International Journal of Innovation Studies 6 (2022) 119–127

Contents lists available at ScienceDirect

International Journal of Innovation Studies

journal homepage: http://www.keaipublishing.com/en/journals/international-journal-of-innovation-studies

Influence of self-perceived creativity and social media use in predicting E-entrepreneurial intention

Fadi Abdelfattah [a], Hussam Al Halbusi [b,*], Raya Masoud Al-Brwani [a]

[a] Department of Management, College of Business Administration (COBA) A'Sharqiyah University, Ibra, Oman
[b] Management Department, Ahmed Bin Mohammed Military College (ABMMC), P.O. Box: 22988, Doha, Qatar

ARTICLE INFO

Article history:
Received 31 October 2021
Received in revised form 30 March 2022
Accepted 12 April 2022
Available online 23 April 2022

Keywords:
Self-perceived creativity
Social media use
e-entrepreneurship intention
e-business

ABSTRACT

Entrepreneurship has gained widespread attention in the 21st century. This study aims to examine the direct effect of self-perceived creativity on e-entrepreneurship intention and the moderating effect of social media use on the relationship between self-perceived creativity and e-entrepreneurship intention. Data were gathered from 248 Omani entrepreneurs. The findings revealed that the direct effect of self-perceived creativity and social media use significantly influences e-entrepreneurship intention. Notably, the positive impact of self-perceived creativity on e-entrepreneurship intention was moderated by social media use. This study concluded that self-perceived creativity is a crucial factor at the start of the entrepreneurial process, as it contributes to designing new products and services. In addition, this study introduced social media use as a boundary condition on the relationship between self-perceived creativity and e-entrepreneurial intention. Therefore, this study differs from other studies, as it examines whether social media improves opportunities for entrepreneurs and works for discovering and generating opportunities.

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1. Introduction

Entrepreneurship is an important term for investigating entrepreneurial occurrences, as it is commonly recognized as the focal predecessor of entrepreneurial behavior (Abbasianchavari and Moritz, 2021; Fattah et al., 2022). Therefore, the most investigated issues are the entrepreneurial intention process and its impact on venture formation and economic growth (Youssef et al., 2021). Several scholars have described entrepreneurship as creating value, evaluating business prospects, and producing innovative products and services (Newman et al., 2019; Tonday and Tigga, 2019; Hang and Chen, 2021). Both become independent business founders and entrepreneurs, as career options for individuals become increasingly unclear (García-Rodríguez et al., 2020; Zhao et al., 2021), and participating in intrapreneurship in progressive organizations (Antoncic and Hisrich, 2001; Ip et al., 2018) are relevant in today's working world.

Although there is a significant relationship between entrepreneurial start-ups and employment development, successful policies provide job opportunities (Hassan et al., 2020). Meanwhile, employment wages help organizations continuously expand while predicting social, technological, and economic shifts (Jemala, 2021). A successful entrepreneur may also transfer to another organization despite risks and uncertainties (Asongu and Nwachukwu, 2018; Newman et al., 2019). In previous

* Corresponding author.
E-mail address: Hussam.mba@gmail.com (H. Al Halbusi).

https://doi.org/10.1016/j.ijis.2022.04.003
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studies, entrepreneurial intention differs from actual entrepreneurship; in entrepreneurial intention, the intention is individual, that is, one has the intention to start a business, whereas in actual entrepreneurship, one has already initiated the business (Bae et al., 2014; Bengtsson and Edquist, 2022).

Published studies have assessed the relationship between entrepreneurial intention and risk-taking, social variables, financial considerations, and personal gain (Hoong et al., 2019). Previous studies have examined entrepreneurial intention which includes financial, social, and developmental risks for monetary and personal benefit (Alzamel et al., 2019; Schmutzler et al., 2019). The concept of e-entrepreneurship, which is regarded as a sub-domain of entrepreneurship based on data networking and electronic platforms, has recently gained much attention (Farooq et al., 2018; Lai and To, 2020). Therefore, e-entrepreneurship implies creating new business activities based on Internet-driven resources to sell a product or serve others online through information communication channels (Islam and Alghobiri, 2018; Shinnar et al., 2018; Tehseen et al., 2021). E-entrepreneurship differs from traditional entrepreneurial activities because it increases communication, fastens operations, and effectively manages the business environment. Furthermore, e-entrepreneurship is an Internet-based application that relies on the use of information technology to manage business activities; it relies heavily on digital platforms, including e-mail, social media channels, specific fora, online business developments, e-commerce websites, and other similar information technology-driven business ventures (Farooq et al., 2018; Hammood et al., 2020; Yang et al., 2015). Traditional entrepreneurship manages stakeholder relationships and increases the sustainability of the business environment, whereas e-entrepreneurship relies on the development of corporate relationships with a minor (Al Halbusi et al., 2020), if any, face-to-face interactions among involved stakeholders, as most of its operations are within the realm of the net economy (Batool et al., 2015; Lai and To, 2020).

Despite the significance of the e-entrepreneurship, where some individuals face difficulties finding a job, online entrepreneurship offers reasonable opportunities for starting a business from home. Therefore, there is a lack of studies in this regard (Batool et al., 2015; Farooq et al., 2018); however, in this study, we investigate factors that may influence e-entrepreneurship in an emerging context such as Oman. Remarkably, this study focuses on the direct impact of self-perceived creativity on e-entrepreneurship. Self-perceived creativity refers to an individual's capabilities and skills to develop new and valuable ideas; therefore, it includes an individual's creative capacity, skills, and abilities., which are essential in e-entrepreneurship, as entrepreneurs are described as creative people, and creativity is deemed the main characteristic of entrepreneurship (Edwards-Schachter et al., 2015; Laguía et al., 2019). More importantly, this study contributes to the literature by investigating the direct effect of social media use on e-entrepreneurial intention.

Meanwhile, this study also examines the moderating role of social media use on the relationship between self-perceived creativity and entrepreneurial intention. In this era, social media (e.g., Facebook, Twitter, YouTube, Instagram, and LinkedIn) has changed the way people interact and carry on with their everyday lives. Nevertheless, with the Internet becoming a necessity in every home or office, most people spend most of their time on social media sites. Therefore, social networking has created changes in communicating with one another (websites and customers); thus, it alters what it means to start a business (Muninger et al., 2019; Newman et al., 2019; Al Halbusi et al., 2021; Alnoor et al., 2022). Therefore, young entrepreneurs should consider social media a golden opportunity to start a new business, as it does not require a financial budget, staff, and permission from anyone. E-entrepreneurship solves a massive problem for many young entrepreneurs, as there are no or fewer financial, social, and developmental risks for monetary and personal gain (Schmutzler et al., 2019; Olanrewaju et al., 2020). Furthermore, this study contributes to the findings of the literature that supports and helps generalize this relationship in other countries and in different contexts.

2. Theoretical foundation and hypotheses development

A study about “behavior and behavioral interventions” based on the theory of planned behavior (TPB) (Ajzen, 1991) was designed to understand behavioral changes influenced by several factors, such as norms, attitudes, and behavioral perspectives. Different factors directly influence behavioral patterns, provided that individuals have sufficient control under proper conditions (Ajzen, 1971, 1991). Initially, TPB includes individuals' deliberate intentions to behave and act. However, its explanation does not qualify in the theory of reasoned actions (TRA), which is a significant behavioral theory in social psychology (Ajzen and Fishbein, 1975). Therefore, TPB is an extension of TRA (Madden et al., 1992) that has been used to understand the specific intention, behavior, and the role of attitude toward the subjective norms and the specific behavior. Attitude is defined as an individual's perception (positive or negative) of a task and is determined by the assumption of consequences following that task. Subjective norms are defined as the assumption of the others' perceptions about the behavior in question (Madden et al., 1992). Particularly, entrepreneurial conditions and characteristics are required for independence, that is, being able to perceive one's self as an entrepreneur, having important others as models and have started businesses, and coming from an ethnic group that has traditionally been associated with entrepreneurial success. In addition, it implies having the necessary resources, such as labor, materials, and facilities (Shapero, 1975; Shapero and Sokol, 1982). Thus, these perspectives are applied in the research model in this study.

2.1. Entrepreneurial self-perceived creativity and e-entrepreneurial intention

According to existing theories and studies, encouragement for creativity can only have the anticipated “repair” effect on threat perception when resources are plentiful (Amabile et al., 1996). This is because employees’ work environments vary, and

several aspects should be associated to provide constant settings that encourage creativity (Shalley et al., 2004; Cnossen et al., 2019; Tehseen et al., 2020). In this study, when individuals articulate significant support for creativity while denying personal access to information, employees who initially perceive a merger as a threat will not regain their sense of control because when their entities declare support for creativity, they will be unable to yield and generate new strategies without adequate resources. Consequently, they swiftly learn that a shortage of resources has tied their hands and that they do not, after all, have control over their environment and fate (Zhou et al., 2008).

Self-perceived creativity is a crucial precursor to e-entrepreneurial intention. Therefore, self-perceived creativity is defined as "the individual's creative ability, talents, and capacities" (Hinton, 1970, p. 211). Entrepreneurs' traits necessitate components of creativity and invention to manage a successful business, and creativity is the most crucial feature of entrepreneurship (Laguía et al., 2019). Thus, self-perceived creativity is relevant for considering entrepreneurship as a career option. High self-perceived creativity shapes individuals' ideas of promising entrepreneurs and renders entrepreneurship an attractive and feasible option.

In contrast, a low level of self-creativity and entrepreneurship negatively impacts an individual to choose entrepreneurship as a career option. When individuals evaluate themselves as less creative, they may exclude entrepreneurship as a viable career option because of their perceptions of a lack of fit between their characteristics and entrepreneurial profile (Rodrigues et al., 2019; Smith et al., 2016). Hence, self-perceived creativity and belief in one's ability have a vital role in increasing entrepreneurial intention. Furthermore, the preliminary empirical evidence indicated that when individuals believe that they are more creative, their intentions to become entrepreneurs are higher. More precisely, various studies state that creativity significantly influences individuals' interest in and motivation for starting their own business. Many scholars argued the direct relationship between innovation, risks, and entrepreneurial intention (Bellò et al., 2018; Kumar and Shukla, 2019; Laguía et al., 2019; Naveed et al., 2022). Thus, this study proposed the following:

H1. Entrepreneurial self-perceived creativity has a positive effect on e-entrepreneurial intention.

2.2. Direct and interactive role of social media use

By communicating with external users on social media, businesses may share, uncover, and generate new ideas (Freixanet et al., 2021). In addition, they assist firms in using and applying internal knowledge, such as communicating and promoting their products domestically and internationally. As a result, social media use is defined as the ability to use social media to experiment with and discover new ideas (knowledge development) and execute and employ those new ideas (knowledge exploitation) (Zhang and Zhu, 2022). Thus, customers and suppliers can exchange information about their existing service and product experiences using online social media. However, social media aids in the establishment of online communication with suppliers and the development and transfer of information among employees (Freixanet et al., 2021; Uzir et al., 2021). As a result, entrepreneurs use collaborative digital technologies with consumers, suppliers, and/or staff to discover new industry knowledge and utilize business insights (Bhimani et al., 2019; Muninger et al., 2019).

Advanced social media has changed the market and created new business growth technology, and social network services have changed the market trends and created new information (Kwon and Wen, 2010). However, social media is a widely described term, and many have tried to define it. Generally, social media is an evolving field that includes a new layer of information (Tran and Von Korflesch, 2016). Thus, social media can be defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content" (Kaplan and Haenlein, 2010, p. 61). Therefore, social media affects society and changes the way customers engage in creating the new business market, which is a revolution that has been devotedly comprised by society, and there is evidence that it bypasses and has fully reached mainstream new marketing (Lou and Yuan, 2019; Jacobson et al., 2020). However, new social media platforms provide new functions, such as searching, analyzing, and technologies associated with social media offering services, such as search functions, analytics, and social networking (Chen, 2019). Social media improves customer relationships and popular marketing tools. These services, described in social media, revolutionized social contacts in everyday life and became increasingly popular as a marketing tool for the establishment and management of customer relationships. For example, it offers marketing principles to influence customer behavior, create brand awareness, and target a specific group of people or a specific target of audience based on voluntary acceptance and possibilities for addressing social issues (Surugiu and Surugiu, 2015; Shareef et al., 2019).

New influencers can be identified on social media to help companies focus more on customer relationship management and communication effectively (Uzir et al., 2020; Martín-Rojas et al., 2020). Thus, social media becomes an interactive method between producers and customers through communicating information, creating value, passing the knowledge, and demonstrating ethics related to products and services; therefore, this means that producers use social media to communicate information, knowledge, values, and ethics related to services or products to entice customers to interact (Drummond et al., 2018; Gavino et al., 2019). Thus, social media use is the most effective tool for combining, comparing, and evaluating information for entrepreneurial opportunities. Therefore, young start-ups and entrepreneurs who begin their businesses with limited knowledge and resources are heavily influenced by social media, social media trends, and opportunities (Park et al., 2017; Chen and Lin, 2019). Therefore, the hypotheses are as follows (Fig. 1):

H2. Social media use has a positive effect on e-entrepreneurial intention.

H3. Social media use moderates the relationship between entrepreneurial self-perceived creativity and e-entrepreneurial intention. The higher the social media use, the stronger the relationship.

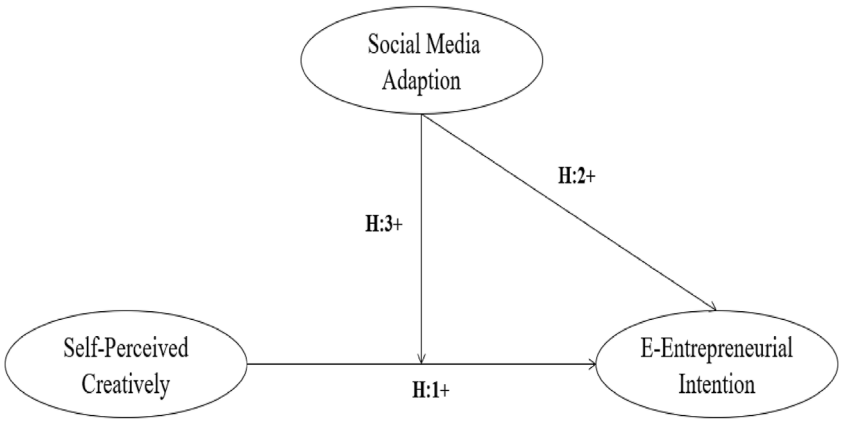


Fig. 1. Research framework.

3. Method

3.1. Sample and process

The quantitative method employed a random sampling technique. To find empirical evidence for hypotheses derived from the literature, this study included students from various Omani universities. Thus, the sample population consisted of 248 young Omani entrepreneurs. They were asked to assess an online Google Forum survey via their student e-mail address to evaluate their characteristics and career goals. Thus, this study is limited to Omani students as young entrepreneurs. Moreover, the survey has a brief cover letter that explains its intent and guarantees the confidentiality of the respondents' answers.

3.2. Measurement of variables

The survey items were translated into Arabic using Brislin's back-translation technique to verify their semantic equivalence with the English versions (Brislin, 1986). Entrepreneurial self-perceived creativity was measured using six items from DiLiello and Houghton (2008), which focused on creative potential, as our study focused on the intention phase. Similarly, social media used five items that were slightly modified and adopted from Park et al. (2017). For e-entrepreneurial, intention denotes a person's desire to generate an e-business; thus, we measured it using five items adapted from Lai and To (2020). Several steps were considered to reduce the possibility of common method bias, as self-reported data were obtained from the same source (Podsakoff et al., 2012; Afthanorhan et al., 2021). Potential respondents were given descriptions of all variables and precise directions on how to complete the valuations to reduce ambiguity. Furthermore, they were informed of the nature of study and the protection of their identities. All measures relied on a five-point Likert response scale (1 = strongly disagree; 5 = strongly agree).

4. Data analyses and results

4.1. Assessment of measurement model

A methodologist recently proposed a structural equation modeling (SEM) analysis for an efficient and reliable statistical process (Hair et al., 2017). Therefore, SEM using the partial least square (PLS) was employed using SmartPLS 3.2.8 (Ringle and Sarstedt, 2016). Because this method is powerful, the robust statistical procedure does not require strict assumptions on the distribution of variables and is appropriate for complex causal analyses with first and second-order constructs (Hair et al., 2017). To test the statistical significance of the path coefficients, PLS analysis used 5000 subsamples to generate bootstrap *t*-statistics, with $n - 1$ degree of freedom (where n is the number of subsamples).

To achieve the measurement model, items that measure reliability, convergent validity, and discriminant validity of the construct level should follow particular requirements. Table 1 shows the outcomes of the item consistency. There are no significant issues; most of the products go above and beyond what is suggested at the 0.5 level (Hair et al., 2017). To evaluate the internal consistency of constructs, we used Cronbach's alpha and composite reliability (CR); they ranged from 0.745 to 0.811 and 0.884–0.915, respectively, which is higher than the 0.70 cut-offs (Hair et al., 2017). For convergent validity, the

Table 1
Measurement model, item loadings, construct reliability, and convergent validity.

Constructs	Items	Items Descriptions	Loading (>0.5)	CA (>0.7)	CR (>0.7)	AVE (>0.5)
Entrepreneurial Self-Perceived Creativity	ESC1	I feel that I am good at generating novel ideas.	0.715	0.745	0.910	0.672
	ESC2	I have confidence in my ability to solve problems creatively.	0.761			
	ESC3	I have a knack for further developing the ideas of others.	0.851			
	ESC4	I am good at finding creative ways to solve problems.	0.791			
	ESC5	I have the talent and skills to do well in my work.	0.814			
	ESC6	I feel comfortable trying out new ideas.	0.788			
Social Media Use	SMU1	I may consider social media an excellent opportunity to start my business to obtain work-related information and knowledge.	0.782	0.798	0.884	0.791
	SMU2	In my future business, I will use social media to maintain and strengthen communication with colleagues in my work.	0.763			
	SMU3	I may gain lots of knowledge from contact/customers in social network systems.	0.804			
	SMU4	I will use social media as a helping platform to contact customers.	0.777			
	SMU5	I will increase lots of knowledge contacts/customers in social network systems to improve my business.	0.787			
E-Entrepreneurial Intention	E-EI1	I plan to start an e-business in the future.	0.798	0.811	0.915	0.714
	E-EI2	I am determined to create my e-business, even though I will encounter difficulties.	0.805			
	E-EI3	I intend to start an e-business in the next five years.	0.811			
	E-EI4	I have very seriously thought about starting an e-business.	0.894			
	E-EI5	I am ready to do anything to be an e-entrepreneur.	0.775			

Notes: CA= Cronbach's alpha, CR = composite reliability, AVE = average variance extracted.

average variance extracted (AVE) for the constructs ranged from 0.672 to 0.791, which is higher than the 0.5 threshold; therefore, this was successfully achieved (Hair et al., 2017) (see Table 1). We found no issues with discriminant validity; the AVE for all variables was higher than the variance common in each construct with other latent variables (Table 2) (Fornell and Larcker, 1981; Hair et al., 2017). The heterotrait-monotrait (HTMT) ratio of associations is founded on a multitrait-multimethod matrix, which is an accurate process (Henseler et al., 2016). Table 2 shows that the HTMT standards are below 0.90, which approves the discriminant validity of each pair of variables. All HTMT values differ significantly from 1, and the 95% confidence interval (CI) does not include 1 (Henseler et al., 2016), which approves the discriminant validity of each pair of variables.

4.2. Structural model assessment

Table 3 shows the results for H1 to H3. Hypothesis testing shows the primary direct effect (H1): entrepreneurial self-perceived creativity is positively related to e-entrepreneurial intention ($\beta = 0.108$, $t = 2.185$, and $p < 0.002$). Similarly, the second direct effect (H2) of the association between social media use and the e-entrepreneurial intention was positively significant ($\beta = 0.151$, $t = 3.209$, and $p < 0.001$). The moderation test was the key contributor to determining whether social media use moderates the association between the independent (i.e., entrepreneurial self-perceived creativity) and dependent variables (i.e., e-entrepreneurial intention). Thus, the moderation analysis results revealed a positive interaction per standards ($\beta = 0.228$, $t = 3.452$, and $p < 0.000$). Therefore, H3 is supported. Table 3 shows all the outcomes. Generally, the interaction of the moderation analysis is not entirely clear as to how it differs from high to low interaction. In other words, the size of the precise nature of this effect is difficult to define from the examination of the coefficient (Dawson, 2014). Thus, we devised an interaction plot of self-perceived creativity and social media use on e-entrepreneurship, which indicated that the relationship between self-perceived creativity and e-entrepreneurship is stronger when social media use is higher (see Fig. 2).

Finally, we considered the R^2 and Q^2 as essential perspectives, as recently recommended by Hair et al. (2017). Thus, R^2 values were 0.403 for e-entrepreneurial intention, and Q^2 values were larger than 0; therefore, the research model successfully predicted e-entrepreneurial intention ($Q^2 = 0.288$), which suggests a moderate to substantial effect (Hair et al., 2017).

Table 2
Descriptive statistics, correlation matrix, and discriminant validity of constructs.

Constructs	Mean	Standard Deviation	1	2	3
1. Entrepreneurial Self-Perceived Creativity	4.088	0.551	**0.542**	0.697 [0.662; 0.729]	0.704 [0.664; 0.745]
2. Social Media Use	3.878	0.406	0.553	**0.409**	0.951 [0.928; 0.967]
3. E-Entrepreneurial Intention	3.861	0.407	0.568	0.776	**0.419**

Notes: Bold values on the diagonal are the square roots of the AVE, shared between the constructs and their respective measures. Off-diagonal elements below the diagonal are correlations among the constructs. Off-diagonal elements above the diagonal are the HTMT ratios of correlations and their respective confidence intervals at 95%.

Table 3
Structural path analysis: Hypotheses for testing direct effect.

Paths	Direct Effect	SB	SE	*t*-value	*p*-value	Bias and Corrected Bootstrap		Decision
						LL 95% CI	UL 95% CI	
H1	ES-PC→E-EI	0.108	0.049	2.19	0.002	0.015	0.203	Supported
H2	SMU→E-EI	0.151	0.047	3.21	0.001	0.057	0.232	Supported
Hypotheses for testing interaction effect								
H3	S-PC × SMU→E-EI	0.228	0.066	3.45	0.000	0.114	0.333	Supported

Notes: ES-PC→E-EI, self-perceived creativity→e-entrepreneurial intention; SMU→E-EI, social media use →e-entrepreneurial intention; S-PC × SMU × E-EI, self-perceived creativity × social media use→e-entrepreneurial intention.

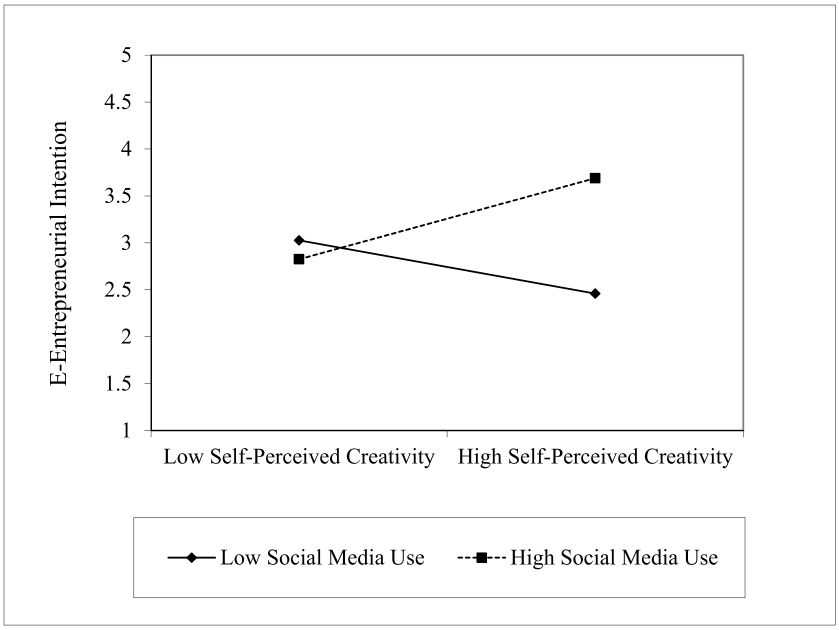


Fig. 2. Interaction plot of self-perceived creativity and social media use on e-entrepreneurship.

5. Discussion and implications

Generally, this study explores the significant relationship between entrepreneurial self-perceived creativity and social media use toward the e-entrepreneurial intention. More importantly, this study further examines the contingent role of social media on the relationship between entrepreneurial self-perceived creativity and e-entrepreneurial intention among Omani undergraduate students. Thus, this study has significant implications.

First, this study established the relationship between self-perceived creativity and e-entrepreneurial intention. Nevertheless, the results revealed that self-perceived creativity critically influences e-entrepreneurial intention. In this regard, creativity, which pertains to advancing new and valuable notions, is strictly associated with innovation and is generally studied at the individual level (Zampetakis, 2008; Zhu and Zhao, 2021). Furthermore, the interaction between an individual and their environment yields creativity. Thus, an individual's intrinsic motivation, personality, knowledge, cognitive style, and social background play essential roles in cultivating self-perceived creativity (Ghazali et al., 2022; Laguía et al., 2019). Therefore, self-perceived creativity has become a central theme in studies on the entrepreneurial process. Such new ideas exemplify the nature of creativity and lead to new entrepreneurial ventures (Al Halbusi et al., 2021). Therefore, this study concluded that self-perceived creativity is a crucial factor at the start of the entrepreneurial process, as it contributes to the design of new products and services.

Second, as previously stated, this study introduced social media use as a natural boundary condition on the association between entrepreneurial self-perceived creativity and e-entrepreneurial intention. Thus, this study differs from previous studies in various facets. It explored whether digital networks might improve business opportunities and whether they could be used to find and create new ones. Nonetheless, this study revealed that social media advancements in action depend on users' expectations and enthusiasm for its use. According to our findings, the more individuals use social media, the greater

the impact on potential discovery and development (e-entrepreneurial intention). While implementing online business can be less risky, social media allows entrepreneurs to implement e-business differently from traditional entrepreneurship, which requires finance, offices, and staff (Lai and To, 2020; Cartwright et al., 2021). In addition, social media use helps entrepreneurs obtain information generated in social networks and has a further substantial influence on initiating recognition and business creation. The use of social networking sites by entrepreneurs aids their strong technical skills that contribute to the formation of e-businesses. Social networks may support connection and decision-making. In addition, social media use can reshape prior planning and business models built upon the entrepreneur's own experience and knowledge (Park et al., 2017; Dwivedi et al., 2021). Individuals use social networking sites to obtain knowledge that will assist them in finding great possibilities and enterprises. Entrepreneurs should use social media sites as a method for their entrepreneurial prospects and make choices for introducing new business when they find opportunities relevant to pursuing businesses (Vaghely and Julien, 2010; Nascimento and Da Silveira, 2017).

Regarding practical implications, generally, e-entrepreneurship and policy impact Omani young start-up e-businesses. These factors influence (a) self-perceived creative control in light of e-businesses and (b) social media. Nevertheless, the findings of the study showed that self-perceived creativity and social media use influence e-entrepreneurial intention. Thus, with sufficient inspiration, social acceptance, and the convenience of starting an e-business in Oman, e-entrepreneurship is probably a widespread phenomenon in young adults. E-commerce is the current trend; e-entrepreneurship or building a brand in the online environment has become typical among the youth (Fattah et al., 2021). The idea is to create and develop rather than adopt and integrate a pre-existing corporate culture. With the right approach, Internet trade is vast, diverse, and infinite in terms of demand. The blue oceans for young Omani entrepreneurs are found online, where e-business is both the present and the future, particularly for youth who have moved beyond the idea of working for someone else.

6. Limitations and future studies

This study has several limitations. Our study found that social media use has a significant impact on entrepreneurial intention, which is in line with previous studies. Businesses that used social media to sell themselves benefited three times more than other businesses. However, the protection and security of users and the privacy and data on social networking sites of digital owners are crucial. Nevertheless, businesses that use social media platforms for marketing have increased their revenues. The following are suggested in this study: Working on building artificial intelligence mechanisms in social media networks is recommended. More studies on the role of artificial intelligence in boosting the revenue generated by social media platforms and in lowering the costs for generating and operating social media should be conducted. Furthermore, experiments and data should be required for the use of artificial intelligence and its impact on users and marketers on social media. The importance of social media on the commitment of businesses to use artificial intelligence tools to protect user privacy should also be considered.

In addition, another limitation is the nature of the cross-sectional data, which makes conclusive assumptions on causality difficult. However, experimental and longitudinal analyses are suggested, as they may provide a clearer understanding of the proposed relationship (Podsakoff et al., 2012). Moreover, the study sample was limited to undergraduate students with interest in entrepreneurship. Future studies may include undergraduate and postgraduate students for more diverse perspectives. Finally, this study only included participants who attended private colleges; thus, future studies should focus more on public universities because data obtained from various sectors may be more representative of the overall population than those obtained from regional institutions (Randall and Fernandes, 1991).

Ethical approval

All procedures in this study involving human participants followed the ethical standards of the institutional and/or national research committee in accordance with the 1964 Helsinki Declaration and its later amendments or comparable ethical standards.

Informed consent

Informed consent was obtained from all participants in the study.

Declaration of competing interest

The authors declare no conflict of interest.

Acknowledgments

The research leading to these results has received funding from the Ministry of Higher Education, Research and Innovation (MoHERI) of the Sultanate of Oman under the Block Funding Program with agreement no. MoHERI/BFP/ASU/01/2021.

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