

# ENTREPRENEURS' SATISFACTION WITH JOB AND LIFE IN THE SUB-SAHARA AFRICAN DIASPORA: DUAL EMBEDDEDNESS IN HOME-SOCIETY AND HOST-SOCIETY

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## **Abstract**

*The research question here is, for the migrants in the Sub-Saharan African diaspora, how does their satisfaction with job and life compare to the satisfaction of natives in Sub-Saharan Africa and in the West? The more abstract research question here is, how are migrants dually embedded in their home-society and their host-society? From a sample of 58,999 migrants from Sub-Saharan Africa and natives in Sub-Saharan Africa and in the West who reported their satisfaction, satisfaction with work and life was found to be higher in the West than in Sub-Saharan Africa. Migrants from Sub-Saharan Africa to the West had a level of satisfaction that was in between. In their satisfaction, thus, migrants were embedded both in their home-society and in their host-society, a dual embeddedness. The study contributes, concretely, to understanding entrepreneurs' and non-entrepreneurs' satisfaction with work and life in the Sub-Saharan African diaspora. More theoretically, the study contributes to understanding migrants' dual embeddedness in home-society and in host-society.*

**Keywords:** migrants, natives, entrepreneurs, dual embeddedness, sub-sahara africa.

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## **1. Introduction**

Some people are happy, while others experience less well-being. People may become more satisfied if they pursue new endeavours or move to another place. Some people migrate from Sub-Saharan Africa to Western countries, attracted by better work and life which they perceive to prevail in the West.

The research question here is, concretely, for the migrants in the Sub-Saharan African diaspora, how does their satisfaction with job and life compare to the satisfaction of natives in Sub-Saharan Africa and in the West? More generally, this concerns how migrants are embedded both in their home-society and in their host-society.

### **Theoretical Background: Dual Embeddedness**

People brought up in Sub-Saharan Africa acquire the culture and traditions of Africa. People are embedded in their society, in that their society is regulating, channelling, enabling and constraining their pursuits. Entrepreneurship is a salient part of life in Africa, more salient than elsewhere in the world (Kelley, Singer and Herrington, 2016), so many people acquire a habitus that includes valuing and often pursuing entrepreneurship as a way of making a living.

Some people leave their home-country to go to live in another country. The migrants bring their traditions from their home-country with them to their new host-country. Their habitus from their home-country continues as their habitus in their new host-society. The migrants remain embedded in their home-society.

However, migrants also acquire styles of life in their new host-society, they acculturate and may over time acquire a habitus typical of their host-society (Portes 1995). Increasingly, their host-society influences their work and lives, and they become embedded in their host-society. Migrants thus remain embedded in their home-society and become embedded in their host-society, and thus have a dual embeddedness (Kloosterman and Rath 1999; Schøtt 2016b 2016c). This dual embeddedness may be pervasive for people in general (Ashourizadeh et al 2016a; Rezaei 2016), and specifically for entrepreneurs (Ashourizadeh 2016; Hamilton et al 2008; Jensen et al 2015) and may be a source for enhancing migrant entrepreneurs' performance (Ashourizadeh et al 2016b; Cheraghi and Yaghmaei 2016; Jensen et al 2016).

The more abstract research question here is, how are migrants dually embedded in their home-society and their host-society? The abstract research question becomes more concrete by focusing on satisfaction with work and life as something that may be shaped by both the satisfaction prevailing in home-society and the satisfaction prevailing in host-society (Jensen and Schøtt 2016).

It is well-known that entrepreneurs tend to be more satisfied than non-entrepreneurs (Benz and Frey, 2004, 2008a, 2008b; Binder and Coad 2013, 2015; Millán, Hessels, Thurik, and Aguado, 2013; Naudé, Amorós and Cristi, 2013; Schøtt 2016a). It is also well-known that the people in Africa tend to be less happy than people in the West (Amorós and Bosma 2014; Diener, Ng, Harter and Arora, 2010; Graham 2009). The gap in our scholarly knowledge concerns migrants (Johansson Sevä, Vinberg, Nordenmark and Strandh, 2015). We hypothesize that the migrants are dually embedded in their home-society and their host-society and that the migrants' satisfaction will be between the low satisfaction of the natives in Sub-Saharan Africa and the high satisfaction of the natives in the West.

## **2. Research Design and Data**

To investigate how migrants are influenced by their home-society and their host-society we compare migrants to natives in their home-society and to natives in their host-society. Such data have been collected in the Global Entrepreneurship Monitor, GEM (Bosma 2013; Global Entrepreneurship Research Association 2016). In 2013-14 GEM surveyed adults around the world, asking about immigration and satisfaction in many of the countries (Amorós and Bosma 2014; Vorderwülbecke 2013).

The questions about immigration and satisfaction were included in the Sub-Saharan African survey of four countries: Botswana, Namibia, Nigeria and South Africa. This part of the survey sampled natives in Sub-Saharan Africa and migrants within Sub-Saharan Africa. The questions were also included in the survey of several Western countries where immigrants

from Sub-Sahara Africa were also sampled, namely, Bosnia, Belgium, Canada, Croatia, Finland, France, Germany, Ireland, Luxemburg, Netherlands, Portugal, Spain, Sweden and the United Kingdom. This part of the survey sampled natives in the West and Sub-Sahara Africa migrants in the West. The survey was also conducted in many other countries around the World, notably in Asia and Latin America, but did not sample any migrants from Sub-Sahara Africa, so the rest of the world is not included in this study.

The survey asked for the respondent's country of birth and also country of birth of each parent. A respondent in a country is considered native if the person and both parents were born in that country. A respondent residing in a country is considered an immigrant from SSA if the person or a parent was born in a Sub-Sahara African country (other than the person's country of current residence).

The survey sampled inhabitants in each country, fairly randomly and representatively, but focusing on adults age 18 to 64 years (Reynolds et al 2005). The sample totals 58,999 migrants from Sub-Saharan Africa and natives in Sub-Saharan Africa and the West.

Dummies were used to distinguish four categories of migrants and natives as follows. A dummy was coded 1 for a migrant in the Sub-Sahara African diaspora in the West (and 0 if not). Another dummy was coded 1 for a migrant from one country to another within Sub-Sahara Africa (and 0 if not). Yet another dummy was coded 1 for a native in Sub-Sahara Africa (and 0 if not). Yet another dummy is 1 for a native in the West (and 0 if not).

Each respondent reported satisfaction with life by rating dis/agreement with each of five statements (Diener et al 2013; Pavot and Diener 2008),

*In most ways, my life is close to my ideal.*

*The conditions of my life are excellent.*

*I am satisfied with my life.*

*So far I have obtained the important things I want in life.*

*If I could live my life again, I would not change anything.*

Agreement was rated on a scale from 1 to 5, and the mean of the five ratings provides an index of satisfaction with life.

Each working respondent reported satisfaction with work by rating dis/agreement with each of five statements (Blustein 2008; Spreitzer et al 1997),

*I can decide on my own how I go about doing my work.*

*The work I do is meaningful to me.*

*At my work, I am not exposed to excessive stress.*

*I am satisfied with my current work.*

*I am satisfied with my current income from work.*

Agreement was rated on a scale from 1 to 5, and the mean of the five ratings provides an index of satisfaction with work.

A respondent is considered an entrepreneur if the person has started a business or owns and manages a business.

The analyses should control for other characteristics of the respondent. Each respondent also reported gender (coded 0 for men and 1 for women), age (in years), education (coded into years), household income (coded 1, 2, 3 for lowest third, middle third, and highest third in sample in country), and household size (number of persons living together; logged to reduce skew).

### 3. Results

First, the population is described by the means, standard deviations and correlations in the sample, Table 1.

Table 1: Means, standard deviations, and correlations among the variables

	Mean	Standard	Entre-preneur	Life-satisfaction	Work-satisfaction	Diaspora in West	Diaspora in SSA	Native in SSA	Native in West
Entrepreneur	.18	.38							
Life-satisfaction	3.43	.96	-.01						
Work-satisfaction	3.62	.78	.10***	.49***					
Diaspora in West	.01	.08	.00	.00	.00				
Diaspora in SSA	.01	.09	.06***	-.04	.00	-.01*			
Native in SSA	.16	.36	.20***	-.24***	-.05***	-.03***	-.04***		
Native in West	.83	.38	-.21***	.24***	.05***	-.17***	-.20***	-.95***	
Gender female	.51	.50	-.08***	.01**	.00	-.01	-.01**	.01**	-.01*
Age	40.5 y	13.2 y	.01***	.03***	.06***	-.02***	-.06***	-.21***	.22***
Education	12.0 y	3.8 y	-.01	.19***	.04***	.01**	-.05***	-.21***	.21***
Income	1.95	.83	.04***	.26***	.13***	-.03***	-.01	-.06***	.07***
Household	3.43	1.82	.12***	-.07***	.00	.00	.05***	.34***	-.34***

Source: Field work

\*  $p < .10$  \*\*  $p < .05$  \*\*\*  $p < .005$

The diaspora in the West is about 1% of the sample. The diaspora within Sub-Saharan Africa is also about 1% of the sample. The natives in Sub-Saharan Africa are about 16% and the natives in the West are about 83% of the sample.

Regressions compared among the categories of migrants and natives. The reference was the natives in Sub-Saharan Africa to which each other category was compared (thus regressions did not use the dummy for natives in SSA, but only used the dummy for each other category). None of the independent variables of interest were correlated strongly or even moderately strong, indicating that there was no problem of multi-collinearity in the regressions.

Life-satisfaction and work-satisfaction were moderately strongly correlated. They are, of course, to some extent intertwined (Coad and Binder 2014; Schött 2016a). But they are far from synonymous, so it is informative to examine both life-satisfaction and work-satisfaction.

### 3.1 Satisfaction Differs Between Occupations And Between Categories Of Migrants And Natives.

Are entrepreneurs more satisfied with work and life than non-entrepreneurs? Entrepreneurs' work-satisfaction was higher than the satisfaction of employees as shown in Table 2. Life-satisfaction of entrepreneurs was not significantly different from the satisfaction of other adults.

Table 2: Satisfaction with work and life, occupation

	Entrepreneur	Non-entrepreneur	Significance
Work-satisfaction (mean)	3.74	3.57	***
Life-satisfaction (mean)	3.42	3.43	

\*  $p < .10$     \*\*  $p < .05$     \*\*\*  $p < .005$

This should not be interpreted causally, as the effect of occupation upon satisfaction, because other conditions were ignored in the averages in Table 2. Other conditions will be controlled for in the regressions below.

Work-satisfaction was different among migrants and natives. As Table 3 shows, work-satisfaction was highest for natives in the West and lowest for natives in Sub-Saharan Africa. Migrants' work-satisfaction was in between work-satisfaction in their home-society and work-satisfaction in their host-society. Life-satisfaction was also different among the natives and migrants. Life-satisfaction was highest among natives in the West and lowest among natives in Sub-Saharan Africa. Migrants' life-satisfaction was in between life-satisfaction of natives in the home-society and life-satisfaction of natives in the host-society.

Table 3: Satisfaction with work and life, by migration status

	Migrants to West	Migrants in SSA	Natives in SSA	Natives in West	Significance
Work-satisfaction	3.60	3.60	3.51	3.63	***
Life-satisfaction	3.38	3.00	2.90	3.53	***

\*  $p < .10$     \*\*  $p < .05$     \*\*\*  $p < .005$

This also should not be interpreted causally, as the effect of migration status upon satisfaction, because other conditions were ignored in the averages in Table 3. Other conditions were controlled for in the subsequent regressions.

### Effects upon Satisfaction from Occupation and Migration Status

The effects upon satisfaction from occupation – entrepreneur or not – and from migration status – various migrants and natives – can be estimated in multiple linear regression, where other conditions are controlled for, as presented in Table 4.

Being entrepreneurs, compared to not being entrepreneur, enhances work-satisfaction and life-satisfaction significantly (controlling for other conditions). Being migrants in the West, compared to being natives in Sub-Sahara Africa, enhances work-satisfaction and life-satisfaction (controlling for other conditions). Being migrants within Sub-Sahara Africa, compared to being natives in Sub-Sahara Africa, does not entail a difference in work-satisfaction or life-satisfaction (controlling for other conditions). Being natives in the West, compared to being natives in Sub-Sahara Africa, enhances work-satisfaction and life-satisfaction (controlling for other conditions).

Table 4: Satisfaction with work and life affected by migration status.

	Work-satisfaction	Life-satisfaction
Entrepreneur	.24 ***	.10 ***
Migrants to West	.20 ***	.45 ***
Migrants within SSA	.05	.05
Natives in West	.14 ***	.53 ***
Gender female	.01	.05 ***
Age	.003 ***	.00
Education	.002 *	.02 ***
Household	-.002	-.01
Income	.12 ***	.27 ***
Intercept	3.01 ***	2.17 ***
N respondents	27,561	43,346

Linear regressions.

For migration status the reference is the natives in SSA, to which each other category is compared.

\*  $p < .10$  \*\*  $p < .05$  \*\*\*  $p < .005$

Income, of course, enhances work-satisfaction and especially life-satisfaction, so, to some extent does money buy happiness (Easterlin 2001; Kahneman and Deaton 2010; Mentzakis and Moro 2009).

#### 4. Conclusion

Satisfaction with work and life is higher in the West than in Sub-Sahara Africa. Migrants from Sub-Sahara Africa to the West have a level of satisfaction that is in between the level prevalent in their home country and that in their host country. In their satisfaction, thus, migrants are embedded both in their home-society and in their host-society, a dual embeddedness.

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