**ANALYSIS OF UNIVERSITY STUDENT’S VIEW ON ENTREPRENEURSHIP: ENTREPRENEURSHIP CHANCE & CHALLENGES OF STARTING A BUSINESS IN OMAN**

**Acknowledgement**

I wish to express my gratitude to all the people who have helped me in conducting and accomplishing the research. Firstly, I would like to thank my supervisor, who encouraged me to explore a unique topic like this, which focuses on the implications of starting new businesses in Oman, followed by an evaluation of the challenges faced and the opinions held by the University students in the country. I further thank my guardians, who have put up with me throughout the intricacies of conducting the study

**Abstract**

The research explores the potentials of initiating new business ventures in Oman, as opined by the University students. The research also includes information pertaining to the evaluation of the views and ideas possessed by the University students on the concept of entrepreneurship followed by the potential opportunities and challenges faced by them. The research literature fundamentally elaborated the implications of starting new businesses in Oman, followed by challenges of lack of skill and expertise faced by the University students in the country. The research made extensive use of the primary data collection method, facilitating the development of a trend analysis against each of the questions in the survey. From the research development, ideas can be derived regarding the possible business issues of start up in Oman. Along with government involvement has also been analyzed in this documentation considering the risk management strategy adaptation relating to start up business.

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# Introduction

## Background of the Study

The education on the opening of a startup business is becoming important for University students nowadays since it teaches basic life skills on how to enhance critical thinking and improve team collaboration. Besides, entrepreneurship education is important since revenues obtained from start-up businesses plays a significant role in generating income, obtaining opportunities for employment and also assisting in poverty alleviation thus contributing to the GDP of a nation. The country of Oman is strategically located in the Middle-east Asia region which enabled reaching non-oil exports to more than 170 countries around the world (Shah *et al.,* 2020). Oman's Government's initiatives of pro-business helped in attracting foreign companies to start a business in the country.Since the middle eastern region is becoming an important area for investment, hence the current management students can use their academic knowledge in the future for opening a business in Oman. Besides, it also encourages local individuals in building their own startup businesses. In order to promote a business-friendly environment in the country, there have been no restrictions on profits repatriation and capital. The corporate tax in Oman is lower at 15%, one of the lowest in the Middle East Asian region.

In addition to the above, there are various exemptions provided to entrepreneurs who wish to start a business in Oman. If a current Omani University student wishes to be an entrepreneur and targets to enter Oman's market, he is exempted from paying corporate income tax on earning the first 30,000 in Omani Riyal (Mogielnicki, 2019). Besides, the companies that are registered in the free zone of Oman do not have to pay corporate tax or customs duty for importing required raw materials for the first 50 years. Besides, another reason for which there is a chance for a foreign entrepreneur in establishing his business in the country is the abundance of natural resources such as oil. This natural resource helped in achieving a surplus in budget and trade and also helped in increasing its foreign reserves. Nevertheless, Oman is also encouraging in the non-oil sectors which is encouraging private businesses in expanding in the country.

However, with chance, there have been some entrepreneurial challenges in conducting business operations in Oman. One of them is a lack of knowledge on how to market the products in the country. Moreover, the lack of funding in making the supply chain of a business efficient in the country is another challenge for an entrepreneur. The long paperwork in registering a business in the country is another challenge faced by a business in starting a business. Hence, the current study will discuss the chances obtained by an entrepreneur and the issues faced while building a business in Oman.

## Problem Statement

The issue of this research is to understand the challenges from an University student’s perspective who wishes to set up his business in Oman from the grassroots level. One of the challenges mentioned in the research proposal that is faced by Omani entrepreneurs is a lack of knowledge on how to conduct market research in the country. The constraints of marketing management in Oman include failure to fix the budget for the expenses required in marketing a product in the country (Mascarenhas, 2021). The marketing managers of foreign companies often fail to conduct proper research and development regarding the average costs needed to be fixed on a product and the requirements of Omani customers.

Besides, another issue identified for the entrepreneurs in conducting their business smoothly in Oman is the constraints in operations management. As per many University students opinion, many entrepreneurs do not have proper knowledge of how to procure the relevant raw materials and the time which will be consumed in manufacturing the required products (Al-Maskari *et al.,* 2021). This creates a drawback in building a startup business in the country. In addition to this, Oman’s Government provides various facilities to an entrepreneur in setting up their business. However, due to a lack of knowledge regarding the opportunities, many start-up businesses fail to grow and shut down prematurely.

## Research Rationale

One of the reasons for carrying out this study is to analyse how the opportunities provided by Omani Government can be utilized by the current management students in designing their businesses. Besides, the study will discuss the procedure from the University student’s point of view through which entrepreneurship can be used to market their business among potential Omani customers. Oman Vision 2040 document targets overcoming business-related challenges by keeping pace with global and local challenges and obtaining opportunities in increasing economic competitiveness and social well-being (Al Lawati, 2022). Hence, the research will focus on the challenges faced by a start-up business owner in registering a business in the country. The lack of basic knowledge on how to start a business in Oman forces many individuals in abandoning their business. The procedure through which an entrepreneur can study the strengths and weaknesses of competitors who sell similar products that will be sold by the entrepreneur's potential company will be analysed in the study.

Apart from the above, the current study will evaluate the impact of entrepreneurship on Oman's economy. The encouragement of start-up businesses helps in the promotion of economic growth in a country, provides access to new forms of products and services among potential customers and improves the standard of living (Al Shabibi, 2020). Similarly, there will be research on how the Sultanate's encouragement of forming new businesses develops the business landscape of Oman.

## Research Aims

Theaim of the research is to identify the point of view of University students regarding the challenges faced by an entrepreneur in Oman. Besides, there will be a review of the chances which can be obtained by an entrepreneur in establishing their business in the country based on the perspective of the University students. Lastly, the aim of the research is to explore how to resolve the business challenges that will be identified.

## Research Objectives

The four objectives considered for the current research are:

* To analyse the chances which can be obtained by an entrepreneur in conducting their business in Oman on University students’ view
* To evaluate the challenges in carrying out business operations in Oman based on University students’ perspectives
* To study the impact of entrepreneurship on the Omani Economy
* To discuss the process through which the University students can over the future challenges which they may face as an entrepreneur

## Research Questions

The questions which will be considered for the current study are:

1. What are the University student’s opinions regarding the chances provided by Omani Government on entrepreneurship?
2. Which challenges are faced by entrepreneurs in conducting daily business activities in the country on students’ opinions?
3. How can an entrepreneur address the business challenges faced in the country?

## Research Significance

The significance of the current research is to gain knowledge on how University students can use the knowledge and skills gathered in their Academic life and open their own company in Oman. If the academic programmes in Oman are designed in preparing a business management student in becoming a successful entrepreneur, it will bridge the gap between academic knowledge and real-life business implementation. However, entrepreneurship is not for every individual since everyone does not have an aptitude for how to run a business. Some of the characteristics of becoming a successful start-up business owner are self-confidence, determination on making a business successful, perseverance and remaining up-to-date with advanced technology (Al-Ani *et al.,* 2020). Hence, coming to the context of the current study, Oman's authorities have continuously emphasized actively participating in business. The concept of collective obligation is based on society's ability in meeting the basic minimum needs of a specific activity. Hence, this study will provide an idea of the knowledge needed to be learned by Omani business management students in becoming successful entrepreneurs in the future.

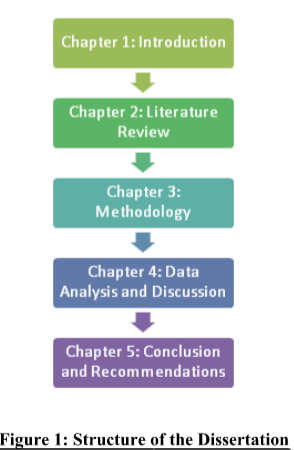
In addition to the above, the study will evaluate the challenges that can be faced by an entrepreneur while registering his business in Oman from a University student’s perspective. Although there has been encouragement of opening one's business, there are been various obstacles in conducting business operations smoothly. In terms of business culture, Oman's society is still quite far away from upgrading to modern policies which will help an owner in fulfilling his business objectives (Arslan *et al.,* 2023). Besides, the study will show how the lack of motivation among the entrepreneurs of the country in planning and implementing a start-up business in the middle-east country. Many business management students obtain an idea regarding the skills and knowledge required in opening a startup business. However, most of them lack the willpower in taking the initiative in starting it.

Apart from the above, the significance of the current study is to understand how entrepreneurship can assist in increasing entrepreneurship in Oman and play a major role in its economy. Social entrepreneurship has a huge potential in Oman since the country's Sultanate is taking various steps in improving private investment. Entrepreneurship helps in bringing about innovation which helps in improving a product by adding new features which are aligning with modern Omani customers' requirements (Muthurman *et al.,* 2020). There will be a discussion in detail on entrepreneurship by conducting a survey among 10 University students who wish to conduct a startup business in the future. Lastly, this study will also help the reader in understanding how an entrepreneur can resolve the challenges that can arise after opening a business in Oman by studying various secondary literary articles.

## Summary

In the introduction chapter of the current thesis, the background of the study is written first. After that, the key issue of the study is written on what challenges and chances of entrepreneurship can be faced by business management students if they wish to open a startup business in Oman. In addition to this, the rationale for conducting the research was analysed. The aims and objectives considered for the study were written and the questions for which the answers need to be sought to conclude the research were noted. After that, the significance of carrying out this thesis was discussed elaborately. The current research will study the chances that can be undertaken by an entrepreneur in marketing his business in Oman's business sector and the challenges that can be faced in building his business.

## Structure of the dissertation

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### Figure 1: Structure of the dissertation

(Source: self-created)

In the current thesis, there are five chapters namely introduction, literature review, research methodology, data analysis and conclusion. In the introduction chapter, the objectives and questions of the study will be written. The literature review section will discuss the opinions of various authors regarding the entrepreneurship environment in Oman. The third chapter will discuss the methodology on which this study will be conducted.

# Literature Review

## Introduction

In the literature review section, there has been an elaborate analysis by comparing the articles of the authors on entrepreneurship challenges and opportunities in Oman. Firstly, the chances of start-up business in the middle eastern country have been discussed considering the views of the University students. Besides, the challenges faced by an entrepreneur in Oman in carrying out their daily business will be analysed from a University student’s perspective. The impact of start-up business in the Omani economy and the recommendations through which the challenges can be addressed for ensuring a smooth supply chain have been written. The theoretical and conceptual framework related to the topic will be described. The past articles written by the authors on conducting a start-up business in Oman have been analysed and a comparison was done on the addition evaluation written in the current study in the literature gap section.

## Variable 1: Analyze the chances on entrepreneurship in conducting business in Oman from University student’s perspective

According to Abdelfattah *et al.,* (2022), although there has been a significant relationship between the development of employment and startups related to entrepreneurship, successful business policies help in the improvement of job opportunities. The use of social media platforms can be considered by business entrepreneurs since by obtaining the feedback from the potential customers, the innovative ideas can be obtained. Besides, the potential customers and the suppliers can exchange information on the raw materials used in marketing the new product. The article further states that the usage of social media can help Omani entrepreneurs in obtaining substantial influence for gaining recognition in the market. Hence, e-entrepreneurship has become a recent phenomenon in building their brands on online platforms.

On the other hand, Naqvi *et al.,* (2022) opined that the institutions of higher education have increased in providing learning programmes on entrepreneurship in recent years. This highlights the fact the role of current educational institutions is not only providing theoretical knowledge to the students. Their role is to provide an idea to the students on how to utilize modern technology in case any of them wish to become an entrepreneur in the future. Coming to the context of Oman's Sultanate, there has been an increase in interest in higher educational institutions on studying entrepreneurship. The business mindset is important for motivating a student in starting a startup business in the future since it will help in understanding how to increase revenues and the procedure through which the products can be marketed.

Apart from the above, Al Mamari *et al.,* (2021) stated the Omani Government is encouraging young people in opening a start-up business, thus playing a role in decreasing unemployment in the country. Besides, in the case of Oman, the local people contribute less to their GDP since the country obtains most of its revenues by exporting oil to other countries. The country's people mostly prefer conducting public services rather than opening a business on their own. Hence, the Sultanate has provided various schemes for the locals in becoming an entrepreneur. The current University Students who wish to set up their business in Oman can do so in a simplified process. The registration process can be done quickly with the assistance of the business professionals. Besides, the country has recently decided to diversify its economy by investing or encouraging young people for investing in non-oil products. Hence, an entrepreneur can focus on making the country's job seekers understand that besides Government jobs, the private sector can also provide an opportunity in increasing the country's employment rate.

Subrahmanian et al., (2022) opined that sustainable entrepreneurship helps in the protection of life support and community for obtaining opportunities in producing products for the future which may benefit mankind. Entrepreneurship in small and medium-scale companies not only contributes to the reduction of poverty in Oman. It also brings a substantial form of capital locally, thus helping the country's economic growth. The links between the small and medium scale companies and large companies help in contributing indirectly to the same goal of reducing the poverty of the country and creating opportunities for employment. Hence, the article states that entrepreneurship has been promoted in Oman for getting visible attention among international organizations that the country encourages the business of non-oil products.

## Variable 2: Evaluate the challenges faced in carrying out business operations in Oman on a University student’s perspective

As per Al Badi and Khan,(2020) one of the challenges faced by an entrepreneur in conducting business in Oman is financial constraints. Hence, in order to start a business for a current University student in the future, sufficient funding is important. However, it is a major problem in the country since most adults opt for Government jobs. Hence, it is the role of the Sultanate in providing financial and strategic support to future entrepreneurs for enhancing funding to the country's non-oil related sectors. Another challenge faced by a startup company in the Middle Eastern State is carrying out the formalities of registering a business. The time consumed in meeting the requirements of opening a startup discourages an entrepreneur from abandoning his business plans midway. In the case of tourism, the maintenance of hotels and other tourism-related assets is an issue. The lack of access to modern technology is another hindrance which prevents entrepreneurs from starting their businesses. The use of applications is a key tool in promoting a new business and the absence of these delays the implementation of Omani entrepreneurs' business ideas.

However, according to Muthuraman and Al Haziazi (2019), engagement in entrepreneurship and entrepreneurial activities is very less. The increase in economic activity and income-generating opportunities has declined the rate of entrepreneurship among the citizens of Oman. The crucial factor that comes as a hindrance in the startup journey is finding a suitable medium to give conventional loans for the startup business. Entrepreneurs face a lot of issues when it comes to financing. The starting stone of the startup is an investment, and due to no means of proper loans, entrepreneurs receive no motivation to carry on the business operation. Finding the right source of financing the understand the ideas, services and products for the business is very difficult.

According to Alqassabi (2020), the maximization of competition and lack of marketing activities are the challenges faced by entrepreneurs in carrying out any business operation. The maximum competition in the market demotivates entrepreneurs and this acts as a barrier to their business growth. With innovation and advancement in the market, entrepreneurs have to focus on new marketing techniques. The lack of marketing activities is the biggest challenge faced by entrepreneurs regarding carrying out business operations. In this globalized market, companies face a lot of difficulties. To make sure that products are reaching the right person, targeting the correct audience for carrying out the business operation is a must. Entrepreneurs have to keep pace with the current advancement that is taking place in the market so that they can process their business operations in the right way. The author even stated that poor promotion of brand image and product display might act as the biggest challenge for entrepreneurs when it comes to taking forward the business. Irrelevant management systems might lead to no growth of the business, hence it acts as a demotivation factor for entrepreneurs.

## Variable 3: Impact of entrepreneurship on the Omani economy

According to Muthurman *et al*., (2020), entrepreneurship plays a very important role in the socioeconomic development of the country. It helps in creating employment opportunities and increases wealth. Entrepreneurship plays an important role in boosting the economic system of the country. Entrepreneurs create new paths and create new opportunities that help in contributing towards economic development. Entrepreneurship brings innovation to the market, and with innovation, production increases with innovative new products in the market. Entrepreneurship enhances productivity and growth and contributes to the country’s gross domestic product. The utility level of an individual improves the entrepreneurial environment making changes in the economy.

According to Audretsch *et al*. (2019), the entrepreneurial ecosystem and entrepreneurship have affected the locational capital, wealth and prosperity of the country by changing the economic system. The creation of competitive advantage and value for the individual organisations helps in contributing towards the regional innovation outcomes, which in return helps in increasing the rate of inflation in the economy. The development of the production structure increases the rate of production in the ecosystem leading to the growth in the economy. The market is an essential part of the economy, and the way entrepreneurs are affecting the market with innovations and techniques and by practising entrepreneurship, boost the market economy as a pillar of economic development of entrepreneurs.

According to Urbano *et al.,* (2019), entrepreneurship depends upon the complexity of economic growth. Various factors like physical capital, labour and human capital influence the growth of the economy in the country. Entrepreneurship has an important influence on the business cycle and economic development; it increases the level of entrepreneurship and increases the rate of development. Entrepreneurship is needed to achieve better economic performance. The increasing level of entrepreneurial activity increases the level of economic performance.

According to Stoica *et al*., (2020), Entrepreneurship is considered an important driver of economic development. It helps in the creation of new jobs, new employment opportunities, new innovations and stimulation of competition and competitiveness. Entrepreneurship makes a significant contribution to the economy by increasing the variety of businesses, introductory innovations, knowledge spillover and others. Entrepreneurship is an important determinant of economic growth as it is linked to labour and capital output. The positive development of entrepreneurship in the economy is supported by the entrepreneurship capital and growth model. The number of startups related to population, startups related to high-technology manufacturing industries and startups related to information and communication technology help in boosting entrepreneurship capital resulting in economic growth. The economic environment facilitates the growth of new startup businesses. The increase in economic activities promotes entrepreneurship and innovative activities. The gross domestic product (GDP), growth increases the level of economic development in the country. The positive impact of entrepreneurial activity on economic growth motivates entrepreneurs to participate in more innovative projects, hence contributing towards increasing the capital in the country’s economy. The necessity of motivation in the entrepreneurship journey is a must to develop new ideas and design innovative projects so that it helps people in finding employment and helping to contribute to economic growth.

## Variable 4: Discussion of the process through which the University students can overcome the future challenges they may face as an entrepreneur

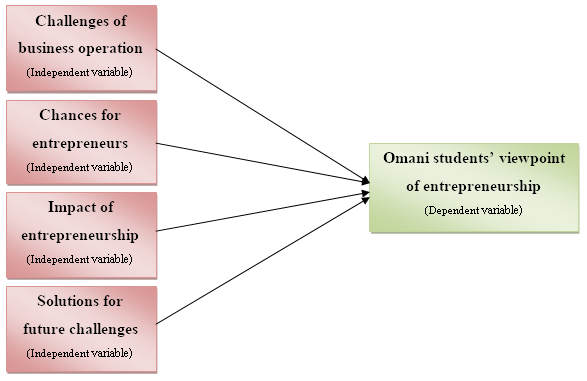
According to Al-Abri *et al*., (2018), various challenges are faced by Omani university students which include the human capital barrier that covers a lack of knowledge with respect to accounting, administration, finances, the competitive culture of the entrepreneurial world, and others. Lack of confidence and lack of work skills even comes under the human capital barrier. There are other barriers like institutional barriers which include a lack of support service, which acts as a major hindrance to entrepreneurial growth. Financial and Market barriers cover the weak connection of the network channel, funding and financing, and finding customers and suppliers. These are the crucial challenges faced by the students who plan to become an entrepreneur and successfully run a business of their own. However, they are overcoming these barriers by helping themselves to educate better in the field of innovation and technology through the learning processes of educational institutions such as the university. Learning about the investment and funding process is helping the entrepreneur to find the right source of funds for their startups which helps them to grow better and even contribute towards their motivation. Entrepreneurs face a lot of managerial issues; however, the help of a good team and learned people help them to overcome this barrier. Support act as an important factor in entrepreneurial growth, and support from the family is very important to walk on walk on the path of success. With the updated technology, entrepreneurs are able to make innovations that enhance their growth; updating knowledge regarding technological growth is a must for an entrepreneur to avoid any human capital barrier. The government even plays an important part in stabilizing the challenges for entrepreneurs.

According to Al Buraiki and Khan (2018), poverty and unemployment have been the major threat and challenges faced by entrepreneurs in the country. To think about the betterment of the country is the government's responsibility. Entrepreneurs, especially university students who have limited knowledge and experience regarding entrepreneurship, face several issues with start-ups as they are not able to understand the government socio-economic policies completely with the actual motives behind them. The students think that entrepreneurs are not able to eradicate unemployment from the country as they are not able to focus on developing innovative techniques, ideas and designs for contributing to economic growth. The major challenge faced by the entrepreneur is regarding the lack of government support and so little access to finance. If entrepreneurs are not able to get access to finance, they face a lot of issues in developing the startup; hence they fail in giving employment to unemployed citizens. The struggle to find the source of capital is the most important for establishing a new business which is easier to understand by the students. This issue affects entrepreneurship development. The production of the products is delayed due to no access to finance. The small source of finance will help the development of entrepreneurs. To overcome this challenge, the government has launched various schemes for entrepreneurship that help young entrepreneurs to generate finance and help their startup expand and grow. Management skills and financial support are required to strengthen the backbone of entrepreneurship. The role of government must provide them with financial support to avoid failure, and those people who run a startup and are self-employed can support the economic development of the country. Entrepreneurs are overcoming the challenges with the innovation of new information and communication technology, which is helping them to bring innovation to their businesses and even develop opportunities for unemployed people. Entrepreneurs are seeking to train risk-free financial support from the government with the introduction of plans that fill their gaps o financial resources so that they are able able to implement innovations with their startups. The idea of good lending practices should be implemented by the government so that entrepreneurs are able to overcome the challenges that they face while laying down the fountain of any startup. Challenges faced by entrepreneurs while developing a start-up will be lessened if the government support is fully functional and organisational reflecting the growth of the country's economy.

## Theoretical Framework

The ***economic entrepreneurship theory is*** based on the assumption that the economy is dependent on the entrepreneurship activities that take place in an economy. The entrepreneur provides an idea on how to process the raw material that is received from the supply chain and processes it for the end users in an economy that will satisfy the demands of the customers in an economy which will lead to economic progress. This theory believes that everyone in this economy is an entrepreneur who has his fixed sources of income which lead to their economic prosperity and in the end; it also affects the economy of the country as a whole. The proposer of this theory Cantillion believes that as per ***the economic theory of entrepreneurship***, entrepreneurship in an economy will relieve the economy from economic uncertainties by starting economic activity with the help of which the exchange of products takes place which will improve the economy of the country (Thornton 2020). The theory specifies that the entrepreneur operates in the market economy and overcomes the obstacles and challenges to make income for the firm. This theory believes that entrepreneurs are the people who make investments, and pay the expenses in the hope to get a return, thereby overcoming uncertainty and fostering economic progress for themselves and the economy. The economic theory of entrepreneurship laid the required importance on entrepreneurship for the growth of an economy. This theory of entrepreneurship is vital because it established the economic importance of entrepreneurship. This theory believes that entrepreneurship is the building block from the perspective of the economy. The economic theory of entrepreneurship is broadly applicable as per the proposer of the theory, which describes an entrepreneur as a person who invests in an economy. However, the theory has considered entrepreneurship as pervasive in the economy (Thornton, 2019).

## Conceptual Framework

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### Figure 2: Conceptual framework

(Source: Self-created)

The conceptual framework of the research helped the researcher to understand the research aim in this research by identification of the various variables in the research issue. The relationship between the independent and dependent variables in this research helped the researcher to establish the cause-and-effect relationship between the various dependent and independent variables in this research. The independent variables identified in this research topic are the entrepreneurship chances in the Omani economy, the challenges faced by the entrepreneurs in the Omani economy and the dependent variable is starting a business or entrepreneurship in Oman. The other independent variables which have been studied in this research are the impact of entrepreneurship activities on the Oman economy and the processes through which the challenges faced by Omani entrepreneurs can be overcome. The direct variable which is considered in this research activity is entrepreneurship in Oman. These variables are considered in the research activity to make important findings about the chances to start a new business in Oman and challenges the new business can encounter in the starting phase of the new business and the steps and processes that can be adopted to overcome these challenges by the entrepreneurs in Oman. The research findings will address these variables in this research as the outcome of the research.

## Past Literature

The country of Oman is undergoing a complete structural change as it is promoting entrepreneurship in Oman to solve the issue of unemployment in Oman (Shah *et al.,* 2020). It will reduce the dependency of the economy of Oman on oil production as per the thinking and logic of the Omani university students. The sultanate of Oman is growing the basic infrastructure required to promote entrepreneurship in Oman which the students thinks is an appropriate foundation for benefits of the country. The country has also included the benefits to be provided to the entrepreneurs in its 5-year plan for 2016 to 2020. The government is hand-holding the entrepreneurs in Oman by providing funding for the ventures, providing required training and mentoring to the entrepreneurs so that they can overcome the challenges faced by their venture. Still, foreign entrepreneurs in Oman face various challenges in entrepreneurship. However, the students have identified a gap in knowledge about entrepreneurship, a big challenge that entrepreneurs are facing in Oman. They lack proper and specific knowledge about the market condition. There is a lack of experience and expertise among entrepreneurs in their ventures. There is also a lack of a proper network which can help and facilitate them by sharing knowledge. Another challenge is identified that entrepreneurs are reluctant to use modern technologies in their ventures.

The country's Government sector needs to employ all the educated youths of the country consequently the government wants to promote the private sector so that it will diversify the economy of Oman. This will also solve the unemployment issue of Oman and also it will reduce the dependency of the economy of Oman on Oil exports. The small and medium-scale industry is the biggest catalyst which decides the economic growth of the country. Consequently, the government of Oman is keen to develop the small and medium scale industry of the country which will help the country to achieve economic growth.

## Literature Gap

After the research has been conducted it has been identified that gaps still exist in the understanding of the issue which can be addressed by conducting research by other researchers. This research has considered the primary data collection for collecting data related to the research. This means that an in-depth knowledge gap will exist as the sample selected was relatively small (Latkovikj and Popovska, 2019). It is also found that the theoretical gap also exists as there is a shortage of extensive previous literature which would have helped in comparing the findings made in this research with the previous theories about the research issue. Another gap in research was the gap in population which means that the sample selected was too small to generalize the finding on the entire population consequently a gap related to the population exists in this research. Another major gap which may exist in this research is the gap between the finding and information found in this research and the knowledge that is prevalent in society about the research issue. As the data collection method was primary data consequently such a gap may exist in the research information and the knowledge in society about the research issue.

## Summary

In this literature review, analysation of Omani entrepreneurs has been conducted. This literature review states the challenges faced by entrepreneurs while carrying the business operation. The relationship between the Omani economy and the entrepreneurs has even been developed and stated. The descriptive analysis of the challenges has been covered and the process of overcoming those challenges has even been classified. The theoretical framework of economic entrepreneurship theory has been explained, and the research is conducted on the conceptual framework keeping in mind all the variables in the review. A report on past literature about entrepreneurship in Oman has been examined and the literature gap that lies between all the variables has been explained. This literature review clears the idea of entrepreneurship if establishing a business in Oman.

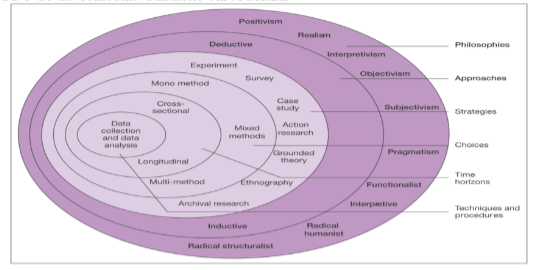
# Research Methodology

## Introduction

The research methodology includes all the tools and techniques that are used by the research to make proper findings in this research. The research methodology includes all the theoretical and structured processes adopted by the research to make important findings in the research. The research methodology in this research includes the Research Onion, the research Philosophy, the research design, the research approach and the data collection processes. The research methodology discusses all the aspects and concepts that are used in this research work to establish the relationship between the various variables and make important findings about the research questions.

## Research onion

The research onion describes the structure of this research works in a layer-by-layer form which is executed in this research to carry out the research activity in this research to make important findings about the research questions. The research onion shows the research work in a structured format where each activity in the research is carried out first which has led to another activity to be performed so that the research activity in this research is carried out in this research in a systematic way which has lead to making proper outcomes in this research at the end of the research. Ontology, epistemology and axiology are the critical factors that are considered while carrying out the research work in this study. The research Onion is designed by taking these critical factors into account. The research onion of this study consists of stages such as research philosophy, research design and research approach. The data collection and the data analysis stage is the central point in the research onion.



### Figure 3: Research Onion

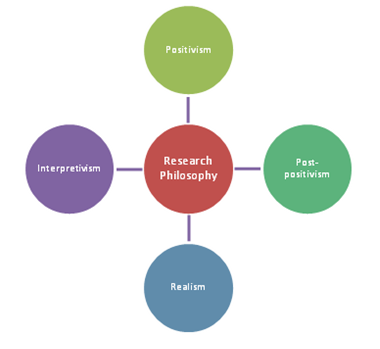
(Source: Saunders *et al*., 2015)

## Research Philosophy

The research philosophy lays down the ideas and ideologies of the research that guides the research work toward its end goals. The research philosophies can be of different types which are post-positivism, positivism, interpretivism and realism. The research process is more scientific and it should be less subjected to bias consequently the researcher has chosen a positivism research philosophy to make important findings in this research (Alharahsheh and Pius, 2020). The interpretivism research philosophy is not used in this research as the use of the interpretivism research philosophy has made a finding which is subjective and socially constructed which may be subjected to the bias of the researcher and the research may fail in making objective findings about the research consequently the positivism research philosophy is chosen in this research.

***Justification of using positivism research philosophy***

This research work has been conducted with the help of the positivism research philosophy as decided by the research. The positivism research philosophy in this research has worked with real-time data and information in this research and made important findings from the analysis of the data with the use of the scientific approach. The positivism research philosophy has ignored the subjective values of the research and the subjective experiences of the research and thereby increases the accuracy of the findings, with the use of a scientific approach (Junjie and Yingxin 2022). As this research work revolves around the chances and challenges of starting a business in Oman, the positivism research philosophy has help in making findings in this research in the context of this research with the use of the scientific approach.



### Figure 4: Research philosophies

(Source - Self-Made)

## Research design

The research design is the blueprint that has helped select the various tools and techniques that can be used in the research to make proper findings about the research. The research design is the framework that helps in establishing proper links between the various variables and factors in research. The researcher has chosen an explanatory research design in this research to establish the relationship between the various variables in this research. The descriptive research design is not chosen in this research as it will not be able to find the cause-and-effect relationships between the various variables in this research. The descriptive research design may be subjected to researcher bias. The findings made in the research cannot be generalized with the use of descriptive research design which is its major drawback consequently the explanatory research design is used in this research.

***Justification for using Explanatory research design***

The explanatory research design can be used to find out the relationship between the subject and his point of view which helped the researcher to collect the objective and to-the-point information about the research issue. Explanatory research can be used to increase the understanding of the researcher about a given topic which has helped in making in-depth findings about the research topic.

## Research approach

For this specific research study, the deductive approach has been chosen and implemented effectively. With the help of the deductive approach, it has helped in evaluating the concept of the research study as well as the variables (Hall *et al*., 2022). This particular research approach has helped in interpreting the major points straightly and has increased the flexibility in gathering the right data and information for the specific research study. The deductive approach has been conducted in the research to make the research more realistic and more effective for future study. The specific approach has been incorporated in the particular research based on the chances and challenges in order to start a business in Oman for the insights and gathering relevant information. The deductive approach has led the research to consist of the scientific approach in order to ensure the originality and authenticity of the data that has been gathered for the research work.

For starting a new business, entrepreneurs need to analyze all the necessary things in order to make sustainability of the business and implement new strategies for overcoming such challenges and bringing more opportunities. The inductive approach has not been included in the research as the inductive procedure cannot be used in proving such issues and the data that has been gathered might fail to support in some cases.

## Data collection

The primary data has been collected in this research to make findings about the research questions in this research. A survey has been conducted in the data collection where the information has been collected from random 45 participants with the help of Google forms. With the help of the survey, the opinion has been collected from 10 participants to get an in-depth insight of the researcher about the chances and challenges faced by foreign entrepreneurs to establish a business in Oman. Primary data is collected in this research to collect first-hand data about the research question in this research. Secondary data collection is not used in this research as secondary data collection might not be relevant to the needs of this research. The secondary data collected may lack in quality due to the bias of the data collector which may affect the quality of the findings in this research. The secondary data collected is spread over a wide time range consequently it may lack relevance to the present context of the research when the research activity is carried out. With the secondary, there will be an issue with the accuracy of the data. Taking all these issues into account the primary data is collected in this research.

*Justification of Primary data collection*

The primary data collection done in this research with the help of the survey is helpful in the collection of direct data which is relevant to this research activity. The primary data collection is helpful in the collection of authentic first-hand data which is used in this research to make important findings about the research. The data was collected in 1 day and only 45 participants were included in this data collection process to keep the data collection process cheap and less time-consuming.



### Figure 5: Data collection methods

(Source - Self-Made)

## Data analysis

In terms of keeping the development of the research study and analyzing the collected data is very much important for the finalization of the research work. The data that has been collected by the research for the particular study requires to be analyzed properly in order to reach a specific outcome. The selection of primary qualitative data has helped in decoding the messages which the research wants to portray with the possible results. The significant challenges faced by entrepreneurs in starting a business in the global market should know all the consequences properly and make effective strategies which will help in overcoming difficult situations (Matriano, 2022). In terms of establishing the business entrepreneurs in Oman may face difficult conditions in the implementation process, insufficient staff, lack of knowledge in the marketing and business process and others. This particular analysis of the data has given a proper view and setting the information that involves various logical and scientific information and important pieces of knowledge which is a crucial part of the research work.

This section of the research study highly depends on the type of data that has been gathered by the researcher. The analysis of the primary data collection has involved the survey process, reviewing the result or messages from the 10 questionaries from the 45 recipients through Google forms effectively. It has helped in providing effective answers that can be applied in the research work. Different views from the recipients have highly provided guidance for the particular research and made effective solutions for the future. The research study has highlighted on the decisions and making effective strategies which could influence the entrepreneurs in Oman for starting a business efficiently and help in increasing its sales and revenue activities and boost the profit margin (Naqvi *et al*., 2022).

## Sampling

As the research involves the collection of primary data collection for making findings in the research. Sampling plays a vital role in this research. The research has selected random sampling in this research where each participant of the population will have equal opportunities to be selected in this research (Bhardwaj 2019). This means the sample selected to make findings in this research is the correct representation of the population which is targeted in this research to make findings about the research questions. Random sampling is used in this research because the population which is considered in this research is big and the researcher wants to collect the smallest part of the sample from this population and generalize the findings made by the use of this sample on the entire population. The sample size that is used in this research is 45 respondents.

## Ethical consideration

This research is carried out by the researcher by maintaining the highest standards of ethics so that the findings in this research are not affected (DeJonckheere and Vaughn, 2019). The respondents whose opinions were collected were chosen randomly as per their willingness to take part in this data-collection process. No personal data of any respondents has been collected during the data collection process of the research. Children below the age of 16 were not considered for participation in the data collection process. Persons with disabilities, terminal illness, mental illness, and dementia were not considered in the data collection process. In addition the Data Protection Act, of 2010 has been applied to protect the data from manipulation. The persons having any relationship with the researcher were also not considered in this research. The people of Scotland who are unable to consent for themselves are also not considered in this research. There was no pressure exerted by the researcher on the participants in the data collection process. A strict code of conduct has been maintained by the researcher for the storage and transmission of the data related to the research which will not affect the privacy of any of the participants in the data collection process. The informed consent of the participants has been obtained by the respondents to participate in this research (Stier *et al.,* 2020). The research is conducted in the utmost ethical manner which has not cause any physical or psychological distress to any of the participants. No physically invasive procedure was used in the data collection process that would cause any harm to the participants. The privacy of the respondents was given the highest consideration in the entire research study.

## Gantt chart

| **Tasks** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **Week 5** |
| --- | --- | --- | --- | --- | --- |
| **Topic selection and proposal approval** |  |  |  |  |  |
| **Literature review and secondary data collection** |  |  |  |  |  |
| **Identifying research methodology** |  |  |  |  |  |
| **Data collection** |  |  |  |  |  |
| **Data analysis** |  |  |  |  |  |
| **Findings** |  |  |  |  |  |
| **Conclusions and recommendations and final proofreading** |  |  |  |  |  |
| **Final submission and Celebration** |  |  |  |  |  |

## Summary

In this segment of the dissertation, the research methodology is executed which was done with the use of various theories and concepts to evaluate the analysis of the various variables involved in this research. Primary data was collected with the help of google forms surveys from 45 University students. The explanatory research design is used to establish relationships between the various variables of the research. A deductive research approach is used in this research work. The ethical standards maintained in this research are also discussed in this segment extensively.

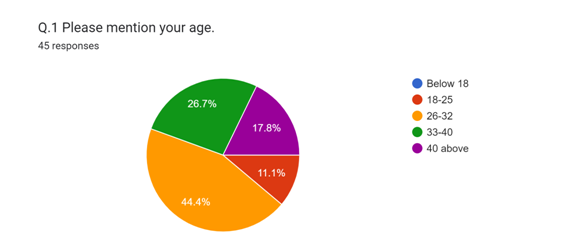
# Data analysis

## Introduction

This section would represent the assessment of the collected survey data regarding the topic analysis of university student’s view on entrepreneurship: entrepreneurship chance & challenges of starting a business in oman. Herein, the differentiation of the questions and also relevant survey answers have been analyzed in the study with the support of Likert scale. In addition, the start up business and its connection to the business revenue generation are to be analyzed in this study. This also aligns to assess different issues to start business in Oman. Involvement of the government of Oman will also be included regarding the development of objective survey questionnaires.

## Quantitative analysis

**Question 1:**

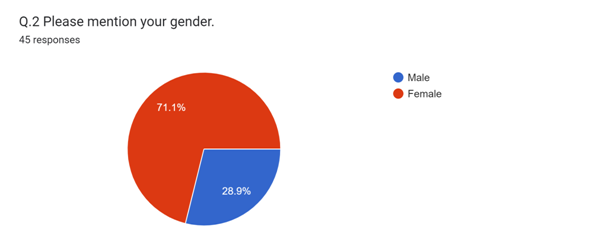
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**Graph 1: Age identification**

(Source: self-created)

From the above mentioned statistics, 17.8% of the respondents are from the age group of 40 above. 11.1% of the respondents are in the 18-25 age group. 44.4% are involved in the 26-32 age group. 26.7% are 40 above. This age group presents less manipulation regarding the respondents identification. In addition, differentiation of the age group would help to keep development of the data collection process based on which smooth decision making can be confirmed. This can be beneficial for the risk mitigation process which would provide ultimate understanding regarding research based output generation.

**Question 2:**

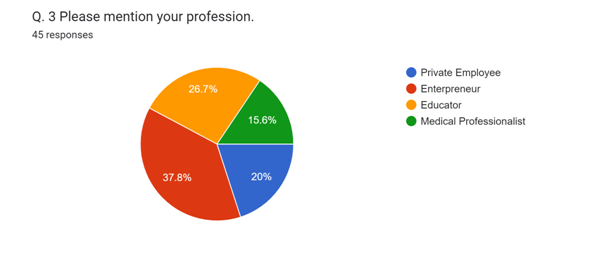
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**Graph 2: Gender identification**

(Source: self-created)

From the above mentioned statistics, the possible identification of the gender assessment can be done which can upgrade feasible value assessment and provide clarified answers. Herein, this graph states that 71.5% of the respondents belong to the female gender group. On the other hand, 28.9% respondents are female who are involved to make a view regarding the data collection process. This shows the possibility of making focus on the proper and quality data collection procedure. In addition, the probability of making a reduction of the data collection and analysis can be denied. This enables the process of providing focus on the data collection smoothness

**Question 3:**

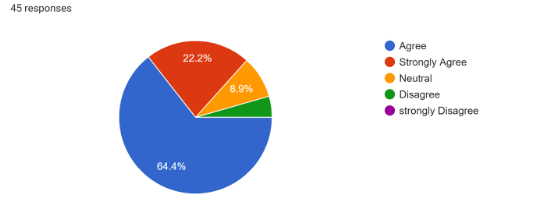


**Graph 3: Profession identification**

(Source: self-created)

With the help of the above mentioned graphics, it can be identified that the professional background of the respondents can be demoted. This can provide the ultimate identification which helps to develop proper data collection. This graph denotes that 37.8% of the respondents are entrepreneurs. 20% of the respondents are working as private employees. 15.6% are medical professionals who operate with the medicine product and medication process. 26.7% belong to the educator group. Therefore, the possibility of different background based assessment and experiences would be exposed regarding the issue of providing the survey answer. Therefore, the procedure of collecting the survey can be confirmed from different professional group.

**Question 4: How far do you agree that a start-up business in Oman will be generating a standard level of return?**



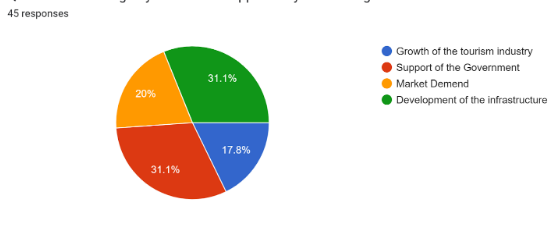
#### Graph 4: Level of consent on generation of revenue by start-ups in Oman

(Source: self-created Google Form responses)

**Trend analysis:** From the above responses, it is evident that 64.4% of the total number of respondents has agreed to the potentials of revenue generation by start-ups in Oman. Additional responses include 22.2% of the respondents strongly agree to the point, followed by 8.9% staying neutral to the aspect. Thus, it is evident that the majority of the respondent account to the facts of agreeing to the potentials of revenue generation from start-ups in Oman.

The results indicate towards the implications, wherein it has been established that economy of Oman is a highly potential nation, wherein the potentials of revenue generation could be observed from the start-ups. The Omani business environment account towards the possibilities for allowing the business start-ups to open up in convenience and therefore, inculcates better feasibility and possibility for revenue generation in the long haul. Hence, the Omani economy could be used as a useful and potential platform for new businesses to initiate and grow with time.

**Question 5: What according to you will be an opportunity for starting a new business in Oman?**



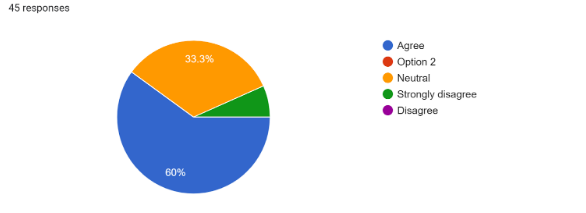
#### Graph 5: Best Opportunity for starting a new business in Oman

(Source: self-created Google Form responses)

**Trend analysis:** From the received responses above, it needs to be stated that the maximum number of responses come in equal percentages for market demand and development of the Omani governmental infrastructure, with each accounting to 31.1%. The shifting dynamics in the market demand within the current business environment along with the development of the Omani governmental infrastructure shall empower the startup businesses in Oman to flourish and grow with time. The rest of the responses include 20% of the responses to indicate towards the support from the Omani government and 17.8% to be the potential growth of the Tourism sector.

The findings suggest that the biggest indicator in facilitating beginning and growth of start-up business firms in the Omani economy account to the changes in the market demand and the developments in the country’s infrastructure. Therefore, it is evident that like every business, the Omani business environment is also affected by the changes in the market demand along with the modifications in the country’s infrastructure. These two factors happen to motivate the growth of start-up businesses to a larger extent in the Omani business environment. The rest of the responses imply towards the support from the Omani government, which play an imperative to embolden the processes of start-up businesses.

**Question 6: How far do you agree that there will be an issue in terms of starting a new business in Oman?**



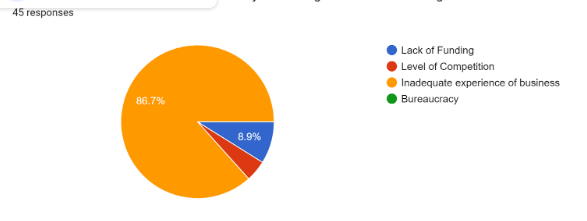
#### Graph 6: Level of consent on existence of issues in terms of starting a new business in Oman

(Source: self-created Google Form responses)

**Trend analysis:** In regards to the above responses the numbers incline towards a major and comprehensive consent towards the stated responses. From the above findings, 60% of the respondents agree to the fact that starting a new business in Oman is expected to face issues. Considering the Omani business environment to be intricate, there is need for adequate knowledge and expertise about the business fundamentals. Hence, it needs to be stated that the majority of the respondents have agreed to the presence of issues, while the rest of the responses include 33.3% staying neutral to answers.

The findings implore the presence of issues while beginning the start-up businesses within the Oman business environment. The results have shown that every start-up business in Oman faces issues while they are being planned to be intervened and indicate towards the presence of challenges that would be faced by the University students. The University students have opined of issues and challenges faced by them while beginning to plan the starting of a new business venture. The rest of the responses imply towards a neutral state of responses, wherein neither positive nor negative responses have been observed in respect to the given question.

**Question 7: What according to you can be the major challenge in terms of starting a new business in Oman?**



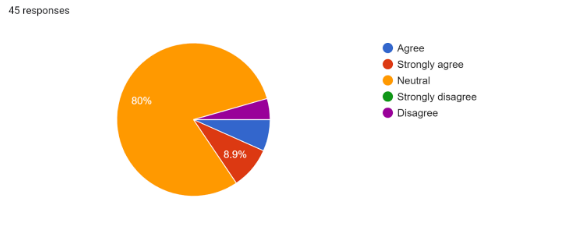
#### Graph 7: Type of major challenges in terms of starting a new business in Oman

(Source: self-created Google Form responses)

**Trend analysis:** from the responses, it needs to be stated that the biggest number of answers imply towards a whopping 86.7% that talk about the inadequacies in expertise and knowledge in conducting business operations in Oman. The responses indicate that the biggest issue in beginning new businesses in Oman accounts to the lack of optimum skills and knowledge and expertise in business operations, especially among the University students, which prevent the students to indulge in the process of initiating new businesses in the country. The rest of the responses include 8.9% response accounting to lack of funding within the Omani government.

The examination indicates towards the implications of dearth of skills, business expertise and knowledge in opening up new businesses in the Omani economy. Considering the majority of the responses to hint at the lack of business expertise, the research establishes and justifies the need to delineate about the impact of the skills deficiencies in the business operations. The rest of the respondents include the lack of adequate funding within the Omani government for the start-up businesses along with the inadequacies in providing opportunities to the University students to open up start-ups in Oman.

**Question 8: How far do you agree that the government of Oman is not providing an adequate level of support in terms starting a new business in Oman?**



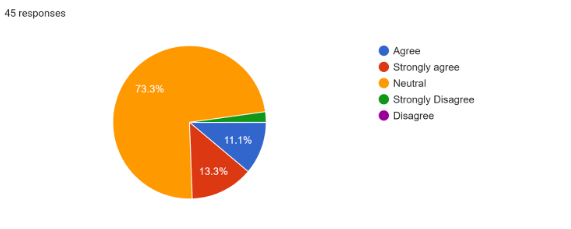
#### Graph 8: Level of consent on lack of adequate support from the Omani government in terms of starting a new business in Oman

(Source: self-created Google Form responses)

**Trend analysis:** from the above responses obtained, it has been evident that the maximum numbers of responses include 80% of the respondents to provide consent at par with the lack of adequate support received from the Omani government in terms of starting new businesses in Oman. The response principally includes 80% of the participants to stay neutral to the question, wherein mapping the possible participation from the Omani government for starting new businesses in the country is missing. Hence, no proper comment could be observed, wherein no positive or negative consent could be obtained from the respondents. The rest of the responses include 8.9% of the participants who strongly agree to the issue of lack of adequate support from the Omani government for the start-up businesses.

In congruence with the above percentage findings from the participant responses, it needs to be stated that the potentials of the Omani government to provide support for the new businesses in the country seem to lack a consistent opinion about the notion. Since, most of the responses are neutral in nature, the findings suggest that most of the responses are poised and stayed neutral in regards to sharing their feedback on the contribution of the Omani government in providing business opportunities for the University students.

**Question 9: How far do you agree that there is a lack of skill within an individual in terms of starting a new business in Oman?**

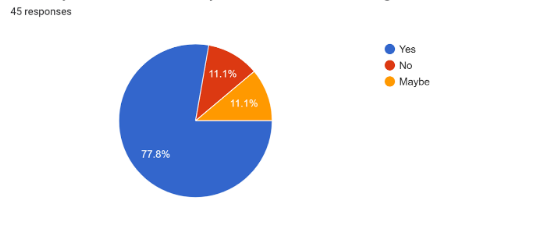


#### Graph 9: Level of consent on lack of skill within an individual in terms of starting a new business in Oman

(Source: self-created Google Form responses)

**Trend analysis:** The results mark 73.3% neutrality on the lack of skill within an individual to be the biggest challenge for starting a new business in Oman. The respondents state that the biggest issue happens to the lack of adequate skills and knowledge for beginning a new business in Oman, which is further experienced by the University students. 13.3% strongly agree and 11.1% agree to the aspects of lack of expertise faced by the University students to adhere to the Omani business environment, which creates a negative imprint on the minds of the University students.

**Question 10: Do you think that the country Oman is suitable for starting a new business?**



#### Graph 10: Views on the potential of Oman as a suitable nation for starting a new business

(Source: self-created Google Form responses)

**Trend analysis:** The obtained results include 77.8% of the participants to agree to the notion of Oman being a suitable nation for beginning a new business. The rest of the responses include 11.1% stating a “no” and the rest 11.1% stating a “maybe” to the given responses. Therefore, the study indicates towards the facts that most of the respondents consider to the facts that Oman is a suitable nation for starting up a new business in the country, irrespective of the entrepreneurs belonging to any faculty. This is also applicable for the University students who agree to the prospects of considering Oman to be a suitable and feasible nation to open new businesses.

## Interpretation and discussion obtained from the responses

From the above responses, it can be interpreted that the potential for starting up a business in Oman is expected to generate higher standards of revenue. The findings obtained from the human participation elaborate the potential opportunities that can be witnessed, while doing business in Oman. Considering the Omani economy to be flamboyant in nature with a multitude of business practices and possibilities, it needs to be stated that the data acquired indicates towards the feasibility of start-up business operations within Oman. Oman is a developed economy, and hence, beginning a business in the economy is certainly up for generation of revenues. The findings from the results hint at the same observation, unless few challenges that can be faced while initiating business in the Omani economy.

The findings obtained from the results have shown towards the possibilities of initiating business in the Omani economy. Interpreting the results from the participation, it needs to be stated that the opportunities in starting a new business in Oman would refer towards the strengths of support from the government, along with market demand and developing infrastructure. The findings have stated that the biggest support comes from the government, along with the presence of a robust infrastructure and market demand. The market demand for new businesses seem to be a growing implication within the Omani economy and the shifting dynamics in the facets of business environment, followed by a potential for letting new businesses to define possibilities is could be observed in the Omani economy. The findings further suggest that beginning a start-up business in Oman seem to be a difficult endeavor since, the lack of knowledge seems to be a bit intricate in the process of empowering new businesses in the Omani economy (Audretsch *et al*. 2019). With the growth of the technological prowess, the business environment in Oman is largely and positively affected by its impact. Hence, the presence of a potential robust infrastructure along with the changing demands in the business market seems to strike the cordiality of the newly launched business operations in the Omani economy.

In regards to most of the information shared in the results of the participants, it needs to be stated that the biggest hassle in initiating a new business in Oman accrues to the presence of an issue, in starting a new business in the Oman economy. The findings interpret that a significant number of the business operators and professionals do face issues, while initiating a new business in Oman. The findings show a strong consent from the results obtained by the participants and therefore indicates towards the presence of issues likely lack of adequate knowledge of the new entrepreneurs. The findings can be related to the observations accomplished from the literature review and the research problem, which ideally indicates towards the presence of issues that are faced by the new business professionals and entrepreneurs while opening up new business in Oman. The responses indicate towards a strong consent for the issues, wherein starting a new business in Oman specifically faces challenges of lack of knowledge, especially for the students. These challenges are primarily evident against the University students who wish to be entrepreneurs in Oman, planning to start a new business within the economy (Muthuraman and Al Haziazi, 2019). Therefore, the results, obtained from the empirical findings indicate towards the presence of issues, faced by the entrepreneurs, while planning to open up a business in Oman. The biggest issues happened to be the lack of knowledge along with the inability of the entrepreneurs to conduct optimum research about the possibilities and issues of business start-ups in Oman. Thus, the question is rightly responded, wherein the results find that opening up a business in Oman do face issues, while may lead to possible failure.

In regards to the given responses of the research for this specific question, it needs to be stated that the biggest issue, while starting a new business in Oman happens to be the inadequate experiences in business. The findings from the question responses indicate towards the major issue of lack of knowledge and inadequate knowledge in business. The responses underline the facts that the challenges faced by the University students faced in Oman, while beginning the business in the economy relates to the lack of knowledge on how to conduct market research in the country. Further, the interpretation can be extended by stating that the constraints in the market activities of the business entrepreneurs in Oman constitute the intricacies of failure to fix the budgets for the expenses required in marketing a product in Oman. Hence, it needs to be stated that the biggest issue happens to be the knowledge inadequacy along with the marketing constraints and the lack of optimum potentials for the University students to begin with the business operations (Al Badi and Khan, 2020). The findings also underline the subtle issues, wherein the foreign companies, which are operating from international locations often, fail to initiate new business practices, due to the lack of knowledge and interpretations of the business environment. Despite having an intention and inclination towards the potentials for beginning new businesses in Oman, the University students do face issues, in regards to the lack of adequate knowledge and expertise in the business operations, which has prevented the students to procure optimum raw materials and time to engage in manufacturing business operations. Therefore, the possibilities for initiating new business operations in Oman is difficult for the University students, since the students do not have the required knowledge to begin the new business ventures. Therefore, to overcome the required business potentials, there is need for adequate expertise and knowledge in business for the University students.

In regards to the question on determining the issues of the Omani government in providing an adequate level of support for the new businesses in the country, most of the responses indicate towards neutrality. Interpreting the results, it needs to be stated that the maximum number of respondents have stated neutrality in the context of mapping the potentials and contributions of the Omani government in supporting the new businesses to start-off. The results indicate towards the implications, wherein the Omani government needs to focus on identifying the potentials o beginning the new businesses within the country. The findings have shown towards the trend, wherein most of the responses have stated poise in the responses. No proper result could be obtained in the given responses and it is obvious that the respondents do not intend to deliver any opinion against the Omani economy and the government. The responses can be well aligned with the findings from the literature review, wherein it has been evident that the respondents in regards to the sharing of opinion for mapping the potential participation of the Omani government in starting a new business lacks efficacy along with level of support from the country’s government (Abdelfattah *et al.,* 2022). Thus, it can be stated that the findings from the responses along with the findings from the literature review construes towards the need for being neutral in response to the participation of the Omani government to support the new business ventures (Naqvi *et al.,* 2022*)*. This is mostly evident for the University students, who wish to engage in studying and opening up new businesses in the country and accomplish standard revenue generation and providing support from the governing bodies. Moreover, since no proper response is stated at par with the given question, it has been found that a majority of the responses are neutral in nature.

In regards to the responses obtained from given question, it needs to be stated that the challenges faced by the University students in Oman, aspiring to initiate new business face complications in respect to lack of skill and knowledge. The literature developed against the given research topic indicates towards the impact of lack of skill and knowledge in regards to the application of business skills in opening up new business operations in Oman primarily face issues (Al Mamari *et al.,* 2021). These challenges comprise the indications of inadequacy in regards to the potentials of marking the lack of marketing activities and lack of adequate responses and support from the Omani government. The responses have also aligned with the implications considering the need for allowing the need for the skill development interventions to be a much needed artifact in mapping the business potentials and empowering the business operations to come up with the best of business practices. The results have further found that the need to deliver the best business operations within Oman, from the University students do lack the optimum information, knowledge and expertise to come up with the potential opportunities and feasibilities in the long haul. The responses have strongly agreed to the participating results, wherein the participants have stated that the lack of adequate business skill and business acumen seems to lack within the University students, practicing within the Omani business environment. Further, the responses have indicated towards the alignment between the observations of the literature review along with the results obtained from the participation in the primary data (Subrahmanian *et al.,* 2022). The findings clearly indicate towards the implications of portraying lack of skill, knowledge and expertise to engage in initiation of new business ventures along with following the best business practices. Additionally, the lack of expertise in business operations often prevent the University students to initiate new business operations within Omani economy as it may lead to inappropriate decision making processes, followed by long-term business complications.

Furthering the responses, it needs to be stated that the economy of Oman happens to be a potential site of opening up new business opportunities. Aligning with the observations, acquired from the literature review, it needs to be stated that Oman is a nation that is developed and has potentials for starting new businesses, only when the new entrepreneurs possesses adequate knowledge, skill and expertise in conducting the business processes (Al Badi and Khan, 2020). Therefore, it needs to be stated that the maximum responses indicate the potentials for beginning new businesses in the economic stature of Oman. In tandem with the findings from the literature, the observations suggest that the implications of starting new businesses within Oman are largely motivated by the possibilities for initiating new business ventures (Muthuraman and Al Haziazi, 2019). With the Omani government and business agencies, supporting the initiation of new business operations, the adoption of technological disruptions have envisaged upon the potentials and opportunities for beginning the new business opportunities. Therefore, the findings from the literature review and the data obtained from the respondents, it underlines towards the implication of considering Oman to possess a strong economic environment, making way for business and initiation of new business ventures (Alqassabi, 2020). The findings further suggest that the Omani economy seems to be an ideal place for foreign investors to begin their business ventures and even comply with the legal implications. The legal regulations are also simple and quick and hence do not have much issues pertaining to the beginning of the new businesses, even for the University students, unless there is lack of adequate knowledge, skill or expertise in the same aspect.

## Summary

From the above mentioned study, the possibility of making identification of the information can be confirmed which helps to keep development of the concept regarding start up business Oman. Different aspects of the Oman business process have been analyzed in this discussion with the support of different evidence. In addition, the procedure of assessing the business start up would also be assessed for the procedure of formulation of business strategy. This survey has focused on different possible negative aspects of starting business in Oman such as the issue of not getting skilled labor in Oman. From the information, this can also be derived that most of the respondents have taken neutral positions in case of assessing the government involvement in business decision making. On the other hand, opportunities of the matter of starting a new business in Oman have been analyzed with evidence. In addition, the reasons regarding the issue of a positive environment to develop business in Oman have been analyzed which enables the development of the business process. The procedure of developing the framework has been confirmed for the development of the Omani business start up operation.

# Conclusion

## Introduction

This research made important findings and conclusions about the research. The university students believed that Oman is a suitable location to carry out a new business. The conclusion that is derived from this research is discussed in this chapter extensively. The findings that are made in terms of the research questions of this research will be discussed in this chapter. The limitations and the future implications of the research are also discussed in this research. This chapter of the research will also discuss the recommendation that the researcher wants to make as per the findings made in this research.

## Linking with objectives

**Analysis of the chances which can be obtained by an entrepreneur in conducting their business in Oman**

The research has found from the view of university students that Oman has all the necessary requirements to start a successful venture. The university students believe that there is strong demand for new and innovative products in Oman which will help the new venture to become successful in Oman. The University students also believed that the Oman government offers necessary support to entrepreneurs in Oman. The country of Oman also provides the necessary infrastructure required to start a new venture (Steiner 2020). Along with the positives the new venture can face the issue of a gap in the skill set of the workforce in Oman which can affect its operation. Therefore, this output of the research interconnects to the objective one of this research.

**Evaluation of challenges them in carrying out business operations in Oman based on the university student's perspective**

The University students believed that along with the opportunities, there are some challenges that a new venture can face in starting a business in Oman. The biggest challenge will be a gap in the skill set and technical knowledge of the workforce which can be the biggest challenge for a new venture which is planning to start in Oman as per the views of the University students. The university student believed that the entrepreneurs will face issues related to the lack of experience in the business of the entrepreneurs and the lack of the availability of proper and timely funding can be a challenge for the entrepreneurs starting their new ventures in Oman.Therefore the findings made out of the perceptions of the university students links with the objective two of this research.

**Impact of Entrepreneurship on the Omani Economy**

The University students believed that the Entrepreneurship opportunities will help in enhancing the economic condition of the country. The students believed that entrepreneurship in Oman will catalyze generating revenue for the country. The university students believed that entrepreneurship activities will help in fostering growth in the country. Therefore the findings made in this research links to the objective three in this research.

**To discuss the process through which the challenges faced by entrepreneurs can be addressed**

The University students have knowledge of the entrepreneurship landscape of Oman. The students are aware of the pressing issues and the challenge which a new company can face while starting a business in Oman. On the other hand, the students of the opportunity and sectors which can make a new venture profitable in Oman. This will help the student to address the challenges such as the skill gap in the workforce by providing proper training to the employees when they become entrepreneurs. Therefore the findings made with the help of the data collected from the Omani students interlinks with the objective four in this research.

## Limitations

In terms of developing the research process, there are certain types of limitations which can affect the smoothness. Initially, the time limit can be marked as a factor which affects the research based data collection and analysis. Due to lack of time, overall synchronization of data and making critical alignment with the factors have been hampered. In addition to that, the process of the data collection only through the survey also hampers the feasibility of the data collection. Lack of required secondary data also creates issues in the quality of data collection. The research can face issues regarding the denial of interviews based on subjective data collection. The support of interviews would also help to keep development of the subjective type of data collection and help to provide dynamic range of information.

## Future implications

The application of the research would provide the possible identification regarding the Oman business development process and making assessment of the current condition for the new start up. In addition, the condition of the local SMEs are also evaluated to identify the business opportunity of the business start ups. This research process would also be upgraded by focusing on the involvement of the government for the investment process in the business start ups. In addition, the possible issues based identification can be identified through the execution of the research. This would provide the possible understanding regarding the risk reduction process and upgrading the business values specially for the start ups. In addition to that, the skilled enhancement process of the employees can be identified for the development of the business process and upgrading the feasible business values. With the help of this research, the possibility of developing the business opportunities have been assessed for the certain identification of the business goal achievement. On the other hand, the possibility of the risk management strategies will be involved which can enable the development of the start up business process.

## Recommendations

In terms of making development of the business start up in Oman, this would require to keep focus on the certain area based assessment. Initially, government initiative is required for the development of the business process by providing business loans in small interest. Secondly, the process of developing infrastructure would be effective for systematic business development. In addition, the development of the skilled labor supply process would arrest the risk regarding the start up development and operation. On the other hand, the start up bioness development would be ensured by focusing on the innovative marketing development and technological innovation. In addition, government initiative to involve the young generation in the business would ensure the feasibility of the business start up.

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# Appendix

## Survey data

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ID | Start time | Completion time | Email | Name | Please mention your gender | Please mention your age limit | Do you believe that entrepreneurship is important for Oman's economic growth? | Have you ever considered starting your own business in Oman? | Does the education system in Oman adequately prepare students for entrepreneurship? | What factors do you think contribute to the success of a new business in Oman? | What challenges do you think new entrepreneurs face when starting a business in Oman? | Do you think there are enough resources and support available for entrepreneurs in Oman? | What type of business do you think has the most potential for success in Oman? | Have you ever participated in any entrepreneurship-related programs or events in Oman? | What role do you think technology plays in promoting entrepreneurship in Oman? | Have you ever faced any challenges or barriers when trying to start a business in Oman? | How important do you think networking and mentorship are for aspiring entrepreneurs in Oman? | What type of funding is most accessible to new entrepreneurs in Oman? |
| 1 | 3/27/23 22:04:15 | 3/27/23 22:05:16 | B00880240@studentmail.uws.ac.uk | Femin Basheer | Male |  | No | No | Yes | Access to funding;Strong business plan;Access to talent and resources; | Lack of funding;Lack of business experience; | No | Technology startups;Retail businesses; | Yes | It plays a somewhat important role | Yes | Somewhat important | Bank Loans;Venture capital; |
| 2 | 3/28/23 13:45:02 | 3/28/23 13:46:31 | anonymous |  | Female | 26-30 | Yes | Yes | No | Strong business plan; | Lack of funding; | Yes | Technology startups; | No | It plays a very important role | No | Extremely important | Bank Loans; |
| 3 | 3/28/23 14:16:20 | 3/28/23 14:18:27 | anonymous |  | Female | 26-30 | Yes | Yes | No | Access to funding;Government Support;Access to talent and resources;Strong business plan; | Market Competition ;Lack of business experience;Lack of funding; | Maybe | Retail businesses;Technology startups; | Yes | It plays a very important role | Yes | Somewhat important | Bank Loans; |
| 4 | 3/28/23 14:19:10 | 3/28/23 14:21:02 | anonymous |  | Female | 18-25 | Yes | Maybe | Maybe | Strong business plan;Access to talent and resources;Access to funding; | Lack of funding;Lack of business experience; | Yes | Retail businesses;Manufacturing businesses; | No | It plays a very important role | Yes | Extremely important | Bank Loans;Venture capital; |
| 5 | 3/28/23 20:18:51 | 3/28/23 20:20:15 | anonymous |  | Male | 26-30 | No | No | No | Government Support; | Market Competition ; | No | Service-based businesses; | No | It doesn't play a role at all | No | Somewhat not important | Angel Investment; |
| 6 | 3/28/23 20:21:02 | 3/28/23 20:22:49 | anonymous |  | Female | 18-25 | Yes | Yes | No | Strong business plan; | Lack of funding; | Maybe | Manufacturing businesses; | No | It plays a somewhat important role | Yes | Neutral | Angel Investment; |
| 7 | 3/28/23 21:14:21 | 3/28/23 21:15:32 | anonymous |  | Female | 26-30 | Yes | Yes | Maybe | Access to funding; | Lack of business experience; | Yes | Retail businesses; | Yes | It plays a minor role | Yes | Neutral |  |
| 8 | 3/29/23 18:40:46 | 3/29/23 18:42:12 | anonymous |  | Female | 26-30 | Yes | Yes | Maybe | Access to funding;Government Support; | Market Competition ;Lack of funding; | Yes | Service-based businesses;Technology startups; | No | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 9 | 3/29/23 18:52:38 | 3/29/23 18:55:17 | anonymous |  | Male | 31-35 | Yes | Yes | Maybe | Access to funding;Strong business plan;Access to talent and resources;Government Support; | Lack of funding;Lack of business experience; | Maybe | Manufacturing businesses;Service-based businesses;Retail businesses; | No | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 10 | 3/29/23 18:56:41 | 3/29/23 18:58:44 | anonymous |  | Male | 31-35 | Yes | Yes | No | Access to funding;Government Support; | Lack of funding;Lack of business experience; | Maybe | Service-based businesses; | No | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 11 | 3/29/23 18:55:57 | 3/29/23 18:58:50 | anonymous |  | Female | 26-30 | Yes | Maybe | Maybe | Strong business plan;Access to funding;Government Support; | Lack of funding;Market Competition ; | No | Retail businesses;Service-based businesses;Technology startups; | No | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 12 | 3/29/23 18:58:11 | 3/29/23 19:00:03 | anonymous |  | Female | 18-25 | Maybe | Yes | No | Government Support;Strong business plan; | Lack of funding;Lack of business experience; | Maybe | Service-based businesses; | No | It plays a minor role | Yes | Extremely important | Venture capital; |
| 13 | 3/29/23 18:58:30 | 3/29/23 19:00:10 | anonymous |  |  | 31-35 | Yes | Yes | Maybe | Strong business plan; | Lack of business experience; | Maybe | Service-based businesses; | No | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 14 | 3/29/23 19:57:14 | 3/29/23 20:15:18 | anonymous |  | Female | 26-30 | Yes | Yes | No | Strong business plan;Access to talent and resources;Government Support; | Lack of business experience;Lack of funding; | No | Retail businesses;Manufacturing businesses; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 15 | 3/29/23 20:35:10 | 3/29/23 20:36:19 | anonymous |  | Male | 31-35 | Yes | Maybe | Maybe | Strong business plan;Government Support;Access to talent and resources;Access to funding; | Lack of funding;Lack of business experience;Market Competition ; | Maybe | Technology startups;Retail businesses;Manufacturing businesses;Service-based businesses; | Yes | It plays a somewhat important role | Yes | Somewhat important | Finance companies; |
| 16 | 3/29/23 20:50:20 | 3/29/23 20:53:32 | anonymous |  | Female | 31-35 | Yes | No | No | Access to funding;Government Support;Access to talent and resources;Strong business plan; | Lack of funding; | No | Service-based businesses; | No | It plays a very important role | Yes | Extremely important | Venture capital; |
| 17 | 3/29/23 20:52:14 | 3/29/23 20:54:15 | anonymous |  | Female | 18-25 | Yes | Yes | Yes | Strong business plan;Access to funding; | Lack of funding; | No | Manufacturing businesses; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 18 | 3/29/23 21:04:59 | 3/29/23 21:06:32 | anonymous |  | Female | 18-25 | Yes | Yes | Maybe | Strong business plan;Access to funding; | Lack of business experience;Lack of funding; | Maybe | Service-based businesses; | No | It plays a very important role | Yes | Extremely important | Venture capital; |
| 19 | 3/29/23 21:04:41 | 3/29/23 21:09:06 | anonymous |  | Female | 26-30 | Yes | Yes | Maybe | Government Support; | Lack of funding; | Maybe | Service-based businesses; | No | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 20 | 3/29/23 21:10:12 | 3/29/23 21:13:03 | anonymous |  | Male | 18-25 | Yes | Yes | Yes | Strong business plan; | Lack of funding; | No | Retail businesses; | Yes | It plays a very important role | Yes | Extremely important | Venture capital; |
| 21 | 3/29/23 21:13:20 | 3/29/23 21:13:59 | anonymous |  | Male | 31-35 | Yes | Yes | Yes | Access to talent and resources; | Lack of business experience; | Yes | Manufacturing businesses; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 22 | 3/29/23 21:14:13 | 3/29/23 21:14:50 | anonymous |  | Female | 26-30 | Yes | Yes | Yes | Access to funding; | Market Competition ; | Yes | Technology startups; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 23 | 3/29/23 21:15:01 | 3/29/23 21:15:41 | anonymous |  | Male | 18-25 | Yes | Yes | Yes | Strong business plan; | Lack of business experience; | Yes | Service-based businesses; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 24 | 3/29/23 21:19:26 | 3/29/23 21:21:14 | anonymous |  | Male | 31-35 | Yes | No | Maybe | Government Support;Access to talent and resources;Strong business plan;Access to funding; | Lack of business experience;Market Competition ; | Maybe | Service-based businesses;Technology startups;Retail businesses; | No | It plays a very important role | No | Extremely important | Bank Loans; |
| 25 | 3/29/23 22:02:50 | 3/29/23 22:05:21 | anonymous |  | Male | 26-30 | Yes | Yes | Maybe | Access to talent and resources; | Lack of business experience; | No | Technology startups; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 26 | 3/29/23 22:11:47 | 3/29/23 22:16:58 | anonymous |  | Female | 26-30 | Yes | Yes | No | Access to talent and resources; | Lack of funding; | No | Service-based businesses; | Yes | It plays a very important role | Yes | Extremely important | Angel Investment; |
| 27 | 3/30/23 0:19:13 | 3/30/23 0:23:17 | anonymous |  | Male | 31-35 | Yes | Yes | Yes | Strong business plan; | Lack of business experience; | Yes | Retail businesses; | Yes | It plays a very important role | Yes | Extremely important |  |
| 28 | 3/30/23 8:06:31 | 3/30/23 8:07:17 | anonymous |  | Female | 26-30 | Yes | Yes | No | Access to funding; | Lack of funding; | Yes | Retail businesses; | No | It plays a very important role | No | Extremely important | Venture capital; |
| 29 | 3/30/23 8:08:11 | 3/30/23 8:08:29 | anonymous |  | Female | 18-25 | No | Yes | Yes | Access to talent and resources; | Lack of funding; | No | Manufacturing businesses; | Yes | It plays a somewhat important role | No | Somewhat important | Bank Loans; |
| 30 | 3/30/23 8:08:41 | 3/30/23 8:08:59 | anonymous |  | Female | 31-35 | Maybe | No | Yes | Access to funding; | Lack of funding; | No | Manufacturing businesses; | Yes | It plays a very important role | Yes | Extremely important | Venture capital; |
| 31 | 3/30/23 8:16:47 | 3/30/23 8:17:10 | anonymous |  | Female | 18-25 | Yes | Yes | No | Access to funding; | Lack of business experience; | No | Retail businesses; | No | It plays a somewhat important role | Yes | Extremely important | Bank Loans; |
| 32 | 3/30/23 11:12:37 | 3/30/23 11:16:15 | anonymous |  | Female | 26-30 | Yes | No | Yes | Government Support; | Lack of business experience; | Maybe | Technology startups; | No | It plays a very important role | No | Somewhat important | Bank Loans; |
| 33 | 3/30/23 16:24:32 | 3/30/23 16:26:22 | anonymous |  | Female | 18-25 | Yes | Yes | Maybe | Access to funding;Access to talent and resources;Strong business plan;Government Support; | Lack of funding; | No | Service-based businesses;Technology startups; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans;Venture capital;Angel Investment; |
| 34 | 3/30/23 20:09:56 | 3/30/23 20:13:17 | anonymous |  | Female | 31-35 | Maybe | Yes | No | Strong business plan; | Lack of business experience;Market Competition ;Lack of funding; | No | Service-based businesses; | Yes | It plays a somewhat important role | Yes | Extremely important | Venture capital; |
| 35 | 3/31/23 10:28:38 | 3/31/23 10:30:58 | anonymous |  | Female | 31-35 | Yes | Yes | Yes | Strong business plan; | Lack of business experience; | Yes | Manufacturing businesses; | Yes | It plays a somewhat important role | Yes | Somewhat important | Venture capital; |
| 36 | 3/31/23 12:16:00 | 3/31/23 12:16:29 | anonymous |  | Male | 26-30 | Yes | No | Yes | Access to funding; | Lack of business experience; | Yes | Retail businesses; | Yes | It plays a very important role | Yes | Extremely important | Venture capital; |
| 37 | 3/31/23 12:16:37 | 3/31/23 12:16:54 | anonymous |  | Female | 18-25 | No | Yes | Yes | Access to funding; | Lack of funding; | Yes | Technology startups; | Yes | It plays a very important role |  | Extremely important | Bank Loans; |
| 38 | 3/31/23 12:16:56 | 3/31/23 12:17:15 | anonymous |  | Male | 31-35 | Yes | Maybe | Yes | Access to talent and resources; | Lack of funding; | Yes | Technology startups; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 39 | 3/31/23 13:57:10 | 3/31/23 13:58:05 | anonymous |  | Female | 31-35 | Yes | Yes | Maybe | Access to talent and resources; | Lack of funding; | No | Retail businesses; |  | It plays a very important role | Yes | Extremely important | Venture capital; |
| 40 | 3/31/23 13:58:09 | 3/31/23 13:58:29 | anonymous |  | Female | 26-30 | No | Maybe | No | Access to funding; | Lack of funding; | Yes | Technology startups; | No | It plays a minor role | Yes | Extremely important | Bank Loans; |
| 41 | 4/1/23 13:57:39 | 4/1/23 13:59:12 | anonymous |  | Female | 26-30 | Yes | No | Yes | Strong business plan;Access to talent and resources; | Lack of business experience; | Yes | Technology startups; | No | It plays a very important role | No | Somewhat important |  |
| 42 | 4/3/23 13:37:44 | 4/3/23 13:38:09 | anonymous |  | Male | 18-25 | Yes | Yes | Yes | Access to funding; | Lack of funding; | Yes | Technology startups; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 43 | 4/3/23 13:38:12 | 4/3/23 13:38:34 | anonymous |  | Female | 26-30 | Yes | Yes | No | Access to funding; | Lack of funding; | Maybe | Retail businesses; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |
| 44 | 4/3/23 13:39:09 | 4/3/23 13:39:26 | anonymous |  | Male | 18-25 | Maybe | Yes | Yes | Access to funding; | Lack of funding; | Yes | Technology startups; | Yes | It plays a very important role | No | Extremely important | Bank Loans; |
| 45 | 4/3/23 13:39:27 | 4/3/23 13:39:43 | anonymous |  | Male | 26-30 | No | No | Yes | Access to funding; | Lack of funding; | Yes | Technology startups; | Yes | It plays a very important role | Yes | Extremely important | Bank Loans; |

## Declaration form

Declaration

I *hereby* declare that:

* I have read and understood Regulations 3.49—3.55 of Chapter 3 of the Regulatory Framework of the University of the West of Scotland regarding cheating and plagiarism.

* This assessment is the result of my own work, except for those parts that are  
  explicitly referenced, and contribution of others is clearly indicated.

* No material presented in this assessment has been written, wholly or in parts, by any other person(s).

* This assessment has not been submitted — partially or in full — in support of the completion of assessment(s) on any other module, regardless of previously or the current academic year (self-plagiarism).

DATE :13/04/2023

## Ethics approval letter

Date: 27/03/2023

Dear FEMIN BASHEER,

Following a review of your ethical application for your project Analysis of University Students’ view on Entrepreneurship; Chance & Challenges of Starting in Oman. I am pleased to grant you ethics approval for Business Research Project.

Yours sincerely

**MAhmed**

**(Dr** **Masoom Ahmed**)

Date: 27/03/2023

## Ethics approval form

LNDN11133 Business Research Project Student Ethics Approval Form

Project Title: Analysis of University Students’ view on Entrepreneurship; Chance & Challenges of Starting in Oman

Student Name: FEMIN BASHEER

Banner: B00880240

Supervisor Name: Masoom Ahmad

I confirm I have read the UWS and my School Guidelines for Ethical Practice in Research and Scholarship. Yes/No

|  |
| --- |
| **Does your work involve any of the following? (please tick all that apply)** |

* Human Participants
* Personal Data
* Animals
* Risk to the Investigator

**Primary purpose of the study**

**The primary purpose of the study is to review over university students entrepreneurship on the basis of the chance along with challenges for starting a new business.**

**Where will the proposed research take place?**

**The research will be taking place in Oman.**

**How will the costs of the study be met?**

**The entire cost of the study will be formulated by the researcher who will be conducting the research.**

**Purpose, justification, design and methodology**

**Please give a full summary of the purpose, justification, design and methodology of the planned study:**

The purpose of this study is to identify the challenges that an entrepreneurship business faces in Oman. There are very various benefits to setting up a business. Entrepreneurship please a significant role in the generation of income, opportunities for employment,  absorption of labor, and alleviation of poverty and also make a contribution to the Gross Domestic Product (GDP) of the nation. Starting a business from the grassroots level and running the business is not an easy task, it is very challenging as it has been set up without much planning. Lack of market knowledge and research, lack of adequate finance, and the delay and complicated procedures in the loan disbursements act as an impediment to the entrepreneurship business.

Working yourself without safety and not being an employee of the company is a challenging experience that an individual has to face while setting up a business. Starting a business requires strategic planning, failure to make such a plan will also fail to set the business, to overcome the challenges in the market it is essential to set up a proper plan with forward thinking. Entrepreneurs who plan accordingly are more likely to succeed than any other competitors (Start-up loans, (2023). Understanding the needs of the customer which is the need for the product and service that the business will offer is essential for setting up a business. It is also very crucial to conduct market research and to deal with suppliers and clients. Poor financial management is another reason for the failure of an entrepreneurship business, so it is essential to make the product pricing properly so that profit can be generated from that product. Lack of funding will also make the business run out of cash so it is essential to secure some funds for future use (Frese & Gielnik,2023).

Being a first-time entrepreneur it is not possible to acquire and gather all the knowledge for setting up a business so it is important to gather as much information from the industry in which the business will be based on. Businesses need a proper vision and mission plan so an entrepreneur should acquire leadership qualities and communicate them clearly to the employees (Alqassabi, 2020). When launching a startup it is essential to manage time effectively and to increase productivity. For instance, instead of focusing on web development, it will be better to assign the job to the web designer. Running a business is not a 9 to 5 job and is and it will take a toll on the health of an individual so it is important to make a strategic plan before setting up an entrepreneurship business. One of the major challenges that the entrepreneurship business faces in Oman are that they don't have sufficient knowledge on marketing the goods they produced ( researchgate,2023). Lack of training and running the business and lack of adequate contacts act as an impediment in their development of business. There is no trend of growth in the entrepreneurship business in Oman due to the above mention challenges they have to face.

There are other challenges that entrepreneurship business face in Oman are long paperwork required for setting up a business. In Omanvisa limitations is also there for setting up a business. In the Middle East, one of the effective strategies for setting up a business is to make a relationship-based business, for setting up a business on consumer products it is essential to research the market. Although there is an advantage to setting up an entrepreneurship business in Oman because the government paid a sufficient amount of subsidy to the entrepreneurs for setting up their business but there is a delay in payment from the government. While setting business entrepreneurs should focus on the political, social, legal, technological, and environmental aspects.

Designing a proper method for setting up a business is very essential. For setting up the entrepreneurship business proper survey is required. Conducting market research by visiting every individual is very hectic and cost-effective and time taking. With the help of Google Forms, an individual can create a quick opinion poll right in their browser or mobile, no special software is also required for the same and the result of the survey is instant as the results come in through form fill-up ( Business News Daily, 2023).Through this method, the entrepreneur can easily summarize the survey results at a glance with specific graphs and charts. As it is a free online tool to collect information efficiently, the entrepreneur can put unlimited questions at no cost while the other survey tools required payment. Through this form and collaborations with the clients can also be met about the products and services.

For this topic, I have chosen 10 questionnaires and disbursed them to the 10 recipients through Google forms. The limited number of recipients help me to analyze the requirements for a broader aspect. The result is instant and no cost is required for the same through this process I can get to know the real challenges of the business environment, like the tax limitation, quality of the product of the competitors available in the market, what improvement require on such products, does the product is user friendly, does the product has been manufactured following the sustainability rules and much more. Through this methodology, I can reach the conclusion that before setting up an entrepreneurship business following things need to be improved or followed.

|  |  |
| --- | --- |
|  | **How has the scientific quality of the proposed research project been assessed?** |

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwIndependent external review

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwReview within a company

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwReview within a multi-centre research group

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwReview within the principal investigator’s institution

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwReview within the research team

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwReview by supervisor/director of studies

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwOther

**Sample Size**

|  |
| --- |
| **Please explain/justify your intended sample size:** |

**The sample size that has been decided for the concerned research is about 10. The main reason behind deciding on 10 participants over here is just to make the data collection process simple way.**

**Analysis and Presentation**

**Please explain how you will analyse, present/disseminate the data you intend to collect:**

**The data that will be collected over here for the research will be presented in a graphical formulation. In this respect, it can be stated that, the results of the survey will be formulated in pie-charts and then will be analysed separately for each of the questions of the survey.**

**Interviews/Questionnaires**

|  |  |
| --- | --- |
|  | **Does the proposed research involve the use of individual/group interviews or questionnaires?** |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |

If yes please submit a copy of the proposed interview questions with this application

**Impact on Participants**

**Please provide details of how you will recruit participants to your study:**

**A random sampling is to be done in order to recruit the participants that will be providing their review in terms of the survey for the concerned research.**

|  |  |
| --- | --- |
|  | **Will participants be from any of the following groups? (Please tick all that apply)** |

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwChildren under 16

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwAdults with learning disabilities

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwAdults with a terminal illness

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwAdults in emergency situations

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwAdults with mental illness (particularly if detained under the mental health act)

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwAdults with dementia

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwAdults in Scotland who are unable to consent for themselves

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwThose who could be considered to have a particularly dependent relationship with the investigator

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwOther

https://lh3.googleusercontent.com/G9hW9eR7UMc9Sk-0ZbCAEaUUPSTZohKj41eBnf9OCJ1tLgVYxZP0Zn1LJ9rMRSd3-M9cbsZg8IQpoMePIs8BKLFdMgGoLOfXZezKFcao_eBBfY1pPUF7R7HLUNRYAe_26SbtAQCqx1aHb8NHaqrLYwNone of the above

|  |  |
| --- | --- |
|  | **Are there any special pressures which would make it difficult for potential participants to refuse to take part in your study? (e.g., relationship to the investigator?)** |

**The participants will be set free for their participation. In this respect, none of the participants will be forced to attend the survey and present their own review.**

|  |  |
| --- | --- |
|  | **Will study participants be paid to take part?** |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |
|  | **What is the expected duration of participation in the study for each participant?** |

**The expected duration of the participants in the study is about one day. The main reason for having such a low duration is just that the survey will be having a limited number of questions to be addressed. Apparently, the participants will not be required to take much time for the completion f the same.**

|  |  |
| --- | --- |
|  | **Will informed consent be obtained from study participants?** |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |
|  | **Is the study likely to cause any discomfort or distress, either physical or psychological (see UWS Guidelines for Ethical Practice in Research and Scholarship)?** |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |

|  |  |
| --- | --- |
|  | **Does the proposed research involve any physically invasive procedures?** |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |

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**Other ethical considerations**

|  |  |
| --- | --- |
|  | **Does the proposed research involve deception regarding aims, objectives or the identity of the investigator?** |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |
|  | **Will research participants be debriefed after their participation?** |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |

|  |  |
| --- | --- |
|  | **Are there any other Ethical Considerations you wish to bring to the attention of the committee?** |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | Yes |

|  |  |
| --- | --- |
| https://lh5.googleusercontent.com/3_eDEgnTFirapqWEOUb3gL_D0KWIBTRPNDqWuhs5x1Za7vxMld-k-fjR5G3U7GYDVl2Vadviw3kwLiJMJBh12yGOawapwvKvDECBzQywEQyMm5FZjbVi-HpxgvC7MmBE4L4UYUTvE3amNeqxomXv9g | No |

**Consideration of the privacy of the participants.**

**Personal Data**

|  |  |
| --- | --- |
|  | **What measures will you put in place to ensure the confidentiality of personal data gathered during your study?** |

**The personal data of each of the participants is liable to be stored in a safe manner wherein there is no chance for the disclosure of the same.**

**Who will have access to the data collected during the study and how will you keep it confidential?**

**The researcher will be liable to collect the data and it will be stored in a virtual mode so as to maintain the confidentiality of the same.**

**Have you attached the following relevant documents for your ethical review application?**

**Consent FormParticipant Information SheetSurvey/Interview Questions**

**By signing a consent form from the participants that all their confidentialities will be maintained and managed over here.**

## Consent form

**Consent Form**

(To be adapted to your own research specifications)

**Title of Project:** Analysis of University Student’s View on Entrepreneurship; Chance & Challenges of Starting a Business In Oman

**Please initial box:**

|  |  |  |
| --- | --- | --- |
| 1 | I confirm that I have read and understand the information sheet dated xxx for the above study with the relevant information and have had the opportunity to ask questions. | χ |
| 2 | I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. | χ |
| 3 | I understand that my responses will be anonymised (unless I state otherwise) and that confidentiality will be ensured. | χ |
| 4 | I agree to take part in the above study. | χ |

Your signature will certify that you have voluntarily decided to take part in this research study having read and understood the information in the sheet for participants. It will also certify that you have had adequate opportunity to discuss the study with the researcher and that all questions have been answered to your satisfaction.

**Name of Participant:**

Signature:Femin Basheer

Date:24/03/2023

**Name of researcher:Masoom Ahmed**

Signature:

Contact information:

Date:

1 copy for participant and 1 for researcher