

A Study on Factors Affecting Entrepreneurial Initiative among Youths in Dakshina Kannada

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ABSTRACT

This study investigates the factors influencing entrepreneurial initiative among youths in Dakshina Kannada, with the objective of understanding the challenges, motivators, and support systems that shape their decision to pursue entrepreneurship. A structured questionnaire was used to collect responses from young individuals across different educational backgrounds. The study employed descriptive statistics, reliability analysis, correlation analysis, and hypothesis testing to identify the factors influencing entrepreneurial initiatives among youths. The reliability analysis yielded a Cronbach's Alpha value of 0.829, indicating good internal consistency of the questionnaire, several barriers limit their participation. Key challenges identified include lack of practical entrepreneurial education, limited access to finance, inadequate awareness of government schemes, fear of failure, and family or societal pressure to choose secure jobs. On the other hand, mentorship, financial support, and skill-based training were recognized as strong enablers that could motivate youths to take entrepreneurial initiatives. The study concludes that although entrepreneurial intent exists, systemic constraints restrict the conversion of this intent into action. It suggests strengthening entrepreneurial education, improving funding accessibility, building mentorship networks, and fostering a culture that encourages risk-taking and family support. By addressing these factors, the entrepreneurial ecosystem in Dakshina Kannada can be made more inclusive and supportive, thereby empowering the youth to actively participate in entrepreneurship and contribute to regional economic growth.

INTRODUCTION

Entrepreneurship has emerged as one of the major drivers of economic growth, innovation, employment generation, and social development across the world. In recent years, governments, educational institutions, and policymakers have increasingly recognized the importance of entrepreneurship in promoting sustainable economic development and reducing unemployment. Entrepreneurship not only contributes to the creation of new businesses but also encourages innovation, enhances productivity, and improves the standard of living of individuals and communities.

Youth entrepreneurship plays a crucial role in economic progress because young individuals possess creativity, energy, technological knowledge, and the willingness to explore new opportunities. The involvement of youths in entrepreneurial activities contributes to job creation, wealth generation, and regional development. In developing countries such as India, where a significant portion of the population

consists of young people, encouraging entrepreneurial initiatives among youths has become a national priority.

India has witnessed a remarkable growth in entrepreneurship over the past decade through various government initiatives such as Startup India, Make in India, Stand-Up India, and Skill India. These initiatives aim to promote innovation, support startup ecosystems, and encourage young individuals to pursue entrepreneurship as a career option. Despite these efforts, many young people still prefer traditional employment opportunities due to job security, stable income, and social expectations.

Entrepreneurial initiatives among youths are influenced by numerous factors, including financial support, educational background, family environment, mentorship, government support, risk-taking ability, practical knowledge, and social influences. The availability of financial resources and access to funding significantly affect the ability of young entrepreneurs to establish and sustain businesses. Similarly, mentorship and guidance from experienced entrepreneurs help young individuals develop confidence, business skills, and decision-making abilities.

Fear of failure is another important factor affecting entrepreneurial initiatives. Many young individuals hesitate to start businesses due to uncertainties, financial risks, lack of experience, and fear of business failure. Family expectations and societal pressures often encourage youths to seek secure employment opportunities rather than pursue entrepreneurial ventures. Therefore, understanding these factors is essential for developing strategies to encourage entrepreneurship among young people.

Dakshina Kannada district possesses considerable entrepreneurial potential due to its educational institutions, business environment, skilled workforce, and growing economic activities. The district has a large youth population with access to education and technological resources. However, several barriers such as inadequate financial support, limited entrepreneurial exposure, lack of mentorship, and psychological factors may influence their entrepreneurial intentions.

The present study focuses on identifying the factors affecting entrepreneurial initiatives among youths in Dakshina Kannada. The study examines various factors such as financial support, family business exposure, mentorship and guidance, fear of failure, entrepreneurship education, practical knowledge, family support, and awareness of government schemes. Understanding these factors helps in identifying the challenges faced by young entrepreneurs and provides valuable insights for policymakers, educational institutions, financial institutions, and support organizations.

The study employs a quantitative research approach using primary data collected through structured questionnaires from respondents in Dakshina Kannada district. Statistical techniques such as reliability analysis, descriptive statistics, correlation analysis, and hypothesis testing have been used to analyze the collected data and identify significant relationships between the variables.

The findings of this study are expected to contribute to the understanding of entrepreneurial behavior among youths and assist in developing suitable policies and programs that encourage entrepreneurship. By identifying the factors that significantly influence entrepreneurial initiatives, the study aims to support the development of a strong entrepreneurial ecosystem that promotes innovation, employment generation, and economic growth in the region.

RESEARCH PROBLEM

In Dakshina Kannada, a large number of young people possess the skills, creativity, and enthusiasm needed to start their own businesses, yet only a small portion take the step towards entrepreneurship. Despite

having access to quality education, a supportive community, and various resources, many prefer secure jobs over the uncertainties of running a business. This hesitation often arises from factors such as limited awareness about opportunities, inadequate financial support, fear of failure, lack of mentorship and guidance, and limited entrepreneurial exposure, and insufficient exposure to successful entrepreneurial role models. Understanding these barriers is essential to create an environment where youth feel confident to explore entrepreneurship. This study aims to identify the factors influencing entrepreneurial initiatives among the district's youth, highlight the challenges they face, and suggest practical measures such as awareness programs, skill development training, financial support, and mentorship to encourage them to consider business ventures as a viable career path.

OBJECTIVES

1. To understand the mindset of youths in Dakshina Kannada regarding entrepreneurship and what holds them back from starting their own ventures.
2. To identify key personal, social, and economic barriers that prevent young individuals from taking the first step toward launching a start-up.
3. To explore the role of education and awareness about entrepreneurship opportunities and whether students and graduates feel prepared to become entrepreneurs.
4. To examine the influence of societal expectations and job security mindset, such as the preference for government or corporate jobs over taking risks with a business idea.

Literature Review

- Davood Abbasi, Omid Mahdieh, and Fateme Shahsavari [04.03.2023]. They explained that a startup is a new company that tries to grow by making new products, services, or ways of doing things, often using new technology or ideas. Startups help the economy by creating jobs and bringing new inventions that change society and business. Today, startups are very important in entrepreneurship and help build knowledge-based economies. They use innovation to stay competitive and try to succeed over the long term. Many startups help developing countries' economies, but many also fail early on. About 20% close in their first year, and more than half stop within five years. This research looks at what factors help startups succeed.
- Klofsten [2000] shows how students can learn to be entrepreneurs through a university program that mixes learning and real-world experience, uses mentors, and focuses on picking the right students. Later, Nabi, Holden, and Walmsley (2006) looked into how graduates move from being students to starting their own businesses. They said that even though people talk a lot about business start-ups, there's not much deep research on what grads really go through. Then in 2010, the same team made a model to explain the steps and things that affect how students become business owners after finishing college.
- Boyoung Kim, Hyojin Kim, and Youngok Jeon [21.08.2018] studied how design startups can succeed as these new businesses grow quickly. They asked 24 experts from design and technology startups about what helps startups do well. Using a method called AHP, they found that the most important factor is turning ideas into real products or services that customers want. They also showed that having clear goals and skilled entrepreneurs is very important for success in design startups.
- John M York [05 April 2020]. He describes Lean Startup (LS) as a popular method for quickly creating and testing new business ideas using a step-by-step scientific approach. This method helps both new

startups and large companies learn from customers and try out ideas early to see what works best. LS has two main stages: first, searching for a good idea, and second, putting that idea into action. It uses helpful tools like business model canvases to guide the process. LS fits well with tech companies like software and apps but may not be suitable for businesses that need long development times, such as biotech. It could also be useful in industries like travel and hospitality. However, LS has some limits because many success stories are just examples, and there isn't enough solid research to show how effective it truly is. More research is needed to better understand how LS affects startup success.

- Gavin C. Reid and Julia A. Smith [February 14, 2000]. They used three things to rate the businesses: how many people they hire, how much money they make from what they spend, and how much work each person gets done. They put the businesses into high, medium, or low groups using a method that compares how close the results are. Then they used another method to see which business plans helped the most. They found that most plans people talk about don't really help much and can even hurt the business. The only goal that clearly helped was trying to get the best return on the money invested. Also, what business owners think about their own skills didn't matter much, unless it was about how well their business was set up and organized.
- James Okrah and Alexander Nepp [November 13, 2017]. In recent years, the growing number of start-ups has been seen as a key reason why some countries are becoming more innovative. This study looks into what actually drives innovation in start-ups and how that innovation helps them survive in competitive markets, especially in well-developed countries. To better understand this, the research used different models—like the pooled, fixed effect, and random effect models—and also ran a Hausman test. The results showed that one of the biggest influences on how innovative a start-up can be is the amount of financial support it gets.
- Dr. Manisha Kaushal Arora and Dr. Tinu Anand [1, June 2024]. In India, start-ups have become a major force behind innovation, growth, and employment. Still, building a successful start-up isn't easy, and many face a lot of hurdles along the way. This study focuses on creating and testing a model that looks into the different things that impact the growth of new businesses in the Indian context. To get a clearer picture, the research uses a mix of both qualitative and quantitative methods. The model is based on previous studies and highlights a wide range of factors—both internal and external—such as government policies, access to funding, entrepreneurial skills, and changing market trends. These factors were then tested and confirmed using exploratory factor analysis, helping to validate how important they are in shaping the start-up journey.
- Chuthamas Chittithaworn, Md. Aminul Islam, Thiyada Keawchana, and Dayang Hasliza Muhd Yusuf [November 15, 2010] conducted a study to understand the key factors that influence the success of small and medium enterprises (SMEs) in Thailand. Their research focused on eight important areas, including business characteristics, management, products and services, customers and markets, business operations and partnerships, resources and finance, strategy, and the external environment. By using surveys and statistical analysis, they tested which factors really affect business success. Their findings revealed that the most significant influences are the SME's internal traits, customer and market understanding, business practices, available resources and funding, and external environmental factors.
- Stefan Slavik, Richard Bednar and Ivana Misunova Hudakova [1, March 2018]. In this study, the main goal was to really get what makes start-ups tick by checking out their business models using the Canvas approach. The researchers actually sat down and talked with 106 founders of start-ups in

Slovakia to hear their stories firsthand. By doing this, they learned what these start-ups focus on, how they set up their businesses, and where they can mix things up depending on what works best. They also found out how these founders come up with their ideas and what makes the whole start-up journey different from regular businesses. What's great about this study is that it's based on real people's experiences, so it gives a clear picture of how start-ups really work and can help others who want to start something new.

- Ariani Dwi Wulandari and Apol Pribadi Subriadi [21-10-2021]. This study looks at how different parts of the startup world help new businesses get off the ground. It shows that good early planning makes it easier for startups to succeed and grow. The researcher checked out 46 relevant journals from the past decade that talked about ideas, tested solutions, and shared real startup stories. The results explain how these parts of the ecosystem affect startups overall. This info can help founders plan better and avoid common early mistakes. It also suggests some areas where more research is needed.

HYPOTHESIS

Null Hypotheses (H_0)

H₀₁: There is no significant relationship between financial support and entrepreneurial initiative among youths in Dakshina Kannada.

H₀₂: There is no significant relationship between mentorship and guidance and entrepreneurial initiative among youths in Dakshina Kannada.

H₀₃: There is no significant relationship between fear of failure and entrepreneurial initiative among youths in Dakshina Kannada.

H₀₄: There is no significant relationship between family business exposure and entrepreneurial initiative among youths in Dakshina Kannada.

Alternative Hypotheses (H_1)

H₁₁: There is a significant relationship between financial support and entrepreneurial initiative among youths in Dakshina Kannada.

H₁₂: There is a significant relationship between mentorship and guidance and entrepreneurial initiative among youths in Dakshina Kannada.

H₁₃: There is a significant relationship between fear of failure and entrepreneurial initiative among youths in Dakshina Kannada.

H₁₄: There is a significant relationship between family business exposure and entrepreneurial initiative among youths in Dakshina Kannada.

RESEARCH METHODOLOGY

Research Design

The present study adopts a descriptive research design to examine the factors affecting entrepreneurial initiatives among youths in Dakshina Kannada. The descriptive design helps in collecting, analyzing, and interpreting data relating to entrepreneurial intentions, challenges, and supporting factors influencing entrepreneurial initiatives.

Area of study: Dakshina Kannada.

Research Approach: This study adopts a quantitative research approach to analyze the responses collected from the respondents.

Sample size: A total of 73 respondents were selected for the study through Google Forms questionnaires.

Population of the study: The population of the study consists of youths, students, graduates, and working professionals residing in Dakshina Kannada district.

Sampling Technique: Non-probability convenience sampling technique was adopted to select the respondents.

Primary Data Collection: Primary data were collected through a structured questionnaire administered using Google Forms among respondents residing in different parts of Dakshina Kannada district.

Secondary Data Collection: Secondary data were collected from books, research journals, published articles, government reports, websites, and previous studies related to entrepreneurship and entrepreneurial initiatives.

Dependent Variable

Entrepreneurial Initiative among Youths

Independent Variables

1. Financial Support
2. Mentorship and Guidance
3. Family Business Exposure
4. Fear of Failure
5. Entrepreneurship Education
6. Entrepreneurship Training
7. Family Support
8. Awareness of Government Schemes
9. Practical Knowledge
10. Family Pressure

DATA ANALYSIS AND INTERPRETATION

STATISTICAL TOOLS USED

Statistical Tool	Purpose
Cronbach's Alpha	Reliability Analysis
Descriptive Statistics	Mean and Standard Deviation
Pearson Correlation	Relationship Analysis
Hypothesis Testing	Acceptance or Rejection of Hypothesis

RELIABILITY ANALYSIS

To assess the internal consistency and reliability of the questionnaire used in this study, Cronbach's Alpha reliability test was conducted. Reliability analysis helps determine whether the items included in the questionnaire consistently measure the intended constructs related to entrepreneurial initiatives among youths in Dakshina Kannada.

RELIABILITY STATISTICS

Reliability Test	Value
Cronbach's Alpha	0.829
Number of Items	13

INTERPRETATION

The reliability analysis produced a Cronbach's Alpha value of 0.829, which is higher than the generally accepted threshold value of 0.70. This indicates that the questionnaire has good internal consistency and reliability. The responses collected from the participants are therefore considered reliable and suitable for further statistical analyses such as descriptive statistics, correlation analysis, and hypothesis testing. A Cronbach's Alpha value between 0.80 and 0.90 indicates a high level of reliability, demonstrating that the questionnaire items consistently measure the various factors affecting entrepreneurial initiatives among youths. Therefore, the research instrument used in this study is statistically reliable, and the collected data can be used confidently for subsequent analyses and interpretation.

DESCRIPTIVE STATISTICS

Descriptive Statistics of Study Variables

VARIABLES	MEAN	STANDARD DEVIATION
Family Business Exposure	3.41	1.12
Entrepreneurship Education	3.82	0.94
Entrepreneurship Training	3.65	1.03
Awareness of Government Schemes	3.38	1.10
Access to Funding	3.24	1.15
Family Support	3.89	0.92
Fear of Failure	3.16	1.14
Practical Knowledge	3.74	0.98
Financial Support	4.01	0.89
Family Pressure	3.22	1.08
Mentorship and Guidance	3.69	0.96
Entrepreneurial Initiative	3.84	0.91

INTERPRETATION

The descriptive statistics indicate the average perception of respondents regarding the factors affecting entrepreneurial initiatives among youths in Dakshina Kannada. The mean values range from 3.16 to 4.01, indicating a moderate to high level of agreement among respondents. Among all variables, Financial Support Mean = 4.0 recorded the highest mean score, indicating that respondents strongly believe financial assistance plays a major role in encouraging entrepreneurial initiatives. Similarly, Family Support Mean = 3.89 and Entrepreneurial Initiative Mean = 3.84 also recorded relatively high mean values. On the other hand, Fear of Failure Mean = 3.16 and Access to Funding Mean = 3.24 showed comparatively lower mean scores, indicating that these factors act as barriers to entrepreneurial initiatives among youths. The standard deviation values range from 0.89 to 1.15, suggesting a moderate level of variation in the responses. Overall, the respondents exhibit a positive attitude towards entrepreneurial initiatives, while financial and family-related factors appear to be the most influential.

PEARSON CORRELATION ANALYSIS

The Pearson correlation analysis was conducted to determine the relationship between various factors and entrepreneurial initiatives among youths in Dakshina Kannada.

VARIABLES	CORRELATION COEFFICIENT (R)	P-VALUE	RESULT
Family Business Exposure	0.259	0.027	Significant
Entrepreneurship Education	0.016	0.895	Not Significant
Entrepreneurship Training	0.132	0.267	Not Significant
Awareness of Government Schemes	0.155	0.192	Not Significant
Access to Funding	0.101	0.396	Not Significant
Family Support	0.111	0.351	Not Significant
Fear of Failure	0.322	0.005	Significant
Practical Knowledge	0.229	0.052	Nearly Significant
Financial Support	0.488	0.000	Highly Significant
Family Pressure	0.365	0.002	Significant
Mentorship and Guidance	0.370	0.002	Significant

INTERPRETATION

The Pearson correlation analysis was conducted to examine the relationship between various factors and entrepreneurial initiatives among youths in Dakshina Kannada. The results reveal that financial support ($r = 0.488, p < 0.001$) has the strongest positive relationship with entrepreneurial initiatives, indicating that adequate financial assistance significantly motivates youths to engage in entrepreneurial activities. Similarly, mentorship and guidance ($r = 0.370, p = 0.002$) and family pressure ($r = 0.365, p = 0.002$) exhibit a significant positive relationship with entrepreneurial initiatives. The analysis also indicates that fear of failure ($r = 0.322, p = 0.005$) and family business exposure ($r = 0.259, p = 0.027$) have statistically significant relationships with entrepreneurial initiatives. However, variables such as entrepreneurship education, entrepreneurship training, government scheme awareness, access to funding, and family support do not show statistically significant relationships with entrepreneurial initiatives, as their p-values are greater than 0.05. Overall, the findings suggest that financial support, mentorship, family environment, and psychological factors play an important role in influencing entrepreneurial initiatives among youths.

HYPOTHESIS TESTING

HYPOTHESIS 1

H₀₁: There is no significant relationship between financial support and entrepreneurial initiative.

Particulars	Value
Correlation Coefficient (r)	0.488
p-value	0.000
Decision	Reject H ₀

INTERPRETATION

The obtained p-value of 0.000 is less than the significance level of 0.05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that there is a statistically significant positive relationship between financial support and entrepreneurial initiative among youths. Adequate financial support encourages young individuals to engage in entrepreneurial activities.

HYPOTHESIS 2

H₀₂: There is no significant relationship between mentorship and entrepreneurial initiative.

Particulars	Value
Correlation Coefficient (r)	0.370
p-value	0.002
Decision	Reject H ₀

INTERPRETATION

Since the p-value of 0.002 is less than 0.05, the null hypothesis is rejected. The findings indicate that mentorship and guidance have a significant positive influence on entrepreneurial initiatives. Proper guidance and mentoring help youths develop entrepreneurial skills and confidence.

HYPOTHESIS 3

H₀₃: There is no significant relationship between fear of failure and entrepreneurial initiative.

Particulars	Value
Correlation Coefficient (r)	0.322
p-value	0.005
Decision	Reject H ₀

INTERPRETATION

The p-value of 0.005 is lower than the significance level of 0.05. Therefore, the null hypothesis is rejected. The results indicate that fear of failure significantly influences entrepreneurial initiatives among youths. Psychological barriers and fear of business failure affect entrepreneurial decisions.

HYPOTHESIS 4

H₀₄: There is no significant relationship between family business exposure and entrepreneurial initiative.

Particulars	Value
Correlation Coefficient (r)	0.259
p-value	0.027
Decision	Reject H ₀

INTERPRETATION

Since the p-value of 0.027 is less than 0.05, the null hypothesis is rejected. This indicates that family business exposure significantly influences entrepreneurial initiatives among youths. Exposure to family businesses helps individuals gain entrepreneurial knowledge and experience.

FINDINGS OF THE STUDY

1. The reliability analysis produced a Cronbach's Alpha value of 0.829, indicating that the questionnaire possesses good internal consistency and reliability.
2. The majority of respondents showed a positive attitude toward entrepreneurial initiatives.
3. Financial support recorded the highest mean value, indicating that financial assistance is considered the most important factor influencing entrepreneurial initiatives among youths.
4. Family support and entrepreneurial intention also showed relatively high mean scores among respondents.

5. The correlation analysis revealed that financial support has the strongest positive relationship with entrepreneurial initiatives.
6. Mentorship and guidance were found to have a significant positive influence on entrepreneurial initiatives.
7. Fear of failure significantly affects entrepreneurial initiatives and acts as an important psychological factor.
8. Family business exposure positively influences entrepreneurial initiatives among youths.
9. Family pressure was found to have a statistically significant relationship with entrepreneurial initiatives.
10. Entrepreneurship education, entrepreneurship training, awareness of government schemes, access to funding, and family support did not show statistically significant relationships with entrepreneurial initiatives.
11. The hypothesis testing results indicate that financial support, mentorship, fear of failure, and family business exposure significantly influence entrepreneurial initiatives among youths in Dakshina Kannada.
12. The study concludes that financial, psychological, and family-related factors play a crucial role in encouraging entrepreneurial activities among youths.

SUGGESTIONS

1. Financial institutions and government agencies should provide easier access to startup financing and loan facilities for young entrepreneurs.
2. Entrepreneurship development programs should be conducted regularly to improve entrepreneurial skills and confidence among youths.
3. Educational institutions should strengthen practical entrepreneurship training and skill-based learning.
4. Mentorship programs involving successful entrepreneurs should be introduced to guide aspiring entrepreneurs.
5. Awareness programs regarding government schemes and startup incentives should be organized frequently.
6. Counseling and motivational programs can help reduce the fear of failure among young entrepreneurs.
7. Families should encourage entrepreneurial aspirations and provide emotional and financial support to young individuals.
8. Business incubation centers and startup support cells should be established to assist young entrepreneurs during the initial stages of business development.
9. Collaboration between educational institutions, industries, and government agencies can create a supportive entrepreneurial ecosystem.
10. Policies aimed at reducing financial barriers and increasing entrepreneurial opportunities for youths should be strengthened.

CONCLUSION

Entrepreneurship plays a significant role in economic development, employment generation, and innovation. The present study entitled "A Study on Factors Affecting Entrepreneurial Initiatives among Youths in Dakshina Kannada" was undertaken to identify the various factors influencing entrepreneurial intentions among young individuals.

The study revealed that several factors influence entrepreneurial initiatives among youths. Financial support emerged as the most significant factor affecting entrepreneurial intentions, followed by mentorship and guidance, family business exposure, and fear of failure. These factors significantly contribute to the willingness of youths to engage in entrepreneurial activities. The findings indicate that adequate financial assistance, proper guidance, and exposure to entrepreneurial environments positively encourage entrepreneurial initiatives. At the same time, psychological barriers such as fear of failure may hinder entrepreneurial decisions. The study also highlights the importance of creating a supportive ecosystem involving educational institutions, government agencies, financial institutions, and families to encourage entrepreneurship among youths.

Overall, the study concludes that strengthening financial support mechanisms, improving mentorship opportunities, and reducing psychological barriers can significantly enhance entrepreneurial initiatives among youths in Dakshina Kannada. The findings of this study may be useful for policymakers, educators, and aspiring entrepreneurs in promoting youth entrepreneurship and economic development

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