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Ethnic Food and Sustainability

An analysis of how Thai restaurants in Sweden practice and communicate CSR

Abstract

The ethnic food industry has grown substantially due to globalisation and migration trends. However, food sustainability has been rarely studied in ethnic food business literature. Ethnic food businesses are considered small migrant businesses, characterised by dimensions like size and cultural context. This thesis aims to study Corporate Social Responsibility (CSR) practice and communication in small migrant businesses, especially CSR communication, which is rarely studied in the context of small migrant businesses. Semi-structured interviews were conducted with the owner-manager of Thai restaurants in Sweden. The choice of study is based on the characteristics of Thai restaurants, SMEs and small migrant businesses. Also, Thai food is popular as ethnic food in Sweden. This study elicits how Thai restaurants in Sweden, considered small migrant businesses, practice and communicate CSR. The researcher found that formal institutions (law and regulations), informal institutions (norms), and customers influence CSR communication and practice from Thai restaurants in Sweden. It is also found that the relationship between CSR practice and communication regarding the formative views on CSR walk and talk exists among the sampling of small migrant businesses. The formative views on CSR walk and talk show how CSR communication influences and shapes CSR practice. In the case of Thai restaurants in Sweden, the researcher found two types of relationships between CSR walk and CSR talk. The first relationship is 'Walking to Talk', which happens when CSR communication influences and shapes CSR practice. The second relationship is 'T(w)alking', which happens when CSR practice and communication emerge simultaneously when the CSR communication constitutes CSR practice as mentioned in the Communicative Constitution of Organisations (CCO) theory. In addition, the researcher found the pattern of 'CSR Walk but no Talk' as a result of the business insights found by the researcher; this thesis provides implications for business and policies. In conclusion, this thesis contributes empirical findings to CSR in migrant business research, which is considered a complex and unexplored domain. Especially the formative communication perspective, which has been little mentioned in this field.

Keywords : Ethnic Food, Sustainability, Small Migrant Business, CSR, CSR Communication, CCO Theory, SMEs

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Surathra A.

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Glossary

CSR	Corporate Social Responsibility
CCO	Communicative Constitution of Organizations
Home Country	The origin country of migration
Host Country	The destination country of migration
SEK	Swedish Krona
SBSR	Small business social responsibilities
SMEs	Small and Medium sized Enterprises
Small Migrant Business	The practice of business driven by migrant entrepreneurs and immigrant entrepreneurs
WBA	World Benchmarking Alliance

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1. Introduction

Food sustainability plays significant roles in both business practises and research – the number of research growing together with practicality from the food industry. The food industry is essential for our consumption in the business system; however, it undermines the environment. The food industry starts to measure sustainability, for example; World Benchmarking Alliance (WBA), a non-profit organisation, starts building metrics to help achieve the U.N.'s Sustainable Development Goals (Terazono, 2021). Frequently, the challenges for food sustainability are linked to production challenges, consumption challenges and socio-economic challenges. Those challenges impact, for example, biodiversity loss, water extraction and pollution (Garnett, 2013).

However, only a few food sustainability studies such as Filimonau et al. (2021), includes the cultural challenges that some food business areas face when operating in other countries – so-called ‘ethnic food businesses’. Ethnic food can be defined as an ethnic group's or a country's cuisine that is culturally and socially accepted by consumers outside of the respective ethnic group (Kwon, 2015). Ethnic food includes, for example, Thai or Chinese restaurants in Western countries. Ethnic food consumption has increased significantly due to migration and globalisation (Verbeke & Poquiviqui López, 2005). Like other food industries, food sustainability arises as an issue in the ethnic food industry. The study from Filimonau et al.(2021) mentioned food waste management in ethnic food restaurants. One of the barriers to the sustainability approach for ethnic food businesses is the difficulty in procuring authentic ingredients and foodstuffs (Filimonau et al., 2021). Aside from the production process, there are other areas to study, such as environmental and social aspects.

Ethnic food businesses, such as Thai restaurants, are conceptualised as small-to-medium-sized enterprises (SMEs) and also as small migrant businesses due to the headcount of employees and the revenue turnover (Statista,2021). SMEs businesses represent most foodservice operators, and migrant businesses share many traits of SMEs (Filimonau et al., 2021; Ram et al., 2000). From that perspective, most

ethnic food restaurants are small and medium-sized enterprises. The SMEs concept is also applied to Thai restaurants in Sweden. Some researchers argue that there are challenges to practice sustainability in SMEs. Previous literature pointed out that SMEs are lagging in sustainability performance. One reason might be that SMEs businesses lack financial resources and knowledge to deal with sustainability issues (Brammer et al., 2012).

In the Nordic countries, SMEs managers relate corporate social responsibility (CSR) concerns to their business goals and developments. SMEs-managers perceive CSR as a business opportunity for competitiveness (Morsing & Perrini, 2009). The characteristics of CSR in SMEs are “low key” and informal. CSR in SMEs is often practised with no structure, and the SMEs businesses practice CSR ‘without knowing it’ (Santos, 2011). The implicit CSR theory (Matten & Moon, 2008) holds that informal CSR emerges through the norm and (in)formal institutions among SMEs in Europe. In the case of Sweden, Jansson et al., (2017) argued that SMEs commitment to CSR correlates with market orientation. According to Swedish institutions that drive national food policy and consumption trends, Sweden's empirical market orientation for food sustainability is evident (Lang & Barling, 2012).

Aside from the CSR perspective of Ethnic food restaurants as SMEs, we can also see the CSR perspective of Ethnic food restaurants as Migrant businesses. Research on CSR in migrant business showed that CSR perceptions are influenced by home country contexts, especially if the home country is a developing country, where CSR is less well-developed (Azmat, 2010). Most CSR concepts are associated with advanced-developed countries. The CSR engagement in less-developed countries is low and in the transformative stage (Azmat, 2010). CSR practises of migrant businesses are also influenced by national culture, which is shared values and norms among a group of an ethnic minority (Pedrini et al., 2016)

Previous pieces of research confirmed that most migrant businesses perceive CSR as part of the business (Azmat & Zutshi, 2012; Ram et al., 2000). Some migrant businesses show a positive commitment based on personal beliefs more than on the influence of regulation from the host country (Worthington et al., 2006).

In addition to research on CSR from the perspective of SMEs and Migrant businesses, SME scholars also discussed how these businesses communicate their sustainability. The research from Morsing & Spence (2019) argued that SME owner-managers face communication dilemmas in SMEs between communicating CSR implicitly (e.g., through informal dialogue, personalised message) and explicitly (e.g., through formalised code of conduct, CSR strategy). The implicit and explicit communication dilemmas are authenticity commercialization, values control, and identity disruption (Morsing & Spence, 2019).

Schoeneborn et al. (2019) also proposed a concept of Communication performativity, when CSR communication can influence and shape CSR practice in the organisation. Their study of CSR communication links to the walk-talk dynamic, including the performativity of CSR communication that connects back to CSR practice (Schoeneborn et al., 2019). However, we still know little about whether and how small migrant businesses communicate their CSR efforts.

1.1 Research Purpose

In summary, this research intends to study CSR communication in small migrant businesses, drawn from two streams of studies; CSR in SMEs and CSR in migrant businesses. Previous pieces of CSR research showed how CSR in SMEs emerges, the characteristics of CSR in SMEs, and the CSR communication of SMEs (Jansson et al., 2017; Lee et al., 2015; Matten & Moon, 2008; Santos, 2011). Previous literature pointed out the SMEs' communication regarding CSR; implicit/explicit communication which has specific properties for SMEs (Morsing & Spence, 2019). Likewise, the research stream of CSR in migrant business shows that the perception and practice among migrant businesses are "low key" and informal, which are the

same characteristic as with CSR in SMEs. Some migrant business research showed that home country and national culture influence the host country's CSR practice. (Azmat, 2010; Pedrini et al., 2016). Notwithstanding these critical contributions, less is known about whether and how CSR communication is practised by small migrant businesses.

To fill the knowledge gap of CSR communication in Small Migrant Businesses, this research is designated to study ethnic food businesses, understood as SMEs and small migrant businesses. By doing so, this research study explains "whether and how" small migrant businesses, specifically ethnic food restaurants, communicate CSR. This study also looks into CSR practice, as there are studies that confirm that there are dynamics and interactions between CSR communication and practice. (Christensen et al., 2013; Schoeneborn et al., 2019). Therefore, the research questions will cover both CSR practice and communication, not only communication.

The context for this study is food sustainability and specifically Thai ethnic food restaurants in Sweden. Thai restaurants were selected as the data sample because of the characteristics of small migrant businesses, as well as SMEs. We know that Thai food restaurants in Sweden are perceived as SME and migrant businesses that strive to adapt their business to Sweden's socio-economic condition by adjusting to the cultural difference, new labour market environment, and the Swedish institutions (Webster & Haandrikman, 2017).

Thai restaurants are often owned by Thai immigrants who migrated from Thailand. Thailand is considered a less-developed home country (Webster & Haandrikman, 2017). Some previous literature argued that coming from less developed countries may influence the CSR performance of the immigrant business in the host country (Azmat, 2010). Even though there is a strong argument for sustainability practice in Sweden (Lang & Barling, 2012), there might be challenges for Thai restaurants with a different sustainability background when coming to Sweden. In Thailand, sustainable activities are at times considered less important since people's awareness of the need for environmental preservation is low (Tseng et al., 2021).

Additionally, when Europeans were surveyed about their favourite ethnic food, Swedish people gave Thai food a second rank (Statista, 2018). Italian food ranked first. According to another survey, there are approximately 400 Thai restaurants in Sweden (allabolag.se, 2021).

1.2 Research Questions

This thesis's purpose is to answer these research questions:

- 1. How do Thai restaurants, which are considered small migrant businesses, practice CSR?***
- 2. How do Thai restaurants, which are considered small migrant businesses, communicate CSR?***
- 3. How do CSR practice and CSR communication by Thai restaurants in Sweden interact?***

1.3 Research Outline

To answer the research questions, this firstly explains the study's context (2) which are ethnic food business and Sweden. Next, this study reviews previous literature (3) of sustainability and CSR in general, CSR in SMEs ,CSR in small migrant businesses and CSR Communication, showing connections and knowledge gaps between literature streams. Later, the theoretical framework is explained (4). Then, the study presents the methodology (5); an explanation of how data is collected and processed will be provided. Next, the research overviews the empirical findings (6), with relevant quotations from the interviews. After that, the study will discuss and analyse the empirical results (7). Finally, this study concludes (8) with the main results and the research implications, research limitations and provides recommendations for future research.

2. Context

This study explores the food businesses as food-related activities influence the environment at many points in the value chain: food supply chain, processing, distribution retailing and home food. Food consumption outside the home is rapidly growing, which can affect both consumers and the food system (Garnett, 2013; Goggins & Rau, 2016).

Ethnic food is gaining more attention due to globalisation. Thai restaurants in Sweden were picked as a sample that represents SMEs and migrant businesses because of their popularity in Sweden, together with their challenge of using authentic ingredients, which are totally different from what a host country like Sweden has to offer. Different perspectives on sustainability between Thailand and Sweden also derive value from this backdrop and is one element of this study. Thailand's sustainable activities are considered less important when people's awareness of environmental preservation is low (Tseng et al., 2021)

From the CSR perspective, food-related companies should have social responsibilities by implementing CSR practises. These practises include promoting animal welfare; avoiding negative environmental impacts; providing safe, healthy food; educating and connecting consumers with the food they eat; reflecting seasonality and culture; being socially inclusive by being available, accessible and affordable to a wide range of people; contributing to resilient local economies and supporting sustainable livelihoods through fair prices, good working conditions and fair trade both at home and overseas (Forsman-Hugg et al., 2013; Goggins & Rau, 2016).

2.1 Ethnic Food Business

Ethnic food is viewed as the food initially produced by an ethnic group that uses their local knowledge with the local product and ingredients. Also, ethnic food can be defined as food from an ethnic group's or a country's cuisine that is accepted by the consumers outside the group culturally and socially (Kwon, 2015). To be accepted by the consumer outside the ethnic and country, ethnic food has to be adapted to the

cultural matrix of the host country (Lu & Fine, 1995). The outsider-diners will integrate the ethnic food if the ethnic food is easily adaptable to their society (Solér & Plazas, 2012).

Ethnic food attracts more attention from the consumer (Sloan, 2001). Significantly, the ethnic food in the restaurant industry has tremendous growth. The growth of ethnic food restaurants is a phenomenon that never happened before (Chen et al., 2021). Globalisation and migration can explain the growth of ethnic food restaurants (Ayyub, 2015). Ethnic food restaurants are driven by immigrants or foreign-born population. This catering business represents how the culture is integrated into the food business operation. It is essential to see how this group of ethnic businesses immerse themselves in the new food environment in the host country (Khojasteh & Raja, 2017; Ram et al., 2000).

2.2 Ethnic Food restaurant businesses as SMEs

Ethnic food restaurants, which are considered as migrant businesses, have similar traits to SMEs. Ethnic food restaurants can be considered as SMEs since most food service providers are small-to-medium-sized businesses (Filimonau et al., 2021; Ram et al., 2000). Small and medium-sized enterprises represent 99% of all the businesses in the EU. The main criteria determining whether an enterprise is an SME are staff headcount and revenue turnover (Europa.eu, 2021). The SMEs staff headcount should be less than 250, and the balance sheet total should be no more than 43M euro.

This thesis views restaurant businesses as SMEs. According to Statista (2021), The average number of restaurants in Sweden from 2009 to 2018 is 23,505. The average number of employees in restaurants in Sweden from 2009 to 2018 is 85,642. Accordingly, the ratio of the average number of employees per average number of restaurant enterprises is 3.64, which is less than 250. Moreover, the total revenue of the foodservice industry in 2019 is 140.6 BSEK. The number of enterprises in the restaurant industry in Sweden in 2019 is 26,158. The revenue per enterprise in the

restaurant industry in Sweden is 5.38 MSEK. Therefore we can interpret that all restaurants in Sweden are SMEs meaning that Thai restaurants are all SMEs also.

2.3 Thai ethnic food restaurants as small migrant businesses in Sweden

This study defines *Thai ethnic food restaurants* in Sweden as small migrant businesses, in line with Webster & Haandrikman (2017, p.1) which argued that “[t]he ubiquitous Thai restaurant is a typical example of a small migrant business. These businesses are known for hard work and tenaciousness and are part of the migrant narrative. Similar to other small businesses, Thai entrepreneurs in Sweden maintain social and economic practises that lead to their success or failure.”

In this study, many terms involve ethnic migrant business and ethnic entrepreneurship. This study interprets small migrant businesses as the practice of business driven by migrant entrepreneurs and immigrant entrepreneurs. Sinkovics & Reuber(2021) defined and described migrant and immigrant entrepreneurs: the immigrant entrepreneur is a foreign-born individual (and their children) who establishes a business in the host country and is likely to permanently remain in the host country. The migrant entrepreneur is a foreign-born individual who moves to another country for at least 12 months and establishes a business; can include within-country migrants.

2.4 Sweden

This study views Sweden as a developed country with high social developments due to the social welfare model. The Nordic model provides the highest levels of social protection (Heshmati et al., 2014). Previous studies also showed that the food industry's concerns of environmental and societal problems are rapidly growing in Europe. Sweden also had the first move of food sustainability compared to other countries in Europe by setting the programs that build the food system's capacity (Forsman-Hugg et al., 2013; Garnett, 2013; Lang & Barling, 2012). The food sustainability policy in Sweden also covers the SMEs business such as a restaurant.

One of the food policies emphasises the communication between restaurants and consumers regarding food waste and food-loss protection (Livsmedelsverket, 2018).

It has been found that the growth of demand for ethnic foods emerges in Sweden and on a global scale. The rationales behind the growth of ethnic food business are globalisation and migration trends (Okun, 2011). Part of the ethnic food businesses are Thai restaurants. Thai food restaurants were ranked second for the popularity of ethnic restaurants in Sweden (Statista, 2018). It is interesting to study how Thai restaurants integrate the CSR practice of food policies in Sweden with their

What is your favourite type of restaurant in Sweden?

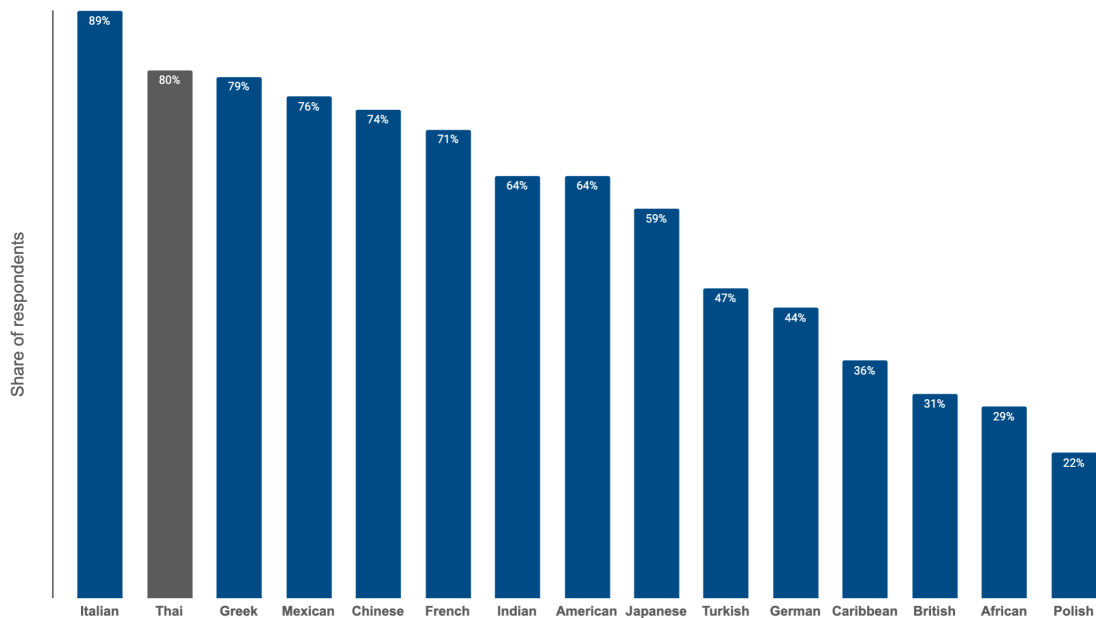


Figure 1: Ethnic food restaurant popularity in Sweden Source : Statista (2018)

3. Literature Review

This research mentions sustainability and CSR frequently. This section reviews the pieces of literature relevant to sustainability and CSR theory and concept. Also, this section explains CSR in SMEs(3.2), CSR in immigrant businesses(3.3) and CSR communication(3.4). Therefore, this research takes place and contributes to the area marked with an "X" in Figure 2.

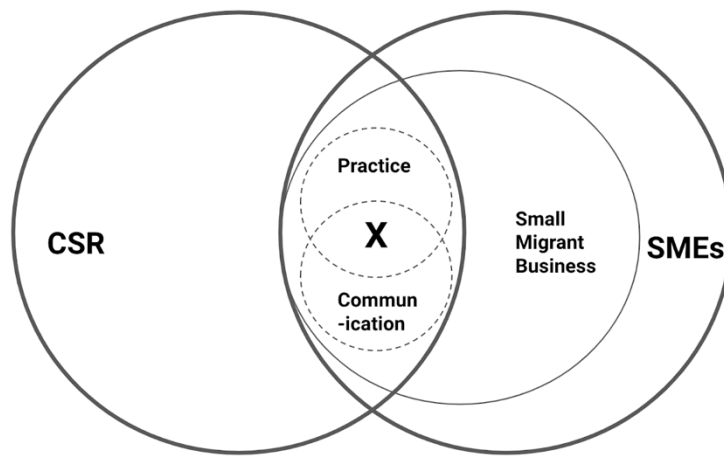


Figure 2: Outlining the research area

3.1 Sustainability and CSR

In 1987, the United Nations Brundtland Commission defined *sustainable development* as "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (United Nations, 1987). Over the last two decades, the number of sustainability definitions has grown sharply. Recent estimates pointed out that the number of reports of sustainable development sustainability is around 300. This proliferation of definitions can create confusion in the application of the sustainability concept. Sustainability has many definitions, and many organisations are involved with this term. Many organisations provide solutions, but few can solve the issue properly (Santillo, 2007).

Like sustainability, the definition of CSR remains contested in theory and practice. In business, the term CSR has become commonplace, but many scholars indicate that

CSR varies through different contexts, and it is not easy to define CSR according to the two rationales. First, CSR is a concept of value that has complexity internally from each business (Rasche et al., 2017). CSR's meanings are differently argued among the group of people. These ambiguities could make CSR successful since people can agree on what is essential to debate. In this case, Stakeholders agree to debate the roles of business for society. However, the ambiguity causes criticism for companies that might exploit CSR by practising in a context that they can quickly address. Second, CSR is an overarching field connected to business society relations. CSR might overlap business ethics, sustainability and accountability. Therefore there are challenges to implement CSR with business-related contexts. However, we can view CSR as a policy and practice that companies show commitment to society (Matten & Moon, 2008; Rasche et al., 2017).

For this thesis which will mention CSR in context of ethnic food business, a working definition of CSR will be used. This thesis's CSR definition will be based on (Rasche et al., 2017, p.6): "CSR refers to the integration of an enterprise's social, environmental, ethical and philanthropic responsibilities towards society into its operations, processes and core business strategy in cooperation with relevant stakeholders."

Earlier we saw the connection between CSR and sustainability. This section will focus on the concept of CSR in the business context. Frequently, CSR has been discussed in several research streams such as CSR in business case, CSR in marketing, CSR and employees (Frerichs & Teichert, 2021). Another perspective that has shaped different streams of CSR research is called institutional CSR. Specifically the differentiation between explicit and implicit CSR that derived from the institutional CSR (Matten & Moon, 2008). One institutional CSR research study also pointed out the voluntary perspective of CSR that in the most case of CSR is never really voluntary. CSR practice is increasingly subject to laws pressure and legal enforcement (McBarnet et al., 2007).

The study of implicit and explicit CSR pointed out how and why CSR differs among national settings (Matten & Moon, 2008). In other words, how CSR emerges differently among the US and Europe. The implicit and explicit CSR study (Matten & Moon, 2008) involves the national institutional framework which is the political, financial, educational and cultural system. The political setting in Europe allows the state to have more power to engage in social and economic activity, compared to the US. As a result of these institutional structures, The nationalised insurance system, pension and other social communities are found in some European countries (Matten & Moon, 2008).

The financial system also plays a significant role for CSR. In the US, the central capital source of the company is the stock market. While in Europe, Capital source is a few large investors embedded in the financial hub of European entrepreneurship (Matten & Moon, 2008). The educational system also differs between Europe and the US; in Europe, both companies and the public sector participate in the education and labour market system. Public policy and company needs are integrated and influence the labour market movement. In the US, companies only develop strategies for post-secondary school human resource production (Matten & Moon, 2008).

Cultural systems in the US and Europe generate different broad assumptions of society, business and government. In the US, Capitalism demands the company to pay back to society at the hand of philanthropic values. Meanwhile, the EU relies on representative organisations such as political parties, unions and the states to dictate the policies. These differences of the national institutional frameworks in the EU and US (political system, financial system, educational system and cultural system) influence the CSR format in these regions and are termed 'implicit CSR' and 'explicit CSR' (Matten & Moon, 2008).

This research studies CSR in Thai food restaurants in Sweden, small migrant businesses and SMEs. Using such an institutional perspective of CSR to analyse the practice of companies, Thai restaurants in Sweden, within different cultural contexts.

Also, this study can contribute the cultural dimension from the empirical field to this framework.

In the Sweden context, previous research considered implicit CSR as the mainstream of CSR practice. According to Carson et al., "[t]raditionally, Scandinavia has represented the paradigm of implicit CSR, among other things, due to its high level of regulation. Offering safe working conditions and security in the form of social benefits has primarily been framed as compliance with laws and tripartite agreements rather than as business-driven initiatives." (Carson et al., 2015, p.1). Implicit CSR is driven by institutions shaping CSR practises. This study explores whether and how norms and institutions in Sweden influence the CSR practice and communication of small migrant businesses.

Implicit CSR	Explicit CSR
Describes corporate activities that assume responsibility for the interests of society	Describes corporations' role within the wider formal and informal institutions for society's interests and concerns
Consists of voluntary corporate policies, programs, and strategies	Consists of values, norms, and rules that result in (often codified and mandatory) requirements for corporations
Incentives and opportunities are motivated by the perceived expectations of different stakeholders of the corporation	Motivated by the societal consensus on the legitimate expectations of the roles and contributions of all major groups in society, including corporations

Table 1: Implicit and Explicit CSR Source: Matten & Moon (2008, p.8)

The concept of implicit and explicit CSR (Matten & Moon, 2008) outlines two different types of CSR. According to the authors (see table 1), implicit CSR consists of values and norms. In comparison, explicit CSR consists of plans and policies. It is found that explicit CSR is commonly practised in large companies. Large enterprises use language to address its relation to society. CSR language are used by big businesses to communicate CSR policy: i.e. CSR policy, CSR code of conducts.

In contrast, implicit CSR communication does not describe CSR activities from the actors using CSR language. Prior research (Matten & Moon, 2008) mentioned a few findings for the SMEs in Europe that practice implicit CSR in their business. For example, the German SMEs that implement CSR through the local community. Implicit CSR is not perceived as a voluntary and deliberate company decision. Instead implicit CSR reflects the institution environment regarding the CSR.

This study highlights differences in institutional CSR between the EU and the US, instead of Thailand, which is the origin country of the migrant business owners before moving to Sweden. In Thailand, institutional CSR literacy is still less-developed. Most CSR studies in Thailand focus on a corporate view of CSR. Only a few studies mention CSR from an institutional perspective (Joseph & Said, 2020). CSR is led by an international organisation, the UN, with no authority to evolve the regulation. Government should involve itself with meaningful action, with and without regulation, to be the trusted advocates of CSR (Joseph & Said, 2020)

Regarding the role of institutions, this study mentions norm and institution frequently; therefore, clarification is needed for better understanding. The researcher interprets *formal institution* as institution: i.e. rule, regulations, conventions and code of behaviour (North, 1990). Furthermore, an *informal institution* is interpreted as a norm: i.e. traditions, customs, moral values, religious beliefs, and all other norms of behaviour that have been tested by time (Pejovich, 1999).

3.2 CSR and SMEs

As explained in the introduction, this study views ethnic food restaurants in Sweden as both SMEs and as small migrant businesses. In Europe, SMEs have substantial approaches in implicit CSR compared to the U.S. due to the *vital institution*, a formal institution like regulation or informal institution like norms and beliefs (Matten & Moon, 2008). Another study from Morsing & Perrini (2009) argued that CSR performance of SMEs in Europe is underestimated. SMEs interpret CSR as the new burdens and threats in some companies. Stakeholder pressure influences SMEs for

CSRs more than personal beliefs and attitudes. Therefore, it is essential to understand the context and how SMEs integrate their CSR practice, primarily how economic and political contexts may support the social responsibilities of SMEs (Morsing & Perrini, 2009).

The study of Santos (2011) argued that the perception of CSR in SMEs is based on the personal values of the company directors. CSR in SMEs is practised with informal structures. SMEs practice CSR 'without knowing it'. SMEs embed their CSR practice in their business routine. The size of SMEs companies is one of the CSR drivers. The motivations for CSR in SMEs are profit, recourse to public intensive, external pressure, ethical-social, and creation of values. Another study from Inyang (2013) pointed out that external factors such as laws and regulations and customer loyalty also play a crucial role in the CSR motivation of SMEs. Inyang's study from the general context of CSR also suggested that personal beliefs and ethical orientation impact the level of CSR commitment. CSR engagements derive from the business cases targeting for the business benefit at the end. The normative case also drives CSR engagement by the desire to be a good citizen. A strong label from the community attracts SMEs to CSR engagement. The characteristics of CSR in SMEs is "low key" and informal.

Regarding obstacles for SMEs to practice CSR, Kechiche & Soparnot, (2012) pointed out that many studies confirm that the lack of resources, time and knowledge are significant factors why SMEs can not participate in CSR. Also, the complexity of the application procedure affects the CSR practice for SMEs. In addition, CSR in SMEs lacks sufficient support service and infrastructure.

In the case of Sweden, research showed how SMEs commit to CSR. One of the studies pointed out that SMEs commit through CSR because of market orientation such as customer satisfaction, especially in the competitive environments and marketing strategy (Jansson et al., 2017). Another study from Lee et al. (2015) confirmed that the focus on survival in business context, by protecting, maintaining and growing

their business, drives CSR motivation and activities of SMEs in Sweden. The CSR practised by SMEs in Sweden is embedded in the daily business routines that target for a good economic performance of the companies. Due to the small size, SMEs will not formalise their CSR practice since they can not afford the formal CSR practises, such as CSR department, CSR strategy, CSR language. While various studies focus on CSR in the context of SMEs, less has been studied on CSR in small migrant businesses, specifically the food context.

3.3 CSR and Small Migrant Business

CSR in the migrant business research stream started around 2003. CSR in migrant businesses is a highly complex area due to the wide variety of immigrant communities and the impact of the cultures in which they operate. CSR engagement in migrant business is low-key and informal (Moore & Spence, 2006).

CSR in migrant businesses is a very complex area to study, and there is still plenty of room for further studies. Worthington et al. (2006) showed that a sample of Asian migrant businesses in the UK committed positively towards CSR. Some of them perceive that profit is equally essential to social responsibility. The perception of CSR in migrant businesses has ideas around value creation for organisations to exist. Specifically, it was found that migrant businesses perceive that CSR can drive the value of their company (Worthington et al., 2006). Yet, the perceptions of CSR among migrant businesses are varied and contextual. The perception of CSR is related to “giving back to society”, “stakeholders”, “abiding ethics”. The perception is varied by duration of the stay in the host country. Law compliance is an important stakeholder which is one of the drivers that influence CSR practice from migrant business. In general, migrant companies do not advertise explicitly due to the limited business resources. Most of them do only word-of-mouth advertising to maintain their customers. Migrant businesses view social capital such as network and trust, as an essential factor to practice CSR with their stakeholders (Azmat & Zutshi, 2012).

In the U.K., the regulation and legislation have some influence on migrant CSR practice. Few migrant businesses claimed that the government had an impact on their CSR practice. CSR practice driven by regulations involves waste disposal and packaging. Migrant businesses prefer the government's role in supporting CSR rather than directing CSR. Migrant entrepreneurs felt little pressure from regulatory compliance rather than regulations. The customer, which is one of the critical stakeholders, has little impact for the CSR practice (Worthington et al., 2006).

In Australia, migrant businesses perceive CSR differently. The difference of interpretation is also explained by the duration of the stay in the host country (Azmat & Zutshi, 2012). Migrant business CSR practises are also influenced by the home and host country factors CSR (Azmat, 2010). The factors from home and host countries influence the CSR perception of migrant businesses. Azmat pointed out that the factors are institutional environment, culture, and socio-economic environment. The home-country institutions affected how the migrant businesses conform to the institution in the host country. In the study of Azmat(2010), institutions refer to the legal and regulatory context. The institutions are the law and regulation that is compulsory for business to practice social responsibilities. At the same time, culture and the socio-economic environment from the home country can affect the CSR practice of migrant businesses.

Most CSR concepts are associated with advanced-developed countries. The CSR engagement in less-developed countries is low and in the transformative stage. The migrant businesses that come from developing countries where CSR practises are less developed and very different from the host country, tend to practice less CSR (Azmat, 2010). Migrant business owners who have an educational background in the host country will integrate the CSR practice in their business more (Azmat, 2010)

In Italy, the study confirmed that the national culture, which are shared values and norms among the group of the ethnic minority, influence migrant business CSR practises (Pedrini et al., 2016).

Studies of migrant business (Barth & Zalkat, 2020; Webster & Haandrikman, 2017) in Sweden shed light on the factors that influence starting a business in Sweden by the dimensions of time length, gender and education. Barth & Zalkat (2020) mentioned the liability of the newness of migrant businesses, which is related to challenges in the first phase of migrant business. The first-phase challenges involve cultural differences, labour market and the lack of information of Swedish institutions.

Migrant business with inadequate relevant experiences, resources, domestic language proficiencies, and business relationships may face additional barriers. Meanwhile, Webster & Haandrikman (2017) mentioned the time length as one of the factors of becoming an entrepreneur for immigrants. The study from Webster & Haandrikman (2017) also pointed out that family structure supports migrant businesses, especially the support from a Swedish partner. For migrant business owners who do not have a family structure to rely on, i.e. through support and economic safety, education is considered one of the factors for success. However, studies about how immigrant businesses practice CSR in a country with a strong foundation in sustainability, like Sweden, is limited.

In CSR in the migrant business literature stream, many pieces of research explain CSR perception, practice and the factors from home and host country which affect the practice of CSR in migrant businesses. Notwithstanding these insights, extant literature in migrant CSR stream mentioned little about how migrant businesses communicate CSR. A few pieces of the literature were written about advertising in the migrant industry but not the CSR communication per se (Azmat & Zutshi, 2012). This study aspires to explore further how small migrant businesses communicate CSR. In addition to the fact that this topic has been little discussed in small migrant business research on CSR, exploring this might also be interesting from a perspective of the performativity of the language in CSR communication, where CSR talk might serve as the tool that constitute the organisation of CSR (Christensen, 2015).

3.4 CSR Communication

Previous studies view CSR Communication as inferior to CSR practice. CSR communication has been considered as superficial communication, cheap talk, greenwashing and other organisational misconduct. CSR communication (talk) misleads the stakeholders on how the company actually practises CSR (walk). CSR, in general, is a company representation that has no impact on society except the public relation or company image (Laufer, 2003; Roberts, 2003).

However, some studies shed light on the other side of CSR communication, Christensen et al. 2013 proposed that CSR communication can be the so-called ‘aspirational talk’ that encourages companies to improve their social actions. According to the Communication Constitutes Organisation (CCO) literature, CSR communication emphasises how communication can shape the organisation. CSR has been compared and contrasted between a formative approach and a representational point of view (Schoeneborn et al., 2019). The study from Schoeneborn et al. (2019) emphasises how formativists view the language and action in the constructive process. In contrast the functionalist views language as the description of the object, not the action.

The performativity of communication is communication ability that can influence the action. Thus, CSR could be considered a tool for the performativity of the language to connect the talk and action of the organisation (Morsing & Spence, 2019). At the same time, there might be the neglected dark side of being pressured to communicate at the organisational level, especially in SMEs businesses that prefer implicit rather than explicit CSR communication.

This thesis applies the context of implicit and explicit CSR regarding CSR communication. According to (Morsing & Spence, 2019) implicit CSR communication is based on mutual trust between the communicating parties. The forms of implicit CSR communication are the personalised message, word-of-mouth. In contrast, explicit CSR communications are CSR policies, CSR strategies, formal statements. It

is argued that the characteristics of implicit CSR communication can describe CSR communication in SMEs. SMEs prefer to walk (CSR action) rather than talk (promote CSR).

	Implicit CSR communication	Explicit CSR communication
CSR communication rationality	Values. Beliefs of founder, integrity, and ethos is expressed in practices and norms, local/industry reputation, word-of-mouth	Strategic. Corporate branding, CSR reports, webpages, corporate vision statements, codes of conduct, standards certification
Primary stakeholder orientation of CSR communication	Orientated towards employees, families, and local community, customers and suppliers	Orientated towards national and international authorities, customers and suppliers
Contextualization of CSR communication	Culturally dependent communication, defined by founder, proximity, 'close to home'	Standardized responses to external expectations, adherence to CSR standards and guidelines, defined by external authorities
Formality of communication about CSR practices	Informal dialogue, engaging with stakeholders, personalized nature of communication	Formalized into codes of conduct that are assumed to apply across organizational geographical boundaries

Table 2: Implicit and Explicit CSR communication

Source: Morsing & Spence, (2019, p.6)

As stated in table 2, the rationality between implicit CSR communication and explicit CSR communication emerges differently. The rationality of implicit CSR communication emerges from the founder's values, attitude towards norms. In contrast, the rationality of explicit CSR communication has more plan and structure such as strategic CSR, corporate branding and code of conduct. The stakeholders in regards to implicit and explicit CSR communication are also different. The stakeholders of implicit CSR communication are close connections such as employees, families. On the other hand, the explicit CSR communication stakeholders are national and international authorities. The context of CSR implicit communication is culturally dependent, defined by the founder and is more 'close to home'. In contrast, the context of CSR explicit communication is defined by external authorities that respond to external expectations.

The study from Morsing & Spence (2019) also pointed out that SMEs do not have enough resources to spend on media promotion. The resource scarcity issue in SMEs is in line with a study by Lee et al. (2015), who studied CSR in Swedish context. Lee pointed out that CSR communication among SMEs is limited since SMEs do not have the CSR tools to gain the public attention. Examples of CSR tools for SMEs are CSR languages, CSR strategies and CSR platforms. The limited CSR tools might be the consequence of the lack of financial resources to promote CSR. However, SMEs have opportunities to implement free media such as social media. Thus, it is recommended that future research can view social media as explicit CSR communication (Morsing & Spence, 2019).

Regarding CSR communication in SMEs, there are tensions between explicit CSR communication and implicit CSR communication. The study from Morsing & Spence (2019) explained the dilemma by the *governmentality dilemma* from disciplinary technologies. The disciplinary technologies concept explains the governmentality dilemma. The dilemma in governmentality has been pressured by the explicit and implicit mode of disciplinary technologies. Disciplinary technology is a concept derived from Foucault's *power* conception: *surveillance*, *examination*, and *normalisation*. Surveillance is disciplinary that is forced by individual investigation. The *examination* is the combination of surveillance and normalisation. The examination is less subtle in comparison with surveillance.

Normalisation represents how discipline comes from “what is right” in society. Governmentality refers to the code of conduct, governing of self, and governing of others. This governmentality dilemma explains the dilemma of society's pressure and the owner's inner motive. Small Business Social Responsibility (SBSR) governmentality dilemmas were presented in this framework. The governmentality concept elicits how dilemmas occur between implicit and explicit CSR communication in owner-managers of SBSR. SME owner-managers have to conform to the external standard, norm and practice; however, they have to maintain their

personal values and philosophy for local contexts such as family, employees, community, not to mention their self-perception. The study from Morsing & Spence (2019) mentions how the forces that create the dilemma work dynamically for SME owner-managers to express their CSR practice publicly while the owners would like to practice CSR without stating them.

The three types of governmentality dilemma are *authenticity commercialisation*, *values control*, *identity disruption*. Authenticity commercialisation happens when the owner-managers feel that they have to quantify or commercialise their implicit CSR, while they would rather do it "low-key" by implicitly communicating their CSR. Value control is the dilemma that outside regulation, norm, controls implicit personal values. Identity disruption occurs when the owner-manager's identity is challenged by the external CSR practised and can undermine their Social Responsibility leadership.

Aside from the tension between implicit and explicit CSR, the degree of communication matters for businesses practising CSR communication. The study from Morsing et al. (2008) pointed out that some companies are concerned that they might communicate CSR "too loud" and may need CSR communication with an inside-out approach. The CSR communication inside-out approach starts with a commitment within the organisation, followed by an expert CSR communication process and endorsing CSR communication by directly targeting the general public and customers towards the CSR practising commitment (Morsing et al., 2008).

This thesis explores how small migrant businesses communicate CSR, which we know little from the migrant and CSR communication research streams. In research on CSR in migrant businesses, prior work explored the role of CSR drivers, perception and practice (Azmat, 2010; Azmat & Zutshi, 2012; Pedrini et al., 2016; Worthington et al., 2006), but the role of CSR communication is not discussed much. However, studies confirmed that the societal pressure in Western countries for companies to communicate CSR more explicitly is growing (Soundararajan & Brown,

2016). The demand for CSR communication is in line with the mentioned literature, which explains the performativity of communication that can influence the act of CSR from the organisation. In order to explore how small migrant businesses not only practice but also communicate CSR, this thesis draws from a formative CSR communication- and practice lens.

4. Theoretical Framework

This chapter explains the rationale behind the Theoretical framework chosen by the researcher. This framework shows Formative CSR Communication & Practice Theory(4.1) and Formative CSR communication as a Lens (4.2).

This thesis is inspired by the work of Foucault in regard to the power of communication. This thesis affirms the power of communication derived from the theory of discourse analysis. Foucault (2012) argued that power links to the formation of discourse at specific historical periods. His work analyses how language is produced to govern social groups. His approach is in the proximity of 'Social Constructivism', in which researchers try to understand how society is constructed by language (Given, 2008).

Based on the literature review of CSR communication, this thesis has narrowed down the scope of the theoretical frameworks regarding the power of language and CSR communication. At first, this thesis drew its framework from Morsing & Spence (2019), which emphasises the dilemma between implicit and explicit communication in Small Migrant Businesses. However, during the thesis process, it became apparent that the collected data do not reflect that Thai restaurants in Sweden felt pressure from society to communicate explicitly. Meanwhile, the researcher found a relationship between CSR communication and CSR practice and with an abductive approach, this thesis shifted to another theoretical framework by Schoeneborn et al. (2019). The framework argued by Schoeneborn et al. (2019) emphasises the relationship between CSR communication and practice, as outlined below.

4.1 Formative CSR Communication & Practice Theory

In this thesis, CSR is viewed as a communicative constitution phenomenon (Schultz et al., 2013)). The study from Schultz and colleagues points out that the communicative side of CSR is as essential as CSR practice. CSR communication is derived from the Communicative Constitution of Organisation (CCO) theory. CSR communication can connect and co-constitute between organisations, media and

stakeholders. This role of CSR communication shows the performativity of CSR communication as aspirational and polyphonic. Regarding the polyphony values of CSR, Christensen (2015) pointed out that the polyphony of organisational talk can contribute to organisational change. Also, the gap between CSR practice and CSR communication might potentially shape the organisation.

Following Schoeneborn et al. (2019), this thesis presents a formative view of CSR based on which CSR communication constitutes the CSR practice. This approach follows a formativist research paradigm, which is opposite to a functionalist or representational approach. The *representational* system views CSR communication as a transmitter of information between objects. The *functionalist* approach views 'walk' as superior to 'talk'. CSR practice is viewed as an essential object that is observable, while CSR communication is critical for some specific goals.

According to the formative view, language is considered as *the commitment of action*, which is a type of utterance. Communication does more than just give a description of an object; performativity changes how it is. In other words, communication influences commitments of actions. This theory originates from and is proven in linguistic philosophy (Austin, 1962). The language performativity theory has been discussed in relation to CSR communication and practice. In many cases, CSR communication can be viewed as a performative tool that encourages more CSR practises by communicating CSR (Morsing & Spence, 2019).

Formative CSR supports the "talking into being" of CSR. The formative view of CSR explores how different forms of CSR communication can affect the form of CSR practises. Formative perspectives are illustrated by sensemaking- and sense giving-concepts to explain how CSR communicative elements can co-construct CSR. CSR is not a 'cheap talk', but it is consequential and can shape CSR practice (Christensen et al., 2013). For example, CSR communication can encourage CSR practice or develop CSR practice with higher performance. The study from Schoeneborn focuses on how the large firms represent the formative CSR approach.

This thesis is inspired by Schoeneborn's study, and the researcher would like to see how SME migrant businesses practice the CSR walk and talk in their contrasting context. The research Schoeneborn et al., (2019) presents the framework of different combinations of formative CSR that bring together the walking (CSR Practice) and talking (CSR Communication).

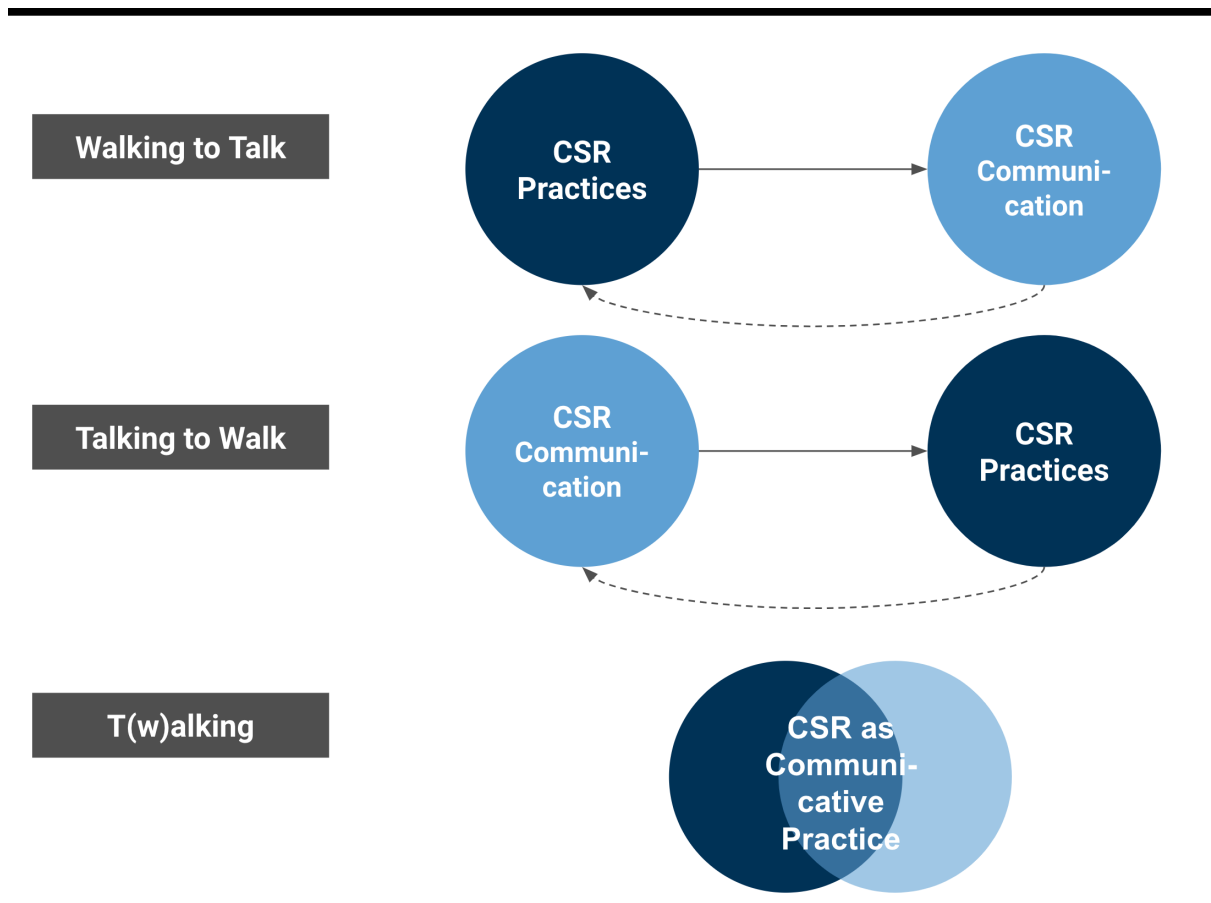


Figure 3: Three formative views on the CSR talk and the CSR walk relation

Source : Schoeneborn et al.(2019,P.8)

According to Figure 3, the framework pointed out three possible scenarios for relationships between CSR practises and CSR communication. 'Walking to talk', 'Talking to walk' and 'T(w)alking'. These three streams have been explored by recent research in various scopes and business fields. For example, the study of walking the talk in family firms (Venturelli et al., 2021) mentioned the divergence of relationships between walk and talk in the family business context. The empirical study of 'Twalk the talk' in supply chain sustainability measures (Blaha et al., 2021) mentioned the

formative effect of CSR communication in the organisation that emerges among sustainability managers. In the following paragraphs, the researcher will briefly explain each relationship between CSR practice (talk) and CSR communication (walk) from the theoretical framework presented by Schoeneborn et al. (2019):

First, *Walking-to-talk* represents the CSR practises followed by CSR communication. The logic of the performative walking to talk assumes that 'the walk' CSR practice is considered the facilitator and the antecedent of the talk. CSR communication has a formative effect back to CSR practice. CSR communication also yields formative effects, for example, employee loyalty and consumer purchasing behaviours. CSR managers can perform the role of 'an internal activist' who influences the company's CSR activities by creating new understanding and fixing internal conflicts between CSR practises and communications.

Second, *Talking-to-walk* represents CSR communication that can proceed and shape CSR practice. CSR should not be incriminated for greenwashing since the discrepancy between talk and walk can impact CSR practice, especially when firms involve prospective talk about their CSR inspiration. CSR could be considered 'Aspirational Talk' (Christensen et al., 2013) and a driver for organisational change.

Third, T(w)alking is the combination of how CSR communication and practice work together. This pattern assumes that CSR practice can produce and reproduce CSR communication. The T(w)alking pattern deviates from the first two patterns by going beyond the line between walk and talk of CSR. The talk and the walk occur simultaneously. There is no linear pattern of T(w)alking occurrence (Schoeneborn et al., 2019). T(w)alking is framed by the theory of Communicative Constitution of Organization (CCO), which suggests that radical change in the perspective of organisation-communication relationship occurs. Scholars in the field of Communicative Constitution of Organization (CCO) invited studies of organisations constituted by communication (Schoeneborn & Vasquez, 2017).

The purpose of this thesis is to explore how migrant businesses practice and communicate CSR. This thesis views the framework presented by Schoeneborn et al. (2019) as a lens for analysis to explain the relationship between CSR practice and communication. The researcher views the relationship of CSR practice and communication as a potential driver that can constitute CSR, as mentioned by prior studies (Christensen et al., 2013; Christensen, 2015; Schultz et al., 2013). Therefore, such a framework can help explore how CSR communication and practice influence each other in the migrant business context. This thesis provides empirical findings, analysed through the theory proposed in the study of Schoeneborn. Therefore, this thesis contributes back to the CSR communication research stream, which is considered to have a low volume of empirical research (Schultz et al., 2013)

4.2 Formative CSR communication as a Lens

According to the literature review, we know home/host country factors affect the CSR practice; for example, poor economic conditions in the host country might dilute CSR performance (Azmat, 2010; Pedrini et al., 2016). However, we do not know whether and how home and host country factors affect CSR communication. This thesis includes home- and host-country factors into the analysis of the migrant business context. Furthermore, the researcher is open to other factors that may affect the relationship of CSR walk and talk. Previous research suggested that SMEs practice CSR rather than communicating CSR (Morsing & Spence, 2019), which seems to be in line with the first pattern of this framework, the walking to talk. However, this thesis remains open since the researcher is looking into the context of small migrant businesses. The context in this thesis is different from the context of the theoretical framework, which mentions only large companies. Therefore, there might be some additional findings regarding the context of the research. A contribution of how small migrant businesses both communicate and practice CSR will be provided. Moreover, the researcher will analyse the talk-action dynamics between CSR communication and practice.

5. Methodology

This chapter explains the methodology and method-related choice of this research. It starts with the methodology approach(5.1), research design(5.2), data collection(5.3), followed by the data analysis section(5.4).

5.1 Methodological Approach

This research highlights how small migrant businesses practice and communicate CSR in the context of food sustainability. The emphasis of this research is the empirical practises from a group of small migrant businesses. This qualitative approach would help gain insights into how small migrant businesses practice and communicate CSR. Migrant business research is complex; it involves many factors such as family and culture in their business operation (Moore & Spence, 2006; Ram et al., 2000). A qualitative study allows us to be flexible and iterative during the data gathering process. With early insights from qualitative results, the researcher can adjust the theoretical framework multiple times to find the theory that fits the research purpose and questions (Charmaz, 2006). This research aims to have semi-structured interviews to understand how participants comprehend the context and circumstances they experience.

The research paradigm is interpretivism since the research questions seek to understand the behaviours of a specific group of people, which requires a sense-making process. Studying a particular group of people requires contextuality rather than generalizability. The interpretivist research paradigm views the owner-managers of Thai restaurants in Sweden as agents who construct and deconstruct their norms, institutions, and organisation in the context of their business. Meanwhile, those cultural contexts and institutions frame the agent for their thoughts, discourse and actions (Schwartz-Shea & Yanow, 2013).

The study of the Thai migrant businesses in Sweden is contextual, so the theory needs to be recontextualised with the new empirical data. The abductive process, which is an iterative approach moving between theory and empirical findings, is applied. The

abductive process can lead to fresh interpretation and an iterative theoretical framework (Bazeley, Patricia, 2013). Also, in the analysis process, the researcher applied the abductive process by moving between empirical data and theories that support the analysis.

5.2 Research Design

The researcher designates Thai restaurants in Sweden as the sampling group of small migrant businesses in the food sustainability context. As mentioned earlier in the context chapter, this thesis interprets that Thai restaurants, which are ethnic food businesses, fit the characteristics of SMEs and small migrant businesses. The average number of employees of all restaurants in Sweden is less than 250 employees. Therefore, all Thai restaurants in Sweden are SMEs (European Commission, 2021; Webster & Haandrikman, 2017; Statista, 2021).

Additionally, this study focuses on Thai restaurants due to the popularity and amount of Thai restaurants in Sweden. Thai restaurants' popularity in Sweden is a second rank from the survey in Statista (Statista, 2018). Also, there are approximately 400 Thai restaurants in Sweden (Allabolag.se, 2021). Furthermore, the researcher has Thai as their mother tongue; thus, conducting interviews in Thai is possible. Sharing the language and the experience of migrating from Thailand to Sweden positioned the researcher as an insider, bringing reflexivity to this thesis (Berger, 2015).

Reflexivity of the research emerges when researchers study the familiar, for example, by recruiting more relevant participants or collecting deeper insights. Regarding the reflexivity of sharing the same experience with the interview participants, on the other hand, there is a risk of competition between the researcher and interview participant. Therefore, the researcher always emphasises the purpose of academic study to differentiate herself from the interview participants to some degree.

This research's scope is to interview owner-managers of Thai restaurants who live in Sweden and have Thai ethnicity. This research focuses on how the business owners of

the food's origin country practice CSR when the context is different from the home country. Additionally, the researcher chose to interview only owners, not other employees of Thai restaurants in Sweden. As SMEs, the owner position is the most flexible resource. The owner has the authority to decide whether to spend the extra effort needed to participate in the research since the researcher does not provide any incentive for the interviewee.

The location of the restaurants is in Stockholm. The study views Stockholm as a metropolitan area with a high density of Thai restaurants. The researcher also studies and lives in Stockholm, Sweden, making the choice resource effective. Therefore, Stockholm is a suitable location for this project.



Figure 4: Cluster of Thai restaurants in the Stockholm area. Source: Google Map (2021)

Aside from the two research design criteria: Thai owner; Stockholm location, this thesis recruited only dine-in restaurants as interviewees. This study avoids sampling food-truck businesses because it deemed sit-down interviews unavailable and the

food-truck business's resources too limited. Dine-in restaurants have space for the researcher to have in-depth sit-down interviews with the owners of the restaurants. As a result, the interviewee can focus on the interview without multitasking. Additionally, the food truck business is very small. Most of the time, the food-truck owner is also the cook, so the owner cannot sacrifice the time the research interview needs.

5.3 Data Collection

The data collection is implemented using qualitative interviews. This research applies the semi-structured interview format based on a list of questions and allows the researcher to probe with further questions. All the questions are open-ended, creating more flexibility for participants to answer. Open-endedness and flexibility can enhance the performance of interpretive research to express the happening events fully (Schwartz-Shea & Yanow, 2013). Also, the researcher avoided hypotheses in questions, so the participant is willing to answer them without fear of being judged by the researcher. In other words, the thesis author tried to avoid leading the participants to particular answers.

The interviews were conducted between 30 September to November 2021. The information about Thai restaurants has been collected from Google Maps and the Thai community in Stockholm on Facebook. The Thai community helps identify which Thai restaurants are owned by Thai migrants. Most recruitment to the interviews is done through face-to-face meetings in the restaurant. Some owners have been contacted by social media or telephone. All interviews are conducted in Thai since it is the most comfortable language for the interviewee to express their opinions. Twelve interviews were conducted face to face with an average of 46 minutes interview length (See Table 3 below).

All interviewees were asked to sign a consent form before giving the interview. All of them were informed that the researcher was making an audio recording of the interview. To keep the answers confidential, all personal information of the

interviewee will be anonymised before the analysis. After the interview, the researcher transcribed the interview recording. Translation from Thai to English was needed for further processing.

Restaurant	Date of interview	Interview Duration	Immigrant generation	Years in business	Average price per customer
Restaurant 1	30 Sep 2021	42:44	First generation	2	100-200 Kr
Restaurant 2	1 Oct 2021	45:36	First generation	2	100-200 Kr
Restaurant 3	5 Oct 2021	50:28	First generation	4	200-300 Kr
Restaurant 4	7 Oct 2021	47:04	First generation	13	200-300 Kr
Restaurant 5	12 Oct 2021	52:51	First generation	6	200-300 Kr
Restaurant 6	13 Oct 2021	41:16	First generation	12	100-200 Kr
Restaurant 7	18 Oct 2021	40:33	First generation	17	100-200 Kr
Restaurant 8	19 Oct 2021	44:30	First generation	20	100-200 Kr
Restaurant 9	21 Oct 2021	45:41	First generation	1	100-200 Kr
Restaurant 10	22 Oct 2021	53:24	First generation	13	200-300 Kr
Restaurant 11	8 Nov 2021	45:18	First generation	14	100-200 Kr
Restaurant 12	9 Nov 2021	42:41	First generation	4	100-200 Kr

Table 3: Details of interviewed Thai restaurants in Stockholm, Sweden

All interviewed restaurant owners are first-generation immigrants born in Thailand and migrated to Sweden. The time in business varies from one year to twenty years. The average price per customer has only two ranges: 100-200 SEK per serving and 200-300 SEK per serving.

The researcher reached out to 35 Thai restaurants in Stockholm. 15 of the restaurants agreed to have an interview. However, only 12 restaurants actually participated in the interview. Most of the reasons given for not participating are the limited time and resources of small migrant businesses. This situation is explained further in the limitation section (8.5).

5.4 Data Analysis

While still conducting interviews, the researcher began coding the transcriptions from the recording. The coding process was implemented by using MaxQDA. Comparison of the data started right away at the beginning of the research project. Thematic analysis techniques were applied after the coding process. Firstly, the coding started with inductive coding for a well-rounded data analysis. *Inductive coding* is an open coding that creates codes based on the qualitative data itself (Thomas, 2003). Secondly, the coding was grouped into first-order themes. This process can help researchers see the structure of the collected data. The first-order concept can be applied to thematic analysis (Bryman & Bell, 2011).

6. Empirical Findings

After having 12 semi-structured interviews with the Thai restaurant owner-manager, transcribing and coding the collected data, the researcher found the following empirical findings. The sections CSR Walk and Talk (6.1 and 6.2) mentions how CSR is practised and communicated by Thai restaurants. Overall, CSR practice and communication exists regarding the institution, norm and customer. Also, this section provides the empirical findings of the interactions between CSR Walk and Talk (6.3). This section presents how CSR practice and communication influence each other. We found both linear and non-linear patterns. Last but not least, barriers to practising CSR are discussed, and the limitation of why some restaurants rather not practice CSR is presented in (6.4) No Walk, No Talk.

6.1 CSR practice (CSR Walk)

CSR practice emerges when the company actions are in line with the CSR definition "CSR refers to the integration of an enterprise's social, environmental, ethical and philanthropic responsibilities towards society into its operations, processes and core business strategy in cooperation with relevant stakeholders." (Rasche et al., 2017, p.6). The researcher considers CSR practice as CSR walk in this research. This section's purpose is to answer the research question: *"How do Thai restaurants, which are considered small migrant businesses, practice CSR?"*

6.1.1 CSR practises of Thai restaurants are driven by formal institutions, such as laws and regulations in Sweden.

In general, Thai restaurant CSR practises are driven by formal institutions in Sweden. The formal institutions cover laws and regulations, education and tax systems. Some restaurants mention that they practice CSR by following laws. Thai restaurants understand that they practice CSR by following mandatory training before opening the restaurants, following the waste management by-laws, reducing plastic usage by regulations, paying tax, etc.

Here are some examples of how host country institutions shape CSR practises of Thai restaurants in Sweden. The researcher found a pattern of implicit CSR practice embedded in their business routine.

Restaurant Certification influences CSR practice

Before opening the business, Thai restaurants need to have education/certification for CSR understanding such as waste management and food safety. The certification can shape how they understand CSR.

"It is more difficult than opening a business in Thailand. In Sweden, we need to earn the certification by the training of Thai restaurants that involves waste management, the ingredients, etc." (Restaurant 2)

"Before we open the restaurant, we have to join a training program. This makes us concerned for the environment when we do business in Sweden. And it is mandated by the government here." (Restaurant 7)

"The training before opening the restaurant really inspired my practice with the social responsibility with the food business, and I apply the information in my business routine." (Restaurant 9)

Waste management by-laws

Most restaurants mention that they practice waste management to comply with the laws set by the municipality in Stockholm. Garbage sorting is always the first thing cited when the researcher asks about how they practice CSR.

"This is Sweden. The requirement of Waste management is strong, and we have to follow that. We are running a restaurant business. we have to deal with waste issues regarding the CSR." (Restaurant 1)

"We have to separate the waste in this country. We sort the waste by bottle, food waste and plastic. And we have to communicate to our employees so that they understand what we are doing." (Restaurant 4)

"It is regulation from the Kommun (municipality) to separate the waste. We have done it ever since we opened the restaurant." (Restaurant 6)

6.1.2 Home Country formal institution of Thai restaurants play a role in the effect of Host country formal institutions in regards to CSR practice

Also, there is some influence by the institutions in Thailand (home country), but it is an indirect effect that emphasises the rule of laws in Sweden. The rule of law in Sweden makes Thai restaurants follow the rules that drive them to practice CSR. The researcher mentioned laws that might affect their CSR practice and the interview participants promptly compared the rule of laws in Sweden and Thailand. This finding reflects that even though the interviewees perceive that their home country does not have formal institutions, Thai restaurants still follow the institutions in their host country.

"In Thailand, the laws are like whatever attitude that we do not care much about. But here, there is no corruption or bribing the officer so that we believe in the laws enforced here." (Restaurant 3)

"The Laws in Sweden are strict, and sometimes I feel pressured when following them. When I started a business, I had to understand the laws from the beginning. Moreover, the law here is different from Thailand: there is no corruption here. Therefore, I am willing to follow and run my business under laws and regulations in Sweden." (Restaurant 5)

"The laws here are very good compared to the laws in Thailand. That makes me want to follow and make right by them when running a business in Sweden." (Restaurant 8)

"We like this country because of its transparency. This is different from Thailand, as we all know. Here it's very easy to run a business. There is no double standard. Everyone practises the same thing. You can run a restaurant if you have certification - and you can not buy that certification; you have to earn it."
(Restaurant 11)

6.1.3 CSR practises from Thai restaurants are influenced by informal institutions such as norms in Sweden

During interviews, Thai restaurants mentioned that they practice CSR to fit in with the culture and society in Sweden. Most of them mentioned how they perceive CSR from the daily routine in Sweden. CSR practice in Sweden is linked to the lifestyle and culture of Swedish people, and Thai restaurant owner-managers want to blend in with that culture. The researcher interprets that norms drive this behaviour in Sweden.

"My husband grew up in Sweden. Because of his Swedish upbringing, he knows how they practice social responsibility in this society. I can learn from him how to be socially responsible in Sweden." (Restaurant 1)

"My husband graduated from an environmental field so that I can practice everything in my life to avoid destroying the environment. And, it is not only for my personal life, but I also practice environmental responsibilities in my business."
(Restaurant 4)

"At first, we ran the business without practising CSR. But when the time passed, we tried to blend in with the norm of this society. We are at the point where the Society values CSR then we have to follow; otherwise, we can not integrate with Swedish Society." (Restaurant 3)

"I have to give credit to my daughter who always tells me about Social Responsibility, such as using paper packaging. She knows how to blend in with Swedish society." (Restaurant 5)

"Even though we are Thai and come from a developing country, our business has to fit in with Swedish society. I want to be proud when Swedish people ask about Thai restaurants, and they know that we have social responsibility." (Restaurant 9)

"We have to practice what they practice. We moved to a good country. There is no reason to not follow what they are doing to make this society better." (Restaurant 10)

6.1.4 Customers influence CSR practice from Thai restaurants in Sweden

Some restaurants changed from plastic boxes to paper boxes for takeaway orders to impress their customers by creating an environmentally friendly image of themselves.

"We changed to paper boxes so that it looks good. Looking good means we can impress customers and make the customer perceive that we love the environment." (Restaurant 3)

"We sell Pad Thai in a paper box because it looks good. It shows that our business is concerned about the environment." (Restaurant 5)

"Using paper boxes helps the customer know that our business does not only care for profits but that we also care about the environment. Our customers here love nature." (Restaurant 9)

Some restaurants mentioned that they are unwilling to change to organic produce if the customers do not incentivise them.

"Eko products are expensive. We do not have any customers that need to eat Eko products so we decided to practice this by requirement only." (Restaurant 1)

6.2 CSR communication (CSR Talk)

CSR communication emerges when the company starts communicating how they practice CSR to their stakeholders. This research considers CSR communication as CSR Talk. The researcher also looks into the form of communication, such as implicit and explicit CSR. This section aims to answer the research question *"How Thai restaurants, which are considered small migrant businesses, communicate CSR"*

6.2.1 Formal Institution influence how Thai restaurants communicate CSR implicitly and explicitly

Thai restaurants communicate both implicitly and explicitly when it comes to laws and regulations in Sweden. From the interview the researcher found that the only type of communication that restaurants are willing to communicate in order to comply with the law is related to "Food Allergy". Explicit communication regarding food allergies is not mandatory; however, Thai restaurants communicate explicitly through their website.

"Before taking the order, I always ask the customer about food allergies, especially new customers. We always have a sign at the counter with information regarding food allergies." (Restaurant 2)

"We have a food allergy notice on our website. We must tell the customer about it. It is the law in Sweden to remind them about food allergies." (Restaurant 7)

6.2.2 Norm as an informal institution in Sweden affect the type of CSR communication, especially implicit CSR communication

The interviewees perceived that most of the population in Sweden already have a common knowledge of CSR through the education system. The common knowledge

links to the norm in Sweden. Therefore, it is not necessary for Thai restaurants to communicate CSR explicitly in Swedish society.

"We do not need to communicate for sustainability. This is Sweden, everyone understands that they have to take care of the society and environment. It is part of the educational system here." (Restaurant 1)

"Swedish people already know that most of society has changed to paper boxes, paper bags, and paper straws. So I do not think that it's necessary for us to tell the public that we use environmentally friendly products." (Restaurant 5)

"Changing from plastic to paper is everyone's responsibility. We don't need to announce that we are using paper bags or boxes. Everyone here does it as normal." (Restaurant 9)

"We use towels and not paper for its reusability, but we do not need to communicate it because they [the customers] already know why. They already have more knowledge than us." (Restaurant 10)

"Garbage sorting, paper bag/straw usage is very automatic in Swedish Society. It is common sense in Sweden to practice something good for the environment. Our business does not need to communicate at this point." (Restaurant 11)

6.2.3 Customers influence CSR communication from Thai restaurants in Sweden

Most Thai restaurants were willing to communicate to impress and inform their customers. This type of communication is implicit CSR communication. Thai restaurants communicate implicitly to inform their customers. The communication emerges when they want to inform about why they have to change to a more sustainable approach, such as paper bags and ecological ingredients.

*"When we change from plastic to paper packaging due to the plastic tax regulation, we inform the customer in person so that they understand why we changed it."
(Restaurant 2)*

*"We tell our customers that we use ecological ingredients when they ask us about it. But normally, we never communicate that our food has ecological ingredients."
(Restaurant 4)*

Thai restaurants communicate CSR implicitly to impress their customers. They chose to inform their customers in-person to impress them with their CSR actions, such as using local ingredients and paper bags.

*"We use local ingredients, even though it is not 100% local. When we serve the food, we tell our customers that we are trying to include local ingredients into our menu. It can make customers feel good to know what we are doing with the ingredients."
(Restaurant 3)*

"We tell our customers in person that we change from plastic bags to paper bags. This conversation can impress our customers. This communication can inform them that we run the business not just for money, but we are also concerned about the environment." (Restaurant 9)

6.3 The interaction between CSR Walk (practice) and CSR Talk (communication)

This section intends to answer the research question *"How do CSR practice and CSR communication by Thai restaurants in Sweden interact?"*. In addition, this section provides comprehensive insights into the relationship between CSR Walk and Talk: CSR Walking to talking, T(w)alking, Walk but no talk and last but not least, neither walk nor talk.

The interaction between CSR walk and talk are not mutually exclusive, meaning one restaurant can have more than one relationship between CSR practice and communication. The talking to walk relationship is not found in this study. The concluded visualisation and table of the findings are provided at the end of this section.

6.3.1 CSR Walking to Talk

From CSR communication and practice findings, we found patterns of CSR walking to talk in different forms of CSR communication: implicit and explicit CSR communication (talk).



Figure 5: Walking to Talk formative view on the CSR talk and the CSR walk relation

Source: Schoeneborn et al. (2019, P.8)

CSR walking to talk (Explicitly) This CSR pattern is influenced by the institution. Every Thai restaurant must practice some aspects of CSR, such as protecting customers with food allergies due to the regulations. It is mandatory to communicate food allergy caution to customers, and some restaurants are willing to communicate explicitly about food allergy information. Restaurant owners have this information on the restaurant's website.

"It is the regulation [regarding food allergy], that is why we have to announce it on our website." (Restaurant 6)

"We have a food allergy notice on our website. We must tell the customer about it. It is the law in Sweden to remind them about food allergies." (Restaurant 7)

CSR walking to talk (Implicitly) This CSR pattern emerges when the restaurants implement CSR practises. The motive for the CSR practises includes formal institutions such as laws and regulations and informal institutions such as norms and customer influence. The pattern for the communication is implicit CSR communication. For two reasons; customer judgement and norm. The interviewees also perceive that CSR is a norm and everybody practises it in their routine. Communicating CSR might make others judge the communicator for overstating the restaurant's CSR practice.

"When we donated food for the healthcare team in the Corona Crisis, we posted on our Facebook, but it was very lowkey because it is very normal to do good things in Swedish society. We do not need to communicate much. Swedish do not like anything fancy, and if we communicate too much, it can be nuts." (Restaurant 1)

The interviewee is also afraid of the tone of the language used to promote their CSR practice in a culture that is different from the one they grew up in.

"It is very sensitive in this society. I do not know how to use the wording to promote our local ingredients. I am afraid to be judged by this society. I feel that they have strong political correctness in their culture. Therefore, I would rather tell my customers in person about the local ingredients we use." (Restaurant 3)

6.3.2 CSR talk influences CSR walk

From the interviews we find that CSR communication has an effect opposite to CSR practice. The researcher found a formative role of CSR communication that influenced the restaurant's practice. Some restaurants admit that communication after practising CSR makes them realise how they practise CSR and help them improve their implemented CSR practises.

"I think social responsibility communication is good so that we know what we actually did and we can learn from that. Otherwise, we will take all this for granted"

and not improve what we did." (Restaurant 3)

"When I communicate to customers that I use the paper packaging, I feel proud and happy for what I did, and I am willing to do it more because of this good feeling." (Restaurant 9)

6.3.3 CSR Talk and Walk emerges simultaneously because of trust in T(w)alking relationship

In this case, CSR practice and communication from some Thai restaurants cannot be separated from each other. The pattern is not linear since CSR practice and communication are mutually ongoing. The researcher calls it a t(w)alking pattern of CSR interaction between communication and practice. From the interviews, the researcher found that the condition for t(w)alking is trust between the restaurants and customers. One of the restaurants creates plastic bag reduction campaigns by asking customers to pay for plastic bags, which is unheard of in other restaurants. Another restaurant spurs its loyal customer to finish all the food on the plate to reduce food waste. Both restaurants who have t(w)alking pattern of CSR communication and practice mention trust as a foundation for the t(w)alking CSR approach.



Figure 6: T(w)alking formative view on the CSR talk and the CSR walk relation

Source: Schoeneborn et al. (2019, P.8)

"Sometimes, we tell customers not to waste the food on their plate—especially the loyal customers who come back many times. We try to make a joke when we poke them. Moreover, when these loyal customers manage not to waste the food, we target the new customers to nudge them not to waste the food." (Restaurant 2)

"We collect a fee for the plastic bags because we would like to remind them [the customers] indirectly to bring their bags. We would like to conform to society's wish to reduce the usage of plastic bags. This campaign works out because they are loyal customers. However, it is very sensitive. That is why we need to communicate every time we charge them for the plastic fee." (Restaurant 12)

6.3.4 CSR Walk but no Talk

Some restaurants instead practice CSR without communication since they think their communication affects customer expectations, leading back to their CSR practice. Especially CSR communication in a country that already normalises CSR might somehow create more expectations from customers who already live up to a high standard of CSR.

"If I announce that I use the paper packaging and the customer perceives that I will do it forever, but the regulation is out for only six months, how can I be sure about the supplier in the future?" (Restaurant 8)

"We do not communicate that we use organic ingredients. The customer might think that we will have 100% organic ingredients in the future, which is not easy for Thai food in Sweden." (Restaurant 4)

"If we communicate about being socially responsible through media, the consumer will monitor 100% of the process, and we will have to maintain 100% social responsibility, and we are not sure that we can maintain that since there are so many factors from the suppliers." (Restaurant 3)

"If we communicate that we use paper boxes and bags, our customers might think that we are campaigning for social responsibility. It is not our specialisation. We are here to sell food, so we rather stay silent than talk about what we do." (Restaurant 5)

Some restaurants do not see other actors in the restaurant industry, for example, Thai restaurants or other organisations, who encourage them to communicate. Because of that, Thai restaurants do not prioritise communication.

"I am so afraid when I have to communicate through our media. I think it is very sensitive in Swedish society. I would like to know how to use the wording. I would like to do it Lagom (in moderation) to fit in with the Swedish norm. I hope that there are campaigners or other organisations that can help the restaurant industry to communicate." (Restaurant 3)

"Some of the ingredients we use are organic, for example, meat or vegetables. It would be nice if someone could recommend how to communicate this. I do not want to mislead our customer." (Restaurant 4)

"I know that all restaurants are very busy. But I think it would be beneficial for us if we had some organisation to collaborate with Thai restaurants as a group. So we know how to deal with communication." (Restaurant 12)

6.4 Barriers practising CSR: Neither Walk nor Talk

This section presents the limitation of not practising CSR from Thai restaurants. The finding consists of a rationale based on ethnic food conditions. Business limitations and the view of the environment in the host country influence them not to practice CSR. This section addresses the research questions *"How do Thai restaurants, which are considered small migrant businesses, practice CSR?"* and *"How do Thai restaurants, which are considered small migrant businesses, communicate CSR?"*

6.4.1 Ethnic Food Condition

Most Thai restaurants mention that they would like to change the packaging to paper instead of plastic. However, it is not possible due to the condition of the food itself. For example, curries, which contain coconut milk, usually break the paper packaging before reaching the customer's home.

"Our restaurant uses paper boxes for food that is not liquid, such as Pad Thai. We tried using paper for curry, but it did not work. The paper leaks because of the coconut oil from the curry." (Restaurant 5)

"We use paper boxes for some types of food, for example, Pad Kra Pao. We tried using paper boxes for Thai curry last year. However, it does not work. In just two hours, the curry leaked out. Because of that, we have to use plastic boxes for the takeaway curry." (Restaurant 9)

"We planned not to use any plastic by next year. However, it is not possible because Thai curry has coconut milk as the main ingredient. The paper packaging can not hold the oil. The box of curry will leak. Therefore, we have to use plastic boxes." (Restaurant 12)

6.4.2 Market Survival

Thai restaurants priority is business survival; this is the rationale when they de-prioritise CSR practises. Some of them mentioned the Covid-19 crisis as one of the most pressing causes right now.

"In the future, we might have some plan for CSR, but not for now; we just recovered from the Covid crisis. We need to survive at this moment." Restaurant 2)

"The most important thing for the business is to get the money back, we never set the theme of environmentally friendly as the key objective for the business. It comes after the money." (Restaurant 3)

"Now, we have to deal with the current situation. We just passed the Corona crisis, and we need to survive in the wake of it. We do not have a plan for the future of how we do something good for society. We have to survive first." (Restaurant 7)

"To practice social responsibility, we have to make sure that the business survives first. I can not do something good for the society if the business fails at the end." (Restaurant 8)

6.4.3 Perfect Welfare State

Some restaurants mention the benefit of paying tax to the welfare state. However, being in a welfare state discourages them from practising CSR because of the widespread equality. It is different from Thailand in that they see apparent injustices among the citizens, for example, burglars on the streets. They perceive that there are no poor people, people who need help.

"Sweden is a welfare state in that the citizens here have everything. They are fulfilled with their life all the time. There is no need to help them. Disabled people always get support. This is different from Thailand. We know why we did it in Thailand, but here, I do not see the point of doing CSR because everyone has everything here." (Restaurant 1)

"This is a welfare state; they manage to keep everything in order. I do not need to do anything aside from what is required through the regulation. But, if I see some homeless who need to have a meal at the end of the day. I am willing to give the meal to him." (Restaurant 2)

"This is Sweden. It is not a developing country. They have the system to take care of this society and the tax to support it. Because of that, we do not need to do anything. We just run the business, pay tax and the system will take care of the society. However, when I see homeless people who need food, I always help them."
(Restaurant 11)

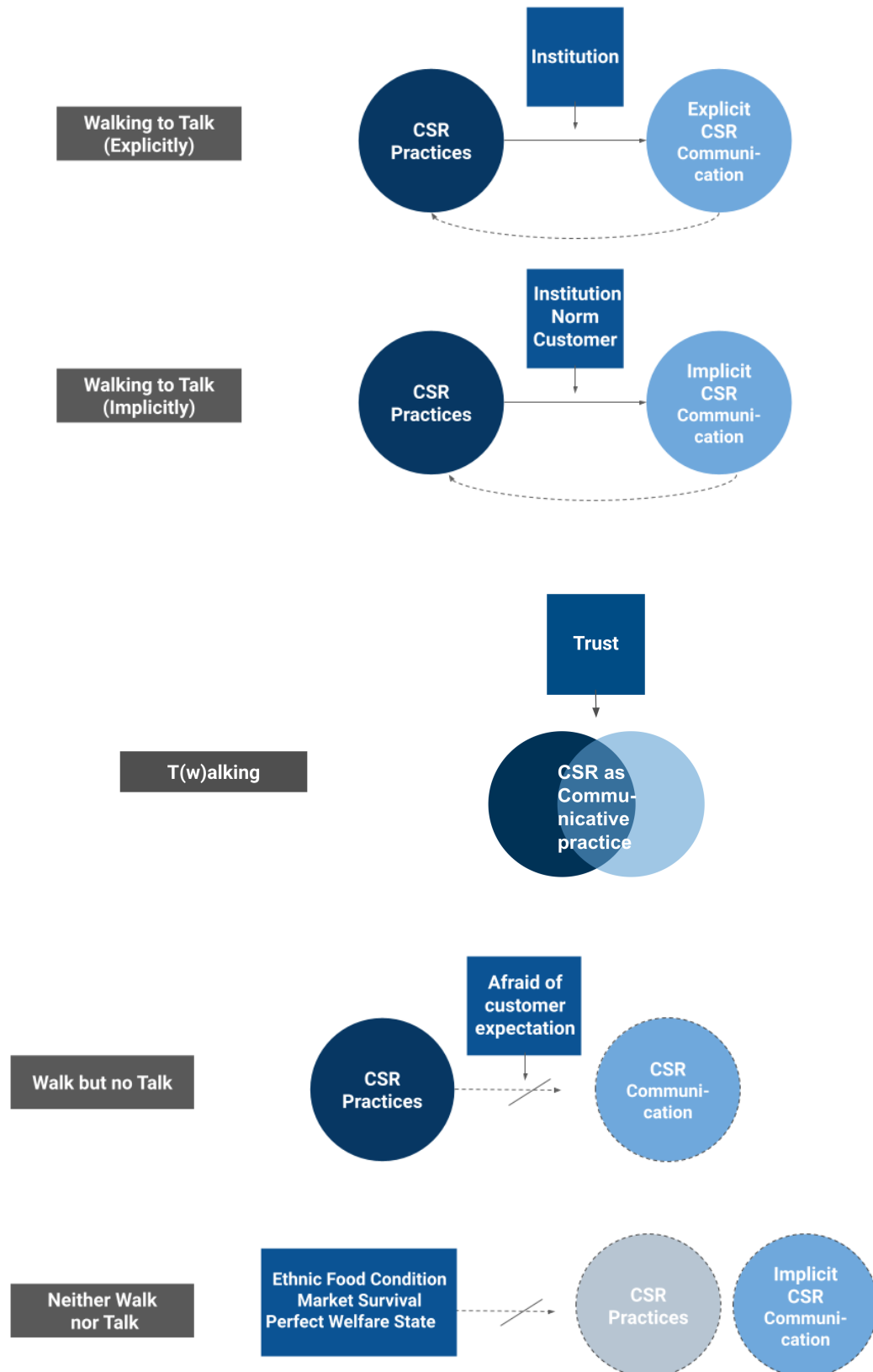


Figure 7: CSR Walk and Talk relation in the case of small migrant businesses, which is represented by a sample of Thai restaurants in Sweden.

Restau- rant	Walking to Talk(Implicitly)	Walking to Talk(Explicitly)	T(w)alking	Walk but no Talk	Neither Walk nor Talk
1	<ul style="list-style-type: none"> Donated food for Covid, posted on Facebook without any promotion 				<ul style="list-style-type: none"> Perfect welfare state
2	<ul style="list-style-type: none"> Informed customer in person for food allergy and change from plastic bag to paper bag 		<ul style="list-style-type: none"> Poked customer to not waste food 		<ul style="list-style-type: none"> Perfect welfare state
3	<ul style="list-style-type: none"> Informed customer in person regarding the usage of local ingredients 			<ul style="list-style-type: none"> Regarded the customer expectation , No national culture regarding the CSR communication of Thai immigrant business 	<ul style="list-style-type: none"> Market Survival
4	<ul style="list-style-type: none"> Informed customer in person when they ask that the restaurant use organic ingredient 			<ul style="list-style-type: none"> Regarded the customer expectation , No national culture regarding the CSR communication of Thai immigrant business 	
5				<ul style="list-style-type: none"> Regarded the customer expectation 	<ul style="list-style-type: none"> Ethnic food condition
6		<ul style="list-style-type: none"> Mentioned food allergy on restaurant website 			

Table 4: CSR Walk and Talk relationships are not mutually exclusive events in the case of small migrant businesses, represented by the sample of Thai restaurants in Sweden.

The findings show that one restaurant can have more than one relationship between CSR practice and communication. This thesis interprets a Facebook post as an implicit CSR communication since it is communicated among the consumer at some point in time. Later, the post will be positioned in the lower position of the timeline. However, this thesis views the website publication as explicit CSR since it is always on the website of the restaurant explicitly all the time. See table 4 and table 4 (Cont.).

Restau- rant	Walking to Talk(Implicitly)	Walking to Talk(Explicitly)	T(w)alking	Walk but no Talk	Neither Walk nor Talk
7		• Mentioned food allergy on restaurant website			• Market survival
8		• Mentioned food allergy on restaurant website		• Regarded the customer expectation	• Market survival
9	• Informed customer in person for the change from plastic bag to paper bag				• Ethnic food condition
10				• Regarded the customer expectation	
11				• Regarded the customer expectation	• Perfect welfare state
12			• Set system for plastic bag fine	• No national culture regarding the CSR communication of Thai immigrant business	• Ethnic food condition

Table 4 (cont.): CSR Walk and Talk relationships are not mutually exclusive events in the case of small migrant businesses, represented by the sample of Thai restaurants in Sweden.

7. Discussion and Analysis

This chapter provides discussion and analysis of the empirical findings from Chapter 6. This section shows how the empirical findings from this thesis confirm, complement or contrast previous insights from the literature review and theoretical framework sections. The structure of this discussion chapter goes hand in hand with the structure of the empirical findings: CSR walk (7.1), talk (7.2) and the interaction between CSR walk and talk (7.3). Finally, this section discusses barriers to practising CSR (7.4).

7.1 CSR practice (CSR Walk)

CSR practice (CSR walk) by Thai restaurants in Sweden is driven by factors regarding institutions from the host (Sweden) and home country (Thailand), norms in Sweden and customers. This section aims to discuss findings from the research question "How do Thai restaurants, which are considered small migrant businesses, practice CSR?"

7.1.1 CSR practises of Thai restaurants are driven by formal institutions, such as laws and regulations in Sweden.

The empirical findings show that the institutions in the host country, Sweden, are one of the drivers of CSR and the significant CSR driver of Thai restaurants in Sweden. The researcher found that the interviewees mentioned institutions as the first thing when they were asked about CSR. The institutions involve laws, regulation, education and the tax system. The findings regarding the institution and CSR practice of Thai restaurants in Sweden confirm the institutional perspective of CSR proposed by the study of Matten & Moon, 2008 and McBarnet, 2009. This study emphasises institutional roles that shape CSR by developing political, financial, educational, and cultural systems. The power of the state, Sweden, plays a significant role in the laws, regulations, and tax system. These pillars make Thai restaurants conform to Sweden's law and restaurant regulations. The education system also requires Thai restaurant owners to participate in a certification process before starting their businesses. Most

restaurants embed their CSR practice in their business routine, making them implicit CSR practises. This finding also supports the study from Carson et al. (2015), which argued that implicit CSR is the mainstream CSR type in Sweden due to the high level of regulations.

Restaurant Certification influences CSR practice

From the findings, most restaurant owners mention taking part in a certification process prior to starting their business. The researcher investigated this certification process further and found that the restaurant certification system in Sweden also supports the study of the institutional framework from Matten & Moon (2008). Restaurant certification is organised by the collaboration of the food companies and the public service such as Kommun, municipality, in Sweden. Both public and private sectors provide similar certifications for the restaurant owner (Gastromerit, Martin & Servera, 2021; Livsmedel, Utbildning & Kurser, 2021). This is in line with Matten and Moon's study (2008) that mentions the role of the companies that participate in post-secondary education in Europe, which affects the labour market movements in the restaurant industry in Sweden.

Waste management by-laws

Thai restaurants mention waste management as the first thing regarding their CSR practice. The interviewees practised CSR in the form of garbage sorting according to the law and regulations. This finding complements the findings from Worthington (2006) that law and regulation plays a role primarily in waste management and packaging in Migrant businesses.

However, Thai restaurants perceive that law and regulation highly impact their CSR in general, not only waste management or packaging. The finding of the significant role of laws and regulation for Thai restaurant CSR practice in Sweden supports the finding from Azmat & Zutshi (2012) law and regulation as CSR drivers in Migrant business. The finding regarding the role of law and regulation in CSR practice also

supports the finding from SMEs research stream from Inyang (2013) that SMEs practice CSR according to the crucial role of laws and regulation.

7.1.2 Home Country formal institution of Thai restaurants play a role in the effect of Host country formal institutions in regards to CSR practice

Previous literature from Azmat (2010) mentions the home and host countries' role in social responsibility. The position of institutions, such as law and regulation, in the host country is affected by the home country's legal framework quality. The migrants who come from home countries with a low level of regulation tend not to conform to the host country's regulations. Findings from the interviews with Thai restaurant owners regarding regulation conformation contrast the findings from previous literature. The researcher found that the interviewees mentioned the rule of laws in Sweden, such as government transparency and justice. Also, all interviewed Thai restaurant owners who are first-generation immigrants compare the legal framework quality between Thailand and Sweden. All of the first-generation immigrants interviewees experienced the Thai legal system before moving to the Swedish legal setting. The lack of a solid legal system in Thailand affects the law-obedience positively for Thai restaurants in Sweden, which is the opposite of the previous literature from Azmat (2010).

7.1.3 CSR practises from Thai restaurants are influenced by informal institutions such as norms in Sweden

Most Thai restaurants mentioned that the Swedish norm influences their CSR practice. Most Thai restaurants would like to fit in with Swedish society and practice what Swedish people do in general; for example, Thai restaurants perceive that Swedish practise social responsibility in their daily routine, such as having non-plastic lifestyles and recycling attitudes. The researcher views this behaviour from Thai restaurants as implicit CSR. This finding regarding implicit CSR supports the study from Matten & Moon (2008): that implicit CSR consists of both formal and informal institutions. Informal institutions consist of norms that the societal consensus can motivate CSR practises. The attempt of Thai migrant businesses to

practice CSR to fit in with Swedish norms reflects how they overcome the liability of newness regarding the cultural difference, which is a finding from previous literature (Barth & Zalkat, 2020). Thus, Swedish norms motivate CSR practice amongst Thai restaurants. The researcher found that most of their CSR practises are embedded in their business routine. Furthermore, most of the restaurants practised CSR without knowing it. This finding complements the study from Santos (2011), which pointed out the structure of CSR is informal, and SMEs practice CSR without knowing it.

7.1.4 Customers influence CSR practice from Thai restaurants in Sweden

Aside from regulation and norms, Customers play a significant role as CSR drivers for Thai restaurants in Sweden. Most restaurants practice CSR to impress customers, like using paper boxes for takeaway food. Furthermore, some restaurants are willing to have organic ingredients even though they have never had organic ingredients in their products before. This finding regarding the customer influence confirms the finding from CSR in the SME research stream. The study regarding SMEs in the context of Sweden by Jansson et al. (2017) found that customer satisfaction is one of the factors that drive SMEs to practice CSR. In contrast, the CSR in migrant business research stream mentions little of customers as the driver of CSR. Worthington (2006) found that migrant businesses do not find the customers' pressure regarding the CSR practice. Thus, in the case of Thai restaurants in Sweden, Customers play a significant role in CSR practice in small migrant businesses.

7.2 CSR communication (CSR Talk)

Similarly to CSR practice (CSR walk), CSR communication (CSR talk) by Thai restaurants in Sweden is driven by institutions, norms, and customers. Factors influence the types of CSR communication at play, which involves implicit and explicit CSR communication. This section aims to discuss empirical findings from the research question *"How do Thai restaurants, which are considered small migrant businesses, communicate CSR?"*

7.2.1 Formal Institution influence how Thai restaurants communicate CSR implicitly and explicitly

From the interviews, we find that Thai restaurants in Sweden are willing to communicate both implicitly and explicitly when laws and regulations force the issue, such as communicating food allergy cautions. This finding contrasts previous literature from Morsing & Spence (2019), which mentioned the governmentality dilemma of implicit and explicit CSR. One of the three governmentality dilemmas is the value control dilemma. The value control dilemma emerges when SMEs do not communicate since they are concerned about losing control to external regulations. However, Thai restaurants are willing to conform to external regulations by communicating explicitly.

7.2.2 Norm as an informal institution in Sweden affect the type of CSR communication, especially implicit CSR communication

Findings from this thesis show that Thai restaurants prefer to communicate CSR implicitly because of norms in Sweden. Thai restaurants perceive that Swedish practice CSR by norm and already have common knowledge regarding CSR. Therefore, the restaurants do not need to communicate CSR explicitly. This finding supports the study from Morsing & Spence (2019) that implicit CSR communication emerges through norms. The context of CSR implicit communication is culturally dependent. In the case of Thai restaurants in Sweden, communication is dependent on the context of norms and society, which is implicit communication.

7.2.3 Customers influence CSR communication from Thai restaurants in Sweden

All Thai restaurants from the interview sampling mentioned that they communicate CSR implicitly to impress and inform the customer. This finding reflects customer satisfaction, one of the market orientations that influence CSR. The customer-related CSR communication complement previous research from Jansson et al. (2017) regarding the market orientation in SMEs in Sweden. The interviewees are willing to communicate if the communication involves the customer expectation. This

communication from Thai restaurants in Sweden complements findings from Morsing & Spence (2019) that the implicit CSR communication is implemented to respond to a close-to-home connection such as employees and customers.

From the data of interviewees, one common thing that the restaurants that share the higher price have is that they regard the customer expectation when it comes to CSR communication. This finding reflects that the restaurants with the higher price face the same CSR communication issue as some of the lower-price restaurants. Regarding the years in business, the researcher found that most restaurants with more than ten years in business still have issues regarding customer expectations when communicating CSR. Especially for sensitive issues like CSR communication, even migrant businesses with more than ten years can not overcome the communication challenges. These findings complement the Studies of migrant businesses in Sweden (Barth & Zalkat, 2020; Webster & Haandrikman, 2017) that the time duration of the business in the host country is one of the factors for settling migrant business in the host country.

7.3 The interaction between CSR Walk (practice) and CSR Talk (communication)

The interaction of CSR practice and CSR talk by Thai restaurants in Sweden emerge differently. The rationale includes institution, norm and trust between restaurant and customers. This section will discuss findings from the research question *"How do CSR practice and CSR communication by Thai restaurants in Sweden interact?"*

In general, the empirical findings from the in-depth interviews with Thai restaurants in Sweden showed that the pattern of CSR communication between CSR walk (practice) and CSR talk (communication) supports the theoretical framework from Schoeneborn et al. (2019). This thesis identified patterns of CSR Walking-to-Talk and T(w)alking from the empirical result. However, there is no such pattern as Talking-to-walking, which reflects the role of CSR communication leading the CSR practice. The lack of initiation of CSR communication in migrant businesses confirms

the study from Morsing & Spence (2019): SMEs prefer walking rather than talking about CSR. Also, the study from Lee et al. (2015) confirmed that SMEs in Sweden do not have enough tools for CSR communication due to financial resource constraints. Therefore, there is no pattern for Thai restaurants in Sweden to initiate CSR communication prior to CSR practice. Instead, the interviewees communicate after practising CSR or simultaneously communicate and practice CSR.

7.3.1 CSR Walking to Talk

The empirical findings support the pattern presented by Schoeneborn et al. (2019). Thai restaurants start by practising CSR, and then communicating CSR. CSR communication after practising CSR is both explicit and implicit CSR communication.

CSR Walking to Talk (Explicitly)

The pattern of CSR walking to talk (Explicitly) emerges when the communication is influenced by law and regulation. In the case of Thai restaurants in Sweden, communicating about food allergies is mandatory. The restaurant can implicitly communicate to comply with food allergy regulations, for example, by having food allergy caution messages in the restaurants or menu. However, some restaurants are willing to communicate explicitly. This thesis finds the performativity from the communication in this walking to talk (explicitly) pattern. Most Thai restaurants in Sweden are concerned about food allergies due to the regulation and mandatory communication. The communication performs and shapes the CSR practice regarding food allergy. Food allergies were mentioned in the beginning orders when Thai restaurants in Sweden were asked about CSR. Most restaurants take food allergies as a top priority because they are concerned about customer safety. These empirical findings support a performative perspective on CSR communication that shapes CSR practice, as Schoeneborn et al. (2019) proposed.

CSR Walking to Talk (Implicitly)

Aside from laws and regulations regarding the communication of food allergy, Thai restaurants in Sweden who practice CSR such as waste management, using paper packaging, local ingredients and organic ingredients choose to communicate implicitly among their employees and customers. Thai restaurants communicate implicitly because of the lack of CSR language, customer judgement, and the Swedish norm of daily CSR practice. This empirical finding resonates with Morsing et al. (2008) study that some companies, who practice CSR, are afraid that their communication is too 'loud' and hypocritical (more talk than action). However, implicit communication still plays a significant role in shaping Thai restaurant CSR practice.

7.3.2 CSR Talk influences CSR Walk

Furthermore, the researcher's empirical findings show that most of the CSR communication by Thai restaurants in Sweden are implicit CSR communication. Nevertheless, the performativity of implicit CSR communication affects the CSR practice in a positive way as well as explicit CSR communication, as mentioned earlier. Some restaurants mentioned that CSR communication could help them realise what they do. CSR communication helps Thai restaurants in Sweden improve their CSR practice. CSR communication makes Thai restaurants in Sweden practice CSR more. This empirical finding confirms the study of the relationship between talk and walk regarding the formative view of CSR communication that influences CSR practice in Walking to talk (Schoeneborn et al., 2019). Also, this empirical finding resonates with a previous study regarding the performativity of language. Previous literature mentioned the performativity of language that can constitute the organisation (Austin, 1962; Christensen, 2015; Schultz et al., 2013).

7.3.3 CSR Talk and Walk emerges simultaneously because of trust in T(w)alking relationship

Aside from the walking to talk relationship between CSR communication and CSR practice among Thai restaurants in Sweden, empirical findings show a relationship of T(w)alking. This relationship emerges when CSR practice and communication simultaneously, which is not a linear relationship like Talking to walk or Walking to talk, as mentioned earlier (Schoeneborn et al., 2019). In the case of Thai restaurants in Sweden, CSR T(w)alking requires the trust between restaurant owner and customer. Some restaurants chose to playfully spur loyal customers to finish the meal and not create any food waste.

CSR communication regarding food waste and their action emerges at the same time. Another restaurant launched a campaign to reduce plastic bag usage by selling plastic bags to customers who did not bring a reusable bag. The restaurant mentioned that they communicated with the customer as they practised this CSR plastic bag campaign because they would like to form a long term practice with minimal conflict. The restaurant informed the researcher that loyal customers are one of the drivers in this campaign. From this empirical finding, the researcher found that social capital, trust between the restaurant owner and the customer, is an essential factor for T(w)alking CSR practice and communication. This finding resonates with previous research from Azmat and Zutshi (2012), who also found a relationship between CSR and social capital.

7.3.4 CSR walk but no talk

Apart from the positive influence of CSR communication towards CSR actions, The researcher also found a paradox effect from CSR communication towards CSR practice: Thai restaurants in Sweden are concerned about the performativity of CSR communication which can affect their CSR action, so they rather stay silent.

In the case of Thai restaurants in Sweden, this paradox effect compliments previous literature regarding 'Green hushing' (Font et al. (2017)): companies with good environmental performance sometimes limit their communication. However, the

rationale behind green hushing from Thai restaurants in Sweden is different. The previous research from Font et al. (2017) explored that the tourism businesses hush their CSR communication because they want to avoid making the customer feel guilty about the consumption. In the case of Thai restaurants in Sweden, the rationale behind green hushing is customer expectations and motivation from the restaurant industry. First, Thai restaurants in Sweden are concerned with the effect of CSR communication that will make the customers expect them to be a completely green business in the future, or that the customer might mistake the business as a campaigner and not a food seller. This first rationale supports the finding from Morsing & Spence (2019), which proposes a governmental dilemma of identity disruption: businesses fear losing their identity when external forces pressure them to communicate explicitly, so they will instead communicate "low key". Second, Thai restaurants would like to communicate, but they need backing from an organisation to support their CSR language. This finding reinforces previous research by Lee et al. (2015), who proposed that SMEs in Sweden lack tools in their CSR communication. This finding also highlights the role of institutions in CSR, which is in line with the study from Matten & Moon (2008). Lastly, this finding reflects the national culture among most Thai restaurants in Sweden in that they do not communicate CSR out loud, which complements the study from Pedrini et al. (2016), which proposes that national culture among migrant businesses affects CSR.

7.4 Barriers practising CSR : Neither Walk nor Talk

Barriers for Thai restaurants in Sweden to practice CSR link to ethnic food conditions, market survival and the perfect welfare state. This section will discuss findings from the research questions *"How do Thai restaurants, which are considered small migrant businesses, practice CSR?"* and *"How do Thai restaurants, which are considered small migrant businesses, communicate CSR?"*

7.4.1 Ethnic Food Condition

Most Thai restaurants in Sweden mentioned the characteristics of Thai food as one of the barriers to their CSR practice. For example, paper packaging cannot be used for Thai food containing coconut milk, a primary ingredient in Thai curry. Therefore, it is inevitable for Thai restaurants to use plastic packaging in their business. This finding complements the previous study from Filimonau et al. (2021) that the authenticity of the food is one of the barriers to food sustainability in ethnic food restaurants. However, the researcher also explores how Thai restaurants adapt by using local ingredients from Sweden through empirical findings.

7.4.2 Market Survival

The empirical findings show that Thai restaurants in Sweden have CSR as a second priority to business survival. Some of them mentioned the crisis from Covid-19. This finding resonates with the previous studies from both CSR in SMEs and CSR in migrant business research streams. Previous literature in the SME research stream proposed that the obstacles to CSR practises are the company's lack of resources, time, and knowledge (Kechiche & Soparnot, 2012).

The research of CSR in migrant businesses proposed that poor socio-economic factors from the home country affect the CSR practice of migrant businesses in the host country (Azmat, 2010). In the case of Thai restaurants in Sweden, the researcher's findings suggest that Thailand's economic conditions are less developed than those in Sweden. Therefore, Thai restaurants in Sweden practice less CSR due to their economic background, which affects their business condition. Nevertheless, the empirical findings regarding the market survival and CSR among Thai restaurants in Sweden contrast previous studies of SMEs in Sweden by Lee et al. (2015), who proposed that businesses practice CSR to survive. This finding is the opposite of Thai restaurants in Sweden, which mainly prioritise market survival before CSR practice.

7.4.3 Perfect Welfare State

The empirical findings show that Thai restaurants in Sweden perceive Sweden as a perfect welfare state with strong institutions, such as the tax system. Therefore, Thai restaurants in Sweden do not need to contribute more than the institution requires to comply with the law. From the perspective of migrant businesses, on the one hand, the institutions encourage CSR practice, but the welfare state also discourages the need for CSR practice. When viewed through the lens of small migrant businesses, this finding contributes new insight to the study on institutional CSR by McBarnet et al. (2007), which mentions the role of institutions that encourage CSR by law and regulations.

8. Conclusion

This section's purpose is to wrap up the study by presenting section (8.1) *Main Result*, followed by the implications in sections (8.2) *Theoretical implication* and (8.3) *Practical implication*. The limitations of this research are explained in (8.5) *Limitation*. Lastly, this thesis recommends the issue for (8.6) *Future Research*.

8.1 Main Result

This thesis intends to explore the CSR practice and communication by small migrant businesses, of which has been said little in the CSR in migrant business research stream. This research explores the relationship between CSR practice and communication under the assumption of the performativity of communication from the CCO theory. This research targets is a group of Thai restaurants in Sweden due to their characteristics of SMEs and small migrant businesses, the popularity and the number of Thai restaurants in Sweden. Also, the researcher has Thai as their mother tongue, allowing them to be one of the research tools with reflexivity to explore and analyse the data. These research questions have been developed to guide this thesis:

- 1. *How do Thai restaurants, which are considered small migrant businesses, practice CSR?***
- 2. *How do Thai restaurants, which are considered small migrant businesses, communicate CSR?***
- 3. *How do CSR practice and CSR communication by Thai restaurants in Sweden interact?***

To address these research questions, the researcher collected qualitative data through in-depth interviews with Thai restaurant owner-managers in the Stockholm area.

Regarding the first research question, the researcher found that the CSR practises of Thai restaurants in Sweden are driven by formal institutions such as law and regulations and informal institutions such as norms and customers. The formal institutions, such as laws and regulation, education and tax, plays a significant role in shaping the pattern of CSR. Because of the influence of institutions in host countries like Sweden, implicit CSR practice was strong among Thai restaurants in Sweden. CSR has been embedded in the Thai restaurants business routine. Apart from having strong host country institutions, weak home country institutions also encourage Thai migrant businesses, all of them first-generation immigrants, to follow laws and regulations in Sweden. The norm of practising CSR in the daily life of the Swedish population also influences the CSR practice of Thai restaurants. Customers play a crucial role in driving CSR practises, as mentioned in the studies of CSR in SMEs and CSR in migrant businesses.

Regarding the second research question, Thai restaurants in Sweden communicate CSR both implicitly and explicitly. Explicit CSR is influenced by institutions, for example, through regulations regarding food allergies. Swedish norm also influences CSR communication by Thai restaurants in Sweden: most restaurants communicate CSR implicitly because they perceive CSR as common knowledge and Swedish norm, and they do not need to communicate CSR explicitly. Most restaurants regard the expectation of customers. Mainly, when their business practises associate with CSR communication regardless of the price per customer and the years in business. Customers, again, play a significant role for Thai restaurants in Sweden; the restaurants communicate CSR implicitly to inform and impress their customers.

In answering the third research question regarding the relationship between CSR practice and communication of Thai restaurants in Sweden, it is found that Thai restaurants practice before communicating CSR, which resonates with the relationship of the Walking to talk CSR pattern.

Also, both implicit and explicit CSR communication influence and shape the CSR practice. Thai restaurants in Sweden realise the importance of developing CSR practice through CSR communication with their customers.

Another relationship of CSR practice and communication, which an interview participant explained, is T(w)alking. T(w)alking is when CSR practice and communication come up simultaneously. In the case of Thai restaurants in Sweden, T(w)alking happens because of trust. Interview participants campaign for food waste reduction and plastic bag reduction towards loyal customers. Thus, CSR communication amid Thai restaurants in Sweden exist. However, CSR communication was not applied in some cases even though the interviewees have practised CSR. The rationale behind 'Walk but no Talk' are; First, Thai restaurants in Sweden are concerned that the customers will expect them to be a completely green business. Second, Thai restaurants would like to communicate, but they need help from organisations that can support their CSR language.

Last but not least, there is the case of neither walk nor talk of CSR. In other words, there is neither CSR practice nor CSR communication among some Thai restaurants in Sweden. The justifications for not doing CSR are the condition of ethnic food, market survival and the perfect welfare state.

8.2 Theoretical Implication

In this research, the researcher analysed how Thai restaurants practice and communicate CSR and reviewed the literature involving institutional CSR, CSR in SMEs, CSR in migrant business and CSR in communication. In addition, this thesis used a formative CSR framework proposed by Schoeneborn et al. (2019) as a lens to analyse the relationship between CSR practice and communication. Accordingly, this thesis makes several contributions:

First, by applying a formative CSR framework, this research proposed how the relationship between CSR practice and communication emerged among Thai restaurants in Sweden. The research adds its empirical contribution to this framework by exploring implicit and explicit CSR communication types when applying the formative CSR model in specific contexts such as small migrant businesses. The researcher also explored factors that influence the T(w)alking relationship: that it requires trust in a small migrant business context.

Second, this thesis contributes empirical findings to the CSR in migrant businesses research field, a complex and unexplored domain. Especially the formative communication perspective, which has been little mentioned in this field. CSR in migrant businesses is a complex field to study due to the impact of the immigrant's culture (Moore & Spence, 2006). Also, CSR in migrant businesses is an unexplored domain where the drivers of CSR still need to be acknowledged (Pedrini et al., 2016).

8.3 Business Implication

Regarding the research findings, the researcher found that most of the surveyed Thai restaurants practice CSR in their daily routine. However, the owner-managers are still uncertain how to communicate in a moderate way. This research recommends that owner-managers start with an inside-out approach (Morsing et al., 2008). The owner-managers of Thai restaurants in Sweden can practice CSR communication with a closed network, such as employees and suppliers, to cross-check the degree of the communication. After that, Thai restaurants in Sweden can expand their communication to the public, such as the media and customers. This method is different from the CSR communication mentioned by Thai restaurants in Sweden, which always targets their CSR communication towards the public eye. CSR communication with an outside-in approach can create tensions for Thai restaurants in Sweden to communicate CSR more actively.

8.4 Policy Implication

Regarding the institutional CSR perspective, the researcher sees an opportunity for an institution to encourage small migrant businesses to communicate CSR. The researcher found that some Thai restaurants in Sweden would like to be advised on how to communicate CSR. The institution in question could be an institution that emerges from the network between Thai restaurants in Sweden such as a Thai restaurant association or an external institution such as the municipality (Kommun). After a brief interview with the Thai embassy and Thai restaurants in Sweden, the researcher found no Thai restaurant association in Sweden even though the number of businesses is significant. Regarding the positive relationship of national culture and CSR practice (Pedrini et al., 2016), a CSR communication campaign could be implemented among Thai restaurants in Sweden by creating a communication culture among the migrant businesses that share the same culture.

8.5 Limitation

By conducting this research through the mentioned methodology, the researcher found limitations that provide opportunities for further research. Firstly, this research based its interview sample in Stockholm, Sweden. Therefore, this research might be generalisable to other locations in Sweden or the Nordic region according to the proximity of the institutional environment but might not be applicable in a global context.

Secondly, this study focuses on one particular ethnic group of restaurants. Thai restaurants are the second most popular restaurants in Sweden (Statista, 2018). It can not be assumed that the findings are generalisable for other ethnic restaurants due to different cultural backgrounds.

Thirdly, the number of interviews is limited due to the interviewee's resource constraints. Most of the Thai restaurants in Sweden were willing to participate in the interview but rejected the interview as it approached, sometimes at the last minute, due to limitations of their schedule. Since it is a small migrant business, the

restaurant owner-managers are involved in almost every operational role in the restaurant. Therefore, it is difficult for Thai restaurant owner-managers in Sweden to participate in in-depth interviews that take a lot of time.

Lastly, due to time constraints, restaurant owner-managers participated in the interview in their own restaurants. The researcher tried to arrange the interview in a way that avoided distractions from employees and customers, such as in an isolated corner of the restaurant. However, some restaurants were very small, and the interviewees' answers might be influenced by eavesdropping employees and customers.

8.6 Future Research

The empirical findings and research limitations offer opportunities for future research. The researcher found the influence of implicit and explicit CSR communication towards CSR practises of small migrant businesses in Sweden. Future research might explore how the business, as an organisation, perceives the influence differently between the two forms of CSR communications. In addition, from the empirical findings, customers play an essential role as one of the drivers for CSR practice and communication among small migrant businesses. Future research could study how the consumers perceive the CSR practice and communication for this specific type of business, small migrant businesses. This research has targeted a specific group of migrant businesses, and future research could explore other groups of migrant businesses that have different diversities such as business type, ethnic group, and the location of the business. Future research might also compare the CSR practice and communication between the diversities mentioned earlier. Future research could consider choosing observation as the methodology to mitigate the influence of distracting factors during the interviews in the limited spaces of small migrant businesses.

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10. Appendix

Appendix I - Interview guideline

The interview will be conducted in the Thai language, which is the mother language of the interviewees, Thai restaurant owners. This interview will start by asking the Thai restaurant owners about the overview of their business. For example, how is their business doing? What is the background of their business? Then the interview questions will delve more into sustainability aspects. The questions will be these following;

1. How do you perceive CSR in your business?

If they don't know CSR exists, The interviewer will explain more about the meaning of CSR. The interviewer will explain CSR in general, followed by CSR that involve their specialisation in the food business. Some religious perspectives will also be explained since Thai people have a strong connection with Buddhism.

2. How do you practice CSR in your business?
3. Are there any challenges or motivation for you to do business with CSR practice?
4. How are your CSR practises influenced by Swedish context (Norm, Institution)?
5. How are your CSR practises influenced by Thai context (Norm, Institution)?
6. How do you communicate CSR in your business?
7. Are there any challenges or motivation for you to communicate CSR in your business?

8. How are your CSR communication influenced by Swedish context (Norm, Institution)?
9. How are your CSR communication influenced by Thai context (Norm, Institution)?
10. How does your CSR communication influence CSR your CSR practice?

Those above are the questions that will be asked together with the probe question to get the answer from the set questions. All in all, the interviewer has to bear in mind being open to the answer without the judgmental of having or not having the CSR practice. Also, The interviewer has to remind the interviewee that there is no right/wrong answer during the interview process.