

Abstract

The purpose of this study is to investigate how Chinese immigrant entrepreneurs' use of effectual and causal logic in the entrepreneurial process is influenced by individual characteristics and cultural factors in a cross-national context.

Entrepreneurs' decision-making logic throughout their business journey is shaped by various underlying factors. Literature review shows that entrepreneurs' experiences, educational levels, risk perceptions, and cultural dimensions like uncertainty avoidance, individualism, and long-term orientation affect their preference for effectual or causal logic. It was found that adept entrepreneurs are capable of employing both logics flexibly, adapting to the needs of specific situations. It is worthwhile examining how these decision-making logics evolve with business development and identifying factors that may trigger shifts between effectual and causal logics. To address the research topic, two studies were designed. In Study One, a configurational approach is used to investigate the impact of six factors on the preferred decision-making logic. The data was collected through a questionnaire survey, and in-depth data analysis using the fuzzy set qualitative comparative analysis (fsQCA) methodology helped identify the most influential factors and complex causal relationships in entrepreneurial decision-making logic. In Study Two, a qualitative research approach, based on in-depth interviews, was used to gain insights into potential shifts in entrepreneurs' decision-making logic in different entrepreneurial processes, and the factors that influence the shifts.

This research enriches the literature by exploring how individual and cultural factors influence entrepreneurs' decision-making logic, offering a perspective that considers multiple interacting factors. It confirms that entrepreneurs shift between causal and effectual logic at different stages of business development. This study also contributes new perspectives to the decision science literature by demonstrating the application of fsQCA in decision-making logic research. Practical implications include providing guidance for entrepreneurs in cross-cultural settings to adjust their decision-making strategies, thereby enhancing resource efficiency and market competitiveness.

Key words: Chinese immigrant entrepreneurs, decision-making logic, effectual and causal logic, entrepreneurial process, individual characteristics, cultural factors, cross-national context