

RESEARCH ARTICLE

Understanding Transnational Entrepreneurship

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Abstract

Research on transnational entrepreneurs has augmented in the last ten years mainly as migration flows have increased considerably as reflected in different studies on transnationalism. The reason for the migration has also differed from only monetary reasons. Transnational Entrepreneurship is a rapidly emerging aspect of International Business (IB) expansion that was insignificant only a few short decades ago. The emerging research field is the result of an interface of social and regional sciences and the transnational entrepreneurs (TEs) have the ability to generate a greater and more efficient business than their counterparts operating in a single country. Transnational entrepreneurs are self-employed immigrants who live abroad but maintain strong business linkages to community members in their home countries thereby enhancing their Competitive Advantage (CA). The present study reviews the literature on transnational entrepreneurship. The aim of this paper is to contribute to the literature on transnational entrepreneurship by providing an overview of the characteristics, drivers, typology, prospects, challenges, policy implications and understanding the theoretical framework of their relationship between the home and host countries of these studies.

Introduction

Research on transnational entrepreneurs has augmented in the last ten years mainly as migration flows have increased considerably as reflected in different studies on transnationalism. The emerging research field is the result of an interface of social and regional sciences and the transnational entrepreneurs (TEs) have the ability to generate a greater and more efficient business than their counterparts operating in a single country [1].

A common notion that an entrepreneur commercializes an opportunity within a single institutional setting is long gone. However, many global factors, like reduced transportation and communication costs, free trade and diverse lifestyles, are playing a role enhancing the entrepreneurs' abilities to conduct businesses across nations. Hence, International Entrepreneurship (IE) is “a combination of innovative, proactive and risk-seeking behavior that crosses national borders and is intended to create value in organizations” [2]. While TE is believed to be

under the domain of IB, especially under IE, the distinctive properties and perceptions of the dual nature of TE makes it distinct from the former domains. The International Entrepreneurial research always had their unit of analysis as firms and did not much dwell in the individual perspectives of the entrepreneurs. TE consists of individual entrepreneurs who weigh out opportunities that arise from their dual fields and networks, optimizing resources where they may be most effective [3].

The transnational entrepreneurs (TEs) have more opportunities to generate a greater and more efficient business than their counterparts operating in a single country. Transnational entrepreneurs are migrant business owners, traveling abroad for business purposes and engaged in business activities, based on ties to a foreign country. Although operating in two or more countries exposes the entrepreneur to more sources of information and can increase the ability of the entrepreneur to make connections and

discover opportunities, it also must surmount institutional constraints of two or more localities [4].

The common motives why a migrant is interested in entrepreneurial activity are: cultural and personal predispositions, alternative employment options if they have commercially feasible business idea, access to capital and a regulatory environment supportive of entrepreneurship. These factors can have particular implications for migrants and explain why they become entrepreneurs rather than choosing other options of employment. Other factors are culture, social networks, lack of other job options, regulation in host country, access to capital, success rates of the migrant business, migration policies in the host country [5].

Transnationalism creates a greater degree of connection between individuals, communities and societies across borders, bringing about changes in the social, cultural, economic and political landscapes of societies of origin and destination. With an increase in transnational migration between different countries, there has been a growing impact on international entrepreneurial activities from within certain ethnic communities that includes the influence of their network relationships. In certain cases this has involved developing family connections to facilitate business growth [6].

This concept is a relatively new one in that it seeks to capture the frequent and resilient participation of immigrants in the economic, political, and cultural lives of their home countries – a phenomenon only made possible by advances in transportation and communication technologies over the past two decades that were unavailable to previous generations of migrants. Transnationalism is not characteristic of all immigrant groups and it varies across and within groups with significant differences in the scope and range of transnational activities. Portes [7] found, for example, that it is the better educated and the more established migrants who are the most likely to engage in transnational activities.

Origin of Transnationalism

Although it seems as if the concept of transnationalism is a very recent development, the signs of this trade have existed for centuries. Migrants have been doing periodic visits time to time and the return migrants have made a sizeable contribution in their country of origin using their ties in the host country. However, since these activities or the travel was not a regular basis and was not conducted in mass, it couldn't be seen as a pattern to be recognized as transnationalism. There have been some examples of political and economic transnationalism in history. Regular contacts have always existed among participants in political migrations who were forced to resettle in a number of different countries. Few immigrants have actually lived in two countries for their routine activities and did dream of going back to their home countries. But this distant dream was retracted by concerns and demanding needs of their lives in the host country [8-9].

The economic transnationalism included of the trade migrants which was composed of communities of nomadic merchants who settled in foreign lands on search of business. Those who consciously preserved their identity as members of the trading migrants, building networks across nations and travelling back and forth to their home country and the trade country were eventually named as transnational entrepreneurs [10]

The concept of immigrant transnationalism originated in the works of several authors and anthropologists namely Glick-Schiller, Basch and Szanton Blanc [11]. "Transnationalism" identified the social connections between receiving and sending countries; "transmigrants" denoted the people who forged and kept those ties alive [12]. Basch, Glick Schiller, and Blanc-Szanton defined transnationalism as "the processes by which immigrants forge and sustain multi-stranded social relations that link together their societies of origin and settlement".

The concept of transnationalism being a great interest for sociologists, was brought in

comparison with similar concepts like assimilation, acculturation and integration, though all these concepts vary depending on the immigrant characteristics, the political, social, economic context of sending and receiving countries, immigrant enclave capabilities[13]. The assimilation theory viewed that most migrants achieved socio-economic equivalence with the natives over time, but ethnicity and race matters and both natives and migrants will change along the way [11]. But the scholars of transnationalism gave another dimension to the concept differing it from the other

compared concepts. They said that it is possible that some migrants were active both in the host country and their country of origin. They described that the migrants and their descendants contributed to the economic, social, political, religious and cultural process, while holding strong ties with their home countries [10, 12,14]. The following table provides an overview of difference in the viewpoints of tradition immigration perspective and transnational perspective.

Table 1: Immigration versus transnationalism

Immigration	Transnationalism
<ul style="list-style-type: none"> • Immigration conceptualized as a bipolar relation between sending and receiving countries (moving from there to here); • Immigration is the result of individual search for economic opportunity, political freedom, etc. • Migrants are assumed to be the “tired, the poor, and the huddled masses”; • Immigrants occupy low-skilled jobs in agriculture, construction, and manufacturing; • Immigrants steadily transfer their contextual focus, and their economic and social activities to receiving country; • Immigration should not bring about significant change in the receiving society 	<ul style="list-style-type: none"> • Immigration conceptualized as flows of cross border economic, political and social-cultural activities (being here and there); • Immigration is the result of geopolitical interests, global linkages, and economic globalization; • Migrants are not the poorest of the poor nor do they come from the poorest nations; • Growth in the service and technology- based industries create opportunities for low- as well as high-skilled migrants; • After the initial movement, migrants continue to maintain ties with their country of origin; • Immigration creates hybrid societies with a richer cultural milieu.
(Source: Alvaro Lima [15])	

Defining Transnationalism, Transnational Entrepreneurs or Transmigrants

Defining a phenomenon like transnationalism, which is rapidly growing in different directions, has attracted attention of lot of scholars. Different authors have defined transnationalism or transnational entrepreneurs or transmigrants, at different scales and different levels of abstraction and in the dimensions and nature requiring in depth research and theorizing. Hence, there has not been a great consensus on defining transnationalism. We present a few definitions, at different levels of development of the research area.

The definition by Glick Schiller et al. [16], describes migrants as “transmigrants whose daily lives depend on multiple and constant contacts beyond international borders and whose identity is formed in relation to several nation states”

One of the initial definitions by Portes and his colleagues,[10], defines “transnationalism as activities within the transnational field comprise a whole gamut of economic, political and social initiatives – ranging from informal import-export businesses, to the rise of a class of bi-national professionals, to the campaigns of home country politicians among their expatriates”.

Vertovec [17], “Transnationalism describes a condition in which, despite great distances and notwithstanding the presence of international borders (and all the laws, regulations and national narratives they represent), certain kinds of relationships have been globally intensified and now take place paradoxically in a planet-spanning yet common -- however virtual -- arena of activity”

Transnational entrepreneurs are “individuals that have ties to both existing organizations in an industry and geographic regions distant from these organizations

might have the ability to translate these positions into particularly promising entrepreneurial opportunities. This trade-off between the advantage of being embedded in the local economic structure and the disadvantage of locating near structurally equivalent actors strikes us as an interesting topic for future research” [1]

Portes et al.[18] revisited and described transnational entrepreneurs as “self-employed immigrants whose business activities require frequent travel abroad and who depend for the success of their firms on their contacts and associates in another country, primarily their country of origin”.

Levitt & Glick Schiller [19] in their study understand “transnational migration as taking place within fluid social spaces that are constantly reworked through migrants’ simultaneous embeddedness in more than one society”.

Smith, R. [20] term transnational life includes “Practices and relationships that link migrants and their children with the home country, whereas such practices have significant meaning and are regularly observed.”

IOM 2008 World Migration “Transnational identity / transnationalism: the process whereby people establish and maintain socio-cultural connections across geopolitical borders.”

Transnational entrepreneurship has been described as a multi-faceted process, in which immigrant entrepreneurs discover and enact business opportunities. Transnational entrepreneurs are immigrant entrepreneurs who perform border crossing business activities across national borders. While most transnational entrepreneurs operate between the host country and the home country, transnational entrepreneurship may involve immigrants’ border-crossing entrepreneurial activities between the host country, the home country, and/or a third country [21].

In advancing the debate on the definition, Drori et al. [22] argued that “transnational

entrepreneurs are individuals who migrate from one country to another, concurrently maintaining business-related linkages with their countries of origin and with their adopted countries and communities. By travelling both physically and virtually, transnational entrepreneurs engage simultaneously in two or more socially embedded environments, allowing them to maintain critical global relations that enhance their ability to creatively and efficiently maximize their resource base”.

Pavlov, [23], “Transnationalism implies the emergence of diversified political, economic and cultural activities that arise in conjunction with the social relations contained by the nation-state”.

The dynamic nature of the research area has given a range of definitions on transnationalism. The growing nature of the concept, which links people across the globe, and the diversity and fluidity across borders has given rise to several contradicting terms. Though the phenomenon is considered fairly a new and emergent concept by some, others claim the concept to be age old. In some cases, transnational entrepreneurs are portrayed as a new and still exceptional breed, whereas in others all immigrants are said to be participants in the transnational community. Finally, these activities are sometimes described as a reflection of the globalization of capital, whereas in others they are also seen as a grass-roots reaction to this very process [10].

The Concept of Transnationalism

Transnationalism, from a theoretical perspective, is significantly different from conventional assimilation theories that tend to predict a one-way, linear process, in which immigrants abandon their ethnic-cultural heritage and embrace the dominant culture of the host country. Understanding of the culture, language, and market in the home country, which was considered irrelevant in the host country, can be of competitive advantage in transnational practices [21]. Given this TE, especially in early research, has been framed as a challenge to conventional ethnic entrepreneurship and ethnic economy studies that have overwhelmingly focused on immigrants’

entrepreneurial activities within the host country. There is also a considerable commonality between TE and IE, as many international entrepreneurs are immigrants. Researchers understand IE as process where the entrepreneurial firms' branch out from their domestic market, but whether the entrepreneur is an immigrant, is not of great concern. But in TE literature, immigrant entrepreneur is the main player and more specifically the literature interested in developing insights on the structure and impact of glocalised networks – networks with both global and local connections [21].

The research on self-employed immigrants found that lack of attractive opportunities due to discrimination in the mainstream economy was the main reason why immigrants start new businesses [24]. The empirical study done by Aldrich, Cater, Jones and McEvoyb [25] reveals that discrimination, poverty, unemployment and lack of opportunities in the adopted country pushed the qualified Asian immigrants to entrepreneurship.

Portes [26] in his study states that immigrants having distinctive group attachments with their people at home and their adopted country, have achieved a transnational space and were able to acquire resources both from home and host societies to set up and operate ethnic businesses in host country.

The work done by Dana et al [27] throws light on the importance of culture of the host country and the adopted countries for the ethnic communities to drive them towards entrepreneurship. She specifically argues that immigrants who are ethnically from entrepreneurial background are more likely to choose entrepreneurship and the disadvantage of the perceived deprived social status of the immigrants in the host country is likely to drive the immigrants towards entrepreneurship. Other studies also examined the differences within immigrant communities and the role of cultural values of the immigrants in explaining the successful creation and growth of their businesses. The study by Yeung, H. [4] concluded that some values like loyalty and duty were specific to certain

ethnicities (like Asians), while other values like honesty and ambition were common to all immigrant entrepreneurs.

Transnationalism represents a topic of rapidly growing interest perceived in the proliferation of academic articles, thesis, seminars and conferences devoted to exploring its nature and scope. The increasing attention to the globalization of political, economic, social and cultural life, the speed and low cost of communication and transportation, has led to highlight the concept of transnationalism with the various demographic, political, economic, cultural, family networks and connections that exist between two or more locations. From this perspective, migration is not a single, remote move from one geographic and socially limited location to another. On the contrary, transnational communities embodies and shares interests, relationships, resources, needs and people involved in multiple frameworks [23].

The different 'takes' on the subject are not exclusive, indeed, some are interdependent. Nevertheless, the meaning of transnationalism has been variously researched and grounded upon arguably distinct conceptual premises, of which six merit closer inquiry.

- Social morphology
- Type of consciousness
- Mode of cultural reproduction
- Avenue of capital
- Site of political engagement
- (re)construction of 'place' or locality [17]

This growing impact of TE in various conceptual premises can be attributed to the changing nature of international business and Diasporas and to the complex nature of the international business itself. Added to this, is the development of the social networks, creation of new markets and diffusion of information that provide a measure of support. Hence, the distinctive concept of TE has drawn considerable attention in diverse disciplines like economics, sociology, regional planning, anthropology and economic geography [3].

Studies conducted by Chaganti and Greene

[28] on Latino and Asian Immigrants in US revealed that they were highly involved in businesses confined to their ethnic communities, which was isolated from the mainstream economy and hence, were operating on a smaller scale and as such these entrepreneurs did not have a strong educational background or good work experience to bank on.

Transnationalism has greatly contributed to the perception of contemporary migrant entrepreneurship [29]. Potential migrants entrepreneurs, both low and highly qualified, not only respond to the structural barriers they face in the host countries, but also actively seek opportunities and positions in the markets beyond national borders of these countries, thus using their dual cultural skills and dual ethnic networks [23].

The research conducted on the high-tech immigrants are different from the low-skilled immigrants in terms of the sectors they operated in. The high skilled immigrants operate in sectors like semiconductors, software, bio-technology and compete with the host country firms, whereas the low skilled immigrants operate in low growth sectors like ethnic food or garments. Several studies by Saxenian and her colleagues examined that the highly tech immigrants engage in international activities with their countries of origin and how they diffuse their entrepreneurial orientations and practices around the world. They concluded that the high tech immigrants take the benefit from skills and resources from their home countries and the host countries simultaneously and help to contribute to the industrial upgrading of their home countries.

Vertovec in his further research in 2004 [30] characterizes transnational migration as involving three “modes of transformation” within major domains: perceptual, or migrants’ “orientational ‘bifocality’ in the socio-cultural domain”; conceptual, affecting the “meaning of the analytical triad, ‘identities-orders-borders’ in the political domain”; and institutional, affecting forms of financial transfer, public-private

relationships and development in the economic domain”

The recent time research has identified transnationalism as an activity which takes place in the presence of social space fluidity, embedded in more than one national space. It is multi-cultural, multi layered and multi sited, which is engaging both migrants and non- migrants in the social remittances (ideas, practices, norms and identities). These social arenas are so dense and thick and widespread that even the non-immigrants lives are changed because of the flow of people and money [14]. The concept of transnationalism made a difference in the theory of migration because it included people (who were involved in the business) in the home country, making them a part of the transnational process.

Some of the earlier researches have mentioned terminologies like outsider entrepreneurs for immigrant entrepreneurs. Most of these researches concentrated on why immigrants start companies in their adopted countries, what industries they operate in and how did their business perform or flourish. Initially the research concentrated on low-skilled immigrants and self-employed immigrants but later they also studied on high-tech immigrants [31] in their research on outsider entrepreneurs sub divided the earlier studies on immigrant entrepreneurs as (a) research on the selection of immigrants into self-employment, (b) research on low-tech immigrant entrepreneurship, and (c) recent research on high-tech immigrant entrepreneurship.

While scholars have been seeing the dynamism in which the field of transnationalism is growing, they are also concerned about the persistence of the concept with the future generation [13]. The transnational activities may be not as important to the second and the third generation as it is to the first generation, though they have the skills and social connections to carry out the activities, if they chose to do so. That being said, there is also a view that, in some but not all cases, there are possibilities of the second and third

generations becoming more involved in the transnational activity and practices to a greater degree [32].

Theoretical Framework of Transnational Entrepreneurship

Several streams of research have previously extracted the importance of TE as a recent transnational-related social phenomenon, including the commensurate focus on the social and economic realms. Drori, et al, [3],

examined TE in relation to the overlapping fields of IB and IE (IB&IE) and EE, identifying limitations regarding their ability to both specify and provide an understanding into this emerging new empirical field of study. Though each field provided their perspectives in examining the elements of TE, none of them explained the phenomenon in its totality.

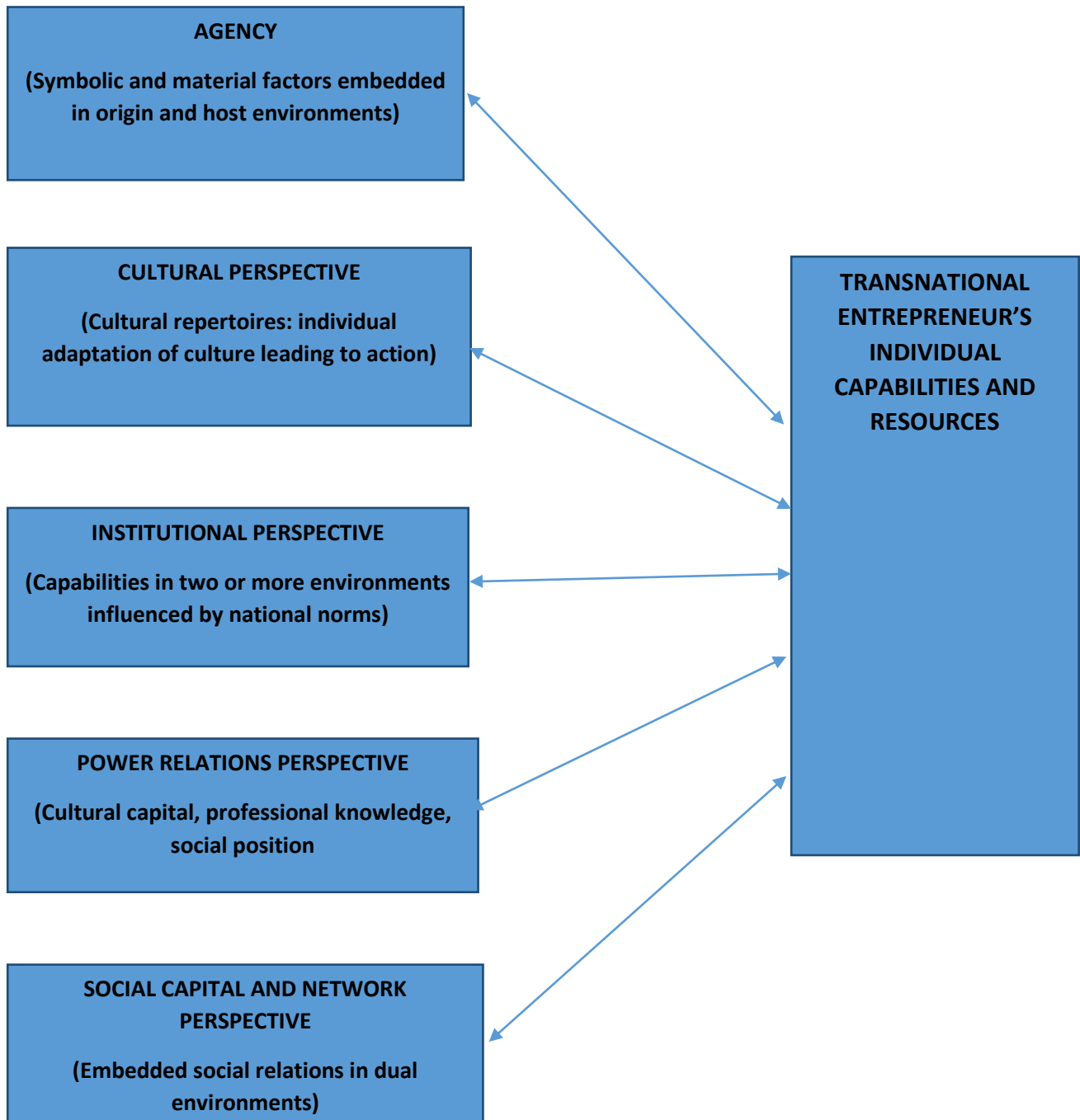


Figure 1: Factors influencing TE and their outcomes [3]

Agency Approach

Agency approach highlights transnational entrepreneurs 'TEs' embeddedness in both home and host country, which denotes social behavior considering the prospective action in two different institutional environments. It requires transnational entrepreneurs to pay special attention to handle socioeconomic and political resources (state, class, network, family) on multiple levels, assessing simultaneous operations in at least two social contexts. But subsequently, it is the individual's predispositions, knowledge and creativity that guide the response and actions in achieving success.

Cultural Perspective

Cultural perspective views the cultural repertoires transnational entrepreneurs use for their entrepreneurial actions. Through the multi-culture acquired by the entrepreneurs, they are able to elaborate, adapt, or modify the rules to novel circumstances. Hence, the cultural repertoires are continuously refracted through human action and adjusted to particular social contexts and to the individual's skills, knowledge and habits.

Institutional Perspective

Institutional theory provides substantial evidence regarding the role of institutions play in either enabling or constraining a certain path organizations may follow. TEs have to develop multiple capabilities in understanding and operating in numerous institutional environments. Studying TE from an institutional perspective will help to comprehend the logic and actions, practices, and rules that govern and coordinate organizational and human activities in certain national context.

Power Relations Perspective

The relationship between TE's forms and strategies, and power relations are positioned, contextual, and emergent. TE and power relations are concepts whose meaning is to be revealed and explored theoretically and empirically. Transnational entrepreneurs' business strategies inherently bear political meanings and consequences. This perception underlines the strategic position in which transnational entrepreneurs should obtain by leveraging

the political context in both worlds. Thus, the dimension of power relations and the political context shape, both the choice and the meaning attached to a particular form of transnational entrepreneurs

Social Capital and Network Perspective

The membership in dual settings and the scope of TE provides the social capital needed for their business enterprises. In this regard, the scope, depth, and the effectiveness of social capital and social networks are linked with a power structure and practices of power. Social capital implies that TEs may be able to convert, provide, or acquire various social, economic, tangible, or symbolic assets within certain social networks. For transnational entrepreneurs, acquiring new network in their adopted country (along with their home country's network) will influence their capability to exploit certain opportunities differently. TE implies three domains for simultaneous network formation: network of origin (ethnic, national), network of destination, and network of industry

In attempting to understand the competitive advantage of TE, Drori et al, [3], have highlighted these domains pointing out the importance of mechanisms of adapting to both host and home country spheres. Using the agency, cultural perspective, institutional perspective, power relations and social capital and networks, the future authors can indulge into the practice of targeted inquiry.

Drivers of Transnationalism

Transnationalism refers to the regular engagement in activities that span national borders by foreign-born residents as part of their daily routines. The range of activities that transnationalism comprises provides an alternative and, some argue, an especially promising route for immigrant wealth creation through entrepreneurship and employment [18]. However, there are some triggers which drive the immigrants towards entrepreneurship.

- The development of technologies has been one of the important drivers of transnationalism that have made transportation and communication more

accessible and affordable, thus dramatically changing the relationship between people and places [15].

- Dramatically changing relationships between people and places has led to frequent and closer contact with the host and home countries [15].
- Declining natural population in most industrialized countries, has created demographic gaps which is filled by the migrants [32].
- Political diaspora had forced to resettle in a number of different countries [34].
- Major growth sectors generating most low wage jobs, would induce influx of migrant workers, which in turn, provides the raw material out of which transnational communities emerge [33].
- The emergence of a global economy has contributed both to the creation of pools of potential immigrants abroad and to the formation of economic, cultural, and ideological links between industrialized and developing countries that subsequently serve as bridges for international migration paving way for transnational entrepreneurship [26].

Prospects of Transnationalism

A transnational perspective on migration is increasingly relevant due to the forces of globalization and their impacts on mobility. The accelerated development of communication, transport, trade and information networks through globalization has strengthened the connections of migrants to two or more places. The enhanced development of communication, transport, trade and information networks through globalization has strengthened the connections of migrants in more places and can be maximized in a more cost effective and practical ways.

The transnational entrepreneurs can contribute both economically and socially, while they can develop and maintain ties with family members, communities, institutions, and governments in the country of origin. The social and cultural exchanges include promotion of tourism, exchange at

the level of education and research, diffusion of alternative medicine, enrichment of arts, music, films, entertainment and cuisine [31]. The economic exchanges include remittances and investments and trading opportunities in specialized goods, funding small businesses, support public works and social service projects [13]

Migrants can indulge themselves in influencing or creating better ideas about their different cultures in the home countries and also manifest itself in social and political activism to raise awareness about their home countries. The broadened horizon and ability to navigate between different cultures can be a source of personal enrichment and development.

Chen and Tan, [21], introduced the concept of glocalized networks-a network characteristic that is especially relevant to transnational entrepreneurs but has not received much attention. The term “glocalization” is used to capture the multiple outcomes of the interaction between the local and the global. Glocalised networks are the source of social capital that enables the process of discovering and acting on opportunities in the international market.

These are the few of the many opportunities presented by transnationalism. Different contexts needs to be considered in designing migration policies to enhance the positive aspects of transnationalism for migrants, their families and societies of origin and destination.

Challenges of Transnationalism

While studies have shown the crucial role of entrepreneurial glocalised networks to conduct border crossing business activities, research has also pointed out the shortcomings of relying on networks to mobilize resources. Geographically dispersed networks are fragile and require continual maintenance and renewal. Thus, we need to examine how glocalised networks facilitate or constrain TE, independent of other aspects of networks such as strong and weak ties, brokerage and closure, ethnic diversity, and embedded resources. Though there is huge potential in the channelizing the glocalised networks, many aspects of

entrepreneurs' network like ethnic diversity, relational diversity, embedded resources and brokerage, might affect the transnational entrepreneurship [21].

At individual level, transnational entrepreneurs' families also undergo a lot of challenges. May it be choosing a different lifestyle, getting accustomed to the new culture, language, food, weather, or may be facing a loss of a sense of identity and belonging to some, like the children of the migrants identifying themselves more with the host country culture than their country of origin. The entrepreneurs who have left their families in the home countries also face psychosocial challenges and increased vulnerability due to the separation of parents and children [30].

At societal level, the problem of incompatible social and cultural practices may arrive as the migrants may hold on to their lifestyles in their country of origin. This may raise concern in the host country as it represents unwillingness to integrate into the new society. There is a concern of split loyalties lingering around migrants, which puts the intentions of the transnational activities under radar sometimes even raising national security concerns [32].

Implications of Transnationalism for Policy Making:

A transnational framework for policy making portrays immigrants as active agents who initiate global interactions by engaging simultaneously in a number of countries relating to their migration [29]. The task for policymakers is to make transnationalism in favor for migrants and societies through better migration management, keeping in mind the transnational dimension while designing policies. Policies with a transnational outlook specifically cater to the linkages between countries arising from transnational activities and practices by migrants. A comprehensive, viable and effective migration policy operates under the rule of law and encompasses a range of elements, of which access to social welfare, health, education and other benefits and services, labour market considerations,

human rights, integration, and policies targeting nationals abroad are only a few [32].

Because of the improved presence and dominance of transnational activities, there are a number of general implications that can be summarized into five strategic principles, [15].

Portability

As transnational immigrants move from nation to nation it is essential that they be able to "carry" with them their various professional certifications, health insurance, retirement plans, etc. Portability of economic and social benefits is key to immigrant transnational life.

Transferability

Besides being able to carry their credentials, records, and benefits, they must be transferable that is, recognized at both the place of origin and destination. In practice, transferability should be universal as it is more in the spheres of commerce and finance.

Visibility

Though the activities of transnational immigrants, particularly those of transnational immigrant entrepreneurs, have significantly contributed to the revitalization of inner-city neighborhoods throughout the U.S., they remain buried under "ethnic" and "minority" classifications and are invisible to policy makers, business leaders, and nonprofit organizations. The same is true in countries of origin where immigrants are just "absentees" even though their presence is real.

Hybridity

Nation-states, both those that serve as countries of origin and those that serve as receiving countries, have to adapt to transnational realities challenging traditional notions of national identity and belonging. Transnational communities create hybrid cultures (Canclini, 2001). The ideal of a nation-state "containing" its people via the commonalities of linguistic, cultural, and ethnic ties no longer applies.

Translocality

The concepts of “local community” and “local development” must be redefined in terms of relationships and flows instead of semi-autarchic geographies to allow for transnational behaviors.

Typology of Transnationalism

Transnationalism was developed in response to the government policies to the condition of dependent capitalism fostered on weaker countries, as immigrants and their families sought to evade the permanent subordination to which these conditions condemned them. An initial working typology grounded on this concept distinguished the economic initiatives of the transnational entrepreneurs who mobilize their contacts across borders in search of suppliers, capital and market from the political activities of party officials, government functionaries, or community leaders whose main goals are to achieve

political power and influence in the sending or receiving countries. Another diverse category comprised the socio-cultural enterprises oriented towards the reinforcement of a national identity abroad or the collective enjoyment of cultural events and goods. This type of transnationalism includes the travels of musical folk groups to perform before immigrant teams and those from the home country, the election of expatriate beauty queens to represent the immigrant community in national pageants and the celebration of holidays abroad with participation of prominent political or artistic figures who travel to immigrant centres for that purpose. This working typology of economic, political and socio-cultural transnationalism has provided a guidance to the empirical study of the topic and has proved useful in organizing what otherwise would be a chaotic set of activities.

Table 2: Transnationalism and its types

		Sector		
		Economic	Political	Socio-Cultural
Level of Institutionalization	Low	<ul style="list-style-type: none"> • Informal cross-country traders • Small businesses created by returned immigrants in home country • Long-distance circular labor migration 	<ul style="list-style-type: none"> • Home town civic committees created by immigrants • Alliances of immigrant committee with home country political associations • Fund raisers for home country electoral candidates 	<ul style="list-style-type: none"> • Amateur cross-country sport matches. • Folk music groups making presentations in immigrant centres • Priests from home town visit and organize their parishioners abroad
	High	<ul style="list-style-type: none"> • Multinational investments in Third World countries • Development for tourist market of locations abroad • Agencies of home country banks in immigrant centres 	<ul style="list-style-type: none"> • Consular officials and representatives of national political parties abroad. • Dual nationality granted by home country governments • Immigrants elected to home country legislatures 	<ul style="list-style-type: none"> • International expositions of national arts • Home country major artists perform abroad • Regular cultural events organized by foreign embassies

Source: Alejandro Portes et al, [10]

Some of the activities that fall within the typology of transnationalism from above are recognized and have been examined from alternative conceptual focuses, including economic globalization, international relations, or cultural diffusion. The literature after this, has focused more on the ordinary immigrants and their country of origin counterparts and less on the institutionalized initiatives [35] and They are the grass-root level people on whom the

research has to actually concentrate, because they are the people who have been making a huge difference in the immigration policies and their perspective of getting into the transnational business is very different from the perspective of the multinational managers. And hence, deserved more attention.

The research on the immigrants in the earlier period was not so prevalent or very

prominent, because of the slow progress or slow movements in the activities carried out by the immigrants, due to the lack of infrastructural and transport facilities. Today it is easy to track the progress of the activities by the immigrants because of the development of technology and telecommunication. It is easy to track the business of an immigrant in Japan, for a seller in India with click of a mouse. But in the early stages of the advent of transnationalism, it was not possible for the would-be immigrants to travel from one country to another or keep in contact with another national with ease as it is today. The availability of internet and technology has enabled us to connect to any remote area in the world and carry out transnational activities at greater scale in the least time possible. The dawn of technological innovation has given the necessary condition for the rise of the transnational immigrants. So it also gives an idea that immigrant communities with greater economic and human resources have an upper hand in the business because of their superior access to infrastructure [10]

Few other studies have defined the typology of transnationalism in forms of activity within the cross-border social spaces that vary along several dimensions. There are debates concerning the appropriate parameters to define the types and levels of analysis on which it can be measured. One early distinction, proposed by Smith and Guarnizo [36] differentiated between transnationalism “from above” (global capital, media, and political institutions) and “from below” (local, grassroots activity). Portes [37] argued for limiting the analysis to those individuals who are formally and regularly engaged in “strict” transnational economic, political, or socio-cultural activities.

Itzigsohn et al [38] had a different dimension to distinguish the types by defining them as “narrow” (highly institutionalized and continuous activities involving regular travel) and “broad” (occasional or loosely-coupled with sporadic or no movement). Guarnizo [36] outlines “core transnationalism” as those activities that: a) form an integral part of the

individual’s habitual life; b) are undertaken on a regular basis; and c) are patterned and therefore, somewhat predictable. “Expanded transnationalism,” in contrast, includes migrants who engage occasionally, for example, in response to political crises or natural disasters.

Levitt and Schiller [19] distinguishes between “ways of being,” or the actual social relations and practices that individuals engage in, and “ways of belonging,” those practices that signal or enact an identity demonstrating a conscious connection to a particular group. Other scholars argue for a broader approach that includes both informal and formal social, cultural, and religious practices, connecting all levels of social experience [19].

Authors have also recognized changing migration patterns: today, migration can be temporary or permanent, short-term or long-term, or consist of a series of multi-stage itineraries including back to the point of origin. Through so-called new wave of “chain migration,” where migrants from one particular region or city in one country move predominantly to one particular region or city in another country, often help the faster development of networks (IDM, 2010)[32]. This is another way of looking at the typology of transnationalism based on their group behavioral characteristics.

Recent research also observed the emergence of two more types of migrant entrepreneurs based on the triggers of founding an enterprise in the host country. There are necessity entrepreneurs and opportunity entrepreneurs. It is necessary to distinguish between necessity entrepreneurs and opportunity entrepreneurs because of their different effects on the economic development [39].

“Necessity entrepreneurs” start small businesses because they could not find suitable opportunities in the labour market, and thus, have small impact on economic development. They are the kind who starts a business to sustain their livelihood to avoid unemployment. They have a lower level of social capital and social network and fewer opportunities for starting a business. These

business operations do not require higher level of education and start-up costs are not too high and are usually realized in the sectors saturated with competition and would yield low profits. Therefore, these businesses have to concentrate on the development of social capital as it is extremely important for survival. This kind of self-employment brings value to the founder entrepreneur and their employees as their survival is depended on this, but does not affect broader economic development.

“Opportunity entrepreneurs” are those entrepreneurs who recognize and use advantages of new market opportunities and will have a positive impact on the economic growth of the country of origin. This kind of entrepreneurship emerges in particular, with highly skilled migrants (not necessarily always with college education), specialized in demanded and new sectors, those who can take best advantage of new markets and also generate profits in the countries of origin. These entrepreneurs have the advantage of a strong social capital and a broader social network, which makes the business flourish more competitively.

Criticisms against Transnationalism

The new concept soon drew conceptual disagreements from different directions. One of the view highlighted that transnationalism was a complex concept but closed the set of relationships and virtually erased the distinction between here and there. But the influential formulation developed by Portes and his associates exemplifies this stance: for them, the concept of transnationalism is delimited “to occupations and activities that require regular and sustained social contact over time across national borders for their implementation”[10].

Further researches also criticized the lack in clarity of terminologies like global, international and transnational. Several authors also presented alternative terms such as trans-state activity [11], bi-nationalism and translocalism the validity and the importance of the transnationality was under question when it came to the descendants of the first time migrants.

Portes et al, [10] predicted that the salience of the transnational ties would decline among the children of the first generation migrants. Few also questioned the novelty of the concept as they argued that the migrants were never aloof from their home countries [11]. And also underestimating the national border issues was very impulsive, as believed by many, and the nation-state system was likely to stay in the distance future as well.

Waldinger and Fitzgerald [11], had a lot of disagreements with the way Portes and their colleagues had described transnationalism. They argued that what immigration scholars describe as transnationalism is usually its opposite to what Portes and colleagues have picturized in their theory. They also make these following arguments:

- First, states seek to control movement across territorial boundaries-exit as well as entry. Therefore, defining transnationalism in terms of the “regular and sustained” cross-border activities of individuals, as do Portes and his associates, takes for granted what needs to be explained.
- Second, state controls operate at internal as well as external levels, seeking to regulate membership in the national collectivity, as well as movement across territorial borders.
- Third, civil society actors in both host and destination countries raise questions regarding the allegiance and political bona fides of persons whose social identities are largely framed by their connections to two states.
- Fourth, the relationship among states affects the scope for multiple versus exclusive national loyalties. Dual loyalty becomes a particularly intense issue when belligerency develops between host and sending countries

Though the subsequent research has addressed these criticisms and taken steps to rectify these weaknesses, more empirical work needs to be done in these areas. The social spaces in which the transnational business is supported, the social structures, its variations, dimensions and forms, the

cross border memberships and their durability has to be highlighted and researched in great detail.

Conclusion and Future Directions

This paper has examined the concepts of transnationalism and integration through multi-faceted dimensions simultaneously involving local and transnational relations across home countries and host countries. Development of transnational businesses across countries can lead to the economic progress based on knowledge and innovation and strengthen the nation's competitive advantage in the global market, as migrants are more likely to take risks and indulge in high risk or newly emerging markets [23].

Though there has been a sizeable amount of research being carried in the area of transnationalism, it still has a wide area which is yet to be uncovered. Like there has been a lack of theoretical and empirical engagement with regard to the social capital and network analysis in TE research. Many studies have covered this social domain,

saying that it is important to have such networks but haven't really given out the context or the circumstances where such networks matter. Only a handful of research have used the network measurement in their studies due to the complexity of collecting the data. Hence, there is plenty of scope to conduct research based on random sample surveys with network measures that allows multivariate analysis to improve our understanding of how network structure, composition, or diversity affects transnational entrepreneurship. Another interesting domain to be researched is the policy considerations specifically addressing the linkages between countries arising from transnational activities. It can concentrate on the considerations required by the policy makers to make comprehensive, viable and effective migration policy. The mission for policymakers is to make transnationalism work for migrants and societies through better migration management, keeping in mind the transnational dimension when designing policies.

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