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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