Factors motivating immigrants to establish a business – The case of Sweden

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Acknowledgment

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Thank you!

________________________________________
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Abstract

Title: Factors motivating immigrants to establish a business – The case of Sweden

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Aim: The aim of this study is to get a deeper understanding of the motives that encourage immigrants to establish a business in their host country.

Method: To fulfill the aim of the study, an inductive research approach was used, and a multiple case study was adopted as a research strategy. Semi-structured interviews with ten businesses were the technique for the primary data collection.

Result and Conclusions: This study has concluded that the factors that have motivated the participating immigrants to establish a business in Sweden were the feeling that they create something of their own, make personal and professional development, community improvement, competence development, variation, and challenges.

Suggestions for future research: Further research could provide more extensive interviews where a larger number of respondents that respond to more in-depth interviews. Another aspect that is open to further studies is to study different cities and countries, in this study we have only focused on Uppsala and Stockholm. Finally, it would also be interesting to study whether the motivation changes from the idea phase to the establishment phase.

Contribution of the study: The results of this study provide an additional contribution to the immigrant entrepreneurship literature. The findings of this study could also provide vital information to the Swedish regional development authorities in allocating resources and support to motivate immigrants in establishing a business in Sweden.

Keywords: Immigrant entrepreneurship, motivation, Self Determination Theory, Legitimacy, Business establishment.
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1. Introduction

The following chapter begins with a background of the chosen topic. Then we present previous research and after that, we bring up the theoretical gap. Thereafter we describe the aim of the study and the research questions. At the end of this chapter, we explain the delimitation of this study and the disposition.

1.1. Background

Immigration to Sweden has put pressure on the Swedish government to integrate newcomers and help them find a place in the Swedish society (Edin, LaLonde & Åslund, 2000). Employment is the most important route to proper assimilation for immigrants and their families (Lyberaki & Maroukis, 2005); however, immigrants face the harsh reality of unemployment because of several reasons, either due to their lack of the necessary skills and language proficiency, or because of external hindering factors (Koser, 2010).

Such a situation has motivated several immigrants to self-employment by establishing businesses (Ensign & Robinson, 2011), that may put the end of the struggle to find employment in the private or public sector. Motives for immigrant entrepreneurship and the way they find, evaluate and execute their business ideas is an interesting topic that has drawn attention in academia because of the migration that a lot of economies have witnessed lately (Edin, LaLonde & Åslund, 2000).

This study is an attempt to shed light on how immigrants get the motivation to establish a business in Sweden. This is beneficial both for academia and for decision-makers. Understanding motives of immigrants to go the entrepreneurial way and the obstacles that they may face during their entrepreneurial process will further advance research in the immigrant entrepreneurship field and help the Swedish authorities put the necessary mechanism to help this special group of entrepreneurs succeed in their journey to a better life and add value to the communities they made home.
1.2. Previous research and theoretical gap

During the past few decades, the world has witnessed a massive flow of immigrants from the poorest regions to the more advanced societies in search for a better life (Gorter, Nijkamp & Poot, 2018). The phenomenon of immigration has led to the rise of the new concept of immigrant entrepreneurship, where immigrants have established new businesses in the host countries (Kloosterman, 2010). Within the last few years, a lot of research has been done on immigrant entrepreneurship. As for example Razin (2017) that have studied immigrant entrepreneurship in Israel, Canada, and California. Rahman and Lian (2011) that have studied the development of immigrant entrepreneurship in Japan. And Labrianidis and Hatziprokiou (2010) that have studied immigrant entrepreneurship in Greece.

Within the field of immigrant entrepreneurship, some research has been done about immigrants’ motivation to establish a business. Khosa and Kalitanyi (2015) have studied the motivation of African immigrants to establish a business in different countries, and they claim that further research is needed to investigate other nationalities and countries. Also, Fairlie and Lofstrom (2015) claim that further research is needed on this topic. Dimitratos, Buck, Fletcher, and Li (2016) have studied Chinese immigrant motivation to establish a business in a foreign country, they claim that future research can investigate other motivational factors, and studying different countries and industries beyond IT.

Research has not been done in Sweden and therefore we have chosen to focus on Sweden. This study is also a reply to Liargovas and Skandalis (2012) that calls for further research on the motives of immigrants’ entrepreneurs in other European countries to establish a business in their host country. Further, Jones, Ram, Edwards, Kiselinchev, and Muchenje (2014) emphasize the need for comparative research in other European economies on how immigrants’ entrepreneurs get the motivation to establish their businesses.
1.3. **Aim and research questions**

The aim of this study is to understand the motives that encourage immigrants to establish a business in their host country.

**RQ 1** - How do immigrants get the motivation to establish a business in their host country?

**RQ 2** - What are the factors that motivate immigrants to establish a business in their host country?

1.4. **Limitation**

This study focuses on ten small businesses that have been established by immigrants in Sweden during the past five years. In this study, we apply a qualitative study with semi-structured interviews and we focus on the region of Stockholm and Uppsala.

1.5. **Disposition**

The study begins with the literature review, and then the method of the study is described. After that, the data that has emerged in the study is presented, followed by an analysis of the same data. Finally, the conclusions and proposals for further research are presented. The illustration below shows the disposition of the study.

![Disposition diagram](image)

**Figure 1.** Disposition
2. Literature review

The following chapter begins with theories about entrepreneurship and the entrepreneurial process. Then we present theories about immigration and immigrant entrepreneurship and after that, we bring up theories about legitimacy and motivation. At the end of this chapter, we present the theoretical framework.

2.1. Entrepreneurship

According to Henrekson and Stenkula (2016), entrepreneurship is an elusive phenomenon and a multidimensional concept where there is no agreement about its definition in the previous research. There are several different studies and theories that intend to explain entrepreneurship, and these studies show a fragmented view as they extend over a number of scientific areas (Landström, 2005).

The most important framework and the father of entrepreneurship studies is Joseph Schumpeter (Henrekson & Stenkula, 2016; Bjerke, 2013). Schumpeter (1993) highlights the individual entrepreneur as the main engine of economic development. Schumpeter (1993) describes the entrepreneur as an individual who is responsible for the development of new compounds by introducing a new production method, new product, new market, new raw material or a new organization. According to Stewart, Watson, and Carland (1998), the entrepreneur generates innovation by changing the economic characteristics of products, markets or industries, similar to what Schumpeter (1993) and Bjerke (2005) emphasize. Furthermore, Bjerke (2005) points out that the entrepreneur is not necessarily driven by personal profit. The main characteristics of an entrepreneur according to Forslund (2009) is a person who creates changes by taking existing companies and developing them or develops new products or services. Ekman and Ekman (2009) explains that entrepreneurs are looking for challenges and desire to find solutions. Studies often mention that an entrepreneur holds a different characteristic from an employee (Stewart et al., 1998). Stewart et al. (1998), summarizes an entrepreneur as a high-performing, risk-taking creative individual who is strongly willing to succeed and got a lot of motivation.

2.2. The entrepreneurial process

Entrepreneurs have made a huge impact on the world we live in, this impact is seen in the economy and the organizations in the global market (Ketchen, 2003). Further, Krueger, Reilly
& Carsrud (2000) consider entrepreneurship as a behavior that is intentionally planned, and more important is that intentions to establish a business and attitudes towards it is directly influenced by the person and the context he or she is involved in.

Successful business creation is the result of a successful entrepreneurial process (Ketchen, 2003). According to Ardichvili, Cardozo, and Ray, (2003) this process starts with motivation to establish a business followed by opportunity recognition thereafter comes the evaluation, and finally opportunity development and business creation. The entrepreneur plays a key role in the whole process. There are five important factors that shape any entrepreneurial process: entrepreneur’s alertness to opportunities, information and past experience and knowledge, social networks, the entrepreneur’s personality characteristics, and finally the motivation. (Ardichvili, Cardozo, & Ray, 2003)

Understanding the entrepreneurial process on its own is not enough for fully understand entrepreneurship (Ketchen, 2003). It is necessary to include the entrepreneur and his/her social context where the entrepreneurial process takes place. This is important because an entrepreneur operates in his/her own social context where resources availability or scarcity has an influence (Jack & Anderson, 2002).

Affect, or feelings and emotions, have a direct effect on the entrepreneurial process (Ardichvili, Cardozo, & Ray, 2003). This effect is seen in how an entrepreneur recognizes opportunities, put together the necessary resources needed in this process, and interact in this new environment (Baron, 2008).

2.3. Immigration

Immigration is an old phenomenon, as old as humanity (Jørgensen, 2011). In order to understand immigration, it should be studied from a historical perspective. It has been a common human behavior because some group of people has been fortunate enough to live on good lands where others were less fortunate and ended up in harsh places (Zimmermann, 1994). Until the 20th century, labor was the most important reason for immigration. As a consequence, several European countries encouraged immigration to obtain the necessary workforce for their economies. Immigrants can be divided into four main groups: permanent resident, seasonal workers, refugees, and illegal persons. (Rystad, 1992)
The bad recession that hit Sweden in 1990 had further aggravated the unemployment situation in the country. Unemployment was so severe that it was comparable to the of the 1930s. Mass layoffs were the results in both the public and private sectors. Immigrants were the most hit because layoff policy was based on first in-first out layoff. (Jørgensen, 2011)

There have been numerous attempts to explain immigration theoretically and to understand its models. In the 1960s, Lee introduced a model/theory that tries to explain why people choose to immigrate (Lee, 1966). The theory arises from the neoclassical micro theory, which is based on the individual's decision. When the individual considered all the different pros and cons in the home country and the expected destination country and the sum becomes positive, the person chooses to move (Zimmermann, 1996). The theory is based on the fact that influencing factors are placed in four groups, including factors that are linked to the place of origin, factors that are linked to the destination country, preventive factors and personal factors (Peters & Larkin, 2008). However, the choice to immigrate can often be limited due to the restrictions of different destinations (Lee, 1966).

Zimmermann (1994), describes push and pull theory and explains that there are a number of factors in the environment in which the person lives, which makes his/her choice to move, these are seen as a minus. At the same time, there are plus factors that speak for stopping and factors that do not affect the decision at all. Similarly, there are plus and minus factors in the intended destination environment. Examples of reasons for wanting to immigrate can be political and lack of resources. At the same time, family, friends, and religion can motivate to stay in their home environment. Opportunities for changing and realizing their and their family's life are often seen as the driving forces for immigration (Zimmermann, 1994). However, this simple theory assumes that the person who is thinking about migrating is rational, has free choice and that there is complete information that is free of charge. However, people do not live in a vacuum and although we know that there are large differences between countries, only 3,3% of the world's population have chosen to immigrate (Zimmermann, 1996). Migration is never a simple choice, neither is it a rational one. Different people have different conditions, feelings and interpretations of situations that give completely different consequences and therefore immigration is a phenomenon that is difficult to generalize and understand (Lee, 1966).
2.4. Immigrant entrepreneurship

Immigration flows rapid escalation has led to an intensification of business activities led by immigrants (Irastorza & Peña, 2014). Immigrant entrepreneurship is an economic horsepower and a channel of job creation in Sweden (Hjerm, 2004). During the past decades, Sweden has witnessed immigration from several countries around the world and several immigrants have turned to be self-employed (Hammarstedt, 2001).

Hjerm (2004) found that in Sweden, immigrants embrace entrepreneurship because of the difficulty to enter the labor market. Further, several entrepreneurs are not earning as good as skilled employees in normal employment. However, for several immigrant entrepreneurs, material gains from entrepreneurship are not the only target. In a study about refugees who established businesses in India, Singh (1994) concluded that there are internal and external factors that affect the performance of this type of businesses. The internal ones are the personal traits of the entrepreneurs and their backgrounds, and the external ones are the factors that either aid or hinder the entrepreneurial process.

Similarly, Ensign and Robinson (2011) claim that entrepreneurship is the best option for immigrants to gain a foothold in their host country in order to gain acceptance. In addition, physiological needs such as food, shelter, and clothing are some of the motivational factors for the immigrants to establish a business in their host country. By establishing a business, the immigrants will now be able to get a source of income and that’s a way for them to escape the perils of unemployment (Ensign & Robinson, 2011).

2.4.1. Liability of Foreignness

When speaking about challenges that immigrants encounter, it is common in the literature that deals with immigrant entrepreneurship that the term "Liability of Foreignness" frequently occurs. According to Zhou and Guillén (2015) in order to explain the concept, one usually puts it against another concept, called the Liability of Newness. All new entrepreneurs experience the Liability of Newness regardless of which market they establish (Johanson & Vahlne, 2009). The concept of Liability of Newness refers to the challenges that all start-up companies face, and these can include finding investors, building a business network and finding the right staff with appropriate qualifications for the business (Lu & Beamish, 2001). Lu and Beamish (2001)
further claim that if the entrepreneur already has contacts in the host country it could motivate the entrepreneur to establish a business even more.

Zhou and Guillen (2016) claim that Liability of Foreignness is a concept that includes all the challenges faced by foreigners that want to establish a business in other countries, in addition to those that all companies face either locally or internationally. Liability of Foreignness consists of challenges based on differences in the political climate, cultural differences, purely economic differences and differences in laws and regulations between different countries (Lu & Beamish, 2001). Thus, the term includes all the costs incurred by a business precisely because they are foreign (Chen, Griffith & Hu, 2006).

According to Zaheer (1995) the additional costs are usually divided into different categories based on four different factors: 1) the geographical distance, taking into account, for example, transport costs and communication difficulties; 2) the company's lack of origin in the local environment, such as lack of knowledge and information about the market; 3) legitimacy restrictions as a result of the current business environment, such as skepticism against foreign companies and economic nationalism; 4) restrictions in the home country, for example, restrictions on the sale of certain goods to certain countries (Zaheer, 1995).

Zaheer (1995) claims that the importance of these costs and the measures that companies can take to manage them vary depending on the industry, company, host country and which country the company comes from. Regardless of the source of the cost, Liability of Foreignness suggests that foreign companies will have poorer profitability than local companies and that the opportunities thus are less to survive (Sethi & Guisinger, 2002). The Liability of Foreignness, according to the literature, is said to lead to companies achieving limited legitimacy when establishing themselves in a foreign market (Bunyaratavej, Hahn & Doh, 2007).

More recently, surveys have been made that show that Liability of Foreignness does not always have to have a negative impact on companies that establish themselves in a foreign market (Zhou & Guillen, 2016). On the contrary, the Liability of Foreignness can sometimes prove to be an asset and what has a negative impact in a country need not necessarily have it in another country (Nachum, 2009). In these studies, England, has been mentioned as a dynamic country with various different cultures and nationalities where there are no problems acting as foreigners and everything is possible for this group as well (Nachum, 2009). Nachum, (2009)
claim that the Asian countries, on the other hand, have been stated as very difficult to establish themselves in, among other things, the reason that the state authorities are said to have a tough control.

2.5. Legitimacy

Legitimacy is considered a requirement for entrepreneurs that establish themselves in new markets (Zahra, 2005). According to Suchman (1995) and Dart (2004) legitimacy is a term that has long been used in the economic theory to explain an individual’s behavior in different situations. Legitimacy can be defined as a behavior or a situation that according to social norms and values can be described as appropriate and correct (Dart, 2004). According to Suddaby, Bitektine, and Haack (2017), the term legitimacy is used to explain when a person's actions can be perceived as correctly judged on the basis of which norms and values apply in a given context.

According to Suchman (1995), legitimacy can be divided into three different categories, which consist of: pragmatic, moral and cognitive. Pragmatic legitimacy is based on whether the person wins something on an act or not. If there is a clear reward for the person, then it is judged as legitimate. The moral legitimacy is more about evaluating different options of action and whether they can be judged as legitimate from an extrinsic perspective. This kind of legitimacy thus determines to what extent the person's actions favor its external environment. Cognitive legitimacy is about norms and values, which describes what can be taken for granted and describes what can be seen as a matter of course in a given context. Cognitive legitimacy is sometimes also referred to as the cultural branch because different cultural differences can affect this kind of legitimacy (Dart, 2004).

Immigrant entrepreneurs usually face a challenge in creating legitimacy as they enter a new market. It is described as important to adapt at an early stage to existing rules and values in order to gain legitimacy (Suchman, 1995). Furthermore, Suchman (1995) presents three strategies, which can be used by entrepreneurs to create legitimacy. These are described as being particularly useful as people establish their business in a new environment because they consider the company's relationship with its surroundings. The first of the three strategies for creating legitimacy in another country is to adapt to the norms and values of society (Suchman, 1995). The second strategy is to place itself in an environment where its stakeholders are
profitable and positive to the company's business model. The third and final strategy suggests that the company can manipulate its environment so that it values the company positively and thus gives it legitimacy (Suchman, 1995).

Lounsbury and Glynn (2001) have created a framework that can help explain legitimacy through the entrepreneurial process. The input parameters in their model are the entrepreneur's own resources and institutional resources. The entrepreneur's own resources refer to intellectual and knowledge-based assets as well as financial assets, but also business technology and connections to networks can be included (Lounsbury & Glynn, 2001). The institutional resources an entrepreneur can hold are institutional capital, which includes the company's ability to meet the industry's industrial infrastructure, social standards and access to labor (Lounsbury & Glynn, 2001). The entrepreneurial and institutional resources are thus two parameters that can help a company to obtain legitimacy. The conclusions in the theory are that entrepreneurs need good and broad anchoring in the environment and the context the entrepreneur is in to succeed with their business concept. (Lounsbury & Glynn, 2001)

According to Deephouse, Bundy, Tost, and Suchman (2017), it is the foundation that creates legitimacy for entrepreneurs.

2.6. Motivation

Motivation is a psychological term for the factors of the individual that awakens, shapes and directs the behavior towards different goals (NE, 2019). The theories of motivation intend to explain why we act and do certain things rather than others (Peters, 2005). According to Peters (2005), individuals strive for specific goals using flexible behaviors. A definition related to work motivation was written by Latham and Pinder and is still used in research about motivation (Latham & Pinder, 2005). Latham and Pinder (2005) explain that work motivation is a set of driving forces among individuals to initiate work-related behaviors and to determine their shape, direction, intensity, and duration. Thus, motivation is a psychological process as a result of the interaction between the individual and the environment (Herzberg, 2017). We will explain more about the motivation concept with the help of the Self Determination Theory.

2.6.1. Self Determination Theory

Self Determination Theory is a motivational theory that is well-established and accepted theory cited in numerous researches. The theory was developed in the 1970s and was developed by
several people, including Gagné and Deci who describe motivation in humans and how this can be linked to natural psychological needs. (Gagné & Deci, 2005) The starting point for Self Determination Theory is that individuals are active organisms that naturally tend to integrate themselves into larger social groups, that is, the individuals engage in interesting activities and want to experience the society (Ryan & Deci, 2000). The theory emerged from decades of empirical results on human motivation and personality in social contexts (Kruglanski, Higgins & Van Lange, 2011)

Self Determination Theory commonly abbreviated to SDT. According to Deci and Ryan (2008) within SDT, it is relevant to differentiate between intrinsic and extrinsic motivation factors. The feeling of personal development, self-realization and curiosity are examples of intrinsic motivational factors (Deci & Ryan, 2004). Deci and Ryan (2004) claim that extrinsic motivational factors, on the other hand, can occur in forms of money, assets, and fame. Deci, Eghrari, Patrick, and Leone (1994) claim that the symbiosis between these extrinsic forces and a person’s intrinsic driving forces is the theoretical base within SDT. Furthermore, SDT aims to investigate how the internal need for growth and development of human beings is related to self-motivation and personality integration as it is shown in the figure below. (Ryan & Deci, 2017).

![Figure 2](image.png)  
**Figure 2.** Self Determination Theory different degrees of integration. (Ryan & Deci, 2000, 61)
2.6.2. Extrinsic motivation

Extrinsic motivation is defined as when an individual performs an activity to obtain a separate, external, reward in some sort (Ryan & Deci, 2000). According to Howard, Gagné, Morin and Van den Broeck (2016) extrinsically motivated behavior is not autonomous, but in the SDT it is stated that the degree of autonomy may vary. As an example, that Ryan and Deci (2017) mention is that some do homework to avoid punishment while some do it for a future career, where it then has helpful value more than that the individual does it of interest. Ryan and Deci (2017) explain that numerous activities in for example the school are not designed to be intrinsically motivated. A central question is how the individuals should be motivated to value and self-regulate these activities without external pressure, which is described in SDT in terms of integration (Deci & Ryan, 2004). This means that the individuals' values and attitudes change from external to internal regulation and are perceived as own. Based on this, extrinsic motivation is divided into different subgroups which describe the degree to which it has been internalized, where autonomy increases for every scale that goes from amotivation as illustrated in the figure above (Ryan & Deci, 2000).

The first degree that Ryan and Deci, (2000) mention is the external regulation, which is considered the classic definition of extrinsic motivation. External regulation aims to make a person do something for the desired consequence or to avoid an unwanted one (Deci & Ryan, 2008). This group is followed by introjection, identification and integration regulation that arises when behavior and values linked to external motivation have been internalized (Gagné & Deci, 2005).

According to Gagné and Deci (2005) introjected regulation is relatively controlling because people perform these tasks with the feeling of pressure to avoid guilt and anxiety or to increase the ego and pride. Howard, Gagné, Morin and Van den Broeck (2016) also claim that individuals act to feel worthy and get better self-esteem.

The next degree, identified regulation, is more autonomous (Ryan & Deci, 2000). According to Gagné and Deci (2005), individuals identify with their own meaning for behavior and have accepted underlying factors to achieve an individually pleasing goal. This can be likened to what Robertson, Collins, Medeira, and Slater (2003) claim that external environment and societal expectations influence thoughts, which shape attitudes and intentions regarding risk, work, money and more. The last degree, which is the most autonomous, is integrated regulation
According to Deci and Ryan (2000) integration occurs when individuals feel that the behavior is self-determined and can be completely associated with themselves. Ryan and Deci (2017) claim that this is similar to being autonomous, that is, people are driven by internal motivation, but the individuals are still affected by external regulations, which means that it belongs to extrinsic motivation. Gagné and Deci (2005) also state that individuals do not perform tasks because it is necessarily interesting but because it is important for personal goals.

In this study, an extrinsically motivated entrepreneur would get the motivation to establish a business in Sweden because the immigrant entrepreneur may think he/she could be successful, get contacts, make a good career in Sweden and eventually make a lot of money.

2.6.2.1. Entrepreneurial motives from an economic and non-economic perspective

Part of the goal of becoming an entrepreneur is usually to go with financial profit, but research indicates that it is usually not the only motive for running a business, and the success of a company should not be measured solely in money (Kuratko, Hornsby & Nafziger 1997). The authors argue that an entrepreneur's motive for running his business is a complex composition, which is unique to each individual.

Carsrud and Brännback (2011) also believe that motives can have both economic or non-economic aspects. Although they believe that most of the entrepreneurial research concludes that entrepreneurs are motivated by money, power, and status, which is an economic perspective of what motivates people, there are several cases that show the opposite. According to Garg, Matschediso, and Garg (2011), there are a number of individuals who engage in entrepreneurial activities precisely because they have a profound interest in what they are working with and the satisfaction lies primarily in getting on with what the individual thinks is fun and interesting. The primary goal is therefore not to make money from their business, although most of these people would like to see themselves gaining profit.

Also, Singh, Simpson, Mordi, and Okafor (2011) emphasize that it should not be assumed that most entrepreneurs are primarily driven by economic motives and believe that several do not at all. These are rather looking to create other values for both themselves and other people, which for them is more important than money (Singh, Simpson, Mordi & Okafor, 2011).
Despite the fact that entrepreneurs have several different reasons for running their businesses, we should not forget that the economic motive can play a significant role in the willingness of some individuals to run a business.

2.6.3. Intrinsic motivation

According to Ryan and Deci, (2000) intrinsic motivation is defined as the accomplishment of action for the sake of its inherent satisfaction rather than for any other consequence. This means that when a person does something based on intrinsic motivation, it is done because the individual likes it and sees it as fun or challenging rather than because of external factors, pressure or rewards (Ryan & Deci, 2000).

Ryan and Deci (2000) also claim that it is the intrinsic motivation of the person that shows his full potential since people have an inner drive to look for challenges, variations, excitement, explore, learn and expand their capabilities. Ryan and Deci (2000) point out that this is a critical element in the behavioral, social and mental development of the individuals because it is by acting in accordance with natural interests that people grow in experience. Furthermore, Ryan and Deci (2017) claim that intrinsically motivated behaviors are based on the individual's need to feel competent and self-determined. It is indicated that these two psychological basic needs, together with affinity, form the basis of behaviors arising from intrinsic motivation and it is required that these are fulfilled in order to be maintained (Ryan & Deci, 2017). Ryan and Deci (2017) further claim that requirements that enable these needs to be met facilitate intrinsic motivation.

Within the Self Determination Theory, the satisfaction of autonomy and competence is essential for intrinsic motivation and necessary for integration and the ability to perform effectively (Gagné & Deci, 2005). These needs have the clearest effect on intrinsic motivation, but also affinity plays to some extent because individuals can get a sense of security when they experience connection, which increases intrinsic motivation (Ryan & Deci, 2000).

In this study, an intrinsically motivated immigrant entrepreneur would get the motivation to establish a business in Sweden because the immigrant entrepreneur may think it could be challenging, interesting and fun to work in another country, the immigrant entrepreneur may want to help the society and maybe learn and make personal and professional development and at the same time explore new environment and get experience.
It appears from several studies that various entrepreneurs have chosen their path because they feel a strong need to have more freedom, to be able to control and decide on their work themselves (Singh, Simpson, Mordi & Okafor, 2011). Borgia and Schoenfeld (2005) believe that an individual's intention to become self-employed is strongly linked to his desire to work independently. Multiple entrepreneurs simply feel satisfaction in not having to have a manager and being able to do what they want, something that is more difficult to do as an employee. In addition, research also shows that multiple self-employed people feel more satisfied with their work and their lives, compared to what employees feel about their jobs (Solesvik, Iakovleva & Trifilova, 2019).

2.6.4. Amotivation

At the far left in the Self Determination on figure two is amotivation, which is the state of lacking an intention to act. When a person is amotivated, his/her behavior lacks intentionality and a feeling of own causality. Amotivation effects from not evaluating an activity, not feeling able to do it, or not assuming it will generate the wanted outcome. (Deci & Ryan, 2000)

Vallerand, Pelletier, Blais, Briere, Senecal, and Vallieres (1992) believe that amotivated people are neither intrinsically motivated or extrinsically motivated. When people are in such a state, they do not identify any good reasons for why they continue to do something. Eventually, they may even decide to stop doing what they are doing. (Vallerand & Bissonnette, 1992) In this study, an amotivated entrepreneurs may feel that they do not serve any purpose with their business establishment in Sweden and will eventually go back to their home country.
2.7. Maslow's hierarchy of needs

Maslow (1943) posits that human needs are arranged in ascending hierarchical order of importance. Wanting to satisfy a certain need is directly linked to the satisfaction of the preceding one. The ascending order of these needs is as follows: “Physiological needs, safety needs, love and belonging needs (social needs), esteem needs, and self-actualization needs” (Maslow 1943, 378). Physiological and safety needs are considered to be the most basic needs, love and esteem needs are psychological needs, and finally, self-actualization needs are the self-fulfillment needs and are the highest in each individual’s achievement desires. (Maslow, 1943)

As we can see in the figure three below, the physiological needs are the very basic ones and are considered necessary because of their biological nature and role in the survival of human being, drinking, food, shelter, sex, and sleep are the must satisfy needs for the very existence of the humankind. All other needs become meaningless if these basic needs are not satisfied. The safety needs represent the need to be protected from outside threats such as mental or physical harms. Social needs are more about the interpersonal relationships where one seeks to belong and exchange emotions and love with others. Esteem needs are about achieving self-respect and reputation and appreciation from others. Finally, the self-actualization need is the highest of all and it is about reaching personal growth and self-fulfillment. (Maslow, 1943)
2.8. Theoretical framework

The purpose of this section is to connect the different theories mentioned in the literature review and to organize and clarify how they are connected to each other. By highlighting the various main parts of each theory and linking them together, it becomes easier to indicate what will be used later in the analysis as well as what the remaining parts of the study are structured around in order to fulfill the aim of this study.

As we can see in the figure four below, in the first stage we illustrate how Self Determination Theory degrees (Ryan & Deci, 2000) are connected to Maslow's hierarchy of needs (Maslow, 1943). Intrinsic motivation is related to the self-actualization, Esteem, and Love and belonging. The extrinsic motivation is related to safety needs and lastly, the amotivation is connected to the physiological needs.

In the second stage in the framework, we show that the Self Determination Theory degrees are influenced by legitimacy. Legitimacy is about the individual behavior in a different situation which affects which motivational degree the individual has. It is also important to mention that there are three different types of legitimacy as we described earlier in the literature review. Pragmatic legitimacy which is that the person wins something on an act or not. Moral legitimacy is about helping the external environment. And lastly, cognitive legitimacy is about individual norms and values. (Suchman, 1995)

In the third stage, we show that the Self Determination Theory degrees lead the immigrant entrepreneur to establish the business in the host country. Theories of entrepreneurship and immigrant entrepreneurship that we mentioned earlier will be studied during the empirical section and analysis to investigate further whether these are related.
Figure 4. The business creation motivational process (Adopted from: Ryan & Deci, 2000, Maslow, 1943 and Suchman, 1995).
3. Methodology

The following chapter presents the research philosophies, research method choice, research approach, selection of companies and informants. Then comes the development of interview question followed by data collection and finally we discuss the trustworthiness of the study.

3.1. Research philosophies

Research philosophy is a set of beliefs and assumptions that determine knowledge development. It is determined by three main research assumptions: ontology, epistemology, and methodology. (Guba & Lincoln, 1994)

3.1.1. Ontology

Ontology is the doctrine of what exists and what it means that something exists (Jacobsen 2002, 30). Saunders, Lewis, and Thornhill (2007, 148) claim that Ontology deals with how we see reality and the world around us. In business and management studies, the researcher’s ontology determines his/her choice of study topic and the way it will be researched. According to Johnson, Onwuegbuzie, and Turner (2007), there are various ontological views and those are materialism, spiritualism, dualism, idealism, realism, objectivism, subjectivism, contextualism, and relativism. Objectivism, for example, is an ontological view which means that social phenomena and their significance have an existence that is independent of social actors (Goertz & Mahoney, 2012). Jacobsen (2002, 30) claim that objectivism encounters social phenomena in the form of external factors that we cannot influence.

According to Johnson, Onwuegbuzie, and Turner (2007), reality is seen as an external and objective phenomenon. Constructionism is that social phenomena and its significance is something that social actors frequently create. Social phenomena and categories are created by social interaction and create constructs. These are in a situation that is constantly changing and can therefore never be considered final. Reality, as a social construction, is subjective and re-created in every context in everyday life. (Johnson, Onwuegbuzie & Turner, 2007)

Our view of reality is consistent, we believe that social entities, such as businesses, should be considered as constructions, based on the perceptions and actions of the actors. They must, therefore, be seen as socially constructed continuous processes. (Goertz & Mahoney, 2012)
3.1.2. Epistemology

Epistemology is about what knowledge really is, what should and what should not be accepted as knowledge. Saunders, Lewis, and Thornhill (2007, 148) explain Epistemology as the way one thinks about knowledge and the assumption of what constitutes acceptable knowledge. The epistemology can be divided into two approaches; positivism and hermeneutics. Positivism stands for a knowledge theoretical standpoint, which advocates the use of scientific methods through the study of social reality and its meanings. According to positivism, there is an objective, value-free, reality outside us. Researchers and society are two separate elements, and the objective reality can be studied objectively. Research results can also be linked together. Knowledge is thus built up cumulatively, which gives an overview of the legal units that govern society (Jacobsen 2002, 30).

In our study, we start from a hermeneutic point of view. The hermeneutic approach criticizes the positivist scientific view of social reality and believes that knowledge perception is based on understanding and interpretation. The starting point is the study of how people think, and act is something completely different from natural science. The social reality is perceived differently by different people, it is not equal for all, and therefore cannot be considered objective (Jacobsen 2002, 30). There is no objective social reality, there are only different images of reality. And these images can only be mapped out by the researchers familiarizing themselves with how people interpret and give meaning to social phenomena. Since there are several ways to interpret and give meaning to social phenomena, it is not possible to build cumulative knowledge in the way in which positivism advocates. And since everything has to be understood in its specific context, there are also no legal entities that are valid regardless of time and space (Jacobsen 2002, 30).

Therefore, we have adopted a subjectivist view on what is a social reality because we believe that there are the persons we are studying that are making their social world and reality. This reality is influenced by the place, time and socio-cultural backgrounds of each single persons in our study. Saunders, Lewis, and Thornhill (2007, 137) claim that social interactions are continuous processes, hence, researchers have to thoroughly study their cases by taking into consideration their historical, geographical, and socio-cultural backgrounds in order to fully understand the studied phenomena or get an understanding of the realities these actors are experiencing. (Saunders, Lewis & Thornhill, 2007, 148)
3.2. Research method choice

There are two different research methods to use; quantitative and qualitative method. In quantitative methods, larger amounts of data are collected and compared. Several times when quantitative methods are used, conclusions are drawn that are consistent with larger groups and are generalizable. (Bryman & Bell 2015, 243) In the case of a qualitative method, instead, a smaller research group is chosen, and here the interest is to go in depth and find out what the informants think and how they experience different conditions. This is opposed to the quantitative method where large amounts of data are collected, and statistical analysis is done. (Bell, 2000, 157-158)

In this study, a qualitative method was applied in the form of interviews with ten companies that immigrants established in Uppsala and Stockholm. The reason for choosing companies in Uppsala and Stockholm is that access to enough companies in Uppsala and Stockholm was available, and we had no reason to investigate companies in other parts of the country. In this study, we have decided to use semi-structured interviews. In a semi-structured interview, we as researchers use a list of particular topics to be discussed, although the respondents are given the freedom to answer the questions in their own way (Barriball & While, 1994).

The questions for the interview do not require to be in a specific order. We, as researchers have the freedom to compose the questions and ask additional questions even if they don't exist in the preliminary interview guide (Bryman & Bell 2015, 243). When the respondents answered the questions, we came up with additional questions that we wanted to ask them. The reason why this method has been used is to find out how do immigrants get the motivation to establish a business in Sweden. A more structured interview method risks missing what is considered relevant to those who are actually familiar with the issue (Longhurst, 2003). Also, a less strict method makes it difficult to investigate the specific issues discussed in the study (Longhurst, 2003).

3.3. Research approach

In social science, the researcher needs to get deeply involved in the study of their subject for effective research (Eisenhardt & Graebner, 2007). Further, qualitative research is an approach and not a technique and it depends on the nature of the phenomenon under investigation. The same research technique can be used for different purposes depending on the ontological and
epistemological orientation of the researcher on the subjective-objective orientation continuum. (Morgan & Smircich, 1980)

Building theories from multiple case studies as a research strategy have been adopted massively. Every single case is analogous to a lab experiment, the only difference is that a case study takes place in the subject’s natural settings where a rich description of the phenomenon under investigation is possible. (Eisenhardt & Graebner, 2007)

Furthermore, Doz (2011) asserts that inductive theorizing is preferable for that it permits the researcher a deep understanding about any given phenomenon under research, because of the ability of qualitative research approach to provide the necessary tools for a rich and thorough description of cases.

To comprehensively understand how immigrant entrepreneurs, get the motivation to establish a business in Sweden and what’s their motivational factors, an inductive research approach was used, and a multiple case study was adopted as a research strategy was used (Bryman & Bell 2015, 48). This approach is the most appropriate in an explorative and comparative case study. The aim of an explorative case study method is to facilitate the exploration of a new field of research for the purpose of new theories development (Yin, 2003).

3.3.1. Advantages and disadvantages of the research methods

When choosing a research method, the advantages and disadvantages of the various methods must be considered. Bryman and Bell (2015, 243) argue that the interviewer receives important information during qualitative interviews, but also points out that there are data that the researcher does not receive in this choice of method. Interviews are primarily based on verbal behavior, which means that the author can miss information that the informant takes for granted (Merriam, 1998, 209). Another disadvantage of qualitative studies in comparison with quantitative studies is that it is not possible to generalize the results in the same way (Strauss & Corbin, 1998, 271). However, being able to generalize the results is not the intention of the study. The quantitative analysis does not fit the study as a large number of informants are required to obtain a statistically applicable result and statistical significance cannot be achieved in this study.
3.3.2. Case study as a research method

Yin (2018, 15) defines a case study as “an empirical method that investigates a contemporary phenomenon in depth and within its real-world context” when the boundaries of the case in question and its context are not completely obvious. A case study, as a research method, tries to give answers to the reason(s) why a decision(s) was made, how it was put into practice, and what was the consequences of such decision(s) (Yin 2018, 14).

A case study research design, according to Yin (2018, 26), is the blueprint of the research that guides a researcher to be clear on what questions to investigate, what relevant data are to be collected and analyzed in order to give an answer to the main research question(s). The research design of a case study has five main components: a case study question, its propositions, the case(s), the propositions(s) and data logical links, and the findings interpretations criteria. (Yin 2018, 26)

Table 1. Case study methods comparison (Yin 2018, 26)

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Inductive theory building</th>
<th>Natural experiment</th>
<th>Interpretive sensemaking</th>
<th>Contextualised explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philosophical orientation</td>
<td>Positivist (empiricist)</td>
<td>Positivist (falsificationist)</td>
<td>Interpretive/ constructionist</td>
<td>Critical realist</td>
</tr>
<tr>
<td>Nature of research process</td>
<td>Objective search for generalities</td>
<td>Objective search for causes</td>
<td>Subjective search for meaning</td>
<td>Subjective search for causes</td>
</tr>
<tr>
<td>Case study outcome</td>
<td>Explanation in the form of testable propositions</td>
<td>Explanation in the form of cause-effect linkages</td>
<td>Understanding of actors’ subjective experiences</td>
<td>Explanation in the form of causal mechanisms</td>
</tr>
<tr>
<td>Strength of case study</td>
<td>Induction</td>
<td>Internal validity</td>
<td>Thick description</td>
<td>Causes-of-effects explanations</td>
</tr>
<tr>
<td>Attitude to generalisation</td>
<td>Generalisation to population</td>
<td>Generalisation to theory (analytic generalisation)</td>
<td>“Particularisation” not generalisation</td>
<td>Contingent and limited generalisations</td>
</tr>
<tr>
<td>Nature of causality</td>
<td>Regularity model: proposing associations between events (weak form of causality)</td>
<td>Specifying cause-effect relationships (strong form of causality)</td>
<td>Too simplistic and deterministic a concept</td>
<td>Specifying causal mechanisms and the contextual conditions under which they work (strong form of causality)</td>
</tr>
<tr>
<td>Role of context</td>
<td>Contextual description a first step only</td>
<td>Causal relationships are isolated from the context of the case</td>
<td>Contextual description necessary for understanding</td>
<td>Context integrated into explanation</td>
</tr>
<tr>
<td>Main advocate</td>
<td>Eisenhardt</td>
<td>Yin</td>
<td>Stake</td>
<td>Ragin/Bhaskar</td>
</tr>
</tbody>
</table>

The first component, the research question, should be a how or why question because it is what this research method is meant for. The second component, propositions, are used to draw
attention to what to focus on during the case study. The third component, the case, are usually persons in their natural settings that will give answers to your research question. The fourth component, data, and propositions logical link are the process of dots connections, and explanation extraction from the raw data of the case study. Finally, the findings interpretations criteria, which is the most challenging phase in a case study methodology, because of the difficulties that may arise in finding the right analytic strategy. (Yin 2018, 165) This difficulty stems from the nature of case studies because of the lack of precise interpretation guidelines, unlike in a quantitative research method, and interpretations are based only on the researcher’s own experience in giving the right interpretations for the findings of the case under research. (Eisenhardt & Graebner, 2007)

3.3.3. Data analysis

Bennett and Elman (2006) claim that on a qualitative method, researchers seek to give an explanation about the causes of effects on a special case or few cases in a particular context. Further, Bennett and Elman (2006) explain that the social world is rather complex, and hence cases are too unique to be able to give generalizable explanations from them.

According to Gummesson (2005), a qualitative research methodology is used to understand the complexity of cases and how causes and effects reciprocity between elements, in any case, is the essence of qualitative research because the reality of things is in their synergy and not the sum of their effects as separate units. In qualitative research, the process goes through three steps: collecting data, analyzing them, and finally, interpreting them. Comparison plays a major role in qualitative research because the data generated will be compared with other data and established theories. This comparison is the process of sense-making that aid the researcher in his journey toward patterns formulation, concepts creation, categories detection, and finally, theories building. (Gummesson, 2005)

According to Baptiste (2001), qualitative data analysis goes through the following phases: defining the analysis, classifying data, and making connections. In the first phase, the researcher clearly defines the goals of the research analysis, which means data and information size and appropriateness. This phase is a continuous process that starts at the very beginning of the research topic selection all the way up to study report writing. In the second phase, data classification, the researcher tag data and classify them into groups. To tag data is to select pieces and bits of data from the bulk of data obtained as material for the qualitative research,
in order to aid the researcher in the process of giving an answer to the research questions. In this phase, the researcher should be selective because not all material gathered will be useful in the data analysis process. (Baptiste, 2001) To classify data into groups is to cluster data that share similar characteristics into the same category or theme. The researcher should have the themes defined in advance, either explicitly or implicitly. The third and final phase, making a connection, is the act of building a cohesive whole from the research and not merely present unrelated information that does not make sense as separate bits of information. The researcher has the task of giving a deep explanation of what has been investigated in the study to both the subjects of the study and the readers of his report. This can be achieved by stories development and theories building. (Baptiste, 2001)

3.4. Selection

3.4.1. Companies selection

The selection requirements for the companies we have studied were that they need to be small businesses that have been established by immigrant entrepreneurs during the past five years in the region of Stockholm and Uppsala. In this study, small businesses are judged in accordance with the EU definition; "Small businesses: companies with fewer than 50 employees and an annual turnover or balance sheet total should not exceeding EUR 10 million" (European Commission, 2019).

The reason why we set criteria in the selection is to create a certain kind of homogeneity in the selection because otherwise, the study would have to be considerably more comprehensive in order for the conclusions to be able to show credibility.

In order to find suitable businesses, we contacted KTH as they recommended businesses that were within the scope of what we were looking for. We got a list of numerous businesses and we have chosen the most suitable ten businesses for the study. Through private contacts, we found another business that fits within the scope of the survey.

We chose to investigate ten business because we wanted to be able to make a comparison. We have interviewed one person at each company as we judge that an interview with another person at the company would not give us enough information to justify the time required for another interview.
3.4.2. Respondents selection

It is important to have a selective selection of respondents who answer to the aim of the study (Bryman & Bell, 2013). The group we have chosen to obtain information from was all immigrant entrepreneurs, working in Sweden, have been of interest to us in the study. However, boundaries have been made such as the entrepreneur should not be a Swedish citizen or raised in Sweden.

There is research that suggests that entrepreneurs as a category of individuals do not exhibit any generic features (Aldrich & Zimmer, 1990), which means that we considered it important to create a respondent selection where a certain degree of homogeneity exists. Therefore, it is also important to point out that the conclusions made in the study cannot necessarily be transferred to entrepreneurs as a whole. We have allowed five criteria to vary in the sample of respondents. These criteria are gender, age, nationality, education, type of business and previous experience of running a business.

The reason why these factors are allowed to vary is that we do not want the selection to be too narrow. Since the aim of this study is to understand the motives that encourage immigrants to establish a business in their host country, we believe that variation in the above six factors can contribute to a better overall picture of the motivational aspects and maybe we get a chance to compare these. Having previous experience of running a business is, however, a parameter that can influence how entrepreneurs get the motivation to establish a business. An entrepreneur who has previous experience of running a business in a foreign country has probably a different view, and this probably affects how the person responds and looks at the motivational factor.

When we chose the respondents in the company for the interviews, we have interviewed the actual founder of the business, because in this study we want to study their personal motivation to establish the business. Since the businesses are quite small, it was easy to get in contact with the founders. We have managed to interview all the founders of the ten companies. Most companies have chosen to be anonymous in this study and therefore we have chosen to keep them all anonymous and identify them by using letters from A to J. A summary about the informants and the companies they represent can be found in the table below.
### Table 2. Information about the informants

<table>
<thead>
<tr>
<th>Informant</th>
<th>Gender</th>
<th>Age</th>
<th>Nationality</th>
<th>Type of Business</th>
<th>Year of establishment</th>
<th>Previous experience of running a business</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Male</td>
<td>32</td>
<td>Switzerland</td>
<td>Electric car battery development</td>
<td>2017</td>
<td>No</td>
</tr>
<tr>
<td>B</td>
<td>Male</td>
<td>27</td>
<td>Belgium</td>
<td>Insurance</td>
<td>2016</td>
<td>No</td>
</tr>
<tr>
<td>C</td>
<td>Male</td>
<td>41</td>
<td>Syria</td>
<td>Pizzeria</td>
<td>2016</td>
<td>Yes</td>
</tr>
<tr>
<td>D</td>
<td>Female</td>
<td>33</td>
<td>Denmark</td>
<td>Candle Shop</td>
<td>2018</td>
<td>No</td>
</tr>
<tr>
<td>E</td>
<td>Female</td>
<td>29</td>
<td>Norway</td>
<td>Dog daycare</td>
<td>2014</td>
<td>No</td>
</tr>
<tr>
<td>F</td>
<td>Female</td>
<td>46</td>
<td>Belarus</td>
<td>Vegan Food Truck</td>
<td>2018</td>
<td>Yes</td>
</tr>
<tr>
<td>G</td>
<td>Male</td>
<td>42</td>
<td>India</td>
<td>Website development</td>
<td>2015</td>
<td>Yes</td>
</tr>
<tr>
<td>H</td>
<td>Male</td>
<td>37</td>
<td>Norway</td>
<td>Bar</td>
<td>2014</td>
<td>No</td>
</tr>
<tr>
<td>I</td>
<td>Female</td>
<td>51</td>
<td>Latvia</td>
<td>Furniture designer</td>
<td>2017</td>
<td>Yes</td>
</tr>
<tr>
<td>J</td>
<td>Male</td>
<td>36</td>
<td>Denmark</td>
<td>Restaurant</td>
<td>2017</td>
<td>No</td>
</tr>
</tbody>
</table>

### 3.5. Development of interview questions

In this section, the development of the interview questions is presented. We describe the question that we asked the respondent, the concept that the question is related to, the theory that we already applied regarding the specific question and also, we describe our motives behind each question. The purpose of this section is to give the reader knowledge of why we asked each question and to which theories these questions are related to. The interview questions in the interviews were based on the theoretical framework and the purpose of the questions is to answer the research questions.
Table 3. Development of interview questions (Own)

<table>
<thead>
<tr>
<th>Question</th>
<th>Concept</th>
<th>Theory and Author</th>
<th>Our motive</th>
</tr>
</thead>
</table>
| Was it an important goal for you that the company would generate profit? | Extrinsic motivation and Amotivation | (Ryan & Deci, 2006)  
(Sethi & Glikberger, 2002)  
(Maslow, 1943)  
(Ardichvili, Cardozo, & Ray, 2003) | To know if the respondent’s got the motivation to start the venture because of profit. |
| Are there any specific events in your life that have affected your choice to start a business? | Extrinsic motivation and Amotivation | (Ryan & Deci, 2000)  
(Ryan & Deci, 2017) | To understand if any events affected the respondent’s motivation to open the venture. |
| Do you think that entrepreneurship is full of status (thus, it is desirable to become an entrepreneur)? (Have it affected your attraction to become an entrepreneur?) | Extrinsic motivation and Amotivation | (Gagné & Deci, 2005)  
(Robertson, Collins, Medeiro och Slater, 2003)  
(Ryan & Deci, 2000)  
(Maslow, 1943) | To know if the respondent’s got the motivation to start the venture because of status. |
| Where there any specific motives on the “new market” which made it more attractive than other markets? Which ones? Could you describe it? | Extrinsic motivation and Amotivation | (Deci & Ryan, 2008)  
(Gagné & Deci, 2003)  
(Deci & Ryan, 2004) | To understand if there were any specific motives on the Swedish market that made it more attractive than other markets. |
| Did you feel guided sometimes when you were starting your business? (If yes, has it affected you and if so, how?) | Extrinsic motivation and Amotivation | (Ryan & Deci, 2000)  
(Vallerand, Pelletier, Blais, Briere, Senecal & Vallieres, 1992)  
(Vallerand & Blaisonn, 1992) | To understand if the respondent’s motivation got affected by other individuals that guided them when they opened the venture in a foraging country. |
| Are there partnerships, institutions, networks or contacts that have motivated your establishment? | Legitimacy                       | (Zahra, 2005)  
(Suchman, 1995)  
(Dart, 2004) | To know if any external factors affected the respondent’s motivation and to get a deeper understanding about the entrepreneurial process. |
| Why did you choose to start this particular company? | Intrinsic motivation            | (Gagné & Deci, 2005)  
(Deci & Ryan, 2008) | To get a deeper understanding about the motives to open a venture in a foraging country. |
| Why did you choose to establish yourself on the Swedish market? | Intrinsic motivation            | (Howard, Gagné, Morin & Van den Broeck, 2016)  
(Ryan & Deci, 2000)  
(Maslow, 1943) | To understand if there were any specific motives on the Swedish market that made it more attractive than other markets. |
| Have you done any research or applied any initial strategy before you established yourself in the Swedish market? | Intrinsic motivation            | (Deci & Ryan, 2008)  
(Howard, Gagné, Morin & Van den Broeck, 2016) | To know if the respondent did any research about the Swedish market that have affected his/her motivation to open a venture in Sweden. |
| When you started, was your business idea linked to something you had interest in then before? | Intrinsic motivation            | (Ryan & Deci, 2000)  
(Gagné & Deci, 2005) | To know if the respondent’s had interest in this type of business before or they just doing it for other reasons. |
| What did you want to achieve with your company when you started it? What goals and visions did you have? | Intrinsic motivation            | (Deci & Ryan, 2017)  
(Deci & Ryan, 2008)  
(Maslow, 1943) | To get a deeper understanding about the motives to open a venture in a foraging country. |
| What do you think is your most important motivational factor to start a company in Sweden? | Intrinsic motivation            | (Deci & Ryan, 2008)  
(Gagné & Deci, 2005)  
(Howard, Gagné, Morin & Van den Broeck, 2016)  
(Maslow, 1943) | To understand if there were any specific motives on the Swedish market that made it more attractive than other markets. |
3.6. Data collection

The interviews were conducted at the informants’ business location, as we wanted to get the informants as comfortable as possible during the interviews. Bryman and Bell (2015, 315) explain that if the informants feel comfortable, it will be a better atmosphere. The interview was carried out by two interviewers, which according to Bryman and Bell (2015, 481) is good since an interview should not be performed by several people at the same time because the informants should not feel that they are in a vulnerable position or in a lower position. The concepts (Intrinsic motivation, Extrinsic motivation, Amotivation, and legitimacy) that have been used in the theory section have also been chosen for the interview questions. The concepts served as support for being able to bring the conversation into relevant areas in order to be able to answer the aim and research questions of the study and connect to the theory later on in the analysis (Holme & Solvang, 1997, 102).

Each interview began with background about us, a short overview of the study and a description of the interview layout. After that, the informant has been asked about the possibility of recording the interview. The informants were also informed that the study is anonymous and was asked to answer as consistently as possible. Furthermore, the informants were informed that if it is something that is unclear, they can ask us to explain the question again. We also explained for the informants that there is no right or wrong answer, which is important for being able to have a relaxed atmosphere during the interview and thus make it easier for the informants to develop their answers (Holme & Solvang, 1997, 103-104).

It is also important to mention that the interview questions were the same for all the ten informants. Each interview ended with a question if we can return back if we need to clarify something during the study. All interviews have been recorded and transcribed, and then we have studied the material. In this process, we have analyzed the contents of the interviews to find relevant theoretical links and patterns that are not explained by existing theories. After the interviews had been completed, a transcription was carried out, with the aim of producing a basis that served as a support during the empirical part and analysis. Since the interview paper was extensive and we wanted to reproduce the interview in a correct manner, all the interviews were transcribed directly after the interview. However, no detailed information was given on how the respondent behaved or reacted to the questions, but instead,
the transcription was focused on reproducing what the interviewees responded. Information about the interview with respective informant can be found in the table below.

Table 4. Information about the interviews

<table>
<thead>
<tr>
<th>Informant</th>
<th>Profession</th>
<th>Interview location</th>
<th>Interview time</th>
<th>Interview date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Founder</td>
<td>Company office Stockholm</td>
<td>44 minutes</td>
<td>21.02.2019</td>
</tr>
<tr>
<td>B</td>
<td>Founder</td>
<td>Company office Uppsala</td>
<td>37 minutes</td>
<td>25.02.2019</td>
</tr>
<tr>
<td>C</td>
<td>Founder</td>
<td>Company office Uppsala</td>
<td>41 minutes</td>
<td>27.02.2019</td>
</tr>
<tr>
<td>D</td>
<td>Founder</td>
<td>Company office Stockholm</td>
<td>56 minutes</td>
<td>01.03.2019</td>
</tr>
<tr>
<td>E</td>
<td>Founder</td>
<td>Company office Uppsala</td>
<td>32 minutes</td>
<td>04.03.2019</td>
</tr>
<tr>
<td>F</td>
<td>Founder</td>
<td>Company office Stockholm</td>
<td>39 minutes</td>
<td>07.03.2019</td>
</tr>
<tr>
<td>G</td>
<td>Founder</td>
<td>Company office Stockholm</td>
<td>28 minutes</td>
<td>19.03.2019</td>
</tr>
<tr>
<td>H</td>
<td>Founder</td>
<td>Company office Uppsala</td>
<td>55 minutes</td>
<td>21.03.2019</td>
</tr>
<tr>
<td>I</td>
<td>Founder</td>
<td>Company office Stockholm</td>
<td>46 minutes</td>
<td>25.03.2019</td>
</tr>
<tr>
<td>J</td>
<td>Founder</td>
<td>Company office Stockholm</td>
<td>33 minutes</td>
<td>27.03.2019</td>
</tr>
</tbody>
</table>

3.6.1. Data presentation and analysis

Based on the transcribed material, a categorization was then made, where the intention was to produce material that could be used to answer the study's aim and research questions. Since the interview paper is rather extensive, it has been important that we could go back to the material
several times and analyze it carefully to identify what is most relevant to answering the aim of the study. We also asked the informants whether they wanted to check the transcribed text for approval before we start the empirical study. Only one of them wanted the transcribed text. According to Saunders, Lewis, and Thornhill (2016, 572-573), an additional purpose of recordings is to capture the informant's tone and how the informant expresses. But recording can also mean disadvantages, for example, some people can react negatively to being recorded and not be as open in the interview (Patton, 1990, 12). But during the interviews, all of the informants wanted to cooperate with us and didn't react negatively to being recorded. After each interview, we have also asked the informants if they want the finished study after we submit it and most of them were interested and thought it could be interesting to read the findings of the study.

3.7. Trustworthiness

Lincoln and Guba (1985, 82) have created criteria for the trustworthiness of qualitative research. Something that is important to strive for in a qualitative study is that it should have credibility, transferability, dependability, and confirmability (Lincoln & Guba, 1985, 82). Credibility depends on the richness of the data, it means that the questionnaire is should be valid, for example, that the interview questions we ask describe what we want the informants to describe (Patton 2002, 57). The fact that a study has good credibility does not mean that it has good dependability and transferability, but here it is important that we really investigate what we planned to investigate (Lincoln & Guba, 1985, 83). We have tried to achieve this by formulating the interview questions based on the theory we have used in the study and by being critical and using different sources. We were also careful that the person we interviewed at the company was relevant to this study to get as accurate answers as possible.

3.7.1. Credibility

According to Westreich, Edwards, Lesko, Cole, and Stuart (2018), credibility is about how well the operational definitions are in accordance with the models and concepts that are included in the theory. Patton (2002, 58) claims that credibility deals with how well the conclusions are drawn are related to the data collected. In order to improve the credibility of the study, the design of the questions in the various concepts has been developed from the definitions that are included in the theory chapter. The follow-up questions during the
interviews have also been based on the concepts that the study intends to investigate and have been asked when the informants seem to have misunderstood questions.

### 3.7.2. Transferability

According to Campbell (1986), the transferability is about how well the answers obtained correspond to reality and how accurate the answers are. To increase the transferability, several issues have been raised in each theme, and definitions of concepts have been explained to the informants, which increases the likelihood that the informants describe the motivational degrees in the way they are defined in the study. According to McDermott (2011), transferability about whether the results of a study can be generalized. In this study, we have interviewed ten respondents and the results cannot be generalized to all immigrants that establish a business in Sweden. Different people have different conditions, feelings and interpretations of situations that give completely different consequences and therefore immigration is a phenomenon that is difficult to generalize and understand. However, being able to generalize the results is not the intention of the study.

### 3.7.3. Dependability

Dependability is about the design of the research. The question must be asked whether the results of the survey will be the same if the study is made again (Bryman & Bell 2015, 157-158). According to Merriam (2009, 347), it is difficult to maintain the dependability of a qualitative study because the respondents' behaviors, experiences, and circumstances change, which can thus influence the results of the study if it were to be carried out again.

According to Denzin and Lincoln (2008, 58) when collecting information for research, the dependability should be carefully examined. It is important to be sure that the information collected is accurate. It is also important that we as researchers carry out the measurements correctly and that we are careful when we process the information (Maxwell, 2008, 182). According to Creswell (1994, 219), reliable information means that the interviews have good dependability. We have worked to achieve this by using recordings along with notes during the interviews.

According to Sandberg (2005), the main question of dependability involves the idea of achieving truthful answers. In initial efforts to publish a study, one of the reviewers said that although the conclusions were interesting, they could not be accepted without an interjudge
dependability control. Without such a check, the reviewer claimed that the readers of the journal would not accept the knowledge claims as valid. (Sandberg, 2005)

Criteria of dependability, such as replicability and interjudge dependability of results relating to objective reality, fall outside the domain of interest in achieving dependability within interpretive approaches (Sandberg, 2005). Instead, the proposed truth constellation implies first and foremost that researchers must demonstrate how they have dealt with their intentional relation to the lived experience studied (Sandberg, 2005). We have tried to achieve this by demonstrating how we have controlled and checked our interpretations throughout the research process, from formulating the research questions, selecting the informants, obtaining data from the informants, analyzing the data and summarizing the results. According to Lincoln and Guba (1985, 84), researchers cannot escape their interpretations, one relevant criterion of dependability in researching lived experience is the researcher’s interpretive awareness. To maintain an interpretive awareness means to acknowledge and explicitly deal with the subjectivity throughout the research process instead of overlooking it (Lincoln & Guba, 1985, 84).

3.7.4. Confirmability
Confirmability, according to Shenton (2004), means that as researchers we are not allowed to view our own opinions to affect the study. According to Patton (1990, 59), the confirmability of the researcher is particularly important in qualitative research as it is the person who is the main tool of data collection and analysis. Lincoln and Guba (1985, 84) argue that ensuring confirmability is one of the most important factors in establishing trustworthiness. To achieve a high confirmability in the study, we did not write about our personal opinions and we did not try to influence the results of the study. We have been as neutral as possible. To obtain a high confirmability, we did a random sampling of businesses to serve as informants. As Patton (1990, 59) mention, that random sampling also assists to ensure that any unknown forces are distributed.

Furthermore, bracketing was adopted before the data collection began. Bracketing is a process in which the author examines himself whether he thinks he can predict the results of the study (Shenton, 2004). In our case, we could not do that, which is a requirement for being able to secure an open attitude towards the results.
4. Empirical data

The following chapter presents the answers we received from the ten interviews that we have conducted. We have divided this chapter to extrinsic motivation, intrinsic motivation, Amotivation, and a figure that summarize the empirical data at the end of this chapter.

4.1. Extrinsic motivation

Below this heading, the results of the informants regarding their extrinsic motivation are presented. Some main motivational factors emerged which are described as safety needs, unemployment, and network.

4.1.1. Safety needs

There are certain tendencies that some of the respondents do not feel great concern about money, at least not to the extent that they are frightened from self-employment. Few respondents said that they feel financial concern but choose to still be self-employed. A couple of respondents also said that uncertainty and financial risk are something that self-employed people have to live with. Most of the respondent also said that salary wasn't their main goal when they established the business in Sweden. The respondents instead talked about, the satisfaction of having an enjoyable job and achieving their dreams. One respondent said:

"If I had wanted to make big money I had chosen to do something else, I didn't open a business to make as much money as possible." (Interview, 2019)

But one respondent also expressed a desire to make a lot of money so that he/she can live well on these incomes. According to the respondent having a good income is more about personal security than living a luxurious life. It is more about, having a steady income that is enough to be able to live in Sweden. The respondent also pointed out that he/she would not make a lot of money by working as an employee.

4.1.2. Unemployment and physiological needs

Another motivational factor to establish a business in Sweden was their last opportunity to get into the labor market. Two of the respondents said that they had a hard time to get a job in Sweden because they could not speak Swedish and had no education. One of the respondents
has said that he/she has been unemployed over a year before he/she took the decision to establish a business.

“It was my life's best decision” (Interview, 2019)

The other respondent has said that at that time he/she had three children and they had financial difficulties after few months in Sweden, according to the respondent establishing a business was the only way to get into the labor market and to be able to survive in Sweden.

4.1.3. Network

Some respondents have also mentioned relationship and networks as a motivating factor to establish a business in Sweden. One of the respondents mentioned that by establishing a business you meet new contact daily by participating in different types of events and sharing contacts which means that you increase your network. According to the respondent if you work as a regular employee then you do not have the chance to meet new contacts, but you work with the same colleagues and never get the chance to meet new people. One of the respondents had already contacts in Sweden which helped him to establish the business in Sweden. According to the respondent without the large network he/she had in Sweden he/she will not be so motivated to establish a business in Sweden from the first place.

4.1.4. Pragmatic legitimacy

Throughout the interviews, we found something very interesting, all the respondents that had the motivational factors within the extrinsic motivation also considered that if there is a clear reward for them, then it is judged as legitimate. Hence, the few respondents that had motivational factors within the extrinsic motivation wanted to win something by moving to Sweden, wither its network, safety needs or physiological needs. Also, the way those respondents talked about networks as a motivational factor to establish a business in Sweden can be linked to pragmatic legitimacy. We consider it to be pragmatic legitimacy because some of the respondents got the motivation to establish a business in Sweden because they want to develop their network and maybe use their network in the future to get something from it. Therefore, we see a high correlation between pragmatic legitimacy and extrinsic motivation.
4.2. Intrinsic motivation

Below this heading, the results of the informants regarding their intrinsic motivation are presented. Some main motivational factors emerged which are described as Self-actualization, Esteem, Love and belonging, community improvement, competence development, variety, and challenges.

4.2.1. Self-actualization

Several respondents value the role of self-employed highly. They said that the role is important for them because it gives the opportunity to work towards achieving their personal goals.

“Most importantly, I want to accomplish inner and personal goals, self-fulfillment so to say.”

(Interview, 2019)

According to the respondents, as an employee, it would have been more difficult for them to achieve their personal goals. The respondents mentioned that they strongly identify with their businesses and the self-employment role gives them joy and energy to come to work. It also creates an opportunity for them to reach self-realization. Thus, it becomes a motivating factor to run their own business.

Some of the respondents give indications that they have a driving force within themselves to achieve or build something of their own, this is shown by, among other things, that one of the respondents said that it has long been a dream to establish own business, and another respondent said that it's hard to see himself/herself doing anything else, and by opening a business, you can achieve your full potential because you are passionate about it.

All of the respondents consider it motivating to create and be creative in their professional life. One of the respondents stated that it is a way of expressing himself/herself, others said that they think the business establishment is fun and specially by doing it in another country.

4.2.2. Esteem

Some of the respondents mentioned that they got the motivation to establish a business in Sweden because they wanted to feel free in their work. What the informants described was the feeling of having control in the business in order to freely and independently perform their tasks how they want and where they want, the possibility of scheduling their time themselves and choosing the method for performing the task themselves is considered to be very
motivational for establishing a business. Some of the respondents talked about freedom as a desire to be free in their work without being controlled over a manager.

One respondent has mentioned that it is nice to be able to work from home and not have to go to work every day. The respondent has also mentioned that he/she has small children at home and it can be nice to stay at home with the children and at the same time operate the business. Another strong motivational aspect for some respondents to establish a business in Sweden was that they wanted to be their own bosses. The respondents mean that they want to be independent, so they can do just as they wanted without anyone telling them what to do and how to do and that they could control and decide for themselves. In addition to these factors that influenced the motivation to establish a business in Sweden, some of the respondents had experience of establishing a business in their home country and some respondent said that their parents have been self-employed, which has felt natural for them to do it also. Some respondents also stated that they feel bored by working as employees and they do not enjoy it. They have therefore been drawn to establish their own business as they feel the need to work with something that interests them to find greater meaningfulness in their professional life. One of respondents said the following:

“To be honest, I didn't like the routines of being in full employment. I got a bit bored, and I did not like to spend the rest of my life this way.” (Interview, 2019)

4.2.3. Love and belonging

The feeling of being needed and important for the business was perceived important for the respondents. Some of the respondents have mentioned that they did not feel needed and important at their previous work and they did not have the opportunity to develop in the business and achieve their full potential. But by establishing a business, they can challenge themselves, develop and have the power to take decisions which gives them a feeling of well-being and belonging. Most respondents have also mentioned that they did not feel passionate about their previous job and by establishing their own business they can now focus and work with what they really love.

One of the respondents worked in a family business that have been established by the parents. He/she mentioned that they had a dream of working together as a family and being with each other daily. It has been according to him/her a great motivational factor to establish a business,
especially in an unknown country because it gives them a sense of connection and they can feel secure with each other. The respondent stated:

“As a family, we always wanted to be together everywhere, this company has given us the opportunity to spend all days together.” (Interview, 2019)

4.2.4. Community improvement

Some of the respondents also said that they got the motivation to establish a business in Sweden because they wanted to contribute to the society and bring alternatives in the market, with more focus on sustainability regarding both materials and manufacturing methods. One of the respondents said:

“I saw a great need to contribute to the world we live in, I owe a lot to this planet and to future generations.”

Another respondent said that he/she has always wanted to contribute with something to the societies we live in and to the planet that future generations will inherit. According to the respondent as human beings, we are under the obligation to preserve this planet for our kids and the rest of the people on this earth.

“We are mostly guided by our beliefs that we are doing the right thing with our lives and for the others around us.” (Interview, 2019)

Sweden is a country that has environmental thinking and has come a long way in developing environmentally friendly components. It has, therefore, become one of the motivation factors for the respondent to establish an electric car battery development business in Sweden. Another respondent has pointed out that there are several vegans in Sweden and it is a good business idea to establish a vegan food truck in Sweden.

4.2.5. Competence development

Most of the respondents mentioned that competence development was also a motivational factor to establish a business in Sweden. The respondents considered that by establishing their own business, they can develop their knowledge within a variety of topics such as accounting, marketing, and leadership. The respondents said that now they have the opportunity to take advantage of all their abilities and talents.

One of the respondents pointed out that as an entrepreneur you never stop developing your skills, as an entrepreneur, you learn something new every day. The respondent pointed out that
life is about learning and developing as a human being and by establishing a business you can achieve it.

4.2.6. Variety

For all the respondents, variation in tasks had a great impact on their motivation to establish a business. Respondents thought it was important that there was variation in the work. By having different types of tasks, they get different perspectives that they can use in the upcoming tasks. With the help of variety, they can think new and avoid repetitive tasks. According to one of the respondents, an entrepreneur's everyday life is not only packed with work, but it is also varied. 

“To handle accounting and authorities one minute, suppliers next, an upset customer there.”

The respondent further claimed that if a person feels unmotivated by doing the same tasks all the time, then a solution is definitely to establish a business. One of the respondents explained that as a self-employed, he/she instead got the opportunity to be creative and could skip the tasks that do not satisfy him/her. The informant explained below how he/she is driven by being able to control his/her own tasks:

"I enjoy variation in everyday life, I think it can be difficult to find a job where I can have such a variation in tasks and at the same time do what I really passionate about."

(Interview, 2019)

4.2.7. Challenges

A factor that is important for job satisfaction but also for the motivation of entrepreneurs seems to be challenges. The respondents saw challenges as a driving force that led them to the business establishment in Sweden.

One of the respondents describes that he/she has always loved challenges and to see what he/she is capable of. During the interview, one respondent pointed out that just taking the step and moving to Sweden was a great challenge. Another respondent said that challenges are part of life as an entrepreneur, it always comes new challenges and when you face these challenges you get an incredible kick which motivates you to continue with what you are doing. According to the same respondent, it is important that a job contains challenges, but multiple challenges can lead to frustration and the individual can experience a failure while too little challenge can lead to the individual becoming bored.
"I personally guided by challenges and it must always happen something new, otherwise I do not develop so much.” (Interview, 2019)

Several respondents experienced that the challenges increased also their job satisfaction. Challenges contributed to the fact that they had to try a little more. Only one respondent felt that challenges were not stimulating because the respondent did not see himself/herself as competitive and did not think that the tasks were particularly challenging.

4.2.8. Moral legitimacy
Throughout the interviews, we found that all the respondents that had the motivational factors within the intrinsic motivation if they make personal development and contribute to the external environment, then it is judged as legitimate. Several respondents have chosen to establish a business in Sweden to contribute to the external environment. As, for example, achieving their full potential by having different tasks and challenge themselves, being close to their families and contribute to society. Therefore, we remark a link between moral legitimacy and intrinsic motivation.

4.3. Amotivation
No one of the respondents was amotivated, all of them were either intrinsically motivated or extrinsically motivated. If the respondent were amotivated they would not identify any good reasons for why they established a business in Sweden and nothing has motivated them. All the ten respondents that we interviewed had one or more factors that motivated them to establish a business in Sweden. Therefore, the amotivation concept is not considered relevant to this study.
4.4. Results of the empirical data

Our empirical data show that factors within the intrinsic and the extrinsic motivation were most relevant to the respondents. In the figure below, we can see the respondent’s motivational factors to establish a business in Sweden within the intrinsic and extrinsic motivation. We can see in the figure below that it is the intrinsic motives that are dominated over the extrinsic motives and the amotivation is not relevant anymore. We have also added some other motivational factors that were not included from the beginning in the extrinsic and intrinsic motivation and those have emerged only after the interviews. Such as in the intrinsic motivation we added community improvement, variety, challenges and competence development. In the extrinsic motivation, we added network as a motivational factor.

![Diagram](image)

Figure 5. The factors that motivate immigrants to establish a business in Sweden
5. Data analysis

In this following chapter, the collected empirical data is analyzed based on the chosen theories of the study. This chapter is divided to extrinsic motivation, intrinsic motivation, legitimacy and we finish the chapter with a data analysis model.

5.1. Motivation

5.1.1. Extrinsic motivation

What has appeared in this study is that all respondents that we interviewed got similar characteristics, they are creative individuals that love to create and challenge themselves in their professional life. One of the respondents stated that it is a way of expressing themselves, others say that they think the creation is fun and several respond that they always created. This is in line with what Ekman and Ekman (2009) mention in their study that entrepreneurs are looking for challenges and desire to find solutions. Also, Stewart et al. (1998), define an entrepreneur as a high-performing, risk-taking creative individual who is strongly willing to succeed and got a lot of motivation.

Most of the respondents also said that money wasn't their motivational factor to establish a business in Sweden. As Garg, Matschediso, and Garg (2011) claim that the primary goal is not to make money from their business. Also, Singh, Simpson, Mordi, and Okafor (2011) emphasize that it should not be assumed that most entrepreneurs are primarily driven by economic motives. Only one respondent said that money is an important motivational factor to establish a business in Sweden. But this respondent also expresses a desire to make money so that he/she can live well on these incomes. Carsrud and Brännback (2011) also believe that motives can have both economic or non-economic aspects and it can also depend from one individual to another.

In the study, some respondents have also mentioned networks and creating a business relationship in Sweden as a motivating factor to establish a business. Some of them said that by establishing a business you meet new contact daily which is harder to do when you're an employee. One of the respondents had already contacts in Sweden which helped him to establish a business in Sweden. According to the respondent without the large network he/she had in Sweden he/she will not be so motivated to establish a business in Sweden. It is in
accordance with Lu and Beamish (2001) who claim that if the entrepreneur already has contacts in the host country it could motivate the entrepreneur to establish a business even more.

Our study shows that unemployment for a long period of time is another motivational factor to establish a business. We had some respondents that had a hard time to get a job in Sweden because they could not speak Swedish and had no education. Starting a business was their last opportunity to survive in Sweden and get their basic physiological needs such as food shelter and clothing. According to Lyberaki and Maroukis (2005) employment is the most important route to proper assimilation for immigrants and their families. Also, Koser (2010) claim that immigrants face the harsh reality of unemployment because of various reasons, either due to their lack of the necessary skills and language proficiency or because of external hindering factors. This is in line with the answers that we have received from the respondents. According to the respondent establishing a business was the only way to be able to survive in Sweden and it is the best way to get into the labor market. Similarly, Ensign and Robinson (2011) claim that entrepreneurship is the best option for immigrants to gain a foothold in their host country in order to gain acceptance. In addition, the physiological needs such as food, shelter, and clothing are the reasons that immigrants get the motivation to establish a business and will be able to get a source of income for them and a way to escape the perils of unemployment (Ensign & Robinson, 2011).

5.1.2. Intrinsic Motivation

As we saw in the empirical chapter some of the respondents gave indications that they have a driving force within themselves to achieve or build something of their own, this is proved by, among other things, that one respondent said that it has long been a dream to establish own business, and another respondent said that it was hard to see himself/herself doing anything else. The respondents mentioned that they strongly identify with their companies and the self-employment role gives them joy and energy to come to work. It also creates an opportunity for them to reach self-actualization.

This is in line with what Ryan and Deci (2000) that mention in their study that often intrinsically motivated entrepreneurs have an inner drive to look for challenges, excitement, explore, learn and expand their capabilities. Ryan and Deci (2017) further claim that intrinsically motivated behaviors are based on the individual's need to feel competent and self-actualized. According to Maslow (1943), self-actualization need is the highest needs of all and
it is about reaching personal growth and self-fulfillment and it's about the desire to become the most that one can be.

From the empirical study, it appears that most of the respondents mentioned that they got the motivation to establish a business in Sweden because they wanted to feel free in their work. What the informants described was the feeling of having control in the business and be their own bosses in order to freely and independently perform their tasks how they want and where they want. This is in line with Singh, Simpson, Mordi, and Okafors (2011) argues that several entrepreneurs have chosen their path because they feel a strong need to have more freedom, to be able to control and decide on their work themselves. Also, Borgia and Schoenfeld (2005) believe that an individual's intention to become self-employed is linked to his desire to work independently.

From the interviews, we recognize that several entrepreneurs feel satisfaction in not having a manager and being able to do what they want. The possibility of scheduling their time themselves and choosing the method for performing the task themselves is considered to be motivational for establishing a business. In addition, Solesvik, Iakovleva, and Trifilova (2019) claim that numerous self-employed people feel more satisfied with their work and their lives, compared to what employees feel about their jobs and the freedom is a contributing factor to that.

The feeling of being needed and important for the business was perceived important for the respondents. According to Zhou and Guillen (2016) by establishing a business the entrepreneur can challenge themselves, develop and have the power to take decisions which gives them a feeling of well-being and belonging. Most respondents have also mentioned that they did not feel passionate about their previous job and by establishing their own business they can now focus and work with what they really love. Ryan and Deci (2000) claim that intrinsically motivated individuals often follow their passions and dreams and strive for well-being, which is strongly also shows in this study. A couple of respondents also said that they are motivated by contributing alternatives in the market, with more focus on sustainability regarding both materials and manufacturing methods. This is in line with Ryan and Deci (2017) who assert that intrinsically motivated entrepreneurs are concerned by finding solutions to problems and adding value to the societies they belong to.
Most of the respondents mentioned that competence development was a motivational factor to establish a business in Sweden. According to Deci and Ryan (2004), the feeling of personal development is a typical intrinsic motivational factor and competence and professional development is a strong motivational factor. The respondents considered that by establishing their own business, they can develop their knowledge within a variety of topics such as accounting, marketing, and leadership. This is in line with Deci and Ryan (2004) who claim that by establishing a business the entrepreneur got the opportunity to take advantage of all their abilities and talents. Schumpeter (1993) describes the entrepreneur as an individual striving for competence development.

As we have seen in the empirical data, for all the respondents, variation in tasks had a great impact on their motivation to establish a business. Ryan and Deci (2000) also claim that an intrinsically motivated person usually has an inner drive to look for variation. Most of the respondents disclose that an entrepreneur’s everyday life is varied and that’s what they are looking for.

We also notice that challenges were another important motivational factor for entrepreneurs. As we have seen in the empirical data, the respondent said that starting a business in Sweden have created challenges that are not always easy to solve. Zhou and Guillen (2016) claim that Liability of Foreignness is a concept that includes all the challenges faced by foreigners that want to establish a business in other countries. But most of the respondents saw challenges as a driving force that led them to a business establishment in Sweden and that it is important that a job contains challenges. This is in accordance with Ryan and Deci (2000) that claim that often intrinsically motivated entrepreneur has an inner drive to look for challenges. Also, Ekman and Ekman (2009) explain that entrepreneurs are looking for challenges and desire to find solutions.

**5.2. Legitimacy**

**5.2.1. Pragmatic legitimacy**

Our literature review shows that pragmatic legitimacy is based on whether the person wins something on an act or not. If there is a reward for the person, then it is judged as legitimate. (Suchman, 1995) The few respondents that had motivational factors within the extrinsic motivation wanted to win something by moving to Sweden, wither its network, safety needs or physiological needs. But, it is also important to mention that the respondents, they have not established companies in Sweden to make money, become successful and get another type of
reward from it. Most of the respondents were satisfied with personal security and employment, some respondents said that establishing a business was their last opportunity to get into the labor market.

Also, the way the entrepreneurs talked about networks as a motivational factor to establish a business in Sweden can be linked to pragmatic legitimacy. According to Suchman (1995) by being involved in networks, participating in different types of events, telling about their own experiences and sharing contacts, a great exchange takes place between the entrepreneurs and the individuals in the host country. We consider it to be pragmatic legitimacy because some of the respondents got the motivation to establish a business in Sweden because they want to develop their network and maybe use their network in the future to get something from it.

5.2.2. Moral legitimacy
Moral legitimacy is about to what extent the person's actions favor its external environment (Suchman, 1995). Several respondents have chosen to establish a business in Sweden to contribute to the external environment. As, for example, achieving their full potential by having different tasks and challenge themselves, being close to their families and contribute to society. Therefore, we remark a link between moral legitimacy and intrinsic motivation.

5.2.3. Cognitive legitimacy
Cognitive legitimacy means that companies need to adapt to norms and values in society at an early stage (Suchman, 1995). The respondents emphasized the importance of being adaptable and that the cultural norms and values are something that they must to adapt to.

Most of the interviewed entrepreneurs seem to agree that they have adapted to the Swedish culture and Swedish society. The respondents have highlighted the importance of this type of adaptability and to adapt their business to the Swedish business culture at an early stage. One of the respondents said that it helped him/her that he/she had knowledge of the country before the establishment in the Swedish market. The respondent had Swedish friends already and it helped to get to know the Swedish culture better. The respondents also pointed out the importance of not only spending time with people from their home country but also trying to get Swedish contacts. Socializing with Swedish people means that it is easier to learn about the norms and values and thus it becomes easier to gain legitimacy in the country.
5.3. Data analysis model

Based on the findings of this study, we have made a final model that illustrates how immigrants get the motivation to establish a business in Sweden and what’s their motivational factors. After we linked the respondents' answers to the theory, we realized that the theoretical framework must be changed. We have deleted the amotivation from the theoretical framework because the respondent had only extrinsic and intrinsic motivation. We have also added other motivational factors that were not included from the beginning in the extrinsic and intrinsic motivation and those have emerged only after the interview and the analysis. Such as in the intrinsic motivation we added community improvement, variety, challenges and competence development. In the extrinsic motivation, we added network as a motivational factor.

Also, in the theoretical framework, we did not really know which direction the different legitimacy targets, but we knew that legitimacy existed between the amotivation, extrinsic and intrinsic motivation. In the model below, we now know exactly how the different type of legitimacy affects whether the entrepreneur is extrinsically motivated or intrinsically motivated. Moral legitimacy targets the intrinsic motivation because is about to what extent the person's actions favor its external environment and pragmatic legitimacy target the extrinsic motivation because it's more about whether the person wins something on an act or not (Suchman, 1995).

We have chosen to not include the cognitive legitimacy in the analysis model because it's more about the adaption to norms and values in the society (Suchman, 1995). The respondents emphasized the importance of being adaptable and that the cultural norms and values are something that they must to adapt to. Most of the interviewed entrepreneurs seem to agree that they have adapted to the Swedish culture and Swedish society. The respondents have highlighted the importance of this type of adaptability and to adapt their business to the Swedish business culture at an early stage. We did not include the cognitive legitimacy in the analysis model because we consider it to be later in the business establishment process and not at the motivational process.
Figure 6. How immigrants get the motivation to establish a business in Sweden (Own)
6. Conclusion

In this following chapter, we answer the research questions of the study. Furthermore, contribution, a general method discussion, and suggestion for future research are presented.

6.1. Answering the research questions

Since this is a case study, no direct conclusions can be drawn, or statistical generalizations can be made, however, this study leads to a working hypothesis about how do immigrants get the motivation to establish a business in their host country? and what are the factors that motivate immigrants to establish a business in their host country? The answers are presented below.

RQ 1 - How do immigrants get the motivation to establish a business in their host country?

Moving to another country is never easy. During the study, we saw that immigrants face many challenges and difficulties before and after they move to another country. Immigrants can face financial difficulties because some of them get a hard time to get a job and establishing a business can be their only way to get into the labor market and to be able to survive in Sweden.

It is also about their past experience; some immigrants get the motivation to establish a business in Sweden because they did not enjoy being self-employed. They want to have the feeling of having control in the business in order to freely and independently perform their tasks how they want and where they want, the possibility of scheduling their time themselves and choosing the method for performing the task themselves is considered to be very motivational for establishing a business.

Some immigrants did not like the job they had in the past and they felt unmotivated by doing the same tasks all the time. As a self-employed, they instead get the opportunity to be creative, challenge themselves and can skip the tasks that do not satisfy them. Also, some immigrants did not feel needed and important at their previous work and they did not had the opportunity to develop in the business and achieve their full potential. The feeling of being needed and important for the business was perceived important and motivated them to establish a business of their own.
RQ 2 - What are the factors that motivate immigrants to establish a business in their host country?

In this study, we saw that the Self Determination Theory defines motivation deeply. This theory has been the basis of our framework and it has provided some factors that motivate immigrants to establish a business in Sweden. But, The Self Determination Theory did not address other important factors, so we have decided also to add Maslow's hierarchy of needs theory. With the help of these two theories, we were able to relate to the respondents' answers and draw a conclusion. However, according to the answers from our respondents we have not found that amotivation existed in the study and therefore we exclude amotivation from the analysis model.

We have concluded that the factors that motivate immigrants to establish a business in Sweden are the feeling that they created something of their own, make personal and professional development, community improvement, competence development, variation, and challenges. In most circumstances, this was much more valuable than money and success. Only few factors have emerged within the extrinsic motivation and those were, safety needs, unemployment, and network. The conclusion is that it is an intrinsic motivation that is the primary driving force for the immigrants to establish a business in Sweden. But of curse extrinsic motivation is also a driving force for some immigrants.

Also, the different type of legitimacy affects wither the immigrant is extrinsically motivated or intrinsically motivated. Moral legitimacy targets the intrinsic motivation because is about to what extent the person's actions favor its external environment and pragmatic legitimacy target the extrinsic motivation because it's more about whether the person wins something on an act or not. We found that the cognitive legitimacy is not relevant to our study because it's more about the adaption to norms and values in the society and we consider it to be later in the business establishment process and not at the motivational process.
6.2. Contribution

6.2.1. Theoretical contribution

In this study, we have developed a framework that aims to identify the motivational factors that motivate immigrants to establish a business in their host country. We have formed this specific model (p. 18) since we believe that this creates good incentives for practical use, but also clarifies the areas we have focused on, thus creating structured incentives for further theoretical research on the field.

Another theoretical contribution of this study is that we have added other motivational factors that were not included from the beginning in the extrinsic and intrinsic motivation and those have emerged only after the interviews. Such as in the intrinsic motivation we added community improvement, variety, challenges and competence development. In the extrinsic motivation, we added network as a motivational factor. Hence, we have developed Maslow’s theory with some more motivational factors and we have also shown that the amotivation within the self-determination theory that has been developed by Ryan and Deci is not relevant in this study. Also, the cognitive legitimacy that has been adopted by Suchman, we showed that in our study the cognitive legitimacy is not relevant.

We see a significant difference in the frameworks we have taken part in this study against the analysis model we ourselves developed. We believe that it is one of a kind because it reflects the answers from the ten immigrant entrepreneurs that we have interviewed, and each individual is not similar and therefore we have created a flexible model. This means that we do not define the model motivational factors to be solid for all the immigrants. Instead, we want, in this case, the researcher to be flexible and adapt the model to its specific area. This means that all researchers do not necessarily use all motivational factors and, above all, that the factors are used in a different way. We believe, however, that these motivational factors constitute a relevant basis for further research and at the same time contribute to filling parts of the gap we identified in the introduction.

Throughout this study, we have proceeded literature on immigrant entrepreneurship particularly focusing on the motivational factors that motivate immigrant entrepreneurs to establish a business. We discovered that most of the kinds of literature were focused on immigrant entrepreneur’s motivation to establish a business in a few countries such as Israel,
China, Japan, Greece, and Canada. Research has not been done in Sweden and therefore we have chosen to focus on Sweden. The results of this study provide an additional contribution to the immigrant entrepreneurship theories and shed light upon the Self Determination Theory, Maslow’s hierarchy of needs and legitimacy. The conclusions of this study would also contribute a solid base for other interested scholars who wish to further continue this research on this particular topic.

6.2.2. Societal contribution
The conclusions of this study would contribute a solid base for other interested scholars who wish to further continue this research on this particular topic. This study could also be beneficial to the Swedish government, in general, to understand the immigrant entrepreneurs and work for the improvement for these immigrants. The results and findings of this study could also provide vital information to the Swedish regional development authorities in allocating proper resources and support to motivate immigrants in establishing a business in Sweden.

Another social contribution with the study may be that several people will get the motivation to establish a business after they have read our study. We have proven that there are many motivational factors and benefits that are linked to establishing a business. We hope and believe that it will contribute the society in the long run that there will be more entrepreneurs and perhaps hopefully it will be like a wakeup call for some people that there are other alternatives of employment.

6.2.3. Managerial contribution
In this study, we found factors that motivate immigrants to establish a business in Sweden. If immigrants would read our study, they will learn how other immigrants got the motivations to establish a business in Sweden. These migrants can learn that there are many different motivational factors and each individual has reasoned differently. After reading our study the immigrants can see that most have not been motivated by money and success, it was more about self-actualization, esteem, love and belonging, community improvement, variety, challenges and competence development. Maybe those immigrants can recognize themselves when they read this study and they will get even more motivation to be entrepreneurs because they see that many others have chosen the same path as them.
6.3. Method discussion

The credibility and transferability of the study we judged to be relatively good. The interview guide with its two areas, questions, and supplementary follow-up questions, together with the practical implementation, and we have studied what was planned to be studied. One aspect that increased the study's credibility was seen as the fact that we repeatedly analyzed the material until theoretical saturation was achieved (O’reilly & Parker, 2013). It can be perceived as difficult to measure since there was a risk that something in the data material was missed. But we understood that patterns could be distinguished from the material and when no new discoveries were made anymore, the theoretical saturation was fulfilled.

The dependability of the study is difficult to estimate, there are risks that we have failed to ask follow-up questions during the interviews that had been of relevance. On the other hand, it was felt that the more interviews we made, the more confident and observant we were to ask relevant follow-up questions, which led to the respondents being perceived to reflect more openly. One possible threat to dependability could be that concepts such as intrinsic and extrinsic motivation can be defined differently by the respondents. We were aware of this threat at an early stage of the study and therefore chose to look for the respondents' subjective perception of the concepts to create understanding, we made that by asking the respondents questions that are related to the concepts.

6.4. Limitations and suggestions for future research

This study has "scratched the surface" in the topic. In order to get a deeper understanding of the motives that encourage immigrants to establish a business in their host country, more studies need to be done. In this study, we have interviewed ten respondents and the results cannot be generalized to all immigrants that establish a business in Sweden. Therefore, further research where more respondents respond to more in-depth interviews could produce results that can be more generalizable.

There could also be more comparative studies, where immigrant entrepreneurs that have established their business in different industries are compared to each other to see if there are any differences in their motivational factors between them. Furthermore, it may be that, although there is motivation, the idea or identification of motivation may not always exist or be strong enough to motivate people to take the step of becoming entrepreneurs. In order to get a nuanced picture of which factors are missing from
those who did not establish a business or if something else than motivation prevents them, a larger study would be needed. Generally, among the participating respondents in this study, it is clear that they are motivated brave people who follow their dreams. In this case, it is true that entrepreneurs have certain characteristics, which could be decisive. These characteristics could be investigated closely and if it differs between the sexes.

It was both male and female we came into contact in the study. Therefore, it would be interesting to investigate in the future whether there are differences in what motivates women to establish a business and what motivates men. Another aspect that is open to further studies is to study different cities and countries, in this study we have only focused in Uppsala and Stockholm. Areas for further research in this field could include participants from other countries, in this study we only interviewed immigrants from eight different countries. Finally, it would also be interesting to study whether the motivation changes from the idea phase to the establishment phase.
Appendix 1 - Interview guide

- Present ourselves and what we do, anonymity, that they do not have to answer the questions if they do not want, etc.
- Could you please tell about yourself: background, education, etc.
- Tell us about your business

Extrinsic motivation and Amotivation

1. Was it an important goal for you that the business would generate profits?
2. Are there any specific events in your life that have affected your choice to establish a business?
3. Do you think that entrepreneurship is full of status (thus, it is desirable to become an entrepreneur)? (Have it affected your attraction to become an entrepreneur?)
4. Where there any specific motives on the “new market” which made it more attractive than other markets? Which ones? Could you describe it?
5. Did you feel guided sometimes when you were starting your business? (If yes, has it affected you and if so, how?)
6. Are there partnerships, institutions, networks or contacts that have motivated your establishment?

Intrinsic motivation

7. Why did you choose to establish this particular business?
8. Why did you choose to establish yourself on the Swedish market?
9. Have you done any research or applied any initial strategy before you established yourself in the Swedish market?
10. When you started, was your business idea linked to something you had interest in then before?
11. What did you want to achieve with your business when you started it? What goals and visions did you have?
12. What do you think is your most important motivational factor to establish a business in Sweden?

- Is there anything you want to add that was not addressed during the interview?
References


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