A Cultural Responses to Entrepreneurial Activities in Pashtun Society of Pakistan

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Abstract

Entrepreneurship is playing a vital role in national socioeconomic development. Entrepreneurial endeavors are significantly influenced by culture. In this study, the cultural barriers to entrepreneurship in Pashtun tribal society are examined. The tribal society of the Pashtuns was used as a case study. To carry out this study, a qualitative research paradigm was employed. In-depth interviews were conducted with those involved in business activities. Respondents to the study were selected through a purposive sampling technique. The thematic analysis method was employed to investigate the social barrier to entrepreneurship in Pashtun tribal society. The results showed that, in contrast to the formation, business is not a socially respectable job in a tribal setting. Individuals in Pashtun society were reluctant to create businesses because of the negative attitudes certain people had regarding specific entrepreneurial endeavors. The information shows that Pakhtunwali, or Pashtun culture's moral code, hinders entrepreneurship in Pashtun society. It has hampered the process of socioeconomic development and people are reluctant to start entrepreneurial activities in Pashtun Society. The government must encourage young people to start their businesses and identify Pashtun society's cultural hubs that encourage commerce.

Keyword: *Entrepreneurship; Cultural Obstacles; Pashtun; Pakhtunwali*; *Family*

Introduction

Society encourages behavior that complies with the existing norms and discourages the actions which are considered deviant to the expectations of society. Pashtuns appreciate entrepreneurs' activities that are in line with cultural norms. Entrepreneurial differences or variations can be explored by taking into account the socio-cultural environment. It is not only an economic but it is a sociocultural phenomenon as well (Urbano et al., 2019). Socio-cultural elements or factors (informal institutions) reflect themselves in every action and decision of the individuals in Pashtun society. Gathering resources and cultural values is important for entrepreneurship in Pashtun society (Urbano et al., 2019). This research article focuses on the cultural obstacles to initiating entrepreneurship in Pashtun society.

Background of the Study

Entrepreneurship often starts with the aim of making a profit and strengthening the economy. It is an activity to design, launch and run a new business. It might be a small one in the beginning. Entrepreneurship starts in risky and uncertain circumstances to achieve profit by identifying necessary resources to capitalize on certain socio-economic purposes (Kuratko, 2009). Entrepreneurial activities are divided into productive, unproductive, and destructive (Baumol, 1990). The productive and fruitful contribution of entrepreneurship is innovation and gives benefits to society at large (Baumol, 1990).

Opportunist entrepreneurs start a business to take advantage of a thrilling and unique opportunity. A necessary (reluctant) entrepreneur starts a new business in risky and uncertain conditions to achieve a constant income because of the absence of a better alternative (Linan et al., 2012). Usually, they preferred employment but due to sudden jobless conditions, they start a business in an uncertain situation (David, 2012). In entrepreneurship success and failure analysis, well-known figures and success stories are highlighted, while reluctant entrepreneurs who start a business in an unfriendly atmosphereare often neglected and ignored in the available literature. Entrepreneurs' optimism, passion, self-confidence, and willingness to take risks are key factorsthat compel them to start a new business despite the low success ratio in different parts of the world. These personal behavioral traits of entrepreneurs help them to materialize their dreams. However, entrepreneurs are called reluctant entrepreneursto start a business without free choice and they are not aware of their behavioral strengths.The social and financial pressure

compels them to start a business for their survival without proper preparation (Sandner, 2009).The significance of socio-cultural factors cannot be denied in the creation or initiation of new business. Entrepreneurship is deeply rooted in the socio-cultural context (Zimmer, 1986). Individuals have always been observed to follow the business which is prevalent in society and get general acceptance in a particular culture.Conformity to the norms is appreciated and deviance is ridiculed, criticized, and sometimes punished. Therefore, people often prefer social prestige more than money and profit in traditional societies like Pashtun society. Socio-cultural factors exert pressure on individuals who want to start a new business. Culture has the strength to shapethe entrepreneurial behavior of the people,particularly in traditional societies. Socio-cultural pattern puts pressure on entrepreneursand changes their decision about different types of business activities. Informal institutions incorporate usually unwritten customs, social norms, and traditions that shape behaviors and thoughts (North, 1990). These institutions exert pressure on individuals and influence their behaviors of the individuals. Although, entrepreneurship is an economic activity it occurs within socio-cultural settings. Thus, it often follows the rules regulations, norms, values, trends, and traditions of the Pashtun society.

Statement of the Problem

Many scholars have studied this phenomenon and its different dimensions (Altinay& Wang, 2011). The profit motive of entrepreneurship is culture-specific and not an inborn inclination of an individual towards profit. Entrepreneurship is an attractive phenomenon that affects the socio-cultural environment. People are facing hesitation while initiating entrepreneurship. Starting micro-enterprises have been affected by socio-cultural factors (Zafirovski, 2001). Socio-cultural factors are the main factors behind reluctance and low rate of entrepreneurship (Gryn, 2018).

The socio-cultural pattern of a society influences the actions and behaviors of individuals. It affects the decisions of the individuals. Entrepreneurship occurs within the socio-cultural environment. Thus, these factors affect the entrepreneurial decisions of individuals differently in different cultural settings. People are facing problems in initiating entrepreneurship in Pakhtun society. Socio-cultural factors exert pressure on individuals while taking independent entrepreneurial decisions. Some of the entrepreneurs left the business due to certain reasons like lack of money, family support, a sense of status consciousness, and fear of failure and loss. Such entrepreneurs and socio-cultural factors responsible for leaving the business have been explored

in this study. Moreover, the study has taken into account the effects of these sociocultural obstacles on entrepreneurship.

Significance of the Study

Analyzing the effects of socio-cultural factors on entrepreneurship is an important phenomenon. Entrepreneurship is a positive initiative of individuals within society for its uplift and development. It leads society toward economic prosperity. The socio-cultural factors hamper the personal growth and economic development of society. It is necessary to resolve the problems of entrepreneurs to ensure a peaceful environment. The study in hand provides insight to understand, construe, investigate and analyze the problems faced by entrepreneurs managing their enterprises in Pakhtun society. The study unveils various cultural obstacles being faced by entrepreneurs. It adds sociological input to the entrepreneurship mechanism. The study uncovers the unsolved problems occurring to entrepreneurs in Pakhtun society. Ultimately, it guides future researchers as there is very limited literature on this area, being one of the new entities in research fields. The study gives cultural knowledge to the policymakers and other stakeholders about entrepreneurship in Pakhtuns society, to strengthen their strategies and make them more effective.

Objectives of the Study

- To investigate variouscultural obstacles to entrepreneurship occurring within Pashtun society;
- To analyze the effects of the cultural obstacleon entrepreneurial activities inPashtun society;
- To explore obstacles for the member of a joint family to start entrepreneurship in Pashtun society.

Research Questions

- What kinds of socio-cultural factors discourage entrepreneurship in Pashtun society?
- What are the effects of sociocultural obstacles on entrepreneurial activities in Pashtun society?

- What kinds of obstacles do the joint family member faces to start entrepreneurship in Pashtun society?

Literature Review

The literature review for the current research study is supposed to bring to light socio-cultural factors that obstruct the paths to entrepreneurship in Pashtun society. entrepreneurshipwas first used by French Economist, Richard Cantillon in the eighteenth century. As per Cantillon's view, who buys at certain prices and sells at uncertain prices is called an entrepreneur. An entrepreneur is known for creating new products, services, and processes for the market. Entrepreneurs look like having a high need for success achievement. They show creativity, initiative, risk-taking potential, self-confidence, an internal locus of control, autonomy, independence, persistence in achieving their aims, and accomplishing tasks with greater energy and commitment (2004). Working as an entrepreneur, one is self-employed and starts, manages, organizes, and shoulders business responsibility(Segal, Borgia, and Schoenfeld, 2005).

The discovery of an entrepreneurship opportunity and the decision to pursue it is regarded as the start of any entrepreneurship activity. An entrepreneur is any person who starts a new business in the face of uncertainty. Moreover, he or she is a person seeing opportunities along with the abilities developing opportunities for profit-oriented businesses. Gartner (1988) describes entrepreneurship as an extensive range of activities with the inclusion of creating organizations.

Entrepreneurial identity is created by the combination of entrepreneur, society, and culture. Entrepreneurship is defined as a context-dependent socio-economic process (Reynolds 1991, Low & Abraham 1997). An entrepreneur produces the required goods by taking a risk and bringing on board all producing factors expecting profit at the end. Schumpeter an Australian economist and political scientist emphasized the innovative character of the entrepreneur in his book named The Theory of Economic Development in 1934 (Çiftçi et al, 2014: 77). Entrepreneurs are creative and ingenious people who find ways to add to their wealth, prestige and power. They are concerned with the activities to add to the social product. Entrepreneurship is divided into productive, unproductive, and destructive based onthe nature of production (Baumol, 1990).

According to Pihie (2009:341), the ways of entrepreneurship two is actual entrepreneurship and other is latent entrepreneurship. Actual entrepreneurs are people who are involved in business while latent entrepreneurs are people who intend to start a business. Preferring self-employed over an employee is defined as latent entrepreneurship (Blanchflower et al. 2001; Grilo and Irigoyen, 2006). Entrepreneurial behavior is influenced by intention which is the state of mind. Strong relation exists between the actual behavior and the entrepreneurial intention. Several studies confirm the connection between intention and actual entrepreneurship (Shavor& Scott, 1991). As per Vesalainen and Pihkala (2000:145), in latent entrepreneurship, one is having a conscious state of mind directing attention toward an object. They wish to be self-employed. Entrepreneurship is an intentional endeavor. It suggests that there is a close linkage between intention and entrepreneurship (Henley, 2007). According to Bird (1989), entrepreneurial intention is a state of mind which provides guidance and direction for developing and running a new business.

Socio-cultural Obstacles to Entrepreneurship

The socio-cultural environment is a combination of the socio-cultural system of the people. It is man-made intangible elements that influence the perception, behavior, relationship, lifestyle, survival, and existence of the people. Socio-cultural setting or environment comprised all conditions, elements, and influences that shape the personality of an individual which potentially affect the disposition, attitude, behavior, activities, and decisions of the individual. It includes attitudes, behavior, values, beliefs, and lifestyles developed in sociocultural, educational, and religious conditions(Bennett and Kassarjian, 1972; Adeleke et.al, 2003). All such elements are learned, shared, and transferred from one generation to another generation in society. The relationship between entrepreneurship and the socio-cultural environment can be developed in this way. Thus, the sociocultural environment with entrepreneurship could be described as comprising all such elements of sociocultural setup that influence and affect entrepreneurship emergence, behavior, performance, and entrepreneurship development either positively or negatively.The sociocultural environment of entrepreneurship consists of all those elements which condition the thinking, values, and actions of individuals regarding entrepreneurship.All these elements condition the actions, values, and thinking of individuals about entrepreneurship including the social-cultural environment. According to the concepts of social capital and social

networks, dynamics of economic exchange are embedded in society (Granovetter, 1985; Portes and Sensenbrenner, 1993).

Socio-cultural Setting and Entrepreneurship

Cultural values influence the decision of starting new businesses. Distinct or different from social, political, and technological contexts, culture is relevant to or should have relevancy for entrepreneurship and economic behavior (Shane, 1993; Shapero and Sokol, 1982).Anthropologists viewed culture as the ways and procedures where society organizes behaviors and knowledge in society (Hall, 1973; Kroeber and Parsons, 1958). Culture as collective mind programming distinguishes one human group members from another along with their responses to the environment (Hofstede, 1980).Social processes including entrepreneurship are viewed by Anthropologists as cultural processes (e.g. Greenfield and Strickon, 1986; Stewart, 1991). Generally, norms and traditions don't restrict entrepreneurship. From an Anthropological perspective, considering socio-cultural factors in creating new businesses provide fruitful contributions to understanding entrepreneurship, chiefly by studying social constraints (Garlick, 1971; Kennedy, 1988; Wiewel and Hunter, 1985) and collective approaches to business creation and development (Benedict, 1968; Davis and Ward, 1990; Kleinberg, 1983; Parker, 1988, among others).

Entrepreneurship is considered one of the significant factors of development and socioeconomic growth because of its potential of providing job opportunities, offering a variety of goods, services, and a general increase in competitiveness and national prosperity (Zahra, 1999). Entrepreneurship remained for around two hundred years as an area and parameter of intellectual activity along with academic study (Morris, 1998). Furthermore, due to corporate downsizing, economic privatization, andglobal competitions based on innovation, creativity, and agility, academia and popular enthusiasm emphasis the need for establishing a global business environment where entrepreneurship assumesa significant role (Birley& MacMillan, 1992, 1993; Covin&Slevin, 1991; Lado&Vozikis, 1996; Morris, 1998).

Though many countries had made considerable progress in the development of their economies they are lagging in entrepreneurial activities (Berger, 1991). Despite the remarkable progress of

many countries in developing economies, entrepreneurship remains limited in many nations (Berger, 1991). Like, Russia is on the way to achieving entrepreneurial success though they have a new economic system. It is because Russia has yet to fully experience a cultural change to a pattern that supports entrepreneurial behavior. Berger recommends that economic reforms are the only steps in the process of modernization.

Modernization ought to embrace cultural changes and transformation. Entrepreneurship arises from bottom to top and culture gives space and rises to entrepreneurship potential. As per Berger culture plays the role of the conductor and the entrepreneur plays the role of the catalyst for activities of entrepreneurship (Berger, 1991, p. 122). Though in the presence of a suitable environment, individuals are motivated by monetary gains, financial rewards, career, achievement, and individual and social fulfillment to cultivate and mature into entrepreneurship, a national culture supporting and encouraging entrepreneurship is needed.Culture and entrepreneurship could be linked in three streams. The first one is the impact or effects of national culture on a total measure of entrepreneurship like innovative outcomes of the nation as well as newly created businesses. The second one is the relationship between individual entrepreneurs' characteristics and national culture. The third stream emphasized the effects of national culture on corporate entrepreneurship. This research article focuses on the influence of Pashtun culture in light of the above discussion on the Pashtun culture. In traditional societies culture has a significant influence on entrepreneurial activities.

Theoretical Framework

According to Stoke's entrepreneurship activities are initiated in a specific socio-cultural-economic situation. According to Stoke, socio-cultural values channel economic action. Personal and societal opportunities and the presence of requisite for the entrepreneurship activities. We study the cultural process through which a society inculcates an entrepreneurial spirit. People work for a guaranteed wage or operate a firm whose return depends on business expertise. The latter is culturally acquired, within the family or outside, and people may choose an occupation different from the one they were socialized into. We show that a cultural bias towards safer occupations from colonial and post-colonial policies leads to stagnation where entrepreneurs do not upgrade technology because of their proficiency with existing methods. An aggregate

productivity shock can tip this economy toward growth where cultural inertia gives way to technological progress led by established businesses. A human capital shock where existing business expertise is less useful, in contrast, causes growth through the emergence of a new class of entrepreneurs. In either case, culture ceases to be destiny. We relate the theory to historical and recent episodes. Chakraborty, S., Thompson, J. &Yehoue, E.B., (2014).Entrepreneurship activities are an agent of social and economic change and are sensitive to the social environment. Entrepreneurship needs an integrated quest of various disciplines such as cross-cultural psychology, institutional economics,and sociology. However, culture and gender relations have a significant influence on entrepreneurial perceptions and intentions within Hofstede's cultural dimensions framework and gender role theory(Licht, Ahl, 2006). In this study, we test the culture of the Pashtun society and how it creates obstacles to entrepreneurship. The cultural dimensions framework provides theoretical insight into this study. Moreover, Ajzen's theory (1987) of planned behavior to build an entrepreneurial intention questionnaire to analyze its psychometric properties. The role of culture in explaining motivational perceptions has been specifically considered. He derived about how cultural values modify the way individuals in each society perceive entrepreneurship. These two theories provide theoretical insight to this study to explore cultural obstacles to entrepreneurship in Pashtun.

Research Methodology

This study follows the methodological rules and technicality required for ensuring reliability and validity. Keeping in view the nature of this research and expected data, a qualitative research paradigm is adopted for the completion of this study. The purposive sampling technique was used to collect data from the relevant respondents. The data was collected from 50 different entrepreneurs and data collection was stopped at the siturated point.To understand the actual circumstances and situations we need to get into the field and get the genuine responses of the actual intended entrepreneurs. Therefore, the data was collected through in-depthinterviews to draw a clear picture of the research problem. Themes are analyzed in light of primary data and theoretical frameworks to link them with the broader literature on the issue at hand. Themes are properly explained and supported by secondary data.

Cultural Obstacles to Entrepreneurship in Pashtun Society

Anthropologists are of the view that culture is about how societies organize social behaviors and knowledge (Hall, 1973; Kroeber and Parsons, 1958). Ina collective program, the mind is often known as culture. It distinguishes members of one human group from another and similarly distinguishes their respective responses in reaction to their environments (Hofstede, 1980). Every society has its own culture. Culture is the total structure and ideal shape of life. Pashtun society has its structure and culture. Its culture is embedded in religion. Religion and culture are part and parcel of each other. Everything is being looked at through cultural glasses in Pashtun society. Business adoption comes after cultural acceptability and permission. Culture sometimes proves to clash with certain businesses and their concepts. Thus, those obstacles which are presented by culture are declared as cultural hindrances. The social prestige of the job, lower class, non-valued culture of business, traditional attitude towards business, extraordinary importance of cultural values, and derogatory expressions for certain businesses are cultural hindrances to business. The following table exposes cultural obstacles to entrepreneurship in Pashtun society.

Discussion and Analysis

Entrepreneurshipand Social Prestige

People often seem to prefer being employed tobeing self-employed (Preisendörfer et al., 2014). Priorities often differ from society to societyregarding prestigious jobs and businesses. People's choices are often influenced by their livelihood. Job is often considered more secure than business in Pashtun society. Moreover, people in society give loans, debts, and more weight to job holders than prestigious businessmen. Hence, people in society are much more inclined towards jobs than business. One respondentstated:

> *"Sister or daughter is given to the job holders, not businessmen because of the*
> *secure nature of the job. The head of the family does not allow the young children*
> *to start a business in Pashtun society. Parents advise and suggest a job to their*
> *kids and groom them as per society's requirements. Job is culturally preferred*
> *and marriage proposals are based on lucrative jobs"* (Jan, Personal
> communication, February 10, 2020).

Parents advise and suggest a job to their kids as per society's requirements. Often, sisters and daughters are preferably given to job holders. Job preferred to avoid hard work and responsibility. Job in Pashtun society is considered more prestigious than business. People are more inclined towards low-scale jobs rather than prestigious businesses. After completing education students are expected to get a job rather than do business. People in Pashtun society are psychologically attracted to jobs due to their perception and attitude toward people. Culture has a significant influence on attitude formation (Stern, Kalof, Dietz, &Guagnano, 1995).Pashtuns rarely promote business culture and do not value it. People perceived entrepreneurship inferior job because of culture.

> *"We do not encourage someone if he is going to take any business initiative. We discourage it when it is an innovative type of business"* It was just in the beginning when I heard it from a few of my relatives that look at Mr. X, being a teacher and job holder, as holding a cloth roller. They were making fun of me in my initial days but later and now, I am quite relaxed as my business has lightened my shoulders as well (Adil, Personal communication, February 10, 2020).

It shows that the value and non-appreciation of society hinder business in Pashtun society. Even family accepts one's innovative ideas after success, not before success. Family resists one's decision of adopting lower-class professions such as dairy, delivery service, and livestock because it is considered a lower-class business. Family work is primary while one's work (business) is secondary which has no significance at all. Relatives make fun of one when one starts a business. Non-appreciation and non-valuing attitude has thus become a culture of society and it hinders business.

Lower Class or Poverty and Entrepreneurship

The poor people are hesitant to start a business due to failure and try their best to get the job of the lower cadre. Social status and class facilitate people in a stratified society. The poor people are doing indigenous businesses and it is not perceived as honorable businesses (Newman &Thorat, 2010).Pashtun society ridicules and is not ready to accept the proposal of boys doing indigenous businesses. Pashtuns at the societallevel don't tolerate and bear lower class success in business; it targets them and abuses their forefathers. One respondentstated:

> *"the upper-class people do not prefer businesses and it is not considered*
>
> *prestigious. Lower-class people under compulsion have no other choice than to*
>
> *starta business. Though they are mocked and ridiculed by society it is a fact that*
>
> *they had businesses* (Ali, Personal communication, February 11, 2020).

People target lower classes especially when they get business success. Loans and debts in business from the people are taken back with the help of social status and power which lower-class people often lacks. If a lower-class person's money is engulfed by an upper one, the former is threatened with death on its demand. Money of the lower class doesn't make any impact in Pashtun society. It indicates that lower-class people are criticized, taunted, and mocked in their business environment(Morris, 2021).

Traditional Approaches to Entrepreneurship

Prevalent culture in society affects the choice of professions. Multiple factors play a role in entrepreneurial development in society. Review of curriculum, sensitization and support mobilization for entrepreneurial education, funding with political will, and government stability need to be provided for entrepreneurial culture and development (Adejimola&Olufunmilayo, 2009). No modern business culturebut the rather traditional business attitude in Pashtun society is a matter of concern. No business approach is developed till the secondary level of education. Society doesn't prepare for a business mindset and temperament. Personal incapability of business temperament and no use of the mind in business direction hinder the business. The family encourages going abroad than providing for business. The business has risks while there is no risk in going abroad. Often entrepreneurs have low general trust in the public. Local businesses are often considered as a low-trust culture (Preisendörfer et al., 2014). Hence, business culture can hardly flourish in such areas of low trust culture. Similarly, Pashtun society faces the same situation. One respondentstated that;

> *"Our education system always keeps telling our students to seek a job after*
>
> *degree completion. Even our syllabus does not have a business word in our*
>
> *contents till master classes. We do not have a business culture at all*(Gul,
>
> Personal communication, February 10, 2020).

People are addicted to theirjob and fix-hour work which they never wish to replace. The traditional attitude towards business has blocked the way for entrepreneurship in Pashtun society.Business is a multi-dimensional endeavor that needs hard work and commitment. In most cases,a business is not considered an essential responsibility rather it is viewed as a part-time job that has no importance than the routine tasks of daily life. It has to be carried with the daily routine which is not a healthy approach or attitude towards business development. Pashtuns do not shoulder the responsibility which is why they opt for jobs not business. They need future security which is provided by a job. Laziness and lack of decision power compel them to opt for the job instead of business. Thus, it hinders business in society.

Derogatory Cultural Perception for Certain Businesses

The countries where the level of stigmatization is higher, entrepreneurs, who get out of failed businesses, were hardly reentered entrepreneurial activities.Stigma functions as a stimulus for entrepreneurs to challenge the illegitimacy of failed businesses and to engage in innovative behaviors that could contribute to the overall diversity of entrepreneurship activities in their countries (Simmons et al., 2014). People in society use derogatory remarks toward certain businesses which discourage entrepreneurs.The livestock business is expressed as the profession oflower-class people in Pashtun society. It is upon the entrepreneurs to switch from the views of failure to a variety of negative to optimistic life experiences. Often this renovation results in entrepreneurs' learning from failures and the foundation of future ventures, even if ventures are not their own (Singh et al., 2015). One respondent stated:

> *"Livestock is not culturally stained but if you want to take milk from the cows,*
> *then class and caste interfere as we cannot hire a white-collar man for it. It is*
> *indiscernible for high-class people. On one side you have your lands and property*
> *and on the other hand, you open a shop in the market. Like I am a son of a*
> *'Malak' and what will I do in the business. Businessmen are called shopkeepers*
> *by illiterates*(Haji, Personal communication, February 13, 2020).

Similarly, being a son of a Malak (upper class) and doing lower-class business or opening a shop in the locality is another taunt in society. Socio-culturally these things are considered bad. It results in bringing status consciousness. People start refraining from certain businesses or

professions due to their association with inferior or lower classes. Thus, it shows that derogatory remarks make people reluctant towards business, and hence, it hinders business in our society.

Conclusion and Recommendations

This research study explores factors responsible for cultural obstacles in entrepreneurship in Pashtun society. Cultural obstacles responsible for hindering the smooth start of entrepreneurship are investigated in this study. It is concluded that various factors like society, culture,and family are considered responsible for hindering entrepreneurship.It also intends to know the significance of culture as an essential part of life and business in Pashtun society. This research study has been conducted in Pashtun society. Primary data was collected from the relevant stakeholders, then, it was thematically analyzed. After a deep study and careful observations of the literature review and views of the respondents, it is concluded that hindrances to entrepreneurship are a noteworthy issue. The study reflected various obstacles to entrepreneurship in the area as to the culture and nature of the people. It has worth-noting consequences and has been increasing in a large proportion.

Cultural obstacles are multi-dimensional.Every society has its own culture. Culture is the total structure and ideal shape of life. Pashtun society has its structure and culture. Its culture is embedded in religion. Religion and culture are part and parcel of each other. Everything is being looked at through cultural glasses in Pashtun society. Business adoption comes after cultural acceptability and permission. Culture sometimes proves to clash with certain businesses and their concepts. Thus, those obstacles which are presented by culture are declared as cultural hindrances. These obstacles include social prestige of the job, lower class, the non-valued culture of business, traditional attitude towards business, extraordinary importance of cultural values,and derogatory expressions for certain businesses. These obstacles hinder the smooth run of entrepreneurship in Pashtun society.It exhibited that lack of resources, proper education, traditional life, and poor business ideas have paralyzed entrepreneurial potential in Pashtun society.

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