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Transnational Entrepreneurship

Business opportunities available to Transnational Entrepreneurs

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ABSTRACT

Transnational entrepreneurship is a phenomenon that has become possible in recent years due to revolutionary fast communication and transportation systems that allow for affordable frequent travel across countries and continents. Much like multinational corporations, entrepreneurs started exploiting opportunities between multiple countries, often expanding their business to a new market or creating a venture in another country based upon their existing networks and resources available to them from home.

Transnational entrepreneurs are migrant business owners, traveling abroad for business purposes and engaged in business activities, based on ties to a foreign country. Operating in two countries exposes the entrepreneur to more sources of information and can increase the ability of the entrepreneur to make connections and discover opportunities.

Studying the creation of new businesses by transnational entrepreneurs requires an understanding of the dynamic relationships that span a cross-cultural actor's multiple fields of activity. we can introduce a conceptual framework based on Bourdieu's theory of practice, which conceives of entrepreneurial action as guided by both structure and agency. The dialectical relations within the configuration of habitus, field and capital, are crucial for the

understanding the creation of TE practices and their complex and sometimes contradictory values and outcomes. .

The concept of habitus, an analytic construct explains the link between individual practices and the rules, structures and social categories which generate certain action, particularly helpful in understanding TE. We contribute to the notion of habitus in examine the spatial dimensions of

habitus by studying situations whereby individuals possess two or more geographical contexts from which habitus is derived and put to use.

Aim of this study is

How transnational entrepreneurs use their dual background to recognize business opportunities. Finding a response to this research question would not only contribute to the literature by providing empirical data, but also allow us to judge, whether the transnational entrepreneur's background in fact adds value to ones opportunity recognition skill. This research adopts a case study approach to understand and analyze how the transnational entrepreneurs use their dual-background to evaluate and discover opportunities.

METHODOLOGY:

The methodology is to study the approach followed up by a pilot case study, sample selection, data collection and method of analysis.

Conclusion :

Based on the analytical approach, we can conclude that TE as a complex of cross-national fields with the social actor's habitus consisting of dual cultural, institutional and structural features, schemas and resources, through which entrepreneurs can formulate their strategies of action. The position of transnational entrepreneurs in their respective fields provides them opportunities and resources, from which they construct their cultural and social "tool-kit-of-a-kind." Thus the economic, social and cultural capital and the available resources at their disposal, make them strive to exert power over the organizational field at particular points in time to achieve individual and societal objectives

Key Words: *Cultural Assimilation , Dynamic Relationships, Entrepreneur Gain, Habitus, Migrant business owners.*

INTRODUCTION:

Entrepreneurship is considered to be an emergent trend in the Global Scenario. Knowledge ,skill ,talent, potential hardworking nature and innovative ideas of an individual makes him to succeed in his life. As we know after education, individual either go for a job or start a small business. There may be a suppression of Individual potential capabilities while he is working in an Organization. The reasons may be Managers ego and Organization pressure ,colleagues and peers competitive nature and sometimes policies and procedures of an Organization.

At this juncture ,the scope of entrepreneurship plays a vital role in an individual prospects at Global scenario. As we can see in the recent past ,there is a Global economic and social crisis .Addressing this concern may be of prime importance. For this on one hand there is a need for the development of Competitiveness among individuals based on individual potential characteristics(Knowledge ,skill, talent, and ability to think) and on the other hand it is necessary to gather all the resources in order to meet today's challenges in the world.

Some of the different kind of resources include:

Human-Education, Knowledge and skill.

Financial Prospects-Savings ,Investments, Foreign Direct Investment.

Networking: Relationship(Friends, relatives, institutions and Goodwill) play an very important role for an Organization Endeavour.

All the mentioned resources provide a competitive advantage in developing entrepreneurship among the migrants. The main concept of transnational entrepreneurship is that by going abroad ,migrants acquire new knowledge, skills ,talent and of course contacts. With this they become familiar with global trends in their area of expertise and helps them to think better on research and innovation.

OBJECTIVES OF THE STUDY:

The Objective of the study is to know the Scope, Opportunities, limitations and how transnational entrepreneurs use their dual back ground to recognize themselves in Global Scenario.

This paper addresses why, how and when individuals pursue new ventures ,relying on abilities and Opportunities from the exploitation of resources ,both social and economic ,in more than one Country. Also we would understand the comparison of Transnational entrepreneur with Ethnic Entrepreneur, International and Returnee Entrepreneur.

DEFINITIONS:

Portes et al., 2002 defined Transnational entrepreneur 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 “

Rusinovic, 2008 defined Transnational entrepreneur as “Entrepreneurs who obtain transnational activities by using their contacts or associates in their home country”

Drori et al., 2009 defined Transnational entrepreneur as “Entrepreneurs that migrate from one country to another, concurrently maintaining business-related linkages with their former country of origin and currently adopted countries and communities

ORIGIN OF TRANSNATIONAL ENTREPRENEUR:

The study of immigration in economics and sociology has found ,since its classic origin in the nineteenth century ,on two central problems:

- 1.The determinants of migration and
- 2.The adaptation of migrants to receiving societies)(Source: Park 1928 :Regenstein 1885).

American Sociological review ,2002,Vol 67).

Economic historians (eg :Thomas 1973) have examined the economic forces that give rise to ebb & flow of labor migration across the north Atlantic between Great

Britain and the United States. That transduction lasts to this day, having produced Orthodox Push-Pull models and also a set of alternative theories on determinants of labor

Outflows collectively labeled the new economics of migration (Source: Massey, Arango et.al 1988, Stack 1984, 1991; Torado 1969, 1976)

TRANSNATIONAL ENTREPRENEURSHIP- AN EMERGENT FIELD OF STUDY:

Transnational Entrepreneurship is a rapidly emerging aspect of international business (IB) expansion that was insignificant only a few short decades ago. Approximately 3% of the world's population are immigrants, who account for 10% of the population living in developed countries (Source :Riddle 2008). The process of Transnational Entrepreneurship involves entrepreneurial activities that are carried out in a cross-national context, and initiated by actors who are embedded in at least two different social and economic arenas. Transnational entrepreneurs

(TEs) are individuals that migrate from one country to another, concurrently maintaining business in both the countries by travelling physically and Virtually with the former country of origin. Thus we can define TEs as social actors who enact networks, ideas, information, and practices for the purpose of seeking business opportunities and maintaining businesses within dual social fields.

The Success of an Organization is based on the best information available and because Transnational Entrepreneurs occupy two geographical locations that provide and support information focus ,they are in a unique position to identify and exploit opportunities Globally.

Understanding Concepts of Transnational Entrepreneur with Ethnic

,Returnee and International Entrepreneur:

	Parameter	International	Ethnic	Returnee Entrepreneurs	Transnational
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.NO		Entrepreneur	Entrepreneur		Entrepreneurs
1	Definition	The study of entrepreneurial activities that cross national borders (McDougall & Oviatt, 2000)	Entrepreneurs whose group membership is tied to a common cultural heritage or origin, and are known to out-group members as having such traits (Kloosterman et al., 1998; Rath & oysterman, 2000; Yinger, 1985)	Scientists and engineers returning to their home countries to start up a new venture after several years of business experience and/or education in another (developed) country	Entrepreneurs that migrate from one country to another, concurrently maintaining business-related linkages with their former country of origin and currently adopted countries and communities
	Type Of Entrepreneur	Team or individual; export/internationally oriented; frequently native national	Immigrant; often with distinctive language and customs; engaged in formal, informal, or illegal self-employment and/or businesses in adopted country	Individual, or possibly team; export/internationally oriented and often high-tech; engaged in business creation in home country	Immigrant engaged in two or more socially embedded environments; maintaining global relations enhancing creatively and maximizing their resource base

Primary Research Questions	What processes account for the evolution of new international markets? How do entrepreneurs overcome liabilities of newness and foreignness? How and why do some firms engage in early stage of international growth?	What is the process of immigration, assimilation, and adaptation of ethnic individuals and communities?	How is the human and social capital brought back by REs used as a platform to enable ventures created in the home country to develop export operations? How do returning entrepreneurs with experience abroad help fill entrepreneurship deficits to enable local firms to grow?	Why, how, and when do individuals and/or organizations pursue new business ventures, often in far less attractive environments, while relying on abilities and Opportunities stemming from the exploitation of resources, both social and economic, in more than one country
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TABLE - I

CRITERIA OF AN EFFECTIVE TRANSNATIONAL ENTRPRENUER :

Entrepreneur is an initiative taken by an individual to outperform his capabilities ,talent ,potential and get identified in the society. The search for knowledge, information and resources will be the major Endeavour of an effective entrepreneur. The need of the hour is to have a constant and disciplined efforts in identifying correct place, resources and building network to have a desired results.

As we all know ,effective entrepreneurs involves high risk backed up by high reward .The following characteristics may be considered to become an effective Transnational Entrepreneur:

- 1.The individual should have lot of patience ,risk taking ability, managing adversities and diversities and of course be innovative.
- 2.The individual may do SWOT analysis on his Personality.(What is his strengths, Weakness, Opportunities and Threats).Based on this an individual should be able to judge/analyze themselves ,whether they can be an effective entrepreneur.
- 3.An effective entrepreneur should be able to analyze the problem area and find a creative solution.
- 4.Perseverance ,Commitment, discipline and determination helps the entrepreneur to become successful.
- 5.Financial discipline is one of the most important characteristic of an entrepreneur.
- 6.Genuine and Consistent relationship building is required to have success of an Organization in the future endeavors.
- 7.Before starting a company ,entrepreneur should have a strong Vision on his goals and Objectives (Goals and Objectives may change time to time),understand in depth knowledge of the market(Market analysis),demand for the product and service and finally ability to purchase(Purchasing power of the product and service).
- 8.Focusing on proper marketing and sales strategies followed by proper and regular service helps the entrepreneur to succeed in the long term.
- 9.Timely financial projections is required for regular improvement of Organization and customer service .Proper accounting systems helps the entrepreneur to have a check in diluting the financials.
- 10.Identification and recognition of an entrepreneur as a effective mean of source to the society is the ultimate Endeavour of an Organization.\

DIASPORA NETWORKS IN INTERNATIONAL BUSINESS AND TRANSNATIONAL ENTREPRENEURSHIP:

A Diaspora is a large group of people with a similar heritage or homeland who have since moved out to places all over the world. The term Diaspora comes from an ancient Greek word meaning "to scatter about."

Diasporans are migrants who move on from one place to other place, regroup and settle down in different places. They are in a continuous state of formation and reformation (Cohen 2008: 142).

Networks are social formations of actors (nodes) that are interlinked by some ties (bonds, links) (e.g. Wellman & Berkowitz 1988). A network is a set of nodes and the relationships that connect these nodes (Håkansson & Ford 2002).

Diaspora networks are a tool that plays an important role in reducing the costs of brain drain by fostering cooperation and conveying knowledge and skills as well as collective and business investment (Dayton-Johnson et al. 2009).

Riddle et al. (2010) perceive transnational Diaspora entrepreneurs as migrants and their descendants who establish entrepreneurial activities that span the national business environments of the migrants' countries of origin and residence.

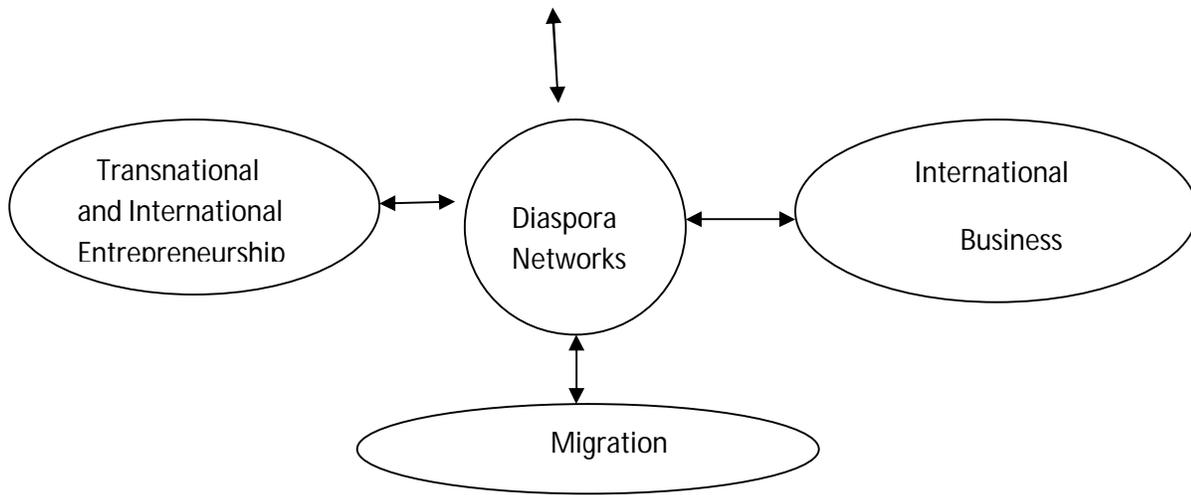
Transnational entrepreneurship refers to the various processes of creating and growing new business ventures across national boundaries by social actors (Drori et al. 2006).

International entrepreneurship is "a combination of innovative, proactive and risk-seeking behaviors that crosses national borders and is intended to create value in organizations" (McDougall & Oviatt 2000: 903).

It may be necessary to know the underlying developments of globalization. Diaspora networks represents an invisible actor in international business (IB), and paves a channel for transnational entrepreneurship (TE). Thus, understanding diaspora networks and exploring their business potential is important. These networks has an impact on economic activity, such as , entrepreneurship, innovation, investment, expansion, diversification and creation of international businesses. Understanding diaspora networks has become increasingly important as migration has increased. Migration is an economic interest occurs due to the size and impact of the respective flows of people, resources and money. They connect and produce flows of resources, people, trade and capital between two countries. These flows are essential for the survival of many economies as they are dependent on the remittance.

The theoretical framework and "location" of diaspora networks





TRANSNATIONAL ENTREPRENEURSHIP –A CHALLENGE FOR POLICYMAKER:

What does a transnational perspective mean for policymakers? Transnational problems demand transnational solutions, but traditional institutions and policymaking tools are not up to the task. Some of the challenges are mentioned below that transnational migration poses for immigration and development-related policy.

1. DIFFERENCES IN SOCIAL CATEGORIES:

The transnational migrants define their class, race, and gender according to at least two cultural yardsticks. Some of the questions like where do poverty line fall when they receive a small amounts in the host country while they have a own house in their home country. What about individuals who cannot afford their rent in the host country as they are too busy sending remittances? To what extent does wage labor "liberate"

migrant women who are now responsible for maintaining two households at home and abroad?

These questions may be considered for broader perspective that can capture migrants' economic and social experiences in multiple places. Those seeking to solve problems facing individuals, households, and communities need to consider the transnational social field in which they are embedded.

2. WHO ARE TARGET POPULATION?

Transnational migration can be categorized into three distinct categories based on the target population .One, who actually migrate, Second those who stay behind but receive support from those who migrate, and third those who do not migrate and have no sources of outside support.

This means , those who have no outside support are the most needy. Not only do they lack access to the resources generated by migration, but they live in a cultural context where goods beyond their reach have become the norm.

3.DIFFERENCES IN INTERESTS AMONG MIGRANTS AND NON MIGRANTS:

It has been observed that migrants' and non-migrants' interests tend to diverge. Many migrants want their homeland to stay the way it was before they left. They want a place that is comfortable for visits or retirement.

Another way of putting this is, migrants pay for many development activities, which often come first. Similarly, governments and political parties interested in courting migrants sometimes pander to their interests at the expense of those who stay behind.

4. DEVELOPMENT AT WHOSE LEVEL?

Migrants make major contributions to community development. Some argue, that despite improved living conditions and infrastructure, such projects disproportionately burden migrants and make them responsible for functions that states should rightfully

assume. The solution is to increase potential, strengthen organizations, and increase skills so that migrants can perform effectively.

Thus policy makers will have a major role on deciding the migration of Transnational entrepreneur. that poses for immigration and development-related policy.

LITERATURE REVIEW AND THEORITICAL FRAMEWORK:

1.DEFINING THE TRANSNATIONAL ENTPRENUER:

Transnational entrepreneurs are defined as migrants who are involved in border-crossing business practices that span their home and host country (Lin, 2012). They leverage their networks and resources from the country of origin, establish business links with the country of destination and as a result - exploit opportunities that might not be recognized otherwise (Drori et al., 2009). Such transnational businesses have venture components located in different countries and their operations are defined by the optimization of the two contexts in which they are placed (Flores, 2010). Transnational entrepreneurs expand their businesses beyond their ethnic group and operate within the contexts of both the home and host country simultaneously, thereby leveraging their knowledge and skills obtained while living in two different environments (Flores, 2010; Drori, 2009).

In a seminal work of Portes, Guarnizo and Haller (2002) on transnational entrepreneurs in the U.S., the author finds that transnational entrepreneurship is a distinct form of economic adaptation by migrants. Portes et al. (2002) use the following individual characteristics to single out the transnational entrepreneurs from other forms of immigrant entrepreneurs:

1. Self-employed;
2. Business-owners
3. Business idea is based on ties to a foreign country (possibly, the home country of the business owner)
4. Owner travels abroad for business purposes.

In recent years, transnational's has been developed as one of the main theoretical frameworks for understanding contemporary international migration. Taking into account the increasing globalization of the political, economic, social and cultural life, the speed and low cost of communication and transportation, the concept of transnational's highlights the diverse demographic, political, economic, cultural, family net-works and connections that exist between two or more locations. From this perspective, migration is not a single, isolated move from one geographic and socially limited location to another. On the contrary, transnational communities embody and share interests, relationships, resources, needs and people involved in multiple frameworks (Light, Gold 2000:149).

Transnational migrants can be very innovative by introducing new products and ways of doing business in the countries of reception and origin. Various resources like assets, management techniques, consumption standards, and workers crossing borders of countries of reception and origin, migrants can take advantage of the economic, political and cultural differences between nation states (Light, Gold 2000:152).

Transnational entrepreneurs are "social actors who enact networks, ideas, information, and practices for the purpose of seeking business opportunities or maintaining businesses within dual social fields, which in turn force them to engage in varied strategies of action to promote multiple social fields, which in turn force them to employ a variety of strategies to promote entrepreneurial activities and the social

changes” (Drori et al 2010:4).

Transnational entrepreneurs, along with the interaction of human capital and specific knowledge and skills, establish transnational networks and have the potential to expand the business transnational space. However, it should be noted that the development is not equally contributed by all forms of entrepreneurship. Recent research shows that it is necessary to distinguish between “necessity entrepreneurs” and “opportunity entrepreneurs” because of their different effects on the economic development (Newland, Tanaka 2010).

It is much more likely that “opportunity entrepreneurs” will have a positive impact on the economic growth of the country of origin because they recognize and use advantages of new market opportunities. In particular, highly skilled migrants (not necessarily always with college education), specialized in demanded and new sectors can take best advantage of new markets and generate profits in the countries of origin.

Potential migrants entrepreneurs, both low and high-qualified, not only respond to the structural barriers they face in countries of reception, but also actively seek opportunities and niches in the markets beyond national borders of these countries, thus using their dual cultural skills and dual ethnic networks. Regardless of the prism through which migrant entrepreneurship is perceived, researchers agree that at the very top of the motivations for starting businesses, especially those beyond national borders, is the opportunity structure.

Going deeper into the subject, Drori et al. (2009) formulate a theoretical framework towards TE. There are five factors that influence transnational entrepreneur’s individual capabilities and the resources:

1. **AGENCY** :

: Agency approach highlights transnational entrepreneurs’ embeddedness in both contexts of home and host country. It requires transnational entrepreneurs to pay special attention to handle socioeconomic and political resources (state, class, network, family) on multiple levels, assessing a simultaneous operations in at least two social contexts (Drori et al., 2009).

2.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.

3.INSTITUTIONAL PERSPECTIVE:

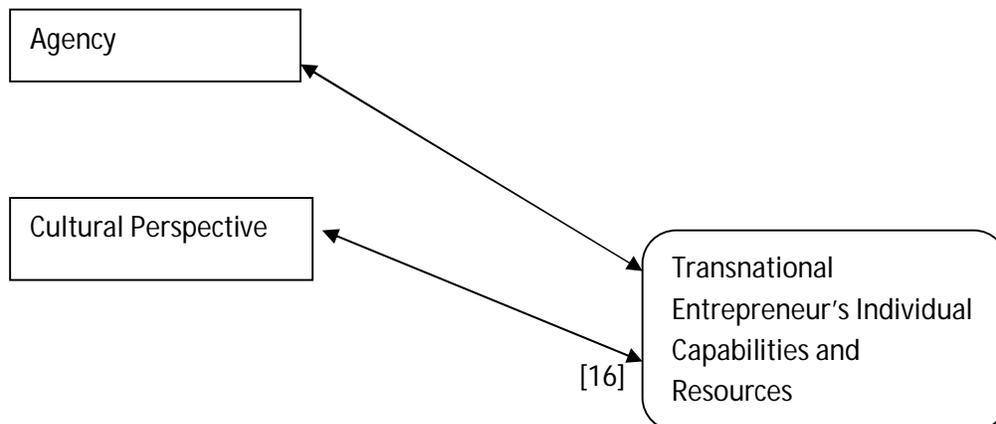
In general, institutional are categorized based on different market economies(viz: developed and emerging Countries). Since each type of market economy requires different strategies to operate, transnational entrepreneurs who understand the rule of the game will affect the performance on their venture. Understanding Transnational entrepreneurship from an institutional perspective will help the migrants the underlying logic ,actions, practices, and rules that govern and coordinate organizational and human activities .

4.POWER RELATIONS PERSPECTIVE :

The business strategies of Transnational entrepreneurs inherently bear political meanings and consequences. This makes us understand the strategic position of transnational entrepreneurs obtain by leveraging the political scenario in both the countries(The host and the home country). Thus, the underlying context of power relations and the political context shape both the choice and the meaning for Transnational Entrepreneur.

5. SOCIAL CAPITAL AND NETWORK PERSPECTIVE: Transnational Entrepreneur includes three domains Network of origin, destination, industry (Drori et al., 2009). For transnational entrepreneurs, acquiring new network in their adopted country (along with their home country's network) will increase their capabilities to exploit various opportunities.

FACTORS INFLUENCING TE AND THEIR OUTCOMES: (Source: Drori et al., 2009)



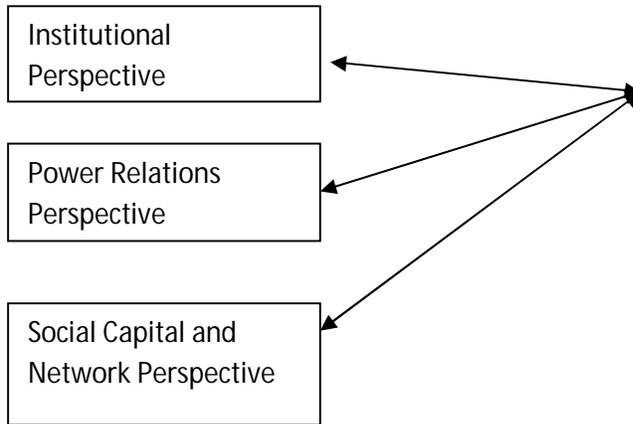


Figure 1

METHODOLOGY:

The methodology is to study the approach followed up by a pilot case study, sample selection, data collection and method of analysis.

APPROACH:

The purpose of this research is to establish the relationship between the transnational entrepreneurs' dual background and their opportunity recognition skills. In order to do that, core consistencies, themes and patterns in the entrepreneurs' background and behavior are identified by exploration .

Obtaining such a rich, detailed and personal information requires the use of a qualitative approach and Face-to-face interviews to collect information as they are considered the „golden standard“ for qualitative research .

A general interview approach may be considered over an informal or structured one as it allows for a certain degree of freedom and flexibility when conducting the interview, while still maintaining focus on the topic (Turner, 2010)

LIMITATIONS :

Interviews as a method have several important limitations.

- 1.They may be influenced by retrospective bias. In retrospect, the world around us is always meaningful to us and the meanings we give to things influence our perceptions and actions .
- 2.The results of this study may be influenced by personal perceptions and analysis of the information provided during interviews.

PILOT CASE STUDY:

Pilot studies or feasibility studies in social science research are used to 'try out' particular research instruments .

ADVANTAGES:

1. Pilot studies are that they might give advance warning for potential design flaws of the methodology (van Tejlingen & Hundley, 2001). In the case of this research, a pilot case study was conducted in order to develop an interview guide (Appendix 1). The guide was designed to assist in delineating between transnational and other migrant entrepreneurs. This was done by focusing on the transnational element in their business in an attempt to prevent potential practical problems in following the research procedure.

DATA COLLECTION :

Interviews may conducted in person or over Skype, using a general interview guide prepared beforehand (Appendix 1. The answers may be summarized, and not transcribed literally. In order to enhance the creative potential of the study and to add our individual perceptions and viewpoints on the findings and results, the data may be analyzed and coded independently and the findings - discussed to reach conclusions. In order to assure consistency in the coding of the data, a constant comparative method may be implemented (Zhang, 2009).

The information that can be filtered :

- 1) The background of the entrepreneur:
 - a) Family
 - b) Country
 - c) Education
 - d) Professional experience

- e) International experience.
- 2) The opportunity recognition process
 - a) The source of the business idea - when and how it appeared
 - b) Feasibility analysis - factors influencing his/her decision to start the business and register a company.
- 3) The transnational startup process
 - a) Their competitive advantage
 - b) Leveraging personal networks
 - c) Using their international background.

FINDINGS:

Based on the above description the following findings may be discussed:

The main rationale behind any Company starting their business Overseas is to establish and expand its business and serve the society in the future Endeavour.. For a migrant to start a business various activities include trading (exporting and importing its goods and services); manufacturing and marketing as well as outsourcing for production and marketing. The main reason for making such overseas investments is to explore business opportunities abroad and take advantage of such opportunities. Foreign markets in both developed and developing countries provide enormous growth opportunities. For example, a number of Indian pharmaceuticals firms have achieved a much faster growth of their overseas business.

The various other reasons for investing abroad are:-

- 1.Competition
- 2.Government policies and regulations:
- 3.Domestic demand constraints :

It helps the company to improve its domestic business, increase its market share and help establish the image of the company.

Further ,the strategy relating to overseas business growth and development differs from that of domestic due to the differences in environmental factors..i.e. Political environment, Economic environment, Cultural differences and the legal system.

However, a firm which plans to invest abroad has to make a series of strategic decisions:-

1. The first decision is to identify the correct product and services suitable to the market conditions in the host country. That is whether there is a demand for that product or service in the long term. Data collection on potential customers plays an important role for an entrepreneur. This helps the entrepreneur to understand customer's profile(family back ground, his job, financial position and his friends and relatives).Also by this data collection the entrepreneur can understand the purchasing power of an customer.

2 .The next decision of a migrant is to establish the company in the host country and whether to expand its business in abroad or not. This decision is based on consideration of number of important factors like:-

a)Present market Opportunities and future prospects.

b) Can the migrant withstand with the Market trends in the host country.

c) Efficient and effective resources(Labor, machine, materials ,financial) available to the company which is constant for any Organization Endeavour.

d) Establishment of effective customer relationship and servicing them should be an constant effort for an Entrepreneur.

e)The migrant should not be only profit oriented .He should also think towards development of society along with his Organization.

3. Based on the confirmation on above decisions ,the entrepreneur should focus on legal aspects in establishing a Company. This include Licensing, exim policies, MOU ,Area to establish a company with all legal aspects.(terms and Conditions),finally approval from the government of that country to run the business.

CONCLUSIONS AND RECCOMENDATIONS:

1. Transnational entrepreneurs are a heterogeneous group that may contribute to the development of various economic sectors. Their importance is reflected in the knowledge of global trends in their area of work, social networks that connect transnational environment, job creation, successful placement of products and services in the international market, often innovative approach to business, as well as business culture, which includes the value of legalism and meritocracy. It is therefore important to support transnational entrepreneurs through migration and development strategies, but also to engage them in the development and implementation of development goals.
2. Transnational entrepreneur are supposed to be unanimous in stressing the need to develop a stable social environment and strengthen institutions, improving the business climate and culture of entrepreneurship, as well as an enabling environment for entrepreneurship.

Barriers to entrepreneurship that are most often mentioned may be:

Unpredictability of the business and often changes of regulations without the involvement of businesspeople, excessive administration, high taxes, lack of affordable loans and financial support for the implementation of quality standards, unfair competition of those who work in grey economy, lack of information especially on the legal and economic issues, inability to charge services and lack of accountability of debtors, party connections and corruption, negative attitude towards entrepreneurs

3. Transnational entrepreneurs have pointed to the need for stronger incentives for small and medium enterprises that make up 99.8% of the enterprises (of which 95.6% are micro enterprises) and 65.5% of employees , including transnational companies..

4. Transnational entrepreneurs should be more active, form associations and/or engage in the existing ones and participate in the dialogue with decision-makers in improving the business environment .

APPENDICES:

Appendix 1

Before the interview was conducted, the topic and aim of the study was explained to the interviewees.

Biography questions:

1. Could you please tell us a little bit about yourself - where are you from originally, what is your personal and professional background?
2. Tell us about your journey to where you are right now.

Opportunity recognition questions:

1. When was the first time you thought about starting a venture? What was the idea about? (what age, where - home country or here in Sweden?)
2. Where did the idea come from? (source of the idea) How did it evolve? (what/who helped)
3. What motivated you to try it out for real? Did you have any prior experience in doing something like that?
4. When did you know that you had discovered an opportunity? Did you have a “lightbulb” moment?
5. How would you break down the key elements that formed the opportunity

Transnationalism and competitive advantage:

1. How do you think your background assisted you in spotting the opportunity in any way? hh
2. How did the fact you were influence your decision in any way?
3. Where would you say that your competitive advantage is?

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