizing available resource that individual has are called immigrant entrepreneur and the activities of immigrant entrepreneur are called immigrant entrepreneurship.

### **2.3 Evaluation of Theoretical Model of Entrepreneurial Intentions**

Six major models were developed in the 1980s and 1990s to examine what factors contribute to entrepreneurial success. These include the Entrepreneurial Event Model (Shapero & Sokol, 1982), the Theory of Planned Behaviour (Ajzen, 1991), the Entrepreneurial Attitude Orientation (Robinson et al., 1991), the Intentional Basic Model (Krueger & Carsrud, 1993), the Entrepreneurial Potential Model (Krueger & Carsrud, 1993).

The Entrepreneurial Event Model (EEM) came first (Shapero & Sokol, 1982). To describe the genesis of a business, this model looks at how initiative, capability, management, relative autonomy, and risk all work together. The authors of this study conclude that an individual's decision to launch a new endeavour is influenced by three factors: (a) their opinion of the venture's attractiveness, (b) their tendency to act, and (c) their perception of the venture's feasibility. Krueger Jr et al. (2000), Peterman and Kennedy (2003), and Audet and Jennings (2007) all conducted empirical tests of this strategy (2002, 2004).

Ajzen (1991) established the theory of Planned Behaviour on the idea that all actions necessitate some forethought and are predictable given the purpose to engage in them. These findings explain how intentions are formed by considering three factors: (a) the subject's attitudes toward the conduct, (b) subjective norms such the perception of other people's opinions of the suggested behaviour, and (c) the subject's perception of behavioural control. Some empirical studies (Audet & Dennis Jr, 2002, 2004; Kolvereid, 1996; Krueger Jr et al., 2000; Tkachev & Kolvereid, 1999) adopted this strategy.

However, Robinson et al. (1991) went beyond describing the entrepreneur's personality and demographics to characterize the entrepreneur's mindset. The authors came up with the Entrepreneurial Attitude Orientation scale, which breaks down attitudes into four categories (achievement, self-esteem, personal control, and innovation) and three responses (affective,

cognitive or conative). Multiple empirical research on would-be entrepreneurs have employed this framework (Koh, 1995; Tan et al., 1996; Tkachev & Kolvereid, 1999).

A few years later, in 1993, Krueger and Carsrud (1993) used a scale to facilitate more nuanced examination of external factors, attitudes, and intentions in their investigation of the correlation between the two concepts and entrepreneurial inclinations. This suggests that launching a new firm is a calculated endeavour whose outcome is susceptible to individual differences in mindset. The Basic Intention Model utilized by Tan et al. was developed by these authors (1996). With data from both the corporate venture and business development vantage points, Krueger Jr and Brazeal (1994) created the Entrepreneurial Potential Model. Some studies (Crant, 1996; Kourilsky & Walstad, 1998; Veciana et al., 2005) support the model's predictions with data.

Shapero and Sokol (1982) argue that "perception of desirability and of feasibility are products of cultural and social environments and help determine what actions will be seriously considered and subsequently taken" in order to explain why entrepreneurial actions are taken relative to other possible actions (p. 82). The individual must believe that an entrepreneurial event is both desirable and possible for it to be a credible alternative. Desirability judgments are based on the norms and standards established by one's social and cultural milieu, which includes one's family, friends, co-workers, mentors, and wider society. According to Shapero and Sokol (1982), people whose social systems place a premium on entrepreneurship are more inclined to follow that path when faced with a fork in the road. Goals for expansion share the same logic. When compared to societies that don't place a premium on business expansion, societies that do tend to produce more successful business owners that hope to expand their operations. As discussed by Shapero and Sokol (1982), the degree to which an individual believes they can succeed in an entrepreneurial endeavour is directly correlated with the resources they have access to. Family, friends, mentors, lovers, and significant others can all provide financial and emotional support.

Among a group of business students, Krueger Jr et al. (2000) administered both the TPB and the EEM. Both models performed well in predicting entrepreneurs' intent to launch a new venture, although the EEM was able to account for a little more variation. According to Krueger Jr et al. (2000), the two models share a component related to self-efficacy: the premise-based confidence (PBC) in TPB and the perceived feasibility (PF) in EEM. Further, they state that

the concept of desirableness in EEM includes the subjective norm and attitude in TPB. Schlaegel and Koenig (2014) conducted a meta-analysis of research on entrepreneurship and found that a hybrid model that incorporated the TPB and the EEM better explained students' intent to start their own business. Desirability and practicability are modelled as three separate variables: attitude, subjective norm, and PBC. There appears to be consensus in the entrepreneurship intention research that perceived desirability and feasibility determine entrepreneurial intention and growth aspiration (Douglas, 2013; Fitzsimmons & Douglas, 2011).

#### **2.4 Theory of Planned Behaviour (TPB)**

Foreseeing and analysing behaviour in various settings inspired the development of the notion of planned behaviour. According to the theory of planned behaviour, qualities that are more immediately related to the behaviour in issue are more influential on some behaviours than are abstract characteristics like personality or attitude (Ajzen, 1991). One's level of motivation to act on a behaviour is a predictor of their intention (Entrialgo & Iglesias, 2016). When deciding whether or not to carry out an action, most people will have thought about it beforehand (Ajzen, 2002). Therefore, it is necessary to establish appropriate explanations for some behaviours, such as the decision to start a business or to be an entrepreneur. A compatible paradigm, the theory of planned behaviour allows for accurate prediction and deeper comprehension of entrepreneur motivation (Krueger Jr et al., 2000). The theory of planned behaviour identifies three primary factors as influential in determining an individual's plans and actions. Attitudes toward behaviour, subjective norms, and perceived behavioural control are the factors in question.

One's initial reaction to a behaviour is a good indicator of whether or not they have a favourable opinion of it. Many theories have been proposed to try and make sense of human behaviour and thought (Shaver, 2003). "The degree to which a person has a favourable judgment or appraisal of the behaviour in question," as defined by Ajzen (2002). And "Intentions are assumed to capture the motivating variables that impact a behaviour; they are signs of how hard people are willing to try, of how much an effort they plan to exert in order to do the behaviour," he added.

The second indication, subjective norms, describe how social pressure causes individuals to act or not act in a certain way. Family, friends, and other significant others (mentors, teachers, advisors, successful businesspeople, etc.) are all taken into account when constructing the foundation of entrepreneurial ambition (Kolvereid, 1996).

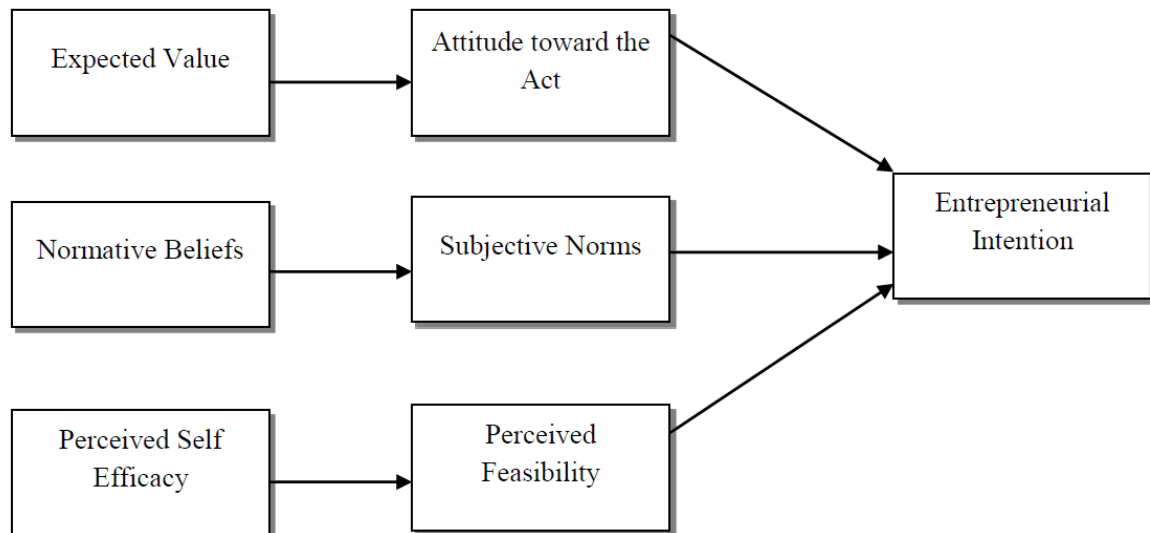


Figure 1: Ajzen's Theory of Planned Behaviour (TPB) (Ajzen, 1991)

The term "perceived behaviour control" (PBC) is used to denote one's confidence in one's capacity to carry out a desired behaviour (Ajzen, 1988). To what extent does one find it challenging to carry out the action being tracked is reflected by this predictor. It's necessary for providing an explanation for people's actions and motives in various settings. Based on their research, Kolvereid (1996) and Tkachev and Kolvereid (1999) concluded that individuals' subjective norms, attitudes toward behaviour, and PBC increase the propensity of entrepreneurial ambitions. These investigations indicated that PBC probed more nuances of purpose than either of the other two predictors.

The three hallmarks of TPB all point to the fact that, when people have favourable feelings about a behaviour, they are more likely to engage in that behaviour.

#### 2.4.1 Rationality of Choosing the Model TPB

Multivariate and combination analysis have been applied to the study of TPB. Kolvereid (1996), for instance, surveyed 128 Norwegian business undergrads and attempted to foretell which career status they would choose.

Finding that demographic factors had influenced work status choice intentions only indirectly through their effect on attitude, subjective norm, and perceived behavioural control, the results lend substantial support to this argument. Similarly, Tkachev and Kolvereid (1999) looked into the employment status expectations of 512 Russian college freshmen (majoring in medical and technological fields). Their findings show that attitudes, subjective norms, and perceived behavioural control all play a significant role in shaping people's decisions about their employment situations.

Performance of a behaviour is a result of both intentions and perceived behavioural control, as proposed by the theory of planned behaviour (Ajzen, 1991). Furthermore, the cognitive theory characterizes how an individual responds to a specific occurrence. Individual analysis is defined through a process approach, with learning playing a central role (Lord & Maher, 1991). Fundamental parts of the cognitive process include perception, memory, retrieval, reaction, and evaluation (Frese & Zapf, 1994). Moreover, Ajzen's Theory of Planned Behaviour Model (Ajzen, 1991) provided a relationship between cognition and action, and the model proposed that the behavioural performance may be predicted from the person's plan and intentions to conduct the behaviour in question. In a study conducted by Engle et al. (2010), Ajzen contrasted cognition with his proposal of three types of beliefs: those that influence one's attitude toward a given behaviour (behavioural beliefs), those that determine one's subjective norms (normative beliefs), and those that underpin one's perception of one's own behavioural control (control beliefs).

The idea of planned behaviour has received substantial backing from these reviews, allowing researchers to investigate how factors like pro- and anti-behaviour attitudes, subjective norms, and perceived behavioural control affect entrepreneurs' goals across settings. It is anticipated that the TPB model's robust explanatory power for entrepreneurial intention among Asian immigrants in Portugal will make it a suitable framework for this thesis.

## **2.5 Entrepreneurial Intentions (EI)**

A person's rational choice and intention, according to the Theory of Planned Behaviour (TPB) (Küttim et al., 2014), can be used to foretell that person's future actions. Intentions to act can be anticipated by adjusting one's perspective on behaviour, one's subjective norms, and one's sense of behavioural control (Ajzen, 1991). The field of entrepreneurship has made use of this

idea, specifically in looking at topics like the impact of entrepreneurship education and emotional intelligence (EI) (Shrivastava & Acharya, 2020). In addition, intentions are predictors of behaviour and activity, such as the self-plan to become an entrepreneur or to initiate entrepreneurship activities in the future (Lent et al., 1994; Shrivastava & Acharya, 2020; Souitaris et al., 2007). As a result, TPB can be used to examine motivations in a business context.

Entrepreneurial intention was first described by Nabi et al. (2010) as the "conscious decision to launch a new venture." If someone has this mindset, they often have an interest in pursuing entrepreneurial endeavours (Mohamad et al., 2015; Souitaris et al., 2007). Studies have shown a strong link between EI and exposure to an entrepreneurship curriculum (Harima et al., 2021; Peterman & Kennedy, 2003).

Numerous scholarly works on the topic of entrepreneurship agree that new business creation is essential to achieving long-term economic growth and social prosperity. Additionally, research has linked entrepreneurial endeavours to a career path fraught with peril and unpredictability (Harima et al., 2021).

The literature defines entrepreneurial intention as the motivation and readiness to start a new venture or activity (Krichen & Chaabouni, 2021). According to Thompson (2009), entrepreneurial aspirations are "self-acknowledged convictions by individuals that they desire to set up new company enterprises and intentionally plan to do so at some point in the future" (Thompson, 2009). Any commercial or entrepreneurial choice, says Ajzen (1991), is supported by the aim to establish a given set of actions (Ajzen, 1991). According to the Theory of Planned Behaviour, there are three main factors that contribute to an individual's intention: their own pre-existing feelings about the topic (positive or negative), the influence of others' expectations for them (subjective norms), and their own sense of self-control and efficacy (positive or negative beliefs about their own abilities to carry out the desired action) (Wardana et al., 2020). Entrepreneurial intent is characterized by a willingness to take risks and a resolve to succeed when engaging in entrepreneurial activity (Puni et al., 2018). According to Chen et al. (2008), entrepreneurs need a sense of both financial and market possibility in order to launch a successful venture (Shrivastava & Acharya, 2020).

Entrepreneurial intention models have relied on extensive research on the topic of perceived attractiveness to new firm creation. During the deliberation process, the value placed on various needs and wishes is known as the perceived desirability (Shahverdi et al., 2018). Perceived desirability of entrepreneurship is defined as willingness, anxiety, and eagerness to start one's own business in the existing literature in the subject of entrepreneurial path development (Peterman & Kennedy, 2003). In the words of Krueger and Carsrud (1993), "desirability" indicates the extent to which individuals appreciate entrepreneurial conduct and find the possibility of becoming an entrepreneur appealing (Dumitru & Dumitru, 2017). Entrepreneurial inclination may also be defined as a person's outlook on starting a business or their outlook on breaking established standards of behaviour (Vuorio et al., 2017). In these reports, the terms "entrepreneurial urge" and "desirability of entrepreneurship" are used synonymously.

Perceived desirability, as defined by Barton et al. (2018), refers to the degree to which an individual finds it enticing to initiate an entrepreneurial event, such as launching a business. The degree to which one is seen desirable is contingent on a number of factors, including but not limited to a person's values, needs, talents, and abilities. Perceived desirability, according to Riquelme and Al-Lanqawi (2016), is a distinct attitude that reflects "the valence (good or negative) of an action's end state and does not carry the connotation of a personal incentive to accomplish an end state."

In contrast to Theory of Planned Behaviour, which views perceived desirability as simply the level of attractiveness and attitude toward entrepreneurship, the authors of this work define perceived desire for entrepreneurship as an internalized motivation or emotional response to the idea of self-employment. As a matter of fact, according to Bagozzi (1992), the concept of "want" is equivalent to Gollwitzer and Moskowitz (1996) construct of wishes or "volitional desires" as the driving engines of translating particular attitudes and perceived desirability into intentions. According to the research (Barton et al., 2018), the degree to which an individual values the prospect of becoming an entrepreneur is a strong predictor of their likelihood of actually doing so. Perceived desirability and perceptual feasibility have been shown to be strong predictors of entrepreneurial ambition in other studies (Hockerts, 2015). If starting a business is highly desirable, then working toward that goal will be a primary focus.



According to Bo et al. (2017) research findings, an individual's outlook on entrepreneurship is shaped by three factors: confidence in one's own skills and abilities, realistic expectations for one's firm, and an honest assessment of the risks involved in taking an entrepreneurial risk (Bo et al., 2017). Additionally, academic studies conducted by Ding and Choi (2011) show that students and recent graduates who have had prior contact with the business environment through shared projects or patents have a more positive outlook on entrepreneurship and a greater sense of mastery over their intentions in this area (Ding & Choi, 2011). In addition, a constructive outlook on entrepreneurship intent is often the result of exposure to entrepreneurship information and training support from the corporate environment. Individuals, according to Erikson (2003) theory, only establish intentions in the direction of a phenomenon if they both desire it and believe it is possible (Sbalchiero & Tuzzi, 2016).

Some people are just naturally better than others at spotting promising new business prospects, and this innate talent has been linked in studies of entrepreneurship to a more positive outlook on the field and a desire to pursue it (Ćóckalo et al., 2017). Since the skills learned in academia and the skills needed for entrepreneurship are so dissimilar, many academics lack the ability to engage in entrepreneurial activity (Goethner et al., 2012). When it comes to finding new business opportunities, seasoned entrepreneurs have a distinct advantage over novices, who sometimes lack the background and resources to do the necessary scientific research and acquire relevant data. Conversely, those who already have contacts in the business world are more likely to be optimistic about the success of their new enterprise (Ruskovaara & Pihkala, 2013). For the purpose of their research, Yousafzai et al. (2015) referred to a number of psychological factors in explaining the pro-entrepreneurial mindset (Yousafzai et al., 2015). Entrepreneurial orientation was found to be influenced by elements like inventiveness, perceived usefulness, self-efficacy and perceived control behaviour, self-confidence, business experience, and the impression of a favourable economic climate. This research built on the work of Fayolle and Liñán (2014), who found that individual factors (including motives, experience, and personality traits) and contextual factors (including market, economic, and social setting) interact to shape the desire for entrepreneurship (Miranda et al., 2017). Moreover, several studies (Coviello & Tanev, 2017) highlight the significance of young entrepreneurs recognizing the most recent government policies, logistical infrastructure, and financial support instruments as relevant factors creating positive attitudes and behaviour, providing further support for the idea that contextual variables play a defining role in

entrepreneurship intentions. As a result, the entrepreneurial process can be better comprehended by focusing on the desirability of entrepreneurship as well as the entrepreneurial desire and intention; however, without a positive attitude, people will avoid taking the necessary steps to transform the intention into action, even when there is significant personal potential (Krueger Jr et al., 2000).

As a result, entrepreneurialism is appealing because of a confluence of elements that will be explored in greater depth here.

### **2.5.1 Factors Affecting the Entrepreneurial Intentions**

In order to explain what makes certain people want to go into business for themselves, some scholars of entrepreneurship have proposed models of the expectancy type and the subjective utility type to characterize these elements (Miranda et al., 2017). The models characterize how people feel about their economic potential, the quantity of work required to obtain the expected financial benefits, the level of risk involved, and the desire for autonomy. Recent research has shown that there is a significant disconnect between stated goals and actual follow-through on those goals (Hikkerova et al., 2016). According to the work of psychologists Heckhausen and Gollwitzer (1987), the challenges of pursuing an entrepreneurial career, despite high levels of motivation, are attributable to a lack of individual qualities, specifically, the element of volition (Heckhausen & Gollwitzer, 1987). Broonen (2010) argues that volition is what ultimately decides whether or not a person follows through on their intentions.

Resistance to uncertainty, here defined as the capacity to successfully overcome tension created by external factors that sometimes can delay or change the entrepreneurship pace, is necessary for the transition from entrepreneurship's desirable, desirable, and intentional stages to its successful, intentional, and action stages (Forstmeier & Rüdell, 2008). Successful entrepreneurs are more likely to be those who have previously formulated their reasons for wanting to be one, as well as their plans to pursue entrepreneurship (demonstrating self-motivation).

There are a number of studies in the literature that investigate the elements that motivate people to become entrepreneurs. Failla et al. (2017) research shows that starting your own business is a key to long-term employment success. The study examines how job matching, labour market worth, and personal commitment affect the frequency with which people switch jobs. Based

on the job matching model, you value autonomy, are interested in earning extra money, and thrive on novelty and challenge. Those who have been self-employed and have decided to return to a salaried position face two major disadvantages, according to the data: (1) fewer employment offers, and (2) an undervaluing of their previous work experience and talents (Bruce & Schuetze, 2004). The study also shows that the entrepreneurs are emotionally invested in their company despite its dismal results. Attachment to the company's values or the entrepreneur's belief of indispensability are two psychological factors that can prolong the time of exiting entrepreneurial activity (DeTienne & Cardon, 2008).

Goethner et al. (2012) found that individuals' subjective norm variables, such as the impact of family, friends, and co-workers, clearly define their entrepreneurial intentions within the context of universities (Goethner et al., 2012). Their research shows that people are more likely to be receptive to entrepreneurial ideas and view entrepreneurship as desirable if they believe it will also stimulate their professional development and provide financial rewards. Psychological factors like scientific output and a sense of personal pride in one's entrepreneurial endeavours lend support to the notion that academic advancement is critical to conceptualizing the desirability of entrepreneurship in the academic area (Miranda et al., 2017).

Making the prospect of starting a business seem more appealing is a direct driver of initiative (Zampetakis et al., 2017). Emotional expressions, as argued by Van Kleef (2009), provide crucial societal purposes by shaping people's viewpoints and stances on critical problems. However, the fear of failure acts as an inhibitory element in entrepreneurship, preventing people from taking the necessary steps to turn their ideas into reality (Păunescu et al., 2018). However, studies have shown that there is hope for inspiring and propelling entrepreneurial actions (Mitchell & Shepherd, 2010). Commitment, self-assurance, social-recognition, and a belief in one's own abilities to succeed are only some of the proven entrepreneurial motivators. But insecurity and fear of failure act as brakes on would-be entrepreneurs (Riaz et al., 2016). Cacciotti et al. (2016) found that people are more invested in their business endeavours if they believe success will bring them prestige and respect.

A large body of research supports the notion that formal education is directly correlated with an individual's likelihood of pursuing an entrepreneurial career (Cantaragiu et al., 2014). According to the study's findings, schools have a duty to provide their students have access to

the foundational curricula they need to acquire the problem-solving and self-assurance competencies they need to succeed in life.

Kerrin et al. (2017) research on the necessary skills for entrepreneurs in developing nations shows that, even in countries with a weak educational infrastructure, the desire for and likelihood of starting a business both rise with exposure to regular training and practice. Knowledge and abilities in areas like financial management, leadership, marketing, technical skills, and business management are all shown to be important by the study's findings.

Whether for a social cause or for profit, entrepreneurs need a specific combination of skills and knowledge to succeed in their endeavours (Păunescu et al., 2018). The question of what kinds of knowledge and abilities are essential for successful entrepreneurship has been the subject of varying degrees of discussion.

Competencies are often characterized in a broader sense as the amalgamation of an individual's skills, talents, knowledge, and motivation to pursue and maintain a sustainable and ongoing commercial endeavour. Competencies encompass a wide range of abilities in dealing with any situation. Consequently, it is difficult to define the necessary skills and abilities for success in entrepreneurship (Bernat García et al., 2013). Expertise in entrepreneurship, management, technology, and emotional intelligence have all been identified as important components of a successful firm (Kerrin et al., 2017). Other research highlights the importance of marketing and managerial skills in entrepreneurship, and of financial literacy in the development and expansion of a business. To put it another way, this is crucial since, as self-employed people, business owners get paid by their customers. However, some researchers (Nehete et al., 2011) argue that active listening, negotiation skills, risk taking, and creativity are the most crucial "traits" for a meta-skilled entrepreneur. Ability to spot possibilities, strategic planning abilities, collaborative skills, as well as creative and interpersonal abilities, have all been found to be significant in recent studies of what makes a successful entrepreneur (Dahlstrom & Talmage, 2018).

Much of the literature connects entrepreneurship to CSR and sustainable development by highlighting the skills and knowledge needed to be a social change agent (Foucrier & Wiek, 2019). Based on the four components of sustainability competence—knowledge, critical thinking, the innovation or change dimension, and ethical criteria—various frameworks of

skills and competencies were designed and evaluated in the workplace (Hesselbarth & Schaltegger, 2014). Lans et al. (2014) state that there are seven core competencies and skills necessary for success in the entrepreneurial realm: interdisciplinary competences; system-thinking abilities; "outside the box" thinking; normative competences; action and decision-making competences; interpersonal competences; and strategic management competences. Despite the fact that these skills have been tried and true in the workplace, many academics still hold the view that they are overly broad, as the research into them is still in its infancy (Ploum et al., 2018).

An individual's level of schooling is not universally agreed upon as a necessary factor in business success. Multiple studies have found that higher levels of education increase the likelihood of entrepreneurial success (Moore & Mueller, 2002). Multiple research projects conducted in underdeveloped nations, however, disprove the hypothesis that education levels play any role in the choice to start a business. Despite the fact that a high level of managerial abilities and education can increase one's chances of spotting opportunities, foreseeing trends, and leading others, many people in industrialized nations prefer to stick with traditional work rather than pursuing entrepreneurship (Van der Sluis et al., 2005).

Age also plays a role in the ebb and flow of entrepreneurial and self-employed endeavours. There is a wealth of research and theory on the topic of when people are mature enough to start their own businesses. Researchers have found that as people get older, their financial and non-financial resources grow, making them more likely to pursue entrepreneurial endeavours (Parker, 2004). People of a specific age have established strong determinants for self-actualization, including their networks of potential stakeholders, their professional and working experience, and their body of work. In spite of this, it has been demonstrated that people's willingness to take risks declines with age, leading them to be less willing to sacrifice their financial security in exchange for future profits that are more speculative (Parker, 2004). According to the findings of Praag and Ophem (1995), there is a clear distinction to be made between individuals who want to pursue an entrepreneurial path in business but lack the necessary resources and those who have the necessary skills, relations, and financial backing but lack motivation as a result of age. The willingness to start a business rises with age, but only up to a certain point, according to a number of studies; after that, the appeal of doing so declines, even when there are plenty possibilities and means available (Păunescu et al., 2018). When people start losing interest in starting new businesses, the age threshold can be different

for each country and economic/political system. People who have reached middle age are more likely to act on an entrepreneurial impulse, as shown by Moore and Mueller (2002).

The importance of a dependable and supporting institutional and governmental environment is highlighted by the fact that education levels, age, income, skills, and work position are all cited as important drivers of entrepreneurial willingness and decision. A recent study confirms the significance of personal, institutional, and contextual factors in the entrepreneurship and self-employment decision (Davari & Farokhmanesh, 2017). The personal aspects are in agreement with the good impact of job experience and education in bolstering commercial endeavours. In addition to contextual variables like business possibilities and favourable norms and regulations, the relevance of existing non-governmental institutions that enable entrepreneurs to access these resources is highlighted by the institutional elements. By lowering entry barriers and antitrust restrictions on the one hand, and altering bankruptcy regulations on the other, Lee et al. (2011) argue that policies aimed at encouraging entrepreneurship should focus on rules that maximize the chances for profit and community gains. As a result, the rate at which each stage of the entrepreneurial process, from the initial manifestation of desirability to desire and intention, may be predicted by a wide variety of contextual and situational elements.

## **2.6 Push and Pull Factors in EI**

### **2.6.1 Push Factors**

On the other side, push factors are defined as unfavourable environmental impacts of an entrepreneur's choice. These are things that come from the outside and are associated with requirements rather than preferences. Some of the things that motivate people to start their own businesses are unemployment; unhappiness with current employment; a hostile work environment; a nasty employer; low wages, less tax and so on (Kirkwood, 2009). To paraphrase Winn (2004): "work unhappiness is an aspects that should be taken into account while evaluating the pros and downsides of starting a business. Similar to the global unemployment crisis, the global skills gap is a key issue and a driving force for entrepreneurs. To a greater extent than pull variables, push factors were discovered to affect entrepreneurs' choices. According to research conducted by Kirkwood (2009), push factors far outweigh pull factors. The current investigation, however, hypothesizes the following to examine the extent to which college students are motivated by external forces to launch a firm.

### **2.6.2 Pull Factors**

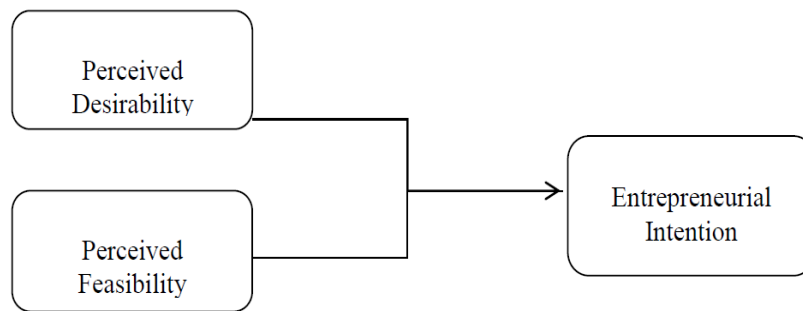
Motivating influences include people's aspirations, drive, and creativity. Positive motivation to be an entrepreneur is characterized by the term "pull factors," and these are considered to be internal motivations. Opportunity entrepreneurs are driven more by desires than necessities, and it is from this place that the term "pull factor entrepreneur" originates (Shinnar & Young, 2008). Attraction considerations include the desire for autonomy, the hope of realizing the American Dream of becoming one's own boss, the lure of affluence and prestige, and so on. According to Rissman (2006), some business owners follow their passion and pursue financial freedom by becoming their own boss. While others prefer a more restricted work environment, independence and flexibility at work are important to everyone (Carter et al., 2003). Individuals were influenced to start their own businesses by these considerations. Additionally, prior employment experiences are strong motivators for starting a business. As an example, former waiters and waitresses frequently open their own eateries. People who start businesses of their own volition are typically affected by pull factors (Ramala, 1999).

The factors that inspire people to start their own businesses have been the subject of several research. According to research conducted by Shinnar and Young (2008), the "pull" factors associated with starting a business outweigh the "push" factors. Shane et al. (1991) conducted another study on the variables that inspire New Zealanders to start their own businesses, and they found that pull factors, rather than push factors, were more influential. It would be interesting to examine the role of pull motivating variables in the decision to launch a business among Asian immigrants to Portugal.

### **2.7 Summary**

Foreseeing and analysing behaviour in various settings inspired the development of the notion of planned behaviour. According to the theory of planned behaviour, qualities that are more immediately related to the behaviour in issue are more influential on some behaviours than are abstract characteristics like personality or attitude. One's level of motivation to act on a behaviour is a predictor of their intention. According to the TPB, there are three factors which have influence in entrepreneurial intentions and these are social norms, self-efficacy, and attitude towards behaviour. From the above theoretical discussion, it is evident that attitudes towards behaviour and entrepreneurial control are positively related. Social norms have huge

impact on entrepreneurial intention. Family, friends, and society play pivotal role in development of entrepreneurial intention among people. Self-efficacy is also another factors which have huge impact on entrepreneurial intention. When people become confident about their ability and desire and if they get opportunity then entrepreneurial intentions get the reality. Resistance to uncertainty, here defined as the capacity to successfully overcome tension created by external factors that sometimes can delay or change the entrepreneurship pace, is necessary for the transition from entrepreneurship's desirable, desirable, and intentional stages to its successful, intentional, and action stages. Risk of being failed is the main obstruction in the development of entrepreneurial intention. From the motivation section, it is noted that pull motivational factors are stronger than push motivational factors to induce entrepreneurial intentions among desired entrepreneurs.



*Figure 2:EI Research Model*



## **Chapter Three: Research Methodology**

### **3.0 Introduction**

The methods used in this research are detailed in the following section. The semi-structured interview method and the qualitative research strategy are both examined. There is also some talk about ethical issues. In this research, the researcher seeks to get findings from both individual and community perspective on entrepreneurial intention. Therefore, a qualitative approach is specified as suitable for this study since it permits getting in-depth insights from participant stories. Five South Asian Immigrants in Lisbon, Portugal was interviewed to collect primary data for this research.

### **3.1 Research Philosophy**

The philosophical approach portrays how the research will be administered and the overall study design. For the purpose of having the best structure and study consequences, the researcher has to have profound knowledge about the philosophy of research (Easterby-Smith et al., 2021). There are two significant factors which should be taken care of. The factors are the ontological and epistemological aim and belief of the research. Being aware of the fact, the researcher is endeavouring to explain the ontological and epistemological perspective of this paper. In ontological point of view, it is crucial to understand the nature of reality that means logic will be manifested for every action or consequence based on reality (Creswell & Creswell, 2017). On the contrary, epistemological philosophy is that perspective of knowledge which helps contribute to reality to develop hypothesis.

In the case of this paper, the researcher has applied the aspect of relativism as the researcher believes that from ontological perspective this master's thesis has all the traits to proceed through qualitative research approach. According to the fundamental objective of this research is to dig deep to know the factors that affects or inspire the intentions of Asian immigrants in Portugal. It is extremely tough to convince the fact that there lies only one dimension of the truth in a solitary matter since a single person might have a number of opinions on a single aspect (Easterby-Smith et al., 2021). A relativistic point of view denotes that every individual has the capability to define individuals' experiences in numerous ways. It is comprehensible that ontological assumptions might have divergent realities. In this aspect, I consider that the

points of view on this study have been viewed in unbiased manner as they describe the facts from their viewpoint.

The subject's ontological location and existence may affect an epistemological approach. In the study of social phenomena, Easterby-Smith et al. (2021) took up two different hypothetical views: positivism and social building. The positivist perspective examines social processes as external phenomena and concludes that the processes are uninfluenced by the social group. Social facts in a social system are unique, as a result, objective and constructive study may evaluate social actions.

On the contrary, social constructionism's basic goal is to know as well as undermine the personal awareness. The qualitative observers emphasize on exploring the meaning, and not the interrelation of the variables including positivist studies which uses a social constructionist approach (Kezar, 2006). With a view to utilizing diverse standpoints and perspectives from numerous respondents and to gather data from several sources, I aspire to get data through constructionism ideas. It facilitates an opportunity to get a profound understanding about the standpoints of the informants. Thus, the study applies qualitative methods.

### **3.2 Research Design**

This study has been conducted on the feasibility and desirability of entrepreneurial intentions and to find out the factors have impact on the research question for this research is “*what are the factors which have influence on development of entrepreneurial intentions among South Asian immigrants in Portugal?*” To answer this question and considering the epistemological position of this research the researcher believes that qualitative research method would be perfect selection. Because it allows for in-depth interviews to be conducted, semi-structured interviews have a connection to the interpretive ontology (Rubin, 2005). Five interviews, lasting between thirty and forty minutes each, were undertaken to collect as much information as possible. This method encouraged the interviewee to ruminate and elaborate on their answers, raising the possibility that they more accurately reflect the "reality of the interviewee's existence" (Davies & Dwyer, 2007). Recognizing that focus groups, the principal alternative to the interview technique in qualitative research, would likewise yield meaningful results is not irrelevant here. This approach, however, is heavily dependent on collaboration between participants. Since more time is spent talking to each participant, interviews are a technique

that promotes more information exchange (Morgan, 1997). Also, focus groups were deemed inappropriate because the current study sought to gather extensive and in-depth understandings of individual and collective point of view and experiences.

The semi-structured interview method offered a chance to narrow the scope of the research, so facilitating the development of key insights and themes. The research questions informed the development of the interview schedule, which included questions pertinent to the study's focus on the variables influencing the aspirations of Asian immigrants in Portugal to start their own businesses. By employing thematic analysis, we were able to take a holistic approach that drew from the whole discourse (Thompson, 2009).

### **3.3 Data Collection Method**

It is stated in the previous part of this chapter the researchers avail numerous alternatives to gather data and do the evaluation by following case study analysis (Easterby-Smith et al., 2021). In the case of qualitative research design, primary data may be gathered through interviewing focus groups as well as observing them (Christoffersen et al., 2011). In this research I will endeavour to know the real-world experience of the Asian immigrants in Portugal. Thus, Qualitative research is obviously the most suitable research method based on the context of this research. In addition, this method will facilitate me to communicate with interviewees in the most efficient methods to know each and every tiny detail of entrepreneurs' intentions and the factors influence them to become entrepreneur in first place.

With a view to collecting primary data, the researcher has administered semi-structured interview on Asian immigrant entrepreneurs in Lisbon, Portugal. Before conducting the process of interview, the purpose of the interview was made clear to them, and their approval was taken to use their information for research purpose. Almost all the interviews took half an hour to forty minutes to complete.

#### **3.3.1 Process of Data Collection**

It was possible to get a good recording of the interviews thanks to the usage of audio recorders (Creswell, 2013). The pilot interview was helpful in ensuring that the data collection approach was tested and, thus, efficient, reducing the possibility of technological constraints in terms of reliability (Davies & Dwyer, 2007), and boosting the interviewer's confidence (Silverman,

2013). In addition, the interviewer and the participant each used a mobile device, which made the process more comfortable for everyone involved. Note taking is an alternative recording method, but it prevents you from hearing what you could miss while you're concentrating on taking notes (Davies & Dwyer, 2007). Shows complicated thinking due to the tool's scalability in re-creating the interview (Jupp & Sapsford, 2006). Pausing the audio allowed for a smooth transcription process in which all relevant data could be captured and analysed without difficulty. All of the participants were contacted in person or via email and given the option to choose a time that was convenient for them. The interviewer introduced themselves and handed out a sheet of background information before getting started. This gave the respondent a chance to get comfortable with the subject at hand, which aided in extracting insights and laying the groundwork for establishing trust and rapport early on in the interview (Miller et al., 2012). This is related to how close you are to the other person and, by extension, how at ease you are with sharing personal thoughts and feelings (Davies & Dwyer, 2007).

Initially, open-ended questions were asked of the interviewees (as is customary in exploratory research) to prompt in-depth account-giving by the participants (Hutter et al., 2011). In order to get people to feel comfortable answering the questions, we made sure to use language that was as close to their everyday vocabulary as feasible (Flick, 2015). Together with a conversational tone, this helped participants feel comfortable sharing genuine responses to the questions (Silverman, 2013), which led to richer insights (Kvale, 1996). The semi-structured interviews were guided by the use of continuation probes, which involved repeating an interviewee's last statement with a questioning inflection.

Avoiding "lazy research" by not directly asking the research questions helped ensure thorough data analysis that went beyond merely reporting back what was answered (Silverman, 2013). The interviewer's lack of impatience with the respondent's pace or method of thought exploration suggested a gentle approach (Kvale, 1996; Silverman, 2013). Due to the nature of the data collection approach, interruptions were kept to a minimum, as it was possible to evaluate the impact of interruptions on the interviews through playback (Davies & Dwyer, 2007). The significance of the test interview is shown here. At the end of the interview, it was crucial to restate the confidentiality agreement and reassure the participant of the existing discretion.

Here I would like to inform that, one of the respondents who was travelling on the appointment date, so I had to conduct the interview over phone and as the respondent was travelling the connection was interrupted, so as recording of the interview.

### 3.4 Sampling

An interview guideline was developed based on the master’s thesis framework to collect primary or raw data. After the completion of an interview guide, the researcher had administered a pilot study on a businesswoman to examine the functionality, precision, quality and last but not the least the efficacy of the interview guide. Moreover, I have upgraded the Interview Guide to some extent to eliminate the obscurity and make it crystal-clear to the informants since I found few questions which is not related to the content. I communicated with the informant by e-mail where I ask for an interview after detailed inspection. Since the immigrant entrepreneurship field is extensive, immigrants from all businesses won’t be included in the research.

It was not easy to communicate with the focus group as I have really few acquaintances here in Lisbon. So, I choose my sources based on how easy it was to get in touch with them. A non-probability sampling technique, "a convenience sample" selects respondents from a pool of persons who are "convenient to contact or reach" (Saunders et al., 2012). I made an effort to articulate my study objectives in an email and let them know the interview would go no longer than half an hour. Some of them emailed me back saying they were interested in setting up a meeting, so I set about doing just that. I narrowed it down to five Asian immigrant business owners in Lisbon by considering criteria like proximity to my location, availability, and industry. After that, I emailed them my interview prep guide with sample questions to help them get ready for the real thing. There was no translation provided for the interviews.

*Table 1: Commencement of Interview and Timeline*

Nationality of informants	Bangladeshi (Pilot study)	Indian	Bangladeshi	Pakistani	Bangladeshi	Bangladeshi
Place	Lisbon	Lisbon	Lisbon	Lisbon	Lisbon	Lisbon

Timelapse	32 Min 5 Sec	29 Min 15 Sec	21 Min 11 Sec	15 Min 16 Sec	27 Min 32 Sec	35 Min 1 Sec
Date of interview	10 Oct 2022	16 Oct 2022	16 Oct 2022	16 Oct 2022	21 Oct 2022	27 Oct 2022

### 3.5 Data Analysis

stated that *“the most fundamental operation in the analysis of qualitative data is that of discovering significant classes of things, persons and events and the properties which characterize them and also in the qualitative studies, data collection and analysis go hand in hand to build a coherent interpretation”*. Therefore, for a successful study, I have analyzed the collected data seriously in different steps in order to make in relevant and meaningful for this thesis paper.

At first, I have transcribed informants’ interviews that I recorded during the interview session. At that time, I emailed informants, when needed, to ask some more specific information related to my thesis which they missed during their interview. As a result, I got the opportunities to determine new ideas and thoughts in the analysis process and made this transcribe part as a preliminary part of data analysis. Once I have done with transcribing interview, I have sent these to the informants so that they can double check whatever they said have been written in the transcript. To ensure credibility of collecting primary data, I have used Diktafone app to record and transcribe recorded data.

### 3.6 Quality of the Study

Ensuring reliability and credibility is very important for every researcher and their research papers’ outcomes, otherwise the total research process become meaningless. Providing credible and trustworthy evidence in research is one of the main criteria to ensure validity of the research (Saunders et al., 2009).

### **3.6.1 Credibility**

The authenticity of the research can be verified through the consistent and coherent use of the outcomes of the research (Saunders et al., 2009). To keep the validity of this research intact, the researcher has selected the Asian immigrant entrepreneurs of different industrial sectors in Lisbon. The entrepreneurs contribute with the required and pertinent information that complies with the interview guideline of this research. Each and every interviewee was treated equally and was also facilitated with the privilege to talk with their heart out about the questions in the entire interview process. This privilege helped them to narrate their experience and share the relevant information about their entrepreneurial experience. An authentic app was used for audio recorder and top quality was utilized to record the conversations of the interviewer and interviewees so that nothing was left behind. I carefully listen those recordings many times and performed coding to input the data in data analysis chapter. I had always been in contact with my supervisor time to time to receive feedback on my works. I never hesitated to rectify mistakes according to the suggestions, which in return guaranteed the internal validity of this research.

### **3.6.2 Reliability**

Both data gathering and data processing are involved in reliability. The term "reliability" is commonly understood to mean informational consistency throughout a study. There is a direct correlation between the reliability of research results and the consistency and stability of the research methodologies used (Webb et al., 1999). Consequently, with a view to making sense of the assessment and empowering the readers to scrutinize it, this study comes up with an overview of the conceptual research process and deals with the theoretical structure and methods in point. The data was recorded with utmost care to maintain its accuracy and precision. The researcher has, in detail, explained every significant aspect including the identity of the immigrant entrepreneurs.

### **3.6.3 Confirmability**

According to Patton (2002), a researcher's confirmability is affected by their efforts to guarantee the study's objectivity and produce independent proof. He added that researchers have a hard time guaranteeing the study's neutrality because their biases are inescapable. The key to confirming findings is determining how well the researcher can keep an objective stance

(Christoffersen et al., 2011). In order to guarantee confirmability and allow the reader to assess the study at every stage, I explained the decision-making elements I described. There is a thorough discussion of methodological concerns, actual quotations from interviewees utilized in the analysis chapter, and a number of references to the work of other researchers included so that readers can verify the basis of my interpretation.

### **3.6.4 Transferability**

To aid other researchers in transferring chunks of evidence, a researcher needs to provide adequate context regarding the research (Lincoln & Guba, 1985). With transferability, the researcher is able to draw conclusions that are applicable to a wide range of fields of study. This was found by several researchers (Christoffersen et al., 2011). As a result, I have detailed the study process, including the methodology I employed, and discussed and revealed information regarding cases of immigrant entrepreneurs who were interviewed. As a result, the study's findings and conclusions can provide readers with information that may be applicable to further research in other fields.

### **3.7 Ethical Considerations**

To ensure validity and reliability of the research, maintaining ethical consideration is must under the law of privacy and consent giving (Resnik & Elliott, 2016). The researcher has followed all the required ethical norms strictly from the very beginning. The interview guideline was prepared initially to administer the interview to gather primary data, the researcher, at the top of interview guide, has interpreted the objective and scope of the study in short. At the outset, a paper of consent was signed by the concerned parties including the interviewer and interviewee. In consent paper, it is mentioned that personal information will not be published without the proper consent from the interviewee. Even if to maintain the ethical consideration, I have used pseudonym name of the participants in the interview analysis. It was also ensured to the informants that the collected data will be specifically used for academic and research purpose. Moreover, the researcher also informed the interviewees that the transcribed recordings would be sent to them again to crosscheck the content. The researcher also got clearance to use the certain citation in this thesis. In the entire process of interview, the interviewees were informed that their privacy and confidentiality will be properly taken care of. Following the interview, the researcher contacted with them many times



to fill in the gaps of missing information. The interview guide for this research study was also authorized for future usage by the Norwegian Centre for Research Data (NSD).

### **3.8 Summary of the Chapter**

Studying "*what are the factors which have influence on development of entrepreneurial intentions among South Asian immigrants in Portugal?*" is the primary goal of this research. Participation, interaction, and communication within the process of this study were essential to achieving the goal, hence a qualitative approach was used. General questions were asked first, followed by more detailed questions, and an interview guide was created in a semi-structured format (Appendix A). The purpose of the pilot interview was to test the interview process, determine how long it would take, and identify any potential stumbling blocks. However, in order to collect data, a total of five interviews were conducted by visiting with informants at their homes and recording the conversations for subsequent transcription. Reliability, cross-checks of data, and applicability can defend the study's quality if they are implemented. In addition, moral concerns were given due weight when research was conducted. Interviewees gave their permission to use their real names. They were also provided with a transcript for verification purposes.

## **Chapter Four: Data Analysis and Discussion**

### **4.0 Introduction**

In this chapter, the researcher will discuss the study results obtained from the data gathering. To scrutinize the data, the researcher has applied Thematic Analysis as it is the most appropriate method of processing qualitative research. This chapter has been divided in two sections where the first section discusses the general background of the informants and the integrity of the data that was collected from them. On the other hand, the second part is the demonstration of the empirical data on the factors, which have influence on entrepreneurial intentions among South Asian Immigrants in Portugal.

### **4.1 Informants Background Information**

For the collection of qualitative primary data, semi-structured interview was taken with five different South Asian Immigrants in Portugal. Here background information of five informants have been discussed below—

#### **4.1.1 Informant One**

The first informant of my interview sessions was an Indian entrepreneur who has been living in Lisbon, Portugal for a while. He is 42 years old, and he has been doing a distribution business. The functioning of this business has been to procure products from wholesalers and distribute those goods and services to the retail sellers. This informant has acquired his MBA degree from India and after completing his degree he had done several jobs in different companies over the period. From this job experience, he developed the sense of owning his own business and his educational and as well job experience have helped him a lot to start up his current venture. His family has lots of impact to start this business as he thinks living in Portugal with family needs better financial stability which can be secured through doing business and has this feeling push him to start the new venture even though he his relatively new in this country.

#### **4.1.2 Informant Two**

The second informant of my interview sessions was a Bangladeshi and he is 32 years old. He has been living in Lisbon, Portugal for a while. This interviewee has been running a transport

business which is popularly known as TVDE in Portugal. The functioning of this business is that through online platform, by means of software it provides private paid taxi service to the customers. It provides rent a car or taxi service to the customers. At present this business has three different business partners, such as UBER, Volt and FREENOW. From this informant, it is known that his education, as he completed his bachelor's degree from Bangladesh, his job experience, as he did few years of jobs in Bahrain and as well as his family have significant impact to start up this new venture in foreign country like Portugal. The informant mentioned that his father has been the aspiration for him to start up this business as he was successful businessman back home in Bangladesh. While doing a job in Bahrain, he had gathered so much experience about running transport business as he was doing a job of a driver in a lubricant company in Bahrain. Though he has not any specific entrepreneurial education or training related to this, but he had to take seven days training for start-up this business and he mentioned that this training was mandatory, and this is the only business-related training he has received till date. In addition to this, he also got several trainings while doing job in Bahrain, which he thinks have been helping a lot to run this business effectively. Till date he has this solo venture and he sole owner of this business.

#### **4.1.3 Informant Three**

The third informant of my business was 42 years old immigrant from Pakistan living in Lisbon, Portugal for a while. This informant has been running a grocery shop of his own and he mentioned that running his family here in Portugal with better financial solvency has been the only aspiration for him to start up his business. Otherwise, he thought himself as a service (job) person. The type of his business is popularly known as 'mini-marcado' in Portugal, which is like mini grocery shop worldwide. This informant had completed his MBA from back home in Pakistan and he thought his education has nothing to do with his business as his major was in Human Resource Management. He has not received any kind of training or business-related entrepreneurial training to start up his business. He believes that here in Portugal the wages are really very little to survive with family and to survive there needs a steady good source of income which can be ensured through start up a business. He has started this venture from mid-2020 and till date this is his solo venture where he is the sole owner of the business.

#### **4.1.4 Informant Four**

This informant was a 29-year-old Bangladeshi immigrant living here in Lisbon, Portugal for a while. This informant has a vegetable farm in Porto, Portugal but he is running his business in Lisbon as Lisbon has huge number of South Asian immigrants and the main customers of his business are from this region of the world. This informant has completed his Master's in Business from Bangladesh from reputed private university, and he had specific subject of Entrepreneurship while doing his bachelor's in business back home in Bangladesh. This informant mentioned that he is from a business family and his family, especially his elder brother has huge influence on starting this business. Like other immigrants in Portugal, this informant had also tough time while doing job in here as the wage was very little and he found it very difficult to meet both ends meet with the wages. So, he has started his own business and he is doing very good with this business. In fact, as this informant hails from business family, from his childhood he had a dream of being an entrepreneur as he thought doing business is the only way to earn more money with great comfort and freedom. This informant mentioned that one of his friends has helped him a lot to start up this business and so far, he is the owner of one business entity. He has been doing this business for last three years.

#### **4.1.5 Informant Five**

The last and final informant of my interview process was a 40-year-old Bangladeshi immigrant living here in Lisbon, Portugal for a while. He had completed his MSc in Business from UK and moved to Lisbon and now owns a Restaurant. He started this business before Covid 19 broke out and during that time it was struggling period for the business. But now this business is just growing as this informant entrepreneur is expanding its business into another city of Portugal. This informant mentioned that his family has a huge influence of start-up this enterprise as he hailed from a business family and from his childhood, he experienced that doing business is the only way to earn better financial solvency. In addition to this, this informant's previous job experience also compelled him a lot to start up his own business. This informant revealed that while doing his master's degree in UK he came across so many Asian companions who already became entrepreneurs by then even before completing their university education. Seeing doing business and their freedom while doing their business had played huge role to become entrepreneur in Lisbon in first place. His education also helped him a lot to start

up this business and see through the tough period during pandemic time. He has not received any entrepreneurial training for start-up, but job experienced had filled this gap.

*Table 2: Summary of Informants' Background History*

Participants	Informant one	Informant Two	Informant Three	Informant Four	Informant Five
Age	42 years	32 years	42 years	29 years	40 years
Nationality	Indian	Bangladeshi	Pakistani	Bangladeshi	Bangladeshi
Education	MBA (master's in business administration)	BBA (bachelor's in business administration)	MBA	Master's Degree	MBA
Work Experience	14 years	7 years	Not mentioned	Not mentioned	10 years
Types of Business	Distribution	TVDE (Transport/Taxi service)	Mini Mercado (Grocery Shop)	Agriculture Firm	Restaurant
Duration of current business	1.6 year	1.6 year	2.5 years	3 years	3 years

Training related to venture	No specialized training but has business related work experience.	Yes	No	No	No specialized training but business-related experience
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#### 4.2 Empirical Findings on Factors Affecting Entrepreneurial Intentions

The literature defines entrepreneurial intention as the motivation and readiness to start a new venture or activity (Krichen & Chaabouni, 2021). According to Thompson (2009), entrepreneurial aspirations are "self-acknowledged convictions by individuals that they desire to set up new company enterprises and intentionally plan to do so at some point in the future" (Thompson, 2009). Any commercial or entrepreneurial choice, says Ajzen (1991), is supported by the aim to establish a given set of actions (Ajzen, 1991). According to the Theory of Planned Behaviour, there are three main factors that contribute to an individual's intention: their own pre-existing feelings about the topic (positive or negative), the influence of others' expectations for them (subjective norms), and their own sense of self-control and efficacy (positive or negative beliefs about their own abilities to carry out the desired action) (Wardana et al., 2020). Entrepreneurial intent is characterized by a willingness to take risks and a resolve to succeed when engaging in entrepreneurial activity (Puni et al., 2018).

According to Bo et al. (2017) research findings, an individual's outlook on entrepreneurship is shaped by three factors: confidence in one's own skills and abilities, realistic expectations for one's firm, and an honest assessment of the risks involved in taking an entrepreneurial risk (Bo et al., 2017). Additionally, academic studies conducted by Ding and Choi (2011) show that students and recent graduates who have had prior contact with the business environment through shared projects or patents have a more positive outlook on entrepreneurship and a greater sense of mastery over their intentions in this area (Ding & Choi, 2011). In addition, a constructive outlook on entrepreneurship intent is often the result of exposure to entrepreneurship information and training support from the corporate environment.

Individuals, according to Erikson (2003) theory, only establish intentions in the direction of a phenomenon if they both desire it and believe it is possible (Sbalchiero & Tuzzi, 2016). One's self-perception of entrepreneurial competence is a significant factor in revealing one's attitude toward entrepreneurship because it affects one's motivation to pursue entrepreneurial opportunities. In conclusion, it's safe to say that attitude (desirability) and intention have a major dialectical relationship with respect to entrepreneurship (Ruskovaara & Pihkala, 2013).

From the above literature discussion, it is evident that there are three factors, which have huge impact of developing or controlling entrepreneurial intentions and these are social norms, self-efficacy and attitude towards behaviour. From the primary data analysis, the researcher has also found three themes, which have similarity with the finding from the literature review and great support towards the findings of TPB by Ajzen (1991).

#### **4.2.1 Perceived Social Norms**

Goethner et al. (2012) found that individuals' subjective norm variables, such as the impact of family, friends, and co-workers, clearly define their entrepreneurial intentions within the context of universities (Goethner et al., 2012). Their research shows that people are more likely to be receptive to entrepreneurial ideas and view entrepreneurship as desirable if they believe it will also stimulate their professional development and provide financial rewards.

Emotional expressions, as argued by Van Kleef (2009), provide crucial societal purposes by shaping people's viewpoints and stances on critical problems. However, the fear of failure acts as an inhibitory element in entrepreneurship, preventing people from taking the necessary steps to turn their ideas into reality (Păunescu et al., 2018). Commitment, self-assurance, social-recognition, and a belief in one's own abilities to succeed are only some of the proven entrepreneurial motivators. But insecurity and fear of failure act as brakes on would-be entrepreneurs (Riaz et al., 2016). Cacciotti et al. (2016) found that people are more invested in their business endeavours if they believe success will bring them prestige and respect.

From the above literature finding, it is evident that perceived social norms have huge impact to shape up entrepreneurial intentions. And it is very much true for the immigrant. Before going into the relevant or actual findings from the interview data analysis, the researcher feels urge to clear about the theme of perceived social norms. In contrast to formal regulations, which are usually written down, social norms are unwritten but can nevertheless have an effect on how

people think and act. The term "social norms" (Liñán, 2008) is used to describe how a person's beliefs and behaviours are expected to align with those of their peers and significant others. In particular, people in society are part of a variety of different social groups. While some people may find comfort in conforming to established standards, others may find them annoying.

From the data analysis it is evident that, social norms have huge influence on the desirability of being entrepreneur in the first place. Here is the some of the findings which are supporting statement and this finding is from the questions from the questionnaire “my family has a significant impact on to become an entrepreneur or on my entrepreneur activities” or “do you community has any role or influence to become entrepreneur”—

*“We have a Bangladeshi community where we discuss ourselves that how we can do better in our business, and they help us. Sometimes we sit on somewhere discuss about how to improve. They are sharing their experience. My dad was a businessman, he has the influence on me. He told me to do something by yourself. He told me to survey the market which business is good related to your experience.”* This is the statement from Informant Two.

*“I mentioned earlier that my family involved in business. I agree with this statement. My elder brother emphasized me to start my own business. I also get many tools from my brother.”* Informant four given this statement to answer the family influence to become entrepreneur.

*“My family has a huge influence on becoming an entrepreneur as I am from a business family and my family is doing business for generations. From my childhood I have noticed that financial solvency is more certain in business than doing jobs for other. In addition to this, social recognition is better for doing business rather than doing jobs for others. My family showed me that by doing business more respect and prestige can be earned in society.*

*I have seen many of my friends have started their own venture even before completing their degrees from university and I realized that they were doing their business with their heart out and don't have to show accountability to others or enjoying their freedom in work. All these have huge impact on me to become an entrepreneur.”* Informant Five had given this statement for the questions asked to know about influence of perceived social norms on EI.

Failla et al. (2017) showed in their research paper that how job matching, labour market worth, and personal commitment affect the frequency with which people switch jobs and develop



entrepreneur intentions among confident, experienced and educated people. Goethner et al. (2012) found that individuals' subjective norm variables, such as the impact of family, friends, and co-worker's, clearly define their entrepreneurial intentions within the context of educational institutes and workplaces. This finding has the support from the finding of the data analysis from the interview. The Informant Five mentioned in the interview that his experience in job has compelled him to think about being entrepreneur while he was doing jobs in restaurants in England. There he experienced some traumatized behaviour from chefs and from experience from fellow people, he realized that most of the cases, owners, managers or in-charge people have little or no respect for their employees even those employees heart out themselves for the betterment of the company. So, to change this scenario, he decided to start his own venture, a restaurant whenever he gets chance. And he fulfilled his desire and has been able to establish employee friendly restaurant in Lisbon and planning to expand the business in Porto as well. So, it can be said that social norms or working environment have significant impact to shape up entrepreneurial intention among South Asian immigrants in Portugal.

Apart from these, the informants also revealed that socio-economic condition of Portugal also has huge impact for them to become entrepreneur in first place. From the analysis, it is evident that every informants are highly qualified and as a consequence they have high expectation to get handsome salary for doing jobs for others. But the wage range in Portugal is very low according to their statements. It is very difficult to meet both ends meet with these wages if one's having a family. So, this is one of the main reasons for them to become entrepreneur when they get opportunities. The informants also mentioned that it is easy for them to start business in Portugal for immigrants even they don't permanent resident permit and as there is a huge South Asian community that influence and help them to start up their business.

So, the bottom line is that social norms have huge influence on shaping up entrepreneurial intentions among South Asian Immigrant community in Portugal.

#### **4.2.2 Self-Efficacy**

The degree to which an individual believes in his or her own entrepreneurial abilities is indicative of that person's general perspective on the subject. Conclusion a substantial dialectical link exists between attitude (desirability) and intention with respect to entrepreneurship (Ruskovaara & Pihkala, 2013). A person's level of self-efficacy is an indicator

of their confidence in their own abilities and motivation to succeed (Shrivastava & Acharya, 2020). The concept of self-efficacy has been widely accepted as a predictor of EI-improving behaviours and actions. Entrepreneurial intent is characterized by a willingness to take risks and a resolve to succeed when engaging in entrepreneurial activity (Puni et al., 2018). According to Chen et al. (2008), entrepreneurs need a sense of both financial and market possibility in order to launch a successful venture (Shrivastava & Acharya, 2020).

From the above literature findings, it is clear that self-efficacy has significant impact in shaping up entrepreneurial intentions among people. Commitment, self-assurance, social-recognition, and a belief in one's own abilities to succeed are only some of the proven entrepreneurial motivators. But insecurity and fear of failure act as brakes on would-be entrepreneurs (Riaz et al., 2016). From the finding of data analysis has similarity with this finding from the literature review. Some of the statement from the informants are quoted here to show the relevant findings with literature review section.

The First informants said, *“Self-confidence is the most important thing the first step to start a business. There are ups and downs, but I have that confidence that I can do good. Graving the market and having the consumer trust is first challenge. Selecting right product for right customer is another challenge. Price fight is also there.: There is always a fear of losing, like when you start a business there is always a risk. Everything is on my head, as I am working with capital. There is always a chance that you can loss the whole business. But definitely when you start a business there is always more fun than doing a job. With the business knowledge and work experience I do believe I can pull through all the challenges come into my way.”*

The Second informants said, *“I have enough confidence on myself and on my business. I think I will achieve the target. If you are a hard worker, then you can achieve your target. Every business has challenges. I have enough confidence to overcome the challenges. As it’s in tourism industry something like six months is good and six month is bad. And I have a believe that I can be a successful entrepreneur as I have education, aspiration, hardworking and business management skills. As I am from a business family I know how to deal with odds in business and I don’t fear to take risk in business.”*

The third informant said, *“As a human being nobody reached his target. It always keeps going. But for the time being I is ok; the way I am running I am happy with it. To make it profitable*

*you must challenge your own self. Otherwise, you will not get a fruitful result. I have endeavour to take risk I think this is most important to challenge your potentiality and bring success in difficult situation of the business.”*

The Fourth Informant said, *“Yes, doing business is pretty risky because cultivation is risky. We have to depends on all the time with nature and our seed, rain, transportation. So, it’s pretty much risky. But before I start my business, I have experience I have staffs. That’s why I can solve my all problems. As I know how to solve the problem that is not a big deal for me. I believe I can reach to my target with mu skill, knowledge, experience, and education.”*

The Fifth Informant said, *“There is no risk-free venture in this world. Even doing job is also risk as being fired at any time. But I am self-confident to pull through any kind of challenges in business. The question of reaching the target, I think I have already reached to it by opening and successfully running it and expanding my business. As I have to manage every aspect of the business from inventory to men management, so I think every day I am challenging myself. But as I am making profit in business and having a good loyal workforce then I believe I am successful at challenging my ability.”*

From both literature and primary data analysis finding, it is clear that self-efficacy is another reason to develop entrepreneurial intentions among people. By means of starting own business, people get the opportunity to come out of their comfort zone and challenge their abilities. But by means of experience, knowledge, management skills and market analysing skills people can develop their entrepreneurial intentions and start their own business. From the data analysis, it is known that by doing business, informants are enjoying immense freedom in every aspect of business which is one of the key motivations for them to start business. In addition to these by means of self-confidence and self-efficacy they are doing good in business which is ensuring better financial solvency for them, and this better financial stability encourage them to expand their business by throwing more challenges to them. So, in a nutshell, it can be concluded that self-efficacy has huge impact on entrepreneurial intentions.

#### **4.2.3 Attitudes Towards Behaviour**

One's self-perception of entrepreneurial competence is a significant factor in revealing one's attitude toward entrepreneurship because it affects one's motivation to pursue entrepreneurial opportunities. In conclusion, it's safe to say that attitude (desirability) and intention have a

major dialectical relationship with respect to entrepreneurship (Ruskovaara & Pihkala, 2013). Entrepreneurial orientation was found to be influenced by elements like inventiveness, perceived usefulness, self-efficacy and perceived control behaviour, self-confidence, business experience, and the impression of a favourable economic climate. This research built on the work of Fayolle and Liñán (2014), who found that individual factors (including motives, experience, and personality traits) and contextual factors (including market, economic, and social setting) interact to shape the desire for entrepreneurship (Miranda et al., 2017). Moreover, several studies (Coviello & Tanev, 2017) highlight the significance of young entrepreneurs recognizing the most recent government policies, logistical infrastructure, and financial support instruments as relevant factors creating positive attitudes and behaviour, providing further support for the idea that contextual variables play a defining role in entrepreneurship intentions. As a result, the entrepreneurial process can be better comprehended by focusing on the desirability of entrepreneurship as well as the entrepreneurial desire and intention; however, without a positive attitude, people will avoid taking the necessary steps to transform the intention into action, even when there is significant personal potential (Krueger Jr et al., 2000).

Based on what we know from the research, it seems that individuals' entrepreneurial aspirations rise in tandem with their valuation of individual behaviours. The findings from the primary data analysis also suggest that the same. Before discussing the primary data analysis finding some of the statements from the informants regarding attitude towards behaviour are mentioned below—

The first informant said, *“I do support the statement of preferring to do business of my own rather than doing job for others. In my earlier job I used to work with only sales and marketing department. When I started my company as an entrepreneur I must look after the whole decision-making process. In short, the decision making on all the department is more like my cup of tea. By starting my own business, I can discover my untapped potential which is impossible in doing job for other as there I have to do particular role of service. Moreover, I have the freedom to work of my will which is not possible in jobs. By doing business I have earned financial security and most important I don't have account to others for my course of action, which is really satisfactory feeling.”*

The second and third informants feeling are most like the same.

The fourth informants said, *“I agree with the statement that doing business is more satisfactory than doing job for other. Because everyone wants the freedom. Everyone wants to start their own business. Some people they want to start their own business for their comfort zone.*

*Well, I have mentioned earlier that two motivation to become a successful entrepreneur one is earning more money. Because doing a job you can earn one thousand euro hardly. But if you stablished your own venture, you will be able to earn more money. And the other thing is comfort zone. Suppose you are entrepreneur then you can take one week weekend. Because you are your own boss. So, it is easier and more comfort zone. Even taking extra workload don't feel any panic or confusion or fuss in myself. Because I think whatever I am doing I am doing for myself. And all these feeling and experience are motivating me to expand my business in greater scale.”*

The fifth informants said, *“The first reason I have motivated to develop my own business is to work independently. I was so disgusted to see the behaviour of managerial people in my previous jobs as there were no respects or appreciation of work. So, I decided to start my own venture where I have the freedom to take decision and I will show other people how respect and appreciation important to develop a dedicated and motivated workforce, which I am having now. In addition to this, through doing business I have to opportunity to challenge myself, through which I have the opportunity to excel my personality traits and other related skills. In Portugal, doing job provides less financial security, which I found myself very difficult to cope with. So, to avoid this situation, I have decided to start my own restaurant as I have huge experience in this sector. Though I have to carry huge workload, but I am doing with smiling face as these are giving me satisfaction.”*

From the above findings it is clear that an individual's perspective on ownership develops in relation to a particular career alternative (scenario), each of which contains features that confer utility or disutility, such as income, independence, labour effort, and risk levels. Therefore, one's ownership mindset may be seen as a reflection of the divergence between the value one anticipates from these characteristics in an employment setting and the value one anticipates in an entrepreneurial (self-employment) situation. This divergence in projected benefit is indicative of how appealing people find the prospect of striking out on their own with a novel business idea. Also, in line with this "attitude toward the act" is the concept of using one's attitude to ownership as a proxy for one's level of interest in engaging in the act itself. Working

with freedom, having total control over business, earning financial security and most importantly to earn social dignity are the key factor to entice intention to become entrepreneur among South Asian immigrant community in Portugal.

### **4.3 Education**

Studies have shown a strong link between EI and exposure to an entrepreneurship curriculum (Harima et al., 2021; Peterman & Kennedy, 2003). According to Bo et al. (2017) research findings, an individual's outlook on entrepreneurship is shaped by three factors: confidence in one's own skills and abilities, realistic expectations for one's firm, and an honest assessment of the risks involved in taking an entrepreneurial risk (Bo et al., 2017). Additionally, academic studies conducted by Ding and Choi (2011) show that students and recent graduates who have had prior contact with the business environment through shared projects or patents have a more positive outlook on entrepreneurship and a greater sense of mastery over their intentions in this area (Ding & Choi, 2011).

A large body of research supports the notion that formal education is directly correlated with an individual's likelihood of pursuing an entrepreneurial career (Cantaragiu et al., 2014). According to the study's findings, schools have a duty to provide their students have access to the foundational curricula they need to acquire the problem-solving and self-assurance competencies they need to succeed in life. An individual's level of schooling is not universally agreed upon as a necessary factor in business success. Multiple studies have found that higher levels of education increase the likelihood of entrepreneurial success (Moore & Mueller, 2002). Multiple research projects conducted in underdeveloped nations, however, disprove the hypothesis that education levels play any role in the choice to start a business. Despite the fact that a high level of managerial abilities and education can increase one's chances of spotting opportunities, foreseeing trends, and leading others, many people in industrialized nations prefer to stick with traditional work rather than pursuing entrepreneurship (Van der Sluis et al., 2005).

The bottom line of these literature findings is that people with higher or specialized education have the higher tendency to develop entrepreneurial intention as they have better knowledge and competence to spot out untapped opportunities and knowledge to start up a business and run it with confidence and competence. Though the findings from the primary data analysis is

mixed outcome about the impact of education on shaping up entrepreneurial intentions. Some of the statement from the informants are mentioned below before going into in depth findings from the data analysis.

First informant said, *“My educational background is I did my MBA from my home country. In MBA we did lots of assignment, research. I can mention one specific thesis which is related to sales and distribution. Till now I don’t have that kind of education in Entrepreneurship. but MBA teaches us how to run a business.”*

The Fourth Informant said, *“I didn’t take any special course. In my bachelor’s degree I have a course related entrepreneurship.”*

The Fifth Informant said, *“I developed a sense of entrepreneurial intentions while doing my Masters in university in UK as I had come across so many friends who were doing business by then and I think since then I develop an urge to become entrepreneur and I have studied a lot about entrepreneurship before starting my own business.”*

The Third Informant said, *“As an academic qualification I have an MBA. I am totally a satellite communication guy. I have a CCNPSP which is certification of cisco. In clear text I don’t have education related to entrepreneurship. In MBA my major was HRM.”.*

From the above statement and data analysis it is clear that education has not directed link for developing EI among immigrants, but it has a significant impact on developing so. As the informants mentioned that though they have not received specialized education or training related to their enterprise but education has a role to run their business effectively as by means of education qualification they had been able to do different kinds of job in different companies from which they gathered experience and expertise which have been helping them to make decisions, procure products, set up distribution channels and most importantly made them able to do effective men management who are the most important source for any kind of organizational success. So, it can be said that, though education has no direct impact on being entrepreneur, but it has a significant impact on developing entrepreneurial intentions among people.

#### **4.4 Summary of the Findings**

This research has been carried out on implementation and feasibility of entrepreneurial intentions. For this research, the researchers have conducted semi-structured interview to collect primary data and interviewees have been taken from five different entrepreneurs who are immigrant in Portugal and belong to South Asian community. The rationale behind selecting this community is that in Portugal this community is very large, and a significant number of these immigrant are running their own business. But I have not found any research on entrepreneurial intentions over this community. So, I decided to collect data from this community people to know what are the factors, which influence them most to take the entrepreneurship path as a carrier. From the data analysis findings, it is evident that both push and pull factors have same sort of impact on developing entrepreneurial intentions among South Asian Immigrants in Portugal. The pull factors which have been extracted from the data analysis for South Asian immigrants are low minimum salary, working environment, income tax discount and large community. And the push factors are financial crisis, entrepreneurial skills, legal issues and language barrier. From the informants it is known that all of them have realized that it is difficult to survive with family in Portugal with the salary range, rather it is quite easy to start business in Portugal as there are laws which have encouragement for investment. As informants are well experienced from their previous work experience and mostly all of them are from business families, so they were confident enough to start new ventures. In fact, one of the informants said that his previous working experience was not good enough to stick with the job career rather he wanted to start a business, which he has immense knowledge and experience and want to develop a workforce which will feel emotional attachment with the organization, and he claimed that he has been able to do that. So, it can be said that working environment of previous jobs of the informants has huge impact to develop entrepreneurial intentions among informants. One informant mentioned that he started to do his firming business just because he realized that there is a large South Asian community in Portugal, and they always prefer to buy their own traditions foods, vegetables and fruits. And he found it as opportunity to exploit this untapped market and he is doing good now in business. So, it can be said that large community has also a huge influence to develop entrepreneurial intentions among the immigrants of South Asia in Portugal. Apart from these, all the critical finding is that all the informants have started their business with almost same purpose, like self-efficacy, social norms such as to run family solvently or have been influenced by the



family, friends or community and attitude towards behaviour which is all of them are confident enough to do well in the business and they have clear visions about their ventures. Education has also significant impact in entrepreneurial intention. From the data analysis it is evident that during higher studies people come across different people from different region with different attitudes and planning which have huge influence to entice intention to become entrepreneur with right opportunity. One of the informants he developed the entrepreneurial intentions while studying master's degree as he found few fellow students started business even before completing education and they were doing very well both economically and socially. Previous work environment has also significant impact in entrepreneurial intentions among South Asian immigrants in Portugal. And all of these are supporting the literature findings that Ajzen TPB model is the most effective model to describe entrepreneurial intentions.

## **Chapter Five: Conclusion and Implications**

### **5.1 Conclusion**

This research has been carried out to find out the factors which have significant influence on development of entrepreneurial intentions among South Asian Immigrants in Portugal. To accomplish this research, the researcher first gained theoretical knowledge through discussion of related existing literature to the research topic. The research basically followed the Ajzen's Theory of Planned Behaviour (TPB). The extracted knowledge from the literature review section had helped the researcher to develop an effective open-ended questionnaire through which primary data was collected and thematic analysis was being followed to analyse and present data. Here in the following section, the decision will be made whether set objectives or questions and sub-questions are answered or not through the discussion from the findings. From the data analysis it is known that perceived social norms, perceived attitude towards behaviour, behavioural control and education has huge impact on the entrepreneurial intentions among South Asian immigrant in Portugal.

Strong determinants of entrepreneurial intentions among South Asian immigrants in Portugal were identified as antecedents of the Theory of Planned Behaviour. A high degree of entrepreneurial intent is most strongly connected with the first antecedent, which suggests that immigrants who are confident in themselves and have a good outlook on starting their own firm are more likely to succeed. The second antecedent of TPB is a person's own subjective norms, and it has been found to be a substantial predictor of whether or not an immigrant with strong social networks (including family, friends, and relatives) plans to start a business. Another PBC antecedent, education level, was also relevant in predicting immigrant entrepreneurs' intentions in Portugal. PBC may be an indicator of high entrepreneurial aspirations among immigrants who see themselves as able to start their own businesses. These results address the first research question, demonstrating that all three antecedents (attitudes, social norms, and perceived behaviour controls) of Ajzen (2002) Theory of Planned Behavior have a substantial effect on the entrepreneurial intention of South Asian immigrants in Portugal.

The second sub-question concerned the effect that entrepreneurship programs and courses have on prospective business owners' aspirations. Entrepreneurial aspirations were found to be more

prevalent among immigrants who had completed postsecondary education or training in business ownership. This research provides support for the hypothesis that formal education, or more specialized training in the area of entrepreneurship, can improve entrepreneurial aspirations. The research of (Bae et al.) corroborates the finding (2014). It follows that providing South Asian immigrants in Portugal with opportunities to learn about entrepreneurship and gain practical experience in doing so can help inspire them to pursue entrepreneurship as a profession.

Overall, it can be said this study found South Asian Immigrants have above average entrepreneurial intentions. And predictors such as positive attitudes, social supports, own confidence (ability and capability), education, low wages, different government support like low taxation are influencing positively to increase entrepreneurial intentions among South Asian Immigrants in Portugal.

## **5.2 Implication and Contribution**

### **5.2.1 Theoretical Contribution to the Study**

The study facilitates to attain insight about immigrant entrepreneurship. Through this study discussion has been made on the factors which influence the entrepreneurial intentions among immigrant of South Asia. To conduct this research, the researchers has studied a good number of literatures on feasibility and desirability of entrepreneurial intentions, but no research was found on South Asian immigrant's entrepreneurial intentions. In the literature review section, it is discussed that socio-demographic characteristics have influence on entrepreneurial intentions. As South Asian migrate to different countries for better economic solvency and better living and working environment, which are few important socio-demographic characteristic, so the researcher wanted to find out the actual factors which really influencing South Asian Immigrants in Portugal. In addition to these, the researcher found that there is very less research conducted on motivation for entrepreneurial intentions and almost all of these researches results have shown that push factors have more influence than pull factors of motivation to develop entrepreneurial intentions among immigrants. But here in this study, it is proven that both push and pull factors have same sort of impact to develop entrepreneurial intentions among immigrants entrepreneurial, especially South Asian immigrants in Portugal.

### **5.2.2 Practical Implication for Immigrant Entrepreneurs**

Future immigrant, whether it from South Asia or any other part of the world, can get to know how to motivate them and from what to take motivation to develop entrepreneurial intentions. Through this study, the immigrants will find themselves in better understanding position to realize that how important the self-efficacy and attitudes towards behaviour to fight against all kinds of odds in the foreign country and to become economically and socially solvent and respected by developing entrepreneurial intentions and to make those intentions into reality. This study will make those would be entrepreneur to believe that if anyone has self-believe, confidence, education and working experience and most importantly support from family and community then they can also be successful immigrant entrepreneurs. And this study supports that universal saying ‘experience is money, and it counts everywhere’. So, they would be immigrant entrepreneurs won’t be lag behind in doing any kind of work to gather experience and to find out opportunity to become entrepreneur in first place.

### **5.2.3 Practical Implication for Policy Makers**

Findings from this research may be useful in formulating policies that encourage self-employment among immigrants. Furthermore, it can be useful to administrative authorities that are drafting rules and regulations to encourage entrepreneurial activities across the country in an effort to lower unemployment rates. Authorities may do more to encourage and urge immigrants to start businesses if they have a firm grasp on the processes by which they form entrepreneurial intentions.

The research showed that skilled immigrants are driven by extrinsic factors including poor work experiences and the threat of unemployment. This finding can be used by the Department of Immigrant Development to advocate for self-employment rather than traditional employment.

### **5.2 Study Limitation**

The main limitation of this study is the sample size. Though the researcher intended to collect data from at least 10-15 South Asian Immigrants in Portugal and from different cities of Portugal, but due to time constraints and some unavoidable personal reasons, the researcher could not travel different cities of Portugal to interview different immigrants. Another

limitation is that here the researcher collected data only from South Asian Immigrants, so if the horizon can be spreader and wider level of immigrants can be interviewed than the accuracy of the research findings could be ensured with stamp authority. Moreover, interview was taken from business background educated immigrants, so if more sectors or other background immigrants could be added then the research findings would get more credibility.

### **5.3 Future Scope for Research**

This report suggests a number of future studies that could shed light on the motivations of would-be entrepreneurs. The results of this study could be replicated in larger, more nationally representative samples and in other countries. Next, instead of assuming that respondents will take a preventative regulatory stance during the viability screening process, future studies may use a more robust way to verify this hypothesis. It has become clear throughout this study that there are a number of additional intriguing research questions that need to be addressed. Is the costly and time-consuming conjoint analysis of attitudes necessary, or can a reliable assessment of an individual's attitude toward ownership be gathered more efficiently as the (espoused) responses to a short questionnaire? Does the formation of entrepreneurial aspirations vary between first-time and experienced business owners? Do attitudes matter less when doing something becomes habitual? Is there a distinction in the ways in which accidental and inevitable entrepreneurs approach starting a business? Do accidental entrepreneurs look for and digest more information (i.e., engage in more due diligence activities) than natural or inevitable entrepreneurs? Do they exhibit ambivalence in their attitudes? These queries suggest that there is a lot of room for investigation into this topic.

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## Appendix

### Appendix- A: Interview Guide

#### ***SELF DECLARATION***

*I am a student at Nord university. And I am doing master thesis on Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal. This is a semi-structured interview. Where researcher allowed to ask question apart from interview guide based on your answer. I declare that this interviewed data will be used for research purpose only. I am recording the conversation for research clarity. Please be informed that this audio recording will be deleted within one year. And that audio will be provided to Nord university as a proof of interview if necessary. And I provide the guarantee to keep the data confidential and your business ethics will not reveal in the final report. You can choose if you not want to answer any of my question.*

#### **Part A**

##### **Demographic Questions**

1. How old are You?
2. What is your nationality?
3. What is your city of residence?
4. What is your socio-economic level (financial, economical)?
5. Are you acquainted with any entrepreneurs personally from whom you get motivation to become an entrepreneur? If yes, then how you value their entrepreneur activities?
6. What do you think about the statement, “my family life has a significant impact on to become an entrepreneur or on my entrepreneur activities”?
7. What is your educational qualification? Have you received any kind special education or training on entrepreneurship?
8. If you have received any kind of training or education related to entrepreneurship, what of training or education it was and what was the duration of the training or courses?
9. Have you any work experience related to your current venture?
10. How many companies you have been created so far?
11. How long you have started the firm?

## **Part B**

### **Fact Oriented Questions**

12. What is your opinion about the statement, “I can work more independently in my business rather than doing job for others, and this thing motivates me to start my own entrepreneurship”?
13. What is your view about start your start-up, is it risky or not? How risky do you see them?
14. Do you think being an entrepreneur in different country rather than your home country is more challenging and riskier or not?
15. Do you think you have to carry on more workload to run your business than doing job for others?
16. What is your opinion about this statement, “start up a firm more potential or opportunity to earn more money than doing a job and this is one of the key motivations to start own business”?
17. In the future how is your vision in terms of growth of your business?
18. Do you think you can reach to your target through your new venture?
19. Do you think you can challenge your ability or potential to become a successful entrepreneur by starting your own business?
20. Do your community have any kind influence to become an entrepreneur in foreign country or different environment than usual to your own cultural environment?
21. Have you got encouragement and support to become an entrepreneur?
22. Have you got support from your friends to become an entrepreneur?
23. Do you have business family background from which you have encouragement or motivated to become entrepreneur?
24. What is your self-confidence to become a successful businessperson?
25. Have you been facing any kind of obstacle(s) in the way of becoming successful entrepreneur?
26. Do you have believed on yourself that you can develop trust on other people, if you will be able to become a successful entrepreneur?

27. Do you think you have the ability to point out the untapped opportunity in the marketing and exploit those potentials through your enterprise?
28. What is your aspiration to become a successful entrepreneur?
29. What have been your plan(s) to start your own start-up?
30. What is your opinion, what is the main intentions for immigrants to become entrepreneurs in foreign countries?

## **Appendix -B: Consent from for Interview**

### **Informed consent for the processing of personal data about participants in research projects.**

**Do you want to participate in the research project on “Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal.”.**

This is a question for you to participate in a research project whose purpose is to provide knowledge about implication and feasibility of entrepreneurial intention based on south Asian entrepreneurs in Portugal. In this writing, we provide you with information about the goals of the project and what participation will entail for you.

#### **Purpose**

This paper also aims to explore entrepreneurial intention, where researcher will find out how south Asian community in Portugal imply and how feasible the intentions of entrepreneurial skill. Researcher want to review more on the real-world scenario where the analysis is conducted in between those who lived in Portugal and running their business or reaching to start their business. In this paper we will focus on the following research question: How do various internal and external factors combine to develop Entrepreneurial Intention? The information is being collected for a master’s thesis paper and that is all it will be used for.

**Who is responsible for the research project?**

The department of Innovation and entrepreneurship from the HHN of Nord University is responsible for the project.

### **Why are you asked to participate?**

The research project requires further information on south Asian entrepreneurs. I choose to reach out to south Asian community of Portugal. I tried to reach all the balanced entrepreneurs who I know, and people of my known contact.

### **What does it mean for you to participate?**

If you choose to participate in the project, it means that you agree to take part in an interview. The interview will take approximately 30-45 minutes. I will take audio recordings and notes from the interview. It's a semi structured interview, that means interviewer can ask question based on your answer apart from the regular questions. You have the right to skip any question from the interview guide.

**It is voluntary**

Participation in the project is voluntary. If you choose to participate, you may withdraw your consent at any time without giving any reason. All your personal information will then be deleted. It will not have any negative consequences for you if you do not want to participate or later choose to withdraw.

### **Your privacy – how we store and use your information**

We will only use the information about you for the purposes we have stated in this letter. We treat the information confidentially and in accordance with the privacy policy.

- Only me, Rohanul Islam and my supervisor, is Espen John Isaksen will have access to this data.
- I want to replace your name and contact information with a code stored on your name on a list separate from other data (for example Entrepreneurs name will be replaced as E1, E2 etc. The audio recording for their interviews will be named in the same way).
- The participant will not be recognized in the publication in any way.

### **What happens to your information when we finish the research project?**

The information is anonymized when the project is completed, which is according to plan on 30<sup>th</sup> November 2022. The personal data and audio recordings will be stored for a year after the end of the project because of verifiability and/or further research. After that it will all be deleted. All the information will be stored in anonyms form.

### **Your rights**

As long as you can be identified in the data material, you are entitled to:

- access to what personal data is registered about you, and to obtain a copy of the data,
- to rectify personal data about you,
- to have personal data deleted about you,
- to lodge a complaint with the Data Protection Authority about the processing of your personal data.

### **What gives us the right to process personal data about you?**

We process information about you based on your consent. On behalf of Nord University NSD – Norsk senter for forskningsdata AS has considered that the processing of personal data in this project is in accordance with the privacy regulations regelverket.

**Where can I find out more?**

If you have any questions about the study, or would like to exercise your rights, please contact:

-Nord University by Rohanul Islam, email: [rohanul.islam@student.nord.no](mailto:rohanul.islam@student.nord.no) and/or Espen John Isaksen (project supervisor), email: [espen.j.isaksen@nord.no](mailto:espen.j.isaksen@nord.no)

-Our Privacy Ombudsman Data Protection Officer, Nord University, email: [personvernombud@nord.no](mailto:personvernombud@nord.no), Phone +47 74 02 27 50.

If you have any questions related to NSD's assessment of the project, please contact::

-NSD – Norwegian Centre for Research Data AS by email ([personvertjenester@nsd.no](mailto:personvertjenester@nsd.no)) or by phone: 55 58 21 17.

Yours sincerely,

**Espen John Isaksen**

**Rohanul Islam**

(Researcher/supervisor)

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## Consent statement

I have received and understood information about the project Implication and feasibility of entrepreneurial intention- Finding based on South Asian community Portugal. and have been given the opportunity to ask questions. I agree to:

- to participate in interview
- that my personal data is stored after the end of the project, for [describe purposes] – if applicable*

I agree that my data will be processed until the project is completed

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(Signed by project participant, date)



## Appendix -C: Interview Transcribe

### Informant 01

#### ***SELF DECLARATION***

*I am a student at Nord university. And I am doing master thesis on Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal. This is a semi-structured interview. Where researcher allowed to ask question apart from interview guide based on your answer. I declare that this interviewed data will be used for research purpose only. I am recording the conversation for research clarity. Please be informed that this audio recording will be deleted within one year. And that audio will be provided to Nord university as a proof of interview if necessary. And I provide the guarantee to keep the data confidential and your business ethics will not reveal in the final report. You can choose if you not want to answer any of my question.*

#### **Part A**

#### **Demographic Questions**

1. How old are You?

**Answer:** 42 years old

2. What is your nationality?

**Answer:** Indian

3. What is your city of residence?

**Answer:** Currently residing in Lisbon Portugal

4. What is your socio-economic level (financial, economical)?

**Answer:** From income perspective I am currently doing business. And the business is pretty good. Even after corona its bit of ups and down, but now it's come back strongly

5. Are you acquainted with any entrepreneurs personally from whom you get motivation to become an entrepreneur? If yes, then how you value their entrepreneur activities?

**Answer:** From the very beginning of my career, I used to work for different companies. Over the period I developed a sense of ownership of a business. There is one motivation like work for me.

6. What kind of business are you doing?

**Answer:** well, I am doing distribution business. The structure of the business is like we procure products from bigger companies and we distribute to the retail chains.

7. What do you think about the statement, “my family life has a significant impact on to become an entrepreneur or on my entrepreneur activities”?

**Answer:** Yes

8. What is your educational qualification? Have you received any kind special education or training on entrepreneurship?

**Answer:** My educational background is I did my MBA from my home country. In MBA we did lots of assignment, research. I can mention one specific thesis which is related to sales and distribution. Till now I don't have that kind of education in Entrepreneurship.

9. If you have received any kind of training or education related to entrepreneurship, what of training or education it was and what was the duration of the training or courses?

**Answer:** I don't have that kind of education on entrepreneurship, but MBA teaches us how to run a business. After my MBA I did one course which is advance marketing in another university in my home country.

10. Have you any work experience related to your current venture?

**Answer:** Yes, after completing my masters I served few different company who deal with consumer goods. There I have been sales manager, then retail sales manager and then account sales manager. I have more the fourteen years of experience in this sector.

11. How many companies you have been created so far?

**Answer:** So far, I have just one this one I am doing now.

12. How long you have started the firm?

**Answer:** pretty much one and half years, just after the corona.

## **Part B**

### **Fact Oriented Questions**

13. What is your opinion about the statement, “I can work more independently in my business rather than doing job for others, and this thing motivates me to start my own entrepreneurship”?

**Answer:** absolutely agree with this statement. In my earlier job I used to work with only sales and marketing department. When I started my company as an entrepreneur I must look after the whole decision-making process. Like the accounting, marketing,

sourcing, sales and distribution. On top of everything accounting and finance is also on my shoulder. In short, the decision making on all the department is more like my cup of tea. Its complex because I was in sales and distribution but now the accounting and HR related work I am learning over the period.

14. What is your view about start your start-up, is it risky or not? How risky do you see them?

**Answer:** There is always a fear of losing, like when you start a business there is always a risk. Everything is on my head, as I am working with capital. There is always a chance that you can loss the whole business. But definitely when you start a business there is always more fun then doing a job. Who ever do want to start a business they should do market research first and then concern on regulatory, consumer behavior like where he is starting his business, the risk and regulation of the country.

15. Do you think being an entrepreneur in different country rather than your home country is more challenging and riskier or not?

**Answer:** It has its own set of challenges to do business in foreign country rather than doing it in home country. First of all, the regulations, languages and finally the consumer behavior. I have to study the whole consumer behavior here. For example, in India the market is known to me the regulatory is know to me but here in Lisbon I have to go through all these. From my perspective doing business in Portugal easier than my home country as India is more mature market and the competition is very very high over there, and also the startup capital is very high.

16. Do you think you have to carry on more workload to run your business than doing job for others?

**Answer:** Obviously as in the business you have to look after all the things like in my job I just have to look after only on marketing part. In business you have to have a good synchronization between the departments like accounting, finance, HR, supply chain.

17. What is your opinion about this statement, “start up a firm more potential or opportunity to earn more money than doing a job and this is one of the key motivations to start own business”?

**Answer:** Actually, I partially agree with this statement. Business is more like creating two things, one is value to your organization which will grow over the period and the second one is profit. The rate of profit will be whatever you earn as a job holder.

18. In the future how is your vision in terms of growth of your business?

**Answer:** At this stage I am looking forward to growing by consumer. Like my consumers are like mini mercados which is small retails. Currently I am serving around fifty to sixty mercados monthly. So, the next target opportunity will be brought it to hundred. May be after two three years I might think about new exploration.

19. Do you think you can reach to your target through your new venture?

**Answer:** Yes, It still at toddler level. May be another two three years it will get into mature level.

20. Do you think you can challenge your ability or potential to become a successful entrepreneur by starting your own business?

**Answer:** Well, that is the everyday challenge. Every day I am facing lots of new challenges and every day I am challenging myself as well as an entrepreneur to run this business profitably and also successfully. Stakeholder challenges are also there. Mostly its supply chain issue and people management issue. Like every time I am not able to confirm all the product can come timely and I can deliver them to my consumers timely to meet their demand.

21. Do your community have any kind influence to become an entrepreneur in foreign country or different environment than usual to your own cultural environment?

**Answer:** Yes, off course because if you go to minimercado mostly people are from south Asia like India, Pakistan, Bangladesh, Nepal. So definitely we have sense of community like as we are from Asia, so there is always acceptance is there.

22. Have you got encouragement and support to become an entrepreneur?

**Answer:** to be specific from govt Portugal has nice environment here to open a business. Even if you don't have any resident permit, you can open a business and you can run is with 18 months with the help of the govt support by not paying the taxes. That is a very big big support from govt as I have known till date.

23. Have you got support from your friends to become an entrepreneur?

**Answer:** Yes, off course. From the very beginning to move to this country and having started with any business the whole support like moral support, mental support or what support you ask me everything I got from my friends. That's why I move I got the courage to start a business. It was tough to get the call to move to a new country, but my friends make it easier.

24. Do you have business family background from which you have encouragement or motivated to become entrepreneur?

**Answer:** Yes, my first cousins in my home country are in business. And my uncles are doing good business in Qatar. So, all that encourage me to involve in business. To progress in my life to having a European identity and as well as having a European business is always a dream for a single person in my country if you ask me. That also give me a hit to think about starting a business in foreign country.

25. What is your self-confidence to become a successful businessperson?

**Answer:** Self-confidence is the most important thing the first step to start a business. There are ups and downs, but I have that confidence that I can do good.

26. Have you been facing any kind of obstacle(s) in the way of becoming successful entrepreneur? **Answer:** graving the market and having the consumer trust is first challenge. Selecting right product for right customer is another challenge. Price fight is also there.

27. Do you have believed on yourself that you can develop trust on other people, if you will be able to become a successful entrepreneur?

**Answer:** business always depends on commitment, that's the first rule of thumb. You have to have commitment. If you commit to supplier and consumer you have to manage it with in time. Over the period it will grow.

28. Do you think you can point out the untapped opportunity in the marketing and exploit those potentials through your enterprise?

**Answer:** As I have said I have the target to grow by 40 percent that is where I am working now.

29. What is your aspiration to become a successful entrepreneur?

**Answer:** To create more employment, to build an organization. To create an impact on the society.

30. What have been your plan(s) to start your own start-up?

**Answer:** At the very beginning how to survive. How to survive for at least for one year.

31. What is your opinion, what is the main intentions for immigrants to become entrepreneurs in foreign countries?

**Answer:** If you ask for any foreign country, I don't have that much of idea but if you ask about Portugal, Lisbon yes there is opportunity for new commers. They have to do research on which area they want to work with.

## Informant 02

### **SELF DECLARATION**

*I am a student at Nord university. And I am doing master thesis on Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal. This is a semi-structured interview. Where researcher allowed to ask question apart from interview guide based on your answer. I declare that this interviewed data will be used for research purpose only. I am recording the conversation for research clarity. Please be informed that this audio recording will be deleted within one year. And that audio will be provided to Nord university as a proof of interview if necessary. And I provide the guarantee to keep the data confidential and your business ethics will not reveal in the final report. You can choose if you not want to answer any of my question.*

## Part A

### Demographic Questions

1. How old are You?

**Answer:** 32 years old

2. What is your nationality?

**Answer:** Bangladeshi

3. What is your city of residence?

**Answer:** Lisbon, Portugal

4. What is your socio-economic level (financial, economical)?

**Answer:** My business is going good. It was bit difficult during the corona crisis. After corona now its going good. Especially my business is transport related. Its very difficult in corona time. My industry is related to tourism industry. The tourist enter was closed. Now slowly slowly things getting better.

5. Are you acquainted with any entrepreneurs personally from whom you get motivation to become an entrepreneur? If yes, then how you value their entrepreneur activities?

**Answer:** Situation in Portugal is very difficult. With job you are doing and my family is also here. Its very difficult that you are doing a job and running your family. Because the expenses are very high. I was thinking that if I do a business by myself that will be good for me. So that I can earn more money. Its very difficult to survive with family by doing a job.

6. What kind of business are you doing?

**Answer:** TVDE. Which is a software related business. Currently UBER, Volt and freenow. It's more like taxi service and it's an online platform. Now its three application is running now.

7. What do you think about the statement, “my family life has a significant impact on to become an entrepreneur or on my entrepreneur activities”?

**Answer:** I have experience in doing business as before my dad was a businessman. I am getting aspiration from my dad. I did my bachelor in Bangladesh; I get experience from there also.

8. What is your educational qualification? Have you received any kind special education or training on entrepreneurship?

**Answer:** I did my bachelor in Bangladesh. Which is BBA, Bachelor of Business Administration. Yes, before coming to Portugal I was living in Bahrain. I was working in a lubricant company. It was on business and marketing. The company gave training over there.

9. If you have received any kind of training or education related to entrepreneurship, what of training or education it was and what was the duration of the training or courses?

**Answer** Not have any specific education on entrepreneurship. But while you started TVDE they govt a seven-day training program. If someone want to start a TVDE they have to take this course. And for the course you have to pay there.

10. Have you any work experience related to your current venture?

**Answer:** Before I was working in Bahrain which is a lubricant company. And that lubricant is related to the car. Besides that, I was related with this business, but it was not my business. I was driver over there. In lubricant industry I have seven years of experience and I also work for six months as a TVDE driver.

11. How many companies you have been created so far?

**Answer:** Only this one

12. How long you have started the firm?

**Answer:** one and half year. At the end of corona.

## **Part B**

### **Fact Oriented Questions**

13. What is your opinion about the statement, “I can work more independently in my business rather than doing job for others, and this thing motivates me to start my own entrepreneurship”?

**Answer:** I always thinking like that, do job under someone its better to do my own business. Because I have experience in business as my dad was a businessman. I thought it better you do something by yourself.

14. What is your view about start your start-up, is it risky or not? How risky do you see them?

**Answer:** Every business have risk over there. There is no issue like you start a business to do yourself.

15. Do you think being an entrepreneur in different country rather than your home country is more challenging and riskier or not?

**Answer:** Its not like that. I think by country is densely populated country. There is more opportunity there. But it’s a bit risky there. I am saying in my opinion. For me outside is better for me. Here is Lisbon the environment is very good, here govt helps a lot like tax carry out for 18 months by govt. It’s a big opportunity for me as I don’t have to pay tax for 18 months.

16. Do you think you have to carry on more workload to run your business than doing job for others?

**Answer:** I don’t think so, as if you prepare yourself then it will not be a problem.

17. What is your opinion about this statement, “start up a firm more potential or opportunity to earn more money than doing a job and this is one of the key motivations to start own business”?

**Answer:** if you do by yourself suppose you start a business you will get help from the govt. If you do a job, then you will not get that much help from govt.

18. In the future how is your vision in terms of growth of your business?

**Answer:** Now I have one car. May be in next year beginning I will buy another car. In future my vision is within two years I will get at least ten cars.

19. Do you think you can reach to your target through your new venture?

**Answer:** I have enough confidence on myself and on my business. I think I will achieve the target. If you are a hard worker, then you can achieve your target.

20. Do you think you can challenge your ability or potential to become a successful entrepreneur by starting your own business?



**Answer:** Every business has challenges. I have enough confidence to overcome the challenges. As it's in tourism industry something like six months is good and six month is bad. Summer work is better than winter.

21. Do your community have any kind influence to become an entrepreneur in foreign country or different environment than usual to your own cultural environment?

**Answer:** We have a Bangladeshi community where we discuss ourselves that how we can do better in our business, and they help us. Sometimes we sit on somewhere discuss about how to improve. They are sharing their experience. My dad was a businessman, he has the influence on me. He told me to do something by yourself. He told me to survey the market which business is good related to your experience.

22. Have you got encouragement and support to become an entrepreneur?

**Answer:** No. I didn't get any financial support from them. But they support me other way.

23. Have you got support from your friends to become an entrepreneur?

**Answer:** I was getting support from my friends. He help me to open the business like how to open it, how can run the business.

24. Do you have business family background from which you have encouragement or motivated to become entrepreneur?

**Answer:** My father was a businessman. But apart from my father I didn't get any support from anyone who is from my family.

25. What is your self-confidence to become a successful businessperson?

**Answer:** I am pretty confident.

26. Have you been facing any kind of obstacle(s) in the way of becoming successful entrepreneur? **Answer:** No, I didn't face any problem.

27. Do you have believed on yourself that you can develop trust on other people, if you will be able to become a successful entrepreneur?

**Answer:** I do believe myself.

28. Do you think you can point out the untapped opportunity in the marketing and exploit those potentials through your enterprise?

**Answer:** There is lots of business opportunities over there. Now I am doing TVDE may be in future I can make an agricultural firm.

29. What is your aspiration to become a successful entrepreneur?

**Answer:** My idol is my father.

30. What have been your plan(s) to start your own start-up?

**Answer:** No answer.

31. What is your opinion, what is the main intentions for immigrants to become entrepreneurs in foreign countries?

**Answer:** Be a hard worker.

### **Informant 03**

#### ***SELF DECLARATION***

*I am a student at Nord university. And I am doing master thesis on Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal. This is a semi-structured interview. Where researcher allowed to ask question apart from interview guide based on your answer. I declare that this interviewed data will be used for research purpose only. I am recording the conversation for research clarity. Please be informed that this audio recording will be deleted within one year. And that audio will be provided to Nord university as a proof of interview if necessary. And I provide the guarantee to keep the data confidential and your business ethics will not reveal in the final report. You can choose if you not want to answer any of my question.*

### **Part A**

#### **Demographic Questions**

1. How old are You?

**Answer:** 42 years old

2. What is your nationality?

**Answer:** Pakistani

3. What is your city of residence?

**Answer:** Lisbon Portugal

4. What is your socio-economic level (financial, economical)?

**Answer:** solvent. What I make from my business I can survive. That should be ok for the time being.

5. Are you acquainted with any entrepreneurs personally from whom you get motivation to become an entrepreneur? If yes, then how you value their entrepreneur activities?

**Answer:** Ok fine. from top to bottom I am a job holder if you talk about motivation the main aspect here in Portugal is if you want to survive you have to do something, so as a newcomer you can manage to get new job. Its better if you have financial condition

ok then you can manage some investment to start a new business. That's the main point of motivation.

6. What kind of business are you doing?

**Answer:** I am currently running a mini mercado which you call as a grocery shop.

7. What do you think about the statement, "my family life has a significant impact on to become an entrepreneur or on my entrepreneur activities"?

**Answer:** I agree.

8. What is your educational qualification? Have you received any kind special education or training on entrepreneurship?

**Answer:** As an academic qualification I have an MBA. I am totally a satellite communication guy. I have a CCNPSP which is certification of cisco. In clear text I don't have education related to entrepreneurship. In MBA my major was HRM.

9. If you have received any kind of training or education related to entrepreneurship, what of training or education it was and what was the duration of the training or courses?

**Answer:** No I don't have any training on entrepreneur. No contribution from govt its on my own.

10. Have you any work experience related to your current venture?

**Answer:** No. as an entrepreneur I don't have any previous experience.

11. How many companies you have been created so far?

**Answer:** No, its my only venture.

12. How long you have started the firm?

**Answer:** Mid of 2020.

## **Part B**

### **Fact Oriented Questions**

13. What is your opinion about the statement, "I can work more independently in my business rather than doing job for others, and this thing motivates me to start my own entrepreneurship"?

**Answer:** Its right, but this think doesn't motivate me to start my business. if you have to survive in Portugal you have to do something to maintain your family and run your family. A job is quite tough as you don't have the temporary permit in Portugal. If you

manage to do get a job that will be very low wage. Its quite tough actually, so there is only one option is doing a business.

14. What is your view about start your start-up, is it risky or not? How risky do you see them?

**Answer:** off course its risky. If you do a day-to-day job than end of the day or end of the month you will get a solid salary. There is a risk that you can be fired anytime. But for the business it will be quite challenging.

15. Do you think being an entrepreneur in different country rather than your home country is more challenging and riskier or not?

**Answer:** I don't have much about other foreign countries, but in Portugal context it's much easier than our country. In my perspective the brokage issue is much but in Portugal its more easier as even if you don't have a permit card still you can start a business.

16. Do you think you have to carry on more workload to run your business than doing job for others?

**Answer:** off course. Your day-to-day job is no longer exist. if you want to survive you have to maintain your business. In every aspect you have to put your every effort to make it successful.

17. What is your opinion about this statement, “start up a firm more potential or opportunity to earn more money than doing a job and this is one of the key motivations to start own business”?

**Answer:** its not our prime motivation but job I can't do here now, so if I want to survive I have to carryon with my business. That is the main motivation.

18. In the future how is your vision in terms of growth of your business?

**Answer:** I was started during corona time, it was difficult. but the business is coming up. Make it little bit bigger.

19. Do you think you can reach to your target through your new venture?

**Answer:** No. As a human being nobody reached his target. It always keeps going. But for the time being I is ok; the way I am running I am happy with it.

20. Do you think you can challenge your ability or potential to become a successful entrepreneur by starting your own business?

**Answer:** to make it profitable you have to challenge your own self. Otherwise, you will not get a fruitful result.

21. Do your community have any kind influence to become an entrepreneur in foreign country or different environment than usual to your own cultural environment?

**Answer:** Influence is you have research the market or research the optimizes. I could not say its an influence from Pakistani community I will say its more like help, knowledge to start a business.

22. Have you got encouragement and support to become an entrepreneur?

**Answer:** we have lots of friends here. Without them we are noting. I am just zero

23. Have you got support from your friends to become an entrepreneur?

**Answer:** same as before.

24. Do you have business family background from which you have encouragement or motivated to become entrepreneur?

**Answer:** My father was a service holder plus a businessman. My brother is a businessman.

25. What is your self-confidence to become a successful businessperson?

**Answer:** No answer.

26. Have you been facing any kind of obstacle(s) in the way of becoming successful entrepreneur? **Answer:** lots of problems, lots of hardens. first of all, in Portugal people used to speak Portuguese language. My first language is Urdu, and second language is English. It's the main barrier. Even if you go to any official premises, you hardly find people who can communicate with you in English.

27. Do you have believed on yourself that you can develop trust on other people, if you will be able to become a successful entrepreneur?

**Answer:** As a retailer if you don't trust your customers, they will not come for their daily needs fulfillment.

28. Do you think you can point out the untapped opportunity in the marketing and exploit those potentials through your enterprise?

**Answer:** Lisbon is very open. Their organogram is much friendly to run a business.

29. What is your aspiration to become a successful entrepreneur?

**Answer:** I couldn't say I am a successful entrepreneur, but I am surviving my business. Without my friends and family, I am noting. So yes, I have aspirations. They play the biggest role in my success.

30. What have been your plan(s) to start your own start-up?

**Answer:** I want to make my business bigger, maybe I will go to different cities as well.

31. What is your opinion, what is the main intentions for immigrants to become entrepreneurs in foreign countries?

**Answer:** I already answered it before.

## **Informant 04**

### ***SELF DECLARATION***

*I am a student at Nord university. And I am doing master thesis on Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal. This is a semi-structured interview. Where researcher allowed to ask question apart from interview guide based on your answer. I declare that this interviewed data will be used for research purpose only. I am recording the conversation for research clarity. Please be informed that this audio recording will be deleted within one year. And that audio will be provided to Nord university as a proof of interview if necessary. And I provide the guarantee to keep the data confidential and your business ethics will not reveal in the final report. You can choose if you not want to answer any of my question.*

## **Part A**

### **Demographic Questions**

1. How old are You?

**Answer:** 29 years old.

2. What is your nationality?

**Answer:** Bangladeshi.

3. What is your city of residence?

**Answer:** Lisbon, Portugal. But my plant is in Porto, Portugal.

4. What is your socio-economic level (financial, economical)?

**Answer:** Business is pretty good. When I shifted from Bangladesh to Lisbon, I start doing a job. And I work there for one year. That year was very struggling for me know I am strong enough to build my own company. Now it's a steady situation because I break my break-even point.

5. Are you acquainted with any entrepreneurs personally from whom you get motivation to become an entrepreneur? If yes, then how you value their entrepreneur activities?

**Answer:** When my whole family members are entrepreneurs. We are seven brothers; all are doing business. I have motivation from my childhood and family. Especially

from my elder brother. He also motivated me to start my own business. In business you can earn more money and you will be able to get more comfort.

6. What kind of business are you doing?

**Answer:** Now I am doing an agricultural firm; I produce fresh vegetable for my community and Lisbon other Asian community. My vegetables are related to India, Pakistan, Bangladeshi, Nepalis community.

7. What do you think about the statement, “my family life has a significant impact on to become an entrepreneur or on my entrepreneur activities”?

**Answer:** I mentioned earlier that my family involved in business. I agree with this statement. My elder brother emphasized me to start my own business. I also get many tools from my brother.

8. What is your educational qualification? Have you received any kind special education or training on entrepreneurship?

**Answer:** I have completed my bachelor and master’s degree from renowned private university from Bangladesh.

9. If you have received any kind of training or education related to entrepreneurship, what of training or education it was and what was the duration of the training or courses?

**Answer** I didn’t take any special course. In my bachelor’s degree I have a course related entrepreneurship. That course has a duration of four months.

10. Have you any work experience related to your current venture?

**Answer:** No, I don’t have any experience. But one of my friends help me to stablish the business.

11. How many companies you have been created so far?

**Answer:** Three years. Before the corona started.

12. How long you have started the firm?

**Answer:** Only one company.

## **Part B**

### **Fact Oriented Questions**

13. What is your opinion about the statement, “I can work more independently in my business rather than doing job for others, and this thing motivates me to start my own entrepreneurship”?

**Answer:** I agree with the statement. Because everyone wants the freedom. Everyone wants to start their own business. Some people they want to start their own business for their comfort zone.

14. What is your view about start your start-up, is it risky or not? How risky do you see them?

**Answer:** Yes, it is pretty risky because cultivation is risky. We have to depends on all the time with nature and our seed, rain, transportation. So, it's pretty much risky. But before I start my business, I have experience I have staffs. That's why I can solve my all problems. As I know how to solve the problem that is not a big deal for me.

15. Do you think being an entrepreneur in different country rather than your home country is more challenging and riskier or not?

**Answer:** No, I will say it's easier than my home country. Because Bangladesh my home country the govt don't have emphasize and access to entrepreneurs. Okay, more over I will say Portugal and its govt have more emphasize and motivation to be an entrepreneur. I can mention one thing, if you want to become an entrepreneur the govt offer one and half year pretax. And also arrange loan for new entrepreneur.

16. Do you think you have to carry on more workload to run your business than doing job for others?

**Answer:** Definitely. More and more workload. Now I have to handle 50 or 60 workers. If my sale and venture increase, I have to increase more people.

17. What is your opinion about this statement, “start up a firm more potential or opportunity to earn more money than doing a job and this is one of the key motivations to start own business”?

**Answer:** Well, I have mentioned earlier that two motivation to become a successful entrepreneur one is earning more money. Because doing a job you can earn one thousand euro hardly. But if you stablished your own venture, you will be able to earn more money. And the other thing is comfort zone. Suppose you are entrepreneur then you can take one week weekend. Because you are your own boss. So, it is easier and more comfort zone.

18. In the future how is your vision in terms of growth of your business?



**Answer:** This is as i mentioned, I want to establish two or three more farms. In my vision, in next three years, I want to establish two more ventures. One firm would be cultivating fresh foods, and another is fresh meat like chicken, beef and lamb like that.

19. Do you think you can reach to your target through your new venture?

**Answer:** definitely, because in the cultivation industry, there's a large opportunity, I would say, people are not interested to work in this sector. More people are interested to start mini mercado or grocery shop like that. Yeah, individual general people are less interested in this sector. So, I think in next three years I can achieve my goal e easily.

20. Do you think you can challenge your ability or potential to become a successful entrepreneur by starting your own business?

**Answer:** Yes, it is challenging because my whole procedure is challenging. Yeah. Because my process is cultivating fresh vegetables and I have to deliver to the market in a very shortest extent. So, it is a great challenge. On the other hand, we have to handle almost 60, 70 workers. So that is another challenge for me because handling workers. I mean, housing, they have, we have to give food for them. So, everything is a challenging for me. But the main challenging is for operations. I mean, how can we transport within shortest period of time.

21. Do your community have any kind influence to become an entrepreneur in foreign country or different environment than usual to your own cultural environment?

**Answer:** yes. in this sector, all people are from Asian. That's why I'm interested in this sector. Asian people are more and that's why I was interested.

22. Have you got encouragement and support to become an entrepreneur?

**Answer:** Yes. Farm owners. They have supported me when I face any problem. my supportive community, they help me and assist me.

23. Have you got support from your friends to become an entrepreneur?

**Answer:** yes. one of my friends, he is from agriculture sector. Okay. He helps me a lot, for land, seed, collecting people in short everything. He actually helped me.

24. Do you have business family background from which you have encouragement or motivated to become entrepreneur?

**Answer:** I have mentioned earlier.

25. What is your self-confidence to become a successful businessperson?

**Answer:** I will mention that my key sales point is fresh product. People are in agricultural sector, but they are not able to deliver the product in time. I deliver the product with three hours of pickup the product.

26. Have you been facing any kind of obstacle(s) in the way of becoming successful entrepreneur? **Answer:** Some time I face obstacles for gathering people. There is two working season here, like winter and summer. In summer its hard-to-get people as lots of people move to different working sector.

27. Do you have believed on yourself that you can develop trust on other people, if you will be able to become a successful entrepreneur?

**Answer:** Yes, I have achieved the trust from my retailers, because I always deliver fresh vegetable in time. It only takes three hours as I have very strong operation. I have my own van and own drivers to deliver the product.

28. Do you think you can point out the untapped opportunity in the marketing and exploit those potentials through your enterprise?

**Answer:** I already mentioned it earlier.

29. What is your aspiration to become a successful entrepreneur?

**Answer:** I have two aspirations; one is my elder brother who live in my home country and my friend who help e a lot to stablish the business.

30. What have been your plan(s) to start your own start-up?

**Answer:** No answer

31. What is your opinion, what is the main intentions for immigrants to become entrepreneurs in foreign countries?

**Answer:** In the context of Portugal the govt support all the new entrepreneurs and there is more opportunity to start a business rather than doing a job to become successful in life.

## Informant 05

### ***SELF DECLARATION***

*I am a student at Nord university. And I am doing master thesis on Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal. This is a semi-structured interview. Where researcher allowed to ask question apart from interview guide based on your answer. I declare that this interviewed data will be used for research purpose only. I am recording the conversation for research clarity. Please be informed that this audio recording will be deleted within one year. And that audio will be provided to Nord university as a proof of interview if necessary. And I provide the guarantee to keep the data confidential and your business ethics will not reveal in the final report. You can choose if you not want to answer any of my question.*

## Part A

### Demographic Questions

1. How old are You?

**Answer:** 40 years old.

2. What is your nationality?

**Answer:** Bangladeshi.

3. What is your city of residence?

**Answer:** Lisbon, Portugal.

4. What is your socio-economic level (financial, economical)?

**Answer:** So far so good. During corona pandemic I had to struggle a lot with my business but this year things are going very smoothly. As people are coming out, tourists have been coming in good numbers, so business is going very well.

5. Are you acquainted with any entrepreneurs personally from whom you get motivation to become an entrepreneur? If yes, then how you value their entrepreneur activities?

**Answer:** To be honest, yes I have come across so many entrepreneurs who have inspired me to become entrepreneur in first place. Actually while I was doing my masters degree in UK I have seen so many of my friends from India, Pakistan, Turkey and from many other countries had started business even before they had completed their university degree. I was really inspired to see the way with freedom they were working. Apart from this, when I moved to Portugal, I saw a good number of our Bangladeshi immigrants have been doing business and they are doing good in their

business. So yeah, all of these entrepreneurial activities of my acquainted motivated me a lot to start my own venture.

6. What kind of business are you doing?

**Answer:** Mine is a restaurant business. It is basically a fusion restaurant. Here you can find both fast food and Chinese food together.

7. What do you think about the statement, “my family life has a significant impact on to become an entrepreneur or on my entrepreneur activities”?

**Answer:** My family has a huge influence on becoming an entrepreneur as I am from a business family and my family is doing business for generations. From my childhood I have noticed that financial solvency is more certain in business than doing jobs for other. In addition to this, social recognition is better for doing business rather than doing jobs for others. My family showed me that by doing business more respect and prestige can be earned in society.

8. What is your educational qualification? Have you received any kind special education or training on entrepreneurship?

**Answer:** I have completed MBA from UK. No I haven't received any kind of special education or training on entrepreneurship as my majors were in International Business and HRM. But yes, in my MBA I had a course on Entrepreneurship. Apart from this, I have always fascination about entrepreneurship as I always wanted to be an entrepreneur, so I have studied a lot on this subject during my university days.

9. If you have received any kind of training or education related to entrepreneurship, what of training or education it was and what was the duration of the training or courses?

**Answer** I didn't take any special course. But I developed a sense of entrepreneurial intentions while doing my Masters in university in UK as I had come across so many friends who were doing business by then and I think since then I develop an urge to become entrepreneur and I have studied a lot about entrepreneurship before starting my own business.

10. Have you any work experience related to your current venture?

**Answer:** I have more than 10 years of work experience in restaurant in other industry. While I was in UK I worked few restaurants. In fact, while working in restaurant, the working environment and behavior from managerial people motivated me to become entrepreneur in first place.

11. How many companies you have been created so far?

**Answer:** Till date I have only this one restaurant but I am expanding my business in other city, Porto.

12. How long you have started the firm?

**Answer:** It is been three years. Before the outbreak of Covid 19 pandemic.

## **Part B**

### **Fact Oriented Questions**

13. What is your opinion about the statement, “I can work more independently in my business rather than doing job for others, and this thing motivates me to start my own entrepreneurship”?

**Answer:** To be honest, working independently was the first criteria to become entrepreneur when I got opportunity to become so. I have seen many of my friends have started their own venture even before completing their degrees from university and I realized that they were doing their business with their heart out and don't have to show accountability to others or enjoying their freedom in work. All these have huge impact on me to become an entrepreneur. In addition to this my previous job experience has compelled me to think about being entrepreneur while I was doing jobs in restaurants in England. There I experienced some traumatized behavior from chefs and from experience from fellow people, I realized that most of the cases, owners, managers or in-charge people have little or no respect for their employees even those employees heart out themselves for the betterment of the company. So to change this scenario, I decided to start my own venture, a restaurant whenever I get chance. And I have fulfilled my desire and have been able to establish employee friendly restaurant in Lisbon and planning to expand the business in Porto as well.

14. What is your view about start your start-up, is it risky or not? How risky do you see them?

**Answer:** There is no risk free venture in this world. Even doing job is also risk as being fired at any time. But I am self-confident to pull through any kind of challenges in business. But if anyone wants to become entrepreneur then he/she will have to deal with risk element. But if anyone has the experience, education, self confidence to deal with odds in business environment, have quality to assess the market demand and trends then

I do believe it become easy to deal with risky elements in business. For example, during corona time business was really in bad shape. At that time, I came up with new idea as I have contracted with few home delivery companies as well as started to deliver foods to doorsteps of people by my own. By this way, though people were not coming but I kept running my business.

15. Do you think being an entrepreneur in different country rather than your home country is more challenging and riskier or not?

**Answer:** To be honest I don't have clear answer for it as I am out of my country for a long time and I don't clear idea about the business environment there though I belong to a business family. But to my knowledge doing business here in foreign country is better than my home country as corruption is the main problem of country so we have to deal with some non business situation there in my country. But here government encourage people to start their own business and there are few facilities to start business in Portugal.

16. Do you think you have to carry on more workload to run your business than doing job for others?

**Answer:** Definitely. More and more workload. While I was doing job I dint have to think about other side of the business except my duties, just working in kitchen or serving customers. But now I have to take care of every sector of business from procurement to delivery foods, account, human resource and supply chain everything. But I am enjoying this extra workload. As I am make my decisions for my business and I don't have to be accountable for my decision to others and whatever I am doing, doing with freedom. This is giving me extra mental peace.

17. What is your opinion about this statement, “start up a firm more potential or opportunity to earn more money than doing a job and this is one of the key motivations to start own business”?

**Answer:** Absolutely. Doing business is much better than doing job for other. Here in Portugal if I do a job I will hardly earn enough money to run my family but I am doing much better in my business. In fact, from my childhood I have seen and my business family made me to realize that doing business is the only way to become financial and socially solvent in life.

18. In the future how is your vision in terms of growth of your business?

**Answer:** I have a long term vision about my business as I want to expand my in few more cities of Portugal. Actually you can hardly see this kind of fusion restaurant in Portugal and my restaurant USP is good service with unique blends of foods. As I have huge experience of working in kitchen and service in restaurants, I have been using my experience and education to bring some innovation in service and food items as well. I am still working on it and when it will come out in marketing the growth of my business will be more steady.

19. Do you think you can reach to your target through your new venture?

**Answer:** Of course. I am sheer confident about this. In this context, I would like to say reaching target in business is quite perspective. For example, starting my own business, by being an entrepreneur I have already reached to my target. But my new target is to expand my business and to provide unique blends of foods to people with new concepts in service. So reaching target in business is an ongoing process, I think.

20. Do you think you can challenge your ability or potential to become a successful entrepreneur by starting your own business?

**Answer:** Yes, I do believe so. As I have to manage every aspects of the business from inventory to men management, so I think everyday I am challenging myself. But as I am making profit in business and having a good loyal workforce then I believe I am successful at challenging my ability.

21. Do your community have any kind influence to become an entrepreneur in foreign country or different environment than usual to your own cultural environment?

**Answer:** My community has huge influence on my becoming entrepreneur here in Portugal. When I first came to Lisbon, I had seen a good number of Bangladeshi immigrants have been doing business and they have doing good with their business. They also convinced me that doing job here in Portugal will be very difficult as the working environment is really hasty and wages are really low and working hours are so long. But if anyone has experience and enough capital, it is always better to start business as here taxation is low in comparison to other countries in Europe.

22. Have you got encouragement and support to become an entrepreneur?

**Answer:** The first reason I have motivated to develop my own business is to work independently. I was so disgusted to see the behavior of managerial people in my previous jobs as there were no respects or appreciation of work. So I decided to start my own venture where I have the freedom to take decision and I will show other people

how respect and appreciation important to develop a dedicated and motivated workforce, which I am having now. In addition to this, through doing business I have to opportunity to challenge myself, through which I have the opportunity to excel my personality traits and other related skills. In Portugal, doing job provides less financial security, which I found myself very difficult to cope with. So to avoid this situation, I have decided to start my own restaurant as I have huge experience in this sector. Though I have to carry huge workload but I am doing with smiling face as these are giving me satisfaction. I also got support from my friends and community people as well.

23. Have you got support from your friends to become an entrepreneur?

**Answer:** I got mental support and encouragement from my friends to become entrepreneur which I mentioned in previous conversation as well.

24. Do you have business family background from which you have encouragement or motivated to become entrepreneur?

**Answer:** I have mentioned it earlier that I am from a business family and from my childhood I have seen doing business is the only way to become economically solvent. So yes, my business family background has motivated me a lot to become entrepreneur.

25. What is your self-confidence to become a successful businessperson?

**Answer:** I am very much confident about myself and my ability. Going extra mile to achieve anything is my main strength. In addition to this I have education and experience to deal with any kind of business situation. Moreover, I have support from my family. And I am innovative in creating new business ideas. So all in all, I am confident enough to be a successful businessperson.

26. Have you been facing any kind of obstacle(s) in the way of becoming successful entrepreneur? **Answer:** The main obstacle I have already faced for my business is the Covid 19 pandemic situation. Apart from this everything has been going accordingly to my planning.

27. Do you have believed on yourself that you can develop trust on other people, if you will be able to become a successful entrepreneur?

**Answer:** In my business trust is one of the main criteria to become successful. And I do believe that the foods and service of my restaurant is A class and I have a dedicated workforce who are emotionally attached with this restaurant and they are working their heart out for the betterment of the business. So yes, I am very confident to earn and maintain trust of my customers to become a successful entrepreneur.



28. Do you think you can point out the untapped opportunity in the marketing and exploit those potentials through your enterprise?

**Answer:** I already mentioned it earlier. I am working on some fusion in foods and when these will come out in market there will be more opportunity and steady growth in my business.

29. What is your aspiration to become a successful entrepreneur?

**Answer:** Well, I have mentioned earlier that two motivation to become a successful entrepreneur one is earning more money. Because doing a job you can earn one thousand euro hardly. But if you stablished your own venture, you will be able to earn more money. And the other thing is comfort zone. Suppose you are entrepreneur then you can take one week weekend. Because you are your own boss. So, it is easier and more comfort zone. Even taking extra work load don't feel any panic or confusion or fuss in myself. Because I think whatever I am doing I am doing for myself. And all these feeling and experience are motivating me to expand my business in greater scale.

30. What have been your plan(s) to start your own start-up?

**Answer:** Key plans to serve fusion foods in the market and to develop and show to people that how important to treat workforce with respect to get best out of them and to do well in business.

31. What is your opinion, what is the main intentions for immigrants to become entrepreneurs in foreign countries?

**Answer:** To become financially solvent and to have a respected place and dignity in the society.

## Appendix -D: Audio file produced with Diltafon and submitted to Nettskjema proof

27/10/2022, 18:58

Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal – Report - Netts...

### Report from 'Implication and feasibility of entrepreneurial intention- Finding based on South Asian community of Portugal'

Collected results per. 27. October 2022 19:57

- Delivered replies: 6
- Commenced replies: 0
- Number of sent invitations: 0

#### **With text answers**

Ikke legg til spørsmål eller gjør endringer i dette skjemaet. Det må være uendret for at lydfilen skal lagres riktig.

For å koble dette skjemaet til diktafon-appen må du legge inn skjema-id: de seks siste sifrene i skjemaets nettadresse (URL).

#### **Recording**

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#### **Comment**

- RI001
- RI002
- RI003
- RI004
- RI005(Part: 2)

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