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Influence of Cultural Difference on Self Employment:
Chinese people living in Gävle, Sweden

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Abstract


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Aim: This study aims to analyse the influences of cultural differences on self-employment for Chinese people in Gävle, Sweden. The study further discusses the opportunities for Chinese entrepreneurs to do business in Gävle, Sweden.

Method: We used qualitative approach as our research method. We focused on one to one interview as the tool for data collection. Eight respondents were selected as there are only eight Chinese entrepreneurs running 10 businesses in Gävle, Sweden at present.

Result & conclusions: The individual factors influence more on the decision making of being self-employed, especially the family, age, and education background factor. Furthermore, the risk taking attitude and the ability of information collecting can also impact the self-employment success. Cultural differences are not exactly a hinder for the entrepreneurship of self-employment, but rather are perceived as an opportunity by the respondents.

Suggestions for future research: This study was restricted to geographical limitation. It will be better if future research can concentrate on the relationship between
problems and opportunities for studies in the field of cultural differences in other locations and other countries.

**Contribution of the thesis:** This study shows how cultural difference impact self-employment from individual perspective and environmental perspective. It fills the gaps of related literatures; it is a detailed study of cultural influences on Chinese self-employed people living in Gävle, Sweden. It is helpful for Chinese who want to do self-employment in other countries, by understanding which specific factors to take into consideration in the process of conducting self-employment to succeed.

**Keyword:** Self-employment, China, Sweden, Cultural differences.
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1. Introduction

An overview of the research study is presented in this chapter. The principle of self-employment and the different influences on self-employment are focused in the background part. Furthermore, the purpose of the study and the research problems are specified. In the end, the limitations and disposition of the study are outlined as well.

1.1 Background

Self-employment refers to people preferring to create their own business rather than be hired as an employee, it is also a concept that people are willing to set up own family business instead of being employees in organizations (Wang et al., 2012). Baumol (2000) indicated that there is an accumulative number of people selected own entrepreneurship, as they are influenced under current economic situation. In addition, Douglas and Shepherd (2002) proposed that self-employment could be considered as one way of becoming the people who attaining higher income, instead of being wage-employed. Self-employment is more feasible and practical to be in small business, and people who own more assets have more potential to be self-employed; to some extent, the funding limitation denied out the intentions of a major portion of potential small business owners (Bates, 1995). The self-employed people (SEPs) not only create business for themselves, but also create employment opportunities for job hunters (Hammarstedt, 2009).

Douglas and Shepherd (2002) thought that the impact of self-employment on a person is enormous because it relates to job support, income, independence and the risk to consider. They further specified that the degree of intention for people becoming self-employed depends on their tolerance for the crisis, the capability to deal with risk, and the level of independence. Douglas and Shepherd (2002) also proposed that to be
an entrepreneur, people’s intention and attitude are not the most decisive and necessary factors; in fact, the advent of suitable self-employment opportunity and the money required to support this opportunity are the most important.

Previous researches have shown subjective (individual) factors about self-employed, such as autonomy, enthusiasm, innovativeness, self-restraint, efficacy, competitive aggressiveness and risk exposure, which are more influential than objective factors (environmental), like government policy, society system and social network, which cannot be controlled by the self-employers (Wang et al., 2012). In recent years, there is a growing number of Chinese working in Sweden (Bates, 1997); some of them have shown interest in self-employment instead of working for others.

In human history, culture has always played an important role. Trompenaars and Hampden-Turner (2012) think that the different cultures make the world into various societies with different values; people from different areas may have different even diametrically opposed ways of thinking and doing things. Hofstede et al (2010) also propose that cultural differences influence people who work abroad, in a completely different society from their native land; in addition, each culture contains a wide variety of personal values, specific performance on individual differences. Moreover, the discrepancy between Western and Eastern countries can be easily found in various spheres. For instance, different behaviors of society and religion, in a broad sense, influence daily behavior and management style (Bik, 2010). It might be a collision.

China and Sweden are diametrically opposite countries in some perspectives (Hofstede et al., 2010). The differences in the two cultures make the country different in their national system, value, government policy, and human behavior (Hofstede et al., 2010). It can directly influence Chinese people seeking self-employment in Gävle, Sweden.

Evidence form the website of the official introduction (Sweden.se | the official site of Sweden) shows Sweden is a highly developed Nordic country with lots of
world-renowned companies, such as Ericsson, IKEA, and Volvo. With advanced high-tech and innovation ability, Sweden has created various inventions. Politically, Sweden is a neutral country that advocates the pacifism and accepts the asylum application from the United Nations. It is also the place to award the Nobel Prize. Sweden is considered as a country of equality with its simple and open style on international cooperation. Swedes are not as common as Europeans who were born in the most developed regions of Europe; in fact, they are relatively conservative, quite modest and extremely independent. Swedes are not harsh to criticize others.

Currently China is not only the fastest growing developing country, but also one of the countries that own and reserve the world’s most ancient civilization (Yueh, 2010); Chinese people advocate “ren he”, which means keeping harmonious interpersonal relationships with others and paying attention to good self-etiquette, they do not like to make others embarrassed and are sensitive to the changes of facial expressions (Hofstede et al., 2010). Although having the fastest-growing rate in the world on GDP (about 10% per year), China still has a low per capita income (Yueh, 2010). Because of the large population (1.4 billion) and the restriction of development, Chinese labor is quite cheap and surpluses, the problems of income inequality, underemployment, and education system need to be solved (Jia et al., 2013).

1.2 Purpose and Research questions

It is a quite difficult challenge for people to start brand new career in abroad country. According to Hammarstedt (2009), there are several controllable variables that caused by self-employment establishing in which the policy, environment, cultural differences, family background and other factors could affect people’s action. In this sense, the purpose of this study is to investigate the influences of cultural differences on self-employment for Chinese people in Gävle, Sweden. The study further discusses the opportunities and problems for Chinese entrepreneurs to do business in Gävle, Sweden. Thus, the following research questions are conducted:
What is the influence of cultural differences on self-employment?

What problems and opportunities are witnessed by people while exploiting self-employment?

1.3 Limitation

Despite there is literature related to self-employment, a gap of relevant researches on Chinese people in Sweden was a big motivation to do an investigation. Since the topic of self-employment is still under development (Wang & Yang, 2013), it needs a long time to conduct investigation and obtain evidence. In addition, each company or individual has the possibility of distinctive characteristics and situations; this influences the results from the diverse respondents.

Since the limitation on time and space, the research is focused on Gävle with a small sample. It was a challenge to find suitable respondents as much as possible, thus the result may not be widespread and practical to other areas. The future research will take these situations into consideration to make further study well-accepted.

1.4 Disposition

The subsequent sections comprise: Literature review, methodology, empirical study, analysis and discussion, conclusion, finally followed with reference and appendix.

In literature review, we collected relevant theories from authoritative research as the basis and set own research model. In methodology part, the research method was discussed and confirmed. In empirical study part, we showed the data collection from our respondents. In analysis part, own research model was used to analyze the data; the issues about self-employment and research result were displayed. Finally, an answering of the topic and further outlook was in conclusion part.
2. Literature Review

This chapter deals with the theoretical framework of the study. We extend the existing studies in two directions: first the individual factors and environmental factors which influence people become self-employed; second the national cultural dimensions about China and Sweden. After that, we build own model which combines individual and environmental factors in the context of cultural differences on self-employed.

2.1 Self-employment

Self-employment means that people are running their business companies instead of being an employee and working for others (Aguilar et al., 2013). It is a tendency to work in recent years. There are two factors leading to self-employment: individual factors and environmental factors (Wellington, 2006), as it can be seen in Figure 1.

Figure 1 Model of self-employment

Source: Adopted from Wang & Yang, 2013; p.235 and own construction
2.1.1. Individual factors

Stay or migrant is a factor to be considered when entrepreneurs start a company in a foreign country. Some factors such as age, gender, education level and Marital status have been applied in this study as metadata (Wang et al., 2013), as it has a great impact on people’s choice when making their decision on business. This study is about several factors which impact Chinese self-employed based on different culture background. Such factors present as follow:

**Marital status** — it has a small significant effect when people choose their career life (Cowling & Taylor, 2001). For SMEs, the marriage can be seen as an expansion of the relationship among the network channels. Study shows that unmarried people are more willing to carry out self-employment business rather than married people (Yang & Wang, 2013). Generally it indicate the presence that children tend to reduce self-employment, Kim (2007) argued that the relatively large gap early in the life-cycle is not driven by marriage affects, the marriage tends to increase the self-employment propensity.

**Education level** — the education level, to some extent, determines what kind of work a person would like to be engaged in (Skriabikova et al., 2014). For instance, developing countries with lower education level have more manual workers while there are more intellectual works in developed countries that have higher education level (Wild & Wild, 2014). Kim (2007) confirms that better educated individuals are more likely to be self-employed; people got the human capital, managerial ability and professional knowledge from school (Lkhagvasuren, 2014).

**Gender** — The research of self-employed in the developing countries have been made by Gindling and Newhouse (2012) and the result shows that men are more likely to be a self-employed worker while women have more interest in being a non-employed or agricultural non-paid employees. The gender differences of self-employed is mainly from individuality element, as Devine (1994) said, self-employed men have more
willing to be in a high-paying occupation with a higher education background in an average level. Furthermore, self-employed men are more likely to incorporate a business. On the other hand, self-employed women are more likely to be in service occupations. Clain (2000) argued that the personal characteristics have a certain effect on self-employed differently with the gender differences. Being white and being married tend to have a negative impact on women but have a positive impact on men. Even though, women might place a higher value on the nonwage aspects of self-employment than men do (Kuhn & Schuetze, 2001). Whether women and men are equal with preferences for self-employment to start a business, women have less risk-tolerant than men do (Hughes, 2006). Accordingly, women have a lower preference than men (Verheul et al., 2012).

**Age** — 20-40 years old is the peak of entrepreneurship; some people become self-employed to start their own business (Tinsley, 2000). However, after 40 years old, people are gradually content with their original career. Younger males have less willing to be self-employed than older males (Tinsley, 2000).

**Family** — family has an effect on people’s entrepreneur. If the family is not rich enough, running companies will be challenging and difficult. Thus, most people select wage-employed jobs with guaranteed and stable career or some choose self-employed with small retail industries; if it is wealthy, most select to inherit the family business, reducing much efforts and it will be completely different (Hundley, 2006). On the other hand, the flexibility of self-employment allows women to balance their life and work (Hughes, 2006).

Furthermore, there are other three factors that can be seen as the personal ability that influence the success of self-employment.

**Risk attitude** — the choice of employment status affected by different individuals due to the self-employment have the risky nature (Skriabikova et al., 2014). The risk attitude is transmitted from one generation to the next (Dohmen et al., 2012). Most
people are said to be not risky, which means individuals would not seek out extra risk without compensation (Douglas, 2002). Dohmen (2012) finds that the significant effects of risk attitudes will influence the decision of people to be a self-employed and they may be willing to take risks though they have very limited knowledge about self-employment or business operating experience. Verheul (2012) argued that risk-averse individuals are less likely to engage in self-employment over wage employment than are risk-tolerant individuals. Moreover, the less risk-averse let men tend to be self-employed (Verheul et al., 2012).

**The ability of Information collection** — the ability of information collection is the key to success for a company (Hideg, 2014). The information is not only about the basic knowledge of self-employed, but also the policies, management, operation and other relevant data or even the information of goods and customers (Hundley, 2001). Compare the difference between people in general and entrepreneurs, the absorptive capacity associated with general human capital obtained through formal education. Another knowledge such as tacit knowledge obtained through experience instead of the normal way (Bosma et al., 2012).

**Growth Potential** — there are two levels for self-employed people to consider in achieving success. The biggest difference is the strength of growth potential. On the top level, the self-employed that can identify it have the potential to grow and they actually focus on the growth, while the entrepreneurs who are lack of the potential to grow are on the bottom level (Gindling & Newhouse, 2013). A high proportion of workers lack potential for innovative self-employment need policies to change. If unsuccessful self-employed is absorbed into wage employment with the development of the country, it indicates that the growth in the private sector of wages is the most important to develop (Wang & Yang, 2013).
2.1.2 Environmental factors

✓ Social norms regarding self-employment

Social norms mean predictable patterns of behavior in any particular social mode; it is used to define the public acceptability of behavior, activity and speaking (Tonoyan et al., 2006). In the early days of China’s reform, making money through private commercial activities run counter to the socialist and communist ideology, it becoming unacceptable and illegal (Wu, 2002). With China’s economic development, increasing opportunities have emerged in front of people, but many Chinese with old social attitudes are still confused of new business ideas, which bring the result that it is very difficult for the government or the private companies to operate (Tan, 1996). This uncertainty makes many potential Chinese entrepreneurs take a “wait and see” attitude to self-employment while others begin to invest overseas with a clear environment (Hofstede & Bond, 1988).

✓ Social networks

Social networks are the relationships between individuals and organizations. Though the history of private business in China is not very long, Chinese society has a strong social network with deep-seated tradition; at the same time, some informal institutions play an important role in the development of self-employment (Yueh, 2010).

✓ Formal and informal institutions

Both formal and informal institutions are important for economic development; government has some incentive infrastructures including the procedures, the time, and the cost of carrying out the process required to start a business (World Bank, 2010). China’s legal norms are still in the stage of improvement, while most rights belong to the government. Therefore, the unfair competition between private and state-owned enterprises has always existed (Wang et al., 2012).
2.2 Culture differences

People transmit information to each other through speaking language or body language (Wild & Wild, 2014). To understand the language is the key of the comprehension of a culture (Bik, 2010). Foreigner will encounter intercultural contact when they in a new cultural environment, which means it, might be significantly different from they used to live (Hofstede et al., 2010). Our brain contains the fundamental values that were formed in early age and influence us on dealing with things constantly; it has become an unconscious habit (Bik, 2010). Cultural factors affect management processes, then affect the efficiency of the administration and management, finally affect the efficiency of the entire organization (Wild & Wild, 2014). To analyze the self-employed people’s psychology, motivation, behavior and achievement, it is necessary to link the self-employment factors to culture (Taras & Steel, 2009). Now there has established several sets of theories about cross-cultural management with own frameworks, for instance Hofstede’s theory about cultural dimension, Trompennars’ theory about cultural delivery in business and House et al.’s theory about project GLOBE. Those theories are partly different when reflected on interpretation of culture as well as the specific scope of their research (Bik, 2010). To choose the most suitable theory for our research, we discuss three theories for a comparison to make the decision for theory selection, then combine it with the factors of self-employment to build own model for this study.

2.2.1 National Cultural Dimensions

✔ Theories Discussion

Chronologically, Hofstede’s theory about cultural dimensions was the primary theory that published in 1980, he conducted the theory in the 1970s and the study is still developing (Bik, 2010). The cultural dimensions were initially called “Culture’s Consequences”; the data collection came from IBM employees and mapped more
than 50 countries (Hofstede et al., 2010). Hereafter, Hofstede increased the range of data collection and considered cultural difference on both countries and organizations. Now the culture dimensions mapped more than 100 countries and have been “the best-known cross cultural study” in cross-cultural management (Bik, 2010). Hofstede proposed the perspective of cultural differences on 6 dimensions: Individualism (IDV), Power distance (PDI), Masculinity (MAS), Uncertainty avoidance (UAI), Long term Orientation (LTO), and Indulgence (IND).

- PDI refers to the degree of the power inequality among people and the acceptance of power that are unequally distributed. The fundamental issue here is how to deal with the hierarchy problem. High power distance makes people accept unequal power and subject to the higher-order management; Low power distance tends to flatten, meaning the pursuit of equality and striving for justification for inequalities of power (Hofstede et al., 2010).

- Higher score on IDV dimension means individualism, which refers to the degree of personal independence and a high degree of work freedom and privacy; people just need to take care of themselves and immediate family. Conversely, Low score means collectivism that represents a social form that people spend time on group members for the absolute loyalty exchanging (Hofstede et al., 2010).

- MAS refers to the social gender temperament. Masculinity means a preference of achievement pursuit, heroism, incentives and self-confidence in society work; it is more closed to competitiveness. Femininity focuses on the preference of cooperation, life quality, modesty and work relaxation (Hofstede et al., 2010).

- UAI dimension refers the degree that the discomfort of uncertainty and ambiguity happened to society members. The issue here is the attitude to deal with the unpredictable fact in the future: control it or to let it go. Higher score on this dimension shows a tough attitude to prevent the crisis and being intolerable, while the lower score tends to keep a relaxed attitude to accept it spontaneously.
and to solve (Hofstede et al., 2010).

- Low score on LTO prefers to keep the original tradition and norm to observe social change sceptically, referring to the short term normative orientation. High score means people are willing to change, with a pragmatic attitude to work hard and encourage education and thrifty, to prepare for the future, meaning the Long term orientation (Hofstede et al., 2010).

- IND dimension means that in the indulgence society people follow the human nature to enjoy life and have fun, or in restrained society people constrain and suppress their own desires to regulate it by social norms. This dimension also relates to personal assertiveness and convergence (Hofstede et al., 2010).

Followed, Trompenaars and Hampden-Turner’s theory about cultural diversity was established. It shows managers how to establish cross-cultural skills, sensitiveness and awareness necessary in today’s global business condition, and set 7 dimensions of business behavior (Trompenaars & Hampden-Turner, 2012). Except for “Specific versus Diffuse cultures” and “Internal locus of control versus External locus of control”, the other 5 dimensions are similar to Hofstede’s cultural dimensions. “Universalism versus Particularism” is similar to PDI dimension, “Individualism versus Communitarianism” corresponds to IDV dimension, “Neutral versus Affective” is analogous to IND dimension, “Achievement versus Ascription” and MAS dimension, and “Sequential versus Synchronic” refers time that similar to LTO dimension.

- Specific versus Diffuse cultures refers that people contact with others only in the specific field and the single range of character or try to engage from several field and different person at the same time, which relates to the concept of “saving face” (Trompenaars & Hampden-Turner, 2012).

- Internal locus of control versus External locus of control refers the attitude of
people and nature: Internal control prefers people impose their own will to control the nature and External control prefer people deal with things in their natural temper and they are part of nature (Trompenaars & Hampden-Turner, 2012).

Based on previous research, House et al.’s Project GLOBE was conducted and presented 62 society scores on 9 major attributes of culture. The GLOBE means Global Leadership and Organizational Behaviour Effectiveness research program, which researches cultural influences on leadership, organizational effectiveness, social economic competitiveness, and stuff conditions (Bik, 2010). The 9 dimensions of Project GLOBE are similar to Hofstede’s dimension and more comprehensive because they measure both the cultural practices and cultural values (House et al., 2004), some of the dimensions are different from Hofstede:

- Assertiveness represents a mode of expression and communication, a capability to deal with emotional control and propose refusal. Highly assertive people are expected to ascribe to their achievements rather than to natures, for instance, the age, education, or family (House et al., 2004).

- In-Group Collectivism represents the degree to expression of pride, loyalty, cohesiveness in family or organizations (House et al., 2004). People are considered as an element of the group that take their responsibilities to fulfil their obligations. In a significant in-group collectivism society, people have a strong sense of honour for their organization and family (House et al., 2004).

- Performance orientation means encouragement and rewards to group members for their performance improvement, achievements, innovation and excellence (House et al., 2004).

- Gender egalitarianism means the degree to minimize gender difference to reach gender equality as much as possible (House et al., 2004). Gender egalitarianism emphasizes social equality, diversity and inclusiveness through respecting and
understanding each other to build a better relationship of social members (House et al., 2004).

From the above, the Project GLOBE deepened the study on cross-cultural management that developed Hofstede’s theory and Trompenaars’ theory; by far it is the most complete and comprehensive research on this field (Bik, 2010).

✔ Theory selection

By comparing the backgrounds, the use of the range and the elements of analysis from the three theories, we select Hofstede’s cultural dimension as theoretical support for further process of our study.

Hofstede’s study is the first study on the field of cross-cultural management (Hofstede et al., 2010) and has been the “best-known cross-culture study” (House et al., 2004) and widely used by various scholars. The model of Hofstede’s study is robust and the most widely covered a range of countries and a number of respondents and it established the most comprehensive and comparative study for nation-level (House et al., 2004). Despite an increasing controversy, Hofstede’s study is being recognized far beyond the academic world (Bik, 2010).

Besides, the authoritative and extensive Hofstede’s study is embodied in a detailed assessment and description of the study that each country does (Bik, 2010). From Hofstede et al. (2010), we can gather a comprehensive theoretical work of each individual country, including the country profiles, the scores for each dimension with detailed interpretation, and specific examples. However, we did not find such a comprehensive and detailed data from the other two theories.

Moreover, Hofstede’s study is the first study of cross-cultural and has contained the core framework and became the basis for further study, which is still developing (Trompenaars & Hampden-Turner, 2012). To some extent, despite new ideas, the other two theories are fundamentally similar to Hofstede’s study (Bik, 2010).
2.2.2 National Cultural Dimensions of China and Sweden

✓ Cultural indicators of China

Figure 2 Score of cultural dimensions of China on Hofstede's model

Source: Adopted from Hofstede et al., 2010; p. 57-284 and own construction

As Figure 2 presents, China shows a high score on power distance, masculinity and long term orientation while it shows a low score on individualism, uncertainty avoidance and indulgence.

80 points on power distance represent the inequality between individuals in Chinese society. People are not equal and accustomed to this phenomenon and concept. The boss and supervisor here have the absolute right to command the staff to obey them, which means that the relationship and the power between staff and supervisors are polarized (Bik, 2010). Staffs are influenced by boss and have less chance to create their individual intelligence, and it is difficult to defend against power abuse. Much of the leadership is boss’s ability and thinking instead of mutual exchanges (Hofstede et al., 2010).
20 points on individualism mean China is a collectivist country that needs to pay energy on the member of “groups” in exchange of benefits and loyalty. People are not individual “me”, instead it is “we” – in a highly collective country the group benefit is NO.1 to promise and reach and even sometimes people have to sacrifice their private time to complete a collective work (Hofstede et al., 2010). On the other hands, collectivism does not represent a friendly, harmonious and intimate relationship between the colleague and working partners. The “group” is the only target.

66 points on masculinity expressed China has a value-oriented social atmosphere. In such a society, people are competing to achieve success. Value is the definition of success, so people are striving to become a better person through a variety of means (Hofstede et al., 2010). For example, Chinese students are very concerned about their exam scores and ranks because of the value-oriented standard and high score are the criteria of “success” and achievement.

30 points on uncertainty avoidance mean that Chinese are easy-going when they avoid unexpected crisis. Because of the language differences, Chinese are full of ambiguous and flexible elements to deal with unknown happenings and it is easy for them to adjust to actual situations, which are almost impossible for western people. It is an advantage that Chinese people are predominant on entrepreneurship (Hofstede et al., 2010).

87 points on long term orientation mean Long term orientation. A pragmatic attitude refers that people are willing to change in response to the different variables instead of maintaining tradition and norms (Hofstede et al., 2010). The pragmatic culture makes Chinese think that the truth depends on the actual situation, time and surrounding. They have a strong capability not only to adjust to tradition but also to change existing conditions well at thriftiness, save and invest to reach achievements.

24 points on indulgence mean that China is a restrained society. Generally speaking, a low score on this dimension represents a tendency to cynicism and pessimism
(Hofstede et al., 2010). The restrained society pay more attention to work, so people do not care about their private time so much and control themselves strictly for gratification of their desires. Perhaps they have their ideas, but usually it is constrained by the society and will be impacted into a guilt feeling and self-reflection.

✓ Cultural indicators of Sweden

Figure 3 Score of cultural dimensions of Sweden on Hofstede's model

![Cultural Dimensions of Sweden](image)

Source: Adopted from Hofstede et al., 2010; p. 57-284 and own construction

Following Figure 3, we can see that there was a high score on individualism, a medium score on long term orientation and indulgence, and a low score on power distance, masculinity and uncertainty avoidance in Sweden.

31 on power distance meaning that Sweden shows a low score and a different style from China on this dimension. The relationship between the leader and staff is balanced that is, they have equal rights and can easily communicate with each other. The power is relatively decentralized; organization operating depends on both the leadership of the board and experience of group members. Even it can be generalized that people hate to be controlled. The attitude of the staff towards managers is informal (Hofstede et al., 2010).
71 on individualism represents that Sweden is an individualistic society. The Swedish are preferred to be independent in their jobs, and only taking care of themselves and families. The common benefits determine the relationship between the employer and employee; personal capability determines the decision about hiring and promotion (Hofstede et al., 2010).

5 on masculinity mean that Sweden is probably a feminine society. Achievement is not the first standard of success; the most important thing is to keep a balance between one’s life and work. Usually, managers advocate flexible work hours as a rewarding instead of material rewards that are the masculine style. People cooperate with each other to get a decision made and pursue the quality of life. Everyone is equal and has the right to discuss everything (Hofstede et al., 2010).

29 on uncertainty avoidance represents that Sweden is a society with low UAI. The same as China, Sweden also keeps a relaxed attitude towards the unexpected events; people tend to tolerate unusual behaviors. They hold that person who has not clear views should be educated or even abandoned. Flexible working patterns and hardworking is not conflicting, which is all depends on personal characters but with efficiency in work as a premise. Though having the opportunities and risks, innovation is considered to be a way of development ((Hofstede et al., 2010).

53 on long term orientation express people’s ambiguous attitude towards this dimension which prefers a combination of long term orientation and short term orientation. While maintaining the traditions and norms, the Swedish also have a long term orientation attitude towards future. The high- leveled modern education and the relatively conservative social values perfectly represent the combination of the two kinds of long term orientation orientations (Hofstede et al., 2010).

78 on indulgence represents that Sweden is an indulgence society. In such kind of indulgence culture, people have an optimistic and positive attitude towards to life; they do not hide their own needs and desires and willing to express their needs, enjoy
the life and have fun, which is contrary to restrained countries. They pursue a relaxed lifestyle; they hold hedonism and they shopping at will (Hofstede et al., 2010).

 ✓ Cultural comparison between China and Sweden

As Figure 4 shows, except uncertainty avoidance, China and Sweden are significantly different in the other 5 dimensions; it implies that almost an opposite culture style exist in the two countries (Hofstede et al., 2010).

On the whole, China can be defined as a hierarchical country. In such a society, the high-level leadership masters most of the power; the members of the organization have to obey the commands from their superiors and fight together to maximize the collective interests first. Chinese people used to suppress their emotions, needs, time and put themselves fully into the work. Because of the large population China is quite a competitive society, people are striving for achievements and success which are also the standard of evaluation and judgment of a person. Chinese people are pragmatic and realistic; they have the capability to adjust themselves constantly to rapidly changed conditions to minimize the cost of loss and it sometimes described as shrewd.
Overall, Chinese people are diligent but seemed constrained under the social high pressure (Hofstede et al., 2010).

By contrast, the Swedish society is relatively equal. The organizational structure tends to balance, that is, people are independent in their work and communicate easily to their bosses with a relaxing and harmonious atmosphere, the boss is more a colleague than executive. The group members have the rights to discuss and express their ideas. People usually pay more attention to the quality of life and pleasure and keep a balance between work and life; at the same time while complying with the tradition, Swedes also have strong ability to make innovation, such as its high-tech industry and advanced education system (Lkhagvasuren, 2014). Normally Swedes are humble and friendly to others, but on the other side, they make no intention to hide their desires and pursue what they want without hesitation (Hofstede et al., 2010).

2.3 Theoretical framework

Douglas and Shepherd (2002) have argued that individuals tend to make a career choice to be self-employed when the expectation of total utility from entrepreneurship greater than that from their best employment option.

Cultural differences can be considered as an evidence of the effects on self-employment decisions; however, we still cannot separate the influence of markets and institutions from that of culture (Devine, 1994). We will analyze the impact of individual and environmental factors in the context of cultural differences on the self-employed. The framework as figure 5 shows:
As figure 5 shows, individual factors study what personal characteristics influence the self-employed, such as Age and Marital status. Environmental factors include social form and social network impact on people’s decision-making. In recent years, in order to explain the differences in self-employment decisions, researchers have analyzed other determinants of self-employment, including economic factors (Evans and Jovanovic, 1989), institutional factors (Schuetze, 2000) and cultural factors (Marcén, 2014). Such economic factors as capital, Schuetze (2000) indicates the effect of tax systems, Marcén’s (2014) study presents the culture influence on self-employment decision, it is found that individuals are becoming self-employed in professional fields, such as science and technology activities, as well as accommodation and food service activities and they are more sensitive to the effects of cultural differences.

Overall, the theoretical framework combines the individual factors and environmental factors with national cultural dimension. To better present the current situation we also analyze opportunities and difficulties in different cultural backgrounds.
3. Methodology

In this chapter, the research method and analysis method are introduced. Meanwhile, the reliability and validity of data collection were verified.

3.1 Methodological approach

Qualitative and quantitative approaches are the two of the most popular research method and they have been used widely in all kind of study fields, both of them have own range of using and limitations(Blumberg et al., 2011). Normally, quantitative approach refers a mass primary information collection to analyse out a result, for example the questionnaire; alternatively, qualitative approach refers the type that makes conclusion primarily on the basis of constructivist or participatory perspectives, such as interviews (Creswell, 2003), the amount of data collection can be a signal of distinguishing. According to specific conditions, the mixed method of qualitative and quantitative approaches is also considered to be employed in some researches (Cooper & Schindler, 2011), which to some extent made up for deficiencies of single research method and played comprehensive advantages of both method. The choice of research method depends on research topic and number of valid samples (Blumberg et al., 2011), it would lead to unsatisfactory results if select inappropriate research method.

We concentrated on self-employed Chinese people in Gävle, Sweden. Subject to geographical restriction and number of eligible respondents, it might be the possibility of scarcer sample during our research. We planned to find out the whole number of self-employed Chinese in Gävle as our respondents, trying to get data as much as possible to fill the basis of data analysis. Therefore, our study can be defined to the range of qualitative research.
3.2 Research design

According to Cooper and Schindler (2011), the research composes the structure for collection, survey, data presentation and analysis, as well as to the result to answer research question. Based on Self-employment factors (Wang et al., 2012), National cultural dimensions (Hofstede et al., 2010), and combined with our own theoretical framework, the questions for data collection are designed and listed in last page (Appendix); it involves and guides respondents’ background, status, experience, problem, and future prospects.

For each research step, the method we designed are presented in table 1:

<table>
<thead>
<tr>
<th>Procedure</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empirical study</td>
<td>Case study</td>
</tr>
<tr>
<td>Data collection</td>
<td>Interview (one-to-one)</td>
</tr>
<tr>
<td>Analysis</td>
<td>Exploratory study</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Descriptive</td>
</tr>
</tbody>
</table>

Source: Own construction

As the table shows, we planned to conduct one-to-one interviews for data collection and set case study for each respondents. After that, a exploratory study would be used for data analysis, then the result was achieved and described in conclusion.

3.3 Data collection

3.3.1 Interviews

We used one-to-one interview to all the self-employed Chinese in Gävle for our data collection, which ensured the answers are independent and not affected by others, that keeps the accuracy (Blumberg et al., 2011). In order to make full use of respondent
resources, we selected open-end conversation as our interview form. Concurrently, under the agreement of respondents, we took recording of the interviews to help us to recall something we might miss. Based on Thibodeaux and Demand’s view (2012), open-ended conversation is highly liberal and fairly wide to communicate with respondents, it can obtain lots of information about interviewees even relate to their privacy if they allowed. Besides, open-ended conversation provided a casual atmosphere for communication (Shuttleworth, 2008), that made positive to talk with the respondents. During the interview, we conditionally gave some additional specific questions for each respondents to catch depth data. After the interviews we can understand respondents’ motivation of being self-employed, current situation, feeling about cultural difference, how they struggled for career, and the problem they met.

### 3.3.2 Respondents’ selection

Considering the research topic and definition of self-employment, the respondents should meet some specific requirements:

- Being Chinese who owns company in Gävle;

- Operating in good condition and belonging to self-employed;

- Encompassing different industries;

As previously mentioned, there might be the risk of fewer eligible respondents for our research; therefore we did not restrict respondents’ quantity on a single industry. Besides, we tried to contact people as much as possible to expand the possibility of eligible respondents.

By the requirements, 8 people are eligible as our respondents. The name, age, company and industry are shown in table 2:
Youropa AB is a newly established travel company that major in Chinese people travel to Sweden. Josefín Swedu AB is a cultural and educational company that concentrates on the contract with University of Gävle for student recruitment from medium and small city of China. Bilagan is a karaoke and pub which near the train station of Gävle, New Feel is a Chinese food supermarket, and Golden Phoenix AB concentrates on house rental business. The remaining companies are restaurants; all of them have more than 10 year history of operating in Gävle. The owners of these companies are Chinese and self-employed in different industries, thus they meet the requirements we considered.

Fortunately, all the 8 owners we selected have agreed to participate in our interview. They are at different age and different experience that living in Sweden; some of them own more than one company. During the interviews, those self-employed Chinese

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**Table 2 Respondents' Information**

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Status</th>
<th>Company</th>
<th>Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Hu</td>
<td>25</td>
<td>Unmarried, Student</td>
<td>Youropa AB</td>
<td>Tourism</td>
</tr>
<tr>
<td>Miss Kong</td>
<td>26</td>
<td>Unmarried, Student</td>
<td>Josefín Swedu AB</td>
<td>Culture &amp; Education</td>
</tr>
<tr>
<td>The Guans</td>
<td>52</td>
<td>Married, Immigrant</td>
<td>Woki Woki</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Mrs. Ami</td>
<td>58</td>
<td>Married, Immigrant</td>
<td>Don Peppono</td>
<td>Restaurant</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bilagan</td>
<td>Pub &amp; Karaoke</td>
</tr>
<tr>
<td>Mr. Guan</td>
<td>55</td>
<td>Married, Immigrant</td>
<td>Ostern Parla</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Mrs. Zhou</td>
<td>42</td>
<td>Married, Immigrant</td>
<td>Spicy House</td>
<td>Restaurant</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>New Feel</td>
<td>Chinese Supermarket</td>
</tr>
<tr>
<td>Mr. Huang</td>
<td>44</td>
<td>Married, Immigrant</td>
<td>Restaurant China</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Mr. Lin</td>
<td>50</td>
<td>Married, Immigrant</td>
<td>Golden Phoenix AB</td>
<td>Housing rental</td>
</tr>
</tbody>
</table>

Source: Own construction
owners shared their stories, life experiences, feelings and views to us and answered extra details for our additional questions. To approach the difference between China and Sweden, they also helped us with comparison about the countries, the advantage and disadvantage on their view sights. The average time of each interview is about 1 hour. Especially, we took 4 hours in each conversation with Youropa AB and Josefin Swedu AB.

3.4 Data presentation and Analysis

3.4.1 To present data of case studies

We conducted case study to present the interview results. According to Shuttleworth (2008), case study is used to narrow down a broad field and provide an easier way to research, which is applicable for a particular situation and helpful for exploration than sweeping statistical survey, especially for small sample studies. Through the detailed description for single sample, case study can make up for the insufficient sample to a certain extent, and minimize the loss of information in a survey; it provides possibility to get new insights to fill the scope of previous research (Creswell, 2003).

We assume each respondent as case study. There were 8 case studies for our data presentation; each of the case studies includes 4 parts: background, motivation, experience, problems and opportunities by following our interview questions, to show what we obtained from respondents.

3.4.2 Analysis of an exploratory study

We used a way of exploratory study for data analysis. According to Saunders et al. (2012), exploratory study defines a research for approaching uncertain problems or a topic of interest. It is preferred for better understanding of problems instead of conclusive evidence. Brown (2006) proposed that although exploratory study only suitable for small samples, but can explore the research topic in different level of
depth. It is a kind of initial research which even can help to determine the whole research method (Singh, 2007).

Based on the combination of theoretical framework (Self-employed factors and National cultural dimensions) and data presentation (Background, Motivation, Experience, Problems and Opportunities), the analysis deals with respondents’ factors of self-employment, the success of self-employment and opportunities and problems on a cross-cultural perspective. This helped us to understand the self-employed Chinese in Gävle and promoted the thesis process.

3.5 Study process

As we can see, from the start to the end, firstly we determine the topic of our research. After read literature, we select suitable theory to support our study and determine the research questions. Then, we select suitable methodology for our research; we take interviews and present the data collection as empirical cases. We analyse and discuss the cases, and finally show the results and give suggestions in conclusion. The study process is generalized in figure 6:

Figure 6 Research Process
3.6 Reliability and Validity

✓ Reliability

According to Golafshani’s view (Golafshani, 2003), reliability can be defined as the degree that a result or conclusion able to maintain consistent with previous research. If the result of study can be found under a similar methodology, this research is considered to be reliable. Thus, the core concept of reliability is to how to reduce the random error and biases as much as possible. To get a higher reliability, we set questionnaires based on existing theories firstly; then, we let representative to select the language which they are good at; most of them speak Chinese which provides convenience during the whole interview process, less language barriers make them at ease in expressing their views and opinions. Besides, interviews are recorded, in order to get full information without omission. Each interview period was controlled in about 1 hour.

We have interviewed all the Chinese people who are self-employed in Gävle city; so to some extent we can ensure the reliability of the study on self-employment of Chinese people in a certain area, Gävle. Then, all the interviews are independent; we had conversation and interview with each of the owners separately to protect their expression from the influence of others. The conversations are open-ended, and the respondents have some of characteristic in common, thus the data we used for study is able to reach a higher degree of reliability.

✓ Validity

Validity refers whether a kind of measure can get the reliable result or not, it can be defined in a positivist perspective. In other word, validity is used for testing the
accuracy of data collection and the reasonableness of research results (Golafshani, 2003).

- **Construct validity**

Construct validity refers to whether the inference is appropriate to what the theory say; actually it means what the measure is intended to measure, instead of other variables (Moskal & Leydens, 2006). A good answer may not be a correct inference result. To increase construct validity, the samples we chose were in different field, it provided the possibility to collect the information in several industries, to some extent they can represent the people of their industries in this study, and at least represented the Chinese people in Gävle city.

- **Internal validity**

Internal validity refers to the extent that researcher's confidence in their finding from experimental analysis and whether the conclusion means the cause (Cooper & Schindler, 2011). Before the interview, we did preparatory work to make the question easy and clear that the respondents understand and be acceptable to answer it. And due to Chinese chatting style, after the interviews we have to sort out the useful information from the mass chat logs. The records helped us to capture all the interview process. Therefore, in this research both records and number will be taken to the interviews to reach a high level of internal validity.

- **External validity**

External validity refers to the generalizability of illustrative outcomes, it is significant to validate that research results are relevant to ordinary situations, as compared with classroom, laboratory, or survey-response settings (King & He, 2005). Mostly, compared with quantitative research, qualitative research has less power in this standard. Therefore, we tried our best and found all the Chinese self-employed people of Gävle city in several industries to enhance external validity as much as possible.
4. Empirical Study

In empirical study, we present the background, motivation, experience, problems and opportunities about the 8 respondents. We are very grateful for their cooperation that provides us lots of useful information.

4.1 Miss Kong, the Josefin Swedu AB

✧ Background

Josefin Swedu AB is an educational exchange company which located in Gävle and established in 18th Dec 2012. Miss Kong is 26 years old and both she and her partner are Chinese students that have graduated from the University of Gävle and live in Sweden for 6 years. The dream of building a cultural bridge to increase the communication between China and Sweden made them establish Josefin Swedu AB. They hope to create academic exchange for Chinese students to go aboard to see a different world. Now the company is operating and Miss Kong is waiting for the self-employment visa. The main business of Josefin Swedu AB is the partnership with University of Gävle to recruit students, recently Miss Kong is discussing with a tourism company in Stockholm for the cooperation of tourism project.

✧ Motivation

After graduation Miss Kong and her partner asked government for support and then opened the company. She said the government gave them very great help that the integrated policy made the way of establishing a company clear and simple. However, since she didn't know much about Swedish culture and language, the process of company setting cost her extra time. Student admission is not a year-round job that makes the income unstable. The consultant suggested Miss Kong that it was allowed to not pay herself every month until the company goes into stable and has profitability. But she cannot get the resident permit during the period because it requires legitimate
and stable income. It is a dilemma. The basic salary and tax level in Sweden are much higher than in China that makes Miss Kong very hard to reach the wage line. On the other hand, her price of service is slightly expensive for Chinese student. Miss Kong has applied for the self-employment visa and has waited for more than half year. She clearly knows it is almost impossible to get it on time but she could only wait.

✧ Experience

Although the hardness on business, Miss Kong is still loving Sweden and want to get experience and memory from this country. She said Sweden is not an open country, she still feels newcomer is always difficult in joining this society. On the other hand, Swede is humble and casual that is the most different from China; she thought the society is also a totally different atmosphere. Such as set up a company, in Sweden is much easier than in China due to the standardized specification and simple procedures. Everything else she feels good in Sweden except the company. Despite with the high price on living costs, Miss Kong still decides to stay in Sweden as long as she could.

✧ Problems and Opportunities

Miss Kong thought her advantage and competitiveness is to seize the customers from small cities. Both China and Sweden have large educational exchange companies but their main customer is on the medium-sized cities. Miss Kong comes from a small city in China that she clearly understands how difficult it is for a person to go aboard from undeveloped city. Besides, as one of the Nordic countries Sweden is peaceful and also speaks English that provides a new choice to attract students who do not want to go UK or USA. The current problem is the fewer resources of students, she hope to get more students and she has asked for friends who are in China to help her to collect student. Moreover, the problem of language makes Miss Kong now is studying Swedish, "Although it is available to speak English in Sweden, but a foreign language cannot communicate everything." she said. Furthermore, as previously mentioned, for the income and resident permit she still has a long way to go.
4.2 Mr. Hu, the Youropa AB

◇ Background

Youropa AB is a tourism company that founded by 2 Chinese students. Mr. Hu is the legal person with 60% stakes and his partner Mr. Qian with 40% of the company. Mr. Hu is 25 years old and has been to Sweden for 6 years. Both of them are majoring in energy systems of master degree in the University of Gävle. They want to build a high-end tourism for Chinese. The travel range is aimed the whole Europe that requires customers a high economic strength. They pursue private customized service to give customers rights to decide journey themselves. The quoted price included accommodation, ticket, food, and everything else. Recently Mr. Hu has an idea about summer camp for Chinese high school exchange student and tends to find the suitable Swedish family for lodging.

◇ Motivation

Mr. Hu also loves this country and then he set up the Youropa AB. He established the company and used almost one year because he did not seek help from the support department; the tax policy troubled him very long. He did not know much about Swedish culture and language although has been here for 6 years; he regret that he should go to the department from the start that would be much easier. Now Mr. Hu has applied for consultant that he made clear from unknown situation as before. For the resident permit, because he also does not have stable income that it is difficult to get the self-employment visa since he applied for it half year ago. He hopes to find enough customers to push the visa process that he can go to other country of Europe to guide customers for more. Visa is necessary for the business development.

◇ Experience

Mr. Hu thought Sweden is a quiet place where can always live in. To compare with China, Sweden has less pressure to survive. "During undergraduate I came back to
China once a year in average, every time I would think ‘Oh my city becomes more crowded.’” Despite the less knowledge on Swedish society and language, it does not hinder Mr. Hu efforts to integrate into the community. "Swede is friendly and fair to you, you can feel respect as long as comply with the laws. At least the environment is better than my city" Fortunately, Mr. Hu's parents supported his idea that increased his determination to stay in Sweden. Currently he is studying Swedish, and he said it was the most regret that he did not learn it at the beginning.

◊ Problems and Opportunities

Mr. Hu thought his advantage and competitiveness is concentrate on the high quality of service. High-end tourism allows customers deeply understand and enjoy a place that attracts customers for a different experience. Moreover, he does the guide job that avoids the possibility to make customers buy lots of unnecessary things. However, the high cost on service make the price expensive that influences customer’s choice. Moreover, because of the resident permit problem, recently Mr. Hu only can accept orders within Sweden, which is the biggest constraint. Besides, how to contact to more and larger customer base is also a problem for Mr. Hu.

4.3 The Guans, the Woki Woki

◊ Background

Woki Woki is a Chinese-style fast food restaurant in the center shopping mall of Gävle. It is main selling noodle, rice, and dumplings. The taste has been adjusted to Swede but also kept original flavor when Chinese come to order. Now Woki Woki has 3 employees, two are the owner couple Guans and another one is a part-time job employee. The Guans came from Hong Kong and have been Sweden more than 40 years. They immigrated with family in childhood, both of them are 52 years old. They knew each other and fell in love at school then they got married. Mrs. Guan has 7 siblings; her parents and grandparents were all in the restaurant industry. In order to
inherit the family business, Mrs. Guan and her husband opened Woki Woki, now is the 10th year.

✧ Motivation

To inherit the family business and earn own wealth, the Guans opened Woki Woki. Since long years in Sweden, they had no language barrier and had integrated into the society like a Swede; they did not have problem on communicating with associated departments. Each step of company setting was going smoothly, but the licenses troubled them a long period. Mrs. Guan said it was complex to apply the licenses for Chinese restaurant because of the extra requirements on fire using. Moreover, health license is necessary. Alcoholic license is needed if sales alcohol. After the opening, the turnover was always considerable until the economic crisis in 2009. Although the business has a certain decline Swede is still loved their food, Woki Woki is the most popular restaurant in that shopping hall.

✧ Experience

The Guans thought immigrate to Sweden is their most right thing. Not only they met each other, but also they got the happiness. Generally speaking, Swedes have a high inclusiveness for foreign things although sometimes they looked very distant. The social environment is peaceful and harmonious. Sweden has good welfare and no racial discrimination which provides a good atmosphere to settle down. As a summary, the Guans said the greatest advantage of Sweden is no "guan xi", it is fair and equitable to everyone, in Sweden they feel respected which is the most different with China. Running a restaurant is hard for the more than 40 hours work per week, but they believe this pressure can make a contribution to society. They are proud to create own wealth.

✧ Problems and Opportunities
There are several advantages of Woki Woki. Firstly, the restaurant in the biggest shopping mall makes it higher people flow. Second, since they only focus on Chinese food and no other taste (some Chinese restaurants have Japanese Sushi or Thai food) that makes the Guans confident on the quality of their food. Third, a quick style make people do not need to wait a long time for their foods. However conversely, because of the location, they have to follow the timetable of the shopping mall. They are impossible to do night shift for extra income. In order to earn more, they do maximum on work period that they only have five days per year to rest. Another problem is to invite a good chef who is good on both cooking Chinese food and understanding Swede's taste. Simultaneously, they hope to find a professional accountant for financial and tax to help them returns tax per month and do the budget per year. Finally, with the age and health considerations, the Guans intend to retire and back to Hong Kong.

4.4 Mr. Guan, the Ostern Parla

✧ Background

Ostern Parla is an old Chinese restaurant with 19 years in the center of Sandviken, and it occupies 150 square meters. Now the restaurant has 3 people: Mr. Guan, Mrs. Guan, and their niece. The niece studies in Stockholm and does the part-time job. Mr. Guan is the boss and main chef of the restaurant, he is 55 years old and his younger sister is the owner of Woki Woki. Since the immigration of Guans family, Mr. Guan also moved to Sweden in his childhood and now can be defined to Swede. After years of development, Ostern Parla has a full range of licenses the Chinese restaurant required, and the turnover is stable about 180,000 a month with potential to rise.

✧ Motivation

As the same to the Guans, Mr. Guan opened Ostern Parla for the family business and earned money. He pursues quiet life that he hopes to stay in a small city for business.
Because of the lower rent, utilities, and other cost, finally he chose Sandviken instead of Gävle. Mr. Guan said the smaller city has fewer pressures to survive that makes him comfortable to balance both the life and career. At the beginning of the restaurant, the license applications also troubled him a period but finally solved. The more energy was on restaurant decoration and renovation that roughly he has paid 200,000 SEK on it these years. Now the restaurant income is perfectly adequate to afford Mr. Guan’s family, and he is also satisfied with current conditions.

✧ Experience

For the feeling about Sweden, Mr. Guan is almost the same with the Guans that Sweden is worthy to stay. He does not need to worry about food safety and medical treatment. The high tax brings the high welfare; he is willing to pay for it. As a supplement, Mr. Guan said that most immigrated Chinese of his generation chose restaurant as their work, because it does not require much technical skill, but they pay labor. Restaurant is a test of patience; on the other hand, the initial funding is also an issue to consider.

✧ Problems and Opportunities

For advantages, Mr. Guan is confident that he is the most delicious Chinese restaurant in Sandviken. He said it would earn more if they set lunch buffet. "Buffet is easier to us; you just need to put food there and keep it, but we have worked on a single dish and no more energy to set new category." For the problems, Mr. Guan thought it is the irregular customers. "Sometimes it almost nobody come to eat a day, and sometimes people come and very crowded." It makes Mr. Guan a bit distressed on purchasing food and ingredients because it is required to make food fresh in each step. The erratic diners make Mr. Guan always puzzled how many materials he should buy. Finally, the same with his younger sister, due to the problem on age and health Mr. Guan feel tired and plan to go back to Hong Kong in the future. "To be honest, I am seeking for
people to take over the restaurant, and now I am going to move to Stockholm with my son."

4.5 Mrs. Ami, the Don Peppino & Bilagan

✧ Background

Don Peppino & Bilagan is in Gävle city and near the train station. It occupied more than 200 square meters and divided into two parts: Don Peppino is a western restaurant and Bilagan is a pub. This store has a history of 20 years, and there is karaoke in the pub every Wednesday, Thursday and Friday. Mrs. Ami also the Guan’s family, she is the eldest sister and totally they are 8 siblings of their generation. Each of them has restaurant in Sweden or Hong Kong. Since they immigrated to Sweden earlier, they did not have any problem at visa, language and adapted to the community.

✧ Motivation

The purpose of opening a restaurant is to make profits. To avoid the competition with family, Ami went into western classes. Ami told us that opening a restaurant is a very hard job. It consumed a lot on labor and brought mental exhaustion, which is the reason she just invests and does not participate in the daily operation of the restaurant currently. She has felt very tired in the previous period. Both the abilities to communicate and to operate with the team are necessary, it is not simple work as we have imagined.

✧ Experience

Ami gave us some suggestions about how to open a restaurant. First, Swedish language is a must; it means that you can have a good communication with customers. Second, as for the aspect of cooking, if you can cook that will be the best option; but if you cannot, you can hire a chef while not easy to control. Sweden has a guild
system; they can sue the boss when they encounter unfair treatment; what is more the endurance and strength is also necessary. Finally, the owner must have ability to arrange the menu. As For employees, there are at least two kinds of person: waiter and chef, sometimes with one more part-time employee. In addition, regard of expenses: utilities, rent, rational health waste management fees, spices and other ingredients costs, sales tax, employee tax and personal income tax wages. So they recommend hiring an accountant. In the aspect of the license: the alcoholic license, health license and fire license (if using unconventional Swedish stove also need to be reported) should also be considered. Overall, the restaurant is more suitable to be a family business.

✧ Problems and Opportunities

As the universal phenomenon of Ami's generation, she also wants to go back home. She has spent so much energy on this restaurant and need a complete rest, but it will take several years.

4.6 Mrs. Zhou, Spicy House & New Feel

✧ Background

Spicy House is a traditional Chinese restaurant located in Gävle, preferred by Swedes and Chinese people. The dishes there combine Swedish and Chinese cuisine that they have a unique taste. The restaurant has been for 9 years with 6 employees. The New Feel is the most famous Chinese supermarket in Gävle, selling Chinese and Thai products at the same time. It not only has customers from China and Thailand but also Swedish customers. The supermarket has been operated for 5 years with 2 employees. The owner named Lili Zhou, 42 years old, has been operating in a restaurant and been to Sweden for 10 years. She came to Sweden in order to experience a different world. Then she met her husband there, who is a Chinese and has been to Sweden more than 35 years.
✧ Motivation

Mrs. Zhou said she had a desire to start her own business before she came. In the beginning there is a language barrier, she learned Swedish through self-studying and communicating with customers while working in others' restaurant. During the working period, she thought that it was the best opportunity to catch in a foreign country. Then at the right time she bought the restaurant "Spicy House". Mrs. Zhou was in charge of the cash register because she cannot rest assured whether others can deal with it. In addition, Mrs. Zhou believed that the most difficult is to find a suitable chef (who can both cook Chinese food and adapt it to Swedes tastes). What is worse, in the supermarket, the orders often encountered difficulties, because Sweden forbade the import of some commodities.

✧ Experience

In respect of the difference between China and Sweden, she said: there were better health conditions and no discrimination in Sweden, but some locals ate without paying, which made her very upset.

✧ Problems and Opportunities

When we asked about competitiveness and deficiency, she had many views. The first competitiveness is that the supermarket has a moderate price and served people very sincerely; for the restaurant, the competitiveness is the unique taste. Moreover, Mrs. Zhou cooperated with the Chinese Student union of the University of Gävle, that it is available for Chinese students to order goods and dishes through the internet very conveniently. However, on the other hand, she was not very satisfied with the restaurant's location, since it was not in the downtown area. In terms of the supermarket, she was satisfied. As for her, it was a very wise decision to open a Chinese supermarket. The main reason was that she missed her home country, and she thought other Chinese have the same feeling as her. In the future, she intends to close down the restaurant. She was unable to pay the employees anymore because of the
high taxes, but the restaurant could not go on if she didn't hire any employee. While in the following Mrs. Zhou told us she will open a new supermarket in August, and she will develop it into a supermarket chain.

4.7 Mr. Huang, the Restaurant China

✧ Background

Restaurant China is an old restaurant located in Gävle; it occupied about 200 square meters and has been sold several times to different owners. Mr. Huang is the new boss and just took over this restaurant several months ago, a 44-years-old oversea Chinese from Vietnam. He came to Sweden when he was very young, and it has been 33 years. He has 5 brothers separately in America, Goteborg, and Stockholm, and they worked in other industries. In the beginning, he was a chef as the first job and later he opened his first restaurant in Gothenburg in 1991. After several times of release transactions, now the Restaurant China is his 9th restaurant, and it includes 5 people and 2 for a part-time job.

✧ Motivation

Mr. Huang is a very ambitious man that he aspired to make the Restaurant Chinese being the best one in Gävle and working hard for it. Recently the business had been gotten much better than when he took it. He has a wide range of experience in the field of restaurant with his restaurants from Goteborg, Stockholm, Balsta, and now finally in Gävle. He just been to Gävle for 3 months and has another restaurant in Balsta currently. He works at the front instead of a real boss behind, doing both the chef and waiter's job to push the restaurant become well. Restaurant China has both single dishes and lunch buffet, since Mr. Huang has a high demand on food's quality, his dishes tastes very good and becomes popular with local Swedes. He hired accountants to help deal with the accounting and tax that makes him can devote him to the development of the restaurant.
Experience

He likes Sweden very much; he said Swedish treated people very sincerely and hospitably. While maybe some years later he would return to China. If there were a suitable investment, he would certainly consider it.

Problems and Opportunities

To answer the question about competitiveness, he thought the lunch buffet is his biggest advantage to attract people. Mr. Huang did not have any difficulties with language since he came here at an early age. However, he thought the chef is very scarce because it was difficult to apply for a chef visa. In the past, there were not many Chinese restaurants and material, and the labor cost was cheaper than now, it was an opportunity to make money. However, it becomes harder because of the increasing number of restaurant and economic crisis. He is not satisfied with the proportion of attendance; the best in his restaurant is about 50% that the number of customers to the dining tables although it has been a good business for current economic. He hopes to attract more people, even he feels very tired actually. For the future, he will consider some other investment instead of open a new restaurant.

4.8 Mr. Lin, the Golden Phoenix AB

Background

Golden Phoenix AB is a housing rental company in Gävle with a history of 7 years. The company has 2 people in total and Mr. Lin is the CEO, he is 50 years old, comes from Hong Kong and has been Sweden for 40 years.

Motivation

At the beginning of his career, Mr. Lin worked as a chef, the aspiration of establishing own company made him work hard and then he accumulated a considerable amount
of money. By this fund, Mr. Lin bought and opened his first restaurant. In the following years, as the business was getting better, the competition among restaurants also came to be intense and sharp. Even though the price of Chinese restaurants was cheap, the increased cost and local restaurants made Mr. Lin initiated the industry conversion. Afterward, he resold restaurant and established Golden Phoenix AB until now. Under the impact of the economic crisis the restaurant business was stagnant today, Mr. Lin said it was the wisest decision he had made.

✧ Experience

As for his long life experience in Sweden, Mr. Lin had already been integrated into the Swedes humanities but retaining own characteristics. He also thought he is a good representative of being caught between Chinese and Swedish culture to answer our question. He made a comparison for us when describing the cultural differences. In Sweden, the high tax is a double-edged sword: on one hand, it made the self-employed work harder to keep the balance between their salaries with high taxes. On the other hand, high taxes system to ensure a high level of welfare and the minimum wage standard. The property of pressure to survive is totally different. In China, a large population made everything within an extreme competition, the ordinary people were impossible to enjoy their life when they were young. The huge disparities and gap between the rich and the poor led to the social inequality and mammonism. The majority of Swedes manifested peace and calm, this was the original and fundamental difference from the hustle and bustle life of Chinese.

✧ Problems and Opportunities

The problem he met actually was almost the same as the locals, because he didn't have any difficulty with language. At the beginning of the restaurant he opened, in the earlier decades there were fewer Chinese materials in Sweden, which made the restaurant lack of raw, so the limitation of menu appeared. Like other Chinese, he was also confused about the tax system at that time because of the difficult understanding
of numerous cumbersome projects. He considered it would be much better if a professional accountant invited. Later, after the establishment of the housing rental company, during the economic crisis he had fewer customers and business; some people were unable to afford the rent, which made him feel helpless sometimes. However, he argued that the pressure to survive here was less than that in Hong Kong. Now Mr. Lin is planning to retire and go back to Hong Kong, he misses his home city so much. With his Swedish citizenship, he can freely shuttle; the cool and suitable climate of Sweden attracted him back in the summer. "Both are my home; I love both of them," He said as a conclusion.

In table 3, a brief of the interviews is pointed out to show respondents’ background, problem, and opportunities at a glance:

Table 3 Current situations and result of respondents

<table>
<thead>
<tr>
<th>Name &amp; Company</th>
<th>Backgrounds of respondents’ company (motivation, experience &amp; cultural differences)</th>
<th>Problem</th>
<th>Opportunity</th>
</tr>
</thead>
</table>
| Miss Kong Josefin Swedu AB | ➢ 2 years of educational exchange company.  
➢ Sweden has better atmosphere than China; simpler process of setting company; support from government.  
➢ High price on living costs.  
➢ Collectivist and Individualism; Femininity; Long term orientation; Power distance. | The lack of understanding about Swedish culture and Swedish language; Unaccustomed lifestyle. | Specific customer; Partnership with University of Gävle; Understanding of China and Sweden |
| Mr. Hu Youropa AB | ➢ Start of tourism company.  
➢ Sweden is ideal for living; friendly and fair to everyone; less pressure.  
➢ High price on living costs; remember to seek help from government.  
➢ Power distance; Femininity; Long term | The poor understanding about Swedish language, the society, and tax system. | High quality of service without unnecessary shopping. |
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Chef-recruitment; Diners attraction; The complex and lengthy application on work permit.</th>
<th>Best location; High quality of Chinese food; Quick style.</th>
</tr>
</thead>
</table>
| The Guans Woki Woki       | 10 years for restaurant.  
Inherit family business; earn money.  
Sweden is highly inclusive; peaceful society; good welfare and less discrimination; fair and respect.  
Collectivist and Individualism; Power distance; Femininity; Uncertainty avoidance; Long term orientation. |                                                                                                                                                   |                                                          |
| Mr. Guan Ostern Parla     | 19 years for restaurant.  
Inherit family business; earn money.  
Food safety and medical treatment; High tax and high welfare; very hard work of restaurant.  
Collectivist and Individualism; Power distance; Femininity; Long term orientation. | The instability of customer; The cost control on material procurement and consumption.       | Confident with his Chinese food; Irregular customers.    |
| Mrs. Ami Peppino & Bilagan| 20 years for restaurant.  
Inherit family business; earn money.  
Experience for opening restaurant; complex process and high cost during restaurant work.  
Collectivist and Individualism; Femininity; Long term orientation. | Homesickness; An appropriate time to return to China.                                         |                                                          |
| Mrs. Zhou Spicy House; The New Feel | 10 years for restaurant and 5 years for supermarket.  
Earn money; willing to stay in Sweden: better atmosphere and welfare.  
No discrimination; High cost.  
Collectivist and Individualism; Power distance; Femininity; Uncertainty avoidance; Long term orientation. | High tax burden and appropriate employees; The bad location of restaurant; The cost control. | Rational price and sincerely attitude; Cooperation with the Chinese student union of the Gävle University. |
| Mr. Huang | 14 years for restaurant.  
| Restaurant | Earn money; self-achievement.  
| China      | High salary in Sweden; Friendly and fair; high cost; feel tired for his work.  
|           | Collectivist and Individualism; Power distance; Femininity; Long term orientation.  
|           | The new comer to Gävle; Attract extra customers.  
|           | The lunch buffet.  
| Mr. Lin | Several years for restaurant, then 7 years for house rental company.  
| Golden | Earn money.  
| Phonix AB | Less pressure; the benefit and weakness of High tax; social equality; less mammonism.  
|           | Collectivist and Individualism; Power distance; Femininity; Long term orientation.  
|           | The tax, language and custom problem in previous years; The less population and demand in Sweden.  

Source: Own construction
5. Analysis

In this chapter, we divide the analysis into 3 parts. Firstly, we analyze the Factors of self-employment of Chinese doing self-employment in Sweden based on the results of interviews and on what factors affecting people’s decision making. Secondly, an analysis about the success of self-employment has presented. Furthermore, the opportunities and problems in the process of their experience are also explained.

5.1 Factors affecting self-employment

Our study indicates the effect of cultural differences on Chinese employment, both the second-generation immigrants who were born and lived under the same laws and institutions in Sweden and the newly coming arrives.

Firstly according to the data we got, we have interviewed 8 people. We used both individual factors and environmental factors based on national culture dimension to analyze the current situation of Chinese self-employed in Gävle.

Table 4 Time in Sweden and time of self-employed of respondents

Source: Own construction
Individual factors

-Age

As Tinsley (2000) argued that 20-40 years old is the peak of entrepreneurship. The ages were from 25 to 58 years old, dividing the respondents into two generations: one was the innovation generation and another one was the inherited generation. The innovation generation graduated or still was studying in the University of Gävle, and the inherited generation already came to Sweden more than 10 years. The inherited generation living in an indulgence society (Sweden) for a long time; after 40 years old, people are gradually content with their original career and have more intention to retire (Verheul et al., 2012). They have the intention to retire and back to Hong Kong with the consideration of health and age.

-Gender

According to Clain (2000), the gender always has been an important factor to consider when we discuss with self-employed or wage-employed. Men are more likely to emphasize the role of standard individual factors as economic factors while women are more likely to emphasize the social factors as work-life balance (Saridakis, 2014). There were four males and four females in our data. Five of them operated company with their husband or wife, Mr. Hu with his friend who was also male, Mr. Lin with his brother and Miss Kong with her boyfriend. Thus, we can indicate that the rate of male self-employment was higher than female self-employment.

A comparative analysis of gender differences in self-employment choices indicate that women have no less relevance in the selection process of self-employed than men (Boden, 1996). Although long time social consciousness leads us to dispute the presence of clear gender differences, we cannot repudiate that women are more likely to prioritize social factors in their self-employment decisions (Saridakis, 2014). As in our case, Mrs. Zhou makes an insistent decision to explore the Chinese supermarket
market when her husband keeps the negative and evasive attitude in the beginning.

-Family

Since China is a collectivist country while Sweden is more individualism (Hofstede et al., 2010), family played a very important role in our study. The inherited generation came to Sweden and did the same business as their family. There is an aggregate perspective indicates that the decision of becoming an entrepreneur is more associated from family than individual (Bosma et al., 2012). The innovation generation starts their own business but still inherited financial support from family. Furthermore, Ami chooses to open a western restaurant instead of Chinese restaurant to avoid visible competition with family. According to Marcen (2014), even for the second-generation immigrants, culture can be transmitted from parents to their children.

-Marital status

The respondents are two students and six married people; it cannot provide significant evidence about how Marital status impact on people's decision-making. Six married respondents show an intention to retire and go back to China when they are old, and their children have grown up. However, from the general thinking that child tends to reduce self-employment (Kim, 2007).

-Education background

Kim (2007) suggested that educated people could better carry out commercial activities. Mr. Hu was a master student in the University of Gävle, Miss. Kong was an undergraduate student in the same school. These two young people belonged to what we called innovation generation with a lot of marvelous ideas, new management styles, and communication styles. While, on the other hand, the inherited generation came here when they were a child with two different education backgrounds from two countries, but also started to work very earlier. They knew how to cook and open restaurant, having interest and enough money to investment.
Compare the difference between people in this two generation; the one of them got the absorptive capacity associated with general human capital that obtained through formal education. Another absorbs tacit knowledge that obtained through experience instead of the normal way (Bosma et al., 2012).

❖ Environmental factors

Almost every respondent argued that they encountered the cultural difference in the beginning or still struggle with it, especially the language barrier, Swedish culture, lifestyle and tax system, homesickness particularly for older people.

In the 1960’s-1990, the government launched a policy of reform and opening to the outside world, many Chinese immigrated to other countries to seek an easy and relaxed life, as China is a kind of restraint country (Hofstede et al., 2010). Especially Hong Kong people who dreamed of hitting the big time, some of them as our respondents followed their parents to come to Sweden to create their “unique” business. Chinese restaurant was the best choice for them in the past to break a new path. We thought this was a major reason almost every inherited generation chose to open a Chinese restaurant. Influence the formation of the network to provide role models for entrepreneurs, such as relevant personage or social capital (Bosma et al., 2012).

At the same time, the innovation generation was born in a new epoch; they went aboard to see a different world, and life was easier for them. Being a self-employed man for them was a way to stay and live in Sweden.

Meanwhile, women have been a long time with a dominant or recessive discrimination in the workplace that hinder their pursuit of a higher promotion. It also promoted some women chooses to start their own business to struggle with the unfair social consciousness (Hideg, 2014).

Furthermore, because of the different point of Indulgence degree, China and Sweden has a different atmosphere in which is a kind of humble and casual, and another is more
complex because of the different point of Indulgence degree. China has a high score on power distance, people accept unfair power and obey authorities (Hofstede et al., 2010). Both formal and informal information institution played an important role in the development of self-employment (Yueh, 2010). The big population and private in the face of unfair competition with state-owned enterprises make a difficult environment of more competitive market to self-employed (Wang et al., 2012). On the contrary, Miss Kong except the high price on living costs, Sweden is more suitable for living and set a company.

The relationship between the Swedish bosses and employees are more equal (Hofstede et al., 2010), as Mrs. Guan said that the registered chefs had their own union in Sweden, which made it possible for them to put forward different views when they faced and suffered the unfair treatment of career - a very common thing in Sweden. But due to the higher power distance in China (Hofstede et al., 2010), employees unconditionally obeyed the boss command within the provisions, therefore their willingness were easily overlooked; the opposed opinion may influence their career life, but some Chinese chose to tolerate the unfair treatment. Apart from this, Sweden is more femininity (Hofstede et al., 2010) with less competition and more focuses on life quality, it have lower power distance that pursuit to equality (Hofstede et al., 2010) so that our respondents thought it is easy to living. However, Sweden is also an individualism country (Hofstede et al., 2010), Mr. Guan thinks sometimes there is a sense of distance although Swedes have a high inclusiveness for unusual things.

As mentioned earlier, the relationship between employee and boss was based on common interests. However, in China, both the employees and owners are required to consider the best interests of the company, even for every Chinese people, the national interest is above everything (Giulietti et al., 2012), alternatively, rather, nothing can surpass it.

On the other hand, in Sweden, the importance of the achievement was not as balancing work and life, liberal working hour system (Hammarstedt, 2009) used here ran counter
to the first subject in China which aimed to achieve something. Whether it was the working time or the decision-making style, there were lots of differences between the two countries.

Finally, these two countries had a lower point with uncertainty avoidance, at this point they have a higher tolerance of unusual behavior, and thus acceptances for unusual things were also very high (Hofstede et al., 2010). As our respondents said they liked to stay and live here because there was no discrimination, while the swedes preferred fresh things and can accept the improved Chinese food.

5.2 Success of self-employment

Furthermore, from other perspective of success of self-employment, the relationship between entrepreneurial attitudes and the intention to be self-employment, some factors can be considered, such as the higher tolerance for risk, the higher preference for decision-making autonomy, the higher independence and income, all of which can influence individual’s career options of intention to be self-employed (McDaniel, 1999).

As Marcén (2014) said, our six respondents chose to become a self-employed man in a professional field and to be engaged in this industry for a long time without interruption. Even Mr. Lin opened restaurant at first before he set up a housing lease company but still invested Chinese restaurant.

In addition, it can be seen from the data that all of the respondents spent time to adapt themselves to the environment within two years, although Mr. Hu and Miss Kong were limited to language difficulty, they had a comprehensive understanding of their future and advantages and disadvantages clearly. For example, Mrs. Zhou set up her mind to open a Chinese supermarket in the earlier time and now decided to shut down her Chinese restaurant, after she took account of and made a research of the risk as well as the benefit.
To be self-employed means more tolerance for effort, which was always relevant to income (Douglas & Shepherd, 2000). Our respondents paid large attention to their career, and it was almost related to the daily life. As the hypothesis from Douglas and Shepherd (2002) indicated, the more positive attitude to work effort made the entrepreneurial intention higher. Otherwise, Hundley (2001) and Benz (2008) thought the desire to work independently affected to some degree whether one will become self-employed or not.

From the perspective of information obtained, Mr. Hu encountered many difficulties with taxes and accounts. In his view, these were the most complex because he did not know that he can hire accountants from government for free, and accountants can handle all the things. In fact, his understanding of the self-employment and Swedish policies was not sufficient, nor comprehensive, which greatly hindered the development of his company.

5.3 Opportunities and problems of self-employment

In the empirical part, we found several barriers caused by cultural differences. Cultural differences make barriers that lead to misunderstanding and conflict (Krishna et al., 2004). They were Language barriers, salary, working skills, shortage of goods and materials.

Table 5 Problem encountered and the headcount

<table>
<thead>
<tr>
<th>Problem</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language barrier</td>
<td>2</td>
</tr>
<tr>
<td>Salary and tax</td>
<td>3</td>
</tr>
<tr>
<td>Hiring a skilled people</td>
<td>3</td>
</tr>
<tr>
<td>Goods and materials</td>
<td>2</td>
</tr>
<tr>
<td>Age</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Own construction
Language barrier

As our data showed, the language barrier did not exist in the inherited generation but it was a big problem for the innovation generation. Swedish was completely different with Chinese, and it was very hard to learn and grasp. However, the communication with local people even the government deeply depended on the language skill. For foreigners in Sweden, whoever can speak Swedish meant this person can take and catch the opportunity to adapt to the local environment, also become the communication bridge fill the gap between his home country and Sweden. However, Sweden is a femininity country (Hofstede et al., 2010) that more peaceful with a large English-speaking population, which means it be easier to living in this country with fluent English, compared to other Nordic countries. So language different could be a problem as well as an opportunity.

Salary and tax

Most of our respondents thought that the taxes are too high in Sweden, if they hire more employees, they should pay more tax to the government, and therefore they chose self-employment to reduce the cost. The standardized specification and complex tax system makes them confused, but it can be solved with a professional accountant. On the other hand, Sweden is a long term orientation country (Hofstede et al., 2010) that had the guarantee of minimum wages and good welfare, which was a big motivation for most of them wanting to stay in this country. The high tax brings a high welfare life.

Hiring a skilled people

Hiring skilled workers was the first choice for most people, but it cost much. Just as our respondents said, there were many problems if they employed a skilled people as chef: firstly, the chef visa was very difficult to apply for; second, it was not easy to control a new guy; what's more, what mattered most was it needed money. However, if they do not want to hire a skilled people, they should learn the skill by themselves. On the other
hand, skilled people are easier to become self-employed.

✧ Goods and materials

For some special industries, such as Chinese restaurant had a restrict requirement of the selection of goods and materials. So we thought the uniqueness of goods and materials can be an opportunity for some entrepreneurs. Mrs. Zhou’s Chinese supermarket catches the opportunity, and if she creates a Chinese supermarket chain, she can hold the whole goods and materials of every Chinese restaurant in Gävle.

✧ Age

6 of our respondents have a significant intention to retire with the consideration of their age and health. The willing to take the risk has reduced. They are waiting for the right time to evacuate, but at the same time they do not entirely give up interest in a high-yield investment.

By and large, according to our respondents, Chinese self-employed men were mostly engaged in the operation with the family. Chinese restaurant usually was their first choice, however, due to the higher requirements of capital investment, chef, and language skills, young people, such as Mr. Hu and Miss Kong, chose another industry which was creative but had fewer requirements for capital, labor, and language.

Moreover, a new culture creates more attractive and alluring seductive market; different culture background makes a growing number of opportunity and bigger social networks.
Table 6 Summary of the analysis

<table>
<thead>
<tr>
<th>Individual factors</th>
<th>Family and gender is the most influence, otherwise educational level always impact people’s decision making, working style, managerial style and risk attitude.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental factors</td>
<td>Social form influence people’s decision making, the gender discrimination is a big hinder to women. A lower power distance in Sweden; A balance between work and life; Higher tolerance of unusual behavior in both Sweden and China. Long term orientation in Sweden; China is more collectivism than Sweden.</td>
</tr>
<tr>
<td>Success of Self-employment</td>
<td>The higher tolerance for risk, The higher preference for decision-making autonomy, The higher independence and income,</td>
</tr>
<tr>
<td>Problems and opportunities</td>
<td>Problem: Language barrier and social integration. Salary and tax; Hiring a skilled people; Goods and materials; Age. Opportunities: Multilingual and Multi-cultural; Good welfare; New challenge; Innovation.</td>
</tr>
</tbody>
</table>

Source: Own construction
6. Conclusion

In this chapter, we conclude our study in 3 parts — answering our research questions at first, giving our contributions and suggestions, and also the reflection of our study and suggestions for future research.

6.1 Answering research questions

We have interviewed eight Chinese self-employed individuals in Gävle. Our study showed that the culture influences people’s decision-making a lot, especially the family background and policies. China was a higher power distance country in which people have less freedom to start their own business, which depends more on their family background, financial support and “guan xi”, or rather nepotism. However, Sweden was different; it was a lower power distance country, in which the government launched several policies to support people doing their own business, to be self-employed or wage-employed. Self-employment could be seemed as the way to balance work and life, especially in Sweden, which have a liberal working hour system. Furthermore, because of the lower point with uncertainty avoidance, Sweden provides a no discrimination environment to foreign entrepreneur that create their business easily.

As a result we mentioned before, there are lot of problem caused by across culture difference, such as language barrier, big confusion with complex taxes system, homesickness and social integration. Less understanding of Swedish culture leads to a difficult survival activities, regardless of the communication style or decision-making style. For the success of self-employment, different environment tested entrepreneur’s risk attitude and information collection skill. However, combination of the local and its own culture create new employment opportunities and environment because of the higher tolerance of unusual behavior in Sweden.
6.2 Contribution

When we used data on individuals from Gävle, our results indicated that the reasons Chinese doing self-employment in Sweden. There was a strongly direct relationship between family and individual factors or we can say the culture and individual factors. The things children inherited from family included not only financial support, but also operating experience and access of network, but our evidence also indicated that the way of thinking was most important. It was not difficult to find out that most of our respondents did the same business as what their family did, which belonged to the old generation that immigrated to Sweden with their family when they were in the childhood. For the new generation as Mr.Hu and Miss Kong, they chose a new way that was totally different from what their family did and the opportunity was more important for them. They had enough courage to create an unparalleled career life. They favored this country, so they wanted to stay there; Self-employment is the most convenient way to realize their dream, but they also mentioned the difficulty of applying for a self-employed visa.

Otherwise, the desire to work independently affected to some degree whether one will become self-employed or not. The key to separate the self-employed from the wage-employed was whether it had more freedom and more potential. When talking about the potential of getting success and the attitude of taking risk, we found the impact of cultural differences not just appearing in the beginning, after people adapted to a new environment some other cultural factors still influenced their life, management style and the risk attitude, such as education background, family background, age, gender, Marital status and so on. Both the individual factors and environmental factors can influence people. Unfortunately, we cannot pinpoint the exact timing of the decision-making to become self-employed in our limited sample.

A comparative analysis of gender differences in self-employment choices indicate that women have no less relevance in the selection process of self-employed than men. Inequality between men and women under the social consciousness will gradually be
broken with economic development. Government policies are contributing to women's increased market participation. Self-Employed can be one possible strategy to balance work and family.

Analysis of individual and environmental factors influence the proportion of self-employment, so as to arrive a final decision to individual entrepreneurs to promote economic growth and innovation has not be ignored.

An analysis of the opportunities and problems when people became self-employed showed us some important factors. For the big environment as a country, government should launch the policies to support people to build a business and made innovation, then should set up some concerned department telling people how to do it and helping them. For individuals, the potential of taking risk was related to whether they can succeed or not, which to some extent was affected by environment and experience, but good education can teach us how to face the risk, how to get and take advantage of the opportunity and how to communicate with people. Thus, we think education is necessary and even indispensable to an entrepreneur aspiring to be successful. Educational institutions and the media provide much entrepreneurial role models to students and audiences in the classroom, on the television and newspapers.

Simultaneously, our evidence also indicates that cultural differences existed everywhere, or we can say it is omnipresent, but the ability of adapting to a new environment was also gradually enhanced every day. We thought though the cultural differences led to some problem to us, at the same time they gave us more opportunities in nowadays. Better understanding of the motivation to become self-employed, and develop related policies and mechanisms to promote employment and income.
6.3 Reflection on our study and Suggestion for future studies

The research starts with an intention to establish company in Sweden; we believe that to listen to the experience from others is the best option. After accumulation of substantial knowledge, the consult work set out. It takes a few month of whole study, when we reflect the work already done we need to recognize several shortcomings in our study. Firstly, because of the limitation on time and space, the number of our respondents and the information may be not enough, which probably influences the objectivity of results. Secondly, for the limitation on the quantity of literature about self-employment and combine with the actual situation surrounding us, the result of our study may not be suitable for other conditions such as out of Sweden, even out of Gävle. Even though, we still believe the result of the study is useful and can provide a reference to potential self-employed or investigators. This field of study is valuable to continue.

In future studies, we suggest other researchers to expand the number of respondents to collect more and comprehensive data to increase the possibility for better result. The limitation on the number of respondents made us only use a qualitative research, the result would be more desirable if both qualitative and quantitative analysis used. Self-employment policies are different between countries, but with some commonness which can be the basis and contribution to researcher and people who want to be self-employed. The last, we suggest further researchers considering the relationship between problems and opportunities in the field of cultural differences in other countries. Those results can be compared with our study.
References

Books


**Journals**


Appendix

Part 1. Background information

- Please make a simple self-introduction about yourself and your company.
- What kind of company or work you have now? What is your position?
- How long have you been Sweden and work in this company?

Part 2. Extend question

1. What makes you decide work or set company (self-employed) in Sweden?
2. What makes you select such kind of job or set such kind of company? What is the difference you think between Sweden and China?
3. What is your daily work in company?
4. What is the most difficult you met in the process of work/company?
5. What is the advantage of self-employed in Sweden you think? And what is about the disadvantages? And what is your competitive pro and con of your work/company?
6. How many years have you spent to adjust to Sweden? Do you think it is easy or hard?
7. How is your work/company going now? Succeed or ordinary?
8. What is the standard you think for Chinese and Swedish?
9. Do you have a long term strategy for career? What is your future plan?

Thanks for your kind answer and support!