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**Establishing a business in Aotearoa New Zealand:  
Cultural, human and social capital resources of intentional  
immigrant entrepreneurs**

A thesis presented in partial fulfilment of the requirements for  
the degree of

Doctor of Philosophy

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Sociology

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# Abstract

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There is a well-established literature on immigrant entrepreneurs and this thesis seeks to add to this understanding by focussing on the strategies and pathways of a particular group of business immigrants. This thesis contends that intentional well-resourced (IWR) immigrants be understood as a distinct category within immigrant scholarship. Their distinctiveness is directly linked to their intentions to start a business immediately on arrival, and the adequacy and utilisation of their human, cultural and social capital which is critical to their success.

This thesis contributes to, and extends, the knowledge of the particular dimensions of human, cultural and social capital significant to IWR immigrant entrepreneurs' success. IWR immigrant entrepreneurs are associated here with New Zealand's conditional Long Term Business Visa (LTBV) which leads to residence as an entrepreneur. Semi-structured interviews captured the business establishment experiences and trajectories of a regionally scattered sample of LTBV holders. Notwithstanding the participants' diverse cultural backgrounds, geographical locations or types of business, the iterative analytical process revealed distinct patterns of human, cultural and social capital usage at each stage of the LTBV. The time constrained requirements of the LTBV intensified the focused application of IWR immigrants' resources, which in turn provided an opportunity to examine the functions and dimensions of human, cultural and social capital which proved essential for entrepreneurial success.

The development and effects of migration policies are complex and enduring. This thesis informs immigration policy makers of the effectiveness of the LTBV in achieving the government's business recruitment and policy aspirations. The focus here is on a relatively small but distinctive group of skilled immigrants who provide a case study of immigrant entrepreneurship.

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