

Conceptualising African immigrant entrepreneurship in South Africa: Accessing financial capital

Bernard Lama Ngota, Elroy Eugene Smith, Ayanda Pamela Deliwe

ABSTRACT

Objective: The objective of the article is to comprehend the effectiveness of African immigrant entrepreneurs in acquiring the financial capital required to venture into entrepreneurship in the host country.

Research Design & Methods: The study's objectives were met using a qualitative research methodology based on an interpretive research paradigm. In a face-to-face interaction, personal interviews collected data from a purposive sample of 12 African immigrant entrepreneurs (owners/managers). The Gioia method systematically coded related interview extracts into first-order concepts, then grouped them into second-order themes and aggregate dimensions.

Findings: The results revealed that African immigrant entrepreneurs acquire the financial capital to start up their businesses from their personal savings. Moreover, the study found that family members play an important role in providing financial capital to assist African immigrant entrepreneurs in their venture creation. Contrastingly, the findings show that host country commercial banks, other microfinance institutions and persons other than family members offered no recourse to African immigrant entrepreneurs to turn to for financial assistance.

Implications & Recommendations: The research on African immigrant entrepreneurs' financial capital acquisition strategies yields important implications for entrepreneurial economic growth, offering transferable lessons for other entrepreneurs. Based on the empirical findings, we offered recommendations for the host country's monetary policies to include African immigrant entrepreneurial endeavours for effective business creation.

Contribution & Value Added: The study promotes understanding of African immigrant entrepreneurship by conceptualising access to financial capital in South Africa. Its emphasises financial challenges, alternative financial mechanisms, entrepreneurial support programmes, the role of social networks, offering insights for policy makers, and financial institutions.

Article type: research article

Keywords: African immigrant entrepreneur; financial capital; savings; financial institutions; loans

JEL codes: J15, L26, M10

Received: 7 March 2025

Revised: 10 May 2026

Accepted: 15 May 2026

Suggested citation:

Ngota, B.L., Smith, E.E., & Deliwe, A.P. (2026). Conceptualising African immigrant entrepreneurship in South Africa: Accessing financial capital. *International Entrepreneurship Review*, 12(3), 27-42. <https://doi.org/10.15678/IER.2026.1203.02>

INTRODUCTION

The global migratory trends have undoubtedly risen for the past three decades as documented in some studies (Malki *et al.*, 2022). The consequences of this increase in the immigrant population, as seen in the 2022 census, indicated that South Africa had roughly 2.4 million immigrants, depicting 3.9% of the total population, a progressive increase from 2.1% in 1996, are a push for policies that can address the socio-economic issues that this phenomenon brings into the host country (Malki *et al.*, 2022; StatsSA, 2025). Recent research shows that immigrant entrepreneurship significantly affects growth and development in host countries (Jones *et al.*, 2019; Ngota *et al.*, 2019; Asoba & Mefi, 2020; Malki *et al.*, 2022; Duan, 2023). The importance of immigrant entrepreneurship cannot be overemphasised in the economic growth and wealth contributions of many host

country's economies. Previous research (Hunt & Gauthier-Loiselle, 2010; Kerr & Lincoln, 2010) discovered that immigration boosts innovation in host countries.

Notwithstanding the recent research demonstrating the contributions of immigrant entrepreneurs, particularly African immigrant entrepreneurs, to the host country economies, few studies examined how African immigrant entrepreneurs obtain financial capital to launch their businesses. Identifying potential barriers to financial capital access for any group of small business owners also proves critical for avoiding economic productivity losses. According to Ashourizadeh (2016), the entrepreneurial process requires financial resources for the launch and daily operation of the business, as well as for the payment of expenses and the purchase of necessary stock.

Every entrepreneur requires financial resources to start a business, grow it, compete in the market, and maintain business operations and customer base (Ashourizadeh, 2016). Compared to other entrepreneurs, a lack of financial resources will harm an entrepreneur's entrepreneurial ambitions. As a result, entrepreneurs may seek funding either privately (via personal savings, families, and friends) or publicly (via bank loans, angel investors, venture capital funds, or public stock offerings). According to Ashourizadeh (2016), while accessing finance privately may be easier, the amount available may be limited. In contrast, public access to funds may result in larger sums of money. However, obtaining funding from a public institution poses some difficulties for both the entrepreneur and the financial institutions. Ashourizadeh *et al.* (2022) noted that funding small businesses is fraught with uncertainty due to the doubt involved in the development process and the limited understanding of the growth factors that new entrepreneurs experience. Accordingly, should external investors consider investing in an African immigrant entrepreneur's business, they may demand considerable equity, control, and managerial influence to alleviate possible risks associated with business instability and uncertainty (Ashourizadeh, 2016; Ashourizadeh *et al.*, 2022).

Despite the evolving body of knowledge on immigrant entrepreneurship, limited research has examined particular obstacles faced by African immigrant entrepreneurs in acquiring financial capital to start-up and develop their businesses (Ashourizadeh, 2016). This omission matters, given the unique economic, cultural and social contexts that African immigrant entrepreneurs manoeuvre in South Africa (Ashourizadeh *et al.*, 2022). By investigating the financial capital acquisition approaches of African immigrant entrepreneurs in South Africa, this research seeks to fill this knowledge gap and shed light on the unexploited prospects of this entrepreneurial group. The primary objective of this article is thus to investigate the effectiveness of how African immigrant entrepreneurs access financial capital to enable them to venture into entrepreneurship in South Africa. Hence, this article aims to answer the main research question: *How do African immigrant entrepreneurs in South Africa obtain the finances to drive their entrepreneurial ventures?*

LITERATURE REVIEW

Understanding the prevalence of African immigrant entrepreneurship requires a conceptualisation of immigrant entrepreneurs and entrepreneurship. An immigrant entrepreneur denotes a non-native of the host country who migrates from their home country to another country and starts a business there to benefit economically (Aaltonen & Akola, 2014). Immigrant entrepreneurship refers to the economic growth and development process facilitated by the immigrant entrepreneur. According to some authors (Sahin *et al.*, 2011; Tengeh *et al.*, 2011; Fatoki, 2017), self-employment or entrepreneurship usually requires buying an existing business or starting one from scratch. In this context, immigrant entrepreneurship refers to entrepreneurial activities undertaken by immigrants in a host country (Tengeh *et al.*, 2011; Fatoki, 2017).

Empirical studies (Cooper *et al.*, 1994; Ashourizadeh, 2016; Ashourizadeh *et al.*, 2022) highlighted that financial capital remains vital to business survival and venture for African immigrant entrepreneurs. Nonetheless, acquiring finances from financial institutions and banks involves strict requirements that businesspeople, specifically African immigrant entrepreneurs, cannot easily meet, so they turn to alternative sources to obtain financial assistance such as family members (Cooper *et al.*, 1994; Ashourizadeh, 2016). However, Min (1988) argue that when immigrant entrepreneurs want to venture

into entrepreneurship in the host country, they primarily rely on their savings for financial capital, as well as attaching to their ethnic groups to make social connections from which they benefit, and few, if any, receive financial assistance from the bank (Ashourizadeh, 2016; Ashourizadeh *et al.*, 2022). Boissevain *et al.* (1990) state that immigrant entrepreneurs typically hold limited savings to enable them to start their businesses, and as a result, they end up working longer hours or multiple jobs to accumulate sufficient funds to start their businesses.

Moreover, African immigrant entrepreneurs may seek financial support from friends to supplement what they already have, enabling them to venture into new businesses or expand their existing ones if the opportunity arises. According to Ashourizadeh *et al.* (2022), African immigrant entrepreneurs can obtain the necessary financial capital to start their businesses by connecting with other members of their social ethnic group and/or forming public-private partnerships. Ashourizadeh (2016) states that immigrant entrepreneurs who run businesses in the United Kingdom face unfair discrimination from banks and financial institutions, limiting their businesses' growth and development. The Rotating Credit Association, which Japanese and Chinese immigrants used to finance ethnic businesses, ranks among the most common financing methods for immigrants (Light, 1972; Ashourizadeh, 2016). According to Aldrich and Waldinger (1990), it rests on the ethical responsibility and sound judgment found in immigrant groups. Notwithstanding, Light (1984) believes that such strategies arose in response to discrimination in the host society's access to regular financing.

Intra-African immigration presents diverse obstacles for African immigrant entrepreneurs. One primary challenge involves navigating the complex and varied legal frameworks across diverse African nations. Moreover, besides the hurdles associated with African immigrant entrepreneurs securing funding from local financial institutions, language and cultural challenges can also create obstacles, as they need to overcome these obstacles to start up and grow their businesses (Radipere, 2012; Ngota & Rajkaran, 2016). Additionally, xenophobia and discrimination can prove inevitable for African immigrant entrepreneurs, making it critical for them to tackle these issues and foster a more welcoming environment (Ngota & Rajkaran, 2016). Ultimately, networking and integration remain crucial for success, as African immigrant entrepreneurs must establish relationships with governments, local businesses, and communities to thrive. Chrysostome (2010) indicates that SMMEs face the same challenges as larger businesses on a micro level. However, unlike larger firms, SMMEs often lack easy access to the financial resources they need to remain in business. Research by some authors (Asoba & Tengeh, 2016; Nkrumah, 2016; Omisakin, 2017; Ngota *et al.*, 2019) affirmed that it remains difficult for African immigrant entrepreneurs to access finance from traditional banks in host countries.

In South Africa, African immigrants are often regarded as a homogenous group, without distinguishing between the different nations of origin. Several factors contribute to this aggregation. Data limitation matters greatly, as statistical data of African immigrants in South Africa frequently lack a comprehensive breakdown by nation of origin, leading scholars to categorise them together. The policy frameworks also play a role. South African immigration laws and policies, including the Immigration Act of 2002, apply broadly to African nationals, without distinguishing between specific countries. Moreover, stereotypes and perceptions reinforced by media coverage and public narrative often perpetuate a homogenous view of African immigrants.

The study by Paul *et al.* (2007) suggests that African immigrant entrepreneurs utilise various sources of financial capital, including personal funds, reinvested profits, and bank loans. The notion focuses on information gaps between immigrant entrepreneurs and potential lenders, who often know more about the business's operations and prospects. Banks, on the other hand, rely on second-hand information from African immigrant entrepreneurs and financial statements. This information gap leads lenders to demand higher interest rates or more favourable terms to protect themselves from potential risks. As a result, immigrant entrepreneurs prefer to fund their ventures with their own money and profits, rather than relying on external investors and lenders.

Conceptual Framework of the Study

Figure 1 illustrates the conceptual framework of this study that seeks to illuminate the complex relationships between financial capital acquisition and entrepreneurial success among African immigrant entrepreneurs. By examining the interplay between internal sources of financial capital (savings), external sources (loans and family support), and barriers to financial capital (lack of access to financial networks), this framework provides a nuanced understanding of the factors that enable or hinder the acquisition of financial capital and its impact on entrepreneurial outcomes. By exploring these relationships, this framework seeks to contribute to the development of effective strategies for supporting African immigrant entrepreneurs in accessing the financial capital necessary to start-up and grow successful businesses.

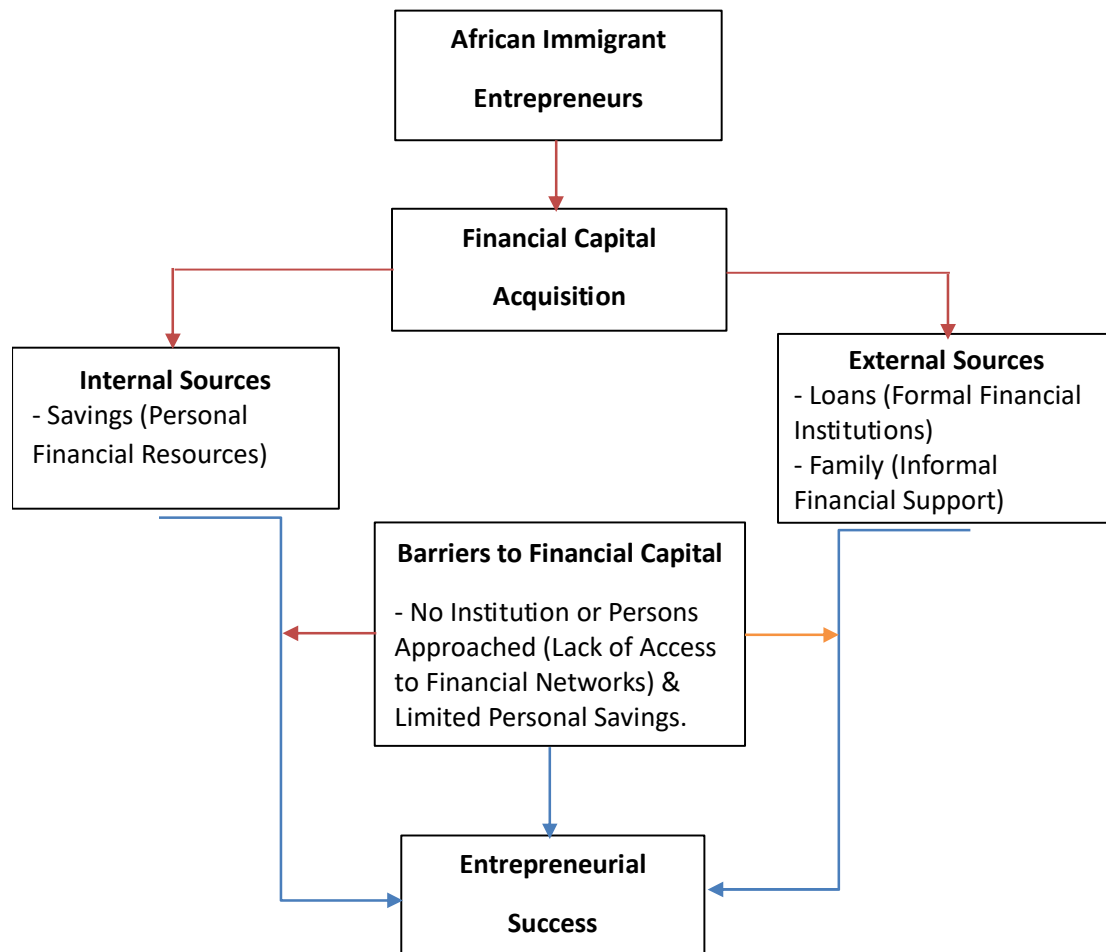


Figure 1. Conceptual framework of the study

Source: author's own construction based on the results of 2023 data analysis from personal interviews.

RESEARCH METHODOLOGY

An interpretative research paradigm (phenomenological research) served to meet the study's objectives. According to Hammersley (2013), the interpretivism paradigm rests on the idea that humans cannot comprehend knowledge in the social sciences in the same way as they can in the physical sciences because humans interpret their surroundings and take actions based on that understanding, whereas the rest of the world does not. Creswell (2013) indicates that qualitative research begins with an assumption and the use of a theoretical framework that guides the research problems, addressing the sense groups, social or human phenomena. Previous studies showed that a qualitative response to the primary research question was necessary. To obtain rich data, cases of African immigrant entre-

preneurs were selected, and subsequent personal interviews followed. We used an exploratory research strategy because few studies examined this topic in the field, and it allowed for an in-depth investigation of African immigrant entrepreneurs' access to financial capital for entrepreneurship in a host country (Creswell, 2014; Saunders *et al.*, 2019; Saunders *et al.*, 2023). We chose the qualitative approach to gain a broad understanding of participants' experiences and perspectives, and to explore the research questions in a nuanced and contextualised manner.

The study drew its sample from the population of all African immigrant entrepreneurs operating businesses in South Africa. Twelve (12) African immigrant entrepreneurs (owners/managers) in the Eastern and Western Cape provinces of South Africa were selected for the sample using non-probability sampling techniques, namely convenience and purposive samplings, because there exists no readily accessible database of all African immigrant entrepreneurs in South Africa. By adopting a non-judgemental and curious stance, the researcher created a safe space for open dialogue, encouraging respondents to share their genuine perspectives and insights. Participant inclusion criteria included:

- Participants were of African descent (i.e., born in an African country other than South Africa).
- Participants were owners/managers or partners in the business.
- Participants actively participated in the establishment or purchase of the business.
- The businesses have been in operation for at least one year.
- Participants were at least 18 years old and above.

The study collected both secondary and primary data. Secondary data sources comprised journals, the internet and books. We collected primary data from African immigrant entrepreneurs who have established and successfully operated businesses in South Africa using a semi-structured interview schedule. The purpose of the study instrument was to collect data from African immigrant entrepreneurs on how they acquired the financial capital necessary to establish their businesses effectively in South Africa. To collect data, we conducted in-depth semi-structured interviews to ascertain realities and expectations around the financial access of African immigrant entrepreneurs. Experts in entrepreneurship validated the themes and questions, and literature supported these themes.

Data Analysis

The data analysis of this study drew on the Gioia method (Gioia *et al.*, 2013), which emphasises exploring organisational processes through the diverse experiences of various stakeholders. This approach enables discovering novel insights by examining how different actors perceive and interpret events (Gioia *et al.*, 2013). To ensure qualitative rigour, the study adhered to the recommended practices outlined by Gioia *et al.* (2013). Consistent with inductive research, the analytical process iterated alongside data collection. Although the phases overlapped, distinct analytical stages emerge. Through these stages, the study repeatedly refined and validated theoretical mechanisms derived from the empirical data, ensuring a vigorous and grounded understanding.

Following semi-structured in-depth interviews, the data collected from African immigrant entrepreneurs were reduced and coded. A list of themes, categories, and preliminary codes were all included in the coding framework the researcher developed (Gioia *et al.*, 2013). The researcher began analysis by reading interview transcripts, assigning codes, and identifying patterns guided by the research question. Using constant comparison (Gioia *et al.*, 2013), the researcher discerned differences and similarities within the data. Table 1 outlines the relevant codes and content. During the second analytical stage, the researcher aggregated first-order codes into higher-level concepts, supplementing this process with extensive note-taking and memo making to track decisions and refine interpretations. Consistent with iterative research (Gioia *et al.*, 2013), the researcher's coding approach evolved as his understanding deepened. In stage three, the researcher examined how attention manifested within previously identified categories, yielding four theory-driven themes (Table 1).

To ensure research rigour and trustworthy interpretations, the researcher adhered to Lincoln and Guba (1985) guidelines for qualitative inquiry, enhancing credibility, transferability, dependability, and confirmability, as discussed in the subsequent section (Enworo, 2023). The four criteria – confirmability, credibility, transferability, and dependability – proposed by Johnson and Rasulo

(2016) assessed the reliability of the data acquired and ensure its trustworthiness. The theoretical, methodological, and analytical choices made throughout this study rested on logical justifications in its presentation. Audit logs that outlined each step taken in analysing the data for research purposes and served as the foundation for the findings established confirmability. Triangulation of data collection, long-term participation, consistent observations, and member checks all ensured the study's data credibility. By providing the phenomenon under study with an adequate thick description, the researcher ensured that the qualitative data collected and transcribed could be transferred. To ensure dependability, the collected qualitative data underwent an audit of inquiry (Shenton, 2004). To support the review and examination of the study's procedures as well as the data analysis method to ensure that the findings stayed consistent and that the study could be repeated, the researcher enlisted another experienced researcher in the faculty.

RESULTS AND DISCUSSION

This section summarises the findings of the analyses based on the participants' responses. The study found that African immigrant entrepreneurs require financing to establish and expand their businesses in the host country. However, the study investigated how African immigrant entrepreneurs attempted to obtain the financial capital they needed to start their businesses. Table 1 presents the codes and themes identified during the thematic data analysis process for financial capital acquisition, including internal and external sources, and barriers to obtaining financial capital, which structure the results below. Direct quotes or responses provided by participants do not all appear here, but remain available on request.

Table 1. Codes and themes identified in thematic analysis

Aggregate dimensions	Second-order themes	First-order themes
Financial capital acquisition	Primary source of finance	Funding is the most needed to start a business.
		Resources needed to start-up the business.
Internal sources	Savings (personal financial resource)	Keeping money as a habit
		Keeping money from income made
		Saving part salary
		Saving as a behavioural tendency
		Saving as a cultural tendency
		Saving to start up a business
		Personal savings
External sources	Loans from banks	Borrowing from others for start-up
		Prefer borrowing from others than the bank due to high interest rates
		Borrowing from banks has high financial risks
		Discriminating financial policies towards migrants
		Difficult borrowing from friends
		Did not borrow from bank
	Family members	Financial assistance from family
		Finance from retrenchment package
		Assistance from couples
Barriers to financial capital	No financial institution or person approached	Reluctant to approach banks or persons
		To reduce entrepreneurial debt
		Negative attitude by banks towards migrants
		Lack of business license
		Reluctance due to residential status
		Uncertain of business environment
		ID as bank requirement
	Limited personal savings	Not enough savings done to start-up a business

Source: own study based on data from interviews.

We briefly discuss the findings based on these codes and themes identified during the thematic analysis process and thus presented as a discussion of the main findings of this article.

Financial Capital Acquisition Findings

Access to adequate financial capital remains crucial in determining business success. Tengeh and Nkem (2017) discovered a significant correlation between initial startup capital and subsequent business growth among immigrant entrepreneurs. African immigrant entrepreneurs indicated that financial resources formed the most significant primary resource required during the start-up stage of their businesses in the host country.

Financial resources constitute essential assets for starting a new business or expanding an existing one. The findings agree with those of some authors (Evans & Jovanovic, 1989; Holtz-Eakin *et al.*, 1994; Blanchflower *et al.*, 2001), who posit that if African immigrant entrepreneurs have access to adequate financial resources, their entrepreneurial dream will easily materialise, leading to the establishment of a new business venture. Table 2 presents the coding process for African immigrant entrepreneurs' capital acquisition and provides examples of responses.

Table 2. Example of responses on financial capital acquisition findings

Aggregate dimensions	Second-order themes	First-order themes	Illustrative responses
Financial capital acquisition	Primary source of finance	Finance is the most needed to start a business	- 'I needed money to establish my business from the beginning.' (P#3) - 'The main resource that I needed at the time to start-up this business was finance.' (P#1)
		Resources needed to start-up the business	- 'I needed money to buy the tools and materials I needed to start the business, as well as the car I needed to transport the working tools and materials to the job site.' (P#1) - 'I believe that when you are talking about the finance as the primary resource, I think the rents should be first in it, then the materials and the most important thing to make sure that you have the tools also.' (P#3)

Source: own study based on data from interviews.

In contrast, this study has disputed these claims, arguing that some entrepreneurs successfully launched creative businesses with only a small amount of financial capital (Davidson & Honing, 2003; Hurst & Lusardi, 2004; Kim *et al.*, 2006). This study also discovered that starting a new business with adequate and sufficient capital resources strongly predicts entrepreneurial growth; however, others argue that finance provides no significant predictor of new business creation (Hurst & Lusardi, 2004).

Internal Sources of Finance Findings

Utilising personal savings remains a common internal source of finance for entrepreneurs, particularly during the startup phase (Radipere, 2012; Ngota & Rajkaran, 2016). This involves injecting personal funds into the business, either from savings accounts, emergency funds, or other personal assets. Personal savings provide an easily accessible and cost-effective means of financing, eliminating the need for external borrowing and associated interest payments. Additionally, using personal savings demonstrates the commitment and confidence of African immigrant entrepreneurs in their venture, which could potentially attract external investors. African immigrant-owned small businesses in South Africa often struggle to secure loans from formal financial institutions, making savings a vital alternative for accessing capital. African immigrant entrepreneurs demonstrate the spirit of savings to amass the necessary financial resources to start-up their businesses (Tengeh, 2007; Radipere, 2012; Ngota & Rajkaran, 2016). The savings spirit existing among African immigrant entrepreneurs originated from their cultural background emanating right from their home countries. This value-driven culture stems from the family values of these ethnic groups, which they have instilled in their businesses for generations. Table 3 shows the internal source of finance coding process and examples of responses.

This finding is consistent with a study by Tengeh (2007), who found that African immigrant entrepreneurs sourced their primary source of capital from their personal savings. This finding challenged the traditional intellect that entrepreneurs can only obtain financing to start a business from a financial institution. Although this matters for growing and developing an entrepreneurial idea to increase its success, it may particularly challenge an African immigrant entrepreneur in a host country. Therefore, African immigrant entrepreneurs have resorted to saving money to finance their entrepreneurial ventures when the opportunity arises.

Table 3. Example of responses on the internal source of finance

Aggregate dimensions	Second-order themes	First-order themes	Illustrative responses
Internal Source	Savings (personal financial resource)	Keeping money as a habit	'I was making some income and from that small income, I was making some savings bit by bit.' (P#2)
		Keeping money from income made	'I used to save the little money that I had at the time, so every little money that I earned had to be saved gradually. So, I had the finances from my savings.' (P#3)
		Saving part of the salary	- 'I was saving some income from my salary for raining days like this to see how I could survive through other means. That is why I was saving some little money from my little salary that I was getting there [previous employment].' (P#6) - 'I got the money from my savings, which I was doing while working. I was always saving a portion of my salary. That was part of the funding that enabled me to start this business.' (P#8)
		Saving as a behavioural tendency	'I got into the habit of saving money to start my own business from every little money that I made. I did such savings for about two years to enable me to get enough money to establish my business. So, I can say that the savings that I was doing was what gave me the financial capital that I used to establish my own business.' (P#4, P#5, P#10 & P#11)
		Saving as a cultural tendency	'This is like the culture I grew up with in West and Central African countries. We always live with the expectation of saving for the future, even though the future is uncertain. That is how I was able to obtain the funds with which I began this business.' (P#3)
		Saving to start up a business	'That is how I managed to save money so that I could get enough capital to start-up my own business.' (P#4)
		Personal savings	'I can say that the savings I was doing were what provided me with the financial capital I needed to start my own business.' (P#1)

Source: own study on data from interviews.

External Sources of Finance Findings

Banks and loans represent a primary external source of finance for businesses, offering various financing options to support growth and expansion (Markova & Perkovska-Mircevska, 2009). Commercial banks offer term loans, overdraft facilities, and lines of credit, enabling entrepreneurs to access the necessary funds for investments, working capital, or debt refinancing. Specialised loan programmes, such as small business loans, venture capital loans, and asset-based loans, cater to specific business needs. Banks also offer competitive interest rates, flexible repayment terms, and expert financial guidance. However, for African immigrant entrepreneurs to access bank finance requires a solid business plan, collateral, and a good credit history. Loan applications involve rigorous evaluation, and entrepreneurs must prepare to provide financial statements, business projections, and risk assessments to secure approval. Discriminatory financial policies may hinder banks' ability to provide financial assistance to African immigrant entrepreneurs. As a result, African immigrant entrepreneurs face significant obstacles in securing traditional banking services, forcing them to explore alternative financing options, or rely on personal savings to fund their business ventures. Some examples of responses regarding external sources of finance appear in Table 4.

For many African immigrant entrepreneurs, family members and relatives serve as a vital external source of finance, providing crucial capital for startups or business expansions. According to research (Basu & Parker, 2001; Nee & Sanders, 2001), many family members, whether at home or abroad, play a significant role in the financial assistance of family members' business ventures. Informal loans or investments from loved ones often come with flexible repayment terms and minimal collateral requirements, bridging the financing gap created by traditional banks' stringent lending criteria. This familial support not only addresses financial needs but also offers emotional encouragement and business advice, leveraging the family's collective networks and expertise. In African cultures, familial ties and social obligations foster a sense of responsibility and trust, making family financing a viable option.

Table 4. Example of responses on an external source of finance

Aggregate dimensions	Second-order themes	First-order themes	Illustrative responses
External source	Loans from banks	Borrowing from others for start-up	- 'I did approach some people to ask for financial assistance. I spoke to some people around for financial assistance because the finance that I had was not enough to start-up the business.' (P#4) - 'I decided to rather borrow the money from my friends.' (P#5)
		Prefer borrowing from others than the bank due to high interest rates	- 'The reason why I did not want the bank loan is because the bank will impose a very high interest rate during payment, so that is why I did not need a bank loan.' (P#11) - 'I did not want a bank loan because the bank would charge a very high interest rate during payment.' (P#4)
		Borrowing from banks has high financial risks	'You see, starting a business that you have not done before, it is risky to start going to the bank to get a loan.' (P#9)
		Discriminating financial policies towards migrants	- 'When I approached the bank, they told me I wasn't qualified for their assistance.' (P#7) - 'The bank stated that I was not a citizen and lacked the necessary documentation, such as a South African ID, to obtain a bank loan.' (P#6)
		Difficult borrowing from friends	'Although it was difficult to obtain a loan from some of the people I approached, some of them did believe in my vision and loaned me the money.' (P#4)
		Did not borrow from bank	- I did not approach any financial institution or other person to request a loan or financial assistance of any kind.' (P#1) - 'No, I didn't need to go to the bank for a loan at the time because I had enough money saved up. In addition, I did not seek financial assistance from any other financial institution or individual.' (P#3)
	Family members	Financial assistance from family	- 'I received some financial support from my family back from my home country which assisted me a lot to start-up the business.' (P#5) - 'I had to approach my family back home and ask for some financial assistance to inject into my business.' (P#12)
		Finance from retrenchment package	'I used my retrenchment package to add to my savings to enable me purchase this business.' (P#1)
		Assistance from spouses	- 'My wife provided financial assistance to help me launch my business.' (P#1) - 'I did approach my husband with my business ideas and asked for financial support.' (P#8)

Source: own study based on data from interviews.

Moreover, cultural financing models like 'njangi,' 'susu,' or 'esusu' – rotational savings and credit associations common among African diaspora communities – provide mutual financial support and reassurance (Ngota *et al.*, 2019). Through these informal financing networks, family members and friends pool resources, share risk, and celebrate successes together. By tapping into family networks, African immigrant entrepreneurs can access essential funds, mitigate risk, and build a foundation for sustainable business growth. When African immigrant entrepreneurs encounter difficulties during the start-up phase of their businesses, they often turn to their families for financial assistance.

Barriers to Obtaining Financial Capital Findings

African immigrant entrepreneurs face significant obstacles when seeking financial assistance from commercial banks. Banks' attitudes, stringent requirements, and biases create barriers that deter entrepreneurs from seeking loans. 'Lack of business licences,' 'residency status,' and 'non-indigenous status' further limit access, making it challenging for African immigrant entrepreneurs to secure funding. Additionally, 'uncertainty about business prospects' and concerns about 'debt repayment' discourage African immigrant entrepreneurs from seeking bank financing. Banks' emphasis on security and collateral requirements also hinders financing, forcing African immigrant entrepreneurs to rely on

Table 5. Example of responses to barriers to financial capital

Aggregate dimensions	Second-order themes	First-order themes	Illustrative responses
Barrier to financial capital	No financial institution or person approached	Reluctant to approach banks or persons	- 'No, I was reluctant to approach the bank to ask any loan.' (P#4) - 'The answer is a big no; I didn't bother to approach the bank for financial assistance.' (P#7)
		To reduce entrepreneurial debt	- 'How will you repay the loans if the business fails, and you have taken on so much debt? So, I didn't want to go down that path at all.' (P#5)
		Negative attitude by banks towards migrants	- 'As for the bank, I knew I was not going to have any help from them as a foreign national.' (P#5) - 'I didn't approach any banks for money because I knew the outcome would be negative as a foreigner in this country. So, I didn't have to bother myself or waste my time with it.' (P#12)
		Lack of business license	- 'I didn't approach anyone because my company was not yet registered [licensed] when I started it. So, I knew that if I approached the bank for a loan at that point, it would be requested as a requirement.' (P#9)
		Reluctance due to residential status	- 'I did not approach the bank because I knew that because my residency status was an asylum permit, the bank would not grant me a loan even if I applied.' (P#10)
		Uncertain of business environment	- 'but I didn't want to borrow money and start a business because I wasn't sure about the business's future.' (P#6) - 'I don't think it's a good idea to take loan money to start-up a business; instead, I think it's a good idea to do that after the business has already been in operation, because you never know if the business will fail or survive.' (P#12)
		ID as bank requirement	- 'If you are a foreigner in South Africa and do not have a South African ID, do not go to a bank for a loan; they will never give you one.' (P#5) - 'even if you have the ID and do not have a job that pays you money into a bank account or an already existing business that is doing well and has a bank account with the said bank, they will not grant you a business loan.' (P#3)
	Limited personal savings	Not enough savings done to start-up a business	- 'although the money was not enough to cover the capital for the business, but it went a very long way, and it was the foundation of the establishment of my business.' (P#1)

Source: own study based on data from interviews.

alternative funding sources, such as personal savings. As a result, many African immigrant entrepreneurs prioritise self-funding and cautious growth, opting to avoid debt and potential financial risks. This cautious approach stems from concerns about repayment difficulties and the potential consequences of business failure. Moreover, the complexity of application processes, coupled with cultural barriers, exacerbates the challenge. Banks' lack of understanding of African immigrant entrepreneurs' unique needs and circumstances perpetuates financial exclusion. Consequently, African immigrant entrepreneurs must often explore informal financing options, such as family and friends, diaspora networks, or microfinance initiatives, namely everywhere where necessary. Table 5 presents examples of responses derived from barriers to financial capital, as reported by African immigrant entrepreneurs.

Financial capital acquisition can thus come from internal and external sources, both of which are likely to boost entrepreneurial success, as access to financial capital remains essential for starting and growing a business. On the other hand, barriers to financial capital are likely to undermine entrepreneurial success, as a lack of access to financial networks and resources can hinder business growth and development (Chimucheka & Mandipaka, 2015). By highlighting these relationships, the conceptual framework emphasises understanding the various factors that influence the acquisition of financial capital and its impact on entrepreneurial success among African immigrant entrepreneurs.

Entrepreneurial Success Findings

Access to financial capital remains critical to entrepreneurial success, as it enables entrepreneurs to invest in their businesses, manage cash flow, and respond to market opportunities (Emami *et al.*, 2023). Despite facing formidable challenges, many African immigrant entrepreneurs achieve remarkable success, driven by resilience, determination, and innovative spirit (Mason & Brown, 2014). By leveraging their unique cultural perspectives and diaspora networks, African immigrant entrepreneurs tap into previously unexplored markets, create jobs, and stimulate economic growth. From thriving small businesses to scalable startups, African immigrant entrepreneurs excel in various sectors, including technology, agriculture, and retail. However, their entrepreneurial journey often features financial hurdles, as traditional banking systems frequently deny them loans due to a lack of credit history, collateral, or residency status. Undeterred, African immigrant entrepreneurs navigate the financial landscape by relying on alternative funding sources, such as personal savings, family members, and ethnic community networks. Informal financial systems, like rotational savings groups and ethnic-based credit unions, also provide vital support. By manoeuvring through these financial channels, African immigrant entrepreneurs demonstrate exceptional adaptability and resourcefulness. Their success stories inspire a new generation of entrepreneurs, fostering a culture of entrepreneurship and community empowerment. The study showed that financial capital acquisition would lead to entrepreneurial success through the establishment of a business as explained by Participant #2: 'so, I used this small money that I had saved to establish my own small business.' This was corroborated by Participant #8 who explained: 'that was part of the finance that assisted me to start-up this business.' Likewise, Participant 3 said: 'yeah, my savings assisted me to acquire all the other assets that I needed for the business. The money that I was saving assisted me with all that I needed to start-up the business.'

Ethnicity can be a double-edged sword for African immigrant entrepreneurs, acting both as an approach to maximising profit and as a challenge to business growth (Andrejuk, 2016). On the one hand, ethnic uniqueness can provide access to valuable resources, markets, and networks, enabling entrepreneurs to tap into niche opportunities and cater to co-ethnic clients. This proves particularly useful in businesses where cultural skills and relationships are crucial, such as fashion, traditional, and food services. Ethnic connections can also facilitate access to mentorship, information, and capital, and help African immigrant entrepreneurs overcome challenges during the initial start-up stages. Additionally, exploiting ethnic identity can serve as a marketing approach, enabling entrepreneurs to differentiate their businesses and appeal to clients seeking reliable cultural expertise. On the other hand, ethnicity can also offer challenges to business growth. African immigrant entrepreneurs may encounter biases, xenophobia, and stereotypical attitudes from host societies, limiting their access to bigger resources and markets. Overdependence on co-ethnic connections can also hinder business success, as entrepreneurs may strive to expand beyond their ethnic niche (Andrejuk, 2016).

CONCLUSIONS

Generally, African immigrant entrepreneurs face significant challenges in acquiring financial capital, a crucial element for business success. The study reveals that the primary source of finance for these entrepreneurs is often internal, relying heavily on personal savings, which serve as a vital financial resource. However, limited personal savings can pose a substantial barrier to acquiring financial capital, hindering business growth and development. Moreover, the findings indicate that external sources of finance, such as bank loans and support from family members, also play a crucial role. Nevertheless, accessing these external sources proves daunting. Many African immigrant entrepreneurs report that no financial institution such as banks or person was approached due to concerns about rejection, high interest rates, and stringent collateral requirements. This highlights the need for alternative funding options and more inclusive financial systems. The barriers to financial capital acquisition carry significant implications for African immigrant entrepreneurs. Without access to sufficient finance, businesses may struggle to scale, innovate, or even survive. This article has contributed to the theoretical and empirical body of knowledge about how African immigrant entrepreneurs obtain financial capital to start businesses in the host country.

According to the results of this research, African immigrant entrepreneurs can build a savings culture as a primary source of funding for their business ventures. This strategy allows them to maintain control over their finances and reduce dependence on external financial sources. Moreover, African immigrant entrepreneurs can explore other financial options, for instance informal funding networks, involving family and friends or diaspora networks. Moreover, to advance access to financing, African immigrant entrepreneurs should cultivate relationships with financial institutions and develop a strong business plan that demonstrates the validity and prospects for growth of their business. Furthermore, acquiring knowledge in financial management, budgeting, and cash flow management proves crucial for making informed financial decisions. African immigrant entrepreneurs can also benefit from seeking mentorship and support from networks and organisations that cater to immigrant entrepreneurs. Microfinance entities that simply provide low-cost financing and flexible repayment terms offer a viable financing alternative. Engaging in funding education programmes tailored to immigrant entrepreneurs can also improve their financial literacy and management skills. By embracing these approaches, African immigrant entrepreneurs can develop the financial management skills essential to effectively embark on entrepreneurship in South Africa. Eventually, unlocking access to financial capital remains critical for African immigrant entrepreneurs to foster economic integration, social change and innovation. By recognising the primary sources of finance, addressing barriers to financial capital, and developing inclusive financial solutions, policymakers can foster a more vibrant entrepreneurial ecosystem that benefits both immigrant communities and the broader society. Hence, the study suggests that host countries' financial policies accommodate immigrant entrepreneurs, particularly African immigrant entrepreneurs, who wish to pursue entrepreneurship in the country. To address these challenges, policymakers and financial institutions must develop culturally sensitive and inclusive financial solutions. This includes streamlined application processes, flexible collateral requirements, and personalised financial services tailored to the distinct needs of African immigrant entrepreneurs. By bridging the financing gap, such measures can empower these entrepreneurs to drive economic integration, innovation, and job creation. Additionally, through strategic partnerships, mentorship initiatives, and targeted support programmes, organisations and policymakers can further accelerate the entrepreneurial success of African immigrants, bridging the gap between entrepreneurial goals and economic integration.

The research carries some limitations, including the small sample size of 12 African immigrant entrepreneurs and the focus on only two provinces in South Africa, which may limit the generalisability of the results. The aggregation of African immigrant countries and their nationals' experiences in South Africa may disregard significant differences, possibly covering unique obstacles and opportunities facing particular citizen groups.

Future studies could use a larger sample size, a quantitative or mixed-methods design, and a wider geographic area. Comparative research between diverse immigrant cohorts or between immigrants and indigenous entrepreneurs could offer valuable insights. Moreover, longitudinal research could help trace the financial capital acquisition approaches of African immigrant entrepreneurs over time, and a study on policy involvement and financial integration initiatives could provide guidance on strategies and support these groups.

REFERENCES

- Aldrich, E.W., & Waldinger, R. (1990). Ethnicity and Entrepreneurship. *Annual Review of Sociology*, 16(1990), 111-135. <https://doi.org/10.1146/annurev.so.16.080190.000551>
- Andrejuk, K. (2016). Vietnamese in Poland: How Does Ethnicity Affect Immigrant Entrepreneurship?. *Asian and Pacific Migration Journal*, 25(4), 379-400. <https://doi.org/10.1177/0117196816673843>
- Ashourizadeh, S., Saeedikiya, M., Aeeni, Z., & Temiz, S. (2022). Formal Sources of Finance Boost Innovation: Do Immigrant Entrepreneurs Benefit as Much as Natives?. *Entrepreneurial Business and Economics Review*, 10(2), 41-59. <https://doi.org/10.15678/EBER.2022.100203>
- Ashourizadeh, S. (2016). Immigrant and Native Entrepreneurs' Sources of Financing for Startup: With a Moderating Effect of Wealth in the Country. *The Journal of Small Business Innovation*, 19(2), 1-15. <https://doi.org/10.1504/IJBG.2016.075733>
- Asoba, S.N., & Mefi, N.P. (2020). Current Literature on Immigrant Entrepreneurship in South Africa: Exploring Growth Drivers. *Academy of Entrepreneurship Journal*, 26(4), 1-15. Retrieved from <https://www.abacademies.org/articles/current-literature-on-immigrant-entrepreneurship-in-south-africa-exploring-growth-drivers-9882.html> on October 24, 2020.
- Asoba, S.N., & Tengeh, R.K. (2016). Analysis of Start-Up Challenges of African Immigrant-Owned Businesses in Selected Craft Markets in Cape Town. *Environmental Economics*, 7(2), 93-105. [https://doi.org/10.21511/ee.07\(2\).2016.10](https://doi.org/10.21511/ee.07(2).2016.10)
- Basu, A., & Parker, S. (2001). Family Finance and New Business Start-Ups. *Oxford Bulletin of Economics and Statistics*, 63(3), 333-358. <https://doi.org/10.1111/1468-0084.00224>
- Blanchflower, D., Oswald, A., & Stutzer, A. (2001). Latent Entrepreneurship Across Nations?. *European Economic Review*, 45(2), 680-691. [https://doi.org/10.1016/S0014-2921\(01\)00137-4](https://doi.org/10.1016/S0014-2921(01)00137-4)
- Boissevain, J., Blauschke, J., Grotenberg, H., Joseph, I., Light, I., Sway, M., & Werbner, P. (1990). Ethnic Entrepreneurs and Ethnic Strategies. In R. W. Waldinger & R. H. Aldrich (Eds.), *Ethnic Entrepreneurs: Immigrant Business in Industrial Societies* (pp. 131-157). Sage.
- Chimucheka, T., & Mandipaka, F. (2015). Challenges Faced By Small, Medium And Micro Enterprises In The Nkonkobe Municipality. *International Business & Economics Research Journal (IBER)*, 14(2), 309. <https://doi.org/10.19030/iber.v14i2.9114>
- Chrysostome, E. (2010). The Success Factors of Necessity Immigrant Entrepreneurs: in a Search of a Model. *Thunderbird International Business Review*, 52(2), 137-152. <https://doi.org/10.1002/tie.20320>
- Cooper, A.C., Gimeno-Gascon, F.J., & Woo, C.Y. (1994). Initial Human and Financial Capital as Predictors of New Venture Performance. *Journal of Business Venturing*, 9(2), 371-395. [https://doi.org/10.1016/0883-9026\(94\)90013-2](https://doi.org/10.1016/0883-9026(94)90013-2)
- Creswell, J.W. (2013). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (3rd ed.). Sage Publications.
- Creswell, J.W. (2014). *Qualitative, Quantitative and Mixed Methods Approach* (4th ed.). Sage.
- Davidson, P., & Honing, B. (2003). The Role of Social and Human Capital Among Nascent Entrepreneurs. *Journal of Business Venturing*, 18(3), 301-331. [https://doi.org/10.1016/S0883-9026\(02\)00097-6](https://doi.org/10.1016/S0883-9026(02)00097-6)
- Duan, C. (2023). Towards a Conceptual Framework and Research Agenda for Immigrant Entrepreneurs, Entrepreneurship, and Enterprises. *Journal of Business Ecosystems*, 4(1), 1-24. <https://doi.org/10.4018/jbe.322774>
- Emami, A., Yoruk, E., & Jones, P. (2023). The Interplay Between Market Need Urgency, Entrepreneurial Push and Pull Insights and Opportunity Confidence in the Course of New Venture Creation in the Developing Country Context. *Journal of Business Research*, 162(1), 1-23. <https://doi.org/10.1016/j.jbusres.2023.113882>
- Enworo, O.C. (2023). Application of Guba and Lincoln's Parallel Criteria to Assess Trustworthiness of Qualitative

- Research on Indigenous Social Protection Systems. *Qualitative Research Journal*, 23(4), 372-384. <https://doi.org/10.1108/QRJ-08-2022-0116>
- Evans, D., & Jovanovic, B. (1989). An Estimated Model of Entrepreneurial Choice under Liquidity Constraints. *The Journal of Political Economy*, 97(1), 808-827. <https://doi.org/10.1086/261629>
- Fatoki, O. (2017). Gender and the Work Life Conflict of Immigrant Entrepreneurs in South Africa. *Gender and Behaviour*, 15(1), 8367-8379. [https://doi.org/10.22610/jeb.v10i4\(j\).2419](https://doi.org/10.22610/jeb.v10i4(j).2419)
- Gioia, D.A., Corley, K.G., & Hamilton, A.L. (2013). Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia Methodology. *Organizational Research Methods*, 16(1), 15-31. <https://doi.org/10.1177/1094428112452151>
- Hammersley, M. (2013). *What is Qualitative Research?* Bloomsbury Academic.
- Holtz-Eakin, D., Joulfaian, D., & Rosen, H.S. (1994). Sticking it Out: Entrepreneurial Survival and Liquidity Constraints. *Journal of Political Economy*, 102(1), 53-75. <https://doi.org/10.1086/261921>
- Hunt, J., & Gauthier-Loiselle, M. (2010). How Much Does Immigration Boost Innovation?. *American Economic Journal: Macroeconomics*, 2(2), 31-56. <https://doi.org/10.1257/mac.2.2.31>
- Hurst, E., & Lusardi, A. (2004). Liquidity Constraints, Household Wealth, Entrepreneurship. *Journal of Political Economy*, 112(2), 319-347. <https://doi.org/10.1086/379478>
- Johnson, S., & Rasulova, S. (2016). *Qualitative Impact Evaluation: Incorporating Authenticity into the Assessment of Rigour* (Working Paper No: 45.) Bath Papers in International Development and Wellbeing.
- Jones, T., Ram, M., & Villares-Varela, M. (2019). Diversity, Economic Development and New Migrant Entrepreneurs. *Urban Studies*, 56(5), 960-976. <https://doi.org/10.1177/0042098018765382>
- Kerr, W.R., & Lincoln, W.F. (2010). The Supply Side of Innovation: H-1B Visa Reforms and U.S. Ethnic Invention. *Journal of Labor Economics*, 28(3), 473-508. <https://doi.org/10.1086/651934>
- Kim, P., Aldrich, H.E., & Keister, L.A. (2006). Access (not) Denied: The Impact of Financial, Human and Cultural Capital on Becoming a Nascent Entrepreneur. *Small Business Economics*, 27(1), 5-22. <https://doi.org/10.1007/s11187-006-0007-x>
- Light, I. (1972). *Ethnic Enterprise in America: Business and Welfare Among Chinese, Japanese, and Blacks*. University of California Press.
- Light, I. (1984). Immigrant and Ethnic Enterprise in North America. *Ethnic and Racial Studies*, 7(2), 195-216. <https://doi.org/10.1080/01419870.1984.9993441>
- Lincoln, Y.S., & Guba, E.G. (1985). *Naturalistic Inquiry*. Sage.
- Malki, B., Uman, T., & Pittino, D. (2022). The Entrepreneurial Financing of the Immigrant Entrepreneurs: A Literature Review. *Small Business Economics*, 58(1), 1337-1365. <https://doi.org/10.1007/s11187-020-00444-7>
- Markova, S., & Perkovska-Mircevska, T. (2009). Financing Options for Entrepreneurial Ventures. *Economic Interferences*, 11(26), 597-604. Retrieved from <https://www.ideas.repec.org/a/aes/amfeco/v11y2009i26p597-605.html> on June 10, 2016.
- Mason, C., & Brown, R. (2014). Entrepreneurial Ecosystems and Growth Oriented Entrepreneurship. In *Oecd* (Working Paper). <https://doi.org/10.4337/9781785364624>
- Min, P.G. (1988). *Ethnic Business Enterprise: Korean Small Business in Atlanta*. Center for Migration Studies.
- Nee, V., & Sanders, J. (2001). Understanding the Diversity of Immigrant Incorporation: A Forms-of-Capital Model. *Ethnic and Racial Studies*, 24(3), 386-411. <https://doi.org/10.1080/01419870020036710>
- Ngota, B.L., Rajkaran, S., & Mang'anyi, E.E. (2019a). African Immigrant Entrepreneurs in South Africa: Exploring their Economic Contributions. *Entrepreneurial Business and Economics Review*, 7(4), 33-56. <https://doi.org/10.15678/EBER.2019.070403>
- Ngota, B.L., Rajkaran, S., & Mang'anyi, E.E. (2019b). African Immigrant Entrepreneurship: A Catalyst For Skills Transfer. *Academy of Entrepreneurship Journal*, 25(1), 1-20. Retrieved from <https://www.semanticscholar.org/paper/African-Immigrant-Entrepreneurship-A-Catalyst-for-Ngota-Rajkaran/2bf04b7f0cb31e528c7d2d477c15ad96ed768af4> on March 12, 2024.
- Ngota, B.L., & Rajkaran, S. (2016). *Challenges Facing African Immigrant Entrepreneurs: A case of South Africa*. Lambert Academic Publishing.
- Nkrumah, A. (2016). Ghanaian Female Immigrant Entrepreneurs in Canada: Experiences, Challenges, and Coping Strategies. *Open Journal of Social Sciences*, 4, 59-78. <https://doi.org/10.4236/jss.2016.410005>
- Omisakin, O.M. (2017). Economic Contributions and Challenges Immigrant Entrepreneurs to Their Host Country

- Case of African immigrants in Auckland, New Zealand. *Journal of Business Administration Research*, 6(1), 25-38. <https://doi.org/10.5430/jbar.v6n1p25>
- Paul, S., Whittam, G., & Wyper, J. (2007). The pecking order hypothesis: does it apply to start-up firms?. *Journal of Small Business and Enterprise Development*, 4(1), 8-21. <https://doi.org/10.1108/14626000710727854>
- Radipere, N.S. (2012). *An Analysis of Local and Immigrant Entrepreneurship in the South African Small Enterprise Sector (Gauteng Province)* (Issue November). Unpublished Thesis (Ph.D). University of South Africa.
- Sahin, M., Baycan, T., & Nijkamp, P. (2011). The Economic Importance of Migrant Entrepreneurship: An Application of Data Envelopment Analysis in The Netherlands. *Town and Regional Planning*, 31(0).
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.). Pearson.
- Saunders, M.N.K., Lewis, P., & Thornhill, A. (2023). Research Methods for Business Students. In A. Saunders, M.N.K. Lewis, P. Thornhill, A. Bristow (Eds.), *Understanding research philosophy and approaches to theory development* (9th ed., pp. 128-174). Pearson.
- Shenton, A.K. (2004). Strategies for Ensuring Trustworthiness in Qualitative Research Projects. *Education for Information*, 22(2004), 63-75. <https://doi.org/10.3233/EFI-2004-22201>
- StatsSA. (2025). *Report on Migration Statistics Based on Various Bata Sources Including Census 2022*. Retrieved from www.statssa.gov.za
- Tengeh, R., Ballard, H., & Slabbert, A. (2011). A Framework for Acquiring the Resources Vital for the Start-up of a Business in South Africa: An African Immigrant's Perspective. *European Journal of Social Sciences*, 23(3), 362-381. Retrieved from <https://www.mpra.ub.uni-muenchen.de/34211/> on June 15, 2015.
- Tengeh, R.K., & Nkem, L. (2017). Sustaining Immigrant Entrepreneurship in South Africa: The Role of Informal Financial Associations. *Sustainability*, 9(8), 1-16. <https://doi.org/10.3390/su9081396>
- Tengeh, R.K. (2007). *A Business Framework for the Effective Start-Up and Operation of Area, South Africa*. Unpublished Thesis (Ph.D). Cape Peninsula University of Technology.

Authors

The contribution of co-authors breaks down as 40% for the primary author, and 30% each for the other authors: Dr B.L. Ngota prepared the introduction, literature review, and the material and methods section, carried out the analysis, drew conclusions including the references for the study, based on his Ph.D. thesis, while Prof. E.E. Smith and Prof. Deliwe proofread, edit, and supervised the article for publication.

Bernard Lama Ngota (corresponding author)

PhD in Business Management from Nelson Mandela University, South Africa (2024). His research interests include entrepreneurship, small business management, marketing, and innovative development in marketing and technology. With a strong publication record, he authored or co-authored several articles in esteemed journals, including the South African Journal of Business Management (SAJBM), International Journal of Applied Entrepreneurship and Economics (IJAE), and International Review of Management and Marketing (IRMM).

Correspondence to: Bernard Lama Ngota, PhD, candidate, Nelson Mandela University, P O Box 77000, Gqeberha, 6031, South Africa, e-mail: bencolam@gmail.com; s219238774@mandela.ac.za

ORCID  <https://orcid.org/0000-0002-0767-4118>

Elroy Eugene Smith

Full Professor at the Department of Business Management at Nelson Mandela University, Gqeberha in South Africa. His research interests include sustainability and greening, ethics and corporate citizenship/social responsibility, strategic management and organisational behaviour. He has published extensively in numerous national and international, peer-reviewed, accredited journals and conference proceedings.

Correspondence to: Elroy Eugene Smith (PhD), Nelson Mandela University, P O Box 77000, Gqeberha, 6031, South Africa, e-mail: Elroy.Smith@mandela.ac.za

ORCID  <https://orcid.org/0000-0001-5567-1627>

Ayanda Pamella Deliwe

Associate Professor of Applied Management, Administration, and Ethical Leadership at the University of Fort Hare. PhD in Commerce Leadership Studies (University of KwaZulu-Natal, South Africa); served as head of department and senior lecturer at Nelson Mandela University, South Africa, in the Department of Business Management. Her research interests include the field of social sciences in business studies, including entrepreneurship and marketing. She has also published within the Education space on e-learning.

Correspondence to: Ayanda Pamella Deliwe (PhD), University of Fort Hare, 50 Church Street, East London, 5201, Eastern Cape, South Africa, e-mail: ADeliwe@ufh.ac.za

ORCID  <https://orcid.org/0000-0002-2897-8030>

Acknowledgements and Financial Disclosure

The article was prepared within the research project entitled 'Conceptual Framework of African Immigrant Entrepreneurship in South Africa' financed by the NRF Scholarship grant and Postgraduate Research Scholarship conducted by Bernard Lama Ngota in 2019-2023. The authors would like to thank Dr Lillah R and Dr Matcha-Hove T for their valuable contributions and concerted effort in the development of this study since its inception. The primary author would like to express his sincere gratitude to the Nelson Mandela University top management and research team for their candid support to the postgraduate students of the institution.

Use of Artificial Intelligence

The authors declare that the text is free of AI/GAI usage.

Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Copyright and License

This article is published under the terms of the Creative Commons Attribution (CC BY 4.0) License <http://creativecommons.org/licenses/by/4.0/>

Published by Krakow University of Economics – Krakow, Poland