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## Entrepreneurship in the Informal Economy

### Models, Approaches and Prospects for Economic Development

**Routledge** Although entrepreneurship in the informal economy occurs outside state regulatory systems, informal commercial activities account for an estimated 30% of economic activity around the world. Informal entrepreneurship goes unmonitored despite the fact that it significantly contributes to poverty reduction and economic development. As a result, the informal sector is open to unethical practices including corruption, worker exploitation, and natural environment abuse to name just a few. In the media, debates have formed around whether informal entrepreneurship should be assisted or legitimized. Hence, a deep understanding of the phenomenon is vitally important. This book is the first on the market to offer models and approaches to informal entrepreneurship as well as to its prospects for economic development. Offering an in-depth examination of informal entrepreneurship in many different countries, it reveals the motivations for engaging in entrepreneurship in the informal economy, characteristics of informal entrepreneurship, and informal entrepreneurs' response to ethical issues. This volume illustrates the relationship between formal and informal economies and the conditions for the benefits of informal entrepreneurship to outweigh its disadvantages. And finally, it gives recommendations about when and how the informal economy can be formalized, which sectors should be formalized, and which ones can remain informal. This book offers much-needed guidance for stakeholders involved in economic development programs and scholars and entrepreneurs interested in the field of informal entrepreneurship as it is developing around the globe.

## Entrepreneurship in the Informal Sector

### An Institutional Perspective

**Routledge** How many businesses start-ups conduct some or all of their trade 'off-the-books'? And how many enterprises continue to do some of their work off-the-books once they are more established? What should be done about them? Should governments adopt ever more punitive measures to eradicate them? Or should we recognise this hidden enterprise culture and attempt to harness it? If so, how can this be done? What measures can be taken to ensure that businesses start-up in a proper manner? And what can be done to help those enterprises and entrepreneurs currently working off-the-books to legitimise their businesses? The aim of this book is to advance a new way of answering these questions. Drawing inspiration from institutional theory, informal sector entrepreneurship is explained as resulting from the asymmetry between the codified laws and regulations of a society's formal institutions and the norms, values and beliefs that comprise a society's informal institutions. The argument is that if the norms, values and beliefs of entrepreneurs (i.e., their individual morality) were wholly aligned with the codified laws and regulations (i.e., state morality), there would be no informal sector entrepreneurship. However, because the individual morality of entrepreneurs differs from state morality, such as due to their lack of trust in government and the rule of law, the result is the prevalence of informal sector entrepreneurship. The greater the degree of institutional asymmetry, the higher is the propensity to engage in informal sector entrepreneurship. This book provides evidence to show that this is the case both at the individual- and country-level and then discusses how this can be overcome. .

# The Nature of Entrepreneurship in the Informal Sector

## Evidence from England

Mirroring the representation of informal workers in a third world context as displaying entrepreneurial qualities, recent years have witnessed the emergence of a similar view of the informal sector in western nations as a hidden enterprise culture. Until now, however, few attempts have been made to analyze the nature and motives of informal entrepreneurs in western economies. Instead, it has been widely assumed that those engaged in entrepreneurship in the informal sector are those marginalized from the formal economy and driven out of necessity into this endeavor as a last resort. The aim of this paper is to evaluate critically this “marginalization thesis.” Reporting the findings of face-to-face structured interviews with 130 informal entrepreneurs in England, the conventional representation of these entrepreneurs as necessity-driven, as well as an emergent depiction of them as opportunity-driven, is transcended. Instead, a richer and more textured understanding of informal entrepreneurship is developed that replaces such either/or thinking by a both/and approach that depicts how the majority are concurrently both necessity- and opportunity-driven. The paper then concludes by exploring the public policy implications of this re-reading of the nature of informal entrepreneurship in western economies.

## Entrepreneurship and the Informal Economy

### An Overview

In recent decades, the field of entrepreneurship studies has become increasingly interested in the relationship between entrepreneurship and the informal economy. This paper reviews this burgeoning sub-field of entrepreneurship studies that recognizes how entrepreneurs do not always conduct their business affairs wholly by the rulebook. Evaluating this rapidly growing body of literature, it reviews the findings regarding the preponderance of entrepreneurs to engage in the informal economy, the nature of such informal entrepreneurship, the characteristics of informal entrepreneurs and the motives underpinning participation in such endeavor, along with the competing theories that have sought to explain engagement in this type of entrepreneurship. The tentative finding is that there are marked socio-spatial variations in the prevalence and nature of informal entrepreneurship, the characteristics of informal entrepreneurs and their rationales. The implication is not only that different theorizations of informal entrepreneurship apply more in some populations than others but also that some populations usually seen as lacking in entrepreneurial spirit are perhaps more enterprising and entrepreneurial than currently recognized and consequently, that legitimizing this hidden enterprise culture could be an important means of promoting enterprise and economic development in such populations. The paper concludes by highlighting future avenues for research on this subject.

## Informal Ethnic Entrepreneurship

### Future Research Paradigms for Creating Innovative Business Activity

**Springer** This book presents a curated collection of research on ethnic entrepreneurship, focusing on the informal sector. The common theme of the expert contributions is that entrepreneurial motivation to start informal business is paramount to ethnic groups. In particular, the book explores the factors influencing ethnic groups to start informal businesses and how this creates innovative business activity. It also charts the evolution of ethnic entrepreneurship and informal businesses in advanced and emerging economies; the diversity of entrepreneurial strategies; the economics of co-ethnic employment; and the issues surrounding immigrant entrepreneurship. The book is a valuable resource for researchers in the field of informal ethnic entrepreneurship, as well as for policy makers and entrepreneurs.

## Theorizing Entrepreneurship in the Informal Sector in Urban Brazil

## A Product of Exit Or Exclusion?

This article evaluates critically the competing explanations for informal sector entrepreneurship that read such endeavours to result from either 'exclusion' from state benefits and the circuits of the modern economy or the voluntary 'exit' of workers from formal institutions. Reporting evidence from a 2003 survey in urban Brazil, it is revealed that similar proportions of informal sector entrepreneurs explain their participation to result from their involuntary exclusion and voluntary exit from the formal economy. The outcome is a call to shift from an either/or to a both/and approach when explaining informal sector entrepreneurship and for wider research on the relative weightings given to exit and exclusion in different contexts so as to develop a socio-spatially contingent explanation for participation in informal sector entrepreneurship across the globe.

## The informal entrepreneur: between efforts and little wealth

**The Wisemen Council** INTRODUCTION Whether we are the apprentice, an ambulant vendor, in the market or on a proximity display, we are nourished with the same intention to earn what we need to afford a meal, the maintenance of an individual, a couple or of a family. Everything begins with the need of household income that lead to informal entrepreneurship. At the favor of historic influences and heritages, external economic models were imposed to Africa and in numerous third world countries. This is done not taking into account the popular realities, if it is not acknowledging the powerlessness to integrate the dynamism of the informal economy into the schemas of the governance of states. The two systems have been coexisting for long now without really seeing the transition of the informal to be an alternative to the dominant and oppressing model of the market economy which serves as an actual reference. Can we however envision that this transition is done by the autonomous development of the informal to become a quality revenue sharing framework? The first step is without a doubt to familiarize yourself with the characteristics of this sector and then to identify its dynamic to finally present a model accessible to all and simply applicable without necessitating a real academic curriculum. The present analysis therefore permits to have a first look from the outside, as much as possible, by taking a step back.

## Entrepreneurship and the Shadow Economy

**Edward Elgar Publishing** The shadow economy has become the focus of policy makers around the world. This timely book explores the relationship between entrepreneurship and the shadow economy by reviewing how to measure, explain and tackle this hidden enterprise culture. The editors bring together leading authorities in the field to examine existing methods to measure the shadow economy, explore entrepreneurship and shadow economy practices in various contexts, and provide policy suggestions for decreasing the shadow economy. It concludes by encouraging further research in this ever-growing field.

## The Informal Economy in Developing Nations

### Hidden Engine of Innovation?

**Cambridge University Press** The informal economy represents a significant share of output and employment in many developing countries. Yet little is known about this hidden engine of innovation. This pioneering study addresses some crucial questions, including: what is the role of the informal sector in economic development? How does innovation occur in the informal economy? How does it spread, who are the key actors and what impacts does it have? How do inventors and entrepreneurs in the informal economy reap benefits from their innovations? What stops informal sector innovation from scaling up? How can informal sector innovation in developing countries be measured? And what policies might support informal sector innovation and improve its impacts? This book will stimulate further work on this crucial but under-researched subject. As well as rich empirical evidence from several groundbreaking studies, it includes conceptual and methodological tools and policy recommendations to help researchers and policy-makers understand innovation in the informal economy.

# The Informal Economy

## Exploring Drivers and Practices

**Routledge** During much of the twentieth century, informal employment and entrepreneurship was commonly depicted as a residue from a previous era. Its continuing presence was seen to be a sign of "backwardness" whilst the formal economy represented "progress". In recent decades, however, numerous studies have revealed not only that informal employment is extensive and persistent but also that it is growing relative to formal employment in many populations. Whilst in the developing world, the informal economy is often found to be the mainstream economy, nevertheless, in the developed world too, informality is currently still estimated to account for notable per cent of GDP. The Informal Economy: Exploring Drivers and Practices intends to engage with these issues, providing a much-needed 'contextualised' approach to explain the persistence and growth of forms of informal economic practices and entrepreneurial activities in the twenty-first century. Using a diverse range of empirical case studies from Europe, Africa, North Africa and Asia, this book unpacks the different varieties of forms of informal work and entrepreneurship and provides a critical analysis of existing theorisations used to explain such phenomena. This book's aim is to examine the nature and persistence of informal work and entrepreneurship, across a variety of empirical settings, from within the developed world, the developing world and within transformation economies within post-socialist spaces. Given its worldwide, interdisciplinary and multidisciplinary approach and recent interest in the informal economies by a number of disciplines and organisations, this book will be of vital reading to those operating in the fields of: Economics, political economy and management, Human and economic geography and Economic anthropology and sociology as well as development studies

## Women in the Informal Sector in Khartoum

## Between Poverty, Entrepreneurship and Empowerment

Lit Verlag

## Tackling Entrepreneurship in the Informal Economy

## Evaluating the Policy Options

**Purpose** Although there is emerging an understanding that many entrepreneurs conduct some or all of their transactions off-the-books, there has so far been little attempt to consider what can and should be done about entrepreneurship in the informal economy. The aim of this paper is to bridge this gap. **Design/methodology/approach** Following a review of what is known about the prevalence and nature of informal entrepreneurship, this paper evaluates what can and should be done about informal entrepreneurs by analyzing the various policy options and their implications. **Findings** Evaluating the possible policy approaches of doing nothing, eradication, de-regulation and facilitating formalisation, the finding is that doing nothing leaves intact the existing negative impacts on formal and informal businesses, customers and governments, whilst eradicating informal entrepreneurship results in governments stamping out precisely the entrepreneurship and enterprise culture that they wish to nurture, and de-regulation results in a levelling down rather than up of working conditions. Only facilitating the formalisation of informal entrepreneurship is found to be a viable policy approach. How this might be achieved is then considered. **Research limitations/implications** More research is required on the hurdles informal entrepreneurs witness when seeking to legitimize their business ventures in different populations before it can be known whether specific policy measures to facilitate formalisation are appropriate. **Practical Implications** This paper evaluates various public policy options for tackling informal entrepreneurship and their impacts. **Originality/value of paper** This is one of the first evaluations of the policy options available for tackling informal entrepreneurship.

# Evaluating the Gender Variations in Informal Sector Entrepreneurship

## Some Lessons from Brazil

The aim of this paper is to evaluate critically the gender variations in informal sector entrepreneurship. Until now, a widely-held belief has been that entrepreneurs operating in the informal sector in developing nations are lowly paid, poorly educated, marginalized populations doing so out of necessity as a survival strategy in the absence of alternatives. Reporting an extensive 2003 survey conducted in urban Brazil of informal sector entrepreneurs operating micro-enterprises with five or less employees, the finding is that although less than half of these entrepreneurs are driven out of necessity into entrepreneurial endeavor in the informal economy, women are more commonly necessity-driven entrepreneurs and receive lower incomes from their entrepreneurial endeavor than men despite being better educated. The outcome is a call to recognize how the gender disparities in the wider labor market are mirrored and reinforced by the participation of men and women in the realm of informal sector entrepreneurship.

## Entrepreneurship and the Informal Sector

## Challenges and Opportunities for African Business Development

## Evaluating Women Entrepreneurs in the Informal Sector

## Some Evidence from India

Studies on women entrepreneurs in the informal economy no longer view them merely as a residue from some pre-modern mode of production that is disappearing. Instead, they are either read through a structuralist lens as marginalised populations engaged in low quality work conducted under poor conditions for low pay out of necessity in the absence of alternative means of livelihood, or through a neo-liberal lens as engaged in relatively higher quality endeavour more as a rational choice. The aim of this paper is to evaluate critically these contrasting explanations. To do this, the results of face-to-face interviews with 323 women entrepreneurs operating in the Indian informal economy are analysed. The finding is that although the structuralist representation is largely appropriate for women engaged in informal waged work, it is not so valid for women informal entrepreneurs working on a self-employed basis where incomes are higher, they receive more credit from formal institutions, union membership is higher and such work is more likely to be a rational choice. The outcome is a call to recognise the diversity of women's experiences in the informal sector and that not all informal entrepreneurship by women in developing nations is low-paid necessity-oriented endeavour carried out as a last resort.

## Management, Society, and the Informal Economy

**Routledge** Informal economic activity, defined as exchanges made by individuals and organizations in extra-legal or non-bureaucratic contexts, represents a significant and growing share of global economic activity. The informal economy brings to mind images of street vendors in markets and bazaars throughout the developing world; indeed, informal economic activity ranges from 25-75% of economic activity, depending on the country under study. Informal activity also includes "under the table," or "off the books" business in the developed world, such as informal labor arrangements in child care, construction, or home cleaning in the United States or Western Europe. What many fail to realize, however, is the increasing presence of informal economic activity in the developed world's largest corporations and most innovative entrepreneurial ventures, such as technology development work in Silicon Valley, open source software agreements, or employment arrangements between "technology stars" and firms. Management, Society, and the Informal Economy brings to light the role of the informal economy in the 21st century. The book does more than illuminate, however - it also calls for increased focus on the informal economy by management scholars. Each chapter contains a call to action, as well as practical and methodological advice for scholarship on the topic. Management, Society, and the Informal Economy contains a multi-faceted set of arguments, descriptions, and illustrations designed to convince management scholars that they should attend to the informal economy and view it

as a serious and rigorous context for theorizing, empirical research, and even practical advocacy.

## Gender and Entrepreneurship in Iran Microenterprise and the Informal Sector

**Springer** Iran is estimated to have the third largest informal sector in the MENA region a major source of income for many low-income households whose numbers are growing as sanctions tighten. Gender and Entrepreneurship in Iran provides insight into the role of informal networks in employment creation in Iran from a gender perspective. Drawing upon theories of social capital, social network, and the postcolonial feminist critique of mainstream development, this analysis sheds light on the ways in which poverty and unemployment may be tackled.

## Informal Entrepreneurship and Cross-Border Trade in Maputo, Mozambique

**Southern African Migration Programme** This report presents the results of a SAMP survey of informal entrepreneurs connected to cross-border trade between Johannesburg and Maputou during 2014. The study sought to enhance the evidence base on the links between migration and informal entrepreneur-ship in Southern African cities and to examine the implications for municipal, national and regional policy.

## Small Business Training

## Developing Entrepreneurs in the Informal Sector

**Tilde Publishing and Distribution** The Informal sector accounts for a large percentage of employment in developing economies because of the lack of modern wages jobs and very high structural unemployment. If this sector is to help address the problems of poverty and unemployment, then it needs to become more productive and attitudes to its role need to change. Small Business Training for Challenging Circumstances: Developing Entrepreneurs in the Informal Sector is an entry-level business program aimed at raising the skills level of entrepreneurship and other members of the informal economy who have not previously had access for formal business education. Educational elements covered, as identified by the World Bank, include emotional intelligence, cognitive skills and technical skills.

## The Hidden Enterprise Culture

## Entrepreneurship in the Underground Economy

**Edward Elgar Publishing** This book will be an excellent primer for policy makers wishing to understand the nature and contradictory significance of the underground economy and needing to design suitably subtle policy responses to it. Roger Lee, Growth and Change The Hidden Enterprise Culture is a top pick for any economist or academician interested in this field, as well as for any underground entrepreneur who wants to make their enterprise lawful with the fewest possible legal complications. Midwest Book Review Strongly recommended for policy makers and students of business. Global Business Review Portraying how entrepreneurs often start out conducting some or all of their trade on an off-the-books basis and how many continue to do so once they become established, this book provides the first detailed account of the vast and ubiquitous hidden enterprise culture existing in the interstices of western economies. Until now, the role of the underground economy in enterprise creation, entrepreneurship and small business development has been largely ignored despite its widespread prevalence and importance. In contrast to much of the previous literature that views the underground economy as low-paid, exploitative sweatshop work that should be deterred, this book takes a fresh, more positive perspective that considers the underground economy as a hidden enterprise culture. Colin C. Williams prescribes the means by which western governments can best harness this hidden culture of enterprise. He outlines detailed policy initiatives that seek to assist business ventures in setting up on a formal footing, and aim to encourage underground enterprises and entrepreneurs to make the transition into the realm of legitimacy. This book provides a lucid guide as to how the

hidden culture of enterprise can be brought into the open. As such, it will prove invaluable to a wide-ranging audience including scholars and students of business studies, entrepreneurship, management, economics and regional science.

## Entrepreneurship in the Informal Sector

### An Institutional Perspective

**Routledge** How many businesses start-ups conduct some or all of their trade 'off-the-books'? And how many enterprises continue to do some of their work off-the-books once they are more established? What should be done about them? Should governments adopt ever more punitive measures to eradicate them? Or should we recognise this hidden enterprise culture and attempt to harness it? If so, how can this be done? What measures can be taken to ensure that businesses start-up in a proper manner? And what can be done to help those enterprises and entrepreneurs currently working off-the-books to legitimise their businesses? The aim of this book is to advance a new way of answering these questions. Drawing inspiration from institutional theory, informal sector entrepreneurship is explained as resulting from the asymmetry between the codified laws and regulations of a society's formal institutions and the norms, values and beliefs that comprise a society's informal institutions. The argument is that if the norms, values and beliefs of entrepreneurs (i.e., their individual morality) were wholly aligned with the codified laws and regulations (i.e., state morality), there would be no informal sector entrepreneurship. However, because the individual morality of entrepreneurs differs from state morality, such as due to their lack of trust in government and the rule of law, the result is the prevalence of informal sector entrepreneurship. The greater the degree of institutional asymmetry, the higher is the propensity to engage in informal sector entrepreneurship. This book provides evidence to show that this is the case both at the individual- and country-level and then discusses how this can be overcome. .

### Becoming Formal and Informal Entrepreneurs

#### How Institutions Matter

This research explains the factors behind the variation of enterprise creation across countries by looking at the roles of formal and informal institutions and their interactions in the distribution of start-up enterprises in the formal and informal sectors. It tests two competing hypotheses about the individual versus mixed effects of formal institutions (measured by entry regulations) and informal institutions (measured by social capital) on entrepreneurship. The research uses quantitative analysis of data from 48 countries and a qualitative case study of Madagascar. The findings from the quantitative and qualitative analyses are consistent regarding the independent effects of each set of institutions in the distribution of entrepreneurship in both sectors while controlling for political and economic variables (level of economic development, political stability, and control of corruption). They confirm the hypothesis that the formal institution is inversely related to formal entrepreneurship and the informal institution is inversely related to informal entrepreneurship. The findings from the two studies disagree on the role of institutional interaction on entrepreneurship. The quantitative analysis did not find any relationship, whereas the case study finds that the interaction of entry regulations and the informal institutions of fihavanana (Malagasy social capital), tsiny (reproach), and tody (retribution) determines the distribution of entrepreneurship in the formal and informal market. The interaction occurs in the bureaucratic arena, which handles business entry procedures, and is driven by the imbalance between the strength of the two institutions. The findings from the research help us understand in a better way the mechanism that explains the distribution of entrepreneurship in the formal and informal sector in Africa and especially the predominance of informal sector in the region. They also provide new insights about the ways to handle and promote institutional reforms when formal and informal institutions diverge.

### The Evolution of Black African Entrepreneurship in the UK

**IGI Global** Migrating to a different country can be difficult, especially when attempting to start a business. Africans who migrate to the UK manage to negotiate and forge relationships among themselves and with the members of their host society. In doing so, they not only demonstrate tactics to form self-employment relationships, but they also unveil socio-cultural patterns and identity formation. The Evolution of Black African Entrepreneurship in the UK explains why people leave Africa, what they encounter, their interactions with the host community, their strategies of inclusion, and perceived exclusions from the mainstream of British society. This publication also provides information on the social changes and policies that African countries are adopting to negotiate the immigration and emigration processes of the diaspora communities. Illustrating multiple aspects of Black African entrepreneurship that serve as a vehicle not only for self-employment relationships but also for the

unveiling of socio-cultural patterns and identity formation, this publication covers gender biases, forced vs. voluntary migration, and diaspora entrepreneurship. It is designed for policymakers, managers, entrepreneurs, consultants, practitioners, professionals, scholars, students, and researchers.

## Entrepreneurship in the Informal Economy

### Commercial Or Social Entrepreneurs?

Recent research has revealed that a large proportion of entrepreneurs startup their ventures operating on a wholly or partially off-the-books basis. Until now, it has been commonly assumed that those who operate in the informal economy are exclusively commercial entrepreneurs. They are assumed to be rational economic actors who weigh up the benefits of operating off-the-books against the costs of being caught and decide to operate in this manner. The aim of this paper is to evaluate critically this a priori assumption. Reporting evidence from a 2005/6 survey involving face-to-face interviews with 102 informal entrepreneurs in Moscow in Russia, the finding is that such entrepreneurs are not purely commercially driven. Examining their rationales, informal entrepreneurs are found to range from purely rational economic actors pursuing for-profit logics through to purely social entrepreneurs pursuing purely social logics, with the majority somewhere inbetween combining both for-profit and social rationales. Neither do their logics remain static over time. What begins as a commercial entrepreneurial venture may become more socially oriented over time or vice versa. So too do their logics vary socio-spatially. Those living in deprived populations are more socially-orientated, whilst those in relatively affluent populations are comparatively more profit-driven. The outcome is a call for a more nuanced explanation of the complex and heterogeneous logics of informal entrepreneurs.

## Routledge Handbook of Entrepreneurship in Developing Economies

**Routledge** The Routledge Handbook of Entrepreneurship in Developing Economies is a landmark volume that offers a uniquely comprehensive overview of entrepreneurship in developing countries. Addressing the multi-faceted nature of entrepreneurship, chapters explore a vast range of subject areas including education, economic policy, gender and the prevalence and nature of informal sector entrepreneurship. In order to understand the process of new venture creation in developing economies, what it means to be engaged in entrepreneurship in a developing world context must be addressed. This handbook does so by exploring the difficulties, risks and rewards associated with being an entrepreneur, and evaluates the impacts of the environment, relationships, performance and policy dynamics on small and entrepreneurial firms in developing economies. The handbook brings together a unique collection of over forty international researchers who are all actively engaged in studying entrepreneurship in a developing world context. The chapters offer concise but detailed perspectives and explanations on key aspects of the subject across a diverse array of developing economies, spanning Africa, Asia, Latin America and Eastern Europe. In doing so, the chapters highlight the heterogeneity of entrepreneurship in developed economies, and contribute to the on-going policy discourses for managing and promoting entrepreneurial growth in the developing world. The book will be of great interest to scholars, students and policymakers in the areas of development economics, business and management, public policy and development studies.

## Entrepreneurship in the Informal Economy

### A Product of Too Much Or Too Little State Intervention?

Over the past decade or so, two competing theoretical perspectives have arisen that explain participation in informal entrepreneurship as resulting from either too little or too much state intervention. To evaluate these competing explanations critically, the authors report on a 2012 UK survey of 595 small business owners. Twenty per cent of these owners said that they had traded informally when starting up their ventures, and the authors examine and evaluate their reasons for doing so. It was found that 41% of the entrepreneurs attributed their off-the-books trading to too little state intervention (for example, a lack of government advice and support), 35% to too much intervention (burdensome red tape, high taxes, etc) and 24% to a mix of both factors. However, a multivariate analysis displays significant socio-demographic, firm-level and regional variations in the reasons. The outcome is a call to move towards more nuanced contextbound explanations of entrepreneurship in the informal economy.

# Does Local Financial Development Matter for Entrepreneurship in the Informal Sector?

## Evidence from India

### Introduction to the Ka Method

**The Wisemen Council** INTRODUCTION The Ka Method is designed to habilitate the ethnic entrepreneur and the entrepreneur in the informal economy to better fight, and not just failing to cope with emergencies, in a globalized economy. It draws its essence from the traditional forms of expression related to animism. Economic actors can learn thus from their own spirituality to develop strategies, tactics and actions to run their business. The method offers an alternative to the pitfalls due to the difficulty of assimilating concepts from economic models of thinking away from the cultural realities of their own. In an article on [www.afriqueexpansion.com](http://www.afriqueexpansion.com), Vitraulle Mboundou remembers that Africa is full of many informal jobs. In the first decade of the 2000s, this sector provided 72 % of jobs in sub-Saharan Africa and was responsible for more than 93 % of new jobs created, compared to the performance of the formal sector which employs only about 10 % of potential workers on the continent. Many Africans actually live in this economy that is especially prevalent among the poorer classes (professional or casual workers in employment expectations), in sectors such as fishing, small trade, handicrafts, etc. This is very often trades for survival. Today, many African states backed by the African Union, seeking to integrate these workers into the formal economy with the aim of enabling them, among others, to enjoy the benefits of social protection and to make supports growth and economic and social development across the continent. The traditional and one-dimensional purpose of a business in the classical market economy is to maximize profits and create value. A new approach may be to consider each business and ethnic enterprise as a human entity whose ultimate goal is the fulfillment through the activities they have chosen to practice. This generates fiscal and accounting activities considered by investors. This also involves achieving multidimensional economic, ethical, social, environmental and even spiritual goals. Such companies are born as humans with a dream, a destiny or a vision whose mission is eventually to take into account all aspects of future development of the activity initiated. This model is particularly suited to ethnic entrepreneurship and the informal economy that imply individual companies but it can also serve as an alternative or adaptive model for the business engaging in social and environmental responsibility.

## International Migrants in Johannesburg's Informal Economy

**African Books Collective** This report provides a rich view of the activities of migrant entrepreneurs in the informal economy of Johannesburg. It is hoped that the information will facilitate understanding of the informal sector and its potential, and not just in the context of migrant entrepreneurs. The informal economy plays a significant role in the entrepreneurial landscape of the City of Johannesburg and is patronized by most of the city's residents. The research presented here challenges commonly held opinions about migrant entrepreneurs in the City of Johannesburg and shows that they do not dominate the informal economy, which remains largely in the hands of South Africans. In late 2013, the City, through Operation Clean Sweep, removed up to 8,000 traders from the city's streets. As this and recent xenophobic attacks demonstrate, Johannesburg can be a hostile place in which to operate a business as an informal economy migrant entrepreneur. Instead of trying to sweep the streets clean of these small businesses, government at national, provincial and city levels should develop policies to grow the SMME economy, develop township economies, and manage the informal economy and street trading. They need to incorporate the businesses owned by migrant entrepreneurs, rather than exclude and demonize them. These businesses make an invaluable contribution to Johannesburg's economy despite operating in a non-enabling political and policy environment.

## Entrepreneurship, the Informal Economy and Rural Communities

**Purpose**This paper evaluates whether early-stage entrepreneurs and the established self-employed in rural communities trade off-the-books and whether this tendency varies across deprived and affluent rural localities.  
**Methodology**Face-to-face interviews were conducted with 350 households in both affluent and deprived rural communities in England. FindingsIn both the affluent and deprived rural communities surveyed, wholly legitimate enterprises represent just the tip of the iceberg. Beneath the surface is a large hidden enterprise culture of both registered businesses trading off-the-books and unregistered wholly off-the-books enterprises. However, the preponderance of both early-stage entrepreneurs as well as the established self-employed to trade off-the-books is greater in deprived than affluent rural communities, intimating that deprived rural communities are perhaps relatively more enterprising and entrepreneurial than is currently recognised. Research limitations/implicationsThese findings are based on a small-scale study of five English rural communities. Further studies are now required to evaluate whether similar findings are replicated elsewhere. Practical implicationsThe paper

reveals that legitimising the hidden enterprise culture in deprived rural communities could be an important but so far untapped means of promoting enterprise and economic development.  
Originality/value Evaluates the extent of informal entrepreneurship in rural communities and how this varies spatially.

## Informal Migrant Entrepreneurship and Inclusive Growth in South Africa, Zimbabwe and Mozambique

**Southern African Migration Programme** While increasing attention is being paid to the drivers and forms of entrepreneurship in informal economies, much less of this policy and research focus is directed at understanding the links between mobility and informality. This report examines the current state of knowledge about this relationship with particular reference to three countries (Mozambique, South Africa and Zimbabwe) and four cities (Cape Town, Harare, Johannesburg and Maputo), identifying major themes, knowledge gaps, research questions and policy implications.

## Entrepreneurship in the Informal Economy: Evidence from Informal Institutional Environments

### Entrepreneurship and Labour in Informal Sector

### Kenya's Informal Sector Entrepreneurs

### An Examination of Some Characteristics and Constraints of "micro" Entrepreneurship

### Entrepreneurship in the Shadows

### Wealth Constraints and Government Policy

### Improving Skills Development in the Informal Sector

### Strategies for Sub-Saharan Africa

**World Bank Publications** This book uses household surveys in five countries of Sub-Saharan Africa to describe employment off the farm in the region's growing informal sector and assesses how different forms of education and training, including apprenticeships, influence choices in employment and earnings.

# Innovation, Regional Integration, and Development in Africa

## Rethinking Theories, Institutions, and Policies

**Springer** This edited volume discusses the role of innovation and regional integration in economic development in Africa. Over the past five decades, post-colonial African countries have struggled to break loose from the trap of poverty and underdevelopment through the adoption of various development strategies at regional, national, and continental levels. However, the results of both national and regional efforts at advancing development on the continent have been mixed. Although the importance of agglomeration and fusion of institutions have long been recognized as possible path to achieving economic development in Africa, the approach to regionalism has been unduly focused on market integration, while neglecting other dimensions such as social policy, mobility of labor, educational policy, biotechnology, regional legislation, manufacturing, innovation, and science and technology. This volume investigates the link between innovation, regional integration, and development in Africa, arguing that the immediate and long term development of Africa lies not just in the structural transformation of its economies but in the advancement of scientific and innovation capacities. The book is divided into four parts. Part I addresses the theoretical and conceptual underpinnings of innovation and regional integration in Africa. Part II presents case studies which examine how regional economic institutions are fostering innovation in Africa. Part III of the book deals with sectoral issues on innovation and integrated development in Africa. Part IV sets the future research on innovation, regional integration, and development in Africa. Combining theoretical analysis and a comparative, interdisciplinary approach, this volume is appropriate for researchers and students interested in economic development, political economy, African studies, international relations, agricultural science, and geography, as well as policymakers in regional economic communities and the African Union.

## Entrepreneurship Marketing

### Principles and Practice of SME Marketing

**Routledge** Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector. Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism. This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

## Informal Sector Innovations

### Insights from the Global South

**Routledge** It is well documented that the space of informal economic activity is rising across the globe. This rise has been particularly significant in the least developed and developing countries, especially after the onset of neo-liberal policies and withdrawal of welfare state. There has also been a shift in academic thinking on informal sector, with attempts being made to understand the contribution of informal sector in generating employment and economic growth rather than focusing solely on exploitative labour conditions in these economic activities. Indeed, with the retreat of welfare state and the introduction of contract labour in the formal sector, many issues related to occupational hazards and improper labour conditions do not remain unique to the informal sectors of the economy, particularly in less developed countries. This volume addresses a specific concern: the issue of knowledge generation and innovative activities, which lies at the core of sustained competitive advantage of these activities. The chapters in this book were originally published in the African Journal of Science Technology Innovation and Development.

## Street Entrepreneurs

### People, Place, & Politics in Local and Global Perspective

**Routledge** Addressing the current dearth of available literature on this topic, the editors use a range of international case studies to explore street vending and informal economies which continue to be, especially in developing countries, a vital economic driver. This volume collects essays from authors around the world about the markets and vendors they know best, including studies of USA, China, Mexico, Turkey. The contributors speak of the struggles that vendors have faced to legitimize their activity, the role that they play in helping societies adapt to and survive catastrophes as well as the practical roles that they play in both the local and global social and economic system. As well as highlighting the importance of street markets as a phenomenon of interest in itself to a growing body of scholarship, this study demonstrates how an analysis of street vending can provide insights not only into economic anthropology, but also urban studies, post modernism, spatial geography, political sociology and globalization theory.