Intersectionalities of Immigrant and Refugee Entrepreneurship and Digital Nomads

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Abstract

Given the specific challenges that female-owned SMEs face in global markets, we investigate the effects of gender and immigrant background on the direct vs. indirect export strategies of small and medium-sized enterprises (SMEs). Drawing on insights from social capital theory, our analysis consists of a sample of 109 Canadian SMEs. We found that although female majority-owned SMEs are less likely to export directly compared to their male majority-owned counterparts, female owners with an immigrant background have the potential to overcome network-related barriers, thus weaker the negative effect of gender on direct exporting. These findings indicate the importance of access to international networks and the necessity to leverage this linkage to support the direct exporting approach for female-majority-owned SMEs. Our research provides guidance to SME owners and managers with global aspirations. We suggest that policymakers develop initiatives to encourage female owners to identify, build, and cultivate international business relationships, and improve the design and implementation of policies targeted at immigrant export businesses.

Biography

Yu Wei Ye completed her Master of Arts in Economics at Toronto Metropolitan University in 2021. She also holds a Bachelor of Economics (2001) and a Master of Economics (2006) from China. Her research interests embrace but are not limited to the innovation strategy of Small and Medium-Sized Enterprises (SMEs) in the digital age under the global background. She also shows great interest in immigrant entrepreneurship and multinational enterprise (MNE) evolution.

Before pursuing her Ph.D., Yu Wei accumulated substantial industry and management experience. She has nearly 20 years of experience in the financial industry in Strategy Planning and Public Relations Management, with a deep global mindset and strong ability to handle stakeholder-related issues.