

[APPLIED QUANLITATIVE BUSINESS RESEARCH]

[BMDB 7002]

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Blog 1

1 Introduction of my topic: understanding the success of South Asian entrepreneurship

1.1 Research background

Entrepreneurship is an important motivator of economic growth, wealth creation and job generation (Glaser et al., 2015). The ethnic entrepreneur is 'a set of connections and regular patterns of interaction among people sharing common national background or migration experiences' (Aldrich, H. E., & Waldinger, R., 1990).

In the ethnic entrepreneurship in the UK being recognized as having high business ownership and success rate, the South Asian entrepreneurship outperforms the other entrepreneurship (Ram et al., 2000). But according to the mixed embeddedness model claiming migrant entrepreneurship is influenced by entrepreneur's engagement with the environment where the business is established, South Asian entrepreneurship still fights against the political, institutional, cultural hinders (Basu, A., & Goswami, A. 1999; Morris, M. D., 1979; Thompson, P, et al; 2010).

This research aims to build on existing knowledge on South Asian entrepreneurship but expands it by showing entrepreneurial engagement is produced by constant interaction between culture, beliefs, social contact, sources and the context they are embedded.

1.2 Research purpose

The purpose of this study is to broaden the knowledge on South Asian entrepreneurship. Based on the mixed embeddedness model, it explores the cultural background, unique characteristic traits, and challenges they face.

2 Qualitative approaches or quantitative approaches



Figure1 The Spectrum of research methodology (adapted from Jordan et al., 2011).

Figure 1

2.1 Weakness and strengths of qualitative research

Power of qualitative research methods

Qualitative research is used in social science research and seeks to understand a given research problem from the perspectives of the local population (Sofaer, S. 2002). Qualitative research involves the use of interviews, documents and participant observation data to understand and explain social phenomena. Qualitative research provides a better understanding of the social and cultural contexts of software development (Mnkandla, 2008).

Qualitative research is believed as an inductive process that relies on naturalistic inquiry free from manipulation by the researcher (Barnham, 2015). It is allowing the studied people to define what is central and important in their experience. To support the qualitative approach, Dana & Dana (2005) posit that errors are reduced compared with the quantitative approach because human interaction can reduce the rate of asking the wrong question and address wrong problems.

Weakness :

- 1 it requires skilful researchers who are alert to body language, expressions, verbal and non-verbal cues in the interview process.
- 2 The data generation and analysis is comparative troublesome and complicated
- 3 the subjectivity of the qualitative approach is the weakness doubted by researchers (Meyrick, 2006).

2.2 Weakness and strengths of quantitative approaches

The quantitative approach is used to explain causal relationships between variables and usually involves highly structured methodologies, the use of quantitative data and the researcher being independent of what is being observed (Saunders et al, 2009).

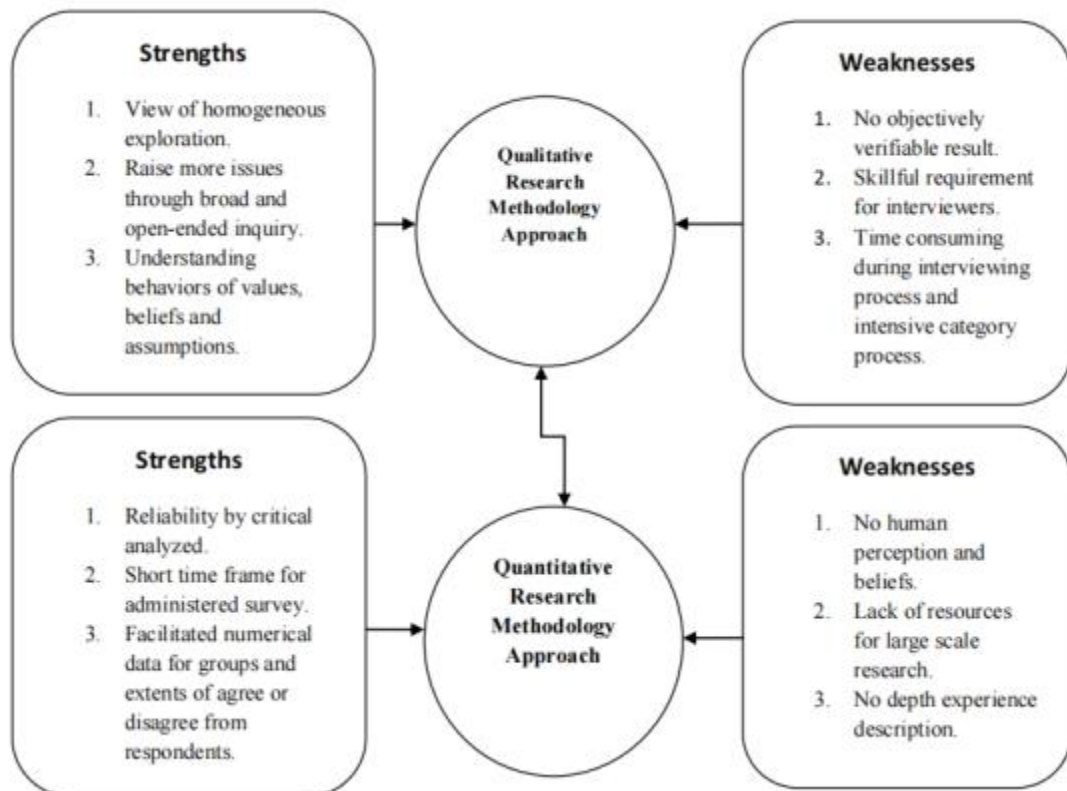


Figure 2 The model of strengths and weaknesses of qualitative and quantitative research methodologies

Figure 2

Source: Choy, L. T. (2014).

3 Viability qualitative approach in South Asian ethnic entrepreneurship research

3.1 Paradigm

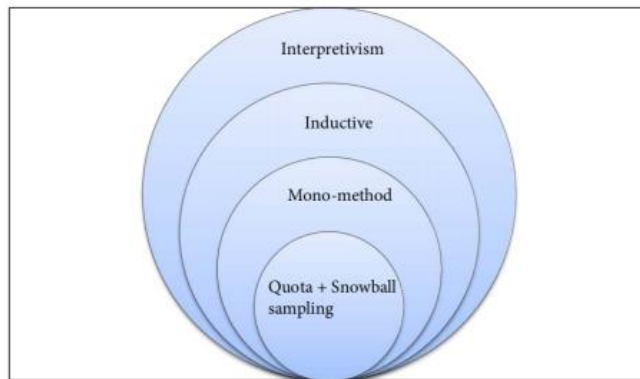


Figure 4.1: Research Onion: adapted from Saunders et al., 2009

Figure 3 Research onion Saunders et al, 2007

With aiming to explore East Asian entrepreneur's perception of success, how they view their entrepreneurial process, the subjective meaning of their success and how it impacts the business, this project employs the interpretivism paradigm.

Another issue that needs to solve when selecting a research approach is to make a choice between deductive or inductive approach.

Table 4.4 Contrast Between Deductive and Inductive Approach

Deduction Emphasises	Induction Emphasises
Scientific principles	Gaining understanding of the meanings humans attach to events
Moving from theory to data	Close understanding of the research context
Need to explain causal relationship between variables	Collection of qualitative data
Collection of quantitative data	More flexible structure to permit changes of research emphasis as the research progresses
Application of controls to ensure validity of data	Realization that the researcher is part of the research process
Operationalization of concepts to ensure clarity of definition	Less concern with the need to generalize
Highly structured approach	
Researcher independent of what is being researched	
Necessity to select samples of sufficient size in order to generalize conclusions	

(Saunders et al, 2009).

Figure 4 Contrast between deductive and inductive approach

The Deduction is mainly connected with a positivist philosophy and about deducing a hypothesis, identifying the relationship between the two variables, testing the theories, examining the consequences and then modifying the theory if necessary. In this approach goes from a general statement to specific incidents and then tests ideas against these particular incidents (Hallenbone and Priest, 2009).

Induction is an approach by which researchers observe the phenomenon studied and get general statements based on similarities and differences (Hallenbone and Priest, 2009).

Overall, Experiment and survey methods are associated with a positivist/deductive approach, while qualitative approach like the case study, action research, grounded theory, ethnography, interpretive, archival research are associated with an interpretive/inductive approach (Saunders et al, 2009).

Based on the characteristics of the two approaches, this study aiming to understand the success of South Asian entrepreneurship in the UK by exploring the meaning of success will follow an approach aligned with induction.

3.2 The previous research

The Methodology has been debatable in social science research (Fur sari, 2004) especially in entrepreneurship and ethnic study (Busenitz et al., 2003; Stanfield, 1994). The inconsistency of the definition of entrepreneurship and the complication of ethnic minorities make it difficult to single out a specific method.

Dana & Dana (2005) believes that the qualitative approach is suited for the exploratory nature of entrepreneurship research for its elasticity and rigorous research design. It is helpful to understand meanings, experiences, beliefs and values. Hindle (2004) also believe that qualitative research helps to get a profound understanding which suitable for entrepreneurship study.

3.3 Research purpose

Qualitative research is featured by research purpose and this project relates to understanding aspects of social life, experiences and perspectives of South Asian entrepreneurs. The purpose of the research is to answer the essence of the entrepreneurship phenomenon rather than quantitative measurements. This study employs the qualitative approach so it enables the researchers to explore the subjective reality of South Asian entrepreneurs.

3.4 The possible problems

Besides the general weakness analyzed previously, the biggest potential weakness of this research is ethical issues for working with the marginalized and vulnerable group: ethnic entrepreneurs

Blog 2

1 Introduction of qualitative research methods

Qualitative research is about creating information from the data collected (Jankowicz, 2016). Creswell (2016) put forward 5 approaches to inquiry in qualitative research listed in figure below

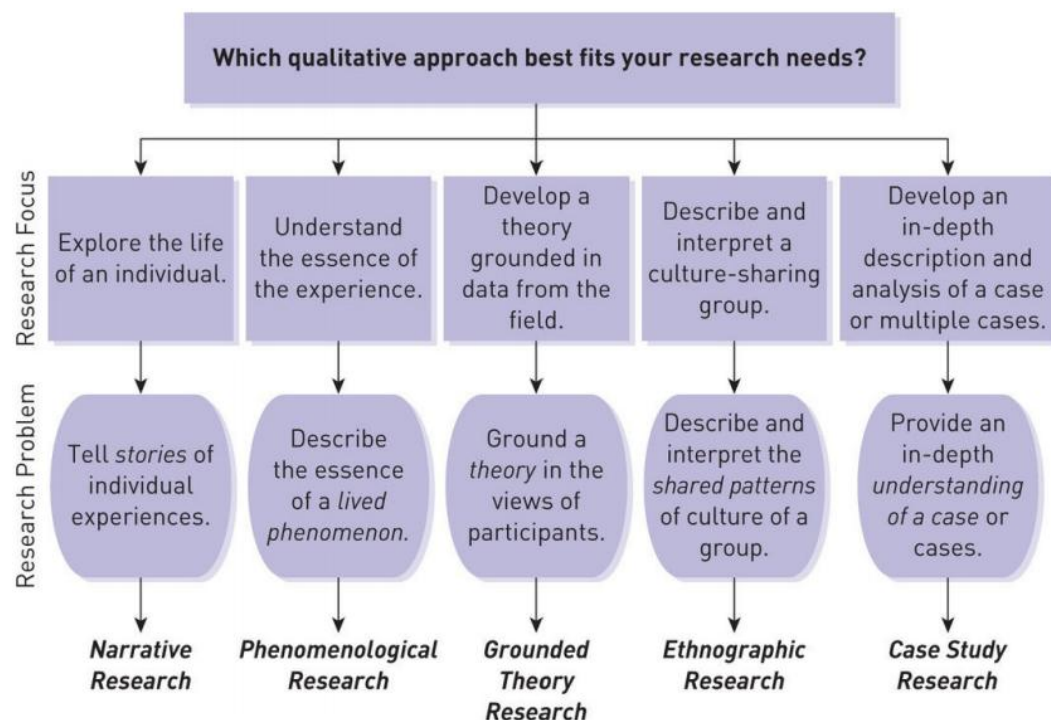


Figure 5 A Flowchart for Assessing Fit of Five Qualitative Approaches With Various Research Needs (Creswell, J. W., & Poth, C. N. (2016).

2 Comparison of 3 most relating qualitative methods

This report will compare 3 qualitative methods which are frequently used in ethnic entrepreneurship: grounded theory, phenomenology and discourse analysis(Basu, A., & Goswami, A. 1999; Basu, A., & Goswami, A. 1999; Ballard, R. 2003; Hindle, 2004))

2.1 Definition

Grounded theory

Grounded theory is closely connected with the inductive approach. Bloomberg and Volpe (2016) believe that it is used when little is known about the phenomenon and the research intend to generate a theory. The process starts with the building of a framework and ends with the theory generated base on the data collected by observations. Further observation will verify if the predictions are viable (Saunders et al, 2009).

Phenomenology

Phenomenology is trying to understand how meaning is created by description and analysis of “lived experience” through embodied perception (Sokolowski, 2000; Stewart & Mickunas, 1990). phenomenological analysts intend to grasp the meaning and common features, or essences, of an experience or event (Starks, H., & Brown Trinidad, S., 2007). its research questions are formed like: what are the lived experiences of a group around a specific phenomenon? Or what are the meanings, structures, and essence of the lived experience of a phenomenon by individuals experiencing it? (Pereira, 2012)

Discourse analysis

Discourse analysis originated from linguistic, literary criticism, and semiotics. It intends to research how individuals accomplish personal, social, and political engagement through language (Herring, S. C., Schiffrin, D., Tannen, D., & Hamilton, H., 2001).

Discourse analysts argue that language and words, as a system of signs, are in themselves essentially meaningless; it is through the shared, mutually agreed on use of language that meaning is created.

2.2 Comparison

DIFFERENCES	PHENOMENOLOGY	DISCOURSE ANALYSIS	GROUNDING THEORY
GOAL	Describe the meaning of the lived experience of a phenomenon	Understand how people use language to create and enact identities and activities	Develop an explanatory theory of basic social process
FORMING A RESEARCH QUESTION	"What is the lived experience of [the phenomenon of interest]?"	What discourses are used and how do they shape identities, activities, and relationships?	How does the basic social process of X happen in the context of Y environment

SAMPLING	Those who experienced the phenomenon of interest	Those situated in one or more of the discourses of interest	Those who experienced the phenomenon under different conditions
DATA COLLECTION: OBSERVATION	Observe participants in the context where the phenomenon experienced	Observe participants in conversation in their natural environment	Observe participants where the basic social process take place
PRODUCT	A thematic description of essence and structure of lived experiences	Description of language in use; identify how different discourses shape identities, relationships	Generate theory from the range of participants' experiences

Figure 6 Resource: adapted from Starks. (2007)

2.3 Applying 3 qualitative approaches to ethnic

entrepreneurship research

To illustrate how the approaches generate different analyses and products, we present three brief analyses of the same data set: an interview study with 25 South Asian entrepreneurs in the UK. In the table below we have summarized the differences with respect to the purpose, research questions and products.

	PHNOMENOLOGY	DISCOURSE ANALYSIS	GROUNDED THEORY
PURPOSE	To understand the experience of entrepreneurs' success and its measure and how this concept is framed through their lived experiences	To shed light on why the South Asian entrepreneur get business success	To develop the theory foundation of ethnic entrepreneur research- the mixed embeddedness model
RESEARCH QUESTION	What is the perception of South Asian entrepreneurs about entrepreneurial success and how they define success in the United Kingdom? What factors contribute to the success/failure of South Asian-owned businesses?	What the Discourses of The South Asian entrepreneur are used and how to Construct their Roles and Identities by discourse	How and why the South Asian entrepreneur get success in business as marginalized ethnic entrepreneurs in UK
PRODUCT	The essence of entrepreneur's experience: how they get success in business by the	Description of language used by ethnic entrepreneur and how different	An advanced mixed embeddedness theory

	influences of political, environmental, cultural,characteristic factors.	discourses shape identities	
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Figure 7 the 3 qualitative applied to ethnic entrepreneurship research

Figure 7

3 The qualitative method adopted in this research

The strategy used for this research is phenomenological research Data was collected through in-depth interviews in order to gather a detailed description of South Asian entrepreneur’s experiences.

The criticism

The criticism about phenomenology is one cannot describe the unique experience and generalize the experience at the same time.(Marvin Farber, 1966)

In understanding these lived experiences, the researcher lays aside her experiences to understand the participants (Nieswiadomy, 1993). The notion that the ultimate human experience can be examined by setting aside pre-conceived knowledge has been dismissed as simplistic and unattainable (Spinelli, E., 2005).

4 Technique adopted

4.1 Semi-Structured In-Depth Interviews

The research method used for data collection is in-depth, semi-structured interview as it most appropriate for eliciting personal histories, and experiences especially when investigating sensitive topics (Arksey & Knight, 1999).

Prompt questions

Patton (2002) articulates unstructured interviews as an instinctive generation of questions in the process of the interview during fieldwork.

Training

This research’s inquiry strategy is embedded in phenomenology and open-ended questions were used in a semi-structured interview process. Emerging data was then

used in developing themes to establish the meaning of the entrepreneurship phenomenon from the viewpoint of the participants. Therefore, it is imperative that the researcher is able to make sense of data collected and actions, taking into consideration the entrepreneurial context, verbal and non-verbal cues.

the interview was audiotape recorded with the participant's consent. It was discovered that participants were sceptical of the interview when informed that it will be tape- recorded as they felt it was a decoy from the government. The interviews were recorded and transcribed verbatim

a reflective dialogue was engaged between the participants and two research colleagues after the interview.

Rejection of focus group

Focus group: Though focus group has been effective with this population sample in the past (see Nwankwo et al., 2011; Ekwulugo, 2006), it was not deemed effective for the purpose of this study. business owners are possibly hesitant in granting interviews when another business owner is presently based on the understanding of Asian culture.

The **objective** is to understand success as defined by the entrepreneurs, to understand the perspectives, motives and measurement parameters in order to understand what gap exists between practice and theory and how to bridge the gap.

Blog3

1 Qualitative inquiry

1.1 Paradigm

Epistemology, ontology, methodology and methods employed should be considered in order to design an effective research (Crotty, 1998).

As discussed in blog 1, the This research adopts the social constructivism paradigm.

Social constructivism often combined with Interpretivism is method frequently used in qualitative research (Martens, 1998). The ontology of it is relativism which regards reality as subjective (Guba & Lincoln, 1994). Interpretivism believes that reality is plural and subjective, that is to say, knowledge is constructed in people's social engagement (Carson et al., 2001), and perception (Hirschman, 1985).

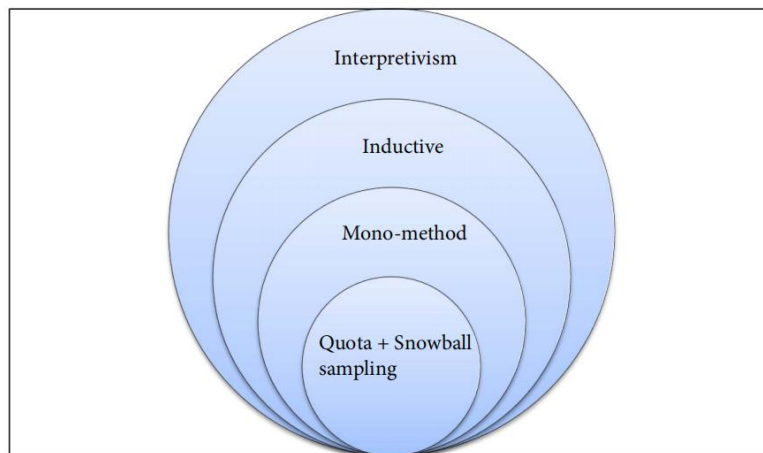
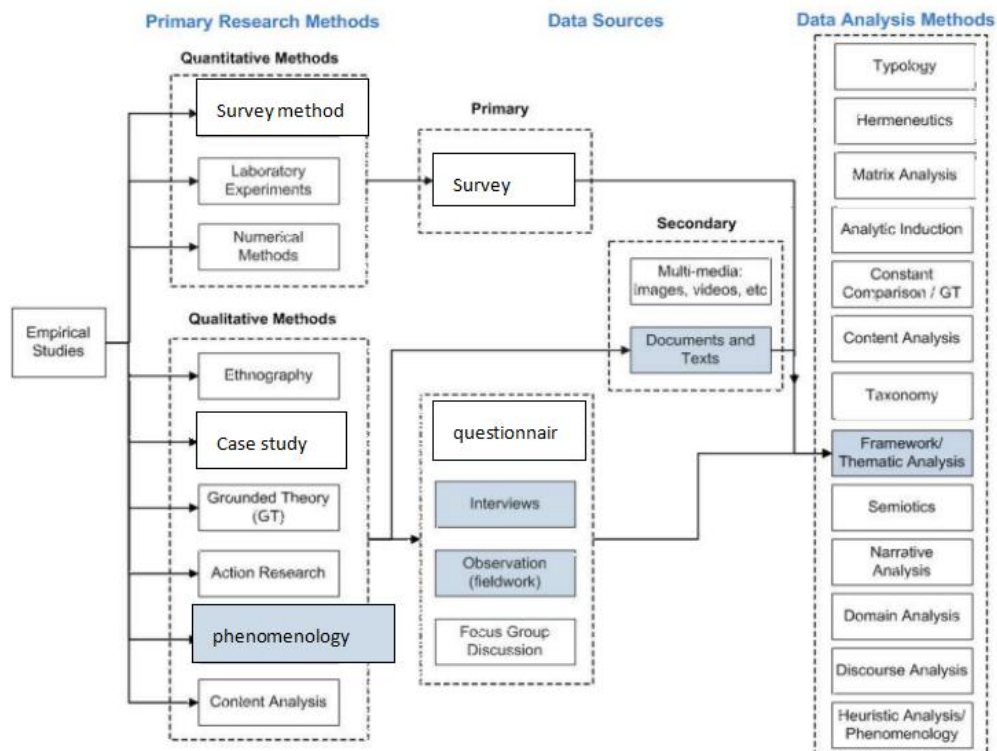


Figure 4.1: Research Onion: adapted from Saunders et al., 2009

Figure 8 research onion

1.2 Phenomenology

In blog 2 we discussed the reasons to adopt qualitative method of phenomenology and the qualitative instruments adopted are in-depth interviews and observations.



Sources: (Ratcliff, 2002; Mack *et al.*, 2005; Inayat *et al.*, 2015)

Figure 9 Research design

2 Data collection

Data gathering in a phenomenological study is about the description of participants' lived experiences about the phenomenon.

Sample design

The probability or non-probability approach should be chosen as the base of your design (Bryman and Bell, 2007). Probability sampling is more used for the intention to infer from the sample to a broader population which allows each sample have an equal rate to be selected. Non-probability sampling requires the researchers to select the sample by their judgment, knowing no equal chance will be given to each sample. that is, the results of the study are not representational (Anderson et al, 2002). Non-probability approach is to be selected.

Sample Type	Type of Research in Which Useful
Quota	Costs constrained or when data needed quickly
Purposive	Working with very small samples Focus on unusual or special Focus on a key theme, in depth or importance of case Focus on illustrative
Snowball	Difficulties in identifying cases
Self-selection	Where exploratory research needed
Convenience	Where very little variation in population

(Saunders et al, 2009)

Figure 10 Non-probability sampling techniques

Figure 10

Selecting the population sample depends on study objectives like diversity and size (Bernard, 1995). In qualitative research, convenience, and snowball sampling categorized as purposive sampling is frequently used (Collin ridge & Gantt, 2008).

The objective of this research is: To explore business success from the entrepreneur's stance; To explore the context of South Asian entrepreneurs; To investigate the reasons that push South Asian business to failure or success; To understand how success could be achieved in South Asian entrepreneurship.

The sample selection technique used for this study is snowballing and quota sampling. quota sampling adopted can get access to both successful and failed entrepreneurs to fulfil the objectives. Four categories are included: successful owners, struggling owners, bankrupted owners and business supporters.

Vershinina & Rodionova (2011) believed snowball sampling is especially helpful and has been broadly adopted in studying ethnic minorities. The snowball sampling can help the researchers to get access to difficult-to-reach groups (Duchesneau, D. A., & Gartner, W. B., (1990).

Questions

1st section demographic information

2nd section prompt questions

Questions	Aim
What is the percentage of East Asian entrepreneurs about business sustainability/success in Britain?	To explore how East Asian entrepreneurs define success, what success actually mean to them
What are the most important determinants of business success in Asian owned businesses in Britain?	To explore the measures of success as set by each business owner
What factors contribute to the success/failure of East Asian -owned businesses?	to understand the success and failure construct as defined and understood by East Asian business owners.
How can success be improved in East Asian-owned businesses in Britain?	To explore success strategies and interventions currently employed by the business owners, government, business support agencies and what needs to be implemented to increase success rate.

Figure 11 prompt questions

Figure 11

3rd section

Researchers (not the interviewer) ask for further information from the participants about their working history and experiences which possibly will be helpful for the research.

3 Data analysis

3.1 Processing :

Transcription

It includes transcribing the audio-recorded data to text and selecting the most relating data to the analysis.

Data- cleansing

It is about correcting mistakes and inconsistency in the data.

Data condensation

In Data condensation as a process of shortening, the researchers should still preserve the core information (Graneheim & Lundman, 2004). Punch (1998) propose that conclusion should be drawn and verified by analyzing linking data reduction.

4 Credibility, dependability, and transferability

In order to demonstrate trustworthiness, the research must be evaluated with respect to the methods adopted (Graneheim & Lundman, 2003). trustworthiness can be described from many perspectives by Credibility, dependability and transferability (Lincoln & Guba, 1985; Patton, 1987; Morse, 1991). positivists concern about internal and external validity and reliability while interpretivism cares about credibility, dependability, and transferability.

Credibility

In achieving an accurate and truthful depiction of the participants' lived experiences, the data gathered through interview were carefully captured on audiotape, field diary was kept and utilized making sure the researcher's bias based on what was known before was laid aside. Making sure the sampling is appropriate consists of participants that have adequate knowledge of the phenomenon being investigated (Morse, 1991). Also, data should be analyzed concurrently as a collection in order to iterate between what is known and what needs to be known (Morse et al., 2002)

Transferability:

The data collection process and analysis should be described and presented concisely.

The participants' information, sampling process should be described concisely.

The findings should be solidly displayed with verbatim quotations from the interview.

Both sampling approach including quota and snowball should be used to get solid data with different perspectives by interviewing different categories of the participants.

In order to ensure that the themes and will be clarified when they emerged, all the data should be carefully transcribed and analyzed.

Dependability:

Dependability equal to reliability in qualitative research (Bryman, 2004).

The best approach to confirm dependability, which allows getting very similar results when the study repeated is to get a distinct and documented process (Mogaji, 2016) which includes the process of data collection, data reduction and notes of interpretation (Lincoln and Guba, 1985). an audit trail is recommended to ensure conformability which is to make sure the results will not be influenced by bias. A reflective journal is also essential to confirm reflexivity.

Limitations

The transferability is not high. A naturalistic design is different from scientific research which cannot have a definitive research design before the study (Sherton, 2004). consequently, context determines the meaning. In this research, the context is the lived experiences of Asian entrepreneurs in London which is possibly not suitable to other ethnic entrepreneurship.

5 Ethical Risks

Ethical consideration is essential in conducting any kind of research but it is particularly important in qualitative research for it deals with human participants. In this report, because the participants are ethnic entrepreneurs who belong to marginalized groups in the UK, the ethical risks are comparatively high. Cultural sensitivity also should be taken into consideration.

	Utilitarian	Deontological	Relational	Ecological
Recruitment	<i>Informed consent</i> The researcher received the approval from the participants.	<i>Reciprocity</i> It was anticipated that both researcher and participants would gain from this thesis.	<i>Collaboration</i> The participants were already in a group support setting and familiar with each other and working together.	<i>Cultural sensitivity</i> there are limitations of a sample.
Fieldwork	<i>Avoidance of harm</i> The potential to inflict harm was recognized before the research was conducted; every effort was made to avoid harm.	<i>Avoidance of wrong</i> A moral duty of care to the participants was recognized and valued.	<i>Avoidance of imposition</i> All participation was voluntary.	<i>Avoidance of detachment</i> A dialogue was established with every participant.
Reporting	<i>Confidentiality</i> Confidentiality and anonymity were guaranteed by the researcher.	<i>Fairness</i> Reports are honest, accurate, just and fair.	<i>Confirmation</i> The researcher received the approval from the participants.	<i>Responsive communication</i> Researcher discussed field notes with MC for participant validation.

Adapted from Flinders' Ethical Frameworks (Flinders, 1992)

Figure 12 Flinder's ethical framework

Flinder's Ethical Framework solves the problems of how to behave ethically and encourages researchers to see each ethical situation from different perspectives.

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