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Research Article

Understanding the Role of Refugees' Entrepreneurship Motives and Challenges in Integration: Evidence From the Food Industry

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ABSTRACT

This study explores the role of refugees' entrepreneurship motives and challenges in their integration into the host country. Based on the food industry, a qualitative research approach was adopted in this study. The data was collected through semi-structured interviews with Syrian refugees in two major European cities (i.e., London and Istanbul). The theme coding analysis was performed on the qualitative data, and the analysis processes revealed three main dimensions: entrepreneur integration motives, entrepreneur integration domains, and entrepreneur integration challenges. As a result of the analysis, beyond the previous studies' findings, three interconnected fundamental relations emerged from the main dimensions' sub-categories, which contribute to a better understanding of the role of refugees' entrepreneurship motives and challenges in their integration into the host society: (1) the relation between the market accessing challenge, citizenship desire, and social equality, (2) the relation of cultural proximity and the attitude of host people in building social bridges and, (3) the relation between refugees' mental health problems and resilience in entrepreneurship achievements. To the best of the authors' knowledge, this study is among the first attempts to reveal the effects of refugees' entrepreneurship motives and challenges in their integration in the context of the food industry.

Keywords: Refugees' entrepreneurship motives, refugees' challenges, refugees' integration, food industry



1. Introduction

The number of forcibly displaced populations in the world has sharply increased after the outbreak of the Syrian civil war and has reached 70.8 million people (European Commission, 2019). The social and integration services in the host countries have been required to cope effectively with the endless source of strain because most displaced people who have escaped from insufferable situations in their country (e.g., persecution, violence, fear) do not intend to return to their homelands. This situation inevitably raises the idea of implementing some comprehensive adaptation programs in the host countries since fostering integration can reduce refugees' remarkable fiscal burden.

On the one hand, the EU's humanitarian support was greater than €1.2 billion for forcibly displaced groups and their host countries in 2018 (European Commission, 2019). On the other hand, refugees' obligatory arrival circumstances to the host countries force the refugees' situation to be covered under some international laws (Edwards, 2016). The refugee settlement policy of host countries influences refugees' integration tendency and the ability to participate in the host countries' social and economic life (Hynie, 2018). Of all immigrant groups, refugees do not have the authority to make their own decisions independently (Bird & Wennberg, 2016; Wauters & Lambrecht, 2008) and are particularly susceptible to changes in the political and social context (Hynie, 2018).

Refugees face numerous barriers that hold them back from participation in host societies' lives and that cause them to continue to be a financial burden on the host country. For instance, language barriers (Teixeira & Li, 2009), a lack of guidance and regulations (Bahcekapili & Cetin, 2015; Lyon, Sepulveda, & Syrett, 2007), poverty, and a lack of finance for a startup (Dincer, Karayilan, & Cifci, 2017) are some of the evident barriers that refugees are confronted with. Therefore, numerous studies address that self-employment can be seen as an essential point for survival and an alternative way to utilize personal skills for better integration of refugees who are unluckily excluded from the labor market (Campbell, 2006; Fong, Busch, Armour, Heffron, & Chanm, 2007; Harb, Kassem, & Najdi, 2018; Jones, Ram, Edwards, Kiselincev, & Muchen, 2014; Wauters & Lambrecht, 2008).

Most research on refugees' entrepreneurship highlight the disadvantaged motivation perspective of refugees (e.g. Ayadurai, 2011; Dana & Morris, 2007; Lyon et al., 2007; Mamgain & Collins, 2003; Teixeira & Li, 2009). However, the recent studies on refugee entrepreneurship have shifted to highlighting the positive side of the refugees' entrepreneurship vocations (e.g., Alrawadieh, Karayilan, & Cetin, 2019; Bizri, 2017; Sebestyen, Dyjas, & Kuyumcu, 2018; Shneikat & Alrawadieh, 2019; Mawson & Kasem, 2019). These studies illuminated the advantage of entrepreneurship activities of refugees for integration and emphasized that refugees should integrate with the host countries' economic and social life.

Several studies also (e.g., Alrawadieh, et al., 2019; Farmaki & Christou, 2019; Shneikat & Alrawadieh, 2019) demonstrated that the tourism industry is one of the attractive industries for refugees. Although the sectoral proportion varies considerably from one country to another, they are preponderantly over-represented in the hospitality industry (Baycan-Levent & Nijkamp, 2009); and highly involved with the hotel and food industry in which locals do not desire to work (Altinay & Altinay, 2006; Farmaki & Christou, 2019). Remarkably, the food industry can encourage refugees to venture since its unique characteristics, such as an easy access to the market, a low capital requirement, quickly substitutable products, the wealth of ethnic cuisine, and an ethnic flavor curiosity of food-enthusiasts. A few previous studies investigating the role of refugee entrepreneurship for integration have addressed several issues, including the role of social capital in

enhancing refugee integration (Bizri, 2017), the challenge for refugee entrepreneurship (Alrawadieh, et al., 2019), and refugee entrepreneurship on integration in general (Shneikat & Alrawadieh, 2019). The role of refugees' entrepreneurship motives and challenges in their integration is still scant in literature. With this knowledge in mind, this study fills this gap by explaining the role of entrepreneurship motives and challenges for refugees' integration in the host countries within the scope of the food industry. Therefore, this study is based on the qualitative data from Syrian refugees who operate a food-related business in two major cities (i.e., Istanbul and London) to highlight key themes for entrepreneurship in refugee integration. By doing so, the study makes several theoretical contributions and proposes practical implications on refugee integration at both industrial and firm-level and evaluates the power of entrepreneurship for refugees' integration, including self-employment opportunities in the food industry.

2. Refugee Entrepreneurship motives, challenge, and integration

After many traumatic transport experiences and arrival in the host country, the immediate needs of newcomers are; accommodation in confidence, accessing the labor market with a fair income, having equal education opportunities, and socio-cultural integration with the new host community (Teixeira & Li, 2009). Integration is the most researched refugee studies domain (Dagnelie, Mayda, & Maystadt, 2019). The integration facilitation was viewed as the essential part of entrepreneurial embeddedness (Harima, Periac, Murphy & Picard, 2020).

Ager and Strang (2008) contributed to this phenomenon by structuring a clear framework that identified the gradual integration processes. According to their widely adopted study, the integration process is shaped respectively through the four main themes, which are shaped around ten domains: (1) markers and means (employment, housing, education, health), (2) social connections (social bridges, social bonds, social links), (3) facilitators (language and cultural knowledge, safety and stability) and (4) foundation (rights and citizenship). Among them, employment has consistently been considered an essential domain for integration because employment is interconnected with many relevant issues. Easy access to the labor market can allow the opportunity to meet all other requirements and offer refugees a chance to contribute to their host community economically rather than being a source of strain (Campbell, 2006; Harb et al., 2018). According to Aiyar et al. (2016), the employment rate and job quality rise when barriers to accessing the labor market were eliminated. As a result, a win-win situation occurs for both the refugee and the host economy.

Although refugees are thought of as being unskilled with low incomes, they are relatively skilled and have work experiences, knowledge, and even financial sources to invest in the host economy (Wauters & Lambrecht, 2008). Refugees, therefore, have enormous potential to transform a burden into a contribution to the development of their host countries' economies (Betts & Collier, 2015). Besides, they generally tend to gain additional income for their families (Sebestyen et al., 2018). Refugees' qualifications are unfortunately ignored, and they are often employed in irrelevant areas rather than in proper employment areas based on their professions and past work experience (Dumper, 2002). This phenomenon is explained by '*Discrimination Theory*.' According to this theory, immigrants and refugees face discrimination in the labor, capital, and even consumption markets, thereby encouraging them to start their businesses (Bonacich, 1973). Alrawadieh et al. (2019) supported this theory and noted that Syrian refugees tend to participate in entrepreneurship activities rather than working in 3D (Dirty, Difficult, and Dangerous) business areas.

Unlike migrants who fall under national immigration policies after entering the host country, refugees' rights are covered by international law due to their arrival circumstances in the host

country (Edwards, 2016). Therefore, Wauters and Lambrecht (2008) mentioned in their study that refugee entrepreneurs are challenged by more barriers than other immigrants. Immigrants have existing family networks in the host society to integrate economically (Bird & Wennberg, 2016) or leave the country of arrival freely; hence, those enable them to access entrepreneurship activities out of necessity. In contrast, refugees have some restrictions on working and participating in entrepreneurship activities in the country of arrivals because many adversities prevent them from accessing the labor market with social security and equal payment. Especially mental health damage (Bogic, Njoku, & Priebe, 2015), limited social capital (Stevens, 2016), a lack of official transferable documents (e.g., diplomas, certificates, driving license) (Colic-Peisker & Tilbury, 2006), and uncertain legal status in a new place (Edwards, 2016; Simsek, 2018) are at play. However, refugees are considered less risk-averse and have a better opportunity perception when they are unconcerned with their resources and confident about succeeding in a new and unfamiliar business environment (Levie, 2007).

The lack of regulation, such as accessing the formal labour market, leads to a penchant for refugees to become involved in informal markets, thus increasing their informal employment status (Carpio & Wagner, 2015). Therefore, only 1% of the working-age refugee population holds work permission (Betts, Ali, & Memisoglu, 2017). Nevertheless, slow access to the labor market heavily affects integration opportunities (Alisic & Letschert, 2016; Davidson & Carr, 2010). Unfortunately, this situation creates a propensity for refugees to operate illegal businesses, such as the unlawful deportation of goods from their own country without taxation or duty (Campbell, 2006). On the other hand, domestic employers have a higher propensity to employ refugees informally to eliminate the burdens of regular citizens' social security payments (Barbelet & Wake, 2017) and use the workforce of overqualified refugees by applying a low salary policy (Desidero, 2016).

Numerous studies address entrepreneurship as an essential key for successful refugee integration within the host society (Alrawadieh et al., 2019; Bevelander, 2016; Bakker, Dagevos, & Engbersen, 2017; Desidero, 2016; Shneikat & Alrawadieh, 2019; Wauters & Lambrecht, 2008). Refugees involve the host community by enterprising a business, which influences the success of their integration (Tang, Kacmar, & Busenitz, 2012), and provides economic self-sufficiency against social exclusion (Desidero, 2016). Bizri (2017) noted that refugees who engaged in entrepreneurship activities are less likely to return to their homelands. However, according to *'Middleman Minorities Theory'* by Bonacich (1973), some immigrants isolate themselves with temporary residence intention because of the host countries' hostility, ethnic self-isolation, solidarity, and desire to return. Therefore, refugees engage in entrepreneurship activities only due to the high availability of resources and liquidity.

Fong et al. (2007) emphasized that generating income from successful entrepreneurship initiatives leverages refugees' self-creating livelihood and thereby provides a meaning for refugees' life purpose and revival. Thus, Campbell (2006) illuminated the importance of a clearly regulated policy on refugees' working lives in the host countries as the first step of permanent legal integration. Rather than supplying continuous aid to refugees in isolated camps, host countries' authorities can improve refugee's possibilities to venture and ensure more successful integration by reconstituting their policies and laws (Alrawadieh et al., 2019). Ironically, limiting financial supports leads refugees to look for employment in the host economy, which obliges them to learn the host country's language (Hayes & Endale, 2018). According to Baycan-Levent and Nijkamp (2009), immigrants are more likely to be self-employed than native-born citizens of the host country. Thus, Simsek (2018) specified the importance of 'class-based integration' processes referred

to as a favor between the refugees who have capital, skills, and willingness to invest in the host country and construct a social bridge with the host society and those who do not have.

The integration process has a bilateral characteristic that involves both refugees' willingness for integration and the host countries' desire to adopt integration (Strang & Ager, 2010). Therefore, the public's attitude and perception of these newcomers have an important shaping role in integrating and implementing the policies considering refugees' humanitarian needs (Bansak, Hainmueller, & Hangartner, 2016). However, people's attitudes and behaviour to such cases can take shape according to the culture in which they grow up. Ismail (2020) noted that traditionally, refugee integration challenges had been investigated from the psychological or social perspectives of resilience theory; and criticized the lack of studies examining refugee integration in terms of cultural value. Therefore, she proposes using Hofstede's cultural value dimensions' theory to explain better how different global values influence engagement and reaction from a social constructivist perspective, which offers a better understanding of how refugees face cultural integration resilience.

Therefore, based on the cross-cultural theory, Hofstede, Hofstede, & Minkov (2010) established a framework to explain cultural dimensions with six domains: (1) the power distance, (2) uncertainty avoidance, (3) individualism-collectivism, (4) masculinity-femininity, (5) long-term/short-term orientation, and (6) indulgence – restraint. Based on index scores listed for 76 countries, they tried thoroughly explaining the culture with dimensionalizing by comparing cultures (Hofstede, 2011). Moreover, there is a consensus that the refugees who formally work in the economy of the host country can become more integrated and accepted by the society in which they are hosted (Bloach, 2000; Phillimore & Goodson, 2005; Simsek, 2018). As Yap, Byrne, and Davidson (2010) have carefully documented that voluntarily hard-working refugees might be accepted from the host community and become able to apply for citizenship for permanent residence sooner than those who do not. That situation also hinders the development of marginalization (Oduntan, 2017). Discriminating newcomers as others or even labeling them as asylum seekers, migrants, and refugees damages solidarity and negatively impacts the development of social cohesion (Ellis et al., 2015). Furthermore, discrimination, hostility, and marginalization are stated as the drivers of further mental problems and potential radicalization among newcomers (Olsen, El-Bialy, Mckelvie, & Rauman, 2016).

However, operating businesses with better quality and low prices at the same place of residence generates severe competition and consequently causes violent reactions such as racism (Harb et al., 2018). Besides, recruiting migrant employees, especially into the service delivery industries (i.e., hospitality and tourism), creates a superiority of the latter group over the former in society and thus increases the suppression on the local wage levels (Brown & Donson, 2008; Zopiatis, Constanti, & Theocharous, 2014). Since refugees can provide cheaper services with more quality than the host countries' labor force, displacement and immense pressure exist between refugees and the host community. According to a study by Berns (2017), the negative societal pressure has a moderate effect on refugees' intention to engage with entrepreneurial activities in the host country.

Entrepreneurial behaviors are shaped by the consequence of the push and pull motivation factors (Dawson & Henley, 2012). Push factors are associated with prejudice in the labor market, which leads to individuals being pushed into entrepreneurship, whereas pull factors related to having a cohesive family strategy (Bird & Wennberg, 2016; Sanders & Nee, 1996), a greater degree of independence (Kirkwood, 2009), social and human capital (particularly education) (Da-

vidsson & Honig, 2003; Redstone-Akresh, 2006), and keeping the rewards of one's efforts (Dhalwal, 2008). According to Tang et al. (2012), entrepreneurial alertness is another incentive of being involved with entrepreneurial activities in the host countries' economies. Inevitably, the personal prerequisites such as; willingness to be independent (Fong et al., 2007), avoiding the disruptive situation of being a refugee (Bizri, 2017), desire to having a better life condition (Wauters & Lambrecht, 2006), and integrating into new society (Sandberg, Immonen, & Kok, 2019), attributed also as the primary motivating factors of refugees' entrepreneurship. The resilience, linked to refugees' behavioral responses to adversity situations they experienced, also plays a pivotal role in participating in entrepreneurship activities (Shepherd, Saade, & Wincent, 2019). The role of the personal agency, which is based on the background of a risk-taking tendency, self-efficacy, and resilience plays a crucial role in the entrepreneurial alertness, which drives newly arrived refugees' entrepreneurial intentions and career adaptability in taking advantage of the new uncertain environment (Chrysostome, 2010; Obschonka, Hahn, & Bajwa, 2018).

Given refugees' social situation, a sense of trust in being together and establishing a close bond with ethnic enclave groups strengthens refugees' social capital (Bizri, 2017). Social capital provides refugees easy access to the business networks, reaching the exchange of entrepreneurship ideas, involving market knowledge, and even sponsorship for entrepreneurial activities from relatives (Kachkar, 2019). The social networks allow refugees to access resources and run businesses within the co-ethnic groups (Cheung & Phillimore, 2014; Zopiatis et al., 2014). Entrepreneurship is a popular economic activity in ethnic minority groups (Altinay & Altinay, 2006). It is attributed as a family business tradition in previous literature that relies heavily on providing ethnic products for the co-ethnic market (Basu & Goswami, 1999; Waldinger, Aldrich, & Ward, 1990). According to Dagnelie et al. (2019), the ethnic network also helps refugees integrate into the labour market by being employed by entrepreneurs in their networks. This phenomenon is explained by adopting the *Enclave Economy Theory*, which is based on the study of Wilson and Portes (1980). According to this theory, when some immigrant employees start working with employers of the same ethnic background they do not have to deal with discriminatory conditions.

Moreover, co-ethnic labor has a more significant competitive advantage over the ethnic business in the host economy due to that the co-ethnic labor force enables them to lower employment costs and maintain a lower salary policy over their counterparts (Altinay & Altinay, 2006). However, some studies have suggested that the inclination to rely on the sense of belonging within co-ethnic enclaved groups might decrease the success of integration (Alrawadieh et al., 2019; Lewis, 2010). A recent study by Zighan (2020) explored some challenges faced by Syrian refugee entrepreneurs such as a lack of funds and access to financing, cultural barriers, inadequate access to business development, inadequate advisory and diagnostic support services, market access challenges, legal, regulatory and administrative barriers, a lack of innovation and technology adoption and development and a lack of management skills and capacity.

3. Research Method

3.1. Research Design

A qualitative research method was employed to address the research gap. To better understand the particular relevant situation, we based it on retrieving rich information from participants' feelings, behaviors, intentions, and thoughts during data collection and interpreting the transcribed text during the analysis (Franenkel & Wallen, 2006). The qualitative research method has been widely adopted in recent studies on the Syrian refugees' entrepreneurship concept (Al-

rawadieh et al., 2019; Shneikat & Alrawadieh, 2019; Shepherd et al., 2019; Mawson & Kasem, 2019). Thus, based on an in-depth literature review, a series of semi-structured questions were established to collect data by obtaining in-depth interviews to understand refugee entrepreneurs' experience of integration on both the personal and business level. For example, participants were particularly asked to explain their entrepreneurship stories in the host country and their essential integration-oriented motivations to venturing into an enterprise, and the challenge they experience to be better integrated into the host country. A necessary part of the other questions was related to reaching better insights into their venturing role in facilitating their integration into the host society.

The semi-structured questions were reviewed by two different academicians who have a solid background in the field. Based on their feedback, only a few changes were made to the question form. A pilot test with five refugee entrepreneurs was conducted to test the clarity of questions. Based on the pilot test, only a few modifications were made.

3.2. Sampling and participants

This study's quantitative evaluation addresses refugee entrepreneurship experiences in two countries; United Kingdom (9 participants from London) and Turkey (12 participants from Istanbul). The purposive sampling approach was applied to this research, and interviewees were recruited to be considered representative of the population. The interview ended when the data began to repeat, that is, to reach a saturation point. The interviews were conducted in London and Istanbul in September 2019 with Syrian refugees.

Only two of the participants were female. In Hofstede et al. (2010), masculinity versus femininity index scores was listed for 76 countries; masculinity tends to prevail high in the Muslim world. As mentioned in the study of Shneikat and Alrawadieh (2019), women's less involvement in entrepreneurial activities may be attributed to women's role in the Middle East communities. Furthermore, more than half of the participants stated that they intend to return to their country. This can be supported by adopting '*Middleman Minorities Theory*' by Bonacich (1973), which is based on the idea that some immigrants only engage in entrepreneurship activities just because of obtaining liquidity even if they intend to reside temporarily. There were three inclusion criteria were taken into account for qualifying the participants; (1) participants should be a Syrian refugee who had fled from their country of origin because of the civil war and seeking asylum in Turkey or the UK. (2) participants should have an enterprise and/or their businesses in the country they resided, in sub-categories of the food industry, namely, restaurants, cafes, bars, and sweet shops. (3) participants should be adults and at least 18 years old. All interviews were recorded by participants' permissions and transcribed verbatim.

Table 1: Descriptive profile of participants

Num.	Age	Gender	Education	Date of refugee	Type of business	Past experiences with this line of business	Intention to back to home country after all
P1	43	Female	English literature	2014	Catering company	no	no
P2	20	Female	Currently in university	2015	Food Cart	no	no
P3	28	Male	Arabic Literature	2015	Ethnic Food Market	no	no

P4	38	Male	International law	2011	Restaurant	yes	no
P5	40	Male	Arts and design and business	2013	Café	yes	no
P6	30	Male	Master's in project management	2012	Catering company	no	no
P7	32	Male	Telecommunication engineer	2002	Restaurant	no	no
P8	31	Male	Master's in finance	2012	Cafe	no	yes
P9	40	Male	High school diploma	2013	Restaurant	no	no
P10	38	Male	BA in education	2013	Food Market	no	yes
P11	54	Male	High school diploma	2012	Restaurant	yes	yes
P12	50	Male	BA in business administration	2012	Drinks and soft drinks shop	yes	yes
P13	49	Male	High school diploma	2013	Coffee shop	yes	no
P14	52	Male	High school diploma	2013	Coffee shop	yes	yes
P15	32	Male	High school diploma	2016	Restaurant	yes	yes
P16	37	Male	BA in fine arts	2014	Café and restaurant	yes	no
P17	46	Male	BA in psychology	2013	Dessert and ice cream shop	yes	yes
P18	55	Male	BA in business administration	2015	Food market	yes	yes
P19	40	Male	BA in civil engineering	2011	Dessert and patisseries shop	no	yes
P20	35	Male	BA in business administration	2016	Food market	no	yes
P21	43	Male	High school diploma	2015	Café	yes	yes

3.3. Data analysis

The theme-coding approach was employed in this study (Braun & Clarke, 2006). By using this method, the data was explained and categorized to understand refugees' experiences better phenomenologically. In the first phase, each author coded the data independently after reading all the data several times (Braun & Clarke, 2006). Later, the authors came together several times to discuss all the themes that emerged from their separate coding processes and reached a consensus on the main themes. During the data analysis, all commonalities and irrelevant descriptions were systematically extracted, and components were grouped under higher-order clusters after distillation by categorizing common themes (Creswell, 2007; Patton, 2002). These qualities were made using inductive reasoning and using previous literature, namely, deductive reasoning (Gummersson, 2000). By giving the place to original quotations from participants' interviews (Elo & Kynas, 2008), the study findings' trustworthiness was enhanced and contributed to the findings' reliability and validity (Sikolia, Biros, Mason, & Weiser, 2013). The outcome of the data analysis is presented in Table 2.

Table 2. Text Breakdown

Construct	# of coding for each theme	# of interviews with each theme
Entrepreneur integration motives		
<i>Push entrepreneur integration motives</i>		
Survivability	11	20
Greater control of life	2	2
Desire to be integrated	4	5
Improving social status	2	2
Past experiences	5	5
Resilience	2	2
Limited access to the labor market	2	2
<i>Pull entrepreneur integration motives</i>		
The opportunity for a new environment	22	20
Desire to be granted citizenship	9	10
Familiarity with the culture of host people	1	2
The advantage of refugee rights	3	3
Advice from others	11	11
Entrepreneur integration domains		
<i>Social bridge with host people</i>		
Welcoming from host people	19	29
Having respect from host people	13	14
Advice from new social network	1	1
Positive feedback from customers	3	5
Forming a social network with host people	11	13
Cultural and religion proximity	10	13
<i>Social enclave with ethnic people</i>		
Advice from ethnic network	10	10
Feeling solidarity from ethnic network	4	4
Family supports	6	8
Having customers from an ethnic network	7	8
Having employee from ethnic network	1	2
<i>Forming social links with supporting organization</i>		
The positive role of supporting organizations	2	2
The positive role of host country support	10	13
<i>Facilitators</i>		
Entrepreneurship achievements	20	25
Education	3	3
<i>Social equality as rights</i>		
	2	2
Entrepreneur integration challenges		
<i>Language barrier</i>		
	19	30
<i>Mental health</i>		
The left family members behind	2	2
The attitude of host people to follow a close relationship (-)	4	4
Cultural and Religion Barriers	2	2

Difficulties in accessing to market

Uncertainty in legal status	12	14
Lack of guiding	5	5
Lack of official transferable documents	1	1
Lack of financial support	6	6
Negative attitude through products	1	1
<i>Cost of living</i>	12	15

4. Findings and discussion

The findings were rounded around three interrelated critical factors from the qualitative data of this study, namely, entrepreneur integration motives, entrepreneur integration domain, and entrepreneur integration challenges. As shown in Table 2, seven push motives for starting a business and five pull motives to choose the food industry emerged as sub-dimensions from the data for entrepreneur integration motives. Five sub-dimensions emerged for entrepreneur integration, and also four sub-dimensions emerged for the entrepreneur integration challenges. Moreover, beyond the previous studies' findings, practically three interconnected relations were detected between these factors, which reveal a better understanding of entrepreneur refugees' integration within their hosted society. These relations mentioned above were discussed as following in order.

4.1. The relation between the challenge of accessing the market, the desire for citizenship and, social equality

Participants particularly highlighted that the challenge of accessing the market is pulling them to obtain citizenship. Furthermore, participants also mentioned that this situation triggers their integration into society due to accessing social equality as a right after obtaining citizenship. For example, about this subject, **P16** mentioned:

"Owning my place and having Turkish citizenship would make my life happier because it will help me save expenses and feel more settled. I think I live a very good life that I can get anything I need for myself and my family. In fact, the only thing that we need is Turkish citizenship, so we can take advantage of it as the Turks do."

Citizenship can enable the refugees to become independent, which regarding as one of the critical factors for venturing (Kirkwood, 2009) and sustain their business without thinking about going back to the homeland (Bizri, 2017). **P15** noted: 'If I were a Turkish citizen, I would live in Turkey without thinking about leaving Turkey under any consequences. I will ignore the fact that I am a foreigner. Moreover, I might think about expanding my business all over Turkey.' The integration framework of Ager and Strang (2008) proposed that reaching rights with naturalization is the last step to be integrated for refugees. The qualitative data of this study support this notion to be better explained in the field.

Immigrants are venturing into business, not because of the usual obstacles faced by immigrants to survive in the host country, but because they also sometimes want to exploit business opportunities and make more money in success (Chrysostome, 2010). As a parallel to this notion beyond some recent studies (Alrawadieh et al., 2019; Shneikat & Alrawadieh, 2019), our qualitative data revealed that refugees become entrepreneurs not only to survive but also to earn more money in a business environment fully. Thus, the findings of this current study broadened prior studies' findings (e.g., Alrawadieh, Karayilan, & Cetin, 2019; Shneikat & Alrawadieh, 2019).

Most of the participants noted that they were self-employed within the food industry before they left their country. They frequently stated that being in the big city creates many opportunities for the food industry. **P15** mentioned:

“ Istanbul is a touristic and commercial city. It has tremendous importance at the commercial level. Moreover, plenty of job opportunities in a food-related business encouraged me to come and create my own job. I found that Istanbul is the city of opportunities.”

Moreover, some participants stated that they had no experience in entrepreneurship activities before they left their countries. Therefore, participants were also asked why they ventured into the food industry. The study reveals that living in big cities offers refugees an opportunity to venture into food-related businesses because food-related businesses have greater demand in big cities. This supports the research of Levie (2007), in which refugees are mentioned as less risk-averse and have a better opportunity perception when their resources are concerned and confident about succeeding in a new and unfamiliar business environment. **P2** noted: [...] the diversity of the customer segment really helps [...] customers are open to trying new flavors.’ Nevertheless, more than half of the participants stated that they intend to return to their home country. Therefore, this result supports the ‘*Middleman Minorities Theory*’ by Bonacich (1973), which is based on the idea that some immigrants only engage in entrepreneurship activities just because of obtaining economic environment and liquidity opportunities, even if they only intend to reside temporarily.

4.2. The relation of cultural proximity and the attitude of host people in building social bridges

Participants appreciated the role of proximity in the culture and host people’s society as a significant pull motivation factor in establishing a social bridge with host people to become integrated. In contrast, the host people’s negative attitude to follow close relationships has been described as a vital entrepreneur integration challenge. Forming a social network is also a key factor for entrepreneurs in being integrated (Bansak et al.,2016) and enabling them to encounter such advantages and to reach resources (e.g., accessing knowledge, ideas, supports, distribution channels) (Cheung & Phillimore, 2014; Zopiatis et al., 2014) and thus influence the success of integration (Tang et al.,2012). Venturing business helps refugee entrepreneurs engage with locals and thereby break co-ethnic circles that hold them back to be better integrated (Lyon et al., 2007; Simsek, 2018). Participants from Turkey frequently stated that cultural proximity and the positive attitude of host people towards them facilitate their integration. Our qualitative data revealed that the presence of some similarities within the stereotypes, whereby both host and guest society, such as; culture, religion, and history of society, accelerate the integration process of refugees in the host countries. **P17** mentioned:

“The Turks are our old relatives since the Ottoman empire. I have the desire to integrate with them because they are friendly, helpful, and thoughtful people. They truly understand what it means to be human. [...] To be honest, yes, I feel very welcome here. The Islamic attitude of the district revives the idea of the residents of Medina when they received the immigrants from Makkah in their houses. That is exactly what the Turks are doing. They are the Medina residents of this age.”

Unlike the respondents in Turkey, participants in the UK mentioned that English people's cold attitude in their nature to establish close relations had held them back in creating a relationship. **P8** noted:

"British culture is different. It does not matter how much effort you spend to contact them. They build virtual relations, which we do not desire. British do not prefer to befriend us. They have prejudices. It does not matter how fluent English you speak or how much money you earn. I think we can never be fully accepted by the host society. They have a certain friendship circle, [...] I am not able to spend more time with my neighbors. The relationship among refugees is also problematic."

According to our analysis, participants' integration intends profoundly shows differences through the culture of host countries' people. In Hofstede et al. (2010), based on individualism index scores from 76 countries, individualism prevails in Western and developed countries, while collectivism tends to prevail in Eastern and less developed countries. Our qualitative data supports this phenomenon by the fact that Turkish people can be attributed to more collectivist than western British people.

4.3. The relation between refugees' mental health problems and resilience in entrepreneurship achievements

Mental health problems were also underscored by participants as a critical factor that pushed them to create resilience to overcome the entrepreneurship integration challenges, which defined as well as a way to enable them to achieve the success that positively affects their integration. Mental health problems are one of the most critical challenges that refugees dramatically experienced (Bogic et al., 2015). This study revealed that overcoming mental health with successful entrepreneurship by creating resilience against adversity situations has an undeniable influence on refugees' integration. Resilience plays a crucial role in entrepreneurial alertness, which drives newly arrived refugees' entrepreneurial intentions (Obschonka et al., 2018). Shepherd et al. (2019) also suggested that the resilience linked to refugees' behavioral responses against the undesired situation directs them to participate in entrepreneurship activities. Thus, venturing into a business becomes an essential option for refugees who dramatically experience such mental problems. Generating income from successful entrepreneurship allows refugees to rise the self-creating livelihood and life purpose and resurrection (Fong et al., 2007). Our qualitative data supports this notion and also highlights further the importance of resilience in integration. **P20** proposed:

"I think you are responsible for creating your own happiness along with your family. When you put your faith in God, you will feel comfortable and live in a unique approach; you will even have unlimited confidence. Well, thank God I am short of nothing; I feel we make constant progress over time, and slowly I am fulfilling my potential in the field of my business."

Generating income from successful entrepreneurship also significantly affects the refugees' self-creating and livelihood and hence provides meaning for life purpose and resurrection (Fong et al., 2007). Therefore, this study also highlighted the urgent need for a clear regulation policy for refugees to have some critical rights (e.g., bank transactions, travel rights, property rights) in the host countries' competitive business life. In this case, the class-based integration that Simsek (2018) stated in her study significantly gains importance to be considered by authorities. This

finding also indirectly supports Campbell's (2006) statement about the importance of a clearly regulated policy on refugees' working life in the host countries as the first step of permanent legal integration. Beyond the rights, this policy should enable refugee entrepreneurs to participate in the host countries' tax systems. Otherwise, this situation might create an unfair competitive business environment for local entrepreneurs, which might cause marginalization and racism (Harb et al., 2018; Oduntan, 2017).

5. Conclusion

5.1. Contribution

Understanding refugees' entrepreneurship motives and challenges are critical for integrating them into the host society and sustaining development in the country for residents and refugees (Alrawadieh, et al., 2019; Shneikat & Alrawadieh, 2019). Moreover, there is an acknowledgment that refugee entrepreneurs are different from other entrepreneurs in the host country (Meister & Mauer, 2019). There remain numerous significant gaps in the hospitality research literature investigating refugees' entrepreneurship. Therefore, exploring the motives and challenges of refugee entrepreneurship from the perspective of the food industry is essential. This research attempts to contribute to the current literature and host countries by proposing motives and challenges of refugee entrepreneurship to integrate into the host country.

This study revealed three fundamental relations to provide a deeper understanding of the role of refugees' entrepreneurship motives and challenges in integration by examining refugee entrepreneurs' integration motives, their integration domains and, their integration challenges. By doing so, the current study contributes to explaining the refugees' integration phenomena and, in that vein, raised the importance of refugees' entrepreneurship activities for coping with unending refugee problems by transforming them into an advantage for both sides.

5.2. Theoretical Implications

In particular, this study explained refugees' entrepreneurship motives and challenges on integration among the three interconnected key dimensions' sub-category: **(1)** the relation between the market accessing challenge, citizenship desire, and social equality, **(2)** the relation of cultural proximity and the attitude of host people in building social bridges and, **(3)** the relation between refugees' mental health problems and resilience in entrepreneurship achievements. This study, therefore, contributes to the body of the agenda on the refugee entrepreneurship research stream, which suggests entrepreneurship as a significant way that enhances integration (e.g., Alrawadieh, et al., 2019; Bizri, 2017; Shneikat & Alrawadieh, 2019). All themes that occurred as a result of the analysis were interpreted differently by entrepreneur refugees. We believe that these findings will serve to pertain to literature and scholars who study this topic.

5.3. Managerial Implications

This recent study provides considerable managerial implications. The vast majority of participants have emphasized the importance of market access, citizenship desire, and social equality. In terms of integration and entrepreneurship, this is the most critical issue that should be considered by destination managers. To overcome this issue, destinations can prepare a legal regulation toward them. Furthermore, destination managers can organize some seminars for refugees to give them a sense of society. By doing so, refugees will feel themselves as a part of society, and this strategy will benefit society by enabling them to initiate entrepreneurial facilities. So, employ-

ment issues can be partly solved among refugees and residents. Apart from this, these seminars can give to locals. As a result of these implementations, it is believed that host people's attitudes will change against entrepreneur refugees and build a social bridge between them.

Meal-sharing economy platforms are the best entrepreneurship activities due to no need an initial capital for individuals (Atsız & Çifçi, 2021). The destination managers can promote such areas for refugees who can cook meals in their homes. So, tourists and residents can have a look into their local culture and cuisine. This will help the culture to be learnt and work will extra revenues for both sides. Moreover, this can be useful for integration policies in the host countries.

Moreover, both the international and national authorities should pay attention to the revealed fundamental relations of this study while they are preparing plans and programs for refugee integration; thereby, it will lead them to identify how they should effectively manage the refugee integration process in terms of economic and social perspective.

5.4. Limitations and future research lines

The study was conducted in two metropolitans (Istanbul and London), strengthening the findings' generalizability and enabling authors to make cultural comparisons at some critical points and present the findings more clearly. However, there were some limitations in this study for future research. First, the data were collected from Syrian refugee entrepreneurs in the food industry; further research should consider more diverse samples, including all other sectors. Second, the study is based only on quantitative data from Syrian refugee entrepreneurs; therefore, more research is still needed to understand other refugees' groups' different aspects. Moreover, the qualitative findings of this study should be verified by adopting quantitative methods to enhance generalizability. Finally, we concluded that some issues should be considered by both theory and managers. However, we ignored the motives and success factors of entrepreneur refugees in the food industry. Future research can investigate this aspect.

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