

Elena Sommer, *Social Capital as a Resource for Migrant Entrepreneurship: Self-Employed Migrants from the Former Soviet Union in Germany*
Munich: Springer VS, 2020, 331 pp.

According to the author, this book aims to explore the accessibility and use of social capital within and outside the migrant community from the former Soviet Union (FSU) for migrant enterprises that operate in various markets over time. Elena Sommer's book aims to shed light on a phenomenon that has spawned an international lexicon of words and phrases that include "ethnic entrepreneurship," "ethnic business," or "ethnic economy," "middleman minority," "sojourners," "transculturality," "orthodox ethnicity," and "reactive ethnicity." In her exploratory research, based on evidence from 62 qualitative interviews, Sommer examines the usage of social capital for entrepreneurial practices of self-employed migrants from the former Soviet Union in Germany. The study resulted from the author's doctoral research at Bremen International Graduate School of Social Sciences (BIGSSS). It was designed to show how business-related social relationships are influenced by a company's marketing policy and access to specific entrepreneurial social networks. The author investigates the types of relationship networks migrants use as a platform for creating and growing small enterprises and how migrants' entrepreneurial social networks evolve.

The book starts with a brief overview of migrant business research. Sommer has deliberately formulated the study questions in the introductory section to facilitate the reader's active interest in the rigorous contemplation that the book is supposed to introduce. The introduction is followed by Chapter 2, which delves into the main theoretical principles and analytical observations in migrant entrepreneurship, social capital, and migration studies that are important to studying migrant entrepreneurs' network features. The chapter ends with an outline of the study's research issues and methodological framework.

Chapter 3 gives a short description of the migration of former Soviet Union citizens to Germany, accompanied by an overview of analytical studies on their social and labor market integration. The final subsection discusses results from previous studies on self-employment among former Soviet Union migrants.

Chapter 4 describes the research structure, sample, and methodology. It begins with a definition of the terms used in the research design, followed by an explanation of the chosen environment for the study and the rationale for using a qualitative method. This chapter concludes with the data processing methods applied in the study.

Chapter 5 focuses on the economic operations of the migrant market from the former Soviet Union, which can be narrowly defined as migrant retail enterprises with a largely co-ethnic clientele. It begins with an overview of the key features of the Russian-speaking migrant market in two German cities: Düsseldorf and Waldbröl. In particular, the author notes that the Russian-speaking migrant market is a social space that fosters internal bridging between different subgroups of the same

migrant community and allows for interaction among migrant subgroups. In addition, the chapter provides a data-driven grouping of migrant sector companies into four groups, highlighting the key characteristics of their services, customer base, and professional relationships. Motivations for starting a company in the migrant industry, customer recruiting methods, and typical social capital attributes and functions in this market segment are also addressed.

The use of social capital by migrant enterprises in the diverse sector simultaneously serving co-ethnic and general population customers is demonstrated in Chapter 6. It begins by demonstrating techniques necessary for gaining access to native clients used by migrant businesses that began in the migrant market and then expanded to a larger market. It is followed by a segment concentrating on companies that began their work in the conventional market but later migrated to the mixed market after recognizing the financial benefits of approaching co-ethnics as a separate client community. The chapter ends with an example of an entrepreneurial network in a mixed market.

In Chapter 7, the author illustrates the use of social capital by companies operating in the mass market with a large general population clientele. The chapter shows how access to and use of social capital by companies working in the mass market varies between businesses offering knowledge-intensive services in high-skilled sectors and businesses in low-entry barrier sectors. The core features of self-employed social capital in these two divisions of the mainstream economy are illustrated, supplemented by two illustrative descriptions of business network maps in the mainstream market.

Chapter 8 looks at the different forms of social capital that FSU migrants use as they partake in various transnational entrepreneurial practices. The types of transnational economic activities discovered in empirical evidence are listed first, followed by reasons for participating in or not participating in transnational economic activities. The chapter then reflects on the empirically derived forms of transnational entrepreneurship practices and their main social capital characteristics. The chapter comes to a close with an example of case analysis.

Chapter 9 summarizes the study's conclusions and flaws and makes recommendations for potential studies.

Overall, Sommer's *Social Capital as a Resource for Migrant Entrepreneurship* is important reading for both scholarly and business audiences. The writer has gone to great lengths to combine the inherent scientific vocabulary in social science with straightforward language that makes the topic easy to understand. The author has also succeeded in presenting migrant entrepreneurship as both science and activity.

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