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Entrepreneurial ecosystems (EEs) exist to allow new ideas to flourish. EEs are made of many component parts: investors, established businesses, government and other regulatory agencies, entrepreneurs, and universities. Universities serve many purposes in the EE. They are sources of innovation and research, as well as training grounds for new talent. As they exist currently, universities have the potential to make profound impacts on the EEs they participate in, but they also have room for improvement. This chapter will discuss universities’ current contributions to entrepreneurial ecosystems, the ways that they fail to reach their potential, and potential changes and improvements that could better enable them to support and encourage innovation.

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This research aims to recognize the influence that creativity units/modules/seminars has on academic performance of students who attend. Consequently, the purpose of this study is to understand the impact that learning creativity has on Porto Accounting and Business School (ISCAP) students. Therefore, a quantitative methodology was developed through a questionnaire with 240 answers from ISCAP’s students. The data was studied through reliability and explanatory factorial analysis in order to find the relation between the physical environment, learning climate, and learner engagement on the performance of students. The results show that the physical environment and learning climate have a positive influence on student performance but the same does not happen with the motivation of students. These findings focus on the necessity to improve the student engagement. It is recommended that ISCAP will take into account the factors that lead to the referred results so as to reform and develop new ways in which to improve student performance through student motivation.
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This chapter examines the inter-relationships between government policy and higher education in the development of entrepreneurship in Oman. Grounded in Isenberg’s entrepreneurship ecosystem framework, the role of higher education in driving entrepreneurialism, as a distinct subset of ‘education capital’, is examined in the context of policy development and implementation in Oman. Interviews are utilised to gain insights into government initiatives deployed in the Omani higher education sector to develop indigenous entrepreneurs. Findings point to a dislocation between the approaches adopted in Omani higher education institutions and the context in which they have been employed. This is evidenced through three emergent themes: a desire for ‘joined-up’ policy on entrepreneurship, the role of higher education institutions in encouraging entrepreneurship, and the challenge of work preference. The study concludes that a lack of holistic appreciation of the entrepreneurial ecosystem precludes the emergence of entrepreneurship as a driver of sustainable economic development in Oman.

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The possibility of infusing entrepreneurship into higher education has incited much enthusiasm globally. A sub-domain of entrepreneurial education lies within the scope of social development and recognized as social academic entrepreneurship (SAE) education. Analysis of SAE intention at HEIs is scarce in Pakistan, and this pioneer study systematically analyzes key tenants of SAE including institutional factors, role of faculty and leadership, and strategic inclination to sustain SAE ecosystem within the faculties of social sciences and humanities at a liberal art university in Pakistan. The questionnaire is built on Hindle bridge framework and quadruple helix model for innovation. Results indicate that the study sample is at risk of exhibiting effective SAE and outlines strategies for mindfully curating a trajectory towards SAE education.

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Entrepreneurship adventures and small business setups run and controlled by Pakistani youth and particularly students have a crucial economic and social impact. The white-collar professions are more preferred and pursued as compared to business models and trading opportunities. The factors considered for Pakistani entrepreneurs are entrepreneurial traits, development of creative leadership capabilities, overcoming the tyranny of fear, perfectionism and criticism, creative thinking, and development of business ideas. Role of women as entrepreneurs in Pakistan is central, and women’s participation is
vital for the prosperity of the economy of Pakistan. The collection of data and type of business involved demonstrate that the key factors and challenges are entrepreneurial characteristics and traits, employee requirements, motivation to become entrepreneurs, factors and challenges in development of business, profitability, sustainability, and success story.

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This chapter aims to elaborate a critical assessment of socio-intercultural entrepreneurship based on the analysis of a case on a postgraduate program in economics and international business. The study is supported on the assumption that culture is a platform for the socio-cultural entrepreneurial. The research methodology employed is the exploratory and analytical instruments based on the literature review and the transference of findings to a specific case on a postgraduate program in economics and international business at Mexico’s Autonomous Indigenous University.

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This study aims to analyze the socio-intercultural entrepreneurship as capability building and development. The analysis departs from the assumption that entrepreneurship is a culturally embedded concept, although the intercultural category used in entrepreneurial studies has not found full conceptual, theoretical, and empirical support. Based on this existing research gap, this analysis reviews the literature to address the main issues of the socio-intercultural entrepreneurship focusing on the capability building and development to conclude that it is more situational in context and environmentally oriented. The methodologies used are the exploratory and analytical tools. Socio-intercultural entrepreneurship competence is highly related to be situational in context and environmentally dependent on awareness and understanding of cultural differences.

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The purpose of this study is to identify the strategies, enabling the current and potential businesses to achieve their commercial and operational objectives. In-depth semi-structured interviews were used as data collection tools. The data were analyzed through thematic content analysis to gauge themes from the interviews. The explored strategies were mentor-mentee relationship, effective team building, research and development to sustain in the long run, continuous innovation to keep ahead of the competition, efficient customer management to retain the customer base and product proposition. Besides that, academia would be benefited in terms of inculcating such strategic frameworks in the course curriculum of entrepreneurship. The study’s originality revolves around a comprehensive strategy from an Asian subcontinent to build and manage the entrepreneurial setup. The literature of entrepreneurship also highlights the importance of such strategies, enabling the practice and academia to learn and harness their business ideas.

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The aim of this study is to find the employment options and career choices of young people in a developing country, Pakistan. In this regard, an exploratory approach is used to conduct this study. The findings of the study show that there are formal and informal options for the youth to choose occupations. Formal includes the employment opportunities provided by the government which include in the long term and short term in their services; however, informal employment includes different kinds of work in the different sectors. Overseas employment is the external option of the career choice for the youth. However, a business incubation center is an internal source of career for university students and graduates who want to opt for entrepreneurship as their career choice. This study provides implications for the government and non-government organizations to create different kinds of employment opportunities to accommodate the huge youth population and make them productive for the economic development of the country and reduce the rate of unemployment.

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In developing countries, entrepreneurship is seen as a phenomenon related to the growth of the economy. Innovative start-ups feed the country’s economy and contribute to reducing unemployment. The aim is to identify the voids to understand how entrepreneurs can better serve their country. Therefore, the authors evaluated the concepts of how entrepreneurs can effectively serve developing economies. The role of entrepreneurial factors such as entrepreneurial self-efficacy and entrepreneurial eco-systems in creating entrepreneurial intention is discussed along with the implementation of entrepreneurial learning in multiple disciplines to help reduce innovative obstacles.
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The chapter examines the manner in which COVID-19 is affecting employee productivity given to the global organizational restructuring. This chapter focuses on the general impact it has had on organizations, particularly SMEs in Karachi, Pakistan. A review of the current literature indicates organizations have been constrained into projects of quick and revolutionary change. In basically all cases, there will be further significant changes ahead for those organizations that endure the impact of COVID-19. This study quantitatively tests the link between organizational restructuring and the impact it holds on employee productivity. This is done through questionnaires being distributed amongst the sample of employees working at different FMCG companies going through organizational restructuring. The expected findings suggest that employee output has decreased as there has been a drastic work environment shift; they are not as motivated and focused working from home as compared to the formal work setup they’ve been working in for years.

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The objective of this research is to analyze the financial literacy knowledge of the Millennial generation. The research method is qualitative-quantitative of correlational type since it consists of identifying the relationship between the independent variable and the dependent variable. The general hypothesis is that limited financial education in curricula affects the financial education of the Millennials. Through the information gathered and the surveys applied, it is evident that Millennials have no financial knowledge and university curricula have limited information on financial education.

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This chapter introduces social entrepreneurship plans aimed at establishing an entrepreneurial ecosystem in academia. The program makes use of the university’s literacy technology and academic assistance. This program is designed for lecturers and higher education students to help MSMEs. Ecological entrepreneurship can be formed through design activities. Through appropriate teaching design and
activity duration, activity mechanism, and recognition of students’ academic performance and course conversion, the plan has achieved high success on the basis of implementation, and the results can be seen from the output of the output form. The plan also implemented a quality assurance system aimed at achieving student standard achievement (SSA). In addition, supporting organizations outside academia also ensure that the social entrepreneurship technology literacy program for small, medium, and micro enterprises can truly establish an entrepreneurial ecosystem in academia.

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