

Impact of migratory multiculturalism on entrepreneurial capital.

Model of MRE returning

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Abstract.

The objective of this article is to show the effect of multiculturalism on the entrepreneurial capital of the MRE entrepreneur. The latter draws models, ideas and resources from it.

MREs are Moroccans residing abroad who have returned to Morocco to create their business.

Locals are those who have always lived in Morocco and are entrepreneurs. They are therefore two types of entrepreneurs of Moroccan origin but with different life paths (migrants and non-migrants).

Keywords: Migration, return migrant, multiculturalism, entrepreneurship, capital

I – Introduction

The entrepreneurial literature has taught us that work on the environmental contexts of

entrepreneurs is essential in research attempting to understand multicultural differences in terms of enterprise creation. In addition to personal characteristics, individuals develop beliefs and behaviors about the context in which they live and work. This is the sense of Tounès' research, which points out that entrepreneurship "...occurs in a specific environment through which perceptions and attitudes can be channeled to achieve desired behaviors. It emanates from the individual, but to become a reality, it depends on the cultural, social and economic environment... It is certainly, above all, a personal will, but it also depends on the influence of contextual variables" (Tounès, 2003, p.2).

In the same sense, Verstraete and Saporta emphasize that business creation does not only

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depend on individual factors, but also on the context that surrounds them (Verstraete and Saporta, 2006, p.137).

Although several researchers have focused on factors influencing entrepreneurship in their work ((Hernandez, (2001); Gartner (1993); Hayton, George and Zahra (2002)), research on contextual factors remains scarce. The literature shows that the majority of research is done in a country-specific institutional context (Benredjem, 2010). Indeed, as institutional theory shows, countries do not have the same institutional characteristics. These reflect environmental factors such as culture, social, regulatory and institutional norms (Kostova, 1997; Busenitz, Gomez and Spencer, 2000).

The objective of this article is to highlight the importance of the contextual element in enterprise creation. Thus, we introduce this chapter with a first section on the dimensions of the environment likely to have an influence on enterprise creation.

II - The environment as a source for the development of entrepreneurship

The work on the environmental contexts of entrepreneurs is essential in research attempting to understand the phenomenon of business

creation. Fayolle underlines that: "the act of undertaking cannot be isolated from the context in which it occurs or in relation to which it is situated" (Fayolle, 2003, p.68).

The model of Thurik, Wennekers and Uhlaner (2002) emphasizes that several types of factors play a primary role in the development or slowing down of the entrepreneurial phenomenon. These variables, as can be seen in Figure 1, are part of the macro environment of the firm. They relate to technology, the economic situation, demographic changes and the socio-cultural and institutional environment. All these elements will influence the creation of a company in a favorable or unfavorable way. As shown by the arrows in the figure, this model explains the interdependence between economic performance, the entrepreneurial rate and the environment. This conceptual framework begins with the factors that influence the entrepreneurial rate and condition its emergence. Elements of the macro environment (technology, economy, demographics, etc.) have a significant impact on entrepreneurship. The cultural element is also a factor of the environment in the model. It has an impact on enterprise creation. However, this model is limited to the creation of a new company and does not explain the trigger mechanism of the

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entrepreneurial process. It assumes that if the conditions of the technological, economic, demographic, cultural and institutional environment are favorable, the entrepreneurial process is automatically triggered.

III- The territory: a source of entrepreneurial dynamism

Several research studies have focused on the economic variable. The economic factors represent all the resources without which the creation of a company is not feasible. These are resources of an informational, human, financial, cognitive, technological nature, etc. For some economists, the search for maximum profit is the main motivation that drives the individual to engage in entrepreneurship (the marginalist school). While for others, this variable, although necessary, is not sufficient to explain the act of entrepreneurship.

According to Fillion, entrepreneurship responds to two logics: the entrepreneurship of the "voluntary" and that of the "involuntary" (Fillion, 1997, p.153). In the first case, the individual seeks to seize an opportunity; in the second, it is the need to solve the problem of employment that the individual has had to give up.

Indeed, when there is a period of long-term

unemployment and therefore difficulties in finding a job, entrepreneurship becomes the "only" solution for social integration.

This observation is shared by several economists who have worked on the relationship between economic conditions and individual entrepreneurial behavior (Evans and Leighton, 1989; Mason, 1989; Storey, 1991; Burke, 1997). The latter thus defend the recession-push. Other economists emphasize that with the pull recession, it is demand that stimulates entrepreneurship (Fritsch, 1992; Garofoli, 1994; Robson, 1996).

The push and pull theory¹ has been highlighted by several researchers (Shapero, 1982,1984; Bhola et al.,2006; Block and Wagner, 2006; Giacomini et al., 2011) to explain the motives that drive the individual to start his or her business by grouping them into two categories: push motivations and pull motivations.

Uhlaner and Thurik (2007) mentioned in their research the notion of "pull motivations", i.e. that the creation of a business represents a source of profit for the individual, whether material or not, and the notion of "push motivations" which is the result between the

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situation that the individual seeks and the one in which he or she finds himself or herself.

Research shows that it is essentially "pull" motivations that are at the origin of the entrepreneurial act (Vivarelli, 2004; Shinnar and Young, 2008). Nevertheless, empirical analyses do not agree on which of the push or pull factors stimulates entrepreneurship the most. This disagreement makes it difficult to understand the entrepreneurial phenomenon by the sole variable of the economic situation.

The notion of territory enriches the economic approach to understanding the entrepreneurial phenomenon. Thus, some economists emphasize the role of location economies and urbanization economies. The importance of territory

Several studies have looked at the entrepreneur's behaviour in relation to the territory's resources in order to ensure the innovation and competitiveness of his firm. Maskellet al. (1998) suggest that the entrepreneur must act according to the heterogeneity of the resources available in a given territory.

In terms of the labor market, the presence of a skilled and experienced labor force in a given area contributes positively to business creation and constitutes an important pool of potential

entrepreneurs (Garofolig, 1994; Keeble and Walker, 1994; Holl, 2002). In general, individuals start businesses in areas with a skilled, qualified, and experienced labor force.

The territory is likely to play a role in the firm's capacity to innovate through its human resources, in particular through the presence on site of a workforce with qualifications in line with the blocks of knowledge that make up the firm's activity. This primarily concerns the highly qualified workforce directly involved in research and development activities, but access to specific intermediate-level qualifications can also be sought from firms that have set up organizational modes geared towards learning. When the workforce with specific skills is lacking in a given territory, the firm may try to bring in personnel from elsewhere. It is then necessary that the area where the company is located be attractive in terms of the residential location criteria for qualified workers: a sufficiently active and diversified labor market that allows the spouse to find a job that corresponds to his or her aspirations, the quality of the educational system for children's schooling, the leisure infrastructure, the living environment, the climate, etc.

III- The socio-cultural dimension: the influence of sociological and cultural motives on the entrepreneurial phenomenon

Cultural and sociological factors concern all the elements directly linked to the different environments known and frequented by individuals. They can have an influence on their willingness to undertake.

Culture, in particular, plays a primordial role in the emergence of entrepreneurial behaviors". It is the inextricable link", notes Berger (1993, p.9) "between entrepreneurial activity and culture, which obliges us to associate them on the theoretical level".

The notion of culture will be developed first. Then we will present other factors of a collective nature that have an impact on the entrepreneurial phenomenon: the family, the educational system, the networks.

III-1 Culture: some conceptual elements

There are many definitions of the term "culture" (Bollinger and Hofstede, 1987; Adler, 1994;). Each author gives a definition according to his or her research interest: anthropologist, sociologist, political scientist, psychologist,

historian, geographer.

The XVII^{ème} century can be considered as the period of the appearance of the term "culture". This concept will diversify and will become more elastic from the XX^{ème} century. Its use limited formerly to the literature is going, henceforth, to concern the arts and the sciences and can also be envisaged in a restrictive way as being "the intellectual expression of a community" (Féral, 1990, p.15).

It is however interesting to review the use of the word "culture" in the French language. This term had its decisive semantic evolution during the enlightenment movement² in the XVII^{ème} century (1715-1789). Thereafter, it spread, by linguistic borrowing, into other languages (English, German).

The German approach considers culture as a particularistic notion in contrast to the French universalist notion of civilization. The latter refers to the image of a unified nation whose national unity is assumed to have been achieved long ago.

We note that everywhere and whatever the

² Enlightenment Movement: The "Enlightenment" movement is a metaphor for the intellectual, philosophical or literary current of the 18th century that advocates the use of "enlightened reason", based on rational knowledge and the idea of freedom.

circumstances, the individual expresses his culture. Entrepreneurship can then be considered as a field of cultural influence. According to Landes (2000), *"Culture is a set of knowledge and values that are not the subject of any specific teaching and that every member of the community knows"*. (Quoted by Siomy, 2007, p.87)

To explain the link between the personality of the individual forged in an environment and the outside world, Genora and Karabeliova (2001) consider that: *"culture is the link between the universality of human nature and the uniqueness of the human personality"*. Personality is defined by Guilford (1959) as the interactive set of personal characteristics that influence the individual's response to his or her environment. In this sense, Hofstede (2001, p.52) points out that: *"culture is in essence a collective mental programming, a part of our conditioning that we share with other members of our nation, our region, our group, our society"*. Jean and John Comaroff offer a definition that gives the concept operative virtues in terms of both research and practice:

"We conceive culture as the semantic space, the field of signs and practices, in which human beings construct and represent themselves in relation to others, and subsequently construct

and represent their societies and their histories.

It is not only a question of an abstract order of signs, or of relations between signs, or, conversely, of the simple sum of habitual practices. Neither pure language nor pure word, the culture never forms a closed system, entirely coherent. On the contrary, it always contains in itself messages, images, polyvalent and potentially contestable actions.

In short, it is a historically situated and deployed set of "signifiers-in-action", signifiers whose value is both material and symbolic, social and aesthetic. Some of them may, depending on the moment, form the texture of relatively explicit worldviews, more or less integrated and constricted; others may be heavily contested, forming the matter of counter-ideologies or "subcultures"; and others may become more or less unstable, relatively floating and indeterminate in their value and meaning" (Comaroff and Comaroff in Mary, 2000, p.780).

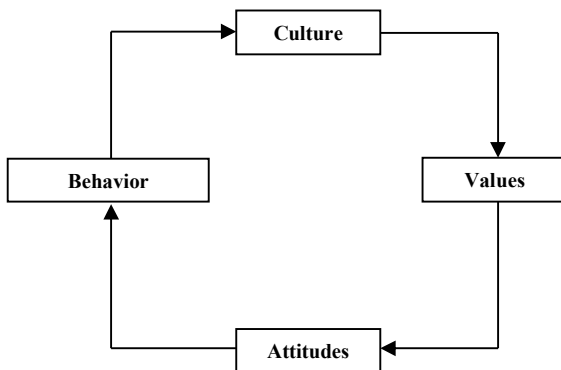
No two cultures are alike, and even within a culture, diversity is pervasive. Values, attitudes, and behaviors represent the norm and benchmark of society to which the majority of society's members adhere. Culture according to Hofstede (1995) represents a mental phenomenon that is composed of values or

value systems. Adler's (1994, p.18) model of the influence of culture on behavior illustrates the link between culture, behavior, values and attitudes (Figure 3). Adler sees knowledge as shaping values, which in turn shape attitudes, which in turn shape behaviour.

goals. For example: ambition, independence, autonomy and courage.

Finally, values, through their impact on people's attitudes and behaviors, are the main anchor and root of culture, intention and entrepreneurial commitment. However, the evolution of culture in an environment depends on several factors.

Figure 1 - Influence of culture on behavior



Source: ADLER, N.J., (1994: 18).

Shermerhon et al (1994) define two types of values: final and instrumental.

- The final values are related to the beliefs of the individual that he wishes to achieve, namely: a sense of security, success, a good life, a family, self-esteem, etc.
- Instrumental values are concerned with the beliefs of the individual and the actions to be taken to achieve the desired

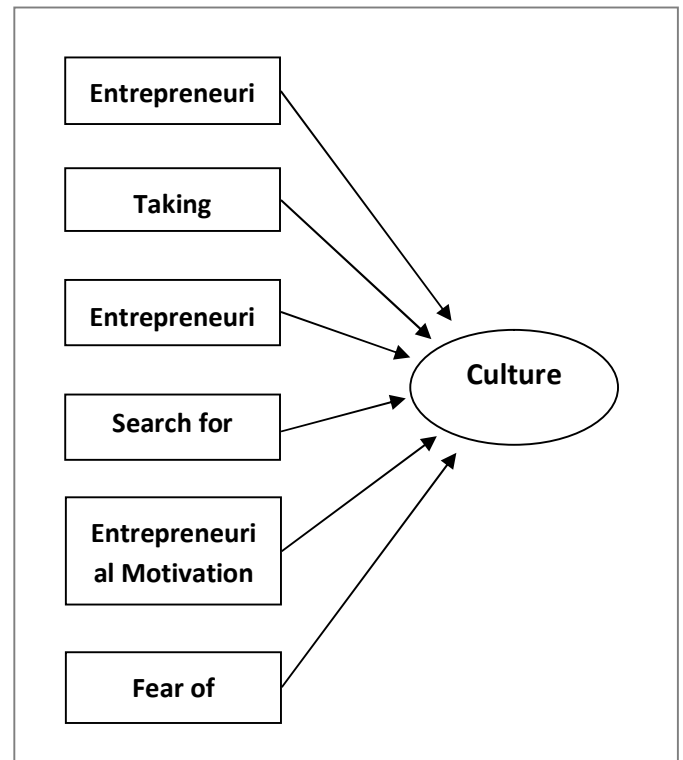
Culture is the product of social interaction. It results from the contact that the individual elaborates with his environment. It is a manifestation of everyday life that exists only within an environment where it is actualized. We can formulate that it constitutes a relational phenomenon as soon as the individual positions himself in relation to another, attributes qualities to himself or explains to others his way of seeing the world. This understanding of culture as relational echoes the definition of ethnicity given by the sociologist Fredrik Barth. He criticizes approaches that treat ethnic groups on the basis of cultural and moral traits. For him, it is not by isolating an ethnic group from the rest of its environment that we can better determine the meaning of its culture. Why not? Because within that group, individuals share a common culture in terms of their community's relationships with the outside

world, with others. Consequently, *"the traits that are taken into account are not the sum of the 'objective' differences, but only those that the actors themselves consider significant. This mobilization of traits of belonging and identification is, of course, variable."* (Barth, 1969, p.216).

III-2 Entrepreneurial culture : source of entrepreneurial success

If culture is an essential element that influences any individual, it necessarily has a significant effect on entrepreneurship. This relationship is highlighted by Stephan (2007). In his model of entrepreneurial culture, he presents the elements of culture that are related to entrepreneurial intention, except for the fear of entrepreneurship, which is considered to be the negative element of culture and entrepreneurial intention (Figure 2).

Figure 2 - Stephan's Entrepreneurial Culture Model (2007)



Source: Stephan (2007)

Below we detail the dimensions that would normally characterize a national culture conducive to entrepreneurship (Stephan, 2007), namely:

- The capacity to undertake in the country: It is the way in which the individual perceives the other men of his environment (that) by trusting in their capacities, they become able to solve their problems. (Unintelligible

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sentence)

- Taking responsibility: This is the way in which the individual perceives others in his or her environment as being responsible for the work.
- Fear of entrepreneurship: the feeling that an individual has about other individuals in his or her environment as to whether they are afraid to embark on an entrepreneurial career. (Incomprehensible sentence)
- Entrepreneurial traits: These are entrepreneurial traits (autonomy, risk-taking, initiative-taking).
- Opportunity seeking: The way an individual perceives others in his or her environment to be open and motivated to seek business opportunities.
- Entrepreneurial motivation: the degree to which an individual perceives other individuals in his or her environment to perceive entrepreneurship as a means to a career and a source of personal and financial fulfillment.

This model is interesting for our research insofar as the returning migrant entrepreneur cannot venture into an entrepreneurial adventure and take significant risks without having evaluated and calculated them in

advance. In fact, this type of entrepreneur concerned with the success of his project will analyze the perception of entrepreneurship and business creation by the individuals in his environment. Also, the study of the national and entrepreneurial culture remains essential for any project owner, especially for entrepreneurs from immigrant backgrounds. They sometimes lack information on the opportunities and the environment of creation in their country of origin because of their migratory passage.

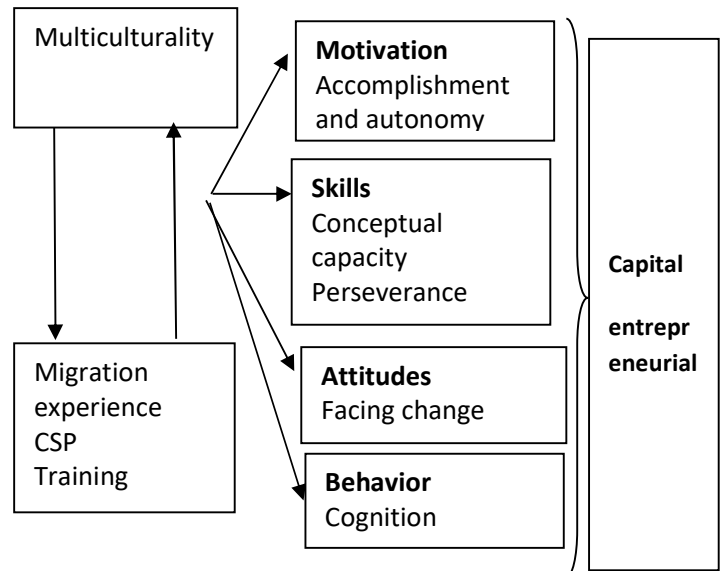
IV- Methodology and results

The questionnaire we adopted in our study is inspired by the ICE (Inventaire des compétences entrepreneuriales) designed in Canada by Professor Yvon Gasse. It contains 120 questions (statements) and has been adapted to our research to allow us to produce a reliable analysis of the reality of entrepreneurship in Morocco.

In order to carry out this study, a questionnaire was completed by 393 Moroccan entrepreneurs.

Table 1: Questionnaire dimensions and variables
V - Conceptual model used

Dimensions	Variables
Motivation	Accomplissement - Pouvoir - Autonomie
Aptitude	Confiance en soi - Energie - Persévérance – Tolérance au stress – Capacité conceptuelle
Attitude	Attitude face à la concurrence – Attitude face au changement
Intérêt	Innovation - Action
Comportement	Affectivité - Cognition - Action - Désirabilité



VI - Conclusion

Table 2: Summary of correlations

MRE - correlation rate: 80% to 70%.	Local - correlation rate: 70% to 65%.
Accomplishment	Conceptual capacity
Attitude to competition	Action, design and realization
Self-confidence	Self-confidence
Conceptual capacity	Innovation
Innovation	Affectivity
Attitude to change	Action
Stress Tolerance	Attitude to competition

The MRE is an individual who has a multicultural migration. This diversity, developed as a result of his various movements, has enabled him to develop his entrepreneurial capital. According to the HCP (2018), the average duration of a migrant's stay abroad is 13 years. To this end, policymakers and public authorities need to pay more attention to the migration issue because the returnee is not only a source of money transfer but also an individual with social, technological and cultural capital. Such capital combined with his entrepreneurial potential structures his entrepreneurial capital.

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