

The background of the slide is a composite image. On the left, there is a wooden gnomon with a circular sundial face. In the center, a notebook is open, showing handwritten text in cursive. On the right, there is a larger, more detailed sundial with a complex geometric design and Roman numerals. The overall theme is related to time, measurement, and knowledge.

**Knowledge transfers can be two way:
lessons from a partnership with a
minority ethnic business**

**Barry Lowe
Thames Valley University**

Minority Ethnic Businesses (MEBS)

- ★ Corner stores and curry houses to large scale manufacturing concerns**
- ★ Some minority communities (e.g. Asian) are over-represented in the self-employed category**
- ★ Orientation towards business proprietorship that is influenced both by traditional cultural values and a response to the limited opportunities available to them in the mainstream job market.**

MEBS

- ★ A higher than average (compared with non-MED SME's) ability to raise start-up capital
- ★ More reliant on informal community and personal sources of capital
- ★ Even second generation MED proprietors were reluctant to approach banks
- ★ Less likely to seek support and advice from government and other agencies
- ★ Often work in hostile trading environments that feature crime and racism

MEBS

- ★ Trust between family members underpinned many MEB's, providing access to start-up capital and human resources.
- ★ The business was often regarded as an extension of the family and the demands it placed on the resources of the family were seen in this context.

Curry Life

- ★ **B2B magazine catering to the Asian food catering industry that employs 150,000 people mainly members of ethnic minority communities.**
- ★ **Founded four years ago by two Bangladeshi brothers, the business employs five people and is located close to Brick Lane, the heartland of the UK's Bangladeshi community.**
- ★ **The owners want to convert their publication into a lifestyle consumer magazine dedicated Asian cuisine in the UK**

Intercultural Communication

- ★ High context cultures (such as many Asian cultures) relied heavily on the overall situation to interpret messages (e.g. non-verbal cues and information about the message sender's background).
- ★ Low context cultures (such as American) relied more on the explicit verbal content of the message.
- ★ "the ability to negotiate cultural meanings and to execute appropriately effective communication behaviours that recognise the interactants' multiple identities in a specific environment"

Curry Life Doing Business (1)

- ★ Trading and entering business agreements places a strong emphasis on the notion of trust.
- ★ Business activities takes place within a social context that requires a range of observances not directly related to the business transaction itself.
- ★ Time devoted to business activity is intermeshed with other activities.

Curry Life Doing Business (2)

- ★ Deadlines and time limits and the notion of expiry are not essential mechanisms in the structure of business activities.
- ★ Memory and verbal narrative are more important in recording business activity than letters, forms and documentation.
- ★ The supply of goods and services are often sought and regarded as favours or the meeting of obligations.
- ★ There is a reluctance to engage with the formal authorities and other mainstream institutions.

Thank You!

