Appendix 1: Research Design Strategy and Methodology Framework

Research Strategy

- 4 x First-generation Sikh Entrepreneurs
- 4 x First-generation PM Entrepreneurs
- 1 x First-generation Hindu Entrepreneur
- 9 x 2nd Gen Sikh Fam Bus Entrepreneurs
- 9 x 2nd Gen Sikh NFB Entrepreneurs
- 8 x 2nd Gen PM Family Bus- Entrepreneurs
- 8 x 2nd Gen NFB Entrepreneurs
- 2 x 2nd Gen Hindu Fam Bus- Entrepreneurs
- 3 x 2nd Gen NFB Entrepreneurs

Research Methods

- 27 Semi-structured interviews
- 11 Case Studies
- 21 Semi-structured interviews

Research Analysis

Qualitative Contextualist analysis
1. Content
   - Developing codes / themes/constructs
2. Pattern Matching
   - Point of Departure Intra/inter cultural and generational - differences / similarities
3. Explanation/theory Building
   - Re-contextualisation

Evaluation of Results

Validity
Reliability
Comparability