

# MEXICAN IMMIGRANT ENTREPRENEURSHIP IN QUEBEC: TOWARDS A GROUNDED THEORY

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**To quote this article:**

Martínez, H. (2018) El emprendimiento de los inmigrantes mexicanos en Quebec: hacia una teoría fundamentada. *Espacio I+D Innovación más Desarrollo*, 7(17) 103-121. Recuperado de: [http://www.espacioimasd.unach.mx/articulos/vol.7/num17/pdf/08\\_Quebec.pdf](http://www.espacioimasd.unach.mx/articulos/vol.7/num17/pdf/08_Quebec.pdf)

— *Abstract* —

This research presents an exploratory case study of Mexican entrepreneurs in the province of Quebec, Canada. Through a qualitative analysis using a methodology inspired by the Grounded Theory. Focusing on actors, a theoretical sampling was carried on taking data from different sources. Twenty-three interviews were conducted with Mexican residents of the cities of Montreal, Quebec and Gatineau. The main objective was to initiate a theorization about the immigrant entrepreneurship phenomenon in a poorly documented group and context. Some conceptual categories were built from the perspective of the migrants themselves. The importance of previous experiences, family support and the reading of the territory to detect business opportunities were relevant. Routes of business entry profiles were detected. In addition, it is proposed the ethnic positioning category (the social construction that is made in the host society according to the ethnic group to which immigrant entrepreneurs belong). This category was a key to shape the structure of opportunity that allows the creation of businesses in the host cities. The whole immigrant entrepreneurship process was synthesized with the metaphor "opening doors" which was an InVivo code that emerged from the words of the interviewees themselves and that allows us to understand the venture as part of a wider process of territorialisation by immigrants. The results outlined in theoretical models in order to better understand the phenomenon of immigrant entrepreneurship.

**Keywords**

*Migration; Canada; Qualitative research.*

Unlike the current anti-immigrant discourse sustained by emotions rather than by facts, in recent years a field of migration research has been built that has allowed us to better understand the causes and consequences of the media-related phenomenon of migration (Castles & Miller, 1993). Ideally, society should have reliable information, beyond perceptions and fears, about the role played by mobility for the development of peoples (Sutherland, 2013). Likewise, decision-makers can build public policies that guarantee the human rights of migrant subjects (and of non-migrants) by maximizing benefits and managing the risks of migration for both reception societies and countries of origin (Delgado-Wise *et al.*, 2013). One of the recognized effects of international migration is the creation of companies and the creation of jobs by migrants in host societies (OECD, 2010).

Different hypotheses have been proposed to explain why immigrants are overrepresented in the statistics of entrepreneurship and self-employment (Cai *et al.*, 2012). It has been suggested that immigrants are self-employed because the host societies do not give them better alternatives (handicap or blockade hypothesis) (Teixeira, 2007). It has also been said that immigrants have distinctive cultural elements that lead them to have a greater entrepreneurial spirit than locals (specificity hypothesis) (Ensign & Robinson, 2011). Another idea is that immigrants take advantage of the opportunity presented to them to operate in ethnic and non-ethnic environments (opportunity hypothesis) (Kloosterman, 2010). Finally, there are those who do not find too much difference between immigrants and entrepreneurs in the mainstream market (convergence hypothesis) (Curci & Mackoy, 2010).

It is obvious to think that the analysis of the actions of immigrant entrepreneurs could help design public policies that have a positive impact on the daily life of many people in the world. However, the majority of international migration studies have focused on the most representative migratory cases and corridors, neglecting other contexts and groups that would allow a more complete picture of this important phenomenon. According to Wang (2012), entrepreneurship studies have privileged an elite approach that emphasizes the cases of high tech and high-growth companies oriented towards international markets, created by immigrants in regions such as the Silicon Valley in San Mateo, California. This leads to an underestimation of the impact that the ethnic economies and small and medium-sized companies created by immigrants can have. On the side of migration studies, more efforts have been devoted to the analysis of cases of migrant's groups commonly associated with entrepreneurship such as Chinese, Jews or Koreans (Zhou & Cho, 2010).

This research pretends to study the exceptions little explored by scholars of immigrants' entrepreneurship field (Fairlie & Woodruff, 2010). This applies not only to the type of business but to the selected group, that is, Mexicans. While it is true that, given the global importance of the Mexico-United States migratory corridor, Mexicans as a group are very well represented in the literature of migration studies (Massey *et al.*, 2003), however it is very rare to find papers that give an account of their facet as entrepreneurs. Mexicans are often categorized as "labor", so the idea of them to integrate into the host society through the creation of their own businesses is often disdained. Adopting a qualitative approach, this study reports the case of Mexican immigrant entrepreneurs in a little known context, the province of Quebec, but that already has a stable migratory flow (Massey & Brown, 2011). The objective was to explore the factors that influence the creation of companies by Mexican immigrants in the province of Quebec.

## METHODOLOGY

This work is the result of a qualitative analysis that explores the process of business creation by Mexicans in three cities of the province of Quebec. Information was collected in the cities of Montreal, Quebec and the Ottawa-Gatineau metropolitan region during the summers of 2012 and 2013.

Given the lack of work on the phenomenon of immigrant entrepreneurship among Mexicans in Canada (Mueller, 2005), an inductive approach was adopted to initiate an informed theorization (Glaser & Strauss, 2010) using as analytical tool: the conceptualizing categories (Paillé & Mucchielli, 2010). This methodological approach involves collecting data immediately after the research problem arises, alternating the analysis of the same with the elaboration of a theoretical framework. It is a continuous process that concludes by constructing categories of solid and linked analysis, but putting the empirical evidence before the previous theory (Charmaz, 2006).

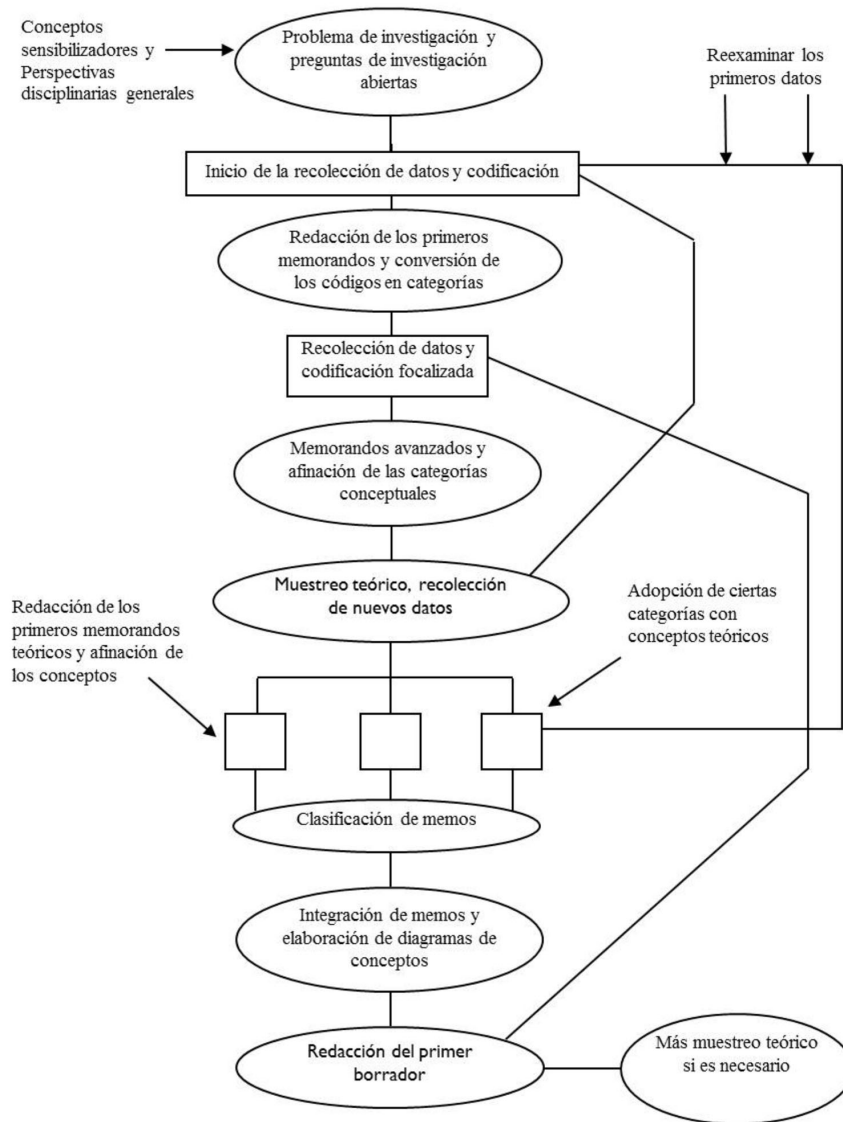
Following the Grounded theory, after having encountered the research problem, the field work began with obtaining the first data of the interviews, from those the first memos, which were notes on the first codes and identified categories, were integrated. These notes or memos also served to raise more questions looking for more cases and sources. This process was not presented continuously, but rather in the form of a spiral, alternating the analysis and data collection while advancing the construction of conceptualizing categories. Subsequently, literature review began with the first codes and categories identified. To refine the categories, we returned with some of the first respondents looking for other cases and sources. Finally,

the information was gathered into diagrams and memos. When the categories became saturated, that is to say that no more properties and dimensions arose because the cases and experiences began to be repetitive, the data collection was suspended and the research report was finalized (Image 1).

Interviews were conducted with 23 entrepreneurs of Mexican origin with businesses in the province of Quebec (Table 1). It should be mentioned that this is not a conventional statistical sampling but rather a theoretical sampling, that is, the number of cases that allowed the construction of the conceptualizing categories. The sampling was complemented with unstructured interviews with key informants such as officials, academics, entrepreneurs of other origins and family members of the entrepreneurs.

Techniques such as direct observation, participant observation, and the application of semi-structured and unstructured interviews with key informants complemented the methodological tools. These participants were located thanks to the "snowball sampling" technique. Interviews were conducted directly, although the follow-up of some was done by telephone.

**Image 1.** Process of grounded theory according to Charmaz (2006)



**Table 1.** Characteristics of the interviewees

Age	City	Profile	Field	Product	Market
45	Gatineau-Ottawa	Entrepreneur	Restaurant	Ethnic	Mixt
21	Gatineau-Ottawa	Entrepreneur	Construction	Non ethnic	Non ethnic
29	Gatineau-Ottawa	Entrepreneur	Childcare	Non ethnic	Non ethnic
56	Gatineau-Ottawa	Entrepreneur	Childcare	Non ethnic	Non ethnic
36	Gatineau-Ottawa	Entrepreneur	Food	Non ethnic	Non ethnic
52	Gatineau-Ottawa	Entrepreneur	Groceries	Ethnic	Mixt
42	Gatineau-Ottawa	Entrepreneur	Biotechnology	Non ethnic	Non ethnic

63	Gatineau-Ottawa	Entrepreneur	Food	Ethnic	Ethnic
58	Gatineau-Ottawa	Entrepreneur	Chemical industry	Non ethnic	Non ethnic
55	Montreal	Entrepreneur	Crafts	Ethnic	Mixt
43	Montreal	Entrepreneur	Imports	Ethnic	Non ethnic
38	Montreal	Self-employed	Professional services	Non ethnic	Mixt
36	Montreal	Entrepreneur	Restaurant	Non ethnic	Non ethnic
48	Montreal	Self-employed	Telecommunications	Non ethnic	Non ethnic
59	Quebec	Entrepreneur	Music	Ethnic	Non ethnic
57	Quebec	Entrepreneur	Groceries/food	Ethnic	Ethnic
38	Ottawa	Entrepreneur	Restaurant	Ethnic	Non ethnic
37	Quebec	Self-employed	Beauty	Non ethnic	Non ethnic
39	Ottawa	Entrepreneur	Food industry	Ethnic	Non ethnic
43	Quebec	Entrepreneur	Cleaning	Non ethnic	Non ethnic
37	Quebec	Self-employed	Health	Non ethnic	Mixt
47	Montreal	Entrepreneur	Cleaning	Non ethnic	Non ethnic
42	Montreal	Entrepreneur	Consultancy	Non ethnic	Non ethnic

Source: Own elaboration

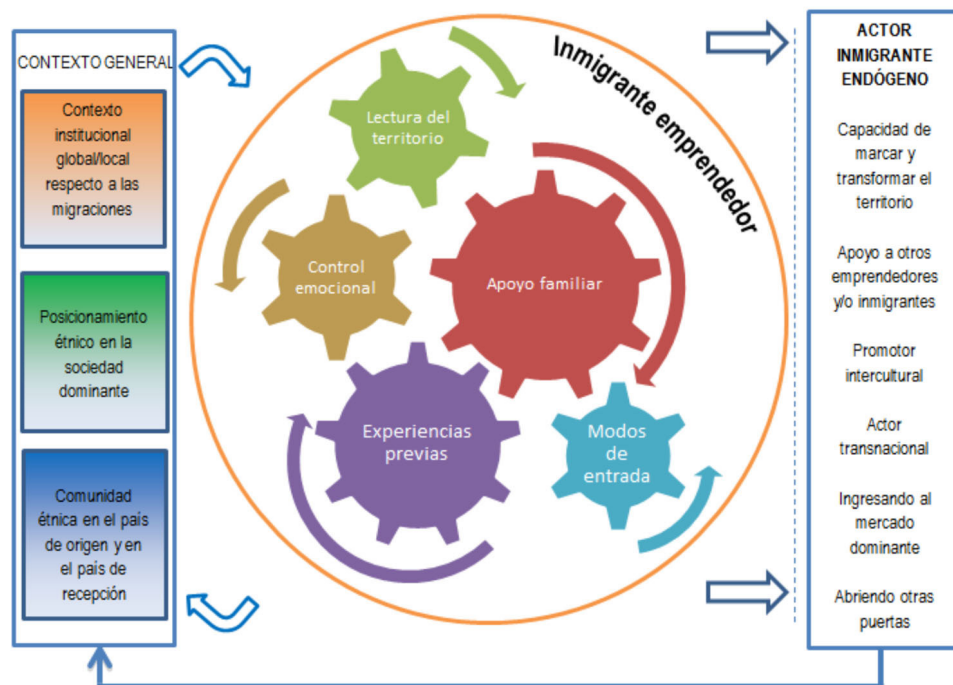
The informants were Mexican immigrants older than 18 years old; permanent residents of the province of Quebec or Canadian citizens of Mexican origin living in any of the three cities considered in this study; with experience in business for at least one year, whether for profit, social or cultural purposes. They were asked a central question: how did they become entrepreneurs in Quebec? Subsequently, the information was complemented with questions that had to do with their migratory experience, their business and transnational activities.

## RESULTS

The process of creating a company by Mexicans in Quebec is outlined through the Actors-based Immigrant Entrepreneurship Model described below. First, it highlights the general context in which immigrants carry out their businesses with three dimensions: the institutional context regarding migrations and entrepreneurship (orange box); ethnic positioning in the receiving society (green box) and the ethnic community (blue box). The colors of the tables are presented in gradients of different shades to represent the level of minor to greater consolidation or strengthening of each dimension (Image 2).

To illustrate what was previously explained, let's take the case of an entrepreneur immigrant who tries to establish a business in a receiving country with an institutional framework that promotes the creation of companies, but belongs to an ethnic group that is not well-known in the receiving society and that it also has strong internal conflicts, surely its possibilities will be more in the economy of the mainstream market. While another entrepreneur would have a different opportunity structure if located in a host society that does not boost entrepreneurship but does demand products of their ethnic origin since they are very well positioned and also their community has managed to establish a genuine ethnic economy.

**Image 2.** Actors-based Immigrant entrepreneurship Model



Source: Own elaboration

Regarding the institutional context shared by entrepreneurial immigrants with the mainstream market entrepreneurs, this may have a local, national or global character. Restructuring in economic sectors, global trends, public policies and even the mainstream discourse may favor, or not, entrepreneurship and self-employment. That is, entrepreneurs can become part of it, because they find a favorable environment that promotes and facilitates the creation of business.



Exclusive of immigrant entrepreneurs, the second dimension has to do with the ethnic positioning of entrepreneurs in the host society. It is about the social construction that natives make about immigration in general and about a particular ethnic group or immigrant group. The quantity and quality of information available in the host society will favor the flourishing of a certain type of business among immigrants, creating a structure of opportunity that can be exploited by entrepreneurs. Likewise, ethnic positioning will help or prevent immigrants from establishing relationships of trust, partnerships and other types of collaborations with the actors of the host society. Information can be positive, negative, ambiguous, scarce or null, having a spatiotemporal delimitation and a dynamic character.

Finally, the third element of the immigrants' context is their own ethnic community, and in their case, the transnational community to which they belong (blue box). This sub context can provide the immigrant with a type of resources and opportunities to form an ethnic economy, serving as a natural market in which he has a competitive advantage over the mainstream market companies, since they know and share the tastes, preferences, trends and consumption expectations. But it can also mean an environment of high self-destructive competition (Andersson & Hammarstedt, 2012) that prevents the emergence and consolidation of companies that generate added value capable of transforming territories through welfare. Table 2 presents excerpts from the interviews that exemplify the dimensions of the general context of Mexican immigrants' ventures.

**Table 2.** Dimensions of the "general context" category

Global/local institutional context	Ethnic positioning	Ethnic community
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I did not come here with the “if I don’t make it here, I go back home” mentality, because there is a huge Latino community. I came here with the mindset to adapt and incorporate myself. And not to go back, since my husband is Canadian and he gave me the option “if you’re not comfortable we go back to live in Texas”. But I love the Canadian community, I love my Mexican roots as well, my whole family lives in Mexico, I visit them very often.

We went to an accountant to trademark the business. We did it at noon. We were surprised by how quickly it all was, unlike our countries where the paperwork takes so long and they always say something is missing. In Mexico, everything is so complicated that it’s better if someone with in the field of knowledge does all the paperwork. Here, if you have the documents, you go and it’s all done quickly.

It’s been two years since I started the business, but the encouragement here is better, you have to work and everything, but the bank at least discloses percentages and every detail, if you have everything, they give you a loan, the government gives you incentives. Hopefully that would happen as well in Mexico.

Mexicans that sometimes come because of longing. The Canadian or tourist that comes here wants to go on holiday and have a good time. Yesterday a few clients who are remodeling their kitchen came to buy these tiles because they saw them when they were in Mexico.

The store is actually a Mexican craft promoter, but only of quality craft. Because we also want to change that wrong mentality that sometimes people have of Mexico. That objects are poorly constructed, that are cheap. We wanted to change that concept of Mexico.

So when I became more easy-going and everyone knew I was Mexican. People started knowing the Mexicans who work at the island (île d’Orléans) and that is a good reputation in Quebec. So they told me “oh, Mexican”. And they start telling me how much they love my country.

It has been ten years in the Mexican community. To me, being immerse in the Mexican community of Ottawa-Gatineau, speaking Spanish, hanging out with Mexican people, has been as if I were living in one of Mexico’s cities. When I was a child, I lived in Tehuacan, Puebla, and that’s how I feel.

I’ve been living here for ten years but I haven’t been surrounded by the Mexican community, because I’m always working and sometimes they fight against each other. Mexicans are also a bit ugly. If there’s someone I don’t really like I don’t talk to them, but overall I try to be nice with everyone.

At first, when I got here, there were a few Mexicans; then meetings started taking place. What I didn’t like of these meetings was that everyone went only to gossip. There wasn’t anything positive. That’s why I told myself that it made no sense wasting my time there. There was nothing that broadened my knowledge, just partying and that’s it.

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Source: Own elaboration from interviews with the 23 entrepreneurs of Mexican origin

The negative aspects of the environment in which the immigrant entrepreneurship takes place invite us to pay attention to the call of Edna Bonacich (1993) regarding the excessive optimism that certain researchers have shown about the entrepreneurship of immigrants. It was not the intention of this research to join the institutional discourse on self-employment and the creation of companies that justifies that capitalism works even for those who are clearly displaced or oppressed by the system. It is not a matter of idealizing the Mexican immigrant entrepreneur in Quebec nor of thinking that all immigrant people have all the conditions to create their own company and make his way in the receiving society.

Although the saying “start from scratch” was frequent in the stories of the participants, the immigrants interviewed counted to a greater or lesser extent

with a series of capitals (savings, university studies, assets in Mexico, previous experiences in their business sector, business experience, family support, etc.) that they knew how to deploy strategically to overcome the difficulties and take advantage of the opportunities that the context puts in their path at the time of founding their companies. The three dimensions of the context of the immigrants condition but do not determine the actions of the entrepreneurs. On the contrary, under certain circumstances, they can become actors that modify, transform or strengthen their environment.

However, immigrant entrepreneurs rarely face the power of strategists and their apparatuses that lead them to affirm their freedom as subjects. Rather, they usually accept the rules of the game of the receiving society to try to achieve upward mobility. A Mexican entrepreneur will hardly have as goal to modify the institutions and structures of the Quebec society. In any case, their project lies in adapting and integrating in the best possible way without erasing their identity of origin. Entrepreneurs are able to mobilize a series of resources that are within their reach; resources not in the economic sense of the term; not as something that can be exploited, but rather as a means to which one can resort in case of needing to reach an objective (in our graphic model they appear as gears). Entrepreneurs likewise resort to their families, friends and acquaintances to obtain what is necessary (financing, support, labor, infrastructure, specialized consulting, etc.) to take advantage of and even generate business opportunities. This means that entrepreneurship, like migration itself, can be seen as a family strategy or a collective phenomenon.

Immigrant entrepreneurs take advantage of the experiences prior to the creation of their company, that is to say, the accumulation of competences that they have been acquiring both in their migratory trajectory and in their incorporation into the host society. Whether within the industry in which they ultimately found their business, or by creating businesses both in the territory of origin and in the host, previous experiences seem to be key for certain Mexicans to decide to start their own businesses in Quebec, since they provide the entrepreneur with a series of important contacts to carry out business. Perhaps it is these experiences, including migration itself that allows them to better control their emotions, overcoming fears inherent in the risk involved in venturing into something unknown. Immigrant entrepreneurs have opened so many doors that they have become tolerant of uncertainty. The context has filled them with obstacles they have managed to overcome. Crises, tensions and clashes that, by resisting them, make them become actors capable of understanding their territory better.

Previous knowledge matters since entrepreneurs can succeed as they experiment, even failing; either as employees or as owners, in a business of the same industry or in other sectors. Unlike entrepreneurs in the mainstream market, immigrants have the advantage of having previous experiences in the society of origin, which allows them to detect other types of opportunities in the host territory. Although the transfer of competencies is not evident, it is possible that the resources accumulated during these experiences can be mobilized when the appropriate opportunity appears. Once entrepreneurs establish their businesses, they can have diverse impacts on the community. From giving greater visibility to their ethnic group by consolidating business networks; serving as a model for recently arrived migrants, to introduce them to other ways of living migration; to become a kind of cultural promoters that strengthen in the mainstream market the ethnic positioning of Mexicans.

When entrepreneurs stabilize their businesses and survive the unstable phase of creation and launch, they have the opportunity to become endogenous actors. Now they have more reasons to take root in the receiving society and try to transform and mark the territory in which they are recognized. They have detected and "opened doors" and will continue to open others even for their recently arrived co-nationals. It is not ruled out that some may return to Mexico to reestablish transnational ties. Such was the case of an interviewed entrepreneur who, after achieving economic success in the mainstream market in Canada, decided to found a company in the ethnic economy since this "allowed her to travel through Mexico to look for supplies as well as promote quality items of Mexican origin" contributing to improve the ethnic positioning of the Mexican in the receiving society. With a social vocation, this entrepreneur participates in the 3x1 program for migrants.<sup>4</sup> However, at least with respect to the entrepreneurs studied, it is not a tendency but rather an exception. Some of the extracts from the interviews that served to build the category by mobilizing resources are presented in Table 3.

**Table 3.** Dimensions of the "mobilizing resources" category

Territorial reading	Emotional control	Previous experiences	Family support	Means to begin
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1 Ministry of Social Development (Sedesol)'s program in which for each Mexican peso donated by a group of migrants, the three levels of government contribute with a weight of their coffers to perform basic infrastructure works and/or to sustain productive projects in the localities of origin of the migrants (3x1 Program for migrants, 2011).

<p>Like any other immigrant when you arrive to another country, you get there with another vision. You can see the good, the bad, the easy. You can see everything from another perspective. Canadians maybe won't see the same opportunities because for them is all the same, they can't differentiate them. You, as an immigrant, get here and see all these opportunities.</p> <p>Since Gatineau is small. With just one or two workdays everything gets done.</p> <p>I work in Mexican restaurants in Montreal and some small stores here in Gatineau. But now more organized, I had a full idea of what I had to do. You have to experience to see the opportunities. Some are very obvious and some not so much. But throughout three or five years, if you have an entrepreneur mentality, you can take advantage of the opportunities.</p>	<p>Not everyone does it because of their fear of the unknown. To me that's the difference between being an entrepreneur and not, regardless of the idea someone has, if you have the capital or not, if you have a project, at the end of the day developing it or not depends on how willing you are to cope the risks. You may have everything planned, have a market study, but the risk still exists, if you're not willing to confront it, you'll never do it. So, fear of risks.</p> <p>At the beginning, you always start with fear; you may have a year, or maybe less, because of the instability. It can lessen if you have a good plan, if you have a partner, but still you can't lessen it a lot, you cannot expect that in a year the business is working fully.</p>	<p>I worked at Ford for many years in, many in Xerox, as well as in Nortel Networks. And the Nortel company is from Canada, that's why I chose this country.</p> <p>My dad started his company from scratch as well. It's something that is in my family and my wife's too. My father in law has restaurants. In both families there's that kind of experience.</p> <p>I had the experience of working for a company, and left it. It's basically the same, all companies work more or less the same.</p> <p>The experience I got from my previous company was useful. I learned how to negotiate. Especially the counting training because I didn't know much of it.</p>	<p>I brought my siblings. One is a turner, driver. I needed someone who could work the machines. Make the tortillas is easy but the machines need maintenance and that's expensive.</p> <p>We had a small savings and we also have support from my family in Mexico.</p> <p>The machine costs ten thousand dollars. I needed it and also to install it. So my wife and four of my friends helped with money, two or three thousand each.</p> <p>My dad has been an entrepreneur all his life. And he told me he wanted to open a tortilleria in England because there are some huge restaurants that don't have a proper assortment. I told him alright, but why England if I'm here in Canada with nothing to do?</p>	<p>After five years, we thought we could've waited a bit longer to open the business, because you don't always think about everything, but at the end of the day I think it wouldn't have made a big difference.</p> <p>We waited a year to open, the thing was doing it. A lot of people I know here and also in Mexico, always have the same plan, the idea of being their own bosses, to have their own business. But they never start.</p> <p>Sometimes is risky. You can have a big plan, a procedure but there's always a critical point where you have to say "now!"</p> <p>You have to do a market research. I'd say that well thought, maybe a year or two of onboarding.</p>
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Source: Own elaboration based on the interviews with the 23 entrepreneurs of Mexican origin.

The period following the creation of immigrant businesses includes a lot of work within the organization to structure and consolidate it. Subsequently, entrepreneurs will expand their ties and social networks by making themselves known, receiving recognition from both their ethnic group and the host society. In this exchange of experiences, they will meet other entrepreneurs, they will be associated and they will even be advised to. These associations can be made with actors from the same ethnic group, the host society or

another group. Such is the case of a few Mexicans who entered Canada seeking refuge and who have been building a niche in the cleaning industry, establishing ties of collaboration with the Italians in the construction sector in Montreal.

Acquiring personal visibility due to their business success, entrepreneurs become a kind of cultural promoters, contributing to reinforce ethnic positioning in a positive way in the host society. The social construction of the Mexican will depend in part on what these entrepreneurs can do, if associates work, collaborating with other ethnic communities and with governmental institutions, they can achieve changes in the general context of the future entrepreneurs.

It is time to look for other possibilities beyond their business activity; new projects that lead the entrepreneur to fulfill a goal, helping other individuals of their ethnic group or of the host society, to acquire awareness that they can also be constituted as actors. Touraine (2005, p.203) pointed out that the individual is constituted as such when he acquires self-esteem receiving favorable images of himself, coming from the members of the community to which he belongs. Thus, the immigrant entrepreneur who has managed to become an endogenous actor in the host society becomes an issuer of those favorable images for the newly arrived entrepreneur immigrant.

Finally, the learning process does not stop. In this stage they will learn about the mistakes made during the previous stages and at the start of the business. If this is the case, the entrepreneur will seek to get out of the dynamics of self-exploitation and of the markets that oppress the growth of his company. The search for access to the mainstream market will be a real alternative. Making their company more structured and institutional will take up a lot of their time. Likewise, it is the moment in which one begins to reflect on performance. In addition to assessing performance through economic or financial indicators, it will evaluate it subjectively with indicators such as the feeling of pride or satisfaction of having achieved the goals set.

## CONCLUSIONS

The purpose of this research was to explore the phenomenon of entrepreneurship among immigrants of Mexican origin in the province of Quebec. The initial intention was to answer the question of what is the foundation of companies process like by that group of immigrants in the aforementioned Canadian territory.

Using a methodology of qualitative type, inspired by the Grounded theory method, a theoretical model was constructed from the data collected in the fieldwork interviewing 23 entrepreneurs of Mexican origin with businesses in Quebec and other key informants. This conceptual model explains some success factors of immigrant entrepreneurship identified by the actors themselves.

Unlike more deterministic approaches in studies of migration, the creation of companies by Mexican immigrants in Quebec goes beyond a mere act of economic rationality, of using resources to risk capital and adds value. It is also a search for access to spaces that are normally denied to them. Entrepreneurship as a territorialisation process allows immigrants to move from being exogenous actors to endogenous actors in the receiving society.

The spatial framework in which entrepreneurs operate matters, although the structure does not condition its capacity for action, it conditions the type of action that can be carried out. Contrary to the mainstream market entrepreneurs (convergence hypothesis), immigrants develop in three contexts. The general context, shared with the other entrepreneurs; the context of their ethnic community, being able to be the most natural market to start their businesses and even constituting themselves as an ethnic economy; and finally, the ethnic positioning, that is, the social construction that makes the host society of its ethnic group. This will depend on the quantity and quality of information available in the host territory and has a relatively dynamic spatiotemporal character.

Entrepreneurs can have a more advantageous opportunity structure to the extent that their ethnic group is well positioned in the host society. The analytical category of ethnic positioning constitutes a contribution to the hypothesis of the disadvantage or blockage to explain the entrepreneurship of the immigrants, since it goes beyond the negative aspects of the environment in which the businesses of the immigrants are created, contributing the positive side that can boost the flowering of businesses inside and outside of ethnic economies. It is important that the Mexican institutions with a presence in Quebec, do not let the positioning be fixed only in a natural way with the daily actions of migrants or by the messages that may come from the media, but continue to design instruments to influence strategically and positively in the perception about the Mexican in Quebec.

The Actors-based immigrant entrepreneurship Model starts from a first approach, so it should be validated and perfected in future research with both Mexican immigrants and with groups of other ethnic origins either in Quebec or in other territories.

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