

## **ANALYSIS ON TARGETED RECRUITMENT OF FIRST- AND SECOND-GENERATION AMERICANS**

**<sup>1</sup>J. Hari Krishna,**

Asst.Professor, Department of Computer Applications,  
Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India,  
jharikrishna@vrsiddhartha.ac.in

**<sup>2</sup>R.Sandya,**

MCA, Department of Computer Applications,  
Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India,  
208w1f0043@vrsec.ac.in

**<sup>3</sup>K.Vijaya Rachana,**

MCA, Department of Computer Applications,  
Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India,  
208w1f0027@vrsec.ac.in

**<sup>4</sup>P.Sri Hari,**

MCA, Department of Computer Applications,  
Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India,  
208w1f0040@vrsec.ac.in

**<sup>5</sup>T.Ravi Teja,**

MCA, Department of Computer Applications,  
Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India,  
208w1f0052@vrsec.ac.in

### **ABSTRACT**

Los Angeles has much greater rates of self-employment than New York for all demographics (immigrants, second-generation immigrants, and native-born whites) (15.8 percent for Los Angeles, versus 11.2 percent for New York). For the first generation in New York, the average self-employment rate was 8.5%. Native-born whites have a percentage of 11.2 percent, which is far lower than this. The percentage of New Yorkers who are self-employed grows to 13% among the second generation. This figure is higher than the New York City average for native-born whites. However, excluding the small number of Iranians in New York who saw a six-fold increase in self-employment between the first and second generations, the average rate of self-employment for the second generation in New York is 9.9 percent, which is still well below the average self-employment rate for native whites in New York. First-generation immigrants in Los Angeles have a higher self-employment rate than native-born whites, at 16.7% compared to 15.8%. There has been a little decrease in second generation LA immigrants' self-employment rate, to 16.4 percent, which is still higher than the percentage for native-born whites. Both locals and foreign-born residents of Los Angeles have a greater rate of self-employment in the city compared to New York City. In Los Angeles, the self-employment rates of these seven foreign-born nations and their descendants are on average higher than those of native whites.

### **1. INTRODUCTION**

Self-employment is more common among foreign-born people than among native-born people, however some nationalities are more self-employed than others. Such populations, according to research, have a unique combination of economic disadvantages and assets that spur them to high levels of entrepreneurship.

Lack of English proficiency, belonging to an ethnic or racial group that is discriminated against, and a lack of credentials are some of the disadvantages (or credentials from unrecognised foreign universities). Skills, education, and networks that provide labour, capital, information, and advice, as well as imported goods and customers, are all examples of available resources.

Studies conducted in a variety of countries, locations, and economic sectors have confirmed these findings. However, the first generation of immigrants has been the focus of the majority of research on entrepreneurship. In 2005, there were about 30 million recent immigrants, including those who arrived before the age of 13, whose self-employment patterns are still poorly understood.

Second-generation immigrants are likely to have a profound impact on U.S. social and economic patterns for many years to come, so it makes sense to study the role of self-employment in this group's experience of assimilation. In New York and Los Angeles, data on self-employment can be analysed to see if it is a trend among the younger generation.

## **2. BACKGROUND ON IMMIGRANT ENTREPRENEURSHIP**

The supply of entrepreneurs was the subject of most of the early study and theory on immigrant entrepreneurship. In this study, there was little attention paid to the circumstances in which these enterprises operated.

For a decade, researchers have focused on the social and communal factors that influence the demand for entrepreneurial activity. In contrast to earlier formulations that ignored the context when assessing the prospects for immigrant self-employment, this research looks at how entrepreneurship is growing within a changing opportunity structure.

Ethnic and immigrant entrepreneurship is becoming more popular because of a wide range of factors, including a rise in demand from the general population.

According to sociologist Saskia Sassen, despite the apparent decline in stable employment opportunities for less-educated labourers in major cities, transitional and even impoverished neighbourhoods often require the kinds of goods and services that immigrant entrepreneurs are willing and able to provide. Immigrant entrepreneurs are often the ones to fill this gap in the market because corporate businesses aren't interested.

Immigrant shop owners aren't just selling goods and services to low-income immigrants and native workers who have been displaced from their jobs. Affluent workers and the companies that employ them are increasingly using goods and services that are delivered by immigrant entrepreneurs, from prepared food, remodelling services, childcare, packaging, delivery, and garment assembly.

However, it is important to keep in mind that the prospects for self-employment for immigrants are not universally good. Even in the late 1990s, corporations that had previously ignored inner-city customers began to see the potential for profit. Since immigrant-owned businesses could not compete with their wealthy counterparts, they lost some of their previously held sway in the market

## **3. DATA ON SECOND-GENERATION MOBILITY**

Second generation sociologists Reynolds Farley and Richard Alba found hopeful results in educational achievement, occupational prestige, and economic mobility at the national level.

To begin, the percentage of members of the second generation who have earned a bachelor's or higher degree was higher than that of the first. Second, all comparisons between the second and first generations showed an increase in the status of the professions studied. Second-generation groups had lower poverty rates and larger percentages of people in a comfortable financial position (i.e., earnings five times higher than the poverty rate), as well as much higher per capita incomes than the first generation.

The statistics also showed that first-generation immigrants from countries with higher levels of education had better second-generation development in terms of income and educational attainment than immigrants from countries with lower levels of education, such as Mexicans. Mexican-origin immigrants make up the largest national migrant group, and inadequate mobility could harm a large portion of the second generation. This is a worrisome discovery.

## **4. MODELS OF SECOND-GENERATION SELF-EMPLOYMENT**

Immigrant children who were born in the United States are less likely than their parents to go into business for themselves for a variety of reasons. First-generation immigrants are more likely to be self-employed, but their offspring are more likely to go to college and land professional jobs in existing businesses or the public sector, according to extensive studies on intergenerational immigrant adaptability.

When it comes to generational succession in self-employment, this is referred to as the "traditional model". Immigrant children born in the late nineteenth and early twentieth century (known as the "final big wave") largely conform to the traditional paradigm.

Members of the second generation, then and now, often have higher levels of English proficiency, awareness of American society, and education than their parents' generation.

Second-generation immigrants often lose access to migrant networks and skills, including proficiency in their parents' native language and an understanding of the country of origin's wage gap. Because their parents made a conscious decision to move to an unknown location and seize possibilities there, the second generation may lack the same drive and ambition.

Migrant populations have a wide range of abilities and access to resources as well as varying demographic traits and cultural preferences, which may lead to a variety of patterns of generational shift in self-employment. Here are a few alternative options.

Starters of the second generation. Being self-employed takes money, which means that even if someone in the first generation wants to pursue it, they may not have the resources. Members of the second generation, on the other hand, may have access to these resources because they grew up in the United States. As a result, the self-employment rate among members of the second generation may be higher than that of their parents' generation. In New York City's Jewish community, this was a common occurrence in the past.

The model of the intermediary. For groups with high rates of self-employment in the first generation, the second generation retains high levels of self-employment. These highly entrepreneurial communities' second generation

members are less focused on academic accomplishment since they aim to enter the easily accessible ethnic economy, where a huge percentage of their coethnics find job, than their predecessors were. It is particularly apparent in the Cubans of South Florida and the Chaldeans of Detroit, both of whom were educated in public schools.

This is a model for decline that is in its second generation. There may be a reduced rate of self-employment among the children of less-than-successful self-employed parents, but they may not have the upward mobility indicated by the conventional model. When demand for goods and services decreases or competition from other entrepreneurial groups and corporate firms cuts into consumer demand, ethnic-owned economies suffer from a process known as "niche shrinking."

The fact that the second generation has lower rates of education, self-employment, and income than the first generation supports the theory of second-generation decline. In the 1950s and 1960s, large portions of cities including New York, Newark; Detroit; Chicago; and Los Angeles lost its economic and population basis, which affected the owners of urban enterprises.

In the suburbs, the Sunbelt, or gentrifying areas, some displaced second-generation entrepreneurs (children of immigrants who came to the United States before 1930) were able to restart their businesses; others were unable. In order to augment their dwindling retirement funds, several worked in ethnic businesses as store employees.

Entrepreneurs with a global reach. As a result of the many incentives available from firms operating in the United States and the place of origin of the parents, the second generation of groups with relatively high resources maintains high self-employment rates. In 2002, Portes and colleagues found that this was the case for more than 5% of the first-generation migrants they surveyed, including those from El Salvador, the Dominican Republic, and Colombia.

For the first time, these first-generation transnational entrepreneurs relied on frequent travel and continual interaction with other countries to earn a greater income and become a citizen. Similar trends have been observed among South Asian and Chinese second-generation families.

A similar trend is the permanent relocation of children of immigrants from the United States to their country of origin or a third country in order to work for themselves.

## **5. METHODOLOGY**

Five years' worth of annual data files from the CPS from New York City and Los Angeles County were evaluated in order to explore intergenerational patterns of self-employment. Charlie Morgan prepared the data for the project on immigration and intergenerational mobility in Los Angeles. As the two largest migrant settlements in America, these cities were chosen because they are home to many second-generation immigrants.

In contrast to the 1990 and 2000 Censuses, which lacked information regarding respondents' parents' birthplaces, the CPS collects a wealth of information. The limited sample size and the young age of those in the second generation mean that conclusions based on this statistics, especially when considering gender, can't be made about the number of self-employed people of different nationalities who live in each city.

The 1.5 generation (those who arrived in the United States before the age of 12) was added to increase the size of the second generation for analysis. The 1.5 generation's experiences may be reflected in some of these trends, rather than a group of U.S.-born individuals.

Since self-employment rates rise with age, it is expected that the relative youth of the second generation will have a negative impact on the rate of self-employment because of this. Aside from the British and Mexicans in Los Angeles, no second-generation group (defined as those aged 20 and older) was larger than the initial group. People who run their own business, profession, trade, or farm are referred to as self-employed in the poll. Neither tiny "side" firms nor huge corporations are included in these figures because only unincorporated self-employed are included in the self-employed category.

Finally, the comparison between the two cities is a thorn in the side. New York and Los Angeles are home to a wide range of ethnic groups. As a result, finding representative samples of the same demographic in both places is challenging.

Self-employment encompasses a wide range of options, from micro-businesses run out of one's house to much larger organisations. Without more investigation, it is impossible to discern the nature and economic impact of the many types of enterprises contained in these data.

Following the acceptance of these restrictions and constraints, we decided to focus our research on the following populations: Salvadorans and Mexicans; Filipinos; Chinese; Koreans; Iranians; British; white Americans; and people of other ethnicities. At the very least, a small percentage of each group is self-employed in both locations.

There are other social and economic features that ethnic economies have recognised as significant to the patterns of self-employment in the broader research on ethnic economics. Less-educated Mexican and Salvadoran immigrants, many of whom may not have legal status, are more likely to be self-employed. For the most part, existing businesses hire Filipinos because of their strong educational credentials and fluency in the English language.

Ethnic economies of China, Korea, and Iran are renowned for their high rates of self-employment and well-developed ethnic economies. Throughout New York and Los Angeles, these three groups are linked to clothing companies and diverse vocations. Restaurants and import-export businesses are run by both Chinese and Korean immigrants. A large number of Koreans work in retail, while a similar number work in small grocery and liquor stores as well as dry cleaning services.

There is no racial discrimination against British second-generation immigrants whose parents arrived before the mid-20th century. When it comes to comparing migrants to native-born white people, they give a benchmark.

#### **CONCLUSIONS**

Self-employment rates among the second generation appear to have remained rather consistent over time, according to this preliminary investigation. As a result, the traditional paradigm of immigrant children seeking professional job rather than self-employment may not apply to all populations in this study, even though it is pertinent to Chinese, Korean, and British residents of New York and Los Angeles.

Individuals in Mexico and El Salvador of the second generation, particularly those with less educated parents, fit well into the "second generation beginnings" group. According to this middleman model, successive generations of Iranians have maintained high levels of self-employment over time.

There was no evidence of second-generation decline, the model that predicts lower rates of education, self-employment, and income among the second generation than the first generation.

#### **REFERENCES**

1. Farley, Reynolds and Richard Alba. 2002. "The New Second Generation in the United States" *International Migration Review* 36 (3): 669-701.
2. Gans, Herbert. 1992. "Second Generation Decline: Scenarios for the Economic and Ethnic Futures of the Post-1965 American Immigrants." *Ethnic and Racial Studies* 15 (2): 173-192.
3. Goldscheider, Calvin, and Francis E. Koblin. 1980. "Ethnic Continuity and the Process of Self-Employment." *Ethnicity* 7, 256-278.
4. Levitt, Peggy and Mary Waters, (eds). 2002. *The Changing Face of Home: The Transnational Lives of the Second Generation*. New York: Russell Sage Foundation.
5. Light, Ivan and Steven J. Gold. 2000. *Ethnic Economies*. San Diego: Academic Press.
6. Mackun, Paul J and Shawn R. Wilson. 2000. Population Trend in Metropolitan Areas and Central Cities 1990-1998: Population Characteristics. *Current Population Reports*. U.S. Census Bureau.
7. Portes, Alejandro, William Haller and Luis Guarnizo. 2002. "Transnational Entrepreneurs: An Alternative Form of Immigrant Economic Adaptation." *American Sociological Review* 67: 278-298.
8. Sassen, Saskia. 1991. "The Informal Economy" in *Dual City: Restructuring New York*, ed. John Hull Mollenkopf and Manuel Castells, pp. 79-101. New York: Russell Sage Foundation.