

The involvement of Albanian Ethnic Immigrants in Entrepreneurship as a new possibility on their integration in the International Labour Market - their role in Transnational Bridging for homemade products (case of the province of Milan, Italy)

Ilir Bejtja, Elvira Fetahu

MA. I. BEJTJA, M.Sc. E. FETAHU

Abstract

It is like a circle, using business to build social integration and using social integration to increase competitiveness in the labour market for the Albanian ethnic immigrant minorities, increasing as well their human capital capacities, especially bridging transnational on domestic products and brands in order to make it easier for those to internationalize. Consequently, it will valorise their social position in the societies they live and work.

This paper addresses and analysis, as well as evaluates the role entrepreneurship has on the social development and social integration of the ethnic immigrant minorities and the increase of their attractiveness in the international labour market.

The paper addresses also the reasons and factors impacting the emerging of ethnic immigrant entrepreneurship worldwide and in EU. It analyzes their role on the world entrepreneurship and economic system, the actual situation of ethnic immigrant minorities, their social networks and organizations emerged due to their role as a new force and human capital in these markets. In this framework, being a transnational bridge on the internationalization of their home country products and culture, the Albanian ethnic immigrant entrepreneurship, as the main focus group of this study, can increase its possibilities to be more competitive in the labour market.

Economic integration induces immigrants to increase contacts and be part of economic networks and social networks too, as well as improve, as a necessity deriving from the economic competition, their human capital capacities and capabilities getting use of international labour market. Considering economic and human capital development we will measure their impact on

the social welfare and integration of the ethnic immigrant minority groups in the modern society (Albanians in Province of Milan, Italy).

Key words: Ethnic immigrant entrepreneurship, human capital, transnational bridging, social integration.

1. A conceptualization

One important line of research contributing to the studies about the labor market is the examination of social networks and the outcomes of it.

Observations from many researchers have shown that usually, job seekers with advantaged socioeconomic positions are less likely to use personal contacts in job searches and they are also the ones with a better human capital. So, from this perspective human capital reflects in education and work experience. Therefore the use of social capital in job searches results from deficit in human capital by substituting skills and knowledge with personal connections. However, according to Lim and Dumin, researches consistently indicate that between human capital and social capital a positive and significant relationship exists. To add to this, explanations state that those rich in human capital also tend to be rich in social capital.

Social capital is defined as resources embedded in social network (Lin 2001 b). "Social networks consist in direct and indirect ties, so that not all ties in a network are expected to interact or exchange information with one another. However, it is expected that through indirect ties such information can conceivably flow from one tie to another in the networks" (Lin and AO 2008). Through the relations in social networks the social capital recourses may influence to gain relative advantage in the labor market. According to Lin and Ao, identifying and differentiating the two components of social capital is very important. The first component, capacity, represents the pool of embedded, while the second, mobilization, represents activation of selected size and recourses. "Social capital theory (Lin 2001 b), suggests two possible determinants to account for the endogeneity of social capital capacity: socioeconomic standings and social participation" (Lim and AO 2008). The sociological principal of exchanges informs us that interactions are more likely to occur among individuals who have similar characteristics and lifestyles. So, according to these, social networks tend to be stronger among individuals who have the same or similar characteristics and recourses from the social and economic point of view. Thus, people with a specific social network have the tendency toward homophily among ties that is they tend to have relationship with the same people in their network who have the same socioeconomic

standing and access to positions. However individuals own activity in social networking and social participation could add value to his social capital.

The above explanations about social ties are very important in understanding the key role that social capital plays in entrepreneurial activity. One important determinant of the social capital is homophily defined as "the principle that a contact between similar people occurs at a higher level rate than among dissimilar people" (McPherson et al., 2001, p.416). In entrepreneurship, homophily is referred to as a social process which affects the activity of entrepreneurs and their success in their venture. According to Phillis, Tracey and Karra's study (2012), homophily consciously and strategically can be used from entrepreneurs to form and grow their ventures and also construct ties with shared nationality and shared experience of migration.

2. Transnational perspective

The field of transnational migration, first articulated around a decade ago is rapidly gaining recognition because of its importance and effect in economic perspective and social integration as well. The long distance relationship of immigrants with their home lands has always been a subject of research only from the monetary remittances aspect in particular. Indeed, past research have not analyzed in detail the macroeconomic effects, that transnational immigrant activity has for the hosting, but most important for their home countries. Using the transnational perspective, later researchers have generated multiple economic effects that the social cultural political and economic relations of immigrants with their homelands have specifically into the labor market. The involvement in these activities has significant influence and, meanwhile, transformed the way of international trade and production in countries of origin including also the culture of consumption. "Transnational leaving refers to wide panoply of social, cultural, political and economic cross-border relations that emerge, both wittingly and unwittingly, from immigrants' drive to maintain and reproduce their social milieu of origin from afar " (Guarnizo 2003). Not only the above considerations but also the immigrants' transnational entrepreneurship has been a subject of study for many recent researchers.

Transnational entrepreneurship as a special form of entrepreneurship derives from the many outcomes of transnational living. "Leading a life that straddles across national borders, engenders two main sets of processes" (Guarnizo, 2003). The first one is directed toward the host community and involves the processes associated with immigrant activity that helps to maintain the national identity of the immigrant, involving elements of their cultural practices, customs, and religion. The second direction is out of the host country and has to do with the maintaining of different ties with the country of

origin. These more or less stable ties include social economic and political relations with the home country. The above two directions and impacts of transnational living contribute to the immigrant entrepreneurship first and impact also many aspects of the living in the home country, exclusively. The direct impact from the first process is the internationalization of the producers of the country of origin and their products and services as well, deriving from the demand of the transnational consumers or immigrants consumption enclaves for goods and services with home country element of culture.

The immigrant demand for specific national goods and services allow the export of the last ones accompanied with the trans-nationalization of some kind of national services which could hardly be internationalized and be competitive abroad to the international market and consumer. This is also the case for the labor market. Because the offer of the immigrants is materialized with or embed some specific elements of the national country, means that the people doing the jobs related to these services are easier internationalized by going abroad to work and benefiting from this opportunity. They can also benefit from this opportunity increasing their standards and qualifications compared to the rest traditionally working in the home country. They do this in order to fit to the host country criteria and be competitive in the foreign market.

Considering the impact of immigrant entrepreneurship in the home country, we should also state that this impact is widening when it comes to other sectors of the home economy. In Albania, statistics show those immigrants are a very important market segment for other sectors of our home economy including construction and tourist industry.

3. Ethnic Migrant Business and Marketing

In a time of relationship marketing and just-in-time production, keeping effective communications with foreign actual and potential clients, suppliers, agents and distributors is of crucial importance for successful internationalization (Axelsson and Easton, 1991).

It is widely accepted now the importance of marketing research over exports and internationalization. Meanwhile, evidences show that very few small enterprises apply the systematic procedures in this aspect. One of the main reasons are the high costs of collecting and elaborating of information for the international trade and its behavior. Today small enterprises are more focused on the everyday problems and have modest objectives to be interested to adopt a long-term perspective. Small enterprises lack personnel, knowledge and resources for marketing research. Under this framework and situation are the nowadays Albanian entrepreneurs which intend internationalization. This situation has constantly pushed toward research of powerful and great

mediators who fulfill this deficiency by reducing at the same time also their ability to have lower distribution and internationalization costs. They remain in their majority EXW exporters.

Under this context of internationalization of small enterprises, we can also analyze the immigrant entrepreneurship in general with a limited personnel, which use market segments in difficulty and with a relatively low degree of attractiveness, which have human resources to a level not too high of knowhow, and suffering a high competition pressure taking into consideration their social status.

Issues that immigrant entrepreneurship faces and their specifics in organization, as well as the markets they target, but also the role they undertake in the market, show about a continuous and increased need of the use of marketing in this entrepreneurship. The coloring of marketing and its elements with ethnicity makes very specific the nature of marketing in these entrepreneurships and we call this "ethnic marketing", exercised in ethnic immigrant businesses.

Both, the cultural elements and the high level of reciprocity are very important in defining and projecting of marketing in general, but also of mix marketing to achieve an approach with ethnic orientation in the frame of a holistic marketing projected and applied from the ethnic entrepreneurships.

To add to this, we will define as ethnic marketing the processes undertaken from ethnic entrepreneurship for the understanding of consumer and market in general in the segments where they operate, the design of products and services, setting of the price, communication through ethnic channels and delivering of them toward ethnic segments of consumers, to fulfill their needs and maximize the profits of ethnic entrepreneurship in a high degree of sustainability.

The main specifics of this marketing, ethnic marketing, are the ethnic market segments - ethnic enclaves- ethnic product and services, ethnic communication channels and sustainable relationships with the immigrant and ethnic community.

In contemporary studies is stated that the first generations of immigrant entrepreneurs in Europe served and offered the possibility only to their ethnic communities by creating what today is called " ethnic market"-enclave. By many researchers and experiences especially in markets with ethnic diversity, this diversity is the key of future market and economic developments in general. If we consider some examples, we will see that the weight of the ethnic (minority) population in developed countries is very high (30% of US population, in EFTA 15 about 12%) and the effect of their economic, social and living activity in these countries is very important (Bosswell, 2005).

Also, the second generation of immigrants in these countries now has become a very important element of their population. Thus, about 36% of newborns in the EU, in immigrant families keep at the same time also the nationality of the country of origin, and this weight about 42% of all immigrants born outside the EU (Lelkes, 2007).

Albania is placed the second, with almost 88.2% of its immigrants in the EU. This shows a great potential related to the possibility to intermediate between home country and countries where they have immigrated. This intermediation can be cultural and related to the country integration in the international community, especially the European one, but also in the aspect of the creation of marketing communication and exchange channels between the economy of the home country and markets where they work and do business.

Immigrants and the ethnic communities in general represent a very important buying power in the market. Together with their total commitment in these economies, the immigrants have brought also their culture affiliation and ethnic behavior during the coexistence with the dominant population in these countries.

This means that their cultures, and yet in more details the tastes, behavior, traditions, services, menus and recipes, consumption models, their brands, are not unknown to the masses of consumers in these markets. We can easily notice in the wide communication of consumers in the places where immigrants are part of the communities, for the Chinese cuisine, for the Italian style, for the spicy Indian food, for the fine Egyptian tastes, for the traditional products from countries where modernization has not damaged yet the virginity of their production and the equilibrium they have with the nature.

Also, we notice in a large mass that immigrant integration in these places is not only social, but also economical and political. They are almost in many cases important elements in the market. They have built their niche environments of ethnic markets, where naturally also the behavior of business that operate in them is deeply oriented from their ethnicity. Based on human resources of these ethnic communities and on the ability they possess, they have also found themselves in different sectors of the economies of countries where have immigrated and in the form of entrepreneurship initiative and building of ethnic businesses.

These sectors are not exceptionally sectors with low attractiveness, but still ethnic entrepreneurship finds it easier to create in sectors where competition is relatively low from the domestic firms. In most of the cases it is stimulated also from the connections with businesses of the home country bringing their experiences and tradition of the home country in these markets.

There is no doubt that in the success of an ethnic entrepreneurship or degree of success we could have the effect of two variables, entrepreneurs in complex and social structural conditions. In the first, are included the role of entrepreneurs as individuals and the social, capital and human resources. In the second are included the economic, political and legal conditions that the host country can offer.

Different studies use the term ethnic entrepreneurship and others immigrant entrepreneurship. Both concepts are correct according to the scientific literature, although both of them have their pros and cons. Those who use the term ethnic entrepreneurship do this to avoid the term immigrant as long as they refer also to the second generation who cannot be exactly called in this way. From the other side, those who use the term immigrant entrepreneurship do this to avoid the misunderstandings, so that the focus is in the ethnic and cultural contexts of entrepreneurship.

Moreover, the ethnic immigrant entrepreneurship and ethnic entrepreneurs have always served as a bridge connecting the country of origin of the ethnic groups and the international market where they operate. They stand in between, as transmitter of the international standard of the behavior of the economies of origin and in the same time as distribution channels of the home country brands in the international trade by guaranteeing a less risky entry in the market but in the same time a more sustainable one. They do this first by building their niche segments of the market in the countries where have immigrated (enclave) with a profoundly national behavior, but in the same time are open for consumers of the host country by spreading in the same time the tastes in that market and by building sustainable connecting bridges between the taste of the home country and international market. By doing so, competitive advantage is gained through originality of the home country brand to pass in the future in its internationalization and in conditions of economies of scale.

4. Hypotheses and methodology

Considering the arguments discussed above, the main research question raised here is (*) "How ethnic immigrant entrepreneurship influences immigrant human capital in order to increase their attractiveness in the international labour market?" We will answer to this question measuring the impact this economic inclusion has on the social welfare and integration of the ethnic immigrant minority groups in the modern society (Albanians in Province of Milan, Italy). Under this question we can develop these hypotheses:

1. Ethnic immigrant entrepreneurship stimulates the improvement of human capital and performance of the immigrant minorities in the international market - case of Albanian immigrant group in Milan, Italy
2. The increased value of human capital of the Albanian ethnic immigrants, their social development and integration, increase their attractiveness in the international labour market.
3. Bridging transnational with the home country, increases their importance and attractiveness in both sides, home country and foreign international marketing channels.

Under these three hypotheses we can prove that first, ethnic immigrant entrepreneurship can foster at the first stage the creation of “ethnic niche markets - ethnic enclaves” of consumption and labor using the strong ties among egos from the Albanian immigrant minority groups abroad, in our case in Milan, Italy, and then, second stage, it can increase ties with alters from the international market due to the nature of entrepreneurship itself in order to expand their market and to reinforce their partnership with the locals in this market. Operating in the international market and being obliged to respect international standards of business, products and services, stimulates and obliges them to increase their quality of the demand for professionals and workers within ethnic immigrant enclaves, deriving with a strong improvement in quality of the immigrant human capital and their attractiveness in the international labour market too.

Second, increased professional value and improvement in human capital among ethnic immigrants, as well as their social development and involvement in social and category (by profession) associations, induces an increase in trust not only in micro-level, but meso- and macro-level among them too. This process increases considerably their social capital and their social integration in the local social communities where they live and work. A lot of differences and discrimination in their attractiveness to the international labor market reduce or lessen, increasing this way their social and professional inclusion in the market. Especially, this gives important results for the second generation of ethnic immigrants, holding the fact that they still conserve strong ties with their ethnic immigrant enclaves - egos, and their home country relatives as well, having larger contacts and weak ties with locals abroad and participating in social and professional networks in wide scale, independently of their nationality.

Third, bridging transnational with their home country, have some very important impacts to be proved as:

- a) Establishment of Albanian ethnic immigrant minority marketing channels, which are shorter, low cost and culturally easier to manage and operate, due to the dual belonging of this social group.
- b) Inducement of international market standards, in doing business and home country production, services and economy as a whole in Albania. This will make it easier for those to internationalize and compete internationally with others abroad, as well as to be acceptable for consumption and procedures widely abroad without the need to be modified and improved in quality importantly or radically.
- c) Increases their partnership as a business class or group abroad helping to create Albanian brand international trade, which can increase the possibilities of larger entry of the Albanian products and services in the international market. The effects are evident, more exports and imports for Albania in volume size, increased national income from the international trade, easier and larger entry of the Albanian brand and products in the international market, increased welfare of ethnic immigrant business and of their social position and classification of these last abroad, among locals.

In order to analyze this facts and arguments, and to test our hypotheses, we considered the ethnic immigrant entrepreneurship community in the province of Milan, Italy. We had their index from the Milan Chamber of Commerce with a population of 17 000 businesses. As the population as large enough, we placed a criterion to select a representative sample. We decided to consider all Albanian immigrant businesses with more than 5 employees. Once this filtering, we had a new population of 204 businesses, considered more relevant in the light of the issues raised here in this paper. We classified the sampling index according the sectors of economy and industries they operate, in order to understand better all the effects their involvement in business has had, as well as to understand better all the social processes related to their social and political inclusion.

We designed the questionnaire and conducted an online interviewing process, having backed at the first stage of interview a rate of 23% of compilation. In order to enlarge the sample for better representativeness to the total population, we delayed the first filtering criterion, using the criterion of "doing business bridging transnational" mounting in a total interviewers of 179 businesses, largely closer to the first sample (87.7%). We also conducted 13 direct interviews with specific Albanian immigrant businesses due to their belonging both, with the sector and the second criterion. This was done in order to get more direct answers related to the issues raised here above on the social inclusion, as well as market labor and specific data on human and social

capital. We processed the data collected for a list of variables using SPSS resulting in several results concluding with some important values and conclusions on the hypotheses raised here, especially the first two. Some of the most significant variables we considered are:

1. Origin of the founding capital
2. The mission and main type of the activity of the enterprise
3. Structure of the employees by origin
4. Number of employees
5. Total annual revenue
6. Structure of the customers
7. Structure of the suppliers by origin
8. Structure of the inputs by origin
9. Use of ICT
10. Quality of products and services
11. EU standards of production and consumption
12. Access to the financial capital
13. Level of competition
14. Structure of partners by origin
15. Participation in category networks
16. Education
17. Size of family
18. Doing business indicator in Albania
19. Doing business in Italy
20. Heredity of business within family
21. Global crisis

As for the third hypothesis we used gravity model to measure the impact Albanian ethnic immigrant entrepreneurship has in the home country economy, through increasing the internationalization of the Albanian products and services in Italy. The gravity model has its origin on the Newton's Law of gravity. It concludes that the bilateral trade flow between two countries i and j is proportional to the mass of labour or goods y_i , produced by the i country, attracted by a mass of demand y_j by j country, but it is inversely proportional to the distance between the two countries. Later, Anderson's first researches for the gravity model (1979) tell that a country is more likely to trade with a bilateral partner, than with the ones who are more resistant to trade. He bases his theory on the term CES (Constant Elasticity of Substitution) and that the demand for the goods depend on their place of origin. Among others, a big development to the models gave Bergstrand (1985) and Deardorff (1998), who added a Hecker- Ohlin structure. McCallum (1988) treated the gravity model

empirically. In order to sell a good there are many other possible markets, and to buy a good there are many other possible origins. So, the trade between two countries is influenced also by other alternatives they have to collaborate. Another variable is important to this end. According to McCollum (1995), it is named Remoteness Variable (REM). The variable expresses the average distance of region i from all other partners not including j .

Another gravity model is used by Rose (2000), which expresses the empirical form of the model. Further versions are the ones from Anderson and Wincoop (2003), who include multilateral trade resistance (MTR).

Nowadays, the gravity model trade flows between two countries is not only based on the distance and economic mass, but to estimate gravity model we should analyze bilateral trade resistance (BTR), which is the size of the barriers between two countries and also multilateral trade resistance (MTR), which are the barriers that both of the countries face in the trade with all the trading partners.

Rose (1999) used an augmented gravity model instead of the standard one in order to count for as many other factors as possible¹.

At this point we can easily see that the last version of the model fits considerably enough with the case of Albania and its possibilities to internationalize towards EU countries using all the channels and counting for the factors closely linking it with EU countries to which we share borders, or

¹ The equation Rose used in his methodology is as follows;

$$\ln x_{ijt} = \alpha_0 + \alpha_1 \ln (Y_i Y_j)_t + \alpha_2 (Y_i Y_j / \text{Pop}_i \text{Pop}_j)_t + \alpha_3 \ln D_{ij} + \alpha_4 \text{Cont}_{ij} + \alpha_5 \text{Lang}_{ij} + \alpha_6 \text{FTA}_{ijt} \\ + \alpha_7 \text{ComNat}_{ij} + \alpha_8 \text{ComCol}_{ij} + \alpha_9 \text{Colon}_{ij} + \gamma \text{CU}_{ijt} + \delta V(e_{ij})_t + \varepsilon_{ijt}$$

where i and j denotes countries, t denotes time, and the variables are defined as:

- X_{ij} denotes the value of bilateral trade between i and j ,
- Y is real GDP,
- Pop is population,
- D_{ij} is the distance between i and j ,
- Cont_{ij} is a binary variable which is unity if i and j share a land border,
- Lang_{ij} is a binary variable which is unity if i and j have a common official language,
- FTA_{ijt} is a binary variable which is unity if i and j belong to the same regional trade agreement,
- ComNat_{ij} is a binary variable which is unity if i and j are part of the same nation (e.g., France and its overseas departments),
- ComCol_{ij} is a binary variable which is unity if i and j were colonies after 1945 with the same colonizer,
- Colon_{ij} is a binary variable which is unity if i colonized j or *vice versa*,
- CU_{ijt} is a binary variable which is unity if i and j use the same currency at time t ,
- $V(e_{ij})_t$ is the volatility of the bilateral (between i and j) nominal exchange rate in the period before t ,
- α is a vector of nuisance coefficients, and
- ε_{ijt} represents the myriad other influences on bilateral exports, assumed to be well behaved.

other factors, here in the model considered as dummy variables. We can still rewrite the model as follow:

$$\ln x_{ijt} = \alpha_0 + \alpha_1 \ln(Y_i Y_j)_t + \alpha_2 (Y_i Y_j / \text{Pop}_i \text{Pop}_j)_t + \alpha_3 \ln D_{ij} + \alpha_4 \text{Cont}_{ij} \\ + \alpha_5 \text{Lang}_{ij} + \alpha_6 \text{FTA}_{ijt} + \alpha_7 \text{Eth. Encl}_{ij} + \alpha_8 \text{Eth. Immig}_{ij} \\ + \delta V(e_{ij})_t + \varepsilon_{ijt}$$

Where:

- i denotes Albania and j denotes EU countries, t denotes time, and the variables are defined as:
- X_{ij} denotes the value of bilateral trade between i and j , Albania and EU
- Y is real GDP,
- Pop is population, (this variable fits to the quotas' model used within EU in trade exchange planning)
- D_{ij} is the distance between i and j , which is not a very dynamic variable, and tends to be reduced in effect considering the progress of Albania toward EU
- Cont_{ij} is a binary variable which is unity if i and j share the border (we share borders with Italy and Greece)
- Lang_{ij} is a binary variable which is unity if i and j use marketing channels endowed to easily speak both official languages, Albanian and Italian
- FTA_{ij} is a binary variable which is unity if i and j belong to the same regional trade agreement, which is already active between EU and Albania (Euro One Certificate of Origin)
- Eth. Encl_{ij} is a binary variable which is unity if i and j have ethnic minorities
- Eth. Immig is a binary variable which is unity if i and j have immigrant minorities
- $V(e_{ij})_t$ is the volatility of the bilateral (between i and j) nominal exchange rate in the period before t ,
- α is a vector of nuisance coefficients, and
- ε_{ij} represents the myriad other influences on bilateral exports, assumed to be well behaved

Measuring the result of the international trade based mostly on the contribution of ethnic immigrant entrepreneurship, as well as running this as an explanatory variable in a regression together with other significant variables mentioned above, we can measure their impact on the social welfare and integration of the ethnic immigrant minority groups in the Italian society, and

labour market as well, considering as a dependent integral variable their social status performance in the Italian society.

Modelling this relation and resolving it for the variables mentioned here above, with the scope of finding ways to maximize the social performance and attractiveness of the Albanian ethnic immigrant community in the Province of Milan, Italy at the Italian labour market, as well as combined this performance with all the other benefits deriving from this inclusion are subject to another research study. It will combine all this factors building the HoQ (House of Quality) aiming to maximize the performance in front of the local social community and labour market there, considering also the other ethnic minority groups and immigrants too, in the area. This analysis can significantly contribute to the increased competitiveness of the Albanian immigrants compared to all the other labour forces in the market, reinforcing relations to networks other than Albanian ethnic enclaves abroad, and in Milan.

5. Findings

Once completing the deductive analysis of the statistically processed data collected through the online questionnaires and from the direct interviews too we found as follow:

Most of the Albanians subject to this research study (91.7%) gathered long experience working in the Italian market prior to establishing their own businesses there. They increased their human capital working, learning by doing, as well as through education, mostly professional in several training courses and other educational programs. Improving their standards of living and endowing Italian standards related to social life, they increased their social capital and then were addicted to their entrepreneurial capacity and capital, more skilled especially managerial.

Considering specific reasons why they decided to start their entrepreneurship, we found that (50%) were looking for more revenues and better economic situation, (91.7%) wanted to valorize better their human capital, (25%) for increasing their independence and prestige in the labour market and having a better social status among locals and (33%) to valorize better their professional skills and capacity.

Most of them, (83.3%) are founders of their own businesses, and (16%) have bought it from the others in the market. (83%) have been using their own financial capital and only (33%) have taken use of the financial system (banks and credit institutions).

They do not give numbers relating co-nationals employed in their enterprises, but they have employed Italians in a large range (90%). However they confirm that most of the employees are relatives or co-nationals.

Related to the effect of the global crisis they confirm in strong similarity of figures that all the three situations; increased number of employees, reduction or stable are common. While they confirm in a majority of (51%) to hold on the annual revenues and only (16%) plan to increase their business and revenues. The rest is in strong doubt to have a better position in the upcoming years.

More than (90%) of the entrepreneurs sell their products and services in the local market, Milan or Italy, and only (8.3%) sell in the international market, mostly EU.

Almost (90%) of their principal customers are Italians, and (8%) are other immigrant groups than Albanians.

(50%) of them have more than 100 important organizational buyers, and more than (90%) have Italian suppliers, being still far from transnational bridging with their home country.

All of the interviewees have an e-mail address, (11%) have their web page, and (22%) of them use publicity for their products and services.

In average (70%) of the interviewees refer to Italian professional consultants for accounting services, law matters and other services necessary to their business activity. Only (18.3%) do their own accounting and (11%) resolve their need for ICT.

Related to the strengths and weaknesses due to the global crisis, almost (82%) base their success in the quality of their products and services, (73%) count for the good image gained among the customers, (54%) have established intimate relations with their customers and are flexible to their needs and wants, and only (27%) see their success based on the competitive low prices. While, they suffer mostly the competition of other immigrant entrepreneurs operating in the same industry/sector (66,7%), (44%) suffer the competition by the Italian competitors which tells that the Albanian immigrant entrepreneurs still operate in sectors or industries not too much preferred by the locals, which do not enjoy the same prestige in the market. This certifies for a still low social inclusion and integration of the Albanian immigrants in Italy. (33.3%) of the entrepreneurs suffer access to the credit in the banks and credit institutions. More than (72%) think their businesses will come out stronger from the global crisis.

Regarding the necessity they have for highly qualified professionals more than (75%) agree and find it very important factor to the local competition. They also estimate strongly important the need for more qualified and qualitative financial and accounting services in order to save operational costs and better evaluate their projects for the future in terms of costs and benefits (70%). Still a small number, (14.5%) think on the importance of shorter

international marketing channels, (43%) are not sure and (42%) think this is not so important.

Regarding the importance and relevance on their businesses' success of their relatives (55%) agree or strongly agree, of their co-nationals (33%) agree and the rest are not sure or disagree, relations to Italians (60%) agree, only (14.5%) think the relations with Albanian associations in Albania are important and the rest equally are not sure or disagree, while (70%) of them think that participation and relations with Italian associations are very important to their business and to their inclusion in the social and labor market, as well as they find important this relations to the dissemination of the Albanian Trade brand in the international market.

Almost (80%) of them ask for important information on new partners for their business to their co-nationals (not parents) and (60%) of them ask to the Italian resources of information.

More than (80%) of them have relations with other co-national entrepreneurs, and (89%) of them are collaborative and cooperative relations. Only (11%) are relations of competition. While (90%) of them have business relations with Italians and almost all of them partnership relations.

Only (19%) of them have business relations with their home country entrepreneurs and all of them to intermediate for their entry and vending in Italy.

(37.5%) of them are members of Albanian cultural associations, (62.5%) are members of Italian associations of category, and (25%) participate in Italian cultural associations.

To conclude, more than (75%) of them are sure their education and professional experience has been decisive in their business start, more than (85%) think their ability in Italian language has been very much important for their business start, almost (80%) highly evaluate their ties and contacts with Italians, (60%) think the support of their own family has been of significant importance, they do not evaluate their links with the home country and their relatives there, (42%) think their former familiar and home country experience and education has been important to their business start and management, and the most important factors to their business start and administration are their necessity to work (92%) and their gained professional experience (100%).

It comes out also that (70%) of them do not think their sons should do the same businesses and works their parents are doing.

More than (70%) have hired their family women in their businesses, while all their businesses are managed by men.

(45.5%) of them think their contribution to the welfare improvement of their parent families in Albania is very much important and they are the principal contributors to this welfare.

6. Conclusions

Albanian immigrants in the province of Milan, Italy strongly think their involvement in entrepreneurship can improve their social inclusion and status among local community.

Albanian immigrant entrepreneurs largely think their human capital is very much important to their enterprises success, and vice versa, their involvement in entrepreneurial sector of labour market, can have a strong impact in their increase in human capital, and in their social inclusion and integration too.

They are convinced that increasing trust at meso- and macro-level, increasing ties with alters (Italians or other national immigrant groups) and reinforcing ties with egos can strongly impact on their success in business and economic development too.

They find that not just cost control can be their key for the success in their entrepreneurship. Increasing skills and quality, as well as being informed and updated to the new initiatives and generally to innovation are strong points of force in their perspective success.

They are well orientated to social, professional and category networks other than of Albanian ethnicity, which shows for a large integration of them in the social environment and in the international labour market.

They strongly believe that their attractiveness will increase based on their professional progress and experience, and on their education as well. They still are fare of thinking to bridge transnational and to benefit from this, even they claim for shorter international marketing channels, operating with lower tariffs for intermediation and for lower costs of operation.

But, they preserve and manage to have strong relations with their home country relatives and parent families, in a considerable start up point to facilitate the internationalization in the Italian market of the home country brands, products and services.

They still have low use of internet, except for e-mail communication, and of publicity and they are not supported by ethnic social media or involved in simple ethnic marketing efforts.

Differently from other ethnic minority groups, they are more open to modern society and foreign business, and their success is not oriented to Albanian ethnic enclaves of consumption.

They combine considerably their interests in labour power other than Albanian ones.

They need to increase their trust in public goods in order to better progress with their entrepreneurship.

They think their welfare and competitiveness can be strongly increased and improved being increasingly involved in entrepreneurial activities and being integrated to the international market and to the modern society in the province of Milan.

Political regulations in Albania fostering their transnational bridging can enhance their interests in Albanian products and their introduction in the international market, creating whereas their Albanian Trade brand of entrepreneurship. An increasing number of Albanian immigrant entrepreneurs have already registered their subsidiaries in Albania showing for their increased interest in their new role of ethnic transnational marketing channels.

Albanian immigrant entrepreneurship increased their competitiveness during the crisis explosion period because the cost element became important and demand more elastic toward prices.

List of References

- Akyüz, K. C. et al. 2010. "Examination of forest products trade between Turkey and European Union countries with gravity model approach." *Journal of Biotechnology* 9(16).
- Anon. 2012. "A Theory of Middleman Minorities Author (s): Edna Bonacich Reviewed work (s): Source : American Sociological Review , Vol . 38 , No . 5 (Oct ., 1973), pp . 583-594 Published by : American Sociological Association Stable, *American Sociological Review* 38(5):583-594.
- Anon. 2006. Aspetti strutturali del mercato del lavoro." 183-238.
- Bonacich E. 1973. "A theory of Middleman Minorities" *American Sociological Review*, 38, 583-594.
- Bosswell Ch., September 2005, "Global Commission on International Migration, Migration in Europe"
- Ceglowski, J. July 2006. "Does Gravity Matter in a Service Economy?" *Review of World Economics*. Springer. Vol.142, No.2. pp. 307-329
- Chiesi, A. M. and De Luca, D. 2012. "Imprenditori immigrati in Italia: il problema della dimensione e dell' efficienza". *Quaderni di sociologia. Un profilo degli imprenditori immigrati*. 58:46-65.
- Chiesi, A. M., De Luca, D. And Mutti, A. 2011. "Il profilo nazionale degli imprenditori immigrati in Italia, Mondi migranti,2.
- Chiesi, A. M. 2007. "Measuring Social Capital and its Effectiveness. The Case of Small Entrepreneurs in Italy." *European Sociological Review* 23(4):437-453.
- Chiesi, A. M. n.d. "Entrepreneurial Networks 1."
- Çipuri, R., and Koçibelli A. 2011. "Albanian Attitudes toward European Integration Milestones: Albanian Relations with the European Union." (March): 8-11.
- Kwon, S.-W., and Pia A. 2010. "Nations of entrepreneurs: A social capital perspective." *Journal of Business Venturing* 25(3):315-330.
- Ma, H., and Tan J. 2006. "Key components and implications of entrepreneurship: A 4-P framework." *Journal of Business Venturing* 21(5):704-725.
- Paas, Tiiu, and Egle Tafenau. 2005. "European trade integration in the Baltic Sea Region -."
- Lin, N and Ao, D. 2008. "The invisible hand of Social Capital: An exploratory study." *Social Capital. An international research program*, United Kingdom: Oxford University Press.107-132.
- Orsolya L., April 2007, Poverty among migrants in Europe, European Centre, Policy Brief

- Phillips, N., Tracey P, and Karra N. 2012. "Building entrepreneurial tie portfolios through strategic homophily: The role of narrative identity work in venture creation and early growth." *Journal of Business Venturing*.
- Rinaldini, M., Mattioli, F. and Baghi, I. 2012 " Il ruolo della famiglia nella genesi e nella gestione delle imprese di immigrati" *Quaderni di sociologia. Un profilo degli imprenditori immigrati*. 58:66-88.
- Rose, A. K. 1999. "Andrew K. Rose" *Economic Policy*.