

Call for papers: Migration, diasporas and international business- the changing landscape of global business actors and patterns

Keywords: Migration, diaspora, international business, trade, investment, remittances, migrant entrepreneurship, technology, sustainable development

The interconnected realms of migration, diaspora, and international business intersect in multifaceted ways, shaping global trade and investment dynamics as well as socioeconomic landscapes (Kotabe et al., 2013; UNECE, 2021). Migration, driven by factors such as economic opportunity, geopolitical conflicts and wars, and environmental change, is prompting significant demographic shifts and labour market transformations worldwide. These changes influence international entrepreneurship, trade, investments and remittance flows taking place both in and in-between host and home countries; as a result, business landscapes and actors as well as institutions around them evolve (Elo, Täube & Servais, 2022; David & Schäfer, 2022). Today, remarkable economic flows and business-related interdependencies are demonstrated across host and home countries.

Diasporas, formed by migrant communities dispersed across borders, serve as conduits for cultural exchange, investment, and knowledge transfer between origin and destination countries. These transnational networks play pivotal roles in fostering trade, entrepreneurship, and innovation, facilitating cross-border collaborations, knowledge transfer, off-track business models, and market expansions (Elo & Minto-Coy, 2018).

For the migrants themselves, the migration process entails several challenges, such as learning host country language, recognition of their skills in the new place, as well as potential discrimination and alienation (Ivanova-Gongne et al., 2021; David et al., 2023). At the same time, migrants possess particular entrepreneurial and business potential both for the receiving country's business environment, as well as for the global business environment, leveraging their increased agency in dealing with adversities, transnational connections, as well as increased cross-cultural competences. Migrants' intercultural and linguistic competences, as well as the ability to switch between cultural interpretative frames and schemas (see Ivanova-Gongne, 2015) may provide them with particular in-between advantages (Riddle & Brinkerhoff, 2011; Brinkerhoff, 2016). Yet, limited linguistic skills in the host country language may act as a liability and diminish their self-perceived power in business interactions (Ivanova-Gongne et al., 2023).

In addition to the multifaceted roles played by migrants and diasporans in international business, it is crucial to recognize the significant contributions of family businesses within this context. Family businesses, which constitute a substantial portion of the global economy (Birdthistle & Hales, 2023), operate within the nexus of migration, diaspora, and international commerce (Kalhor & Yassine, 2021).

These enterprises often rely on familial ties and networks across borders to facilitate market entry (Arregle et al., 2021) and navigate cultural nuances (Sharma, 2004). By utilizing the expertise and connections of migrant or diaspora family members, these businesses effectively bridge the gap between origin and destination countries (Long, 2014; Elo, 2024), contributing to economic development and cross-cultural exchange. Understanding the dynamics of family businesses within the broader framework of migration and diaspora engagement in international business is essential for fostering inclusive growth and sustainable development on a global scale.

Beyond impacts such as trade and investments, migrants and diasporans also serve global economy as an important talent pool. In the realm of international business, migration and diaspora engagement influence business strategies related to talent acquisition, market penetration, and global supply chains. Companies harness diaspora networks for innovation capacity, market insights, language skills, and cultural competencies, leveraging diverse perspectives to navigate complex international markets (Rabbiosi et al., 2023). Furthermore, diaspora entrepreneurs contribute to economic development through transferring technology, knowledge and ideas, entrepreneurial investments, social and institutional remittances, learning and job creation in both home and host countries (Minto-Coy, Elo & Chrysostome, 2019).

Challenges related to brain drain, social integration, political instability, gender discrimination, and growing inequalities underscore the complexities inherent in migration and diaspora engagement for businesses. Navigating these dynamics requires nuanced approaches that recognize the diverse experiences and contributions of migrants and diaspora communities while addressing socioeconomic disparities and fostering inclusive business on a global scale. The success of both economic and social integration into the host country and its business environment, depends both on the agency of the integrating individual and on adaptations in the host society. However, achieving this goal can be challenging in the presence of existing prejudice and stereotypes in the host society. A business context that provides linguistic, cultural, racial, religious, and gender inclusion and supports social capital development while encouraging switching between a variety of cultural frames represents one of the challenges (Welter, 2011). Virtual reality (VR) for instance may act as a promising tool that can overcome the limitations of stereotyping and empower the development of cross-cultural competences among individuals of various backgrounds, both amongst migrants and local society. Hence, updated approaches are needed to explore antecedents, processes and outcomes contributing to sustainable development and capacity development.

The special issue welcomes conceptual papers, quantitative and qualitative empirical papers as well as country-comparisons on these themes.

The following list illustrates possible topics that would be welcomed in the special issue:

- Host and home country economic and business interdependencies, resource flows and patterns
- Migration and diaspora effects on trade, investment, country/regional competitiveness and business landscapes/entrepreneurial ecosystems
- Evolving types of global business actors, understanding their virtual/online forms and the role of technology

- Diasporans and diaspora networks bridging large psychic distances in international business
- International entrepreneurial orientation, aspirations and international business strategies
- Migrant entrepreneurs' social, cultural and linguistic capitals
- Strategies for overcoming adversities and fostering migrant/diasporic agency in global business
- Determinants and dynamics related to migrant- and migrant family business internationalization
- Diversity programs for overcoming stereotyping of migrants as business actors
- Use of emerging technologies, such as VR, in addressing stereotyping of migrants
- Multilevel analysis covering micro-to-macro frameworks and dynamics

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Length of papers

15.000 words maximum (in general this means 30 pages single space maximum)

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