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Figure 1: Identity and Difference

1st Generation
Sikh
Pakistani
Normal Businessman

Identity
Characterised By

2nd Generation
Sikh
Pakistani
British
Normal Businessman
A True Entrepreneur

Balancing religious and national heritage with UK citizenship – spiritual and emotional roots in home country
Not suffering from shifts in identity
UK considered home - longevity of stay
An ability to learn the ‘English way’
A resolve strengthened toward own ethnic/religious group
Being considered not as outsiders looking in
Wanting to be viewed as trustworthy and honest

Shifts in identity due to identity conflict
The use of hyphenated identity labels
Spiritual, emotional and economic ties in the UK and /or overseas
Not being considered ethnic, but rather British – attempts made to distance themselves from the ethnic tag
Culture/ethnicity seen as a resource

Impact on Business Practices
Individual/Personal Level
Decision-making within the Business

(Source: All respondents, n = 42)