J Economics, 6(3): 219-225 (2015)

The Impact of Entrepreneurial Alertness on the Performance of Immigrant-owned Enterprises in South Africa

Olawale Fatoki[1] and Olabanji A. Oni[2]

Department of Business Management, Turfloop campus, University of Limpopo, Limpopo Province, South Africa
Email: [1]<Olawale.fatoki@ul.ac.za>, [2]<Olabanji.Oni@ul.ac.za>

KEYWORDS Entrepreneurial Alertness. Performance. Immigrant. Enterprises. South Africa

ABSTRACT The failure to recognise and exploit market opportunities negatively impact on the performance of immigrant-owned enterprises. Opportunity identification can be enhanced by entrepreneurial alertness. The study investigated the impact of entrepreneurial alertness on the performance of immigrant-owned businesses in South Africa. The study employed the quantitative research approach. Self-administered questionnaires were used for data collection in a survey. Convenience and snowball methods were used for sampling. Scanning and search, association and connection and evaluation and judgement were used to measure entrepreneurial alertness. To measure the performance of immigrant-owned enterprises, the study used increase in sales for the last three years. Data analysis included descriptive statistics, confirmatory factor analysis and regression analysis. The Cronbach's alpha was used to measure reliability. The results indicated that all the three measures of entrepreneurial alertness have positive and significant impact on the performance of immigrant-owned enterprises.

INTRODUCTION

South Africa has high levels poverty, income inequality and unemployment. According to Statistics South Africa (2015) the unemployment rate is 25 percent. The unemployment rate of South Africa is one of the highest in the world (Kwabena and Gyekye 2014). Small and medium enterprises (SMEs) owned by natives and immigrants are one of the solutions to the highlighted development challenges (Kongolo 2010). Immigrant-owned enterprises are mainly small and contribute significantly to job creation in South Africa. In addition, immigrant entrepreneurs, transfer entrepreneurial skills to their South African employees (Kalitanyi and Visser 2010).

The Organisation for Economic Cooperation and Development (2013) points out that immigrants are more likely than natives to create new businesses. Immigrants often find it difficult to enter into formal employment in their host countries. Small business creation is one of means of survival. However, the failure rate of immigrant-owned businesses is higher than that of natives. Immigrant entrepreneurs are negatively affected by factors such as credit constraints, language ability and length of residence in the host country.

Another cause of failure of businesses owned by natives and immigrants is the inability to identify and exploit market opportunities. Opportunity identification represents one of the most distinctive and fundamental entrepreneurial behaviour. Opportunity identification is one of critical success factors for small businesses. Entrepreneurial alertness helps to drive the process of opportunity identification (Chittithaworn et al. 2011). Alert entrepreneurs are likely to competitive, engage in innovation and perform better than non-alert entrepreneurs Alertness involves proactive attentiveness to information about the environment (Tang 2008; Foss and Klein; 2010; Alam 2011). This suggests that entrepreneurial alertness can help to improve the immigrant-owned businesses.

Objectives of the Study

The failure rate of immigrant-owned businesses is high. Opportunity identification is critical to the success of SMEs. Opportunity identification can be enhanced by entrepreneurial alertness. The main objective of the study is to investigate the impact of entrepreneurial alertness on the performance of immigrant-owned businesses in South Africa.

Literature Review

Immigrant Entrepreneurship

The term entrepreneurship does not have a single universally accepted definition (Gideon 2010). The word 'entrepreneur' comes from the

French verb “entreprendre”. This means to attempt, try or undertake (Sinnya and Parajuli 2012). Sinnya and Parajuli (2012) define entrepreneurship as “a process of economic development which creates awareness among people and generates self-employment and additional employment opportunities. An entrepreneur is anyone who is innovative and creative and who is willing to take risk to start up a new venture or add values to an existing venture. Entrepreneurship is important because it can help to improve the economic and social status of the ethnic and minority group of people as it provides employment opportunities and creates awareness among the people about the economic activity”

According to Zhang (2010), “An immigrant entrepreneur is an individual, who works individually, or employs others, is involved in either co- or the non-ethnic market, or both, to respond to a disadvantaged position and/or economic opportunities through entrepreneurship, including taking a risk by starting-up and innovating to meet demands of the market”. Immigrant small business owners are often regarded as immigrant entrepreneurs (Vinogradov 2008; Aaltonen and Akola 2014).

Volery (2007) remarks that sociology, anthropology and labour economics literature have all made major contributions to the development of theoretical frameworks of immigrant entrepreneurship. Zhang (2010) points out that the theoretical foundation of immigrant entrepreneurship includes the disadvantage theory, the ethnic enclave model, the cultural theory, the ecological succession concept, the opportunity structure theory the middleman minority model and the interactive theory.

Light (1979) emphasized the disadvantage of immigrants in the labour markets of host countries. Compared to natives, immigrants disproportionately start small businesses due to the disadvantages that they experience in the host country. The disadvantages include language barriers and inability to enter the labour market. The cultural theory advocated by Masurel et al. (2004) and Volery (2007) argue that there are some culturally determined features possessed by immigrants that can encourage entrepreneurship. These include orientation towards self-employment and dedication to hard work. Wilson and Portes’ (1980) ethnic enclave theory identifies ethnic enclaves as a distinct form of economic adaptation. Immigrants tend to be spatially concentrated. This concentration leads immigrants to organise businesses to serve their own market as well as the general population. Through the ethnic enclaves, resources, labour and customers are obtained.

The middleman minority theory by Blalock (1967) and Bonacich (1973) argues that immigrant entrepreneurs tend to have strong ethnic ties and play the role of middleman between producer and consumer. The ecological theory by Aldrich et al. (1989) suggests that changes in the environment of a residential area can nurture immigrant entrepreneurship. When the population of immigrant increases in an area, natives tend to move out. This leads to ethnic segregation of ethnic minorities and immigrants. The pattern of change in business ownership of immigrant and natives mirror the pattern of change in residential succession. This has led to the growth and persistence of ethnic enclaves. The opportunity structure theory by Evans (1989) suggests that linguistically bounded groups of immigrants can form niches that can be tapped by entrepreneurs. Language is one of the ways to ethnic distinctiveness. Two resources are important in this respect. These are the size of the group which is the potential market and the linguistic distinctiveness of the labour force. Immigrant entrepreneurs have an advantage in tapping the preferences of consumers in the group and also in tapping the skills of co-ethnics compared to native entrepreneurs who are not members of the immigrant cliché. The interactive model by Waldinger et al. (1990) remarks that the development of immigrant entrepreneurship cannot be linked to a single characteristic but to a complex interaction between opportunity structures and group resources.

Immigrant entrepreneurs create jobs and contribute to the growth of the host country (Chrysostome and Lin 2010). Therefore, it is important to understand the factors that can improve the performance of immigrant entrepreneurs. Entrepreneurial alertness can influence the recognition and exploitation of opportunities by businesses (Lemes et al. 2010; Alam 2011).

Entrepreneurial Alertness

The works of Kirzner (1979, 1985, 1997, 2008) formed the theoretical foundation of entrepreneurial alertness. Kirzner describes entrepreneurial alertness as the discovery of business opportunities and the utilisation of resources to create value. Alertness is the ability of an individual to identify unnoticed or overlooked opportunities (Li 2012). Alertness refers 'a sense of paying attention to what might be 'around the corner'. A non-alert entrepreneur is different from an alert entrepreneur in the sense that non-alert entrepreneurs do not identify opportunities because they do not judge the market environment well. Aviram (2010) describes alertness as a continuous state of being "on call".

There are three complimentary dimensions of alertness. These are according to Tang et al. (2012): (1) Scanning and looking for new information. This refers to how an entrepreneur scans the environment for new information overlooked by other entrepreneurs (2) Connecting previously-disparate information. This is linked to the response and the processing of new information by an entrepreneur and (3) the evaluation of new information to signify if it presents a profitable opportunity. There is a link between the discovery of new opportunities and entrepreneurial alertness (Baron 2006; Tang et al. 2012). An alert entrepreneur recognises changes in the market (Karabey 2012). This suggests that entrepreneur alertness through the recognition and exploitation of market opportunities can help to improve firm performance.

Alertness can also positively impact on firm performance through innovation. Alertness is important for a firm's innovation activities (Tang et al. 2012). According to Valliere (2011), innovation and growth in SMEs is the result of an entrepreneurial process in which new market opportunities are spotted, plans are developed and executed to exploit the opportunities. This process is dependent on the critical first step. This is the ability of entrepreneurs to be alert to changes in their environments and to the opportunities that may come within these changes. A firm's innovative activities and competitive actions are enhanced by entrepreneurial alertness. This can positively impact on firm performance (Lin and Chen 2007; Saarikko et al. 2014). A study by Tang et al. (2012) find a positive relationship between the three measures of alertness and firm innovation. It is hypothesised that entrepreneurial alertness has a positive impact on the performance of immigrant-owned enterprises.

RESEARCH METHODOLOGY

The study used the quantitative research approach with a descriptive and causal research design. The self-administered questionnaire method was used to collect data in a survey. The study area was Johannesburg in the Gauteng province of South Africa. Convenience and snowball sampling methods were used as the researchers could not obtain a sampling frame of immigrant entrepreneurs in the study area. The questionnaire was pre-tested in a pilot study with fifteen immigrant entrepreneurs in order to improve content and face validity. A pilot study was conducted on the survey instrument used in this research with twenty immigrant entrepreneurs in order to ensure face and content validity. Respondents were assured of confidentiality and anonymity.

The questionnaire was divided into three parts (1) biographical information (2) entrepreneurial alertness (3) performance. The question items to measure entrepreneurial alertness were adapted from studies on entrepreneurial alertness by Tang (2008) and Tang et al. (2012). These researchers developed a 13-item alertness scale. The study by Tang et al. (2012) demonstrated appropriate dimensionality and strong reliability. Furthermore, the study revealed convergent, discriminant, content and nomological validity. The seven-point Likert ranging from "1, strongly disagree" to "7 strongly agree" was used to measure entrepreneurial alertness. The study focused on immigrant entrepreneurs in the retail sector.

To measure the performance of immigrant-owned enterprises, the study used increase in sales for the last three years using five-point Likert scale. The Cronbach's alpha was used to measure reliability. Data analysis included descriptive statistics, t-test, confirmatory factor analysis and regression analysis. This study extends an earlier exploratory study on the entrepreneurial alertness of immigrant entrepreneurs (Fatoki 2014). To improve the reliability and validity of the study and the data analysis, more questionnaires were distributed to immigrant entrepreneurs in the study area. The Kolmogorov-Smirnov test was used to determine the normality of the data.

RESULTS AND DISCUSSION

200 questionnaires were distributed to owners and managers of immigrant-owned enterpris-

es and 88 questionnaires were returned. The response rate was 44 percent.

The results as depicted by Table 1 shows the biographical information of the respondents. The findings indicate that most of the respondents have post-matric qualifications. In addition, male respondents dominated the survey. Most of the firms that participated in the survey have been in operation for between six and ten years.

Table 1: Biographical information of the respondents

Biographical characteristics	*Number*	*Percentage*
Educational Qualification of Owner/Manager		
Matric equivalent or below	33	37.5
Post-Matric qualifications	55	62.5
Gender		
Female	31	35.9
Male	57	64.1
Age of the Firm		
0-3	0	0
3-5	41	46.6
6-10	45	51.1
Above ten years	2	2.3

Table 2 shows the descriptive statistics (mean and standard deviation for entrepreneurial alertness. Confirmatory factor analysis was used to confirm the factor structure of the alertness scale developed by Tang et al. (2012). The analysis confirmed three factors as depicted by table 3. To ensure the use of factor analysis, the Barlett Test of Sphericity (BTS) and Kaiser-Meyer-Olkin (KMO) test of appropriateness were carried out accordingly. The results (BTS = 492.301; sig. 0.001) indicated that the data were appropriate for the purpose of factor analysis. Statistically, this meant that there exists relationships between the variables and that they can be appropriately included in the factor analysis. The result of the KMO measure of sampling adequacy was 0.755. The results indicate that there are sufficient items for each factor. The two tests support the appropriateness of the factor analysis technique. Table 3 shows the extract of the results of the confirmatory factor analysis. All the thirteen items were analysed using factor analysis with principal axis method with oblimin rotation. Three factors with Eigenvalues greater than one account for 75.208 of the total variance. The three factors are further confirmed by the rotation sums of squared loading after Varimax rotation. The thirteen items loaded on three different factors and no item loaded on more than one factor. The magnitude of the inter-correlations between the three factors range from .34 to.49 implying that the factors show different aspects of alertness. The Cronbach's alpha coefficients for scanning and search, association and connection and evaluation and judgement were 0.74. 0.71 and 0.79 respectively. Factor one was labelled as *scanning and search*. These are the Eigen value for the factor is 13.225. The factor includes six items. Factor two was labelled *association and connection*. The Eigenvalue for the factor is 6.432. The factor includes three items. Factor three was labelled *evaluation and judgement*. The Eigenvalue for the factor is 3.740. The factor consists of four items.

Table 2: Entrepreneurial alertness

Item	*Mean*	*Standard deviation*
I have frequent interactions with others to acquire new information	5.92	0.93
I am an avid information seeker	5.55	0.87
I see links between seemingly unrelated piece of information	5.02	0.82
I can distinguish between profitable opportunities and not-so profitable opportunities	5.30	1.04
I have a knack for telling high-value opportunities apart from low value opportunities	5.07	1.02
I always keep an eye out for new business ideas when looking for information	5.35	1.04
I am always actively searching for information	5.42	0.99
I often see connections between previously unconnected domains of information	4.88	0.86
I am good at connecting dots	4.90	0.94
I read news, magazines regularly to acquire information	5.48	1.02
When facing multiple opportunities, I am able to select the good ones	5.38	1.01
I have a gut feeling for potential opportunities	5.32	1.02
I browse the internet every day	4.48	0.97

Table 3: Confirmatory factor analysis for alertness

Items	*Factor 1*	*Factor 2*	*Factor 3*
I have frequent interactions with others to acquire new information	0.802		
I am an avid information seeker	0.787		
I am always actively searching for information	0.725		
I read news, magazines regularly to acquire information	0.674		
I always keep an eye out for new business ideas when looking for information	0.622		
I browse the internet every day	0.564		
I see links between seemingly unrelated piece of information		0.788	
I often see connections between previously unconnected domains of information		0.702	
I am good at connecting dots		0.695	
I can distinguish between profitable opportunities and not-so profitable opportunities			0.769
I have a knack for telling high-value opportunities apart from low value opportunities			0.736
When facing multiple opportunities, I am able to select the good ones			0.651
I have a gut feeling for potential opportunities			0.605
Eigenvalue	7.07	4.37	2.01
Percentage of variance explained	61.49	11.21	7.08
Cronbach's alpha coefficient	0.74	0.71	0.79

Table 4 depicts the mean scores of three alertness factors. Scanning and search has a mean of 5.37. This suggests that immigrant entrepreneurs are involved in scanning of the environment and searching for new ideas, information, changes, and shifts. In addition, the results indicate that immigrant entrepreneurs are involved in association and connection with a mean of 4.93 and evaluation and judgement with a mean of 5.27.

Table 4: Descriptive statistics of the three factors

Factor	*Mean*	*Standard deviation*
Scanning and search	5.37	0.94
Association and connection	4.93	0.99
Evaluation and judgment	5.27	1.01

The Results of the Regression Analysis

The study argues that alertness (measured by scanning and search, association and connection and evaluation and judgement) has a significant positive relationship with the performance of SMEs (measured by increase in sales). Hierarchical regression analysis was conducted. The extract of the regression analysis is presented in Table 5. The results shows that scanning and search (0.02) 1, association and connection 0.05 (1) and evaluation and judgment 0.09 (2). The results indicate that all the three measures of entrepreneurial alertness have positive and significant impact on the performance of immigrant-owned enterprises. As pointed out by Tang et al. (2012) and Saarikko et al. (2014), alert entrepreneurs innovate better than non-alert entrepreneurs and this can lead to improved firm performance. To reduce the high failure rates of immigrant-owned enterprises, entrepreneurial alertness is of significance. Alertness involves proactive attentiveness to information about the environment and the discovery of new opportunities in the marketplace.

Table 5: Results of regression analysis

Predictor	*Model1*	*Model 2*	*Model3*
Control			
Gender	-0.20	-0.24	-0.19
Level of education	.041xx	0.02x	0.02x
Age of the firm	0.03x	0.02x	0.03x
Alertness			
Scanning and search	0.02x		
Association and connection		0.05x	
Evaluation and judgment			0.09x
F value	37.204x	22.080x	17.396x
R square	0.471x	0.424x	0.395x
Adjusted R square	0.321x	0.344x	0.401x
R square change	0.022xx	0.047xx	0.044xx
F change	41.201x	40.729x	3.219xx

p<.0.01, xx, p<0.05, xxx, p<0.1

CONCLUSION

South Africa suffers from high rates of unemployment and poverty. Immigrant entrepreneurs are mainly small and contribute significantly to job creation in South Africa. Immigrant entrepreneurship is one of the ways to reduce unemployment and poverty in South Africa. The failure rate of immigrant-owned businesses is often higher than that of natives. The concept of entrepreneurship as alertness to profit opportunities is one of the most important current interpretations of the entrepreneurial function. One of the factors that influence the way opportunities are recognised and exploited by entrepreneurs is alertness. The concept of alertness has the potential to add substantially to the understanding of how new ideas get initiated and pursued. Alert entrepreneurs are likely to competitive, engage in innovation and perform better than non-alert entrepreneurs. The study investigated the impact of entrepreneurial alertness on the performance of immigrant-owned enterprises. The results indicated that all the three measures of entrepreneurial alertness (scanning and search, association and connection and evaluation and judgment) have positive and significant impact on the performance of immigrant-owned enterprises.

RECOMMENDATIONS

Many universities and non-governmental organisations in South Africa have short courses that are designed to improve opportunity identification and other areas of entrepreneurship. It is important for immigrant entrepreneurs to attend such courses in order to improve their understanding of entrepreneurial alertness. Government agencies that offer training to entrepreneurs in South Africa should include immigrant entrepreneurs as a major part of their support system. These agencies should have training programmes directed to immigrant entrepreneurs on opportunity identification and entrepreneurial alertness

FURTHER STUDY

Further studies can investigate the impact of entrepreneurial alertness on innovation by immigrant and native owned businesses. In addition, further studies can examine if entrepreneurial alertness can mediate the relationship between innovation and the performance of small and medium enterprises.

REFERENCES

Aaltonen S, Akola E 2014. Lack of Trust: The Main Obstacle for Immigrant Entrepreneurship? From <http://pyk2.aalto.fi/ncsb2012/Aaltonen.pdf> (Retrieved on 15 March 2014).

Alam SS 2011. Entrepreneur's traits and firm innovation capability: An empirical study in Malaysia. *Asian J of Tech Inno*, 19(1): 53-66.

Aldrich H, Zimmer C, McEvoy D 1989. Continuities in the study of ecological succession: Asian businesses in three English cities. *Soc For,* 67: 92-136.

Aviram A 2010. Entrepreneurial alertness and entrepreneurial awareness-Are they the same? *Aca of Entr J*, 16(1): 111-124.

Baron RA 2006. Opportunity recognition as pattern recognition: How entrepreneurs "connect the dots" to identify new business opportunities. *Aca of Man Pers,* 20(1):104-119.

Blalock HM 1967. *Toward a Theory of Minority Group Relations*. New York: Capricorn Books.

Bonacich E 1973. A Theory of Middleman Minority. *Ame Soc Rev,* 38(5): 583-594.

Chittithaworn C, Islam A, Keawchana T, Yusuf DHM 2011. Factors affecting business success of small and medium enterprises (SMEs) in Thailand. *Asian Soc Sci*, 7(5): 180-190.

Chrysostome E, Lin X 2010. Immigrant entrepreneurship: Scrutinizing a promising type of business venture. *Thun Inter Bus Rev,* 52(2): 1-77.

Fatoki O 2014. The entrepreneurial alertness of immigrant entrepreneurs in South Africa. *Med J of Soc Sci,* 5(23): 722-726

Foss NJ, Klein PG 2010. Alertness, action, and the antecedents of entrepreneurship. *J of Priv Enter,* 25(2):145-164.

Gedeon S 2010. What is entrepreneurship? *Entre Prac Rev,* 1(3): 16-35.

Idar R, Mahmood R 2011. Entrepreneurial and marketing orientation relationship to performance: The SME perspective. Interdisciplinary. *Rev of Econ and Man,* 1(2): 1-8.

Kalitanyi V, Visser K 2010. African immigrants in South Africa: Job takers or creators? *South Afri J of Econ and Man Sci*, 13(4): 376-390.

Karabey CN 2012. Understanding entrepreneurial cognition through thinking style, entrepreneurial alertness and risk preference: Do entrepreneurs differ from others? *Procedia-Soc and Behav Sci,* 58: 861-870.

Kirzner IM 1979. *Perception, Opportunity and Profit: Studies in the Theory of Entrepreneurship.* Chicago: University of Chicago Press.

Kirzner IM 1985. *Discovery and the Capitalist Process*. Chicago: University of Chicago Press.

Kirzner IM 1997. Entrepreneurial discovery and the competitive market process: An Austrian approach. *J of Econ Lit,* 35(1): 60–85.

Kirzner I 2008. The Alert and Creative Entrepreneur: A Clarification. From <http://www.ifn.se/Wfiles/wp/wp760.pdf> (Retrieved on 2 May 2014).

Kongolo M 2010. Job creation versus job shedding and the roles of SMEs in economic development. *Afri J of Bus Man,* 4(11): 2288-2295.

KweiK A, Gyekye KB 2011. Determinants of unemployment in Limpopo province in South Africa: Exploratory studies. *J of Emerg Tren in Econ and Man Sci*, 2(1): 54-61.

Lemes PC, Almeida DJG, Hormiga E 2010. The role of knowledge in the immigrant entrepreneurial process. *Inter J of Bus Admin*,1(1): 68-79.

Li Z 2012. *Entrepreneurial Alertness: An Exploratory Study*. PhD Thesis, Unpublished. Cleveland: Case Western Reserve University.

Lin C, Chen M 2007. Does innovation lead to performance? An empirical study of SMEs in Taiwan. *Man Res News*, 30(2): 115-132.

Light I 1979. Disadvantaged minorities in self-employment. *Inter J of Comp Soci,* 20: 31-45.

Masurel E, Nijkamp P, Vindigni G 2004. Breeding places for ethnic entrepreneurs: A comparative marketing approach. *Entre and Reg Dev*, 16: 77–86.

McMullen JS, Shepherd DA 2006. Entrepreneurial action and the role of uncertainty in the theory of the entrepreneur. *Aca of Man Rev*, 31(1): 132–152.

Organisation for Economic Co-operation and Development 2013. Self-employment Rates of Migrants. From <http://www.oecd-ilibrary.org/sites/entrepreneur_ aag-2013> (Retrieved on 5 August 2014).

Saarikko T, Jonsson K, Burström T 2014. Towards an Understanding of Entrepreneurial Alertness in the Formation of Platform Ecosystems. From <http://ecis2014.eu/E-poster/files/0764-file1.pdf> (Retrieved on 5 June 2014).

Sinnya U, Parajuli N 2012. Immigrant Entrepreneurship: Why Immigrants Choose to Become Self-employed? : A Qualitative Study of South and Southeast Asian Immigrant Entrepreneurs in Umea City. From <http://www.diva-portal.org/smash/record.jsf?pid=diva2%3A524818anddswid=4390> (Retrieved on 2 February 2015).

Statistics South Africa 2014. Quarterly Labour Force Survey. From<http://beta2.statssa.gov.za/> (Retrieved on 15 November 2014).

Tang J 2008. Environmental munificence for entrepreneurs: Entrepreneurial alertness and commitment. *Inter J of Entre Behav and Res*, 14(3): 128–151.

Tang J, Kacmar K, Busenitz L 2012. Entrepreneurial alertness in the pursuit of new opportunities. *J of Bus Vent*, 27(1): 77-94.

Valliere D 2011. Entrepreneurial Alertness Through Cognitive Schemata. From<http://www. internationalconference. com.my/proceeding/icber2011_ proceeding/147-2nd%20ICBER% 202011% 20PG% 20476-485%20 Entrepreneurial% 20Alertness.pdf> (Retrieved on 2 February 2015).

Vinogradov E 2008. Immigrant Entrepreneurship in Norway. From <http://brage.bibsys.no/xmlui/handle/11250/140348> (Retrieved on 25 February 2014).

Volery T 2007. Ethnic entrepreneurship: A theoretical framework. In: L-P Dana (Ed.): *Handbook of Research on Ethnic Minority Entrepreneurship: A Co-evolutionary View on Resource Management.* Northampton, MA: Edward Elgar Publishing, pp. 30-41.

Waldinger R, Aldrich H, Ward R 1990. *Ethnic Entrepreneurs. Immigrant Business in Industrial Societies.* Newbury Park: Sage Publications Inc.

Wilson KL, Portes A 1980. Immigrant enclaves: An analysis of the labor market experience of Cubans in Miami. *The Ame J of Soci*, 86(2): 295-319.

Zhang, Z 2010. The Home Country's Role in Shaping Chinese Immigrant Entrepreneurship. From <http://aut.researchgateway.ac.nz/handle/10292/2867> (Retrieved on 15 January 2015).