

**Faculty of Business, Law and Social Sciences** Ref 6 Business

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| **Proposed Title:**  From Ethic Enclave to Mainstream Entrepreneurship – the experiences of BME and Migrant entrepreneurs in Britain. |
| **School:**  Business School |
| **Proposed Supervisory Team:**  Dr Tom Domboka  Dr Charlotte Carey |
| **Abstract:**  The distinction between mainstream and ethnic entrepreneurs is becoming blurred just as it is increasingly difficult to draw neat boundaries within ethnic groups. In addition, the fluidity surrounding contemporary global epoch is such that the shape and form of entrepreneurship and entrepreneurial phenomena remain indeterminate and speculative. This creates problems and prospect; emerging vistas and ‘newer challenges’ relevant for researchers who desire understand current trends so as to formulate policy intervention for the foreseeable future. In other words, areas for research exist in the necessity for researchers (and entrepreneurs) to rethink strategies that take cognisance of the volatility in the ethnoscape of contemporary Britain. Hence, this study is set to investigate the perceived growing embeddedness of BME self-employment within the mainstream business environment. In addition, the study will examine the factors behind this growing breakout process and identify the uniqueness, characteristics and experiences of this emerging trend.  *Methodology*  The Using life-story interviews that build on my rapport with the protagonists and honour their unique voice and entrepreneurial experiences, the study will take a descriptive analytical qualitative inductive approach that will generate insights from rich data (Lincoln and Guba, 1985; Glaser, 1998; Strauss and Corbin, 1990). This will involve in-depth semi-structured interviews with entrepreneurs of BME origin across different migration generations. The approach has suitable qualities for understanding (1) the breakout strategies used by the entrepreneurs, (2) whether the strategies are influenced by the migrant generation and, (3) the motivation and challenges of breaking out into mainstream entrepreneurship.  *Expected Contribution*   1. Better understanding of the development and growth of migrant and BME associated SMEs in the West Midlands 2. Generate useful data about SME activities in the region in different contexts and provide a conceptual framework that will help us understanding and context in which the different BME communities contribute to the regional economy. 3. Inform policy and practice whilst making theoretical contribution to the field of migrant and BME of entrepreneurship |
| **Research Environment:**  Factors that will contribute to a conducive research environment for the student includes:   * Clear policies, practices, procedures to support the student. * Provision of suitable learning, training, mentoring opportunities to support the student. * Robust management systems to ensure policies relating to research, RI and behaviour are implemented. * Awareness by the student of standards, expectations and behaviours expected of them. * There will also be systems that identify potential concerns at an early stage and mechanisms for providing support to the student. |
| **Applicant Requirements:**  A minimum of a good honours degree (at least 2.1 attained) in Business or Social science related field. Applicants should have a background in or have a strong interest in entrepreneurship. A good understanding of qualitative or mixed research methodology and the practice of research would be an added advantage. |
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