HOW MEMON, DELHI SAUDAGARAN AND CHINIOTI ENTREPRENEURS CREATE NEW VENTURES

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Abstract

This paper explains how entrepreneurs belonging to Memon, Delhiwala and Chinioti communities create new ventures using family and community resources. Using multiple sources of data including in-depth interviews, community literature, and direct observation, the paper creates a consolidated picture of the process employed and recommended by the entrepreneurs of three communities. A case study approach was used to process and analyze the data. The findings suggest that religious orientation, family culture, family resources, family and community networks play a pivotal role in shaping the process of venture creation. The finding can be helpful for new entrepreneurs planning to start a business in the Pakistani context.

Keywords: Venture Creation, Ethnic Entrepreneurship, Mixed Method Approach, Community Literature.

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