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Anna I. KHAMIDULLINA

MASTER THESIS

**“Determinants of migrant entrepreneurship: the case of Russophone migrant entrepreneurs in
Canada”**

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Academic supervisor:
Assistant Professor,
Department of Strategic and International Management,
PhD in Economics,
Liubov. A. Ermolaeva


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ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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 / Khamidullina A.I. /

June 2, 2023

АННОТАЦИЯ

Автор	Хамидуллина Анна Игоревна
Научный руководитель	Ермолаева Любовь Андреевна
Название ВКР	Факторы развития мигрантского предпринимательства на примере русскоговорящих мигрантов-предпринимателей в Канаде
Описание цели, задач и основных результатов исследования	<p>Цель данной научной работы – сформулировать факторы развития мигрантского предпринимательства на примере русскоязычных предпринимателей-мигрантов в Канаде. Для достижения поставленной цели были поставлены следующие задачи:</p> <ul style="list-style-type: none">● Определить теоретические подходы, которые помогут понять мотивы мигрантского предпринимательства;● Провести эмпирическое исследование на основе интервью на выборке из 9-10 русскоязычных предпринимателей-мигрантов;● Проанализировать собранные данные, используя методологию Gioia (grounded theory), сосредоточив внимание на кодах, связанных с предпринимательской мотивацией и институциональной поддержкой;● Сформулировать направления для последующих исследований.

	<p>В результате данного исследования была разработана обобщающая теоретическая модель, объясняющая движущие силы предпринимательства мигрантов. Выявлены мотивы предпринимательской деятельности русскоязычных предпринимателей-мигрантов в Канаде. Русскоязычные мигранты начинают предпринимательскую деятельность благодаря их индивидуальным особенностям. Этот эффект усиливается поддерживающей ролью формальных и неформальных институтов. Роль русского языка неоднозначна: в одних случаях он способствует началу и развитию предпринимательской деятельности, а в других не имеет никакого влияния.</p>
<p>Ключевые слова</p>	<p>Мигрантское предпринимательство, факторы развития мигрантского предпринимательства, мотивация, институты, русскоговорящие мигранты-предприниматели, Канада</p>

ABSTRACT

Master Student's Name	Anna I. Khamidullina
Academic Supervisor's Name	Liubov A. Ermolaeva
Master Thesis Title	Determinants of migrant entrepreneurship: the case of Russophone migrant entrepreneurs in Canada
Description of the goal, tasks and main results	<p>The goal of this paper is to formulate the drivers of migrant entrepreneurship by studying the case of Russophone migrant entrepreneurs in Canada. To achieve this goal, the following tasks were set:</p> <ul style="list-style-type: none">• Determine theoretical approaches that will help to understand the motives of migrant entrepreneurship;• Conduct an interview-based empirical research on a sample of 9-10 Russophone migrant entrepreneurs;• Analyze gathered data using the Gioia methodology (grounded theory), focusing on codes related to entrepreneurial motivations and institutional support;• Suggest paths for further research. <p>As a result of this research an integrated theoretical framework explaining the drivers of migrant entrepreneurship has been developed. The motives behind entrepreneurial activities of Russophone migrant entrepreneurs in Canada were identified. Russian-speaking migrant</p>

	<p>entrepreneurs are pulled into entrepreneurship by their individual characteristics. This pulling effect is reinforced by the supportive role of formal and informal institutions. The role of the Russian language is ambiguous: having a pulling effect in some cases and no effect in others.</p>
Keywords	<p>Migrant entrepreneurship, drivers of migrant entrepreneurship, motivation, institutions, Russophone migrant entrepreneurs, Canada</p>

TABLE OF CONTENTS

INTRODUCTION	9
CHAPTER 1. THEORETICAL FOUNDATIONS OF MIGRANT ENTREPRENEURSHIP. MOTIVES OF MIGRANT ENTREPRENEURSHIP	12
1.1. General overview of the literature on migrant entrepreneurship	12
1.2. Push and pull theories of entrepreneurial motivation	18
1.3. Mixed embeddedness theory	20
1.4. Institutional theory	22
1.5. Summary and conceptual framework development	24
CHAPTER 2. RESEARCH METHODOLOGY	27
2.1. Data collection	27
2.2. Research sample	28
2.3. Data analysis strategy	31
CHAPTER 3. DISCUSSION OF RESULTS AND MANAGERIAL IMPLICATIONS	37
3.1. Discussion of the results	37
3.2. Theoretical contribution	47
3.3. Managerial implications	48
3.4. Limitations of the research	49
3.5. Future research directions	50
CONCLUSION	51
LIST OF REFERENCES	53
APPENDICES	58
Appendix 1. Coding of the interview with Daria	58
Appendix 2. Coding of the interview with Julia	71
Appendix 3. Coding of the interview with Ekaterina T.	78
Appendix 4. Coding of the interview with Olga	85
Appendix 5. Coding of the interview with Vladimir	90
Appendix 6. Coding of the interview with Ekaterina	101
Appendix 7. Coding of the interview with Sergey	106
Appendix 8. Coding of the interview with Anastasiia	129
Appendix 9. Coding of the interview with Midia	142

INTRODUCTION

Migration is widely discussed in scientific literature, being one of the effects of undergoing globalization processes and geopolitical shifts.

In recent decades, the number of immigrants worldwide has been growing and has reached 281 million people in 2020 (IOM, World migration report, 2022). As research shows, immigrants are more likely to launch their business ventures than native-born citizens of the host country (Vandor, 2021). This may be explained by the fact that immigrants are more risk tolerant, since emigration is a process requiring high levels of stress and risk tolerance. Furthermore, immigrants may encounter some pull factors in the host country, encouraging them to start their businesses.

SMEs created by immigrants boost host countries' economies (Acz, 2006). Nevertheless, migrant entrepreneurial activity benefits not only the host countries, but also countries of their origin, since they tend to keep strong bonds with these countries. Hence, migrant entrepreneurial activities are of interest for both: for decision makers of the host countries as well as for decision makers of the countries of their origins.

For this study, we have decided to focus on the Russian-speaking migrant entrepreneurs residing in Canada. We do not focus specifically on immigrants whose country of origin is Russian Federation, because as the extant research on Russian diaspora shows (Ryazantsev, 2016), it is more appropriate to speak about Russian-speaking or Russophone diaspora rather than simply Russian one: Russian language and/or shared culture play the role of a grouping variable.

Russophone migrant entrepreneurs are of particular interest to study as Russian is one of the most spoken languages in the world, with its 258 million speakers (behind English, Chinese, Hindi, Spanish, French, Arabic, Bengali¹). This means that more than 115 million people are Russian-speaking and reside outside Russia, hence creating a potential network for the interaction in different contexts, including business. It is equally noteworthy that from the 1970s there were several waves of emigration from the USSR and post-soviet space up to date. The first wave took place in the 1970s, the second one after the collapse of the Soviet Union (1990s) and the third one relates to the most recent period of 2010s. In the light of the current global political processes, it seems that even more Russian-speaking migrants will leave their countries of origin. According to the data released by the Russian Unified Interagency Information and Statistical System, more

¹ Chinese and Hindi may be ignored since they are mostly spoken in China and India and not outside these countries

people left Russia in the first quarter of 2022 compared to the same period in 2021 (RUIISS, Statistics on departures, 2022).

Although Russian language is widely used outside Russia and there were several waves of emigration from ex-USSR countries, research on entrepreneurial activity of Russian-speaking migrants has been scarce up to date and covered a limited number of contexts (Vinogradov & Gabelko, 2010; Munkejord, 2017; Vershinina & Rodgers, 2020; Elo et al., 2022). Hence, we expect to extend the existing knowledge on the topic.

Studying migrant entrepreneurship in the Canadian context seems more than relevant since Canada is the country with a significant number of migrants in its population: 8.05 mln in absolute numbers and 21.3% of the total population (IOM, World migration report, 2022). As for the number of Russophone immigrants in Canada, according to the population census (2021) reports that around 550 000 people report ethnic or cultural Russian origin and around 220 000 report it to be their mother tongue (Statistics Canada, Census of Population 2021).

Additionally, choosing Canada is relevant for this particular study, as Canada is characterized by its favorable entrepreneurial culture and the existence of solid entrepreneurship support mechanisms (Kariv, 2011).

From the theoretical perspective, this research aims to contribute to studies on migrant entrepreneurship, more specifically it will fill the existing gap in conceptualization of drivers of migrant entrepreneurship.

Thus, the goal of this research is to identify what drives migrant entrepreneurship by studying a particular case of Russophone migrant entrepreneurs in Canada, one of the countries attracting a large number of immigrants.

To achieve this goal, several tasks need to be completed:

- Determine theoretical approaches that will help to understand the motives of migrant entrepreneurship;
- Conduct an interview-based empirical research on a sample of 9-10 Russophone migrant entrepreneurs;
- Analyze gathered data using the Gioia methodology (grounded theory), focusing on codes related to drivers of entrepreneurial activity and the role of institutions;
- Suggest paths for further research.

To summarize, the object of this study is migrant entrepreneurship and the subject of the study is the motives of Russophone migrant entrepreneurs in Canada. For the purposes of this study qualitative interview-based research design has been selected as our goal is to formulate the motives

of migrant entrepreneurship. Moreover, qualitative design allows to gain a deeper insight into the micro-level of entrepreneurs which is connected with motivation to start businesses.

As a result of this research, we expect to contribute to the theoretical understanding of migrant entrepreneurship as well as suggest practical recommendations for host countries' decision-makers, since migrant entrepreneurship contributes to the development of a host country's economy.

CHAPTER 1. THEORETICAL FOUNDATIONS OF MIGRANT ENTREPRENEURSHIP.

MOTIVES OF MIGRANT ENTREPRENEURSHIP

1.1. General overview of the literature on migrant entrepreneurship

In this section we explore the extant literature in management and adjacent fields such as anthropology, sociology, psychology etc. in order to uncover key issues related to migrant entrepreneurship. As a result of this review we identified research areas in the field of migrant entrepreneurship, determined existing research gaps and suggested possible directions for further research. To do so we had used EBSCO Business Source Ultimate - a scientometric database encompassing a myriad of business peer-reviewed journals.

Using EBSCO Business Source Ultimate we ran an advanced search in order to obtain rigorous results. More precisely, we searched by the following keywords: “migrant entrepreneurship” OR “immigrant entrepreneurship”. We have intentionally used these keywords, as they are those that most accurately articulate the notion of business ventures launched by individuals born outside the country of their current residence. The issue of fuzziness of keywords was widely discussed by N. Sinkovics et al. (2021). Additionally, we limited results to the peer-reviewed articles published in academic journals in English. We equally applied filters by subject, excluding subjects which were irrelevant (such as “internal migration”, “internal migrants”, “internal migration”, “internal migrants”). The resulting query returned 430 results. Then, we manually analyzed those articles by reviewing abstracts and (if necessary) introduction and conclusions in order to narrow down our search, excluding those articles that were irrelevant. As a result, we kept 268 publications.

The vast majority of the articles reviewed used qualitative methods (in-depth interviews), however some of them used quantitative research design to establish relations between different factors (Vandor, Peter, 2016, 2021; Sequeira, J. M. et al., 2009). Throughout this analysis, we were equally able to identify journals in which articles on migrant entrepreneurship were most frequently published (see Fig. 1).



Fig. 1. Distribution of publications among journals

As for the recurrent topics covered in the articles, we could distinguish the following: migrant entrepreneurs' motivations to launch a business venture, strategies and resources used by migrant entrepreneurs, internationalization of firms founded by migrant entrepreneurs, the role of formal (public institutions, financing issue) and informal institutions (home country and host country cultures) in migrant entrepreneurs' business activities.

We equally observed that the majority of studies cover specific geographical contexts. Most of the papers are covering the context of the US as a host country, followed by the UK, Netherlands, Canada, Sweden, Australia, South Africa, Italy and Germany. Hence, most of the papers cover the context of the US and the EU.

As for the home regions of migrant entrepreneurs, the following regions were the most recurrent: Asia (China, India, Bangladesh), Latin America (Colombia, Cuba, Venezuela, Brazil), African countries (Morocco, Zimbabwe, Ghana and others). The cases of Russophone migrants from post-soviet space are scarcely discussed.

To visualize the literature on migrant entrepreneurship a special software, VOSviewer, was used. Using this software, we were able to identify most recurrent words related to the context of the migrant entrepreneurship and their distribution throughout the years (Fig.2, Fig. 3). To perform the analysis in VOSviewer we have uploaded a file with articles included into the literature review in VOSviewer.

From the fig. 2 it can be seen that some topics are more frequently studied while others get less attention from the researchers. The keywords positioned closer to the center of the graph are those that appear the most in academic research: “entrepreneurship”, “immigrants”, “business people”. Figure 2 equally allows us to understand the distribution of the keywords among 4 semantic groups, which shows different directions of the research on migrant entrepreneurship. This figure shows 4 clusters which correspond to the directions of the research on migrant entrepreneurship. Hence, we can distinguish the following clusters (semantic groups):

1. Red cluster. This cluster shows the papers exploring the role of the context in which migrant entrepreneurs are embedded (gender, social networks, their social and human capital). We can notice the keyword “Netherlands” in this cluster which is not surprising since the concept of mixed embeddedness was developed there and a lot of studies exploring the context are conducted in the context of this country;
2. Green cluster. The green cluster encompasses papers focused on the ethnic identity of entrepreneurs and its impact on entrepreneurial activities of migrants. Thus it is not surprising that we found Canada in this particular cluster because of its diversity and multicultural context;
3. Blue cluster. The blue cluster shows the research on the contribution of migrant entrepreneurs to the development of national economies; its impact on the labor market etc. A number of such studies consider the case of the United States, hence “United States” is found in this semantic cloud;
4. Yellow cluster. This cluster is one of the most difficult to explain because it is rather small compared to the previous three. However, from the words that we can identify, it seems that this cluster represents the research on business ventures of migrants in the context of the UK, and, in particular their engagement into transnational business activities.

Hence, this visualization of keywords created by VOSviewer gives us a good snapshot of the topics which are most frequently studied in the literature on migrant entrepreneurship. Our research combines the elements of the red cluster (context) and to some degree the green one (however, we will not focus on ethnicity but rather on the common language which unites a specific group).

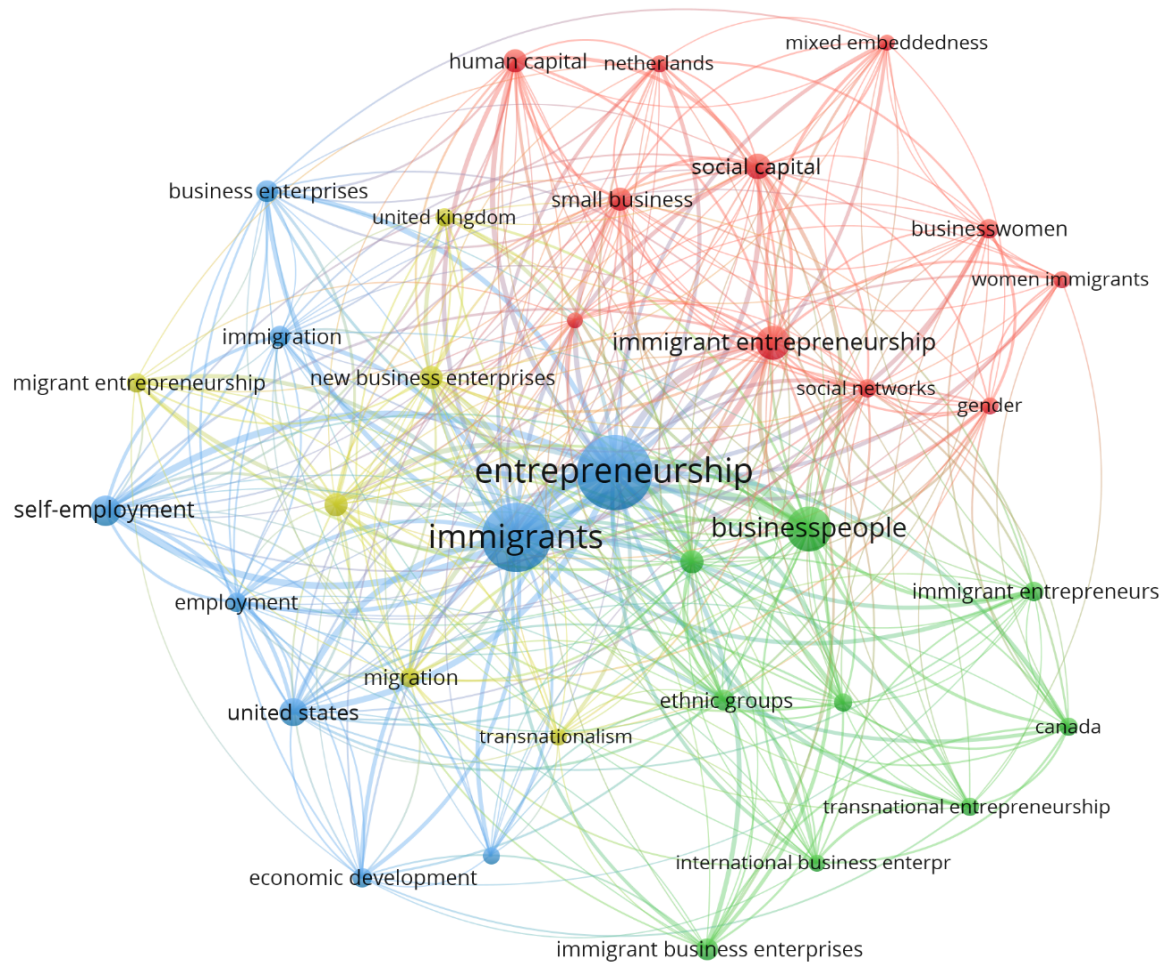


Fig. 2. Network visualization (keywords co-occurrence)

Another insight which we got from VOSviewer is the dynamics of the development of migrant entrepreneurship literature over time. The evolution of the most researched topics in migrant entrepreneurship is represented on figure 3. From this figure we can infer that the first studies were researching ethnic entrepreneurship of immigrants in the United States and Netherlands. Then, the research moved towards the study of immigrant entrepreneurs' social capital, internationalization and transnational enterprises. Then, more recently the research pivoted towards the study of social networks of migrant entrepreneurs, the role of gender in migrant entrepreneurship (which are all the elements of mixed embeddedness).

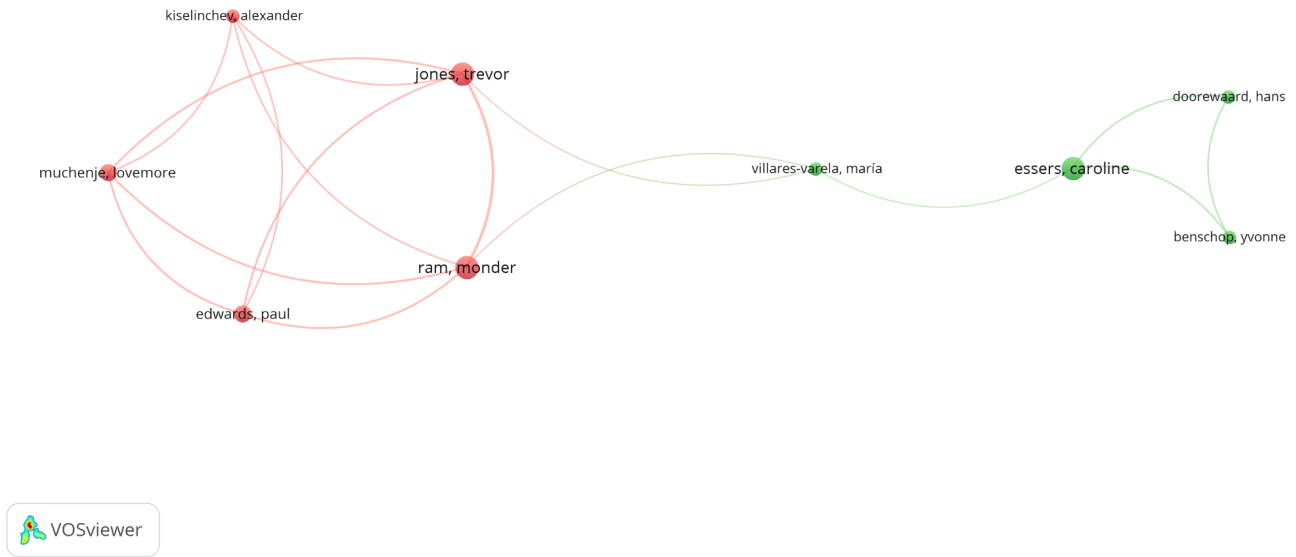


Fig. 4. Network visualization (co-authorship)

Figure 5 shows the years of the most intense activity of the authors. It turns out that the field is actively developing with recent publications being based on prior research.

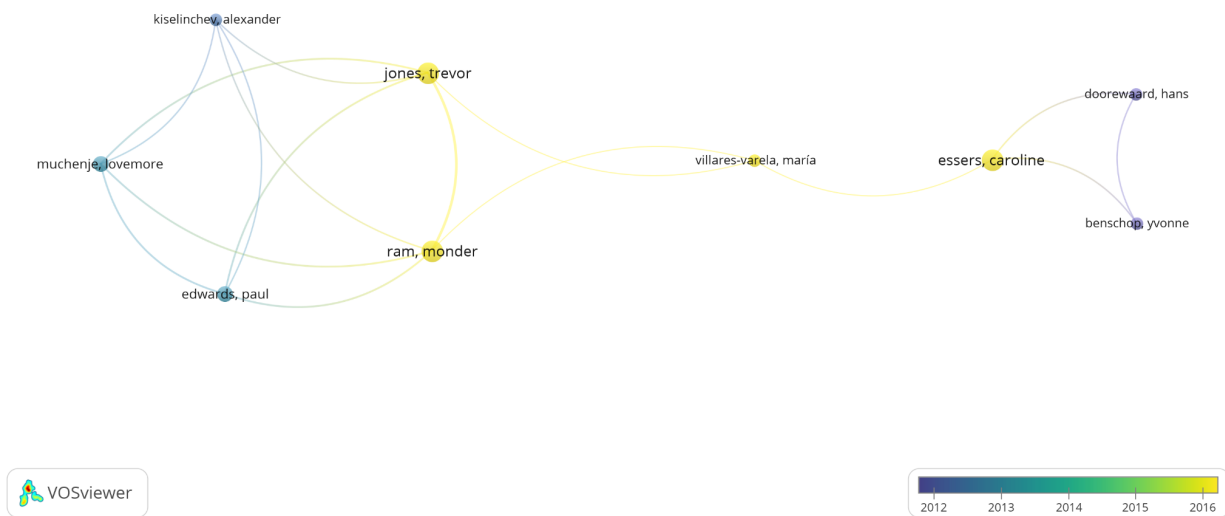


Fig. 5. The activity of the authors over years

Finally, figure 6 confirms the active development of the research on migrant entrepreneurship, as those authors who started to publish their papers on this topic seem to be the most active ones.

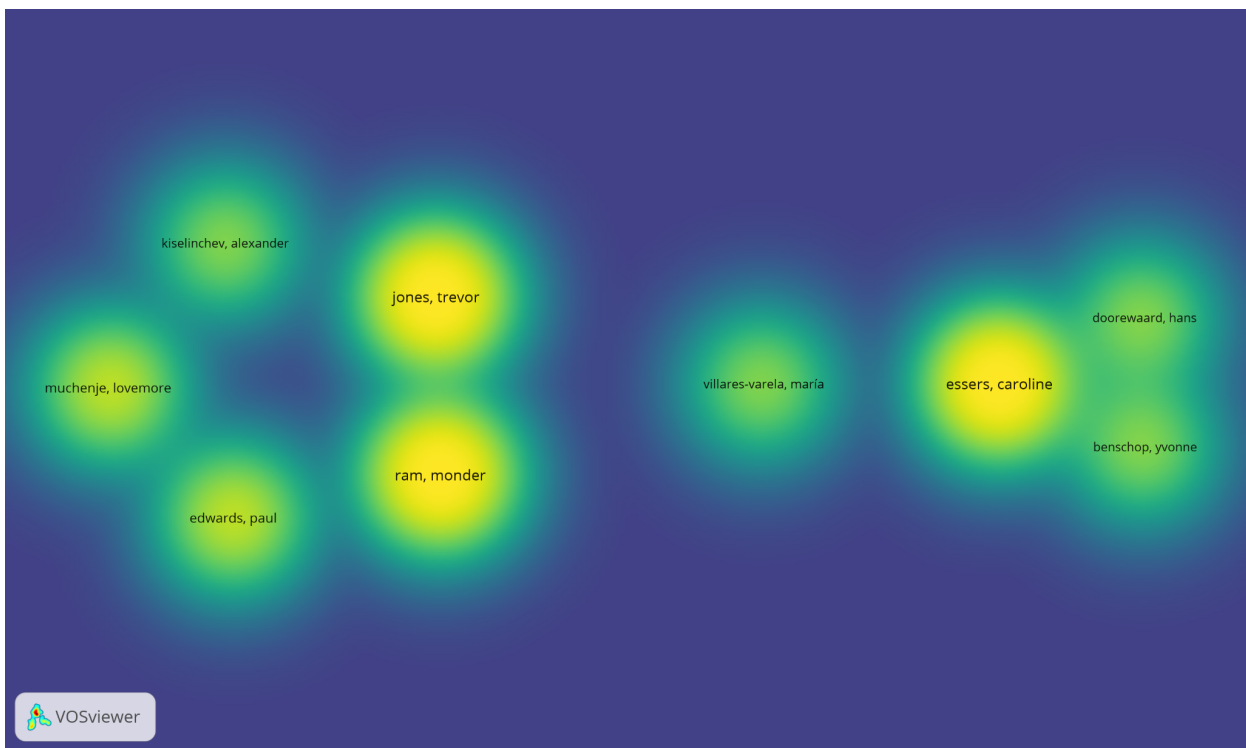


Fig. 6. Density visualization (co-authorship)

In this section we presented a general overview of the literature on migrant entrepreneurship. In the reviewed paper the major theoretical frameworks used are the following: push and pull theory, mixed embeddedness (Kloosterman et al., 1999), social networks theory, institutional theory, social capital, ethnic enclave theory and ethnic entrepreneurship theory (Waldinger, Aldrich & Ward, 1990). For the purposes of our study and in order to understand what drives migrant entrepreneurship we will further focus on the following key theoretical frameworks: push and pull theory, mixed embeddedness and institutional theory.

1.2. Push and pull theories of entrepreneurial motivation

Push and pull theory (Hakim, 1989; McClelland et al., 2005; Schjoedt & Shaver, 2007; Segal et al., 2005; Kirkwood, 2009) explains the drivers of entrepreneurship. According to this approach entrepreneurial activity may be the result of some challenging circumstances known as necessity factors (push factors). In the context of migrant entrepreneurship such push factors may be unfavorable labor market conditions of the host country, resulting in migrant's inability to find a job on a local labor market. We find a number of papers discussing push factors as a key driver of

migrant entrepreneurship. For instance, M. M. Rahman (2021) discusses what motivates Bangladeshi migrants in Saudi Arabia to engage in entrepreneurial activities. It turns out that Bangladeshi migrants are facing “little occupational mobility” causing them to become entrepreneurs. Similarly, the discrimination towards Zimbabwean migrants in South Africa explains their willingness to become entrepreneurs (Hungwe, 2014). It seems that necessity-driven entrepreneurship is quite common for Northern Europe. For instance, the study on migrant entrepreneurs in Finland equally claims that a “substantial share of migrant entrepreneurs are necessity driven” (Yeasmin, 2016), migrant entrepreneurs in Sweden and Denmark are equally pushed into entrepreneurship, with their income often being inferior compared to wages of employed migrants (Baycan-Levent & Nijkamp, 2009).

To create a more comprehensive framework, some authors describe necessity (push) factors through the lenses of the triple disadvantage approach (Yeasmin, 2016), as those disadvantages push migrants to engage in self-employment. This approach distinguishes 3 disadvantages: 1. unfavorable labor market and social barriers; 2. low embeddedness in local culture which prevents them from the exchange of ideas with locals (“knowledge spillover”); 3. limited growth opportunities if serving exclusively ethnic markets (this factor reinforces the first two factors).

As for the predominance of push/pull motivations, we see that some studies argue that push factors are usually predominant motivation for migrant entrepreneurs (Sepulveda et al., 2011). It is important to note that, generally, in the research on entrepreneurship (not specifically migrant entrepreneurship) it is claimed that pull factors are prevailing (Segal et al., 2005; Shinnar & Young, 2008) and those businesses are reported to be more profitable than those started out of necessity (Amit & Muller, 1995). Hence, for migrant entrepreneurship the dominant motivation is still unclear.

On the other hand, not all migrant entrepreneurs were motivated by some needs or unfavorable settings of the host country. Some of them engaged in business ventures because of their inner willingness of personal development, independence and self-fulfillment. For instance, in the case of Chinese female migrant entrepreneurs in Australia (Patrickson, Hallo, 2021), the key factors explaining their entrepreneurial activities were desire to develop some skills, as well as fulfillment.

Recent research suggests that higher levels of entrepreneurship among migrants compared to those among natives of host-countries should not be explained by discrimination and constraints existing on the labor market serving as a primary motivation to launch business ventures (although in some cases it is indeed the main motivation to start business). Rather, in case of voluntary migrants (in contrast to refugees or asylum seekers), migrants’ personal traits, especially willingness to take risks is the mediating factor contributing to their engagement into entrepreneurship. Hence,

those who opted for self-selection into migration are equally likely to be self-selected into entrepreneurship (Vandor, 2021). Similar observations were made in the study of Turkish migrant entrepreneurs in Switzerland, the authors highlighted that personal traits, migration experience and level of education framed migrant entrepreneurs' motivations (Baycan-Levent & Kundak, 2009). As the author highlights, Turkish migrant entrepreneurs in Switzerland are usually pulled into entrepreneurship, while Turkish migrant entrepreneurs in Germany and Netherland are usually pushed into this professional activity.

Nevertheless, in some cases it is not that straightforward - the motives behind migrant entrepreneurship may be mixed (determined by both push and pull factors). For instance, migrant entrepreneurs in Germany are often self-selected, but some others are necessity-driven. Similarly, in the UK some migrant entrepreneurs are pushed into entrepreneurship, while others are pulled into it (Baycan-Levent & Nijkamp, 2009). This phenomenon may be explained by differences among ethnic groups to which potential migrant entrepreneurs belong.

Some authors suggest that the economic development of the host country can predefine which motivations will be dominant. Hence, as B. Walcutt (2015) shows, migrants coming to more developed countries are more likely to be guided by self-selection motives, whereas migrants based in developing countries are more likely to be pushed into entrepreneurship.

Another observation was made by the scholars focusing specifically on lifestyle entrepreneurs, however their findings might equally be relevant for different types of entrepreneurs. According to these authors (Carson et al., 2018; Carlsen et al., 2008; Morrison, 2006; Cederholm & Hultman, 2010), migrants who had entrepreneurial intentions prior to migration are more likely to be pulled into entrepreneurship, and those who did not have any entrepreneurial intentions before migration are more likely to be driven by financial necessity (push factors) or accident.

1.3. Mixed embeddedness theory

Another theory widely used to explain the phenomenon of migrant entrepreneurship is mixed embeddedness theory introduced by R. Kloosterman et al. (1999) which considers migrant entrepreneurship through the lenses of its embeddedness in multiple contexts: institutional, social, cultural, economic etc. and how this interplay shapes the entrepreneurial activities of migrants. Mixed embeddedness approach is equally useful in understanding the motivations of migrant entrepreneurs, since they may vary depending on specific context. This framework offers a comprehensive approach to the understanding of the differences in performance of various ethnic groups in the same country or to performance of migrant entrepreneurs belonging to the same ethnic

group in different countries. For instance, L. Storti (2014) using mixed embeddedness theory explains differences between 2 groups of migrant entrepreneurs of Italian origin - pizzeria owners and ice-cream parlors owners - in Germany, to do so multiple contexts are carefully studied: cultural (migrant entrepreneurs come from different parts of Italy and have different backgrounds), institutions of the host country. Interestingly, the study shows that pizzeria owners usually came from the Southern part of Italy and had little education and because of strict regulation of business activities opening a pizzeria was the simplest choice for them. As for ice-cream parlors' owners, most of them came from the Northern part of Italy, in majority of cases from families with entrepreneurial backgrounds. The willingness to interact within co-ethnic network is also different, with higher levels of interaction for ice-cream parlors' owners. Hence, different contexts even within a single ethnic group may shape different kinds of entrepreneurial activities across co-ethnic migrant entrepreneurs.

There may be a myriad of dimensions explaining how a migrant entrepreneur is embedded in the host country. One of the topics which has been recurrent in literature on migrant entrepreneurship in recent years is gender. According to several authors, gender, among other factors, shapes entrepreneurial activities of migrant entrepreneurs (Munkejord, 2015; Chen et al., 2015).

Mixed embeddedness may explain not only the initial emergence of migrant business ventures in host countries but it may equally explain the further development and increased number of new migrant ventures in the host countries. In this context, new migrant enterprises are the result of the potential migrant entrepreneurs' embeddedness in the context of their co-ethnics who have already founded any kind of businesses and can implicitly or explicitly share their experiences. Hence, this interaction of established migrant entrepreneurs with their co-ethnics fosters the creation of new businesses run by migrant entrepreneurs (Tavassoli and Trippel, 2019; Colombelli et al., 2021). Generally, a strong reliance on co-ethnic community may be explained by poor local language skills, the unfamiliarity with the local culture or, in some cases, by the hostility of the host country society towards the migrant minority (Ngota et al., 2019).

Migrant entrepreneurial ventures may not only be encouraged by migrants co-ethnics (ethnic enclave), but also by local population and local communities in general. Locals may show themselves supportive and assist nascent migrant entrepreneurs (Munkejord, 2017).

It is important to highlight that mixed embeddedness as a multidimensional approach, hence different authors rely on distinct dimensions of migrant entrepreneurs' embeddedness in host country context. Hence, as it has been shown above, some authors focus on ethnic aspects of

embeddedness, some other on gender aspects, while others equally focus on such aspects as institutional environment of the host country, migration status of migrant entrepreneurs (Sepulveda et al., 2011).

It is equally important to consider how previous backgrounds of migrant entrepreneurs impact the way they are embedded in the entrepreneurial context of the host country. For instance, forced migration experience (i.e. refugees), prior leadership experience and the experience of being self-employed contributes to the engagement in entrepreneurial activities in a host country (Lazarczyk-Bilal & Glinka, 2021).

Mixed embeddedness may or may not be directly referred to by the researchers in their papers, hence some researchers mention that they study migrant entrepreneurship using the perspective of social or other networks (Chen et al., 2015).

1.4. Institutional theory

Institutional theory is also used to study entrepreneurship (not exclusively migrant entrepreneurship). Institutions may both facilitate or prevent new ventures from emerging. In the context of institutional theory, both formal institutions (government bodies, public policy, NGOs, entrepreneurship support organizations etc.) and informal ones (cultural contexts) need to be considered.

Let us start with formal institutions. An example of formal institutions' impact is governmental institutional support. It relates to the creation of specific institutions (it could be solely governmental initiative or joint initiative with third sector organizations) with a purpose of assisting migrant entrepreneurs in various issues that may arise. A great example of such an institution established in Quebec is discussed by S. Paré and R. C. Maloumy-Baka (Paré, Maloumy-Baka, 2015). Throughout recent years Quebec launched several initiatives to support female migrant entrepreneurs and migrant entrepreneurs in general. Their initiatives help to “identify business projects, provide the necessary technical support and help raise funding for start-up capital and growth”.

However, although governmental support proves itself to be of use for migrant entrepreneurs, sometimes what governments offer does not fully address the actual needs of migrant entrepreneurs (Heilbrunn & Kushnirovich, 2008) - migrant entrepreneurs from the USSR in Israel are more interested in assistance related to the assessment of competitive environment and identification of opportunities, however current governmental services are aimed at building relationships with suppliers and employees, which represent less concern for migrant entrepreneurs.

Thus, governmental regulations and initiatives have a strong impact on migrant entrepreneurs' ventures, however this impact can be both positive or negative.

In some cases the absence of institutional control and assistance, may also foster entrepreneurial ventures. T. Baycan-Levent and P. Nijkamp argue that such conditions encourage migrants in Southern Europe to become entrepreneurs (2009), although such businesses usually belong to the informal sector and may even be clandestine.

Another formal institutional factor influencing migrant entrepreneurship is the financing issue which can be considered as an institutional factor for entrepreneurship. Access to formal financing (such as loans) is often limited for migrant entrepreneurs, and this may result in lower levels of innovation of migrant ventures (Ashourizadeh et al., 2022). We identified a similar finding in the study of migrant entrepreneurs in Australia (Hulten, Ahmed, 2013) - migrant entrepreneurs are more likely to have access to informal sources of financing (family, friends) rather than formal. According to the same study, migrant entrepreneurs often describe access to finance as one of the major obstacles to launching new ventures. Surprisingly, the same study reports that migrant entrepreneurs in Australia are not "discouraged from applying for a credit <...> because they thought an application would be unsuccessful". Moreover, migrant entrepreneurs in Australia are not less likely to get a loan than native-born entrepreneurs.

This difficulty to access formal financing may be offset through the use of crowdfunding platforms. On the example of migrant entrepreneurs located in the US, it was shown that migrant entrepreneurs can attract funds and thus alleviate the "liability of foreignness" by developing their social capital on crowdfunding platforms. As the study shows, although they may still get less donations from US citizens, it can be compensated by attracting investors from their home-country (Buttuicè, Useche, 2022).

Institutions that implicitly or explicitly shape migrant entrepreneurs' ventures can be also informal: for instance, home and/or host country cultures, local language etc. Hence, a number of studies considers the impact of these informal institutions on entrepreneurial ventures. For instance, Hamid et al. (2018) posit that the degree of cultural differences between host and home country greatly impacts businesses that migrants launch, including whether those businesses will be targeting co-ethnics or locals. Culture may equally encompass religion which, according to B. Jubril and O.S. Samson also shapes migrant entrepreneurs' ventures.

Some existing studies even attempted to create a model explaining the impact of institutions on entrepreneurial ventures of migrant entrepreneurs. The model proposed by Hamid (2020) identifies 4 underlying aggregated dimensions of the host country institutions - 2 formal and 2

informal: governing institutions, resource-providing institutions, host country society, competition in the host country. However, this particular model has its limitations since it was developed specifically for a context of a developing host country.

1.5. Summary and conceptual framework development

Let us summarize some key points discussed in the literature review. As it was shown in previous sections, a number of theories are used to explain what motivates migrant entrepreneurs to launch their business ventures. To create a more comprehensive view on motivations of migrant entrepreneurship, we have developed a summarizing framework which integrates push and pull factors theory, mixed embeddedness theory and institutional theory (Fig.7). This integrated framework demonstrates that the economic environment of the host country, its institutions (which are a part of a bigger context in which potential entrepreneurs are embedded), individual's personal traits, their background and demographic characteristics impact on entrepreneurial intentions of potential migrant entrepreneurs. Some elements of this environment are more likely to create push or to pull factors stimulating migrants' engagement in entrepreneurship. It is necessary to highlight that this theoretical model is not exhaustive, it is rather an attempt to summarize the existing research on motivations of migrant entrepreneurs.

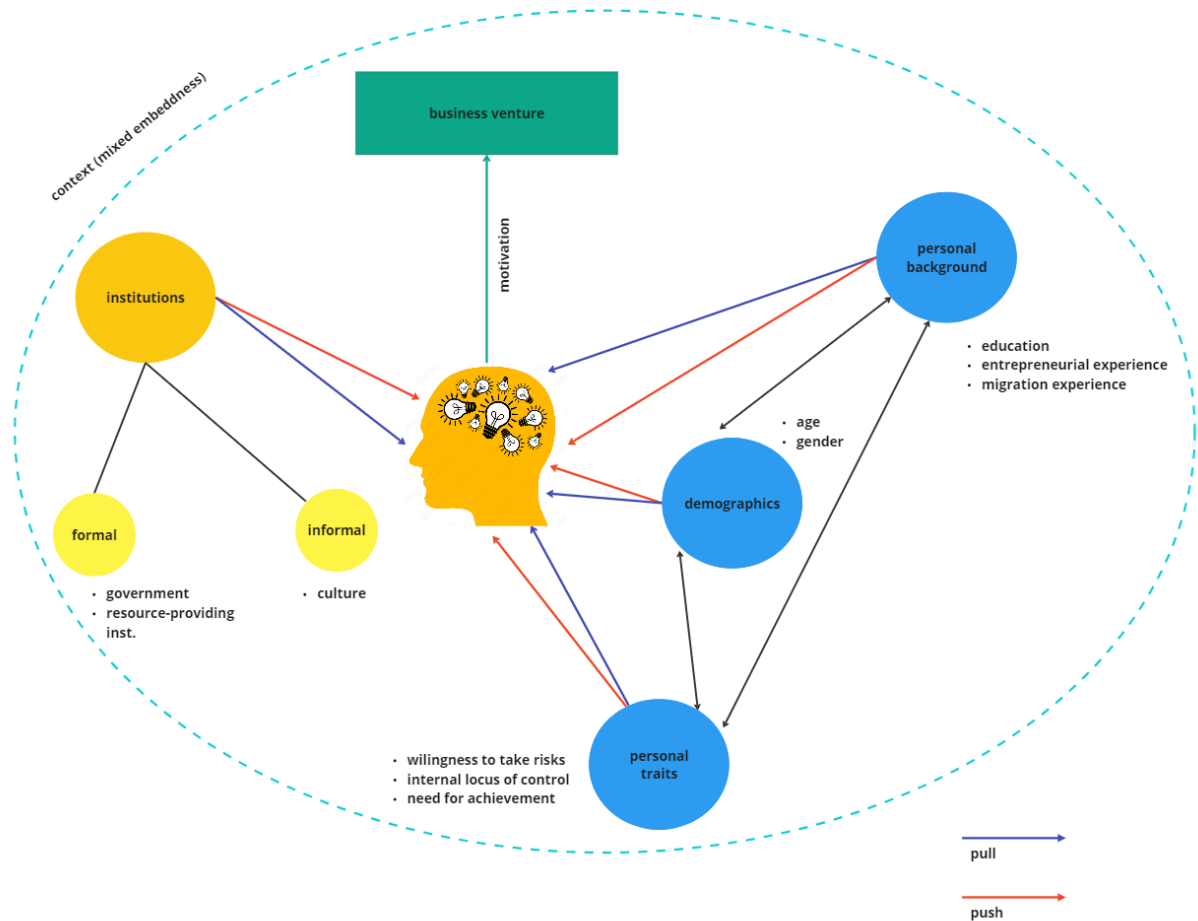


Fig. 7. Integrated theoretical framework. Motivations of migrant entrepreneurs

Throughout the analysis of the extant research on motivations of migrant entrepreneurs we have observed that although a significant number of studies have tried to develop a thorough understanding of migrant entrepreneurs' motivations, we have identified some limitations of the existing theoretical explanations of this phenomenon. For instance, migrant entrepreneurs from the same country of origin (i.e. having similar cultural background, somehow similar migration motivations) are found to engage in entrepreneurship for different reasons, ones are pulled into and others are pushed into it. Such situations happen not only if their host countries are different, but even if both groups choose the same destination for migration (Storti, 2014). Hence, it is unclear what causes these motivational differences.

Another inconsistency which may be observed in the existing research on migrant entrepreneurship is that contrary to the view presented in some studies, migrant entrepreneurs in

developed countries may not be more likely to be pulled into entrepreneurship. However, as other studies illustrate it does not always hold true (Baycan-Levent & Kundak, 2009).

Moreover, if we consider pull motivations, there is still no comprehensive understanding as to what personal traits are causing migrants to be self-selected into entrepreneurship.

Additionally, although many studies highlight the role of ethnic enclaves in the host country, or co-ethnic community, while the role of mother tongue in launching business and supporting its activities is still underexplored.

Another issue that needs to be highlighted is that although we observe that literature on migrant entrepreneurship acknowledges the role of institutions in entrepreneurial ventures, it is still quite disseminated and institutions are often not viewed as a part of the larger context in which entrepreneurs are embedded, various studies still consider institutional role in a vacuum, which may result in a distorted explanation of migrant entrepreneurship.

Hence, based on the mentioned discrepancies found in the extant research on motives of migrant entrepreneurs, we have formulated the following research question:

- Why do migrants start their business?

Within the framework of this particular study, we will equally address the following questions:

- Whether and how Russophone migrant entrepreneurs are different?
- What is the role of host country institutions in migrant business ventures?

CHAPTER 2. RESEARCH METHODOLOGY

Since our goal is to get some initial knowledge and insights on the determinants of migrant entrepreneurship, we engaged in the exploratory study which is usually conducted through the use of qualitative methods. That is why for the purpose of this study, we apply the qualitative method, and, in particular, semi-structured interviews. Semi-structured interviews appear to be the best fit for this study as we tend to understand the peculiarities of Russophone migrant entrepreneurs' ventures through the lenses of their personal experience and narratives.

2.1. Data collection

A preparatory step was the development of the interview guideline. The questions in the guideline were later used as reference and the basis for the conversation with informants, because the interviews were semi-structured, hence the questions were not used verbatim. The questions were organized in 3 main blocks (see Table 1): the first one related to the migration background of informants, the second block was dedicated to the motivations and reasons for founding a business. In the final part the role of the formal and informal institutions (culture, language) were discussed.

Part 1. Personal background	Part 2. Drivers of entrepreneurial activity	Part 3. The role of formal and informal institutions
<ul style="list-style-type: none"> ● When did you move to Canada? Why? ● Could you tell me a bit about your education and previous work experience? What is your ethnic background? ● What is the most important part of your identity? 	<ul style="list-style-type: none"> ● How long have you been an entrepreneur? ● Is this project your first entrepreneurial experience? ● Why did you choose to become an entrepreneur? ● Why did you choose to become an entrepreneur in this industry? ● What is the most important for you in business? ● What motivates you to continue your business activities? 	<ul style="list-style-type: none"> ● How did your family, friends react to your desire to become an entrepreneur? Do they support you? How? ● What difficulties did you meet on your way? ● Did/do you encounter any kind of problem in the local business environment (authorities, public administration, etc.)? ● How difficult was it to open your business from the administrative point of view? ● Did/do you receive any support from the government or NGOs (in the form of financement or advice)? ● How would you characterize the business environment,

Part 1. Personal background	Part 2. Drivers of entrepreneurial activity	Part 3. The role of formal and informal institutions
		<p>politics and cultural context in Canada? What effect does it have on your business?</p> <ul style="list-style-type: none"> ● Did you have to adapt your personal principles when doing business in Canada? ● What is the role of Russian language in your business? Do you have Russian-speaking clients, suppliers, partners

Table 1. Interview guideline summary

As our empirical data comes from the semi-structured interviews, our first step was to find potential interviewees. Similarly to some other studies in this field (Vershina, Rodgers, 2020), we used a snowballing technique to find informants. To do so, we employed personal network of contacts as well as searched for potential respondents in social media, i.e. Facebook, LinkedIn (keywords: “Canada”, “founder”) and then identified those who are coming from the countries of the former Soviet Union. This research was focused on the 1st generation migrants. We have conducted 9 interviews (around 40 people were initially reached). All the interviews were conducted in Russian. Each interview lasted between 40 minutes and 90 minutes, interviews were held either on Google meets, Zoom or WhatsApp. Interviews were recorded (with the consent of a respondent), transcribed using either using a special software, Trint, or manually in some cases. As a next step, the empirical data was translated into English and analyzed using the Gioia methodology (Corley & Gioia, 2013; Magnani, Gioia, 2023). The Gioia methodology was implemented in 3 steps: first, the data was structured using informant perspective and the perspective of a researcher (they should not be mixed), then the data was aggregated and finally the results of the aggregated data were discussed and visualized.

2.2. Research sample

In total, 9 participants took part in semi-structured interviews. Informants are residing in different provinces (Ontario, Quebec, British Columbia) and cities of Canada. The majority of the informants are women (7 from 9). All the informants are doing their businesses in different industries (sports, construction, food retail, jewelry etc.). The majority of the participants were born in the USSR or Russia. Some of them moved to Canada in the late 1990s or in the early 2000s.

However, the majority of our sample came to Canada after 2012. It is important to note that some of the informants are not first time migrants, 2 of them had first moved to Israel and then moved to Canada.

Let us discuss each case in more detail:

1. *Daria, sports*

Our first informant is based in Ottawa, Ontario. Daria moved to Canada from St. Petersburg in 2013. In 2018 she founded a wushu school there. The interview was conducted via Google Meet, the interview was recorded and transcribed using Trint.

2. *Julia, nutrition*

The informant is based in Ottawa, Ontario, where she moved from Israel in 2015. Julia lived in Israel from the 1990s. The informant continued the business which she had started in Israel. Julia is selling dietary supplements. The interview was held in Zoom and transcribed using Trint, however some parts of the interview were not recorded.

3. *Ekaterina T., construction & real estate*

The informant is based in Toronto, Ontario. Ekaterina moved to Canada from Chelyabinsk, Russia, in 2003. The informant founded a construction and real estate company in 2014/15. The interview was conducted via Google Meet. It was recorded and then transcribed using Trint.

4. *Olga, high-end custom jewelry*

The informant is based in Montreal, Quebec. Olga moved to Canada from Moscow in 2013. Between 2015 and 2016 she started her business in the high-end custom jewelry industry. The interview was held in Google Meet, recorded and transcribed using Trint.

5. *Vladimir, food retail*

The informant is based in Quebec, Quebec. Vladimir moved to Canada from Moscow in 1997. He started his business in 2003. The interview was conducted via WhatsApp. It was recorded and transcribed using Trint.

6. *Ekaterina, pastries*

The informant is based in Montreal, Quebec. Ekaterina, similarly to Julia, is a second-time migrant: she moved to Canada from Israel in 2012 (she is originally from Moldova). Ekaterina has started her business back in Israel (custom cakes), she relaunched her business in Canada in 2013. In 2023 she opened a pâtisserie [cake shop]. The interview was conducted via WhatsApp. It was recorded and transcribed using Trint.

7. *Sergey, construction tech*

Sergey is based in Montreal, but his business is registered in Calgary, Alberta. Sergey moved to Canada from St. Petersburg in 2018. Sergey launched his startup in 2020. The interview was held in Google Meet. It was recorded and transcribed using Trint.

8. *Anastasiia, sustainable tech*

Anastasiia is based in Vancouver, British Columbia. She moved there from St. Petersburg in 2017. Anastasiia and her co-founder launched their company in 2020. The interview was conducted in Google Meet. It was recorded and then transcribed using Trint.

9. *Midia, restaurant industry*

Midia is based in Montreal, Quebec. The case of Midia is not a typical one, because she moved to Canada from Moscow (1991) at a very young age, hence, she is technically considered as first generation migrant, although her experience might be somehow similar to a second generation migrant. Midia opened her restaurant in 2018/19.

The brief summary of the collected data is presented in the table below:

Informant	Year of emigration to Canada	Location	Start of business	Industry	Date of the interview	Country of origin
Daria	2013	Ottawa, ON	2018	sports	October, 2022	Russia
Julia	2015	Ottawa, ON	2015 (old business)	nutrition	October, 2022	Israel / Soviet Union (Russia)
Ekaterina T.	2003	Toronto, ON	2014-2015	construction, real estate	November, 2022	Russia
Olga	2013	Montreal, QC	2015-16	jewelry	November, 2022	Russia
Vladimir	1997	Quebec, QC	2003	food retail	December, 2022	Russia
Ekaterina	2012	Montreal, QC	2013 ²	pastries	January, 2023	Israel / Moldova
Sergey	2018	Montreal, QC/Calgary, AB	2020	construction tech	April, 2023	Russia
Anastasiia	2017	Vancouver, BC	2020	sustainable tech	April, 2023	Russia

² In 2023 Ekaterina expanded her business and opened a cafe (pâtisserie)

Informant	Year of emigration to Canada	Location	Start of business	Industry	Date of the interview	Country of origin
Midia	1991	Montreal, QC	2018-19	restaurant industry	May, 2023	Russia

Table 2. Summary of the data

To sum up, it can be highlighted that in general the informants are voluntary migrants and they came to Canada for economic reasons.

2.3. Data analysis strategy

The recorded interviews were transcribed either using a special software, Trint, or manually in some cases. As a next step, the empirical data was translated into English and analyzed using the Gioia methodology (Corley & Gioia, 2013; Magnani, Gioia, 2023). The Gioia methodology was implemented in 3 steps: first, the data was structured using informant perspective and the perspective of a researcher (they should not be mixed), then the data were aggregated and finally the results of the aggregated data were discussed and visualized.

Since this research is focused on entrepreneurial motivations to start businesses, we coded all the interviews accordingly. We identified various codes which described personality traits of the informants such as *goal orientation*, *willingness for self-fulfillment*, *ability to identify opportunities*, *willingness to take risks*, *non-conformity/authenticity*, *dedication*, *internal locus of control*, *charisma*. Apart from the codes related to personality traits we equally identified some codes related to the context, such as *formal institutions*, *family support*, *culture*, *Russophone community* (interaction with Russian-speaking community and the use of the Russian language for business purposes). Codes were afterwards distributed between push and pull factors, depending on their role in pushing or pulling potential entrepreneurs into business. In some cases, it was not possible to distribute codes between pull/push, hence they were placed into the group “other”. Coding was made in several iterations. The example of the coded interview (interview with Olga) is shown in the table below (Table 3). The coding of all the interviews can be found in appendices 1-9.

	pull	push	other
Personality traits			
<i>purpose-driven</i>	"I've always loved jewelry, <...> I never imagined how I could start it, how I could work in it"	—	—

	pull	push	other
	"I found my true love [jewelry]. Therefore, at some point there is no longer a question of what you want to do."		
<i>ability to identify opportunities</i>	"Therefore, a niche was vacated because there were much fewer functioning jewelers during this time, and demand increased."	—	—
<i>dedication, perfectionism</i>	"I'm a quality maniac <...>. Until I'm happy with the result, I can redo it a lot of times." "My principle is <...> constantly improving my own competencies in order to offer the client as much as possible, something as cool as possible for his budget."	—	—
<i>independence</i>	"You have a much more flexible life. That is, it's a lot of work, but you can move it to where you need it if you need to free up some time. A completely different degree of flexibility and freedom."	—	—
<i>internal locus of control, resilience</i>	"[There were] allowances that people could live on without doing anything at the same time. That is, even those who, in principle, theoretically could make an effort to reorganize their work, continue to work, they just sat on these benefits and have been sitting on them for almost two years, so they did not work."	—	—
<i>willingness for self-fulfillment</i>	"As of now I could find a high-paying jewelry job, because now I have already become a gemologist, <...>, this is an expert on stones with diplomas, and here you can already work for a big company for a good salary, if something happens somehow, <...> but honestly, after seven years in this business, it's hard to imagine to work for someone, even technically." "It takes my whole life <...>. I	—	—

	pull	push	other
	<p>just started taking days off not very long ago... for these seven years, almost. But this is a continuation of what I love, my interests."</p> <p>"That is, it is so much a part of my life that I don't separate it <..> at the same time I do not identify myself as an entrepreneur, a businesswoman. <...> It is a big child of mine, <...> which on the one hand, demands a lot, but on the other hand, you adore them and give everything to them."</p>		
<i>desire to achieve</i>	<p>"[There were] allowances that people could live on without doing anything at the same time. That is, even those who, in principle, theoretically could make an effort to reorganize their work, continue to work, they just sat on these benefits and have been sitting on them for almost two years, so they did not work." (and the informant did not)</p>	—	—
Contextual factors			
<i>financial constraints or financial motivation</i>	—	<p>"I didn't consider it [to become an employee in this industry] at all, because in the jewelry field, working for someone is absolutely pointless in terms of money. If you go to work in the jewelry industry here, you need to work for yourself if you want to earn something that you can live on here. Life is very expensive."</p>	—
<i>institutions</i>	<p>"[There were] allowances that people could live on without doing anything at the same time. That is, even those who, in principle, theoretically could make an effort to reorganize their work, continue to work, they just sat on these benefits and have been sitting on them for almost</p>	—	—

	pull	push	other
	<p>two years, so they did not work."</p> <p>"The soil and climate are completely different here. That is, it was much easier to open a business here. It was absolutely natural, at some point. Compared to what I felt in Moscow."</p> <p>"In Canada, compared to Russia, it's easier to start [a business] and easier to do [it]."</p>		
<i>family support</i>	<p>"Well, my local environment is my husband, he is a Quebecois <...>. when I rented a new space, moved out from the old one, the Covid-19 just started and we couldn't hire any renovation crew. So, my husband and I, we watched on YouTube how to put plaster, how to paint walls. That is, well, we did it ourselves."</p>	—	—
<i>big changes in life, personal stories</i>	—	<p>"It was my personal story. It all happened literally in one day. I quit my <...> job, I found a jewelry school in Montreal and enrolled there. <...> it was all happening simultaneously: the training began and I registered my company."</p> <p>"The turning point was that I had such a big personal shock <...> I had several difficult, existential months <...> I took a vacation, couldn't work. I had a tragedy, <...> I was looking for myself again, just like that internally. It was caused by an external event, <...> and we were in the States at an exhibition of what was lifted from the Titanic. There was a room where only jewelry was exposed. There were around 15 or 20 pieces of jewelry that were lifted, restored and prepared for auction. <...> I was standing in front of these pieces of jewelry in</p>	—

	pull	push	other
		this dark room, alone, among the candlesticks <...>, small rectangular showcases and it was as if "all the screws were spinning again", and I wanted to live, I wanted to do something."	
<i>Russophone community</i>	<p>"My photographer, she is a Ukrainian girl, absolutely wonderful. We work together and we are friends with her."</p> <p>"It was the height of the Christmas season <...>, the most intense workload. I urgently needed to find someone to replace my old 3d designer, literally within one or two days, and there was no one here [in Montreal] at all <...>. I put a word out on a Russian-speaking forum that <...> I had an absolutely wonderful guy from Odessa respond, and that was two years ago, and we've been working with him for two years now."</p>	—	<p>"Based on the results of my experience, I avoid the Russian-speaking community of Montreal <...> [from Facebook], but normal, adequate, Russian-speaking people <...> appear in my life somehow. <...> there are absolutely wonderful Russian-speaking people, but this is basically not what you will go and find in the Facebook group. But somehow, in some ways, they find me. That is, I have friends and clients from such groups from time to time, but I don't advertise there anymore. At the very beginning, I did it, but this, you know, is such a bit of pornography, because 99% of the Russian-speaking people who came to me [as a result of these advertisements], they asked to melt their grandmother's teeth into Cartier nails. I'm not interested in it at all."</p> <p>"I have no desire to target the Russian-speaking community at all, although there are absolutely wonderful, adequate, successful people, but it turns out that you reach them either there through your local acquaintances or clients <...>. The Russian-speaking community is mixed: Russians from Russians they are maybe 3% of Russian-speaking there, 15% are Ukrainians, 10% are Moldovans, 10% are Belarusians <...>."</p>

Table 3. The example of a coded interview

When the data was coded, we turned to the analysis of the codes using the Gioia approach which is one of the varieties of the grounded approach to the analysis of the qualitative data. The analysis consisted in aggregating the received codes, in other words, in putting them all together in order to understand whether there are some common patterns appearing in several interviews, as well as to see what are the differences in similar codes across our informants. Additionally, we tried to establish connections between the observed patterns if there were any.

Then, after understanding the main patterns and their connections, we tried to visualize the received results. The results of this visualization and data interpretation are presented in the next chapter.

To summarize, this research was performed using qualitative methodology implemented through conducting semi-structured interviews and analyzing the gathered data using one of the variations of the grounded theory: the Gioia approach. This approach consists in structuring the gathered data in a way that allows not to mix informants' points of view and the point of view of the researcher. This has been implemented by analyzing the transcripts while looking for specific codes relevant for this study (personal traits, institutions etc). Then, we established the links between the codes and visualized it.

CHAPTER 3. DISCUSSION OF RESULTS AND MANAGERIAL IMPLICATIONS

3.1. Discussion of the results

When all the interviews were coded, we proceeded to the analysis, which consisted in analyzing the codes that were retrieved from the interviews (see appendices 1- 9). The aim of this analysis was to aggregate the data and identify some common patterns which could help us to formulate the drivers behind entrepreneurial ventures of migrants.

As a result of this analysis we found out all the informants were self-selected (pulled) into entrepreneurship. Even though one of the informants claimed that her primary motivation to start her business was financial constraints, it is clear that after 30 years in this business her motivation is mostly explained by the pull factors (personality traits). In the interview Julia states: *“There was no work. We probably worked for a dollar and a half per hour, something like that... We did the cleaning, babysitting, in general, we did any kind of work <...>”* - this was definitely a push motivation (see Appendix 2). However, on multiple occasions Julia restated that for now her business is the only thing she wants to do and she genuinely likes it: *“We believed in these products so much, we felt so good <...>”*; *“I definitely plan on doing just that in the coming years”*. Hence, we see that the initial push motivation has transformed into pull motivation and the latter became the underlying one.

In all other cases the predominance of the pull factors is obvious, the informants are driven by their inner willingness for self-fulfillment, desire to achieve, non-conformity (authenticity), adaptability etc. Moreover, their inner drivers are always reinforced by the factors of the context, i. e. formal institutions and informal ones (cultural peculiarities, family support) etc. Nevertheless, it is important to highlight that to some extent push factors are present in the overwhelming majority of the cases (6 out of 9), but these factors cannot be considered as ones having the greatest impact on entrepreneurial decisions to start a business. Interestingly, although in scientific literature push factors are mostly considered to be synonyms to financial constraints or unfavorable economic context which “force” individuals to become entrepreneurs, we observed that push factors can not only push individuals to become entrepreneurs because of some financial hardship, but they can equally “push” someone to start a specific type of activity or to opt for a specific type of legal entity. Hence, push factors should be also understood in a sense that there are some contextual factors (most oftenly institutional ones) which make a person react to them by launching a specific type of venture. At the same time, to convert these stimuli into real action, pull factors are needed.

As an example of such a push factor, let us consider the case of Daria (see Appendix 1) who opened her wushu school, because there were no such schools in the city of her residence: *“Actually, I decided to found a school out of love for my sport, and that's all, simply because it was not represented in this city, but I really wanted to practice wushu and actually I had nowhere to go, that's why it happened. Probably, if there was some kind of wushu section here, I would practice it there myself, but since it was not there ...”*. Hence, it can be clearly seen that one explanation of her motivation to open this school is the simple absence of such an institution in the area of her residence. Yet, even from this quote we can see the central role of pull factors in transforming this impulse to open a school into action (*“I decided to found a school out of love for my sport”*). Daria equally mentions that regulations related to revenue distribution pushed her to opt for a specific form of legal entity. Additionally, while talking about her future plans Daria says that the difficulty of getting a place in a kindergarten for her children makes her think about opening a new group for young children.

As for the role of formal institutions in pulling or pushing individuals into entrepreneurship, it can be inferred that a country's institutions play a significant role in the emergence and development of entrepreneurship. In the case of Canada, the overall institutional impact on the rise of entrepreneurship is positive. The majority of informants highlighted that it is not difficult to register a business, moreover the state provides some support programs: *“The soil and climate are completely different here. That is, it was much easier to open a business here. It was absolutely natural, at some point. Compared to what I felt in Moscow <...>”* (Appendix 4). Hence, in terms of formal institutions Canada is pulling potential entrepreneurs into starting their ventures. However, being a federated state, Canada does not have a unified system of support programs and initiatives, thus, some provinces are more propitious for the development of new business ventures and others are less so. This has been highlighted by the informants during the interviews: *“In Canada, in principle, everyone talks about the fact that there are grants, state grants. Then it turns out that, in general, in fact, not so much. More mature companies receive all these grants, and in Ontario there is also very high competition. And we're left with nothing at all. <...> the government of Alberta, they invested some millions of dollars in start-up infrastructure. They brought 500 startups, they brought Plug and Play, also a cool accelerator from the Valley. Here they are building an ecosystem there now <...> . The government of Alberta is the only such hub, such an ecosystem, which, firstly, gives cash, does not take equity, and also gives money for hiring”*. Hence, in some provinces it is easier to get support (financial or in the form of advice) than in others.

On the federal level, 4 informants stressed the role that the federal government played in the response to Covid-19 pandemic. Although the general appreciation of governmental measures varies across informants, all 4 informants agree that the federal government tried to help businesses during the crisis by offering them loans, allowances etc.

The degree of institutional support varies not only depending on the province, but also on the industry, with some industries getting more support than others: *“It depends exactly on the industry in which you are, since we're in climate community... Canada has a goal of being the first G7 to reach net 0 [emissions]. That is, if they set such a goal at the federal level, it is clear that all their programs, all grants, all support must correspond to this goal <...>. The industry influences how much support you get”* (Appendix 8). In his interview Sergey referred to the same issue: *“Now we will probably look for venture investments, but again, here is the specificity of the industry. The construction industry, it's a little bit unusual, and there is very little pre-seed, mostly seed and series A investments. We are still on pre-seed by all standards”* (Appendix 7).

When discussing migrant entrepreneurship and the role of formal institutions in starting a business, one should also bear in mind the issue of migration status, how easy and transparent for a migrant are these immigration procedures. This has a great importance since the migration status has its repercussions on the possibility to engage into business activities (Sepulveda et al., 2011). In the case of Canada, this factor equally has a positive (pulling) impact on engagement in entrepreneurial activities. The informants say that this issue was of great importance and many of them chose Canada because of a clear migration procedure: *“Everything is transparent in Canada. You understand how it works. If you have studied there, then you get a work visa. If you have worked there, then you get a residence permit. If you have a permanent residence, you get a passport. This is it”* (Appendix 7). This point of view is supported by other informants as well.

Informal institutions as a part of the context also play a significant role in nurturing or hindering the development of migrant business ventures. In this research we have seen that both the culture of the country of origin and the culture of the host country play their role either in pushing or in pulling migrants into business activities. As for the local culture, Canada represents a specific case because of its multiculturalism. Hence, many informants mentioned that their origins are not subject to discrimination or any special attitude: *“<...> in Canada, all this is erased, because here people come from everywhere and it really doesn't matter to anyone <...>. I don't know, probably they don't focus on national identity”* (Appendix 1); *“What surprised me was multiculturalism. We were very surprised that all nationalities are friends with each other, that there are no conflict situations between them. People here are so simple, open to a new culture. In principle, we are given*

to understand this at the first stage of immigration in Canada. So when we learn the language French or English, we are taught to accept a new culture, not to look askance at someone for whatever reason <...>. You begin to think differently, look at everything differently. Of course, it surprised me. We came from such countries <...> where we were taught to follow some rules, to be like this and not like that, but here this is not the case, here you can be whoever you want to be and you will still be respected. I was very impressed” (Appendix 6). This peculiarity is not necessarily a push or pull factor, but it creates a fertile soil to start business if one is willing to do so.

Culture of the home country, on the other hand, may have a different effect on business activities, in some cases it may pull individuals to start their businesses, hinder it or have no impact at all. In the context of our research these effects were coded as “culture” and “Russophone community”. If we consider the role of the Russian language and the shared culture, it can be concluded that in 8 cases out of 9 Russian language or the culture common to post-Soviet space still has an impact on businesses of our informants at least to some degree. For instance, Daria claims that although the proportion of Russian-speaking clients in her client base is rather small, she built her wushu school around the Russian approach to sports (strong goal orientation, discipline and commitment). Moreover, this approach is what makes her clients chose her school over others, because she is offering more professional approach which is not typical for Canada where amateur sports are more common (which is also a push factor created by the host country culture): *“one Chinese mother told me: “I want you to train my children, as it is done in Russia and in China” (Appendix 1). For some of our informants, the culture of their home country is the basis of their business. This is the case of Vladimir, Midia and Ekaterina.*

Vladimir offers European products, with many of them imported from post-Soviet countries. Moreover, for many years his grocery has been more than just a grocery store, it is also a place where people sharing the same culture can come and exchange ideas, their views and concerns: *“When I opened the store, I was on the edge, <...> I personified Russia in Quebec. The Journal de Québec did a two-page spread about me. Can you imagine me on the cover? I had my photo, <...> photo in the style of Ernesto Che Guevara on the cover. It was something! A lot of local people came to my store to talk about Russia. Or, for example, [Canadian] tourists who went to St. Petersburg, or visited the Golden Ring of Russia, and when they returned they showed photos, and told me about their trips. I <...> was the main expert on everything Russian in Quebec. New immigrants who underwent the emigration procedure with emigration officers or who visited some special cultural centers, where they were helped to find work etc., they were often told: ‘we have Vladimir, go to the store, talk to him, it will be easier for you and you will feel better’ ” (Appendix 5). Vladimir equally*

has a Russian-speaking employee and actively uses Russian language to communicate with the distributors of groceries from whom he is procuring for his store.

The case of Midia is a particular one, because although she is technically a first generation migrant, she was raised in Canada. However, she highlights that Russian culture has made her the person she is, shaped her values, her attitude to certain things etc., and of course inspired her to open a restaurant with Russian-inspired cuisine: *“If they ask me here in Montreal what nationality I am, then I will already say that I am Russian, because there are a lot of emigrants living here <...> I can never say that I am 100% Canadian, although I have been here all my life, I grew up here, but at the same time I cannot say that I am Russian, because I don’t even know what it means to be a Russian person, because I didn’t grow up in Russia.<...> I am from Canada, but with Russian origins. Interestingly it manifests itself in many things. The mentality is different. <...> we do not have the same values in life [compared to Quebecois], we have different attitudes to many important things in life. <...> I have a rather Russian approach to life”*; *“I’ve just recently started traveling to Russia, specifically to St. Petersburg, because I really like this city and by the way, it inspired me, so to speak, to open a restaurant”* (Appendix 9). However, although Russian culture played a significant pulling role in opening this business, Midia says that overall she does not have close relationships with the Russophone community of Montreal, and most of her clients are non-Russian-speaking and this was her conscious choice which created a unique value proposition.

Another informant, whose business activity is strongly affected by the interaction with people with shared culture is Ekaterina. Ekaterina initially started her business in Canada (relaunched the business she had in Israel) by offering custom cakes. Most of her clients were Russian-speaking. In 2023 Ekaterina expanded her business activities by opening a pâtisserie. Ekaterina mentioned that she had a huge support from the Russophone community on various occasions - they helped her to create a website as well as contributed to the opening of her cafe: *“they called me and said: <...> how come that you don’t have a website? Let me do it for you. It was also one of my clients <...>. This is how it happened with the website, and even with this cafe interior - a lot of friends helped us with advice or <...> helped with decorations <...>”* (Appendix 6). As of now, although Ekaterina appreciates the contribution of Russophone community, she is making an effort to access a larger customer base, to access Canadians: *“Since we opened a cafe in Montreal, people began to recognize us, the local audience, <...> and that was my goal - to get out of this circle a little, to get closer to the local market, <...> so that Canadians also knew us and could appreciate what we're doing”*. Hence, Ekaterina definitely benefited from the pulling effect of the support of the Russian community, but she is now pivoting in a different direction.

Some informants mention that Russian language and shared culture are a great advantage in building professional relationships: *“in Russian it's easier to build relationships anyway. I will never be able to be so sincere and be myself in English, it just doesn't work that way. I moved here too late for that. I can get close to this, but this is my personal challenge. Maybe I'm exaggerating a little and it's not so bad. Definitely, everything is not so bad, but, nevertheless ... to build some kind of deep relationship, you need to do it in Russian.”* (Appendix 7). Nevertheless, Sergey equally highlighted that cultural peculiarities may also have some drawbacks that could cause a negative impact on business relationships: *“<...> Russian-speaking people from the post-Soviet community, they are a little bit more straightforward <...>. I see this rather as my competitive advantage, but sometimes you have to sort of ‘take yourself by the scruff of the neck’, you need to speak more carefully here, it's better to hide your Russianness here”*. As many other informants (Olga, Vladimir, Ekaterina, Midia) Sergey employs Russian-speaking employees, hence, it is also a pulling factor. Overall, as we can see from the example of Sergey, home country's culture may have a controversial impact on the development of business ventures: some of its elements may be contributing to entrepreneurial activities while others may be hampering ones.

Some other informants declare not to have any impact of the Russophone community (and hence of their home country culture) on their business activities or deem it insignificant. For instance, Julia (when asked directly) claims that Russian language and bonds with the Russophone community do not play any role in her business activities: *“There is no role of the Russian-speaking community in the business. We don't do anything for this, so that the Russian-speaking [community comes to us] <...> I mainly work in projects involving Russia, Ukraine - there are clubs, there are people, all the work is there. Now we are starting some new projects for Canada. Purely for Canadians. That is, it makes no sense to start doing something purely for the Russian-speaking community. That is, those who want, they join [us]”* (Appendix 2). However, even if she does not explicitly recognize the role of the Russophone community and the Russian language, it turns out that she frequently interacts with people based in Russia, Ukraine for business purposes, or communicates with Russian-speaking people based in Canada and the US. Also, Julia mentioned the supportive role of the Israeli/Jewish community, which is also a part of her cultural identity: *“The Israeli community is very supportive of each other. For instance, a bakery has recently opened there. People go there even if they don't really need these pastries, but they go just to support this woman <...>”* (Appendix 2). Hence, although migrant entrepreneurs may not always verbalize and conceptualize the role that a community with a shared culture plays in their business activities it seems to be often present.

Similarly to Julia, Ekaterina T. says not to have any direct impact of the Russophone community on her business, highlighting that she is not intentionally targeting the Russophone community, she still mentions that she has a number of Russian-speaking clients: *“I still have a lot of Russian clients and acquaintances. That is, I know a lot of Russian-speaking people here. The fact that I left it [Russian-speaking community] and have not been living there, communicated inside it on a permanent basis did not hinder it <...>. After all, you always know the Russian language and will always know, understand the mentality. You need to learn [to understand] a different mentality, to be more flexible”* (Appendix 3). The case of Ekaterina is equally interesting in a sense that she is distancing herself from the Russian-speaking community to some extent, but despite this the community still has some pulling effect.

A particular case is the one of Anastasiia who claimed that she is not connected to the Russophone community at all, which can be explained by the fact that her co-founder is non-Russian-speaking and that they do not have any Russian-speaking clients. Nevertheless, Anastasiia highlighted that Russians were more likely to engage in entrepreneurship: *“Well, it seems to me that to some extent, many Russians, Russian speakers, have entrepreneurship in their blood. We are used to fighting for ourselves and taking advantage of other people. It seems to me that business is just about that, to benefit from certain circumstances and certain relationships, and so on. So, it seems to me that entrepreneurship is such a fairly typical Russian activity compared to Canadians... Russians are more enterprising than Canadians”* (Appendix 8).

Hence, the culture of the home country often has an impact on migrant ventures. The influence may be rather slight, but in some other cases it can even be the basis of the business itself. Alternatively, culture may create some obstacles and hence not represent any push or pull factor.

Another informal institute that proved itself to have a supporting, pulling role in launching migrant business ventures is family support. In the majority of cases (8 out of 9) informants said that their families either provide them with some emotional support (Ekaterina T., Anastasiia) or are directly involved in the business processes (Daria, Julia, Olga, Vladimir, Ekaterina, Midia). Hence, the role of the family support is crucial in the emergence of migrant ventures especially for women having children (Daria, Ekaterina): *“ <...> especially for a female coach, it is very important that the husband is not against it. Since virtually all the evenings are spent exclusively in the gym, right? If the family is not ready to support, then probably nothing will work out”* (Appendix 1).

For some entrepreneurs the support of their friends has equally played a pulling role in starting their business ventures: *“We started the project with my friend, with whom we studied*

together. We had a strong, friendly, professional relationship. We went through a lot together at the uni. We used to work together <...>” (Appendix 7).

In the table below we summarized pull and push factors explaining entrepreneurial intentions of our informants.

Informant	Personal traits	Formal institutions	Informal institutions			
			Host country culture	Home country culture	Russophone community (Russian language)	Family, friends
Daria	pull/push	pull/push	push	pull	-	pull (family)
Julia	pull	push	-	pull	pull (colleagues, partners)	pull (family)
Ekaterina T.	pull	push	-	-	pull (clients)	pull (family)
Olga	pull	pull/push	-	-	pull (employees)	pull (family)
Vladimir	pull	pull/push	-	pull	pull (clients, suppliers, employees)	pull (family)
Ekaterina	pull	pull	-	pull	pull (clients, employees)	pull (family)
Sergey	pull	pull/push	-	pull	pull (advisors, partners)	pull (friends)
Anastasiia	pull	pull	-	-	-	pull (family)
Midia	pull	pull	-	pull	pull (employees, suppliers); push	pull (family)

Table 4. Empirical data. Push & pull factors summary

It is necessary to highlight that although push factors are present in the majority of cases, their role cannot be named definitive. Overall, we found out that the most important driver of migrant entrepreneurship in our sample is their personal traits which pulled them into this type of professional activity. Hence, among our respondents self-selection (pull) motives are prevailing and many contextual factors that we have presented in our theoretical framework are contributing to these pull motivations. Among these factors, we could name the supporting role of institutions, family and home-country culture. In our case host culture seems not to have any pushing or pulling role, however as it was mentioned earlier, the peculiarity of Canadian culture is its multiculturalism

which explains tolerance towards migrants. Hence, host country culture in this particular case does not help to explain entrepreneurial motivations of migrants, however it represents a hygiene factor which makes the Canadian environment attractive for migrants and does not create any obstacles for aspiring entrepreneurs. Clearly, if the research setting (host country selection) had been different, the role of the home country culture could have been different.

Another important observation is that although the impact of the Russian language and home country culture is present in the majority of cases, in every particular case it has different intensity (degree of influence). For instance, in the case of Vladimir the role of the Russian language is huge, on the contrary, in the case of Ekaterina T. it is not as strong, as it is manifested only in the case of interaction with Russian-speaking clients. The Russian language helps to find clients, hire employees.

To summarize, personal traits seem to have the greatest pulling effect on Russophone migrant entrepreneurs in Canada. Key personal traits identified based on our empirical research which pull migrant entrepreneurs to start business are summarized in the fig. 8. In the corresponding figure the size of the circles represents the occurrence of traits, inferred from the interview. Overall, motivation to start a business among migrant entrepreneurs is a rather complex construct, as it is affected by multiple factors, both from the inner level of entrepreneurs and from external ones (informal and formal institutions). Migrant entrepreneurs' drivers of motivation are summarized in the figure below (see fig. 9).

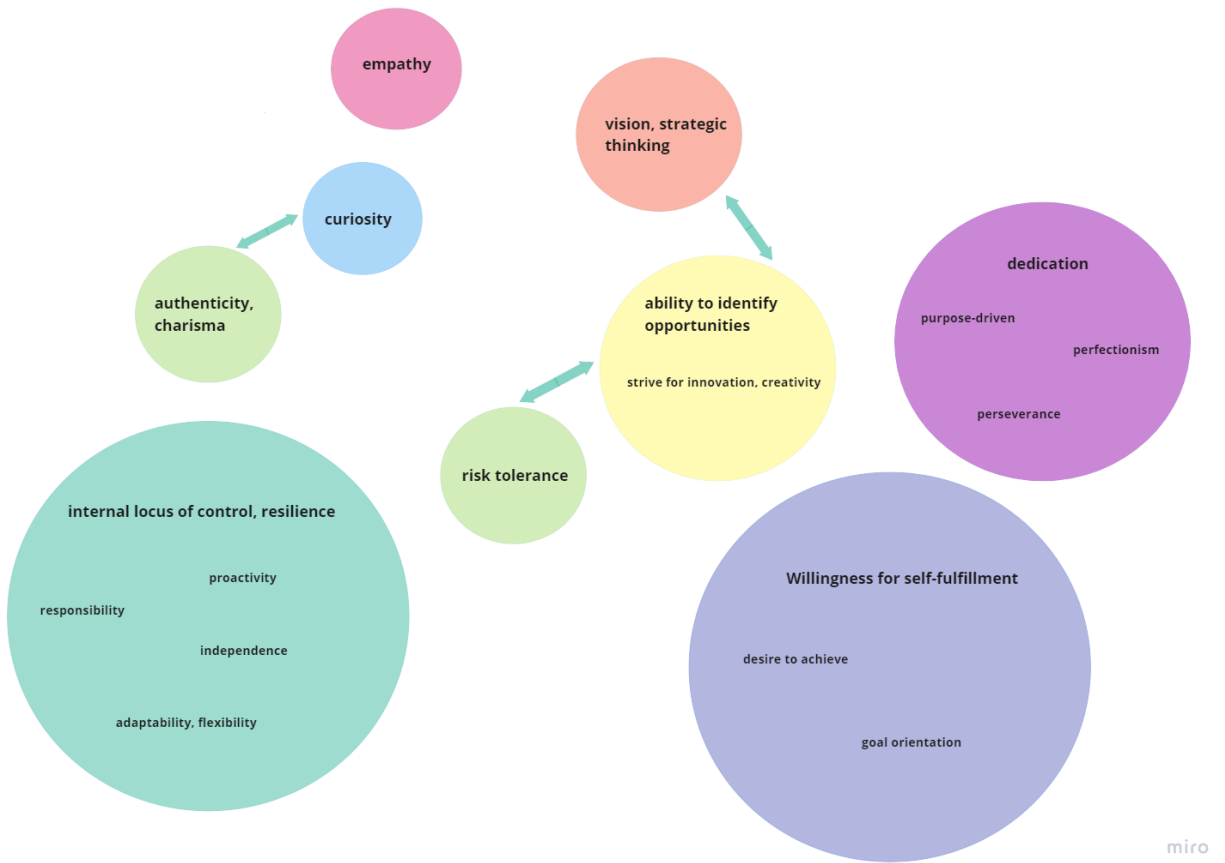


Fig. 8. Personal traits pulling into entrepreneurship

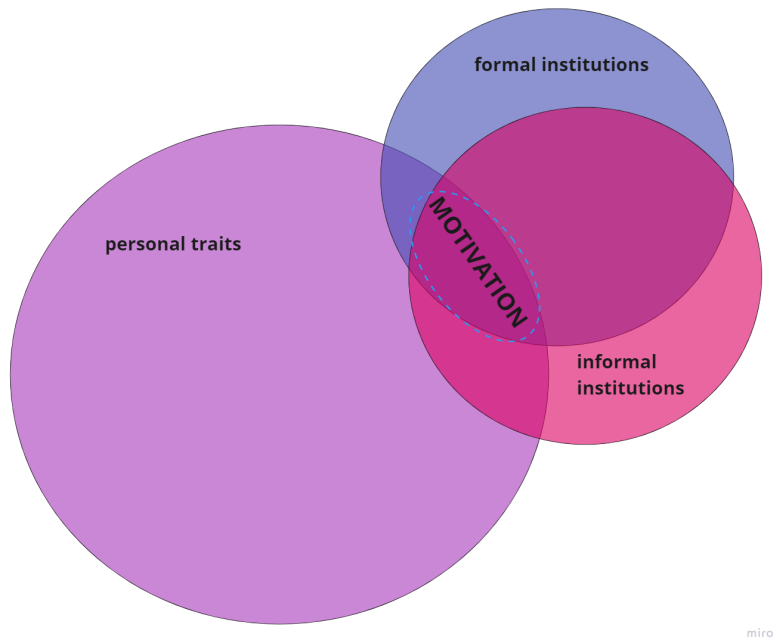


Fig. 9. Key components of entrepreneurial motivation

3.2. Theoretical contribution

This study contributes to the literature on migrant entrepreneurship, by exploring Russophone migrant entrepreneurship using existing theoretical knowledge (institutional theory, push and pull theory) and empirical data from the interviews.

As a result of this study, we have created an integrated theoretical framework providing a comprehensive view on motivations of migrant entrepreneurs. We have integrated mixed embeddedness theory (Kloosterman et al., 1999), institutional theory (Heilbrunn & Kushnirovich, 2008; Baycan-Levent & Nijkamp, 2009) and push and pull factors theories (Hakim, 1989; McClelland et al., 2005; Schjoedt & Shaver, 2007; Segal et al., 2005; Kirkwood, 2009). We equally contributed to the research focused on Russophone migrant entrepreneurs (Vinogradov & Gabelko, 2010; Munkejord, 2017; Vershinina & Rodgers, 2020; Elo et al., 2022) by exploring the specific case of Russophone migrant entrepreneurship in Canada.

We have built on the study of P. Vandor (Vandor, 2021) and suggested an extended set of personal traits which may pull migrants into entrepreneurship (such as willingness for self-fulfillment, internal locus of control, dedication, ability to identify new business opportunities, strategic thinking, authenticity, risk tolerance etc.). Our research equally suggests that pull factors may be more important than push factors in creating motivation for entrepreneurship. This finding confirms previous research which highlighted the importance of pull factors (Patrickson, Hallo, 2021). However, it is recommended to explore this proposition more thoroughly in further studies.

Furthermore, our study equally shows that motives can be mixed, supporting prior research of Baycan-Levent & Nijkamp (2009). However, contrary to the prior research, even in the case of mixed motives, they do not have an equal importance: pull drivers seem to be prevailing.

We have equally demonstrated that Russophone migrant entrepreneurs are different. As it has been shown they have a set of unique traits, determined by common culture, most important of these traits is their perfectionism (dedication) which is manifested through the desire to create high quality products, especially in the industries where local products or services are less focused on this aspect.

Additionally, we have seen that local institutions in Canada are supportive and they foster the development of migrant entrepreneurs' ventures by enhancing the pulling effect of personal traits. Hence, we contribute to the literature by demonstrating a positive role of formal institutions in the development of migrant entrepreneurship. This finding seems to correlate with the finding of B. Walcutt who showed that in developed countries migrants are more likely to be self-selected (pulled) into entrepreneurship (Walcutt, 2015). In terms of the role of access to formal financing, contrary to

some studies (Hulten, Ahmed, 2013), we found that access to financing is not perceived by migrant entrepreneurs as a major obstacle to starting a business venture.

Finally, our research has built on prior research covering the role of the Russian language for Russophone migrant entrepreneurs (Elo et al., 2022). We have demonstrated that the Russian language has its effect on migrant entrepreneurs' ventures, since migrant entrepreneurs use it on multiple occasions, i.e. to attract clients, to hire employees or find necessary contacts.

3.3. Managerial implications

As for the practical recommendations, we believe that host countries' decision-makers should focus on further development of institutions which could support migrant entrepreneurs. A country willing to increase the proportion of migrant entrepreneurs should engage into the development of supporting formal institutions (purely governmental ones or developed in partnership with NGOs). Moreover, in order to facilitate the engagement of first generation migrants into migrant entrepreneurship host countries should create transparent immigration regulations. Overall, it seems that formal support manifested through the implementation of transparent processes and infrastructure is even more important than financial institutional support: our research has shown that migrants are more concerned about the general favorability of the institutional environment rather than about the direct financial support (however, it may be different for technological startups). This implication is especially important for host countries with emerging markets, such as Russia, where the resources for financial support are fewer than in advanced markets. Hence, the general recommendation for policy-makers is to build transparent immigration-related procedures, as well transparent procedures of business registration. Informational support for potential migrant entrepreneurs is equally crucial to ensure that potential migrant entrepreneurs have access to all the necessary information about the resources that could support them when opening a business.

The case of Russophone migrant entrepreneurs in Canada has equally shown the importance of the promotion of a country's official language. Since Canada is largely Anglophone, it is easier for newcomers to adapt, assimilate and not be linguistically excluded from the general public space. Hence, countries which expect to have an influx of immigrants should promote their official language across the globe in advance, as well as invest in language education for newcomers. These measures will help recent immigrants to feel more included in the society of a host-country and hence will facilitate the first steps in entrepreneurship for migrants.

Similarly, Canadian multiculturalism implemented on the state level contributes to the integration of migrants into Canadian society, which is open to different cultures. Thus, policy-makers of countries willing to boost migrant entrepreneurship should implement mechanisms which fosters, inclusion, openness to different cultures and prevents xenophobia or any other form of discrimination based on ethnic, racial or religious ground.

As a result of this research some recommendations for migrant entrepreneurs can also be made. First of all, since informal institutions represent a source of support for migrant entrepreneurs it is recommended that migrant entrepreneurs leverage their contacts not only in the host-country, but also in the home country, as these contacts may become a source of potential competitive advantage, different kinds of support (financial or emotional) or facilitate internationalization.

Moreover, aspiring migrant entrepreneurs have a multicultural experience which enriches their vision and may become a source of creative business ideas and, consequently, highly competitive products or services. Hence, it is recommended that migrant entrepreneurs make use of their diverse experiences to create unique products and services. They can get inspired from some business practices or products in their home country and, as a result, bring something innovative to the market of their host-country.

Additionally, contrary to a widespread belief that the best destination for migration are large cities, our study shows that migrating to smaller towns may be an advantage because the community in smaller cities is often more supportive. Moreover, there are more niches that are still not served.

3.4. Limitations of the research

Since this research is qualitative by its design, its results are not generalizable via statistical inference. Hence, to get conclusions which will apply to the general population, further quantitative studies aimed at exploring the weight and intensity of impact of personal traits and contextual factors on the emergence of migrant entrepreneurs' ventures are needed.

Additionally, one of the limitations of this research relates to the method of data collection itself, since the interviews were conducted via digital tools. As a result, the richness of the data might be limited, closer interaction with the informants in the context of ethnographic observation might provide more insights.

This research is not exhaustive in terms of the explanation of the contextual differences and their effect on entrepreneurial motivations of migrants across the host country conditioned by the peculiarities of Canadian provinces. Thus, additional research is needed to get a deeper understanding of this phenomenon.

3.5. Future research directions

As we have mentioned before, the results of this research are not generalizable, hence further studies may focus on statistical validation of the results of this research (the weight of different contextual factors and personality traits and connections between them).

Furthermore, our research is focused on the Canadian context and its peculiarities which were proved to pull migrants into entrepreneurship, however comparative studies focused on different host countries would contribute to the understanding of host-country specificities and how those impact entrepreneurial motivation. Another direction for comparative studies may be the study of different migrant minorities. In this study we have found that such informal institutions as family and culture of the home country can contribute to the self-selection of Russophone migrant entrepreneurs, nevertheless the role of informal institutions may vary across different migrant minorities, therefore a comparative study on the role of informal institutions for migrant entrepreneurs with different ethnic/ethnocultural origins could equally contribute to the literature on migrant entrepreneurship.

Moreover, since we observed that there were more women than men among Russophone migrant entrepreneurs in our sample, hence one potential direction for future research is to identify whether Russophone migrant women are more likely to engage into entrepreneurial activity than men and how gender shapes their entrepreneurial activities.

Another potential path for future research is to carry a longitudinal study to explore the business models and resilience of Russophone migrant entrepreneurs in Canada.

Moreover, as mentioned above, the research on contextual peculiarities of different Canadian provinces and their impact on entrepreneurial motivations and activities is one of the suggestions for future research.

This study was exclusively focused on the first generation migrants, hence further research may focus on second generation migrant entrepreneurs and how their motivations differ from those of first generation migrants.

Finally, when analyzing the interviews, we noticed that some migrant entrepreneurs do not identify themselves as entrepreneurs, hence the perception of entrepreneurial identity is another path for future studies.

CONCLUSION

With migration flows increasing worldwide migrant entrepreneurship has become one of a rapidly developing areas of research in IB. A number of theories are used to explain drivers of migrant entrepreneurship, namely push and pull theory, mixed embeddedness theory and institutional theory. However, prior research did not provide any comprehensive explanation of migrants' motivations to create businesses in host countries. Hence, the present study represents an attempt to create a systemic approach to explain motives behind entrepreneurial activity of migrants.

This interview-based qualitative research extends the extant research on drivers of migrant entrepreneurship by exploring an understudied group of Russophone migrant entrepreneurs in Canada. As the result of this research, we have found that Russian-speaking migrant entrepreneurs in Canada are primarily pulled into entrepreneurship by their individual characteristics such as willingness for self-fulfillment, internal locus of control, dedication, ability to identify opportunities and strategic thinking. Supportive pulling factors that increase the pulling effect of personal traits of migrant entrepreneurs are formal institutions (such as governmental support in form of loans, grants, non-governmental entrepreneurship support mechanisms) and informal ones (culture of host and home country, language). Canada has a fertile institutional ground in terms of formal institutional support as well in terms of its multicultural environment, tolerant and open towards newcomers (informal institutions). Russian language may play a pulling role for some migrant entrepreneurs, if they use it as a resource to attract talent, build partnerships with clients and suppliers. However, for some Russophone migrant entrepreneurs it can either play a minor role or be insignificant at all.

This research has contributed to the literature on migrant entrepreneurship by proposing an integrated theoretical model explaining drivers of migrant entrepreneurship as well as by identifying the drivers of migrant entrepreneurship in the case of Russophone migrant entrepreneurs in Canada.

On the practical level, this research provides insights for decision-makers in host-countries who are willing to increase the proportion of migrant entrepreneurs. The main recommendation is to invest in supporting measures such as governmental initiatives as well as stimulate non-governmental organizations to provide entrepreneurship support programs for migrants. Transparent migration procedures are also contributing to the emergence of migrant ventures. The research equally provides recommendations for potential migrant entrepreneurs. These recommendations suggest to leverage their multicultural experience to create innovative services and products as well maintain connections with their network in their home countries.

This research has its limitations due to its qualitative nature, hence further research is suggested to test the reliability of the received results. We call for longitudinal research of Russophone migrant entrepreneurs based in Canada in order to get a more complex conceptualization of drivers of migrant entrepreneurship. Additionally, quantitative research on the traits pulling migrants into entrepreneurship is recommended to understand the interrelations between those traits and the strength of the effect of different traits. We equally suggest conducting comparative studies focused on different host-country contexts, as well as on different migrant minorities. Further research on the role of gender in motivating aspiring entrepreneurs to start their business is another promising direction. Finally, a research focused on Canadian provincial peculiarities related to institutional support of entrepreneurship is recommended.

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APPENDICES

Appendix 1. Coding of the interview with Daria

	pull	push	other
Personality traits			
<i>ability to identify opportunities</i>	"I think that, first of all, this sport is not represented there. The sport is quite exotic, interesting - that's two. Thirdly, those who know me, my students quite often advise their friends, because after working with me for some time <...>."	—	—
<i>pragmatism</i>	—	—	"<...> starting somewhere is easier than starting from scratch <...>. They already had a group of children, they tried to launch this program, but they didn't have coaches."
<i>dedication</i>	"Actually, I decided to found a school <i>out of love for my sport</i> , and that's all, simply because it was not represented in this city, but I really wanted to practice wushu and actually I had nowhere to go, that's why it happened. Probably, if there was some kind of wushu section here, I would practice it there myself, but since it was not there ... "	"In fact, I would like to have a person <i>who would do all this [management related tasks]</i> , and I could train here. It would be perfect. I would probably like to have such a person more than even a second coach."	—

	pull	push	other
	"In fact, I would like for me to have a person who would do all this [management related tasks], and <i>I could train here</i> . It would be perfect. I would probably like to have such a person more than even a second coach."		
<i>internal locus of control, resilience</i>	"I think it's certainly possible [the possibility of opening a wushu school in Russia if Daria had stayed there]. In fact, in Russia, I used to train. <...> So, probably,<...> there I would open a school with the same probability as here actually, here the probability is not that different."	—	—
<i>willingness for self-fulfillment</i>	"In fact, this so-called business of mine is purely out of love for sports and its development in the country. It brings a small income, which is, of course, nice. I would like it to be more, but it is, probably, necessary to move to the next stage of development <...>."	—	—
<i>vision</i>	"Disagreements on coaching methods and in general in the organization of the training process of athletes inspired me to open my own wushu school."	—	—
<i>charisma</i>	"My neighbors brought a boy to my classes <...>. Well, just how to say it, because again this sport is very poorly developed in Canada, so when I tell them the first things they say: what?"	—	—

	pull	push	other
	<p>. When you explain, of course, everyone says: wow! Woman teaching martial arts! and she is not Chinese!"</p> <p>"I think that, first of all, this sport is not represented there. The sport is quite exotic, interesting - that's two. Thirdly, those who know me, my students quite often advise their friends, because after working with me for some time <...>."</p>		
<p><i>strive for innovation, creativity</i></p>	<p>"In fact, I have many ideas. The only important thing is that there should be time and gym."</p> <p>"In fact, it's me who comes to him with crazy ideas, and he [Daria's husband] determines whether this is a good business opportunity or not."</p>	—	—
<p><i>adaptability, flexibility</i></p>	<p>"Yes, it was necessary to slightly rebuild my understanding of what amateur sports are, what it is for and what parents want from it."</p>	—	—
<p><i>desire to achieve</i></p>	<p>"<...> in Canada everyone likes to relax <...>. Therefore, classes for one hour once a week did not suit me, I was not interested. It was interesting for me to prepare for some more serious competitions. Work with them more seriously, with those who want it."</p>	—	—

	pull	push	other
<p><i>empathy, willingness to cooperate</i></p>	<p>"I try to treat people well and they treat me well too."</p> <p>"What defines me as a person is that I try to treat people well. I don't divide them at all. In my work, I try to make children love our sport and make sure that they are, in principle, interested. To achieve something or just do it, so that they don't sit still, so that they are active and healthy.<.> In fact, I just want them to love what they do. So that their eyes shine, so that they would be interested, so that they would come with pleasure and so that they would stay in this sport as long as possible, because... Because for me, for example, this sport has been a big thing in my life from the very beginning, as I started doing it, and in general, at all stages of my life. On all the moves in my life, of which there were two big ones already, and, in general, this sport helped me quite a lot - to find friends and my community, especially in St. Petersburg, <...> when from a home girl and I suddenly turned into an independent student. It was actually not easy. If it were not for my sport, I probably would not have survived living in St. Petersburg, to be honest. In general, I want my students to have this in their lives, so</p>	<p>—</p>	<p>—</p>

	pull	push	other
	that wherever they go, so that they can find themselves... social circle and friends and what you can do in your free time."		
<i>willingness to share</i>	"What defines me as a person is that I try to treat people well. I don't divide them at all. In my work, I try to make children love our sport and make sure that they are, in principle, interested. To achieve something or just do it, so that they don't sit still, so that they are active and healthy.<..> In fact, I just want them to love what they do. So that their eyes shine, so that they would be interested, so that they would come with pleasure and so that they would stay in this sport as long as possible, because... Because for me, for example, this sport has been a big thing in my life from the very beginning, as I started doing it, and in general, at all stages of my life. On all the moves in my life, of which there were two big ones already, and, in general, this sport helped me quite a lot - to find friends and my community, especially in St. Petersburg, <...> when from a home girl and I suddenly turned into an independent student. It was actually not easy. If it were not for my sport, I probably would not have survived living in St. Petersburg, to be honest. In general, <i>I want my students to have this in their lives, so</i>		

	pull	push	other
	<i>that wherever they go, so that they can find themselves... social circle and friends and what you can do in your free time."</i>		
<i>willingness to take risks</i>	<p>"<...> when we got married, we could not decide where we would live, because I was from one city, and he was from another. We couldn't decide. Because I did not want to live in St. Petersburg, I wanted to go back home. And he didn't really want to go there, so we decided to go somewhere else. Well, that's how it happened."</p> <p>"Before Canada, I had never lived abroad, in general, I had never been to Canada either."</p> <p>"It was even interesting, why sit at home!" [about emigration]</p>	—	—
Contextual factors			
<i>institutions</i>	"In fact, there are support programs and most of them are aimed at "vulnerable segments of the population", minorities. That is, for example, there are many programs to support women as entrepreneurs. And all sorts of national minorities there, especially if you are the first nations. If you're an immigrant... I don't know	"In fact, with taxes, everything should be clear. Here <...> in terms of my business, it is not difficult. If it were, for example, a non-for-profit company... I now just have a regular business. And if it was a non-for-profit, then it would be difficult."	"In fact, there are support programs and most of them are aimed at "vulnerable segments of the population", minorities. That is, for example, there are many programs to support women as entrepreneurs. And all sorts of national minorities there, especially if you are the first nations. If you're an immigrant... <i>I don't know to</i>

	pull	push	other
	<p>to be honest."</p> <p>"In terms of registering a business, I did not encounter any difficulties. I did it online - I took it and registered it. It's not a problem at all. I don't even have a piece of paper about this ... You register online on the site and that's all ... that is, of course you have a registration number, that is, it's all registered - the name of your business, etc."</p>	<p>"The only thing that, of course, is again hard in Canada is the problem with kindergartens."</p> <p>"I want to open a group for very small children so that I can finally take my daughter to training."</p>	<p><i>be honest.</i>"</p>
<i>local infrastructure</i>	—	<p>" <...> in Ottawa there was no section in this area of sport at all"</p> <p>"Actually, I decided to found a school out of love for my sport, and that's all, simply because <i>it was not represented in this city</i>, but I really wanted to practice wushu and actually I had nowhere to go, that's why it happened. Probably, if there was some kind of wushu section here, I would practice it there myself, but since it was not there ... "</p>	—
<i>family support</i>	<p>"Well, my husband puts our children to bed while I'm at the gym."</p> <p>"Well, when our daughter was born, it was the height of the pandemic, September 2020. I</p>	—	—

	pull	push	other
	<p>probably messed around for a couple of months, and then all the classes were online anyway. Now, when our son was born, well, we suspended classes for four months... and we just started in September. Well, yes, it took some time to pause, of course. But well, again, it is all thanks to my husband, thanks to our grandmothers!" [about the opportunity to quickly return to work after childbirth]</p> <p>"Probably especially for a female coach, it is very important that the husband is not against it. Since virtually all the evenings are spent exclusively in the gym, right? If the family is not ready to support, then probably nothing will work out."</p> <p>"No, with taxes everything is quite simple. Well, my husband takes care of them."</p> <p>"I discuss business opportunities with my husband, he is the only one who understands anything about this at all. I am a coach, I'm not much of a businessman."</p> <p>"In fact, it's me who comes to him with crazy ideas, and he [Daria's husband] determines</p>		

	pull	push	other
	whether this is a good business opportunity or not."		
<i>culture</i>		<p>"<...> in Canada everyone likes to relax <...>. Therefore, classes for one hour once a week did not suit me, I was not interested. It was interesting for me to prepare for some more serious competitions. Work with them more seriously, with those who want it."</p> <p>"<...> if here, in principle, amateur sports take place once a week for one hour, then my amateur athletes go in for 2 times a week for 3 hours. Well, in that regard... Russians... Russians are nuts [as some may think]."</p> <p>"Well, one Chinese mother told me: "I want you to train my children, as it is done in Russia and in China."</p>	<p>"Listen, in fact, in Canada, all this is erased, because here people come from everywhere and it really doesn't matter to anyone <...>. I don't know, probably they don't focus on national identity."</p> <p>"Of course, because in Canada the field of coaching, the field of work with children is quite specific, because you can't do it like we do it [in Russia]. You have to be very careful what you say to children. How do you behave, for example. Canadians have a different attitude towards students. Well, in terms of what is accepted... the methods of encouragement are different. In principle, the principles of teaching, coaching, teaching ethics are different from us, from coaching in Russia. If you train like in Russia, parents will not understand you, because here it is perceived quite differently. For example, I don't know, I have a Chinese coach friend, he is an old school Chinese coach. When he came to Canada, he used to beat children with sticks, but it was quickly explained to him that this was bad for business. I didn't beat the children with sticks, but I had</p>

	pull	push	other
			<p>to be a little more tolerant of some carelessness, laziness ... and probably use a more positive approach <...> in terms of instructions, in terms of setting goals for children. For example, if we go to some competitions, medals will be given to everyone at these competitions, regardless of who performs how, that is, no one will be left without medals. Yes, it was necessary to slightly rebuild my understanding of what amateur sports are, what it is for and what parents want from it. Of course, with those guys who work out for results, it's different, but with those guys who work out for themselves, this is necessary to say: "oh good job! oh you did so great!" - even if it's rather poor performance."</p> <p>"The most important difference is that Canadians simply perceive any sport as leisure and therefore they do not like to devote themselves entirely to it. It's not like in Russia - if you go in for sports, you have to 100% come to training, every day, as I went six days a week, and in the summer you come twice a day. They just don't understand it."</p> <p>" <...> if 10 children came to my coach [who used to train me], then all 10 children must</p>

	pull	push	other
			<p>definitely devote themselves to wushu. If 10 students came to me, I would ask them: "okay guys, what do you want?" If three of them would like to do wushu professionally - ok, no problem, and all the other seven want to... I don't know, to practice just an hour a week - well, it's not a problem either. You see, this is the difference."</p> <p>"Canadians tend to take things a bit easier. For instance, if I see snow outside, I might suggest we stay home and skip training, but I never actually do that, most likely due to my background. My coach instilled in me the mindset that no matter what, you should always show up and give it your all."</p> <p>"If there is some public holiday everyone cancels all workouts. Again, I never did this either, because my coach always trained us even on March 8 and on New Year's Eve ... It's more difficult in the mentality, because if you say that your child can do well and succeed, then I very often need to kick have Canadians in the ass, because of these: "oh coach, I don't know, we won't come today, because it's our friend's birthday, we will go to eat cake". The Chinese</p>

	pull	push	other
			<p>parents will never do that. Chinese parents are very like that. Well, in short, they are more like us."</p> <p>"There is a difference in mentality because Canadians have a motto not to exert themselves."</p>
<i>Russophone community</i>	—	—	<p>"Actually I used it a couple of times [services provided by the members of the Russian-speaking community]. I can't say it was often, because we live in a different part of Ottawa, <...> and Russian-speaking people live in Kanata. <..> Yes, in fact, all Russian speakers, most of them live in the West End and here we have quite a few Russian-speakers, there are only a couple of acquaintances, and they are mostly Ukrainians. Again, these are my students."</p> <p>"In fact, my ethnic background does not influence much, because most of my athletes are Asians in general. Because it's their national sport, sort of. I have quite a few Russian-speaking guys now - four, four out of 30."</p> <p>"In short, I don't care that I'm actually Russian."</p>

	pull	push	other
			Well, as if this is my background, there is no getting away from it. I'm really proud of this. I am proud of the culture. <...> It doesn't matter... Russians, Indians etc... If you treat people well and they treat you well".

Appendix 2. Coding of the interview with Julia

	pull	push	other
Personality traits			
<i>goal orientation</i>	"it is important for me to find a person who wants something from life .. so that the person has a goal, so that they are inspired by something." "now we are just thinking about a new project, it will be purely Canadian, but it will be implemented in about seven years."	—	—
<i>ability to identify opportunities</i>	off the record the informant told the story of how she was sponsoring some events to build her personal brand.	—	—
<i>dedication</i>	"We believed in these products so much, we felt so good, we understood that people are different [some did not approve]." "I definitely plan on doing just that in the coming years."	—	—
<i>internal locus of control, resilience</i>	"We moved forward no matter what." "I just know, for example, we lived in Atlantic Canada for two years. I still have a Canadian	—	—

	pull	push	other
	girlfriend there, and neither language nor anything has ever been an obstacle for us. I mean, just, well, let's just say we both love to cook. We are both into it, and we just clicked with her, and that's it. I mean, well, it doesn't matter, we still communicate as families. You can be friends with them, you can communicate with them. I don't think it's very hard. <i>It's just a matter of desire, nothing more, whether you want to have Canadian friends or not.</i> "		
<i>non-conformity</i>	"We believed in these products so much, we felt so good, we understood that people are different [some did not approve]."	—	—
<i>willingness for self-fulfillment</i>	"it is important for me to find a person who wants something from life .. so that the person has a goal, so that they are inspired by something."	—	—
<i>empathy</i>	"The main thing is that a person understands they are important to me. Every client is important to me." off the record the informant also mentioned the importance of helping others.	—	—
<i>open-mindedness</i>	"not to be with Russian-speaking or Hebrew-speaking people all the time, you have to be with everyone, with different people. Only	—	—

	pull	push	other
	<p>then you'll appreciate the local culture etc. I do not think that it is necessary to focus on it [Russian-speaking community]."</p> <p>"I am restless and full of energy! I just really wanted to try new things, live in different places."</p> <p>"In general, it seems to me that often, you know, the more books you read, the more you understand that people all over the world are the same, in fact, just the same <...>. There are books that have been translated into hundreds of languages and people in all languages like to read the same thing, then we probably all think the same way."</p>		
<i>proactiveness</i>	Informant says that upon arriving in Canada her husband and she did not know anyone, she was actively trying to build her network: she visited events etc.	—	—
<i>desire to achieve</i>	<p>"it is important for me to find a person who wants something from life .. so that the person has a goal, so that they are inspired by something."</p> <p>"now we are just thinking about a new project,</p>	—	—

	pull	push	other
	it will be purely Canadian, but it will be implemented in about seven years."		
<i>willingness to take risks</i>	"I am restless and full of energy! I just really wanted to try new things, live in different places."	—	—
Contextual factors			
<i>financial constraints or financial motivation</i>	—	"There was no work. We probably worked for a dollar and a half per hour, something like that... We did the cleaning, babysitting, in general, we did any kind of work. But, of course, not knowing Hebrew, nothing really helped."	—
<i>family support</i>	"He has been working with me for many years." [husband]	—	—
<i>culture</i>	"[it's easier to deal with] Israelis, Russians because of the common language... After all, the closer we get to culture, the easier it is for people to get along. It's a well-known fact." "Here, I think, by the way, I think it's even easier to connect with the Canadians here than in Israel with the Israelis. I have a theory on this. It's just that in Israel families are huge. There they all have five, six, seven, eight brothers and sisters and a bunch of uncles, aunts	—	—

	pull	push	other
	<p>and so on. They simply can't accommodate anyone new into their circle, even in terms of time <...>."</p> <p>"In general, it seems to me that often, you know, the more books you read, the more you understand that people all over the world are the same, in fact, just the same <...>. There are books that have been translated into hundreds of languages and people in all languages like to read the same thing, then we probably all think the same way."</p>		
<i>Jewish community</i>	<p>"For example, the Israeli community is very supportive of each other. For instance, a bakery has recently opened there. People go there even if they don't really need these pastries, but they go just to support this woman <...>."</p> <p>"[it's easier to deal with] Israelis, Russians because of the common language... After all, the closer we get to culture, the easier it is for people to get along. It's a well-known fact."</p> <p>"with the Jewish community I feel like home."</p>	—	informant mentioned that she is organized events for Jewish (Israeli) teenagers
<i>Russophone community</i>	<p>"By the way, I'm not sure that it's the same in Vancouver and Toronto. We have a very warm</p>	—	"There is no role of the Russian-speaking community in the business. We don't do

	pull	push	other
	<p>Russian-speaking community in Ottawa."</p> <p>"I've just been working with guys from Ukraine, who are in America, here in Canada."</p> <p>"I know that in Ottawa they would be completely different - people would either not answer, or they would ask where to buy, how much it cost."</p> <p>"[it's easier to deal with] Israelis, Russians because of the common language... After all, the closer we get to culture, the easier it is for people to get along. It's a well-known fact."</p> <p>"I started to speak Russian more often, when I came to Canada" [many Russian-speaking people are there]</p>		<p>anything for this, that the Russian-speaking [community comes to us] <...> I mainly work in projects involving Russia, Ukraine - there are clubs, there are people, all the work is there. Now we are starting some new projects for Canada. Purely for Canadians. That is, it makes no sense to start doing something purely for the Russian-speaking community. That is, those who want, they join."</p> <p>"not to be with Russian-speaking or Hebrew-speaking people all the time, you have to be with everyone, with different people. Only then you'll appreciate the local culture etc. I do not think that it is necessary to focus on it [Russian-speaking community]."</p> <p>"There is a Russian-speaking group in Facebook - 'Dvorik', right? Several thousand people in it <...>. In fact, it's cool, because those people who work there in the construction, who repair something... It all works very good with Russian speakers. But then again, 5,000 people... - So, how many times a week can they fix a washing machine there? So anyway there will be a need to target English-speakers."</p>

	pull	push	other
			<p>"Toronto is more of a big city. I don't know, it's just that many people there know each other, everyone somehow meets each other. I have a friend who is a nurse in Toronto. She decided to do healthy cakes, she's excited about it, she's learning. Well, it's like a hobby. She told me, look, maybe I should really start selling? So a bit later, I just looked at her post in the Toronto group [Russian-speaking group on Facebook] and the comments below... I know that in Ottawa they would be completely different - people would either not answer, or they would ask where to buy, how much it cost... and there they were rude etc."</p> <p>"We don't have many entrepreneurs in Ottawa - mostly computer scientists, nurses"</p>

Appendix 3. Coding of the interview with Ekaterina T.

	pull	push	other
Personality traits			
<i>willingness for self-fulfillment</i>	<p>"In general, the idea was to work for someone just to get this stamp [license]. Well, as soon as I got it, I, roughly speaking, quit my job the next day, and then I started doing this consulting by myself..."</p> <p>"Basically, as far as I can remember, from about the age of 14, I always thought that I would work for myself. Moreover, when you work for someone and see what kind of effort you put in, your time and what you get, and some kind of perspective in the next 10 years <...> you think, oh ok, there's no point in working for someone at all."</p> <p>"First generation migrants are more motivated, and they strive to achieve something, because they have just arrived, they have their own dream there. They want to do something."</p>	—	—
<i>responsibility</i>	<p>"It has always been very important for me that a person is responsible, that he does it on time, or at least warns that he is late. And speed."</p>	—	—

	pull	push	other
	<p>Quality, speed and responsibility."</p> <p>"I am always responsible for what I say. I always do everything on time. And, in principle, I think these qualities <...> - speed, quality and responsibility, - I think this is what people choose me for. Plus, I think it's creativity. I'm trying to find some non-standard solutions."</p>		
<i>internal locus of control, proactiveness</i>	<p>"Business can be launched anywhere, the main thing is that there should be a desire. You find connections etc., you start moving, and some kind of progress always begins."</p> <p>"I always try to do as much as possible, more than I am asked. That is, for example, people want me to do this, this, this and I do them several times more, they are happy. And I always try to make the client happy."</p>	—	—
<i>vision, strategic thinking</i>	<p>"<...> when you open a business, you need to think over the financial model very well. What sources of revenue..., around what sources of revenue will the business be built? If there is a very good idea and it is meaningful, then just give extensive advertising - and customers will come."</p>	—	—

	pull	push	other
	<p>"I think new businesses to open now, they should be more futuristic."</p> <p>"Let's say you are a hairdresser, and now you have been a hairdresser all your life and you are a great hairdresser. But you worked in salons, you saw it like this [from this perspective]. And that's it for you, that's how it is. People do not see everything in advance, the big picture, many are more concerned with small details: "I have to have a meter between the seats or the sink should stand there, because I want my colors to be <...>". That is, in my opinion, this is such a narrow model. They don't see beyond it. That is, there are two types of vision, in my opinion. There are people who see the big picture, there are people who are prone to focus on details, and those who make details, they are not prone to see the big picture and vice versa... People who see the big picture, they are more futuristic, they are so progressive, they see where the future is, they can imagine it there <...> like Elon Musk, who wants to send everyone to Mars, yes. But for someone like Elon Musk, he needs some <...> ordinary engineer who will tinker with the details. That</p>		

	pull	push	other
	is, you always need a second vision, because to see the big picture means not to see the small one, and mostly the people I meet, they see only the small picture."		
<i>non-conformity, independence</i>	<p>"<...> I don't care what people think at all [about my business], I've never thought about it. How can you listen to people? They, in general, sit where they sit, why shock them, you can just not tell anyone anything at all. If I tell someone something about my business, it's only from a marketing point of view. That is, I don't care what they think <...>"</p> <p>"How can you listen to someone? For example, I have a brain and it works this way, I see this picture, these are the details. That is, yes, I sometimes consult, for example, with someone or tell someone something [about my business] in order to hear a different opinion. We all function in our own way, <...>, but I would just demand advice or something from people, or would like to know, from those who have already done something, have already achieved something: that is, they have have their own business or they have done something <...> maybe even in another area. This advice will be</p>		

	pull	push	other
	important, interesting. While people who have not achieved anything and do nothing, only complain, it makes no sense to ask them. They are just jealous that you have the desire and energy."		
Contextual factors			
<i>financial constraints</i>	—	"I started thinking from the opposite, how am I going to earn myself a piece of bread here. That is, I didn't have those, "Oh, what do I want to do in my life". I had a more practical choice, and I decided to think about professions that have always been in demand and will always be in demand. Well, in general, I came to the conclusion that an engineer is the most optimal profession, which is always needed <...> everywhere." "Moreover, when you work for someone and see what kind of effort you put in, your time and what you get, and some kind of perspective in the next 10 years <...> you think, oh ok, there's no point in working for someone at all."	—
<i>Russophone community</i>	"I still have a lot of Russian clients and acquaintances <...>."	—	"Honestly, my first decision that I made when I came to Canada after a year of living in the Russian district is either I'm moving from here

	pull	push	other
			<p>now, or I won't achieve anything."</p> <p>"Because first of all, you come without knowing the language as such, <...> my English was good, so I speak, explain myself, because I studied in Dubai, at a private school for about a year, and my English was good, but when you come here and nevertheless you "don't hear" the speech first. Because of a slightly different accent etc. And then, when you live in a Russian-speaking community, you don't use English at all, so you don't progress. And you are only constantly surrounded by Russian speakers. <...> it is the choice of people. If you come there just to retire, that's fine, but if you come here to achieve something and you're sitting in this Russian community <...> and it's not only Russian, it's any community <...> Chinese community, Indian community, etc. And that is, again, you are not progressing <...>, the only prospects you have are inside this community. But when you get out of it and you can hold conversations, explain yourself and make friends in any community, then you have more advantage and you can always go back to this Russian community and, in general, do all the same things there, but if you are stuck there,</p>

	pull	push	other
			<p>then you will never develop. It was my vision, why did I want to leave it and I think I was right."</p> <p>"I still have a lot of Russian clients and acquaintances. That is, I know a lot of Russian-speaking people here. The fact that I left it [Russian speaking community] and have not been living there, communicated inside it on a permanent basis did not hinder it <...>. After all, you always know the Russian language and will always know, understand the mentality. You need to learn a different mentality to be more flexible, understand other mentalities there: Italian, Spanish etc. and communicate with other people. That is, if you don't know this or you are in the Russian community all the time, it will be very difficult for you to establish relationships with people."</p> <p>"I don't have such a target for the Russian community, but, in principle, I have many Russian clients, Russian speakers, who came to me themselves."</p>

Appendix 4. Coding of the interview with Olga

	pull	push	other
Personality traits			
<i>purpose-driven</i>	"I've always loved jewelry, <...> I never imagined how I could start it, how I could work in it" "I found my true love [jewelry]. Therefore, at some point there is no longer a question of what you want to do."	—	—
<i>ability to identify opportunities</i>	"Therefore, a niche was vacated because there were much fewer functioning jewelers during this time, and demand increased."	—	—
<i>dedication, perfectionism</i>	"I'm a quality maniac <...>. Until I'm happy with the result, I can redo it a lot of times." "My principle is <...> constantly improving my own competencies in order to offer the client as much as possible, something as cool as possible for his budget."	—	—
<i>independance</i>	"You have a much more flexible life. That is, it's a lot of work, but you can move it to where you need it if you need to free up some time. A completely different degree of flexibility and freedom."	—	—
<i>internal locus of control, resilience</i>	"[There were] allowances that people could live on without doing anything at the same time. That is, even those who, in principle, theoretically could make an effort to reorganize their work, continue to work, they just sat on these benefits and have been sitting on them for	—	—

	pull	push	other
	almost two years, so they did not work."		
<i>willingness for self-fulfillment</i>	<p>"As of now I could find a high-paying jewelry job, because now I have already become a gemologist, <...>, this is an expert on stones with diplomas, and here you can already work for a big company for a good salary, if something happens somehow, <...> but honestly, after seven years in this business, it's hard to imagine to work for someone, even technically."</p> <p>"It takes my whole life <...>. I just started taking days off not very long ago... for these seven years, almost. But this is a continuation of what I love, my interests."</p> <p>"That is, it is so much a part of my life that I don't separate it <..> at the same time I do not identify myself as an entrepreneur, a businesswoman. <...> It is a big child of mine, <...> which on the one hand, demands a lot, but on the other hand, you adore them and give everything to them."</p>	—	—
<i>desire to achieve</i>	"[There were] allowances that people could live on without doing anything at the same time. That is, even those who, in principle, theoretically could make an effort to reorganize their work, continue to work, they just sat on these benefits and have been sitting on them for almost two years, so they did not work." (and the informant did not)	—	—
Contextual factors			

	pull	push	other
<i>financial constraints or financial motivation</i>	—	"I didn't consider it [to become an employee in this industry] at all, because in the jewelry field, working for someone is absolutely pointless in terms of money. If you go to work in the jewelry industry here, you need to work for yourself if you want to earn something that you can live on here. Life is very expensive."	—
<i>institutions</i>	<p>"[There were] allowances that people could live on without doing anything at the same time. That is, even those who, in principle, theoretically could make an effort to reorganize their work, continue to work, they just sat on these benefits and have been sitting on them for almost two years, so they did not work."</p> <p>"The soil and climate are completely different here. That is, it was much easier to open a business here. It was absolutely natural, at some point. Compared to what I felt in Moscow."</p> <p>"In Canada, compared to Russia, it's easier to start [a business] and easier to do [it]."</p>	—	—
<i>family support</i>	"Well, my local environment is my husband, he is a Quebecois <...>. when I rented a new space, moved out from the old one, the Covid-19 just started and we couldn't hire any renovation crew. So, my husband and I, we watched on YouTube how to put plaster, how to paint walls. That is, well, we did it ourselves."	—	—
<i>big changes in life, personal stories</i>	—	"It was my personal story. It all happened literally in one day. I quit my <...> job, I found a jewelry school in Montreal and enrolled there. <...> it was all happening simultaneously: the training began and I registered my company."	—

	pull	push	other
		<p>"The turning point was that I had such a big personal shock <...> I had several difficult, existential months <...> I took a vacation, couldn't work. I had a tragedy, <...> I was looking for myself again, just like that internally. It was caused by an external event, <...> and we were in the States at an exhibition of what was lifted from the Titanic. There was a room where only jewelry was exposed. There were around 15 or 20 pieces of jewelry that were lifted, restored and prepared for auction. <...> I was standing in front of these pieces of jewelry in this dark room, alone, among the candlesticks <...>, small rectangular showcases and it was as if "all the screws were spinning again", and I wanted to live, I wanted to do something."</p>	
<i>Russophone community</i>	<p>"My photographer, she is a Ukrainian girl, absolutely wonderful. We work together and we are friends with her."</p> <p>"It was the height of the Christmas season <...>, the most intense workload. I urgently needed to find someone to replace my old 3d designer, literally within one or two days, and there was no one here [in Montreal] at all <...>. I put a word out on a Russian-speaking forum that <...> I had an absolutely wonderful guy from Odessa respond, and that was two years ago, and we've been working with him for two years now."</p>	—	<p>"Based on the results of my experience, I avoid the Russian-speaking community of Montreal <...> [from Facebook], but normal, adequate, Russian-speaking people <...> appear in my life somehow. <...> there are absolutely wonderful Russian-speaking people, but this is basically not what you will go and find in the Facebook group. But somehow, in some ways, they find me. That is, I have friends and clients from such groups from time to time, but I don't advertise there anymore. At the very beginning, I did it, but this, you know, is such a bit of pornography, because 99% of the Russian-speaking people who came to me [as a result of these advertisements], they asked to melt their grandmother's teeth into Cartier nails. I'm not interested in it at all."</p>

	pull	push	other
			<p>"I have no desire to target the Russian-speaking community at all, although there are absolutely wonderful, adequate, successful people, but it turns out that you reach them either there through your local acquaintances or clients <...>. The Russian-speaking community is mixed: Russians from Russians they are maybe 3% of Russian-speaking there, 15% are Ukrainians, 10% are Moldovans, 10% are Belarusians <...>."</p>

Appendix 5. Coding of the interview with Vladimir

	pull	push	other
Personality traits			
<i>goal orientation</i>	"Here the society is different, in the face of the first problem - "oh, I'll try another time, now I'm stressed, I need to take antidepressants or something else." In fact, my store is the only store that has been on the market for 19 years without competition. No other store has taken root here: not a single Polish, not a single Romanian, not a single Hungarian, German. Nothing at all, Europe is not represented. I represent all of Europe. Not because I'm a good businessman, or I have some kind of model, or I have money there, let's say, on the contrary, but precisely because I'm fighting, I can't give up and get out of this fight, and that's ... stubbornness. My Soviet stubbornness..."	—	—
<i>willingness for self-fulfillment</i>	"This is just not what I aspired to in this life - to work in Canada in computer science. Canada in this regard is not a professional country, not professionals, not like in Russia. Here society is more social, and people live for their own pleasure. That is, you, as a professional, begin to degrade. I and this is what happened to me,	—	—

	pull	push	other
	<p>in fact, in computer science. This is why I opened my own business <...>."</p> <p>"I went into computer science only in order to assimilate in the society, take root, get on my feet there, well, figuratively speaking, buy a house car and reach some kind of primitive basic level, without which it is impossible to live. <...> And then I began to look around, and realized that all my life I have been interested in social projects, projects aimed at people. In Canada, I did a lot of work in the city organizing various different holidays. We celebrated February 23rd. New Year gathered everyone, we gathered all the Russian-speaking society of Quebec. I was one of the main organizers <...> and it was all very interesting. I liked it <...>."</p> <p>"So I went into business when, when I already had a house, when I already bought a car, when I did some things, realized some basic things, then I became interested in business, but I wouldn't go into it right away."</p>		
<i>strive for innovation</i>	"I always like to be the first. I don't wait for someone to do something. to open it [a	—	—

	pull	push	other
	business], I do it. This is my shortcoming, so I was interested in trying it."		
<i>curiosity</i>	"I am a lifelong romantic. I was interested in discovering a new world, especially since in Russia everything more or less worked out for me. I was very satisfied with life and, in general, I decided to look at the world through the lenses of the opposite side. Because, in general, well, we were taught in the Soviet Union, that we are in the center of the world, and around are enemies who do not like us. <...> I wanted to see how it all corresponds to reality. And, in general, roughly speaking, when I arrived in Canada, here I immediately set myself a goal <...>. That is, I immediately set myself the goal in this society, in Canadian society, to tell people about Russia, to change their views on our country, if they are erroneous or something like that and vice versa. That is, I had a goal to put together the best from the two worlds, and build my own thing. In fact, this was the basis of my future business, this store that I opened. This is exactly a fusion of two completely different and political cultures, different in all sorts of things <...>."	—	—
<i>desire to</i>	"This is probably one of the most difficult	—	—

	pull	push	other
<i>achieve</i>	businesses [food retail]. At the Moscow school there was a memo, it was given when you finished school and <...> it was written there: "do not look for easy ways"."		
<i>empathy, willingness to cooperate</i>	<p>"I realized that all my life I have been interested in social projects, projects aimed at people. In Canada, I did a lot of work in the city organizing various different holidays. We celebrated February 23rd. New Year gathered everyone, we gathered all the Russian-speaking society of Quebec. I was one of the main organizers <...> and it was all very interesting. I liked it <...>."</p> <p>"I am absolutely a non-conflict person in life. And when I went into business, I immediately said I would avoid any competition at any cost. Competition is a war, it is a business war, it is a war to the death. I have already gone through this later, unfortunately, many times."</p> <p>"I always get into the shoes of the client and look at prices through the lenses of the client. If I see that an average client won't afford it, then I do not raise prices."</p>	—	—
<i>professionalis</i>	"They like to throw the dust in the eyes, here in	—	—

	pull	push	other
<i>m</i>	<p>Canada.<...> Accordingly, it is necessary to throw the dust in client's eyes so that they pay more money. And that's what I didn't like at all. And I, in general, most of the time I was not working on interesting algorithms, as I used to in Moscow, but ... The more solid I look, the more I earn. This is what I don't like at all." <i>(about work in IT consulting)</i></p>		
<i>willingness to take risks</i>	<p>"You know, if you emigrate, leave for another country like Canada from Russia, then your life restarts. Everything must be done in contrast. That is, from Moscow I wanted, for example, to move to a small town. <...> As I always said, why not Montreal? Because Montreal is a big city, changing Moscow for Montreal is like pissing in the wind. Or, for example, just worsen your lifestyle, and in contrast, this can work <...> Changing a big city for a small one is interesting."</p> <p>"I did not follow any patterns, did not create a business plan, did not take loans for development, for this, for the purchase of equipment or something else, did not optimize prices, did not calculate the salaries of people. <...> Well, this is my, you know, romantic</p>	—	—

	pull	push	other
	attitude to business. Such people should be thoroughly broken off by business, which, in fact, happened to me much later, when I had to close the chess club for this reason, when, in general, all the money ran out and it became a matter of simply the survival of the business."		
Contextual factors			
<i>institutions</i>	<p>"Yes, Canada supports business, yes, they give all sorts of their light support, but <...> they simply waste money. They don't try to explain to people that they need to tighten their belts a little. They don't. They buy people with money to get people to vote."</p> <p>"When Trudeau sent a loan to all businesses, it was possible to make a request for help to a business due to Covid. So we received a rather large loan, and this allowed us to quickly move to a large space on the ground floor, where we are now, there are huge doors, huge windows, powerful modern ventilation. Two checkout counters, spaced very far from each other, allowing to have two independent queues. That is, we solved all the Covid problems immediately by moving in. But I would not</p>		<p>"I really wanted to use my chess experience, because after all I am some kind of professional. <...> since the first day I came to Canada, to Quebec, I started teaching chess, because there are no chess players in Quebec who can teach. I gave private lessons, negotiated with the university [to organize a chess club]. They gave me a room, I taught there in various colleges. In the end, I thought that I should create my own chess school. So, step by step, I created the infrastructure for myself in order to leave computer science and create a commercial chess club. And here I burned out, because there were no funds for this, and as for the support from ... ministries that should support such social projects ... Because what did I want? I wanted to teach chess to local kids using our Soviet chess</p>

	pull	push	other
	<p>have solved these problems myself if the Canadian government had not subsidized Canadian business with its loans. I made a request and received, well, almost everyone there received it automatically. Everyone who makes a request in business, everyone received it automatically. These loans are loans, they are not investments, but loans."</p>		<p>school approach, the way I studied myself and <...> I wanted to share my knowledge. But I was told harshly that there are no chess clubs in the databases of Canada, so they cannot evaluate this project, therefore they cannot subsidize me. And, in general, I began to look for some kind of business that would allow me to support being a patron of my social project."</p> <p>"There was an interesting story with Covid restrictions, ... Legault. or maybe Trudeau, <...> released another set of Covid restrictions as to a limit on the number of people in the store at the same time. <...> Well, in short, this means that in winter I have to let three or four people into my store, the rest must wait outside. So I was terribly angry, I wrote a post on Facebook. I openly challenged it. I told that it's easier to close the store than to comply with these restrictions and that I wouldn't do this."</p> <p>"People who come up with such measures, they live in a completely different world. They are far from reality."</p>
<i>culture</i>	—	—	"<...> business has changed my way of

	pull	push	other
			<p>thinking, it has changed me quite a lot, because I am a person from another world, I am more, as they say in Russia - well, I work in a team, that is, I do my tasks well, but you don't have to set them. But here, on the contrary, when you are in business, you are responsible for everything. That is, you learn to be responsible..."</p> <p>"But here in Canada the system is different. You have one or two hours a week for classes. There is no professional sport here, as it was in the Soviet Union, although it has always been said that it was the other way around. Here I am, when I was teaching chess, people are ready to study chess, but they come for no more than an hour a week somewhere on Saturday. <...> they get to know the world, they try themselves in various activities, but they have no character. Why is it hard for me in Canada because of local societies..."</p> <p>"Here the society is different, in the face the of the first problem - "oh, I'll try another time, now I'm stressed, I need to take antidepressants or something else." In fact, my store is the only store that has been on the market for 19 years</p>

	pull	push	other
			without competition. No other store has taken root here: not a single Polish, not a single Romanian, not a single Hungarian, German. Nothing at all, Europe is not represented. I represent all of Europe. Not because I'm a good businessman, or I have some kind of model, or I have money there, let's say, on the contrary, but precisely because I'm fighting, I can't give up and get out of this fight, and that's ... stubbornness. My Soviet stubbornness..."
<i>Russophone community</i>	"When I opened the store, I was on the edge, <...> I personified Russia in Quebec. The Journal de Québec did a two-page spread about me. Can you imagine me on the cover? I had my photo, <...> photo in the style of Ernesto Che Guevara on the cover. It was something! A lot of local people came to my store to talk about Russia. Or, for example, [Canadian] tourists who went to St. Petersburg, or visited the Golden Ring of Russia, when they returned they showed photos, and told me about their trips. I mean <...> you know, there's La Petite Russie store in Montreal? So I was just a "Russian-Russian" who was, well, the main expert on everything Russian in Quebec. New immigrants who underwent the emigration	—	—

	pull	push	other
	<p>procedure with immigration officers or who visited some special cultural centers, where they were helped to find work etc., they were often told: "we have Vladimir, go to the store, talk to him, it will be easier for you and you will feel better."</p> <p>"We work with my wife. We have hired employees, there is a woman who works full time, she, by the way, is from Ukraine. There are guys who work on weekends. On weekends, we do not work with my wife, we are at home. On weekends we have a boy from Moldova, I have a boy from Moldova and a girl from Madagascar."</p> <p>"<...> Poles speak Russian. The chief manager of the Poles is a girl from Russia, who is in contact with me. The Germans are Russian Jews, their biggest owners. That is, when I tried to establish contact with them, they did not speak French, only English. But when they realized that I speak Russian, they introduced me to their president <...> and we resolved all issues in Russian, with him. The Hungarians recently hired a girl who speaks Russian. <...></p>		

	pull	push	other
	<p>That is, my store business is directly related to the Russian language everywhere. <...> Yugoslav [importers], as well, they have a girl who is also from Russia, a manager, there are two girls from Russia, managers <...> I rarely negotiate with anyone in other languages." <i>(about distributors)</i></p> <p>"Pelmeni, all pelmeni that are on the market are made by Russian companies. Kefir, milk ... the best sausages, there, in Canada, these are former Moldovans in Toronto, they make it, the best milk is Kazakhs in Toronto. Also ours. All types of pelmeni that are sold in both Polish and Russian stores are also our former ones from different regions, either from Ukraine or Russia. I am directly connected with all these things, because as if, well, as I said, at the very beginning, I wanted to use what I can, when we are united by the Russian language, this is actually a lot. And, in fact, we have the same mentality, especially at the level of importers."</p>		

Appendix 6. Coding of the interview with Ekaterina

	pull	push	other
Personality traits			
<i>dedication, perfectionism</i>	"I put my heart and soul in everything I am doing." "I am a hard worker, I understood that I needed to rely only on myself <...>. And I know how to work."	—	—
<i>curiosity</i>	"With my friend I went to Italy, to Paris for one day too. I went to all the pastry shops there, I photographed everything there, and took notes for myself. That is, I studied, despite the fact that I went on vacation. I also went there to work. I went to create something of my own, to learn something new, to see how it happens in Europe. In general, therefore, there is no limit to perfection."	—	—
<i>independance</i>	"I never worked for anyone anywhere. I came with a lot of knowledge, and I was already in this business <...> in Israel."	—	—
<i>proactivity</i>	"If I want to live in this country, I must know this language, this culture. The first year I did not advertise at all, I gave it all to my studies. And only a year later, when I already knew the language, I began to advertise what I was doing."	—	—
<i>Vision, strive for innovation</i>	"You need to be aware of new products, you need to be aware of some new technologies."	—	—

	pull	push	other
	And, in general, we must identify the trends"		
<i>willingness for self-fulfillment</i>	<p>"Each client gives so much positive energy. Probably, after all, thanks to my clients, I have grown so much today, having what I have today, probably, it's still thanks to them, because they inspired me with so much confidence in what I'm doing right, what I'm doing well, that I wasn't afraid, despite today's difficult situation to take such a step." (open a pastry)</p> <p>"<...> clients, as I have already said, have given me this confidence "</p> <p>"I received good reviews, comments, people came back, enjoyed their order, and it gave me the strength to move on, move forward. And somehow, despite some little things that didn't work out at first and I don't even remember, these emotions gave me the strength to go on and continue my journey"</p> <p>"<...> the desire to create, this inspiration that I had to create it all prevailed [all difficulties, doubts]"</p> <p>"I always dreamed <...> about opening a small cafe where I would have my own cozy place where people can come and enjoy the taste of childhood homemade cakes. And so that it was absolutely at home, beautiful and delicious."</p>		
Contextual factors			
<i>institutions</i>	"I would never open a cafe there. There it is necessary to observe kashrut <...>. There [in		

	pull	push	other
	<p>Israel] I also worked for a Russian-speaking private client, who is used to our products, to homemade pastries and cooking. There, most likely, I would never have dared to open some kind of small cafe. Not administratively, not in any other way. Because there you have to follow the rules, kashrut and all that. But here [in Canada] it was much easier for me. Here the state, I would say, helps private entrepreneurs more, it doesn't create new obstacles for us. On the contrary, they turn to us with advice. In general, there was absolutely not a single conflict situation while opening the cafe. <...> Everyone is very kind and very helpful."</p>		
<i>family support</i>	<p>"The most important thing is that my family is always there for me, of course, they are always here to help me. If I have some kind of difficult week, they always help me <...> That is, in the evenings after work, my husband helps, his parents also help<...>. If at the end of the week there are a lot of orders, corporate, weddings <...> then, of course, everyone runs to help."</p> <p>"I was very scared. I raised this issue with my family [the issue of whether to open the cafe]. To which my family said to me: You must open it! Go ahead! We are with you. We will help when we can, when we need it. They helped me to regain my confidence in this difficult decision of mine <...>. Because a dream is one thing, but everything in reality is completely different. But somehow they believed in me, in my strength and we did it."</p>	—	—
<i>culture</i>	<p>"What surprised me was multiculturalism. We were very surprised that all nationalities are</p>	—	—

	pull	push	other
	<p>friends with each other, that there are no conflict situations between them. People here are so simple, open to a new culture. In principle, we are given to understand this at the first stage of immigration in Canada. So when we learn the language French or English, we are taught to accept a new culture, not to look askance at someone for whatever reason <...>. You begin to think differently, look at everything differently. Of course, it surprised me. We came from such countries <...> where we were taught to follow some rules, to be like this and not like that, but here this is not the case, here you can be whoever you want to be and you will still be respected. I was very impressed."</p>		
<i>Russophone community</i>	<p>"My assistant, who is now helping me, has been with us since December or since November. She is a Russian-speaking woman, too, who has just arrived [to Canada]."</p> <p>"Through my clients, again, all the information is circulating, my clients basically see my posts and, in general, they somehow know everything that happens to me, and they knew that I needed a worker and wrote to me, and everything turned out well."</p> <p>"<...> probably, 90% of my clients are Russian speakers and there is a small percentage of Romanians. And now, since we opened a cafe in Montreal, people began to recognize us, the local audience, <...> and that was my goal - to get out of this circle a little, to get closer to the local market, <...> so that Canadians also knew</p>	—	—

	pull	push	other
	<p>us and could appreciate what we're doing."</p> <p>"they called me and said: <...> how come that you don't have a website? Let me do it for you. It was also one of my clients <...>. This is how it happened with the website, and even with this cafe interior - a lot of friends helped us with advice or <...> helped with decorations <...>."</p>		

Appendix 7. Coding of the interview with Sergey

	pull	push	other
Personality traits			
<p><i>goal orientation</i></p> <p>"I worked two jobs, somehow I saved up for the first semester, my dad helped a little, and then I sorted it out on the spot."</p> <p>"The plan for 1-2 next years is to attract a full-fledged seed round - a couple of million; to grow the team up to 15 people."</p> <p>"Again, what is successful? If we sell this startup for 100 million, it will be a success. And if we sell it even for 50 million, it will still be a success. At the moment there is no ambition to build a billion-dollar company. Maybe in the future..."</p>			
<p><i>ability to identify opportunities</i></p> <p>"But I did not want to study at the University at all, because it was not study there, it was idiocy. And then I found myself. I mean, I had to do something. In principle, I was active, I didn't like the student council there, but I supposedly was a member of it. But I was more of a self-employed person. What do I mean? I built a relationship with the press service of the</p>			

	pull	push	other
	<p>university, and together we began to create a public VKontakte, because then I looked at ITMO. ITMO had super cool marketing. <i>But again, I'm talking about 2013 and back then social networks were still, well, of course, gaining popularity, but, probably, it was not yet such a, you know, commonplace that you should have a decent presence on social networks."</i></p>		
<i>dedication</i>	<p>"Now I think that until I earn money, I will start one business after another until one happens that will take off. Mathematically, I don't know... but I believe in <...> [our company], because we make a really cool product, in my opinion... but mathematically, it may not work... Because the stakes, they seem to be playing against us: we are under 30, we are the first time founders. The math says it shouldn't be successful, but I think it should be. Again, math is just probability... and the probability is just not that high."</p>	—	—
<i>internal locus of control, resilience</i>	<p>"If this does not happen [if product-market fit is not found and the company is not growing], then, probably, I'll start some other project. I don't think I'm capable of returning to corporate work <...>."</p>	—	—

	pull	push	other
	<p>"Now I think that until I earn money, I will start one business after another until one happens that will take off. Mathematically, I don't know... but I believe in <...> [our company], because we make a really cool product, in my opinion... but mathematically, it may not work... Because the stakes, they seem to be playing against us: we are under 30, we are the first time founders. The math says it shouldn't be successful, but I think it should be. Again, math is just probability... and the probability is just not that high."</p>		
<i>non-conformity</i>	<p>"I went against the current of the university as much as possible: in the first year - I tried to make drawings in AutoCAD, when everyone else did it on graph paper. I tried to swim against the current in many ways, and resist this system."</p> <p>"I hate it when someone imposes their rules of the game on me, I hated it at the university, I hated it at work."</p> <p>"I don't know where it comes from in me, but I just always disagreed. At school, I had a lot of conflicts with the director and head teacher,</p>		

	pull	push	other
	<p>because I wanted to wear a checkered shirt, and they told me that business style is a single color shirt. At the university I had a protest, because I just hated the old things. And in VKontakte, I had disagreements. I was eventually fired from there <...>. There I was infuriated wildly by the fact that the process was built terribly inefficiently. That is, literally, I could complete my work in 2 hours. Why should I stay there for eight?"</p> <p>"there is one more quality that I don't know, it is inherent in me as a person or me, as someone who was brought up in Russia, I really don't like rules and break them in every possible way. And here it is not always welcome."</p>		
<i>independence</i>	<p>"I worked two jobs, somehow I saved up for the first semester, my dad helped a little, and then I sorted it out on the spot."</p> <p>"Here I quickly found a job. But pretty quickly I realized that I just did not enjoy working for someone. I literally felt unhappy. I remember walking from work to the bus stop, and it was the evening... "God, what am I doing here?" - I asked myself. But after I decided that ok, okay,</p>	—	—

	pull	push	other
	<p>you need to finish this, you need to start something on your own. That's when it became easier for me. In general, yes, so I came to where I am now and decided to start my project."</p> <p>"I wanted maximum flexibility."</p> <p>"If this does not happen [if product-market fit is not found and the company is not growing], then, probably, I'll start some other project. <i>I don't think I'm capable of returning to corporate work <...>.</i>"</p> <p>"Probably, freedom is also such an important motive and motivation. Freedom of action, freedom of movement. Running a startup seems to give this freedom. Now you can get a start-up visa to any country in the world, sometimes it's easier, sometimes it's more difficult, but still ... I discovered one degree of freedom for myself by moving abroad and discovered a second degree of freedom by making a project... But there is still a degree of freedom that I would like to discover [about the desire to get 3-4 citizenships of different countries]. So it's also some kind of motivation. But, of course, money is also a</p>		

	pull	push	other
	degree of freedom."		
<i>willingness for self-fulfillment</i>	<p>"Here I quickly found a job. But pretty quickly I realized that I just did not enjoy working for someone. I literally felt unhappy. I remember walking from work to the bus stop, and it was the evening... "God, what am I doing here?" - I asked myself. But after I decided that ok, okay, you need to finish this, you need to start something on your own. That's when it became easier for me. In general, yes, so I came to where I am now and decided to start my project."</p> <p>"But I did not want to study at the University at all, because it was not study there, it was idiocy. And then I found myself. I mean, <i>I had to do something</i>. In principle, I was active, I didn't like the student council there, but I supposedly was a member of it. But I was more of a self-employed person. What I mean? I built a relationship with the press service of the university, and together we began to create a public VKontakte, because then I looked at ITMO. ITMO had super cool marketing. But again, I'm talking about 2013 and back then social networks were still, well, of course,</p>	—	—

	pull	push	other
	<p>gaining popularity, but, probably, it was not yet such a, you know, commonplace that you should have a decent presence on social networks."</p> <p>"I decided to write my thesis myself, despite the fact that before that for three years I had done nothing at all for almost half a year. But it was important to me to write the thesis by myself. And I am very pleased with the result."</p> <p>"I then sketched three three options for myself. The first option was to go work for a super tech company. Then Google launched this project in Toronto, <...> they were trying to make a high-tech city within a city. And I was like, 'Oh! That's cool. Maybe I want to work there'. That was, the first option was to work somewhere in something cutting-edge, in a big technology company. The second option I had, I wanted to work in a startup that was doing something cool, and the third option was making my own startup. I chose option number three."</p>		
<i>vision, strategic thinking</i>	<p>"I then sketched three three options for myself. The first option was to go work for a super tech company. Then Google launched this project in</p>	—	—

	pull	push	other
	Toronto, <...> they were trying to make a high-tech city within a city. And I was like, 'Oh! That's cool. Maybe I want to work there'. That was, the first option was to work somewhere in something cutting-edge, in a big technology company. The second option I had, I wanted to work in a startup that was doing something cool, and the third option was making my own startup. I chose option number three."		
<i>strive for innovation, creativity</i>	"Until the third year, we drew on graph paper, on Whatman paper, and in pencil, but we did not have access to free software. That is, if you want to use AutoCAD or some other software, then it was necessary to pirate it. It hit me very hard on self-esteem, probably because I have always been such a technological dude. Already in my senior year of high school I got involved in technology in the broadest sense of the word: I volunteered for a YouTube channel called Rozetked. I think they have a pretty big audience now, about couple million subscribers, they do techno reviews. I wrote posts for their VKontakte page, then for their website. I was, on the one hand, technologically savvy and interested, and following all the news. On the other hand, I ended up in this Russian	—	—

	pull	push	other
	<p>engineering environment, where they do calculations in Excel and those who teach are 70-year-old fuddy-duddies. It was complete bullshit. And somewhere out of this contradiction my interest in BIM [building information modeling] technology was born."</p> <p>"But I did not want to study at the University at all, because it was not study there, it was idiocy. And then I found myself. I mean, I had to do something. In principle, I was active, I didn't like the student council there, but I supposedly was a member of it. But I was more of a self-employed person. What I mean? I built a relationship with the press service of the university, and together we began to create a public VKontakte, because then I looked at ITMO. ITMO had super cool marketing. But again, I'm talking about 2013 and back then social networks were still, well, of course, gaining popularity, but, probably, it was not yet such a, you know, commonplace that you should have a decent presence on social networks."</p>		
<i>proactiveness</i>	"Maybe I can volunteer there, maybe I can make some contacts there. I came here, I	—	—

	pull	push	other
	<p>immediately applied for membership of this organization, and then I started doing hardcore volunteering there. Well, there is just such a character trait. If I start doing something, I commit to it."</p>		
<p><i>desire to achieve</i></p>	<p>"At the St. Petersburg State Transport University, I studied on bridges. I was then told that this is the most difficult specialization is construction of bridges and transport tunnels."</p> <p>"I was about to graduate with honors."</p> <p>"I worked two jobs, somehow I saved up for the first semester, my dad helped a little, and then I sorted it out on the spot."</p> <p>"Here I quickly found a job. But pretty quickly I realized that I just did not enjoy working for someone. I literally felt unhappy. I remember walking from work to the bus stop, and it was the evening... "God, what am I doing here?" - I asked myself. But after I decided that ok, okay, you need to finish this, you need to start something on your own. That's when it became easier for me. In general, yes, so I came to where I am now and decided to start my</p>		

	pull	push	other
	<p>project."</p> <p>"I had a super cool project. I liked it very much. Here the project was cool and what we did on the project was very cool too. But at some point, I just realized that I was in the wrong place. Probably, probably one of the reasons... to think like that... I started to study tech, what the tech market looks like. How much do developers, product managers earn. <...> I worked for the second largest construction company in the country, this is a huge company, where the revenue is \$ 5,000,000,000 per year. Ah, well, I mean it's a super cool company, but the salary that a novice engineer like me gets... I had a salary of \$ 65,000 ... and for some reason, an engineer at Google gets \$ 200,000.. and you don't understand why this happens."</p> <p>"Yes, my English was good. But I stressed a lot because of it, and it took me a long time to adapt. I took courses on getting rid of an accent, for example."</p> <p>"The plan for 1-2 next years is to attract a full-fledged seed round - a couple of million; to grow the team up to 15 people."</p>		

	pull	push	other
	<p>"If this does not happen [if product-market fit is not found and the company is not growing], then, probably, I'll start some other project. I don't think I'm capable of returning to corporate work <...>."</p> <p>"Making money is definitely a big motivation. I have such an inner feeling that it would be nice to earn some 10 million, because this is some kind of amount that I thought up for myself, on which I could live comfortably and not worry about anything. That's enough to pay for the best education for my children and buy myself housing in three parts of the world."</p> <p>"Now I think that until I earn money, I will start one business after another until one happens that will take off. Mathematically, I don't know... but I believe in <...> [our company], because we make a really cool product, in my opinion... but mathematically, it may not work... Because the stakes, they seem to be playing against us: we are under 30, we are the first time founders. The math says it shouldn't be successful, but I think it should be. Again, math is just probability... and the probability is just</p>		

	pull	push	other
	<p>not that high."</p> <p>"Again, what is successful? If we sell this startup for 100 million, it will be a success. And if we sell it even for 50 million, it will still be a success. At the moment there is no ambition to build a billion-dollar company. Maybe in the future..."</p>		
<i>willingness to take risks</i>	<p>"I was the first of our guys who registered a sole proprietorship and by the standards of 2013 it was kind of cool."</p> <p>"the first move is a step into the darkness. <...>I walked into the unknown."</p> <p>"When you make IT software for the first time and you've never done it before, you just don't know anything at all. I just remember the early days with nostalgia, because... where do you even start? We conceptualized the idea for quite a long time and tried to understand in general whether it is worth doing or not."</p>		
Contextual factors			
<i>financial constraints or</i>	<p>"Making money is definitely a big motivation. I have such an inner feeling that it would be nice</p>	<p>"Then I realized that an engineer has nothing to do in Russia. <...> It's just that you go to some</p>	

	pull	push	other
<i>financial motivation</i>	to earn some 10 million, because this is some kind of amount that I thought up for myself, on which I could live comfortably and not worry about anything. That's enough to pay for the best education for my children and buy myself housing in three parts of the world."	<p>kind of internship, there are summer practices, you look at it and it's like it's complete nonsense. There are men sitting there, earning 30,000 rubles each. They seem to be doing important work, designing bridges or roads and something like that, but at the same time they are sitting in holey pants."</p> <p>"I had a super cool project. I liked it very much. Here the project was cool and what we did on the project was very cool too. But at some point, I just realized that I was in the wrong place. Probably, probably one of the reasons... to think like that... I started to study tech, what the tech market looks like. How much do developers, product managers earn. <...> I worked for the second largest construction company in the country, this is a huge company, where the revenue is \$ 5,000,000,000 per year. Ah, well, I mean it's a super cool company, but the salary that a novice engineer like me gets... I had a salary of \$ 65,000 ... and for some reason, an engineer at Google gets \$ 200,000.. and you don't understand why this happens."</p> <p>"Another thing that triggered me is when you see how much everything costs here and you</p>	

	pull	push	other
		<p>understand that, of course, you can survive on \$ 65,000, yes, but you can't live normally for sure. <...> Well, in general, in short, you can live on this money, of course, but. But I wouldn't want to. So at some point, yes, it hit me like damn it, I seem to be doing a cool job, I considered myself a super valuable specialist, but at the same time the salary ... I understood that \$ 65k is ok, you can go up to \$ 80k there , I don't know, in another seven years, oh so, but it just doesn't suit me."</p>	
<i>institutions</i>	<p>"Everything is transparent in Canada. You understand how it works. If you have studied there, then you get a work visa. If you have worked there, then you get a residence permit. If you have a permanent residence, you get a passport. This is it. No questions."</p> <p>"in Canada, in principle, everyone talks about the fact that there are grants, state grants. Then it turns out that, in general, in fact, not so much. More mature companies receive all these grants, and in Ontario there is also very high competition. And we're left with nothing at all. And then we were admitted to 500 startups <...>. 500 startups are quite decentralized. They</p>	—	<p>'Having arrived here, well, I can't say that I was disappointed, but here everything is so slow, somehow a little bit backward, too, compared to its 'older brother'.'</p> <p>"in Canada, in principle, everyone talks about the fact that there are grants, state grants. Then it turns out that, in general, in fact, not so much. More mature companies receive all these grants, and in Ontario there is also very high competition. And we're left with nothing at all."</p> <p>"There are a bunch of different [supporting] programs at universities. <...> Programs are of different quality. To get into one of very high</p>

	pull	push	other
	<p>have a main program in San Francisco and also regional programs in all countries, in many countries, yes. Accordingly, the government of Alberta, they invested some millions of dollars in a start-up infrastructure. They brought 500 startups, they brought Plug and Play, also a cool accelerator from the Valley. Here they are building an ecosystem there now. Accordingly, we were accepted into this accelerator 500, and I moved to Calgary. <...> they generally have super grants there, that is, \$ 100,000 for hiring a developer, \$ 100,000 for hiring sales, \$ 50,000 for a project, there \$ 100,000 for a project. I mean they just shower you with money."</p> <p>"There are a bunch of different [supporting] programs at universities. <...> Programs are of different quality. To get into one of very high quality, you need to demonstrate something unusual, something interesting. For the first couple of years, we didn't really have much to show. And we went into all sorts of shitty programs, and they turned out to be pretty pointless. Then, when we already had a product, some kind of packaging already appeared, some customers were already here, as if we could apply for better accelerators. We passed in 500,</p>		<p>quality, you need to demonstrate something unusual, something interesting. For the first couple of years, we didn't really have much to show. And we went into all sorts of shitty programs, and they turned out to be pretty pointless. Then, when we already had a product, some kind of packaging already appeared, some customers were already here, as if we could apply for better accelerators. We passed in 500, 500 is generally very cool, in terms of content, quality, network - this is a good, cool accelerator. But those at universities, which accept everyone, this is complete garbage."</p> <p>"For us <...> as a startup, the most important help is money. <...> t is first of all money, and then advice."</p> <p>"It is very bad with money in Canada, because the infrastructure of angel investments is almost non-existent. I mean, there are some angel groups, but all the founders are scared of them because the crappiest investor is the Canadian angel. It is typically some kind of former lawyer or doctor, and they are all over 60, and they have this type of interest club there. They demand a lot, they squeeze founders dry, offer</p>

	pull	push	other
	<p>500 is generally very cool, in terms of content, quality, network - this is a good, cool accelerator. But those at universities, which accept everyone, this is complete garbage."</p> <p>"<.> The government of Alberta is the only such hub, such an ecosystem, which, firstly, gives cash, does not take equity, and also gives money for hiring. It's totally cool. The first grant that we have just received from Alberta is \$ 50,000. <...> we got 50k. This opened the way for us. You can get another 300k from them. This is already significant money for us. "</p> <p>"On top of that, we are applying for another state grant. It's hard to estimate the odds. It has 3 levels: the first level is \$0, the second - \$150,000, and the third is \$2 million. I don't know what it takes to get to the third level, but I think \$150,000 is quite realistic. This is some kind of organization that deals with mortgages, CHMC [Canada Mortgage and Housing Corporation] <...>. Some state-owned company, it has a grant for construction companies, IT solutions and everything ... There is some social context there: housing is incredibly expensive so they want to invest in solutions that can</p>		<p>some strange conditions. Here is just a huge difference with the Valley. It's a completely different dynamic. I've been to the Valley several times this year... well, it's literally in the air. Canada is very slow in this sense. Then, there are very few funds here that invest, for example, on pre-seed. There aren't any, to be honest. So, it is only seed. For Canadian seed investment, you need to have about \$10,000 MRR, monthly recurring revenue. Those are some exorbitant numbers. In short, Canada in this respect sucks completely. In Ontario, I found almost no grants at all. Well, there some federal grants ... these grants they return 50% of the money that you spent on employees, on employment. But if I have nothing to spend on employment, how should I get this money?"</p> <p>"Now we will probably look for venture investments, but again, here is the specificity of the industry. The construction industry, it's a little bit unusual, and there is very little pre seed, mostly seed and series A investments. We are still on pre-seed by all standards."</p> <p>"Only reputed accelerators are worth it. To get a place in reputed ones you need to fight for it,</p>

	pull	push	other
	<p>make housing cheaper. I think there we have a chance, because, well, the optimization of the construction process, all this then affects the cost of the final product, housing."</p> <p>"Now we will probably look for venture investments, but again, here is the specificity of the industry. The construction industry, it's a little bit unusual, and there is very little pre-seed, mostly seed and series A investments. We are still on pre-seed by all standards."</p> <p>"Opening a company is easy peasy. I recently found out that, for example, in France you can't just send more than 3,000 € to a friend because they already start asking you questions. Here, in this sense, it's complete freedom. It's good in that sense. Then, support for startups at an early stage is bad, pre-seed is very-very bad, seed is already better and even better for series A, but you need to get there first. But in general, Canada's market is not very dynamic, not very rapidly developing in terms of start-ups. If I had the opportunity to move to the Valley, I would take it. But so far there is no such opportunity."</p>		<p>but other accelerators - it's a waste of time. The best support is money, advice comes second."</p> <p>"Opening a company is easy peasy. I recently found out that, for example, in France you can't just send more than 3,000 € to a friend because they already start asking you questions. Here, in this sense, it's complete freedom. It's good in that sense. Then, support for startups at an early stage is bad, pre-seed is very-very bad, seed is already better and even better for series A, but you need to get there first. But in general, Canada's market is not very dynamic, not very rapidly developing in terms of start-ups. If I had the opportunity to move to the Valley, I would take it. But so far there is no such opportunity."</p>
<i>prior</i>	"I had another bad entrepreneurial experience.	—	—

	pull	push	other
<i>entrepreneurial experience</i>	Well, how bad? It just didn't fully take place."		
<i>friends</i>	<p>"We started the project with my friend, with whom we studied together. We had a strong, friendly, professional relationship. We went through a lot together at the uni. We used to work together <...>."</p> <p>"It was friends who invested \$30,000 in us. It actually happened by accident. Borya [co-founder] found friends from school who did some kind of conventional business, they have a pottery workshop there. And in short, here they are - 'let's invest in you'. <...> they are not investors themselves. That is, these \$30,000 really made the difference. Because for these \$ 30,000 we were able to say: 'Borya, you can now leave your job, and we, and we can pay you'. We hired two guys as part-time developers to help us. These 30k are the most important thing that happened to us, because they allowed us to start."</p>		
<i>family support</i>			"Well, mom, she's basically an alarmist. She did not want me to leave VKontakte, because it was a good, cushy job. I remember when I left VKontakte, I kind of already had a job offer, but

	pull	push	other
			not really. I left, quit/was fired. And then when I was leaving <...> the construction company [in Canada], well, my mom, was also like - 'what are you doing?'. She always seems to prefer the path of least resistance, how to act safely. <...> We moved to Canada with a girl, we broke up just during this period, when I left work, moved to a new apartment, then I broke up with my ex, she left back to Russia. There, in short, it was full of game. I mean, I was in that state: 'Okay, I do what I want, and I don't need anyone's advice'."
<i>culture</i>	<p>"After 5 years there, I can say that no one perceives me as a Russian. That is, yes, I am Canadian, I have a slightly strange accent, but I am one of them."</p> <p>"I am a Russian immigrant well integrated into Western society."</p> <p>"<...> Russian-speaking people from the post-Soviet community, they are a little bit more straightforward <...>. I see this rather as my competitive advantage, but sometimes you have to sort of 'take yourself by the scruff of the neck', you need to speak more carefully here,</p>		"I am on the same wavelength with many Canadians. But here further, these very subtle matters emerge, because you may not succeed in building relationships with someone and you don't always understand - this is because you are somehow different, you speak some wrong language, or you simply don't get along in character. These are all such subtle matters. I don't know maybe I am not as sociable as I would be in Russia. I wonder if I were in Russia in exactly the same situation, how I would behave and I don't know, and therefore I can't give myself an exact answer. Where is the language and cultural barrier, and where is just

	pull	push	other
	it's better to hide your Russianness here."		<p>your character?"</p> <p>"<...> Russian-speaking people from the post-Soviet community, they are a little bit more straightforward <...>. I see this rather as my competitive advantage, but sometimes you have to sort of 'take yourself by the scruff of the neck', you need to speak more carefully here, it's better to hide your Russianness here."</p> <p>"there is one more quality that I don't know, it is inherent in me as a person or me, as someone who was brought up in Russia, I really don't like rules and break them in every possible way. And here it is not always welcome."</p>
<i>Russophone community</i>	<p>"Initially, when we conceived this project, we decided that development in Russia would be our competitive advantage, because, well, it's just possible to develop cheaper. <...> We found the first guys abroad, in Russia <...> We have now hired a guy whom we accidentally found through an IT club here in Canada, he is Russian, but he is in Canada."</p> <p>"We have one guy who helps us with a mobile application, he is probably a Canadian by all</p>	—	—

	pull	push	other
	<p>standards, because he moved here as a child, but he moved from Ukraine, so he therefore speaks a little Russian <...> But in order to build a fully fledged company <...> it, of course, will be 100% English-speaking. That is, just while we are scratching along, we are in the mode of creation now, and not growth, so we go along the path of least resistance."</p> <p>"I can't say that we somehow focus on Russian speakers, no. On the other hand <...> let's just say that in Russian it's easier to build relationships anyway. I will never be able to be so sincere and be myself in English, it just doesn't work that way. I moved here too late for that. I can get close to this, but this is my personal challenge. Maybe I'm exaggerating a little and it's not so bad. Definitely, everything is not so bad, but, nevertheless ... to build some kind of deep relationship, you need to do it in Russian. Now we want to get an advisor for ourselves, he is the vice president of Siemens in Russia, he recently sold his product to Siemens, it was an acquisition. He is a Russian speaker and has been living in BC for 20 years. So I think that with this person I could build such a good working relationship. It would be cool to</p>		

	pull	push	other
	<p>bring him to us, if not as an advisor, then maybe as some kind of VP of sales, to help us. So the goal is to build, of course, an international company with a strong presence in America, but I don't see anything wrong with hiring guys or working with guys with whom you understand each other better."</p> <p>"<...> Russian-speaking people from the post-Soviet community, they are a little bit more straightforward <...>. I see this rather as my competitive advantage, but sometimes you have to sort of 'take yourself by the scruff of the neck', you need to speak more carefully here, it's better to hide your Russianness here."</p> <p>"In one of our client companies there was a Russian-speaking girl with whom we negotiated, but then she went on maternity leave."</p>		

Appendix 8. Coding of the interview with Anastasiia

	pull	push	other
Personality traits			
<i>goal orientation</i>	"We have big plans and we are both young and we both, as I said, selfishly want to contribute so that this problem does not become an even bigger problem. Basically, yes, we have quite big plans. That is, we launched in America just a month ago, and over the next year we want to grow in British Columbia. Our goal is to increase the number of our locations by five times. That is, we now have 100 and we want to reach 500 by the end of the year, as well grow in Seattle and also launch our project in Ontario, in Toronto or Ottawa."	—	—
<i>ability to identify opportunities</i>	"<...> a good side of our business is that we fit, we fit into the climate community, we fit into the technology community, and we equally fit into the community of young entrepreneurs. That is, <...> you can get access to a sufficiently large number of people." "<...> there's a lot of support and a lot of funding available and just like a big push to get something implemented in Seattle. So there was"	—	—

	pull	push	other
	just like really good timing, um, and yeah, potential to gain some momentum through that as well. And then the other thing is just, um, access to talent as well. Microsoft headquarters are in Seattle. I think Amazon has a big, uh, headquarters in Seattle, so it's just kind of like a good place to be."		
<i>pragmatism</i>	"At that moment, I really wanted to go to the Netherlands, because I liked the country, because there were good programs, but purely pragmatically, it was not very easy about visas... and precisely because of this, because of visas, Canada was considered."	—	—
<i>detail-orientation, analytical mindset</i>	"I chose the specialization <...> operations & logistics because I've always been interested in some kind of optimization. My brain is working in such a way that, for example, I'm sitting at home now, I need to go to the supermarket, I automatically build the most optimal route in my head. I even know how traffic lights work, all sorts of things, where to press the button, etc. Similarly, when I come to the supermarket and let's say I need eggs, vegetables and tofu - I think about the best way to go in order to spend the least effort and time."	—	—
<i>dedication,</i>	"I had no interest in any additional difficulties,	—	—

	pull	push	other
<i>interest</i>	<p>adventures, there was nothing like that at all. I just wanted to fulfill this plan [graduate and get all the documents] in order to finally relax and, like a normal person, think about something else. But what happened is that, roughly speaking, we started this project when I was still at the university, in my senior year, and everything turned out so naturally that we launched the project in January or February of my last year, and graduation was in May. It turned out that by May it had developed greatly <...> <i>so I didn't even have a question in my head. Looking back, I believe that I didn't think about it, I just graduated, and I didn't have such a question - 'what am I going to do tomorrow?'. I woke up, I worked on this project and I was looking forward to see what would happen next. <...> Even six months after graduation, I didn't ask this question at all. It was just very interesting to me, it turned out cool, everything would be ... Like it made sense to work on it."</i></p> <p>"the most important thing for me is purpose, and in general, the understanding that what we do is not about me and not about my co-founder, and not about our team, it's about something bigger. The realization that you can</p>		

	pull	push	other
	<p>be a part of something bigger, you can be a part of some good changes, this gives motivation."</p> <p>"What would you like to do instead? There is nothing else, there is not a single company in the world that I would like to work for... that I would like to work for more than on this project."</p>		
<p><i>internal locus of control, resilience</i></p>	<p>"Of course, this is the protection of nature, because both my co-founder and I, we spend a lot of time in the mountains, in the water, in nature. Therefore, knowing how much plastic harms all this and how much plastic threatens the existence of all these places in general. This is, of course, motivation. In this regard, this is a rather selfish motivation: if I want to ski in 20 years, I need to work very hard, because <i>if no one does this, then there will be no skiing in 20 years.</i>"</p> <p>"Well, it seems to me that to some extent, many Russians, Russian speakers, have entrepreneurship in their blood. We are used to fighting for ourselves and taking advantage of other people. It seems to me that business is just about that, to benefit from certain circumstances</p>		

	pull	push	other
	<p>and certain relationships, and so on. So, it seems to me that entrepreneurship is such a fairly typical Russian activity compared to Canadians... Russians are more enterprising than Canadians."</p> <p>"Well, of course, yes, the support of all these accelerators help as well as help of some kind of ecosystems, groups etc. But again, it depends on you. If you go into this, try to meet people, communicate with someone, then you can find something, but it is also easy to close yourself in your room and not communicate with anyone. I make an effort. A deliberate directed effort to connect with people and kind of connect on a more than superficial level. Some people became a mentor, some people just help on certain issues, and so on and so forth. But I would say that taking part in accelerators helps enough. <...> a good side of our business is that we fit, we fit into the climate community, we fit into the technology community, and we equally fit into the community of young entrepreneurs. That is, <...> you can get access to a sufficiently large number of people."</p>		
<i>non-conformit</i>	"<...> they thought: 'What does she do? She	—	—

	pull	push	other
y	sells metal containers - but why? Who needs it?'		
<i>vision, strategic thinking</i>	"I chose the specialization <...> operations & logistics because I've always been interested in some kind of optimization. My brain is working in such a way that, for example, I'm sitting at home now, I need to go to the supermarket, I automatically build the most optimal route in my head. I even know how traffic lights work, all sorts of things, where to press the button, etc. Similarly, when I come to the supermarket and let's say I need eggs, vegetables and tofu - I think about the best way to go in order to spend the least effort and time."	—	—
<i>proactiveness</i>	" if I want to ski in 20 years, I need to work very hard, because if no one does this, then there will be no skiing in 20 years."	—	—
<i>desire to achieve</i>	"I was doing alpine skiing on a professional level and I was even in the junior national team of Russia for some time." "Perhaps the local environment is even too favorable ... The amount of free money that we received from the state is, of course, very, very unusual, I would say. We received more than CAD 1,000,000 in total. <...> compared to other countries <...> this is a lot. I ask myself: are we	—	—

	pull	push	other
	building a real business or are we relying on all these grants from the state and so on and so forth? So, of course, it helps us a lot to sustain our work, to plan and to achieve. But still, in my head, I keep asking myself: would we be able to build something of value [on our own], or we had survived only because of these grants? Of course, I try to convince myself that, well, grants are needed to start doing something and then everything will grow and there will be a real business. But I think about it a lot."		
<i>adaptability, flexibility</i>	"there has never been a conscious decision that yes, let's do a project, let's do entrepreneurship."	—	—
<i>desire to do good</i>	"Our goal and this is how we think about our business model is that we make money only if we do well for nature, that is, there is a real positive impact."	—	—
<i>willingness to take risks</i>	"I had no interest in any additional difficulties, adventures, there was nothing like that at all. I just wanted to fulfill this plan [graduate and get all the documents] in order to finally relax and, like a normal person, think about something else. But what happened is that, roughly speaking, we started this project when I was still at the university, in my senior year, and everything turned out so naturally that we	—	—

	pull	push	other
	<p>launched the project in January or February of my last year, and graduation was in May. It turned out that by May it had developed greatly <...> so I didn't even have a question in my head. Looking back, I believe that I didn't think about it, I just graduated, and I didn't have such a question - 'what am I going to do tomorrow?'. I woke up, I worked on this project and I was looking forward to see what would happen next. <...> Even six months after graduation, I didn't ask this question at all. It was just very interesting to me, it turned out cool, everything would be ... Like it made sense to work on it."</p> <p><i>"Entrepreneurship is scary, difficult, and once you start you can't... it feels like you can't stop. Sometimes I want to say that I am 24 years old and I want, like all my friends, to drink beer after work, and work from 9 to 5 and not think about anything at all, - entrepreneurship does not allow you that. But on the other hand, every morning I wake up and I want to go to work. Secondly, I know why I wake up at all, why I am here and so on and so forth. <...> a lot of my friends feel lost, they go to work and think why am I working? And who am I? Why am I here? I think doing your own thing helps in this</i></p>		

	pull	push	other
	regard. <...> There are pros and cons and it's not for everyone, but <i>it seems to work for me.</i> "		
Contextual factors			
<i>institutions</i>	<p>"I initially chose Canada from a pragmatic point of view, how does this visa and all such things work, how does a residence permit work ... you study for four years, you graduate, you get a job for a year, and after a year you can apply for a residence permit and they give it to you are more or less automatically."</p> <p>"Perhaps the local environment is even too favorable ... The amount of free money that we received from the state is, of course, very, very unusual, I would say. We received more than CAD 1,000,000 in total. <...> compared to other countries <...> this is a lot. I ask myself: are we building a real business or are we relying on all these grants from the state and so on and so forth? So, of course, it helps us a lot to sustain our work, to plan and to achieve. But still, in my head, I keep asking myself: would we be able to build something of value [on our own], or we had survived only because of these grants? Of course, I try to convince myself that,</p>	—	—

	pull	push	other
	<p>well, grants are needed to start doing something and then everything will grow and there will be a real business. But I think about it a lot."</p> <p>"at the state level [both on federal and provincial one] it's a little strange to me that the state gives out so much money - they give money for salaries, they give money for expansion, they give money for just everything."</p> <p>"The hardest part is at the beginning. Once you get into this whirlpool... I don't know if you got there at first, then they support you, and they give you more, more and more, if you do at least something there. And yes, it was difficult for us to get in at first. But as soon as we got the first funding there, everything else is just ... as if the doors are open for you. If you do something worthwhile, they will always support you. They have such a position that they are trying to support you. If you don't give them any too bad signals that they don't need to support you, they will find reasons to support you. That seems to me a good way to characterize how they work."</p> <p>"It depends exactly on the industry in which</p>		

	pull	push	other
	you are, since we're in climate community... Canada has a goal of being the first G7 to reach net 0 [emissions]. That is, if they set such a goal at the federal level, it is clear that all their programs, all grants, all support must correspond to this goal <...>. The industry influences how much support you get."		
<i>prior entrepreneuria l experience in the family</i>	"My grandfather, my father, and my mother are all entrepreneurs. I never thought about it, but it's real in the blood, in the brain or somewhere else. So yes, there are definitely a lot of entrepreneurs in my family."	—	—
<i>relationship with co-founder</i>	"My co-founder inspires me. He has a lot of energy"	—	—
<i>family support</i>	"In fact, my family is very supportive, but probably in the first year, I think they thought: 'What does she do? She sells metal containers - but why? Who needs it?' Now they have already reconciled and seem to be proud, etc. Such typical Russian parents... " "My family definitely inspires me."	—	—
<i>culture</i>	"Well, it seems to me that to some extent, many Russians, Russian speakers, have entrepreneurship in their blood. We are used to	—	"Well, at the highest level the difficulty for me so far is that I have never worked for any company. I mean, I don't really understand

	pull	push	other
	<p>fighting for ourselves and taking advantage of other people. It seems to me that business is just about that, to benefit from certain circumstances and certain relationships, and so on. So, it seems to me that entrepreneurship is such a fairly typical Russian activity compared to Canadians... Russians are more enterprising than Canadians."</p>		<p>how... I don't have a good understanding of how the business structure works in general. Now... hiring our first employee was scary. I wonder how should I communicate with them - be the boss, or be..? Because I am the youngest in the team and it seems to me that this kind of thing is purely Russian... I automatically have a hierarchy, so if they are older than me, I must respect them... or I am the most unimportant person, but as a leader, you cannot accept such a position, because you need to lead everyone, roughly speaking. Therefore, yes, it is this structure ... how to communicate with them ... Every month you need to do some kind of review, or every quarter, or every year... and what if they don't want to work, what if they don't respect me?"</p>
<i>Russophone community</i>	<p>"In recent months, I have been going to different networking events and I meet more and more Russian guys and everyone has the same story: 'we arrived a year ago, we arrived six months ago...' . That is, last year, to be honest, I noticed that more [Russian-speaking] people come here. My good Muscovite friends also moved here."</p>	—	<p>"While I was studying at the university, I had very few Russian-speaking even acquaintances, there were some Ukrainians, Kazakhs, but there were few Russians. I knew a group of Russian guys, but we weren't looking in the same direction. In general, there were some acquaintances, but there were no good Russian friends, and somehow I didn't think so much about Russians in Vancouver, because most of</p>

	pull	push	other
			<p>my friends somehow turned out to be Americans."</p> <p>"Those who do business, they arrived a long time ago, one arrived in 2019, the other in 2018. Just yesterday I also met a guy from Vladivostok. He moved there six months ago and he is not doing business yet, but he is willing to. So, the feeling is that they are moving here, and maybe for about six months or something they try to understand how things are done there and then they start [doing business]."</p>

Appendix 9. Coding of the interview with Midia

	pull	push	other
Personality traits			
<i>goal orientation</i>	"I wanted to make something mainstream out of Russian [cuisine]."	—	—
<i>ability to identify opportunities</i>	<p>"We also didn't have any Russian restaurants here, which were... well, not exactly for youth, but to which I could bring my friends."</p> <p>"So I wanted to do something for our generation. At that time there was this World Cup in Russia, and Russia was such a trendy country then and everyone was interested... it was a very good moment for Russia, one might say. <...> It was an ideal moment to open a restaurant connected with Russia."</p> <p>"At that moment there was a new trend to buy things that were made in the country ... there was such a movement to buy local things. <...> It seems to me that I was always looking for some kind of idea, because my parents have always been entrepreneurs, my parents have never been engaged in anything other than entrepreneurship. So this is how I grew up with</p>	—	—

	pull	push	other
	<p>it. I have always seen this, and as if it came naturally to me this fact ... I asked myself what my project would be like. This might be the first idea that came to me [clothing store]."</p>		
<p><i>dedication,</i> <i>hard work</i></p>	<p>"When Covid started, my dad advised me to get rid of the business, because it was not known what would happen next, no one knew what would happen next. For some reason, I decided to continue, because somehow ... It was some kind of blind hope or something ... In general, I think it was the fact that I saw how it used to be, I saw this growth in the first six months and I just could not say goodbye to this idea that the Covid would end and it would return to the same state again."</p> <p>"I was in the kitchen and it was like from that moment on I was stuck in the kitchen. It turns out that this is very problematic, because it is impossible to do everything at the same time ... and because I was kind of stuck in the kitchen, it had a bad effect on other things, because I could not promote other things as quickly as I would like to. I also did not have my attention on what was happening <...> in the restaurant itself <...>. I was always in the kitchen, and I</p>		

	pull	push	other
	<p>was so busy in the kitchen that I no longer understood that something was not right. At that moment, I just didn't want to ..., I thought, well, if I take a person to the kitchen, they won't be as careful, do things like me, and already something will go wrong. Just two or three months ago, I transferred the kitchen to other hands, and it turns out that I completely moved away from there. Now I'm not in the kitchen at all, sometimes of course I come there but more to check if everything is fine, to introduce new items on the menu. This is what I do too. Well, I left the kitchen. Now I'm more into ideas, I promote ideas. Well, I just put everything in its place in the restaurant, because for quite a long time due to the fact that I was stuck in the kitchen, in front, it somehow went by itself. Because it is impossible to give your attention to everything at the same time. Now I am finally doing what I need to do, which is to manage. Well, before that, I was like a cook <...>."</p>		
<i>responsibility</i>	<p>"The other thing that I found difficult was that all of a sudden I had a lot of responsibility. At that moment, I did not understand that I needed to learn how to delegate."</p>	—	—

	pull	push	other
	<p>"Well, again, the fact that I have such endless gratitude to my parents, I could not, in addition to this, pin it on them. So I pin everything on myself. I tried to somehow optimize things, pinning everything on myself. At that moment it was very difficult, because it put a lot of pressure on me."</p>		
<p><i>internal locus of control, resilience</i></p>	<p>"For two years it was more or less fine, but I didn't see any interesting growth, so I got rid of it and decided to sort of settle down, have a stable job. So I started to grow in the bank, go up the career ladder in the bank. But it was still a bit boring, and so I decided to eventually open a restaurant. It has nothing to do with my background at all. I didn't know anything at all. I was far away from all this. So I had to learn everything before opening it. I went to bar school, I went to university to study management, accounting, just to have some kind of basics or something to feel comfortable in this industry."</p> <p>"Well, again, the fact that I have such endless gratitude to my parents, I could not, in addition to this, pin it on them. So I pin everything on</p>		

	pull	push	other
	myself."		
<i>curiosity, desire to learn something new</i>	"I cooked, and in general it's not even my background, but you need to learn a lot in life <...>."	—	—
<i>authenticity, non-conformity</i>	"It's just an expression of who I am. Most people around me are not Russians, and I just wanted to create such an atmosphere, so that people could come in and feel comfortable, no matter what nationality you are. For example, our employees are 90% not Russian-speaking. At first this, of course, surprised those who came to the restaurant for the first time. Why don't the workers speak Russian? It was made on purpose. Because if everyone would be Russian-speaking, then this would create this type of Russian circle. You can go there, but if you are not one of them, then you will not feel comfortable." "At the same time, it is impossible to make everyone happy and I don't want to do it either. I don't want to 'be embarrassed' about who I am either."	—	—
<i>independence</i>	"I had another very important motivation that at the moment when I will have my family, I would like to be able to be at home with	—	—

	pull	push	other
	<p>children in their first years."</p> <p>"I wanted to organize in advance so that I would have this opportunity to be at home with my family. Well, at the same time, to have some kind of financial income, because for me it has always been very important to be financially independent, for example, from a man."</p>		
<i>willingness for self-fulfillment</i>	"When I finished my studies, I worked in this area and it was very boring. I can't sit and just do some boring work, it was very difficult for me. At that moment, I started my first business.<...> My first business was a clothing store, and at the same time I also worked in a bank."	—	—
<i>vision, strategic thinking</i>	<p>"I wanted to make something mainstream out of Russian [cuisine]."</p> <p>"We also didn't have any Russian restaurants here, which were... well, not exactly for youth, but to which I could bring my friends."</p> <p>"So I wanted to do something for our generation."</p>	—	—
<i>strive for innovation,</i>	"I've just recently started traveling to Russia, specifically to St. Petersburg, because I really	—	—

	pull	push	other
<i>creativity</i>	<p>like this city and by the way, it inspired me, so to speak, to open a restaurant."</p> <p>"When I finished my studies, I worked in this area and it was very boring. I can't sit and just do some boring work, it was very difficult for me. At that moment, I started my first business. <...> My first business was a clothing store, and at the same time I also worked in a bank."</p> <p>"For two years it was more or less fine, but I didn't see any interesting growth, so I got rid of it and decided to sort of settle down, have a stable job. So I started to grow in the bank, go up the career ladder in the bank. But it was still a bit boring, and so I decided to eventually open a restaurant."</p> <p>"I wanted to make something mainstream out of Russian [cuisine]."</p>		
<i>desire to achieve</i>	<p>"For two years it was more or less fine, but I didn't see any interesting growth, so I got rid of it and decided to sort of settle down, have a stable job. So I started to grow in the bank, go up the career ladder in the bank. But it was still a bit boring, and so I decided to eventually open</p>	—	—

	pull	push	other
	<p>a restaurant. It has nothing to do with my background at all. I didn't know anything at all. I was far away from all this. So I had to learn everything before opening it, I went to bar school, I went to university to study management, accounting, just to have some kind of basics or something to feel comfortable in this industry."</p>		
<p><i>willingness to take risks</i></p>	<p>"To tell the truth, I actually started the project at the moment when my dad once saw <...> a place that was for rent in the city center and which had an interesting price. So he said to me: 'well, do you want to try your ideas?' And at that moment it was not even somehow serious at all, but very quickly, in a month or two it already became something very serious. We have already signed a contract and, in general, I dived into it , left work for this project, and that's how it all happened."</p> <p>"When Covid started, my dad advised me to get rid of the business, because it was not known what would happen next, no one knew what would happen next. For some reason, I decided to continue, because somehow ... It was some kind of blind hope or something ... In general, I</p>		

	pull	push	other
	think it was the fact that I saw how it used to be, I saw this growth in the first six months and I just could not say goodbye to this idea that the Covid would end and it would return to the same state again."		
Contextual factors			
<i>financial constraints or financial motivation</i>	—	"I really wanted to create such a financial cushion for myself, so that when the moment comes, so that I can afford to be at home <...>. Therefore, this also motivated me to do some kind of project." "I wanted to organize in advance so that I would have this opportunity to be at home with my family. Well, at the same time, to have some kind of financial income, because for me it has always been very important to be financially independent, for example, from a man."	—
<i>institutions</i>	"Also about documents or something like that, it was very simple. Here, in this, I think, there is no difficulty. For example, opening a business as an entrepreneur, from the side of documents, it is generally very simple, so that this is not a problem."	—	—

	pull	push	other
	<p>"Because there are no requirements in the sense that everything is very accessible. Anyone can open a business, everything is very simple and you open an account, etc. I didn't think it was difficult."</p> <p>"Honestly, we simply would not have been able to survive this without the financial support of the state, it would have been simply impossible. <...> because at that moment all the workers were receiving help from the state <...>. Canada gave part of the money free of charge, it didn't have to be given back, but part of it, of course... Well, we are still paying for it <...>. We will probably pay for this for another two or three years."</p>		
<i>prior entrepreneurial experience</i>	<p>"When I finished my studies, I worked in this area and it was very boring. I can't sit and just do some boring work, it was very difficult for me. At that moment, I started my first business. <...> My first business was a clothing store, and at the same time I also worked in a bank."</p>	—	—
<i>prior entrepreneurial experience in the family</i>	<p>"At that moment there was a new trend to buy things that were made in the country ... there was such a movement to buy local things. <...> It seems to me that I was always looking for</p>	—	—

	pull	push	other
	<p>some kind of idea, because my parents have always been entrepreneurs, my parents have never been engaged in anything other than entrepreneurship. So this is how I grew up with it. I have always seen this, and as if it came naturally to me this fact ... I asked myself what my project would be like. This might be the first idea that came to me [clothing store]."</p> <p>"My dad always had a restaurant business too. This, perhaps, also influenced my taste, my choice. He has always been in the restaurant industry."</p>		
<i>family support</i>	<p>"At that moment, I started my first business. Naturally, it would not have happened without the financial help of my parents, because no matter what business idea a person implements, funds are needed. "</p> <p>"I've never been very interested in it. I have never been interested in his [father's] activities. Therefore, somehow it's not that I was there in his kitchen when I was little... No, this was not the case. Honestly I didn't appear at his restaurants at all, and he didn't let me appear. So it didn't really affect my choice. But this</p>	—	—

	pull	push	other
	<p>influenced the fact that, of course, my dad was able to help me later in many things when I opened it. Starting with advice, ending there with recipes."</p> <p>"But without them [parents], it would not have worked out, as it were. Well, how much capital do you need to have, say, to open a restaurant? These are such numbers that, well, a 30 year old cannot have."</p> <p>"I actually started the project at the moment when my dad once saw <...> a place that was for rent in the city center and which had an interesting price. So he said to me: 'well, do you want to try your ideas?' "</p> <p>"So we opened, and we had so much positive attention that we grew so quickly, we had queues. It was just so cool that ... My husband <...>, he's an engineer, a computer engineer... Things went so fast, the growth of the restaurant, that he even quit his job, which was very well paid, and we gave ourselves completely to this project. For us it was, of course, a very big risk, because at that moment it was him, his income was our family</p>		

	pull	push	other
	<p>income..."</p> <p>"During Covid, who was in the kitchen with me? It was me and my husband, who at that moment, as I told you, he quit his job, this good job, because [before Covid] our business was actively growing. So, during Covid, we ended up in the kitchen together. I'm from the banking industry, he's a computer engineer and we're in the kitchen. It's just kind of crazy. So it turns out that I was in the kitchen with him, maybe two or three years, and we worked alone."</p>		
<i>culture</i>	<p>"When I was a teenager, I was looking for some kind of articulation of my identity. Then I fully felt myself as 100% Russian. Although I grew up here, oddly enough, it was somehow super important for me the fact that I am Russian: I listened to Russian music and all my girlfriends were Russian. It was part of me. At that moment it was very important. Then, over time, when I was already, about 20 years old, there was no longer this need to build some kind of identity, and then I already simply perceived myself more as a Canadian with Russian origin. In principle, if someone asks me abroad, I won't be able to say that I'm Russian. Now I will say</p>	<p>"If you go to a Russian restaurant here, usually you rarely see a local person there, there will be mostly Russian-speaking people who go there to celebrate their birthday or wedding <...>. It turns out that if a local person comes there, they will not feel at ease, because it will feel as if they have entered a place where there are only Russians."</p> <p>"It's just an expression of who I am. Most people around me are not Russians, and I just wanted to create such an atmosphere, so that people could come in and feel comfortable, no matter what nationality you are. For example,</p>	<p>"If a person is older than me, I already have some kind of attitude towards them, for example, the attitude towards parents, towards friends' parents, it's just such pure respect for a person, simply because they are older."</p> <p>"There was more of a problem in how to present this Russian culture so that it was accepted normally, how to make decor so that there was no political context, how to do it all ... because it was so new! <...> what words to use, how to call myself, to think over this very idea was more difficult."</p>

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	<p>that I am Canadian with Russian roots."</p> <p>"If they ask me here in Montreal what nationality I am, then I will already say that I am Russian, because there are a lot of emigrants living here ... there is Italian community, there is a Greek one, etc. So here I already associate myself with the Russian community, but oddly enough, over time I have fewer and fewer Russian friends. It's not as important as when I was a teenager, for example."</p> <p>"I think this is a very difficult thing, because people who migrate, it seems to me, they constantly seem to be trying to find who they really are... because I can never say that I am 100% Canadian, although I have been here all my life, I grew up here, but at the same time I cannot say that I am Russian, because I don't even know what it means to be a Russian person, because I didn't grow up in Russia. It turns out that this is some kind of strange situation when you do not quite understand who you are. Well, it's just that over time you probably don't ask yourself many questions about this, but just I am from Canada, but with Russian origins. Interestingly it manifests</p>	<p>90% of our employees are not Russian-speaking. At first this, of course, surprised those who came to the restaurant for the first time. Why don't the workers speak Russian? It was made on purpose. Because if everyone was Russian-speaking, then this would create this type of Russian circle. You can go there, but if you are not one of them, then you will not feel comfortable."</p>	<p>"So I can't say that this is Russian cuisine. What does Russian cuisine mean? Here is borsch. Where it comes from? You can talk about it for hours and argue about it. I just can't say it's Russian, because it's just not true. The Ukrainians tell me that borsch is theirs, and the Poles say that it is theirs. It turns out that I had to, in order not to have all these questions, say that this cuisine is Russian-inspired, which comes from the former Soviet republics, so as not to offend anyone. By the way, this is also a component that we have in Montreal <...>. You have to be careful with some things. How would you say, for example, that borsch is Russian? Here the Poles will be dissatisfied. You have to satisfy everyone, otherwise you will be smeared on social networks and there will be problems right away. In short, we must always be careful with everything. When we made decor, we used Soviet components there, because I mean it is part of our culture. I don't know, here, for example, Soviet posters, I think they are so cool, we use them, but we chose very carefully what we would show. For example, when we first opened, we had a large mural from floor to top with Gagarin on it. <...> some attached him to the Soviet regime,</p>

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	<p>itself in many things. The mentality is different. I grew up with other values, so to say. With a lot of people who are Canadians, or more precisely Quebecois,<...> we do not have the same values in life, we have different attitudes to many important things in life. <...> I have a rather Russian approach to life."</p> <p>"It is very important for us, for example, to finish our studies well, as if we have to justify the sacrifices of our parents, <...> this constant feeling that you need to be the best and even better, because you need to justify these sacrifices of your parents."</p> <p>"Well, again, the fact that I have such endless gratitude to my parents, I could not, in addition to this, pin it on them. So I pin everything on myself."</p>		<p>and immediately began to talk about the Soviet oppression of people. In short, it always goes very far. So you have to be very careful with all these things."</p> <p>"Of course, it's more difficult now. Let's say I want to make an advertisement, it will be more difficult for me to write ... Like Radio Canada, right? I doubt that they will now do an interview with us and here, of course, we have difficulty. It turns out that advertising should be done more creatively by ourselves, we should do something ourselves. While before I could very much rely on these all around, you know, blogs and everything. Now the situation has really changed."</p>
<i>Russophone community</i>	<p>"One girl, she is Russian, well, from Moldova. Well, and so all <i>people of a different nationality, but somehow something binds them to Russia. Each of them has something, some kind of attachment.</i> Some study Russian at the university, some fell in love with Russia when they traveled there. Well, there is something,</p>	<p>"If you go to a Russian restaurant here, usually you rarely see a local person there, there will be mostly Russian-speaking people who go there to celebrate their birthday or wedding <...>. It turns out that if a local person comes there, they will not feel at ease, because it will feel as if they have entered a place where there are only</p>	<p>"The local Russian community loves to get involved in your affairs, and they often love to give their piece of advice and look for some opportunities for themselves. I do not know how to explain it. For example, many of them, when they found out that I was the owner of the restaurant, they wanted to meet with me in</p>

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	but they are not Russian. [about employees]"	<p>Russians."</p> <p>"It's just an expression of who I am. Most people around me are not Russians, and I just wanted to create such an atmosphere, so that people could come in and feel comfortable, no matter what nationality you are. For example, 90% of our employees are not Russian-speaking. At first this, of course, surprised those who came to the restaurant for the first time. Why don't the workers speak Russian? It was made on purpose. Because if everyone was Russian-speaking, then this would create this type of Russian circle. You can go there, but if you are not one of them, then you will not feel comfortable."</p> <p>"I didn't want it to be among the Russian community, I just wanted this [restaurant] to be for everyone. That's why I didn't want to go to Russian areas, areas where there are more Russians, Russian speakers, and there are basically all Russian shops, Russian restaurants and all these other things...in Côte Saint-Luc, Côtes des neiges <...>. I had a completely different mission."</p>	<p>order to offer some kind of their 'contribution'. It was just all over the place and most importantly, often it was inappropriate and unprofessional. It was difficult with the Russian community."</p> <p>"The role of the Russian language [in business]? Yes, it seems to me that it does not exist here at all, because no one speaks it except for me and one girl. I can say that we do not use it at all, there is no one to speak Russian with, and my husband does not speak Russian either, he is not Russian. So it doesn't seem to matter in my case."</p> <p>"I try to talk as little as possible with people who are active in the Russian community about my business. Because I don't want others to talk about it."</p> <p>"In Montreal, there are, say, one or two suppliers, and all Russian shops, Russian restaurants pass through them <...>. They are Russian speakers. Communication is like... 'Hello!', 'Goodbye!'. It ends there, but it's in Russian. <...> I barely [communicate] with them. I kind of come there and ask: 'do you</p>

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			have this today"? If so, I buy it, I take it and that's all."