



Research Group on Ethnic and Immigrant Entrepreneurship

Coordination:
Eduardo Picanço Cruz, Ph.D.



Department of entrepreneurship and
management

1-Introduction

An astonishing amount of 60 million refugees fleeing from Northern Africa and the Middle East by the end of 2014 promoted one of the largest migration flows towards Europe, since World War II. Moreover, the current immigrant scenario shown by Aiyar et al. (2016) presents a growing stream of populations going from peripheral countries (like Brazil) for the core nations of the capitalist system (like the U.S. and Europe). Physical and social alienation are embedded in this displacement process. Moreover, not all immigrants have the qualifications in order to perform a legal trajectory, thus encouraging the configuration of various strategies including the use of financial, social and human capital stocks. Nevertheless, immigrants leaving Latin America to countries like the U.S. and Canada also follow this pattern.

Portes & Zhou (1992) indicate that there is a need to conduct studies on the various ethnic groups in order to achieve a general model of immigrant ethnic entrepreneurship, so this also represent one of the implication for entrepreneurship education of this study. This presents an opportunity for researching Brazilian entrepreneurs abroad and substantiates the relevance of the topic.

The Fluminense Federal University (UFF) through its entrepreneurship department idealized a research opportunity on the emerging trend of Brazilian immigrant entrepreneurship throughout the world.



Professors Eduardo Picanço and Cesar Barreto with Ambassador Hélio Vitor Ramos, Brazil's General Consul in Miami (September 2014).

1.1. Overall goal of the research

The main goal of the research relates to enlightening immigrant entrepreneur patterns and their cultural influences. We target specifically on this project Brazilian entrepreneurs venturing overseas as well as refugees coming to Brazil.

Develop research that contributes to theoretical advance of the entrepreneurship research.

Study immigrant entrepreneurship as a relevant and contemporary phenomenon to be observed globally.



1.2. Accessory goals of the research

Map immigration patterns of Brazilian communities overseas, study their consumer behavior through ethnography and netnography, specially, the ones related to their ethnic enclaves and communities.

1.3 Research methods and techniques

Several case studies on various immigrant communities as well as in-depth interviews were conducted in different Brazilian entrepreneurial communities in the USA, Australia and Japan.

The researchers considered not just the voice and perspective of these participants, but also of other relevant groups of actors, such as the business associations, lawyers, and real estate agents. In addition, secondary sources of information, such as newspaper articles and communities' websites were consulted. Therefore, the so-called data triangulation arises from the need to confirm the validity of the processes (Yin, 2013). In every community researched, initially the researchers conduct a typical exploratory study (Yin, 2013), which could be a starting point for a broader social research.

2- The qualitative data collection strategy

According to Denzin & Lincoln (2005), a qualitative research relates to the skills of the researchers in observing the social world and establishing their propositions from how the subjects conceptualize their reality. In this sense, the selection of research subjects followed the typicality and accessibility criteria. Initially the researchers looked for Brazilian entrepreneurs that were established in different areas of the world. The first project focused in the Floridian communities (FL, USA). Regarding the accessibility criteria, the researchers generally applied the 'snow-ball technique' (Atkinson & Flint, 2001) through connections between members of the Brazilian entrepreneurial population. Thus, the chosen entrepreneurs were able to identify other members alike of the Brazilian community. The researchers followed Atkinson & Flint (2001) recommendations, of which the sampling process should end when the search for new respondents reaches saturation, so no more new contacts were added. The researchers follow the recommendations regarding saturation in two aspects: saturation of interviewees and theoretical saturation.

In most of the cases, the in-depth interviews took place on site of the entrepreneurs businesses, through the application of a semi-structured script containing socio-demographic and business related questions. The average duration of the in depth assessments is 90 minutes, being the shortest ones 70 minutes and the longest ones 120 minutes. The in-depth interviews focused on detailed information about the entrepreneur's thoughts, behaviors and life stories, specifically regarding their trajectory on the entrepreneurial venture in Florida.



Professor Eduardo Picango with the Entrepreneur Nancy (Bakery 2000 - Pompano Beach - FL)

3- The quantitative data collection and triangulation

As an additional source of information during the in-depth interviews, the researchers also collected quantitative data, through a semi-structured questionnaire. The information collected includes the socio-demographic data of the Brazilian entrepreneurs interviewed, such as age and schooling profiles, level of expertise and acquaintance of U.S. taxes and laws, reasons for leaving Brazil and period of departure, time from arrival to venturing in the U.S., business orientation (opportunity or necessity drive; enclave x main market orientation), etc.

4- Locating Brazilian entrepreneurs

When the researchers started their study on Brazilian entrepreneurship in Florida, they found through a research on the web at first 78 Brazilian firms in Pompano Area. The following classified ads websites and Brazilian electronic magazines were consulted: www.brasilicando.com, www.verdeamarelo.net, www.brasileirosnosestadosunidos.com and brasilusamagazine.com. This online data collection evidenced a high concentration of Brazilian ventures in Pompano Beach.

In order to estimate or even locate Brazilian small business it is noteworthy the diversity encountered by the authors. That is represented by variables such as formal x informal businesses, established in physical facilities x virtual businesses, or labor intensive x single entrepreneurial businesses. Thus, many immigrants that belong or just serve the ethnic enclave are invisible to the mainstream market, such as a few informal entrepreneurs that specialize on baking homemade cakes delivering directly to their customers, or a babysitter agency that focuses only on Brazilian families.

These ventures are not physically established, nor visible to the mainstream market, as opposed to restaurants or beauty parlors. They do not depend on any physical facility to operate, like an office or shop. However, these businesses collaborate significantly to the ethnic enclaves and make money go round in the social networks. After three years travelling and studying Brazilian entrepreneurship abroad, the authors assume that the 'official numbers' are important but not essential in order to understand immigrant entrepreneurial activities, patterns or behaviors. Table 1 shows small business owners interviewed segmented by business activities.

5- Samples

- 40 Brazilian entrepreneurs interviewed in Orlando area (Orange, Lake Buena Vista and Osceola County)
- 40 Brazilian entrepreneurs interviewed in Pompano Beach area (Broward and Palm Beach County)
- 10 Brazilian entrepreneurs interviewed in Orlando area (Miami-Dade County)
- 610 Ordinary Brazilians living in Australia and 5 entrepreneurs (survey)
- 8 Brazilian entrepreneurs in Japan (survey)
- 2 Brazilian entrepreneurs in Philadelphia (survey)



Professors Eduardo Picanço and Cesar Barreto with accountants Francisco Pessoa and José Eduardo (Business Choice - Pompano Beach)

6- Researchers

Permanent:

Eduardo Picanço Cruz (head of research)

Fields of interest: immigrant and ethnic entrepreneurship

Curriculum:

<http://buscatextual.cnpq.br/buscatextual/visualizacv.do?id=K4760415P3&idiomaExibicao=2>

Cesar Ramos Barreto (responsible for assimilation studies and ethnographic research)

Fields of interest: anthropology and entrepreneurship behavior, immigrant entrepreneurship

Curriculum:

<http://buscatextual.cnpq.br/buscatextual/visualizacv.do?id=K4782800Z6&idiomaExibicao=2>

Roberto Pessoa Q. Falcão (responsible for immigrant market studies and transnationalism)

Fields of interest: consumer studies, immigrant and ethnic entrepreneurship

Curriculum:

<http://buscatextual.cnpq.br/buscatextual/visualizacv.do?id=K4784352U7&idiomaExibicao=2>

Guests:

Felipe Ribeiro, BSc, MSc student

Fields of interest: internationalization of firms, strategy, tribal consumer behavior

Rafael Cuba Mancebo, MSc

Fields of interest: consumer behavior studies, organizational studies, refugee and immigrant entrepreneurship

Students:

Ana Paula dos Santos Moreira: ana_moreira@id.uff.br

Fernando Celso Petri: fernandopetri@id.uff.br

Sabrina Sampaio Amaral: sabrina_sampaio@id.uff.br

Ygor Marques: ygorxmarques@gmail.com

7- Main results and outputs

Complete papers published in journals

CRUZ, E. P.; BARRETO, Cesar Ramos . INTERNACIONALIZAÇÃO DE PEQUENOS NEGÓCIOS E IMIGRAÇÃO: UMA INVESTIGAÇÃO SOBRE NEGÓCIOS BRASILEIROS NA CIDADE DE ORLANDO - EUA. Sustainable Business International Journal, v. 57, p. 1-29, 2016.

CRUZ, E. P.; FALCAO, R. P. Q. . Adaptação das Teorias de Empreendedorismo Imigrante e Enclave Étnico no Contexto de Empreendedores Nordestinos da Rocinha. REGEPE - Revista de Empreendedorismo e Gestão de Pequenas Empresas, v. 5, p. 116-143, 2016.

CRUZ, EDUARDO PICANÇO; FALCÃO, ROBERTO PESSOA DE QUEIROZ . Revisão bibliométrica no tema Empreendedorismo Imigrante e Étnico. Internext (São Paulo), v. 11, p. 78, 2016.

CRUZ, E. P.; BARRETO, Cesar Ramos ; PINTO, C. B. . Internationalization of Small Business: An Investigation about Brazilian Business in Orlando City. Journal of Management Policy and Practice, v. 13, p. 78-94, 2015.

Complete papers - Conferences

CRUZ, E. P.; FALCAO, R.P.Q.; BARRETO, Cesar Ramos . Comparative Study of Ethnic Brazilian Entrepreneurship in Florida. In: USASBE 2017 annual conference - Where Entrepreneurs Start Revolutions!, 2017, Philadelphia. USASBE Annals, 2017.

CRUZ, E. P.; BARRETO, Cesar Ramos ; AMARAL, S. S. . Analysis of the internationalization of Brazilian entrepreneurs in Orlando ? USA, according to Uppsala model. In: USASBE 2016 annual conference - Entrepreneurship Everywhere Across Campuses, Across Communities, Across Borders, 2016, San Diego. USASBE Annals, 2016.

CRUZ, E. P.; BARRETO, Cesar Ramos ; FALCAO, R. P. Q. . Estudo de Caso dos Empreendedores Imigrantes Brasileiros em Pompano Beach - Florida. In: Congresso de Administração, Sociedade e Inovação, 2016, Juiz de Fora. Anais CASI 2016, 2016.

CRUZ, E. P.; BARRETO, Cesar Ramos ; PINTO, C. B. . Internationalization of Small Business: An Investigation about Brazilian Business in Orlando. In: United States Association for Small Business and Entrepreneurship Annual Conference, 2015, Tampa. Annals United States Association for Small Business and Entrepreneurship Annual Conference. Whitewater: USASBE, 2015.

Expanded abstracts - Conferences

CRUZ, E. P.; FALCAO, R. P. Q. ; BARRETO, C.R . Bounded Trust Or Mistrust - Depicting Brazilian Immigrant Entrepreneurship Practices In The Us. In: USASBE annual conference, 2017, Philadelphia.

CRUZ, E. P.; RIBEIRO, F. ; FALCAO, R. P. Q. ; LOPES, Luiz Antonio Coelho . Internationalization of Human Capital through the lenses of migration theories. In: 42nd Annual Conference of the European International Business Academy (EIBA), 2016, Vienna. EIBA 2016 Conference Proceedings, 2016.

CRUZ, E. P.; RIBEIRO, F. ; FALCAO, R. P. Q. . EFFECTUATION APPROACH IN A START-UP NATION: IMMIGRANT ENTREPRENEURSHIP AS A TIE TO CREATE OF INTERNATIONAL NEW VENTURES. In: 42nd Annual Conference of the European International Business Academy, 2016, Vienna. EIBA 2016 Conference Proceedings, 2016.

BARRETO, Cesar Ramos ; CRUZ, E. P. . Small businesses of Brazilian immigrants abroad: in search of a theory. In: USASBE annual conference, 2016, San Diego.

CRUZ, E. P.; FALCAO, R. P. Q. . Adaptação das Teorias de Empreendedorismo Imigrante e Enclave Étnico no Contexto de Empreendedores Nordestinos da Rocinha. In: XL Encontro da ANPAD - EnANPAD, 2016, Costa do Sauípe. Anais do XL Encontro da ANPAD - EnANPAD, 2016.

CRUZ, E. P.; FALCAO, R. P. Q. ; BARRETO, Cesar Ramos . Comparativo do Empreendedorismo Imigrante Brasileiro em Duas Regiões da Flórida - Pompano Beach e Orlando: um Estudo Exploratório. In: XL Encontro da ANPAD - EnANPAD, 2016, Costa do Sauípe. Anais do XL Encontro da ANPAD - EnANPAD, 2016.

8- Disclosure

1- Company Brazil of Communication:

<http://www.ebc.com.br/noticias/economia/2014/08/pesquisa-traca-perfil-de-empreendedores-brasileiros-no-exterior>

2- Achei USA (Deerfield Beach - US)

<http://www.acheiusa.com/Noticia/Professores-da-UFF-fazem-estudo-sobre-empresas-de-brasileiros-na-Florida-12520>

3- Nossa Gente (Orlando – US)

<http://www.nossagente.net/2014/07/professores-do-departamento-de-empreendedorismo-e-gestao-da-uff-pesquisam-as-caracteristicas-dos-pequenos-e-medios-empresarios-brasileiros-no-exterior/22338>

4- EXAME Magazine

<http://exame.abril.com.br/pme/noticias/pesquisa-traca-perfil-de-empreendedores-brasileiros-la-fora>