

Factors influencing entrepreneurship capabilities in Pakistan

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Abstract

This research is a formal study that determines the impact of various approaches and perspectives on entrepreneurial behavior. Entrepreneurs are necessary in today's competitive business environment because they stay abreast of the most recent technological developments, which aid in expanding their enterprises. Statistical method known as structured equation modelling (SEM) was used to quantify and examine the connections between latent and observable variables. To determine the relationship between the study's independent, mediating, moderating, and dependent variables, researchers employed Smart PLS software to do the analysis. Using a questionnaire, data was gathered from a random population sample and analysed using the SEM approach. Overall, results from the majority of hypotheses indicate that entrepreneurship is significantly affected by the identified factors. The R2 value is 0.560, which suggests that the factors considered in this research in reference to affecting entrepreneurship account for 56% of the variance. As per the results, the significant influence of inspiring motivators on new business ventures, innovativeness, and responsiveness should motivate managers to involve employees in formulating common strategic visions and to encourage them to launch new internal creative projects. Additionally, managers should develop training programmes to increase employee enthusiasm and creativity, improving their ability to think creatively and act in a self-developing manner.

Keywords: Entrepreneurship, inspiration, moral reasoning

Introduction

The notion of entrepreneurship is not an ancient one. It did not become a prominent field of study until after the First World War when students of financial development focused on the economic difficulties of the less established countries. The investigation discovered that the fundamental challenge of progress in the less industrialized nations today is mostly non-economic. The importance of entrepreneurship in industrialization and economic growth may be realized as early as the turn of the nineteenth century. Weber and Schumpeter are maybe the first academics to have comprehensively analyzed the role of founders in productive businesses (Modal, n.d.). Since then, experts from several disciplines have focused on themes such as the social, economic, and political grounds of entrepreneurial supply, the psychological features of entrepreneurs, and the functions of the entrepreneur in business.

There are a variety of elements that impact entrepreneurship. Moral judgment is the capacity of an entity to make moral decisions based on internal ethical standards and to behave under these decisions. The subjective and psychological judgment of moral issues is reflected in moral attitudes. Mair & Noboa (2006) utilized the Kohlberg model of moral reasoning. According to Kohlberg's model of moral judgment, ethical behavior is founded on six discernible stages of development (Kohlberg, 1985). This cognitive process increases the capacity to behave more compassionate and justifiable manner. This research focuses on the incentive of aspiring entrepreneurs who are motivated to create social change or generally solve social concerns. Motivation is central to the majority of definitions of entrepreneurship. The core purpose of an entrepreneur is to create societal value, not only financial gain for shareholders. Entrepreneurs require social support from society; if society provided entrepreneurs with adequate social support in the form of capital, a viable market, and incentives, entrepreneurship in the country would increase.

Men (2014), drawing on the work of Bass (1985), explains transformational leadership as "the ability to motivate subordinates to see the organization's vision as their own and focus their efforts on achieving shared goals." Listening, honesty, feedback, involvement, communication, and connections are the cornerstones of this leadership style. The best leaders transform their teams by giving everyone a voice in the workplace. They teach their followers concepts and moral values like justice and liberty but also the basic feelings of fear, surprise, and melancholy. In addition, they seek to comprehend the requirements of their followers, encourage them to attain their objectives, and are adaptable in their pursuit of the desired results (Miao, M., Jalees, T., Qabool, S., & Zaman, S. I. 2019).

Recent research demonstrated a variety of leadership styles. A leader style is the generally steady pattern of behavior exhibited by a leader in the workplace. A leadership style also has two broad and distinct behaviour dimensions: one is production-task-oriented, while the other is employee- and relationship-oriented. Transformational leadership is distinguished from transactional leadership and passive-avoidance leadership. Religion, a significant pillar of society, has a vital role at the micro and macroeconomic levels. For instance, socioeconomic growth is positively correlated with theology (Barro and McCleary, 2003), with religion acknowledged as influencing

individuals' economic decisions. Specifically, an explicit and indirect link between spirituality and economic activity has been proven through the presence of individual traits such as working ethic, honesty, and thrift. Religion is widely acknowledged to significantly impact human behaviour and attitudes via shaping people's lifestyles, eating habits, shopping decisions, experiences, and relationships (Jiang, Y., Xiao, L., Jalees, T., Naqvi, M. H., & Zaman, S. I. 2018). In this context, a significant amount of scholarly research has been dedicated to the influence of religion in the workplace, with the effects of religion on commercial behaviour and operations marking an essential sub-theme of relevant debate. Christianity influences entrepreneurship in several ways, not just as a cultural precursor but also as a factor influencing ethical behaviour, decision-making, and entrepreneurial endeavors (Farmaki, 2021). In this regard, the research investigates the numerous views that emerge from the interrelationships between religion and capitalism and addresses the implications of religion's postulated influence on specific innovative incentives, acquisition of means for entrepreneurship, and entrepreneurial conduct. (Farmaki, 2021). Even though to comprehend the women's gap in entrepreneurship, it is essential to learn about discrimination against women, which discourages them from becoming entrepreneurs, this research is necessary.

Research Problem

The purpose of this study is to provide a scientific account of the relationship between religion and capitalism by examining the impacts of religion on commercial motivation, resource acquisition, and entrepreneurial conduct. Determine if there is a correlation between age, gender, married status, education level, monthly income, industry specialization, years in business, and social media preferences and entrepreneurship. This article aims to provide a more in-depth examination of the varied ways the Crisis has impacted entrepreneurs, particularly emphasizing how cultural, lifestyle and societal norms have been altered for certain types of businesses.

- This research aims to determine the function of moral judgment in determining entrepreneurial motivation.
- This article looks at the relationship between transformational leadership and the success of small and medium-sized businesses in Tunisia.
- This study aims to examine how feminism can be utilized to enhance the current gendered critique of women's entrepreneurship. An intricate and multifaceted review, grounded in gender theory, has emerged to counter the sexist language of entrepreneurship, which serves to marginalize and undervalue women.

Literature Review

Leadership Style Theory

Leadership theory, proposed by Burns (1978) and expanded upon by management scholars, provides an analytical framework for understanding the factors that inspire employees to go above and beyond in their work and offer novel solutions to problems. Based on Bass's (1985) theory, Men (2014) defines a transformational organization as a leader who inspires his people to adopt the enterprise vision as if it were their own and to direct their efforts toward accomplishing

common goals. Therefore, according to the literature, transforming leadership is distinguished by the following four primary components. According to the ideal, influence entails charming, admirable, and compelling leaders to their subordinates.

Inspirational motivation refers to the expression of an inspiring vision. Vision is the articulation of an optimistic picture of the organization's future based on its values and culture. Leaders should design a vision for achieving the assigned mission and encourage followers to perform it effectively. By "intellectual stimulation," the research means activities that pique workers' curiosity about and comprehension of administrative challenges (Rafferty and Griffin, 2004); encourage them to think outside the box and find solutions to complex problems (Beh and Shafique, 2016); and put to use their expertise, knowledge, and intellectual ability. Leaders inspire their teams to "think out of the box," generate original concepts, challenge long-held assumptions about the world (Jung et al., 2003), raise new questions, reframe existing ones, and find original solutions to challenges. Instead of publicly shaming staff for making mistakes, leaders should urge them to avoid being dogmatic (Franco and Goncalo Matos, 2015). Taking into account the needs of each individual is what this criterion is all about. They are also known as supportive leadership. Leaders should consider the needs of their staff and facilitate their personal growth and fulfillment. They attempt to create emotional ties with employees through mentorship, feedback, and efficient communication (Khan, S., Rasheed, R., Rashid, A., Abbas, Q., & Mahboob, F. 2022).

Business initiatives and the Covid 19 crisis

The field of entrepreneurship research is ideally suited to adopt a crisis viewpoint that can contribute to advancing other fields of study, such as business and sociology. The Crisis is not a unique phenomenon, but the Covid-19 situation has had catastrophic effects. As many results, the Covid-19 case has raised challenges regarding how entrepreneurs should respond. To prevent the Covid-19 Crisis from having a more severe impact than prior crises, it is crucial to find solutions or methods for dealing with it. As a socioeconomic activity, entrepreneurship provides a means for society to rebound from the Crisis.

Entrepreneurial action contains a potent attitude that can aid societal recovery from adversity. The inclination for entrepreneurship is characterized by a preference for proactive, futuristic, and inventive activity. The concept of entrepreneurship has endured through the ages and offers a means of overcoming difficulties prominent during times of Crisis. Entrepreneurship can involve providing good support while mitigating the adverse effects of a problem. In their study of German entrepreneurs experiencing the impact of the Covid-19 Crisis, Kuckertz et al. (2020) discovered that resilience is required to get new entrepreneurial chances. In addition, Giones et al. (2020) recommend that business owners respond to the Covid-19 problem by concentrating on strategic planning, cost cutting, and morale-building. This indicates when a crisis hits, there is a tendency to prioritize protecting incumbent businesses over fostering new company development. This protectionist strategy is justifiable in light of the jobs and money generated by current enterprises, but it denies the contribution of entrepreneurial activities to the resolution of

the Crisis. During a crisis, massive public institutions prioritize existing enterprises by minimizing the impact of bankruptcies, which can create more hardship.

The link between entrepreneurship and the internet

To successfully navigate the business environment, entrepreneurs need to use social media. These days, business owners can take the reins and spread their message with the help of cutting-edge marketing apps and platforms. In the context of online media, a monetary strategy can have positive effects on the community. The scope of the vision should be expansive, covering as many individuals as possible rather than just one group. According to (Dahlin & Gratell, 2018), Broadband's new media serves as a communication and collaboration platform, creating new openings for enterprises and their clientele. According to a poll conducted by Brand Fog (2012), cited by Lee (2012), executives who utilize social media become more effective entrepreneurial leaders because of their increased connection with customers, workers, and investors using these channels of communication. Social networking is becoming increasingly crucial to the success of some firms, and some business owners are beginning to recognize this. Charles (2012) found that there were certain situations in which business owners were satisfied with their use of social media. Richard Branson, the founder of the Virgin Group, uses the internet and social networks to bring as many people together as possible. Tony Hsieh, CEO of Zappos, uses Twitter and Facebook to spread the word across the organization. Salesforce.com's CEO Marc Benioff utilizes the internet's press to promote his company and share his views on broader social issues. Some entrepreneurs also regard social media as an awkward platform. Notter (2012) views social media as a more powerful emerging technology for leadership and management. Social media tools and services are frequently seen as valuable business resources. They enable businesspeople to successfully identify changes and opportunities in business innovation through collaboration and communication with network partners. Social media provides opportunities to reach target customers and generate fresh company ideas.

In conclusion, entrepreneurs must have a robust vision to guide, motivate, promote, and cultivate an interest in workers, customers, Stakeholders, etc. According to the 2019 study on the Pakistan startup ecosystem, digital startups have developed tremendously over the years. Therefore, social media is a platform that an entrepreneur may use in a novel way to steer his vision toward achieving goals.

The Role of Religion in Business

An entrepreneur's religious background is just one of many environmental factors that should be considered when studying entrepreneurship. Religion may impact entrepreneurial motivations, actions, and behaviour by boosting people's confidence in their abilities, fostering network connections, and directing company practices. Empirical research tends to support the idea of a causal link between the two concepts. However, the nature of that link may take several forms. Following is an overview of pertinent literature about the influence of religion on entrepreneurial motivations, the influence of catholic principles on the procurement of resources for entrepreneurship, and the behaviour of entrepreneurs. The research also identifies and examines a body of research that recognizes religious values' limitations on business.

First, theological values influence the likelihood of individuals undertaking entrepreneurial endeavors, as existential motivations drive entrepreneurship in addition to monetary incentives. Even so, diverse religions offer varying entrepreneurship trends. Anderson et al. (2000) argued that the value approaches of faiths influence the tendency for entrepreneurship. Second, networks have been proven to influence entrepreneurial activity by providing options for employment, capital acquisition, knowledge exchange, and resource supply, particularly across ethnic groups (Deller et al., 2018; Neumeyer et al., 2018). Indeed, as Parboteeah et al. (2015) highlighted, knowledge inputs in a secular society are significant because they create an environment where individuals can pursue entrepreneurial professions. Many researchers acknowledge the role of religious organizations in fostering productive networks, some proposing that members of the same faith are more likely to pool their resources to fund business ventures (Henley, 2017). This will likely generate co-ethnic capital markets, which boosts competitiveness and lowers wholesale prices (Khan, S., Rasheed, R., Rashid, A., Abbas, Q., & Mahboob, F. 2022). It has been proposed that religion influences the conduct of entrepreneurs (Henley, 2017) by encouraging risk-taking attitudes, for instance. According to Dodd and Seaman (1998), religion has a significant impact on the management of a business, as entrepreneurs seek to emphasize moral benefits such as mutual tolerance and trust throughout the organization. Religion is an essential determinant of company structure (Anderson et al., 2000), having religious values expressed in employer-employee relations via influencing wage systems, employee involvement, motivating schemes, and efficiency standards (Graafland et al., 2006; Gümüşay, 2015). Additionally, religion impacts the processes and strategies of entrepreneurs. Dana (2009) stated that religious principles might produce needs that present opportunities for enterprises (e.g., Halal food); indeed, various niche markets founded on spiritual values and with significant economic benefits are emerging.

Regarding this, spiritual entrepreneurs may employ market segmentation tactics that target congregants. Finally, beliefs may hurt entrepreneurial conduct (Khan, S., Zaman, I., Khan, M., I., & Musleha, Z., 2022). For example, the regulated nature of religions may restrict the fields in which entrepreneurial endeavors are pursued.

Gender differences in entrepreneurship

Despite progress toward gender parity in modern societies due to women's greater participation in the workforce, a demographic difference persists in entrepreneurship (Alsos et al., 2016). Women business owners differ from their male counterparts in terms of objectives, scope, profitability, and growth strategies. Institutional theory to social and cultural justifications (Estrin, Mickiewicz 2011; Chowdhury, Audretsch 2014); behavioral points of perspective, including such freedom or versatility as gratification (Lawter et al. 2016); intergenerational explanations (Ester, Román 2017); and human capital theories are just some of the frameworks that have been proposed to explain the gender gap in entrepreneurship. Some research looks at how female and male entrepreneurs react differently to the same stimuli, which have been shown to have an effect regardless of the entrepreneur's gender. Opportunity-driven variables like emancipation, adaptability, employment fulfillment (Holmen et al. 2011; Lawter et al. 2016), and

improved work-life stability are all examples of situations where female entrepreneurs are driven by unfavorable conditions in the labor market like joblessness, distress, and a lack of professional growth (McGowan et al. 2012, Cant Cavada et al. 2017, Ng, Fu 2018). On the other hand, there is research that zeros in on gender-specific factors, including female-centric social stereotypes and norms (Kobeissi, 2010; Pérez-Pérez, Avilés-Hernández, 2016). Comparative research has been conducted on topics such as the gender wage gap (Ravazzini & Chesters 2018), the gender labor-force gap (Ribes-Giner et al. 2018), the number of women in political leadership roles (Ribes-Giner et al. 2018), the growth of the economy (Maniyalath & Narendran 2016), and the segregation of women into specific fields of work.

Hypothesis Development

Gender

The study of gender participation in the field of entrepreneurship is intriguing for a variety of reasons. From a demographic standpoint, it is well-known that there are differences and analyses between gender and entrepreneurial behaviour, as well as views toward the new business formation. Similar to our empirical research approach, other studies have utilized a statistical perspective and the influence of gender to examine entrepreneurial incentives. According to previous research that has already investigated this effect, males have a greater inclination for entrepreneurial action than females. Kolvereid (1996) stated that the impact of gender on attitude, perceptual norm, and perceived conduct control indirectly influences self-employment motivation.

Some authors have highlighted the predominately male nature of business culture regarding gender. Moreover, conventional gender roles within families continue to exist when men are expected to run the family company (Jamil, S., Khan, S., & Zafar, S., 2022). In this way, cultural values implicitly view women's entrepreneurship as less desired. As a result, civilization provides less moral support, and women consider establishing a business less desirable (Daz-Garca & Jiménez-Moreno, 2010). Moreover, women tended to be more accepting of others and hence more inclined to cooperate. Lastly, research reveals a discrepancy between businesswomen's actual and perceived abilities. In this way, academics have determined that women prefer not to become entrepreneurs due to a reported lack of control or self-efficacy. This is especially true for traditionally male pursuits.

Moreover, women credit their achievement of job goals less to their aptitude and more to hard labour (Daz-Garca & Jiménez-Moreno, 2010; Rosenthal, 1995). Similarly, they are less prone to accept credit for their accomplishment and attribute it more frequently to external factors or good fortune than their effort or competence. This study intends to investigate the modulating effect of gender on entrepreneurial motivation.

H1 Gender significantly impacts entrepreneurship.

H2 Motivation and entrepreneurship are moderated by gender

H3 Gender significantly moderates the relationship between motivation and entrepreneurship

Prior research (Hernández-Sánchez et al., 2020) contends that the notion of a COVID-19 pandemic has an unfavourable and significant impact on the entrepreneurial behaviour of business and economics students in Latin America. Taking into account the significance of the social psychological concept in entrepreneurship, the societal and commercial surroundings influence the attitude of individuals through their views. Furthermore, individuals' intentions to become entrepreneurs are influenced by their opinions of hazardous situations. Ghosh (2018) indicates that terrorist acts, natural disasters, and unpredictable conditions are detrimental to the growth and development of countries. Bullough et al. (2014) propose that perceived risk and self-efficacy are inversely associated with entrepreneurial ambition in Afghanistan. Therefore, depending on the previous discussion, the study hypothesizes that persons with a more excellent COVID-19 pandemic impression are less likely to establish a new firm.

In their seminal work, *Moral Stages*, Kohlberg and Hersh (1977) outline a progression of six distinct phases in which a person's moral framework and outlook evolve. Individuals in the first stage of honest growth attempt to discern between good and evil. People sought to avoid penalties and followed a method focused on obedience. A person progresses through various phases and enters the sixth & final step, which discusses the global principle of fairness and respect for human dignity (Agha, A., Rashid, A., Rasheed, R., Khan, S., & Khan, U., 2021). Research by Mair and Noboa (2006) and Hockerts (2017) suggests that the formation of sound moral judgment may be influenced by participation in groups, joint decision-making, exposure to various social settings, and the acceptance of a responsibility to act in a certain way. In the world of social entrepreneurship, moral judgment is a must-have trait. Insist that a societal startup's sense of societal obligation has always been grounded in ethical considerations. Contrary to Chell et al. (2016), social innovators are not always upstanding citizens. Nonetheless, those who work in socially conscious businesses tend to exhibit a mentality of ethical superiority. According to Dave Roberts, a philanthropic entrepreneur must have integrity. Although a sense of social responsibility primarily drives some individuals, Hendry's (2004) "bi-morality" concept of society holds that "we have two competing sets of living norms." Social entrepreneurs are born from the same ambition to contribute to positive social change and economic development at the national level. According to Boschee (1995), social entrepreneurs may strike a balance between "moral imperatives and the commercial incentive." A social entrepreneur is an irrational person who pursues social justice relentlessly, as defined by Elkington and Hartigan (2008). Not everyone with good morals chooses to start a nonprofit. Therefore, they believe moral thinking is essential for the role of a social entrepreneur in the research context (Rashid, A., Rasheed, R., Amirah, N.A., Yusof, Y., Khan, S., & Agha, A. A., 2021).

H4 Moral judgment and motivation are positively connected.

The topic of social entrepreneurship has seen a rise in recent years, motivated by a fascination with moral understanding and decision-making. In social thought, the connection between the person and attitude toward performing well for others has been the subject of a lengthy dispute. Some research identifies the apparent conflict between individual and society gain (Brewer and

Kramer 1986), while other viewpoints specify the likelihood of individual and societal interests being aligned. Empirical research findings in entrepreneurship indicate empathy, experiential learning, and engagement in courses with a social concern benefit both the actor and the recipient. Extensive research has been conducted on the causes and motivations that lead a person to initiate a business. Previous research has connected the prosocial drive to a variety of desirable outcomes, such as transformative leadership (Zhu and Akhtar, 2014), team performance (Hu and Liden, 2015), charitable giving (Scharf, 2014), and entrepreneurship. Prior study on aspiring entrepreneurs has revealed objectives such as self-actualization. These objectives are also associated with the five significant personality traits, corporate voluntarism and autonomy. These motives emphasize the entrepreneur: wealth, personality attributes, and personal fulfillment. A recent study on venture initiations reveals that some folks inspired to establish a business are primarily motivated by a desire to see humanitarian change and assist the less fortunate (Miao, M., Jalees, T., Zaman, S.I., Khan, S., Hanif, N.-u. and Javed, M.K. 2021). These determined business owners are a breed of irrational individuals, and their significance to the economy and nation is increasingly acknowledged. Therefore, it is crucial to comprehend the specific dynamics and obstacles that contribute to establishing these organizations. Undoubtedly, prior research on motivation indicates that budding entrepreneur is more effectively engaged in their profession as a function of first-hand exposure to how their activities affect others. This is because their prior experiences become emotionally charged. Such a significant emotive obligation on the part of aspiring entrepreneurs may hinder the growth of the startup process. Overall, these findings highlight the importance of motivation in a person's decision to pursue enterprise as a career path. It is also true that not all motivated individuals become entrepreneurs, but you must have the motivation to be an aspiring entrepreneur.

H5 Motivation positively affects entrepreneurial activity.

Social Support

Social support generally refers to a person's apparent beliefs and expectations regarding the counsel, direction, and assistance they will receive from their social networks. Social backing in the entrepreneurship framework is quite analogous to the idea of subjective/social norms described in previous research. However, this is the main difference between the two concepts. In contrast, social support extends beyond beliefs to offer an adequate social framework that fosters and supports entrepreneurial behaviors. In contrast, subjective/social norms stop at expectations about entrepreneurs to which an individual is likely to adhere (Akbar, M., A., Soomro, Y., A., & Khan, S., 2017). It's one thing for loved ones to encourage you to pursue entrepreneurship. Still, it's another for them to provide the seed money and technical support necessary to get your business off the ground. The formation and maintenance of a company are aided by social support (León, Descals, & Domnguez, 2007). Instrumental support and financial aid are all types of social support identified by Levesque (2014). Researchers have found two main components of social support (Ismail et al., 2013; Rani, 2012; Sahban, Ramalu, and

Syahputra, 2016). Information from friends, relatives, and coworkers is all that will be taken into account in this study (Miao, M., Jalees, T., Qabool, S., & Zaman, S. I. 2019).

Imbaya (2012) argues that having a stable home life is crucial because it provides a person with emotional and financial stability throughout their lifetime. In Buang and Yusof (2006), family members are essential to inspiring young people to choose careers requiring greater initiative and maturity. Researchers Matzek, Gudmunson, and Danes (2010) concluded that family members provide paid and unpaid labor to the firm. Would-be business owners may always count on this labor at different points in the venture's development (Miao, M., Jalees, T., Zaman, S.I., Khan, S., Hanif, N.-u. and Javed, M.K. 2021).

According to Welsh et al. (2014), the success of entrepreneurs can be attributed in part to the help they receive from family members, who provide seed cash and help them secure other, more established forms of finance. Support this idea by pointing out that family relationships serve as solid business links in networks, allowing for easier accessibility to non-professional and professional resources that may aid in launching new ventures. Similar to what is observed, Molino et al. (2018) discovered a clear correlation between emotional support and E.I.

H6 Social Support moderates motivation and entrepreneurial activity.

H7 Social Support moderates motivation and entrepreneurial activity.

H8 Social support moderates the relationship between marketing and entrepreneurship.

Innovative innovation and social network services can alter market patterns and generate new knowledge via Social Media. Social media technology makes it simple to mix diverse sources of information and generate new combinations that provide new knowledge. Researchers have discovered that social network knowledge assists individuals in acquiring further information and organizing new chances, and evaluating the commercial value of recent technical changes enhances opportunity recognition (Khan, F., A., Khan, S., & Ahmad, N., 2016). They also argued that enhanced connection with users and customers in new technologies is essential for discovering entrepreneurial prospects. Active users of social media should obtain more information and more effectively mix and modify it. Social media can increase knowledge of market shifts and customer behaviour and create an opportunity that satisfies client needs (Khan, S., Rashid, A., Rasheed, R. and Amirah, N.A. 2022). Kolb suggested that obtained information can be altered and coupled with past knowledge through social interaction, enabling individuals to hunt for the best material and avoid making mistakes to find as many opportunities as possible. Utilizing social media is the most efficient method for combining, analyzing, and assessing information regarding entrepreneurship opportunities in this process. Young entrepreneurs and startups with limited skills and resources are greatly affected by digital media and can detect possibilities and trends. They are utilizing social media to advertise brands, products, and services. It entails sharing and developing material on multiple social media platforms to achieve goals. By providing content, photographs, or videos relating to your commodities or services, social networks contribute to the business's growth (Khan, S., Rashid, A., Rasheed, R. and Amirah, N.A. 2022).

H9 Marketing mediates the relationship between Social Media and entrepreneurship.

H10 Social Media significantly impacts marketing

Transformational Leadership

First proposed by Burns (1978) and expanded upon by management scholars, the theory of leadership is a framework for understanding the factors that inspire employees to go above and beyond in their work and create novel solutions to problems. The theory conceptualizes leadership as a multifaceted notion encompassing a series of behaviours, attitudes, and actions to influence and inspire subordinates to achieve clearly defined and desired goals.

Passive-avoidant leadership is primarily characterized by a failure to assume management responsibilities. Passive-avoidant leaders respond to a problem only when it gets critical and frequently avoid making decisions to forecast and fix it. Stress that passive-avoidant leadership is based on two main characteristics: laissez-faire leadership, which refers to a behaviour of passive indifference to tasks and subordinates; and management by exception, which is based on contingent punishments and other corrective actions when confronted with performance problems. Accordingly, and in line with the research of Eyal and Kark (2004), the literature contends that passive-avoidant managers are not likely to encourage ideas, innovation, creativity, or change but are rather conservative and inactive. Therefore, transformative leadership is described by the following four components. It refers to managers who should be captivating, admirable, and compelling in the eyes of their subordinates. Additionally, leaders should have a sense of loyalty, trust, and respect for their followers. They can exert considerable influence over their associates, who view their leaders as exceptional and outstanding (Franco and Goncalo Matos, 2015).

Inspirational motivation

It refers to the expression of an inspiring vision. Vision is the articulation of an imagined picture of the organization's future based on its values and culture. Leaders should design a vision for achieving the assigned mission and encourage followers to perform it effectively. They identify and explain organizational goals to subordinate and increase their desire to put the company's interests ahead of their own. Consequently, leaders build relationships with subordinates through interactive conversation and value sharing, which results in high motivation, enthusiasm, and optimism (Franco and Goncalo Matos, 2015). They employ emotionally-charged appeals to motivate and engage workers.

H11: Transformational leadership significantly impacts Motivation

Mental stimulation and thinking outside the box

Leaders encourage subordinates to think "outside the box," produce new ideas, question their existing values, traditions, and beliefs (Jung et al., 2003), pose questions, reformulate, and solve problems in novel, inventive ways. Leaders do not openly condemn employees' errors and instead encourage them to avoid dogmatism (Franco and Goncalo Matos, 2015). Individual consideration relates to attending to and supporting individual requirements. They are also

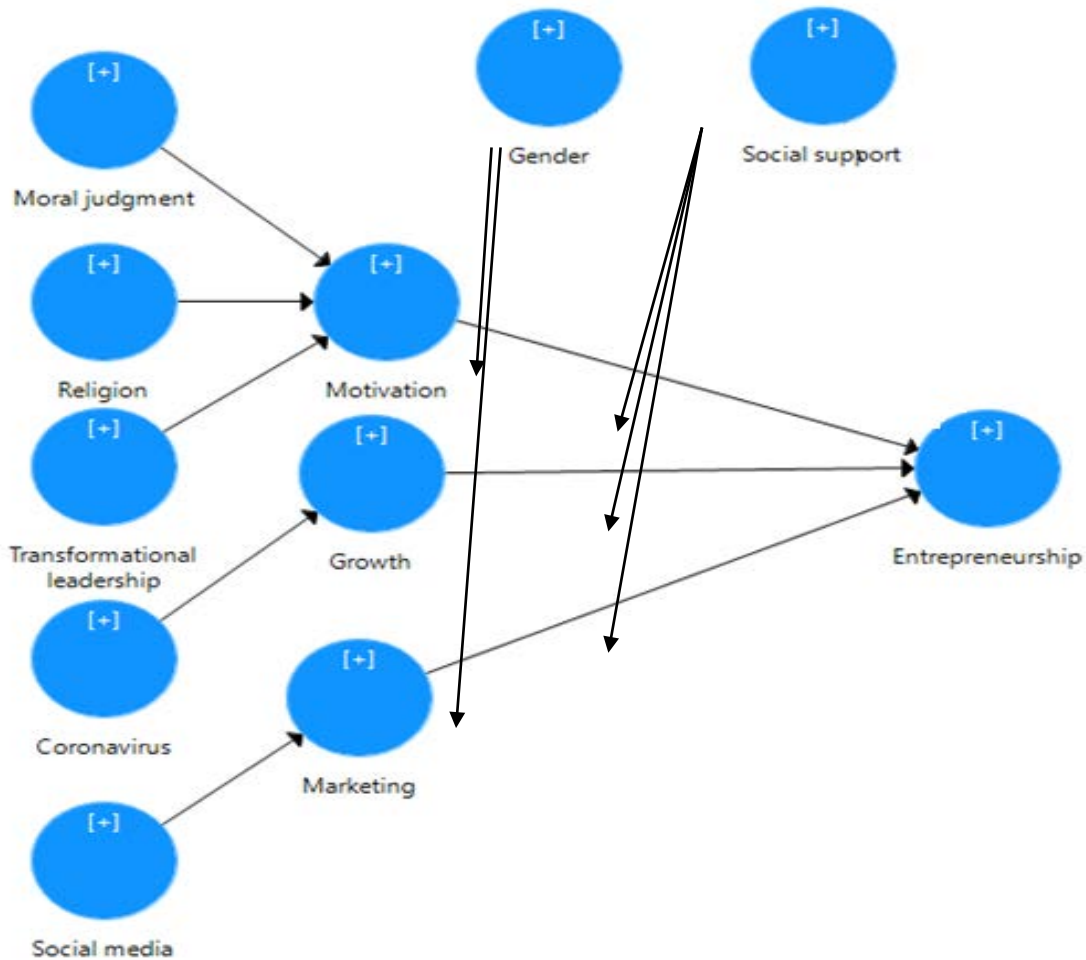
known as supportive leadership Leaders should consider the needs of their staff and facilitate their personal growth and fulfillment. They attempt to create emotional ties with employees through mentorship, feedback, and efficient communication. In other words, transformational leaders provide opportunities for subordinates to articulate themselves, develop their talents, and realize their own goals (Franco and Goncalo Matos, 2015). As a result of our desire to investigate the significance of leadership styles in corporate development, the research has chosen transformational leadership as the defining characteristic of the entrepreneurial process. In this sense, it has been stated that transformative leadership is a relationship-based concept, with empirical data demonstrating its favourable influence on employees' attitudes and behaviours.

As with leadership, innovation is considered a collaborative endeavour requiring staff relationships. In this sense, it has been stated that transformative leadership is a significant predictor of entrepreneurship development within firms. Indeed, transformative leaders are viewed as romantic and innovative as they study the external world (Yang, 2007) and cultivate an entrepreneurial spirit within their businesses. In this vein, Eyal and Kark (2004) suggested that transformative leaders typically demonstrate radical entrepreneurial methods based on great initiative and creativity. Menzel et al. (2007) found in a study on a group of technicians that to enable engineers to take inspiration as entrepreneurs; top managers must foster innovation, autonomy, communication, and decision-making. They advocated that revolutionary leaders express a vision that stresses long-term corporate achievements and focuses employee efforts toward inventive and self-renewing endeavours. The authors note that such managers strive to align their employees' values and identities with their firm's culture and identity, likely increasing their internal drive to create new initiatives and projects. Entrepreneurship is positively and directly affected by transformational leadership. Religion may be regarded as a personal trait that inspires an individual's decision to become an entrepreneur (AUDRETSCH, BONTE, and TAMVAV, 2013). It may also be a factor that influences entrepreneurial activity culturally and institutionally. Therefore, those whose religious views impact their attitudes, subjective norms, and apparent behaviour control may have more entrepreneurial intents than those whose religious convictions are less pronounced.

The empirical research conducted by Riveted and Van Burg (2014) with Dutch business owners and employees indicated that Protestant business owners had stronger convictions than Protestant employees. The latter also consider the work a spiritual calling; hence, they have a greater propensity to offer value to society. Riaz, Farrukh, Rehman, et al. (2016) investigated the effect of religion on the entrepreneurial aspirations of business students in Pakistan's private Higher Institutions.

H12: Religion offers a favorable influence on Motivation

Figure 1: Conceptual Framework



Research Methodology

Research Design

The research follows a quantitative research approach as the intention was to identify the relationship of the identified factors with entrepreneurship capabilities. This was done by quantifying the collected information and using SEM to identify the complex relationship between the identified factors. Data for this study was gathered utilizing surveys sent to Pakistani citizens in general. This study centered on entrepreneurs who have the ambition to start a firm and engage in innovative and profit-generating efforts while in school because the research wants to understand what types of characteristics impact entrepreneurship. Among the questionnaires distributed, 79 were filled out—the rate of valid responses. There were more female respondents (75.3%) than male responders. (26%), with 58.20% of the population between the ages of 21 and 25. Additionally, 75.6% of respondents having no prior work

experience and 55.20% hailed from a family of business owners. The study's primary goal was to connect various elements that impact entrepreneurship.

The association described above has been investigated in this quantitative research study.

Individual experienced people served as the study's "individual" analytical unit. Analysis Method – SEM was used to analyze the data that was collected. A group of statistical methods known as structured equation modeling (SEM) are used to quantify and examine the connections between latent and observable variables. To determine the relationship between the study's independent, mediating, moderating, & reliant variables, researchers employed innovative PLS software to do structural equation modelling. Metric data, which might be difficult to elicit, is the correct type of material for this study. Many factors led to the use of Smart PLS software. The initial and most crucial factor is how straightforward and reliable the connection to the data is. The PLS system is transparent and employs a non-parametric structure, reducing accuracy but increasing robustness compared to other quantitative statistics-based software, such as AMOS, regarding data volatility and features. It is the top choice of analytical software for the newest researchers because it is not simply user-friendly yet can also generate all pertinent material in a very straightforward and user-friendly manner.

Sampling design

In this study, the sample is randomly chosen following a probabilistic sample approach (random sampling) making the data collection process more robust. Age or gender restrictions were not present. Both in-person and online data collection methods were used. The items were scored on a scale with 1 being the most vigorous disagreement and 5 being the most robust agreement. Accounted in the study take various reasons into account in the context of entrepreneurial intention. Starting a business has been linked to moral judgment and gender, with women being less likely than men to do so. An individual's ambition to have an entrepreneurial profession has also been proven to be positively influenced by their entrepreneurial family heritage and their family's support.

Findings and interpretation

Table 1 has the details, which are addressed below. Construct reliability, discriminate reliability, and converged reliability were also tested to assess the suitability of this measurement paradigm. Table 1 Cronbach's alpha typically has values over 0.5, which indicates that it is acceptable. Low alpha values for some variables indicate poor interrelationships between test questions. Utilizing Cronbach's Alpha > 0.7, define dependability (Hair, 2005). Cronbach's alpha values of greater than 0.7 are regarded as good, while numbers more significant than 0.5 are acceptable, according to Ramayah (2011). Thus, Cronbach's alpha is deemed appropriate. Glen Stephanie Although Fornell and Larcker claimed that if AVE is smaller than 0.5, but aggregate reliability is more than 0.6, the converging consistency of the domain is still sufficient, and the research can accept a value of 0.4 for Cronbach's Alpha. (1) Fornell & D. F. Larcker, "Evaluating structural equation models with unobserved variables and measurement error," *Journal of marketing research*, vol. That indicates that AVE is suitable for this research.

The mean-variance extracted (AVE) represents the diagonal values in Table 1 as its square root. Fornell-Larcker, the AVE's criteria values must be greater than the relationship values of the different variables. As a result, the discriminating validity is validated because all the correlation values are higher than the retrieved average variance values. The Fornell - Larcker criterion was satisfied, as evidenced by the preceding table. In Table 1, the Heterotrait-Monotrait ratio is also displayed. The HTMT values must be less than 0.85 to meet the usual parameters for Henseler et al. (2015), which is used to test the discriminant validity. As a result, the HTMT result indicates that all of the numbers are less than 0.85 and satisfy the criterion. The average variance extracted (AVE) represents the diagonal values in Table 1 as its square root. The AVE values must be greater than the variable correlation values. As a result, the discriminating validity is validated because all the correlation values are higher than the retrieved average variance values. The Fornell - Larcker criterion was satisfied, as evidenced by the preceding table. Additionally, Table 1 shows the heterotrait-monotrait ratio. The HTMT values must be less than 0.85 to meet the usual requirements for Henseler et al. (2015), which is used to test the discriminant validity. As a result, the HTMT result indicates that all of the readings are less than 0.85 and satisfy the criterion. The Variance Inflation Factor (VIF) assesses the extent of multicollinearity in multivariate analysis. It is a scientific concept that describes how collinearity causes a regression coefficient's variance to grow. When the VIF in this study ranges from 1 to 5, it is trustworthy.

Table 1
 Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CV	0.772	0.682	0.678	0.624
Enter	0.693	0.693	0.830	0.620
GEN	0.606	0.763	0.694	0.746
GROWTH	0.716	0.741	0.842	0.642
Gen mods Mkt and Ent	1.000	1.000	1.000	1.000
Gen mods Mot and Ent	1.000	1.000	1.000	1.000
J	0.782	0.878	0.868	0.688
Sankt	0.697	0.701	0.790	0.758
MOT	0.736	0.665	0.715	0.662
Moderating Effect 5	1.000	1.000	1.000	1.000
REL	0.619	0.747	0.711	0.693
SM	0.791	0.614	0.655	0.619
SS	0.876	0.634	0.775	0.739
SS mods Growth and Ent	1.000	1.000	1.000	1.000
SS mods Mot and Ent	1.000	1.000	1.000	1.000
TL	0.737	0.729	0.681	0.733

Cronbach's alphas in Table 1 are consistently above 0.5, demonstrating the reliability of the data. Cronbach's alpha values for the study were above the minimum threshold of 0.5 required by Hairet al. (2011). Following Straub's (1989) standards, Table 1 demonstrates that the composite reliability criteria have been satisfied with a significance level greater than 0.75.

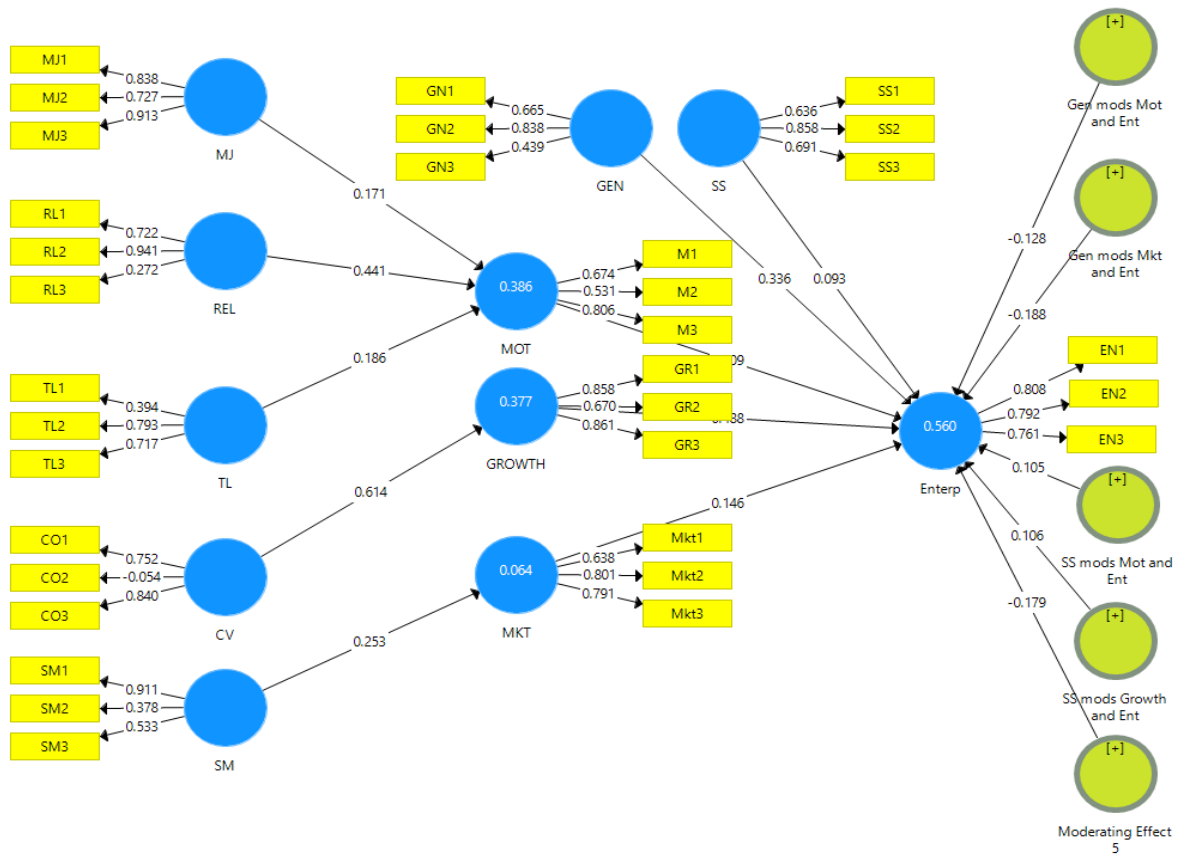
The standards by which to judge an individual's trustworthiness are laid out by Churchill Jr. (1979). The predetermined threshold for validity requires that all loadings be greater than 0.5. There is evidence in Table 2 that all of the variables have passed their reliability tests. This demonstrates the accuracy of the research tool utilized to examine the aforementioned factors. Convergent validity has been studied with the use of average variance extract (AVE). The AVE requirements are laid down by Fornell and Larcker (1981). They mandated that all variables must be greater than or equal to 0.50. In addition, as can be shown in Table 2, all of the AVE values are more than 0.50, demonstrating the validity and convergence of the measuring model.

TABLE 2 Fornell–Larcker criterions

	CV	Enter	GEN	GRo	gmmae	M4	MJ	MKT	MOT	Mod 5	REL	SM	SS	smgne	smmae	TL
CV	0.65															
Enter	0.47	0.79														
GEN	0.18	0.38	0.67													
GROWTH	0.61	0.52	0.05	0.80												
gmmae	0.21	-0.16	0.03	0.28	1.00											
M4	0.12	-0.13	0.04	0.27	0.63	1.00										
MJ	0.48	0.35	-0.01	0.79	0.28	0.25	0.83									
MKT	0.51	0.44	0.04	0.57	0.11	0.12	0.49	0.75								
MOT	0.40	0.42	0.18	0.58	0.11	0.02	0.44	0.44	0.68							
M5	-0.36	-0.17	0.15	-0.54	-0.35	-0.32	-0.43	-0.43	-0.22	1.00						
REL	0.47	0.47	0.06	0.78	0.19	0.17	0.63	0.63	0.59	-0.48	0.70					
SM	0.17	0.17	-0.23	0.35	0.09	-0.02	0.16	0.25	0.15	-0.37	0.30	0.65				
SS	0.40	0.22	-0.04	0.38	0.25	0.23	0.34	0.45	0.38	-0.48	0.41	0.22	0.73			
smgne	-0.33	-0.06	0.20	-0.51	-0.45	-0.41	-0.42	-0.39	-0.18	0.93	-0.42	-0.36	-0.46	1.00		
smmae	-0.31	-0.01	0.18	-0.36	-0.37	-0.33	-0.26	-0.32	-0.21	0.85	-0.35	-0.30	-0.53	0.84	1.00	
TL	0.04	0.19	0.11	0.19	-0.04	-0.04	-0.03	0.19	0.28	-0.18	0.21	0.20	0.31	-0.12	-0.19	0.66

The average variance square root is shown in Table 2 along the diagonal (AVE). AVE values, according to Fornell and Larcker (1981), need to exceed correlation coefficients. Since all of the correlation values are greater than the average variance values, discriminant validity has been established (AVE). As can be seen in the table above, the Fornell-Larcker condition was satisfied.

Figure 2: Structural Model



The structural model displays the research's mediating and moderating relationships. In this approach, the mediators are marketing, growth, and motivation. Religion, transformative leadership, and cause all act as mediators. The relationship between the coronavirus and entrepreneurship is mediated by growth. The connection between entrepreneurship and social media is mediated via the marketing department. Gender and social support are moderators in this model. Gender plays a moderating role in the connection between drive and entrepreneurship. The interaction between branding and entrepreneurship is also gender-dependent. The relationship involving marketing and entrepreneurship, as well as the relationships between desire and entrepreneurship and between growth and entrepreneurship, are moderated by social support.

Discussion

Table 3

Total Hypotheses

	Standard Deviation (STDEV)	T Statistics ((O/STDEV)	P Values	Comment
MJ -> MOT	0.180	0.948	0.034	Accept
MOT -> Enterp	0.126	0.071	0.044	Accept
REL -> MOT	0.168	2.625	0.009	Accept
SM -> MKT	0.230	1.100	0.027	Accept
SS -> Enterp	0.166	0.562	0.574	Reject
TL -> MOT	0.121	1.536	0.025	Accept
Gender Mods Mot -> Ent	0.180	1.040	0.299	Reject
Social Support Mods Mot -> Ent.	0.194	0.546	0.586	Reject
Social support Mods Mkt -> Ent	0.214	0.836	0.404	Reject
Marketing Meds SM -> ENT	0.064	0.581	0.561	Reject
Motivation and entrepreneurship are moderated by gender.	0.131	0.975	0.330	Reject

The result shows that MJ -> MOT has a sig value of 0.034, the study accepts the hypothesis. This shows that moral judgment has a significant impact on motivation. Additionally, the result indicates that MOT -> Enterp has a sig value of 0.044, showing that motivation has a significant impact on entrepreneurship, hence accepting the hypothesis. The sig value for REL -> MOT is 0.009, making it significant, showing that religion significantly impacts entrepreneurship; hence the study accepts the hypothesis. SS -> Enterp has a sig value of 0.574 which is greater than 0.050, showing no significant impact of social support on entrepreneurship at a confidence interval of 95%, hence the study rejects the hypothesis. The sig value for the moderation effect of social support on growth and entrepreneurship is 0.056 which is greater than 0.050, showing no significant moderation effect of social support on development and entrepreneurship at a confidence interval of 95%, hence the research rejects the hypothesis. The sig value of the moderation effect of social support on motivation and entrepreneurship is 0.583, which is greater than 0.050, showing no significant moderation effect of social support on motivation and entrepreneurship at a confidence interval of 95%; hence the research rejects the hypothesis. The sig value of transformation leadership and motivation is 0.025 showing TL has a significant impact on motivation; hence the hypothesis is accepted. The sig value for marketing mediating the relationship between social media and entrepreneurship is 0.561, which is greater than 0.050, showing no significant mediating effect of marketing on social media and entrepreneurship at a confidence interval of 95%, hence the research rejects the hypothesis. The sig value of the moderation effect of gender on motivation and entrepreneurship is 0.330, which is greater than

0.050, showing no significant moderation effect of gender on motivation and entrepreneurship at a confidence interval of 95%, hence the research rejects the hypothesis.

Theoretical Implications

Incorporating studies on prosaically motivated entrepreneurs into the realm of entrepreneurial ways and views. They classify aspiring entrepreneurs as people whose motivation for joining in the endeavor generation activity is based on their purposes of helping others, assisting the impoverished community, or for the economic and moral development of the country, which is the first and most essential contribution. The study has tried empirically demonstrating how pragmatic motives can influence a person's decision to engage in social entrepreneurship through our proposed model. The research expects that the findings of this study will shed some insight on how practical motivation can aid scholars in their understanding of decision generation or interpersonal entrepreneurial behaviour. By using the theory of planned behaviour as the primary research framework and adding additional antecedents to the constructs of the existing literature, this study has attempted to provide a theory-driven approach to entrepreneurship research. First, this study adds to the growing research on entrepreneurship perspectives and approaches. This study has added to the body of work in the field of entrepreneurship that looks into what drives people to become entrepreneurs. It has been designed and empirically validated to describe entrepreneur techniques and viewpoints using a modified model. Exploratory Factor Analysis (EFA) and Cronbach's are used to evaluate the validity and reliability of the social entrepreneurship dimensions and the antecedents adopted from Schmitt Rodermund (2004). Finally, Baron and Kenny (1986) and the SPSS macro PROCESS for path analysis were used for testing hypotheses.

Second, by highlighting the moderating effects of interpersonal support and gender, this study contributes to a more comprehensive understanding of the relationship between entrepreneurship and M.J., TL, CV, and S.M. M.J., REL, and T.L. demonstrate the relationship between entrepreneurship and passion through the mediating function of MOT. C.V.s also show how entrepreneurship and growth play a role in each other. Through MKT's function as a go-between, S.M. illustrates the connection to entrepreneurship. Additionally, our study helps to clarify the impact of S.M. on entrepreneurship. Encouraging entrepreneurs to put their creative company ideas into action requires more focus. To have a more significant influence on entrepreneurs and strengthen ties to the entrepreneurial environment, digital technology should be tailored. It is essential for teaching methods and learning styles to change to emphasize critical thinking and problem-(re)solving. The study also presents the research on how entrepreneurs handled the COVID-19 Crisis. To boost their business growth, entrepreneurs must identify strategies for overcoming crises that entail constructive innovation.

Implications for Practice and Management

This study's results have several practical applications for the growth of entrepreneurship. First, either directly or indirectly, MOT, M.J., REL, and T.L. are crucial for promoting entrepreneurial views. This shows that M.J., REL, and T.L. are essential characteristics that should be fostered in

aspiring and budding entrepreneurs. Therefore, MOT enhancement strategies must be incorporated into educational programs for enterprises. One method is integrating role models or real-life business experiences that entrepreneurs can identify with into entrepreneurship training programs. This opinion is supported by data from Vermeire & Collewaert (2013), who discovered that young businesspeople were most inspired and encouraged by established businesspeople who told a familiar tale of their whole entrepreneurial venture and success journey. Second, while MOT continues to be a significant motivator for entrepreneurs, the MOT-Entrepreneurship relationship is affected by several boundary variables, such as social support in this instance.

The current study demonstrated that increased MOT does not significantly change the amount of entrepreneurship, while social support is substantial. However, a rise in MOT dramatically raises the level of business when peer interaction is minimal. This is crucial for entrepreneurship educational programs because most try to improve entrepreneurship by fostering MOT. Such initiatives must take into account the entrepreneurs' social support environment. A program focusing on enhancing MOT will be valuable in increasing entrepreneurship in an environment where substantial social benefits and owner levels are already high. As they will mostly rely on the MOT to strengthen entrepreneurship attitudes, such programmes must be directed at those with low social support. Promoting a culture that stresses the significance of social support for business ventures should be encouraged by policies that support entrepreneurship development. This is so that even individuals with little MOT may grow the entrepreneur to launch a firm. Peer interaction has an excellent direct influence on business and creates a conducive environment. It is crucial to consider how a crisis would affect entrepreneurship to respond effectively. Individuals will be able to react swiftly; as a result, becoming more potent as a result. Businesses must develop solutions to the Crisis that entail constructive innovation if they want to be in the market for a long time. This entails coming up with creative solutions to issues to advance. Businesses may need to make situation-specific adaptations to function throughout the Crisis. So, during crises, an entrepreneur should adopt new strategies and perspectives. The significant influence of inspiring motivators on new business ventures, innovativeness, and responsiveness should urge managers to involve employees in formulating common strategic visions to encourage them to launch new internal creative projects. Additionally, managers should develop training programs to increase employee enthusiasm and creativity, improving their ability to think creatively and act in a self-renewing manner. Finally, leaders must project charm, boost internal communication, and pay attention to and meet their subordinates' needs for greater motivation and improved performance. Additionally, it is crucial to offer business owners training courses on social media to enable them to use these platforms for marketing. All of these factors alter and have an impact on entrepreneurship's methods and perspectives.

Summary

This study looked at how much most variables affected entrepreneurship. Social support did not significantly regulate the association between motivation and entrepreneurship, one of the

characteristics that did not have a significant impact on it. It can be observed that the value is more than 0.05. Still, theoretically, social support drives entrepreneurs; either in Pakistan, this is not true, or respondents might have misunderstood the questionnaire's question regarding this connection, which is why it is statistically rejected. Additionally, social security had no appreciable moderating effect on the connection between marketing and entrepreneurship. Social support did not significantly affect entrepreneurship because there was no association between it and motivation.

Our tiny sample size is one of the research's limitations, yet even if our results are constrained, our research's confidence level of 97.5% indicates that it is sufficiently dependable. It was unable to choose a reliable method of sample collection. One of the recommendations the researcher offered for this study was to employ a bigger sample size, which would increase the dependability of the research text and the confidence interval to 384. The second drawback is that the study used a random sample of participants, many of whom lacked entrepreneurial experience and knowledge, making the reliability of their responses less than ideal. A larger sample size would also make it easier to understand how people's perspectives differ depending on their way of living. The sample size would increase the study's diversity and ease population-wide generalization. The study advises using statistical analysis and descriptive statistics for comparative or comparability of means. This would make it easier to comprehend the variation between the various variables under investigation and the greater significance of each variable's contribution to entrepreneurship. The study determines which variables have a tremendous impact on entrepreneurial behaviour and which have a negative influence. Future researchers should use a large sample size to make it simple to generalize the findings.

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