

# Effectiveness of Entrepreneurial Ecosystem in Oman

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## Abstract:

Through this conceptual work the entrepreneurship ecosystem and its effectiveness in Oman is discussed vigorously. It emphasizes on the Entrepreneurial ecosystem which is consisted of participants who would like to start the business and have the tendency to tolerate risk, and have come up with new ideas primarily to reap revenue and profits from the market. The primary objective of the study is to measure the effectiveness of entrepreneurship ecosystem in Oman. Consequently, various elements like inclusion of government support, human capital, finance, markets and finally culture are considered as independent variables and the entrepreneurial outcome as the dependent variable. The results of the analysis show that entrepreneurship effectiveness has been highly achieved. Nevertheless among the five variables, only three have shown a significant influence. They are human capital, culture and finance to provide an effective entrepreneurial activity among entrepreneurs in Oman.

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## 1 Introduction

For the past years gulf countries have given high importance to oil and gas sector because of the simple reason that this has influenced a huge revenue for the nations who is associated with it. According to the world population review, a group of seven countries including Iraq, Bahrain, Kuwait, Saudi Arabia, Oman and Qatar along with UAE are named as gulf countries. Among the seven countries, the author has selected Oman since this country have had an intention to diversify the economy, to make a stronger private sector and then incorporated the policies to enrich the local people rather than diminishing expatriates workers who indulge themselves in all industries and for companies. Santosdiaz, (2018) this transformation

made because of more number of Omanis have registered their own business from 4300 in the year 2015 to 32,441 by the year 2018. Kothaneth, (2018). The gradual improvement has been made because they are getting continuous support from Oman government which will enrich GDP in near future. This influenced the government to promote entrepreneurship in Oman in the form of providing assistance to them via wadi accelerator and then Oman tech fund and so on. Entrepreneurship has played a significant role in influencing prosperity and the economic progression in every country. Entrepreneurs are the persons who create a huge number of prospects which assist them to avail the local resources and enrich themselves to be a talented persons to make a better environment to enlarge firm performance and they are having the

capacity to continue the business for a long period of time. However, entrepreneurial ecosystem comprised of people who had an idea or skill which will develop the young companies at an early stage with the help of people like investors and advisors who assist them to strengthen the ecosystem which ultimately increases the value of the firm. There are three members who played a huge role in this context which consisted of entrepreneurs and then investors and advisors. The primary goal of the ecosystem is to progress a self-sustaining network of talent and pool of resources that seek to resolve the issues which was influenced by the wider community. Hence, the study makes a probe on how entrepreneurship ecosystem has influenced the entrepreneurs in Oman

### 1.1. Objectives

The main objective of this paper is to measure the effectiveness of entrepreneurship ecosystem in Oman and the secondary objective is to identify the impact of elements on entrepreneurship ecosystem among entrepreneurs in Oman

### 1.2. Research questions

- What is entrepreneur ecosystem?
- What are all the elements associated it with entrepreneur ecosystem?
- How it influences the entrepreneurs in Oman?
- What is the effectiveness of entrepreneur ecosystem in Oman?

## 2. Literature Review

Entrepreneur ecosystem has been defined as a group of entrepreneurial attributes which includes of internal as well as external attributes, entrepreneurial organization followed by institutions and entrepreneur processes whether formally or informally associated the performance within the local entrepreneurial environment. (Mason & Brown, 2014)

In the recent days, entrepreneurial ecosystem has received a huge attention because there were many attributes which influenced the entrepreneurial ecosystem in Oman. The key goal for the study was to investigate how factors influenced initial funding of start-up in Oman. From the statistical tools regression, it was clear that start-up funding highly relied on funding type which has an impact on the funding in Oman. Further it was found that the best place for entrepreneur ecosystem to be Muscat in Oman whereas least start-up was Ibri. Finally the outcome revealed that there was a lesser effect on education and then institute and gender impact on initial funding of start-up in Oman. (Pandey, 2018)

Recent days more number of importance has given to entrepreneurship ecosystem which comprised of certain interdependent actors and factors which enable as well as threaten the entrepreneurship within a certain geographical area. However, emergence of population has loosely defined as well as evaluated in terms of framing entrepreneurial ecosystem which has been conducted at 12 regions of Netherlands which included nearly ten ecosystem elements primarily to evaluate the entrepreneurial outputs. Findings of the study stated that quality of the ecosystem highly relied on entrepreneurial outputs and hence these associations had an interdependence which emerged the prerequisite for especially system perspective. (Stam & Ven, 2018)

In Oman SME has progressed the economy which had an impact on Oman economy. There were various leading factor which created a prospects for the economy for up surging job prospects and to get other benefits for Omanis. There were various obstacles has been faced by entrepreneurs to progress SME in Oman and this can be overcome by government assistance which assist them to stimulate the Oman Market. Further the study has an intention of developed an ecosystem

which offer solution to such challenges. Consequently, this ecosystem has a positive impact on business progression as well as creating a fresh business and hence the outcome has attracted academics and policy makers. Finally the study concluded that Oman entrepreneurship success has depended on attributes like human capital and then government followed by support and then finance and technology. Oman policy makers should considered the above attributes and developed a strategy primarily to support entrepreneurship sector (Al-Abri, et al., 2018)

Entrepreneurial ecosystem has influenced the authors to identify how the creation of innovative products and services paved the way for them to enrich the wealth and to face international competitiveness in the global world. The primary intention of the author was to investigate the entrepreneurial ecosystems in terms of empirical research. Further the study found that creation of fresh policies can conducive to create a new products which enlarge the entrepreneurship in the global sector. (Meshram & Rawani, 2018)

(Ayele & Yoseph, 2014) has pointed out in the study that there were significant importance given to entrepreneurial ecosystem and hence this increased more to indulge in business activities. The present study focused on interactions as well as interrelations which took place at entrepreneurial ecosystem in New Zealand. This provided outcome that interdependence and then diversity along with organizational birth as well as death cycle influenced interactions as well as interrelations with ecosystem.,

(Mikkonen, 2015) has stated in the report that recently many universities introduced entrepreneurial activities in regular curriculum primarily stimulated the students to engage themselves in entrepreneurship. Hence, the study focused on to the extent Aalto University students has benefited with Entrepreneurship and innovation ecosystem introduced by them.

Consequently, the study assisted in knowing that the students were highly motivated with pull motivational attributes specifically improvement driven attributes which were presented in it. Finally it provided an outcome that learning along with personal progression, desire for independence stimulated the students whereas students based entrepreneurs were not earn higher revenue from those business and hence the results insisted the university to have a changes in opportunity development model to upsurge the entrepreneur revenue in the real world.

(Owoade, 2016) has stated in their study that entrepreneurial development lead to progress the nation's economy which do not created wealth but also job to be created for the people who belong to an appropriate region. The primary objective of the research was to measure the government framework has boosted the economy and to the extent developed entrepreneurial ecosystems. Consequently, six domains of entrepreneurial ecosystem has been considered to evaluate the research. From the investigation it spied out that many countries has a viewed entrepreneurship in a wrong way and hence this influenced economic growth of those nations. Further, set off entrepreneurship ecosystem through arrangement of funds for them, beef up other domains like government role, human capital can make the ecosystem to turn out the ecosystem in a more sustainable way. The study found that government focused on upsurge the ecosystem in adhered rigid way and hence progression has been severely affected. Finally it has been recommended to strengthen it by permitting private sector to drive the ecosystem.

(Dr.Anusha & Priya, 2018) has set forth in the study that start up ecosystem has been in India which has its progression to be around 7% which was because of several attributes in which entrepreneurship one among those attributes. This focused on to the extent entrepreneurship system has gained in comprehensive parts of

India. Hence the study spied out that start-ups cannot operated as a single system and hence it's necessary to have a supportive system to take care of them. Subsequently, this assisted to overcome the barriers associated with developing start-ups in India.

(Dr. Chandio, 2016) has stated in the study that number of startups were 3100 and will anticipate to reach 11,500 by the year 2020. In India, startups has been highly preferred because of the attributes associated with it. There has been revolution made in upsurge an entrepreneur ecosystem because central governments came up with several schemes to influence Indian entrepreneurs. Hence Startup movements was attained a huge success in India with a key goal of contributed to 15-20% global GDP. Consequently, startup India has motivated the entrepreneurs to succeed with international competitors. Finally, the study wined up with the fact that entrepreneurs can arranged their funds very cheap and at the same time very quick too, patent filling to be easy which influenced the economy progress of the country to a new extent.

(Kumar, 2013) has indicated in the study that entrepreneurship lead the industry to create jobs for people and progress entire America. The study was conducted at Europe, Asia and America primarily determined the prerequisites required to construct and assist the economies but also nurture innovation in it. Though there were many approaches, researcher picked out entrepreneurial ecosystem which consisted of voernment framework, venture capital indutry along with financial markets and then financial incentives and at last entrepreneurs. Based on secondary data information, it was identified that America was well advanced in entrpreneurship than Europe and Asia. Among three, Asia was progressed at entrepreneurial ecosystem but lagging situation has been constriants for entrepreneurs to succeed in the Continent.

(Khan, 2013) has carried out in the study that prospects to be available for Saudi Arabia to trigger entrepreneuruship progress which has created an impact on economic development of the country. The study pin pointed entrepreneurship progression ecosystem at Saudi Arabia. From the findings, it was spied out that ecosystem was incomplete and still at infancy stage. Consequently, prospects were available and at the same time entrepreneur have to face hindrances presented it. If hindrances can be overcome by them ,then entrepreneur can succeed in the Arabian market. Finally it was advisable to provide them freedom to conduct business at Arabia can trigger economic progress of the country.

(Furelinger, et al., 2015) has investigated that the German entrepreneurship ecosystem nature and its necessary to create a new framework to overcome the issues presented in it. It was identified from German system that it has a good system and has a precise agenda to promote it in the country. Further the study identified that German system need enhancements especially at education and policy framework which should be prepared to stimulate the others to participate in entrepreneurial activity at Germany.

(Dr. Hermanto & Dr.Suryanto, 2017) has stated in the study that entrepreneurs have a part in inducing economic progression of the country. Every country has extended their assistance to entrepreneurs primairly in creating an entrepreneurship ecosystem. Entrepreneurship ecosystem was a best one and hence the government should concentrate more on influencing the system. The study has been evaluated based on how others has done the study and the findings stated that Indonesian government has created a program without having a precise structure in it. Finally, the government should frame a strcuture which should optimise each and every components associated with entrepreneurship ecosystem.

(Yaribegi, et al., 2014) has pointed out in the study that western developed countries has given more importance entrepreneurship and the concept of entrepreneurship system has been emerged in the recent years. An entrepreneur started their business to succeed in it for a long period of time but at the same time, that should provide a revenue to them. Primarily organization growth predominantly relied on entrepreneurs. Hence, it was necessary to have a proper entrepreneurship ecosystem to influence entrepreneurial activity. Proper entrepreneur ecosystem should have an attributes like culture and then policy followed by financial resources, human capital and then market and support services which was presented in it.

(Zahra, 2011) has stated in the study that established entrepreneurial companies should come up with innovative ideas, developed a products by applying innovation in it can attract the customers do not only in national way but also in international way. Hence, entrepreneurs provided them innovative platform, utilized that platform to innovate a products for the market. Further, this had the capacity to control the ecosystem in a proper way. Finally the study found out that role of innovation system in entrepreneurs has placed an important role in influenced economic progression of the country.

(Valdez, 2014) has propped a framework which depicted the necessity for formaiton of a fresh business in a theoretical way. Further this explained in a precise form that requiremnet of ecosystem model which evaluated human behaviour which provided outcome that there was an inteaction among individual and their associatied environment. Consequently, model supported to identify the relationship among a fresh business and economic environment. The study spied out that economic environment attributes influenced entrepreneur decision and hence this paved the way to form a new business in the environemnt.

(Kline, et al., 2014)has stated in the study that recognised to the extent that elements supported entrepreneurial activities especially at North Carolina. Findings of the study depicted that there was an association among entrepreneurs who had a creative talent with ecosystem which influenced the progresion of providing them employment especially people who were at Rural countries at USA. Finally, the government supported them with attaaactive benefits to uplift such entrepreneurs at North Carolina.

(Bhagavatula, et al., 2017) has stated in the study that innovation and entrepreneurship has transformed the economics which was dissimilar from present economies to advanced economies in various ways. Investigating the theory on advanced economies found to be inappropriate. It was observed from the Global entrepreneurship survey that structure of entrepreneurial activities was different from advanced economies to transforming economies. Finally, it was found that entrepreneurship and innovation to be higher in advanced economies which assisted to be wealthier the entrepreneurs than transforming economies related entrepreneurs.

(Nadgrodkiewicz, 2013) has pointed out in the study that every country worked a hard to support entrepreneurship primarily not only gain competitiveness but also uplifted the economy. Hence, it was necessary to build ecosystem in a proper way to stimulate innovation among entrepreneurs. Further government support both in legal as well as institutional framework in a transparent which should give equal opportunity to all and address the efforts of entrepreneurs can influenced the economy in a greater way.

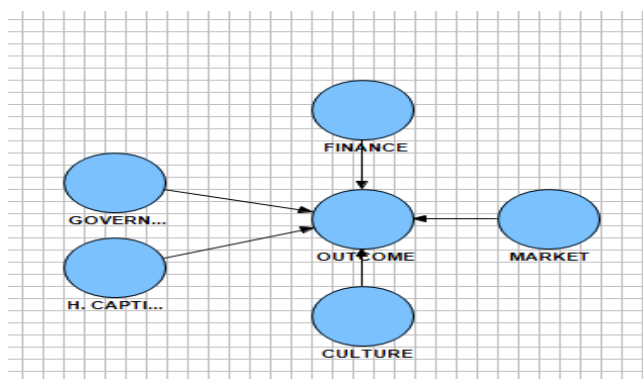
(Stam, 2014) has evaluated the study on entrepreneurship ecosystem of Netherlands. The country supported self-governing entrepreneurs which arouse the self-employment which accelerated the progression of innovative entrepreneurship. Consequently, this action

lowered unemployment rates but innovative companies has emerged which influenced higher amount of productivity from 1987 to 2013. Hence government has framed a policy to uplift the productivity of entrepreneurs' follower by influenced labour mobility, offered them financial assistance, stimulated the culture of entrepreneurs, provided them infrastructure to support them to not only enhance knowledge but also uplift Dutch Economy.

From the above studies, it spied out that authors had done research on entrepreneurship and innovative system and entrepreneurship ecosystem. Among those, the researcher picked out entrepreneurship ecosystem, investigate to the extent that domain have a part in entrepreneurial activities which support entrepreneurship at Oman. Hence the researcher look into five domains of entrepreneurship ecosystem and investigate the effectiveness in it to Oman Entrepreneurs.

## 2.1. Research framework

**Figure 1. Measurement model**



Source: Primary data

## 3. Research Methodology

Researcher has been carried out based on empirical evidence gathered using quantitative market research. (Pandey, 2018) has conducted the study based on survey method and hence this assisted the researcher to forward the survey with five domains of entrepreneur ecosystem. Presently, the study has been conducted among entrepreneurs who were at Oman. Population for the study to be food and

beverage entrepreneurs at Oman and the samples has been selected based on non-probability sampling in which stratified sampling applied. Stratified sampling considered entire SME entrepreneurs (Food and beverages, tourism, manufacturing. chemicals, rubber and plastics and so on) in which food and beverages has been taken into account. Subsequently, sample size has drawn from sample size calculator considering population as 2000, due to time limitations, a total of 250 samples were selected as a sample size of the study, with 150 participants engaged in the research. The questionnaires were handily disseminated to different regions in Oman like Muscat and then North Albatins, Aldakh illiyah followed by Dofar and other regions of Muscat. Roscoe (1974) suggested that the suitable sample size for most research with the range of larger than 30 and less than 500. The collected data were analysed using the Partial Least Squares (PLS) and SPSS software version 25. In the present research outcome measure has 5 items, government support 5 items, finance has 5 items, human capital has 5 items, and market has 5 items, finally 4 items measures culture. A 5-point Likert scale starting with “strongly disagree = 1, to “strongly agree = 5” was used to measures the variables. All measures used were assessed for discriminant and convergent validity as well as internal uniformity. The internal uniformity results indicate that the uniformity for each measure is highly achieved the recommended Cronbach alpha levels (Nunnally, 1978).

## 3.1. Hypothesis

- Government support has influenced entrepreneurial activity among entrepreneurs in Oman
- Finance has influenced entrepreneurial activity among entrepreneur in Oman
- Human capital has influenced entrepreneurial activity among entrepreneur in Oman
- Culture has influenced entrepreneurial activity among entrepreneur in Oman

- Markets have influenced entrepreneurial activity among the entrepreneurs in Oman

#### 4. Data analysis and interpretation

##### 4.1. Descriptive statistics

Demographic profile of food and beverage entrepreneurs have been studied in the below table

**Table 4. 1 Descriptive statistics**

	Particulars	No.of responders	Percentage
Gender	Male	100	67
	Female	50	33
Education qualification	Below graduates	13	9
	Graduates	25	17
	Professional qualification	34	23
	Diploma holders	56	37
	Others	22	14
Monthly income	Below 1000 Rial	13	9
	1000 – 2000 Rial	47	31
	2000 – 3000 Rial	34	23
	Above 3000 Rial	56	37

**Source: Primary data**

From the above table, it makes clear that 100 respondents making 67% of the samples are male whereas 50 respondents making 33% of the samples are female. Considering education qualification of respondents, 13 respondents making 9% of the samples are having below graduates as education while 25 respondents making 17% of the samples are graduates, 34 respondents making 23% of the samples are having professional qualification, 56 respondents making 37% of the samples are diploma holders and 22 respondents making 14% of the samples are having other qualification. However, monthly income represents, 13 respondents making 9% of the samples are earning below 1000 Rial while 47 respondents making 31% of the sample lies with 1000-2000 Rial, 34 respondents making 23% of the sample lies with 2000-3000 Rial and 56 respondents making 37% of the sample lies with above 3000 Rial as monthly income.

However, from the above it is concluded that highest number of participants are male who are having education qualification as diploma holders. Food and beverages entrepreneurs are earning monthly income as 3000 and above in Oman currency.

##### 4.2 Confirmatory factor analysis

Confirmatory factor analysis used to conclude if the data included in each of the five independent variables and the dependent variables models is a strong fit. Thus, confirmatory factor analysis of output (five items), after having done the confirmatory factor analysis the results disclosed that one item (O1) was deleted, while the other four remaining items (O2, O3, O4 and O5) were used in the main study and showed that all of the items have a factor loading of more than 0.70. This suggests that the items correlated significantly to the factor itself with factor loadings ranging more than 0.70 (Hair et al., 2010).

Furthermore, Government support has five items; the result of CFA reveals that three items (GS1, GS2 and GS5) were deleted, while the other two remaining items (GS3 and GS4) were analysed and showed that all of the items have a factor loading of more than 0.70. Finance has five items; the result of CFA reveals that two items (F1 and F3) were deleted, while the other three remaining items (F2, F4 and F5) were analysed and showed that all of the items have a factor loading of more than 0.70. Human capital has five items; the result of CFA reveals that two items (HC1 and HC5) were deleted, while the other three remaining items (HC2, HC3 and HC4) were analysed and showed that all the items have a factor loading of more than 0.70. Culture has four items; the result of CFA reveals that the four items showed that all the items have a factor loading of more than 0.70. In this respect, Market has five items: the result of the CFA reveals that three items (M2, M3 and M4) were deleted, while the other two items (M1 and

M5) indicated that all the items have a factor loading of more than 0.70.

### 4.3 Convergent Validity and Reliability

The measure convergent validity explained as the degree to which a set of items converge consistently to measure a particular concept. It can be measured through average variance extracted (AVE), composite reliability (CR) and factor loadings criteria (Hair et al., 2010). To establish that, we examined the items' factor loadings and cross loadings to identify if there are problems related to research items. Hair et al., 2010, suggested the cutoff value of 0.7, to assess the goodness of items' loadings. As presented in Table 2, all of the items' loading exceeded the recommended value of 0.7 as suggested by (Hair et al., 2010). In other words, results in figure 1 shows that all of the items highly loaded on their respective factors when compare to their loadings on other factors.

Table 4.2 Measurement model result

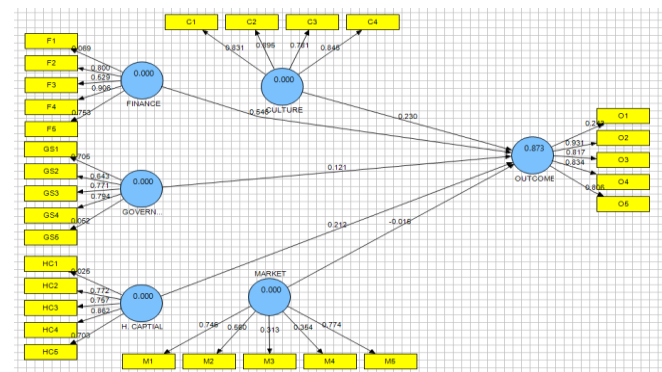
Construct	Measurement items	Cronbach's Alpha	C.R	AVE
Output (OP)	4	0.87	0.91	0.726
Culture (CL)	4	0.85	0.90	0.703
Government support (GS)	2	0.71	0.85	0.743
Market (M)	2	0.73	0.79	0.661
Finance (F)	3	0.78	0.87	0.699
Human capital (HC)	3	0.77	0.86	0.686

Next step, of convergent validity to validate the result was examined the composite reliability. The composite reliability refers to the extent to which a set of items indicates consistently the latent construct (Hair et al., 2010).

As shown in Table 4.2, the composite reliability ranged from 0.79 to 0.91 which is greater the recommended value of 0.7. This indicates the result are valid and can proceed to the next step (Hair et al., 2010; Fornell & Larcker, 1981). Furthermore, the average variance extracted (AVE), which refers to the average variance extracted between the items

are tested. As suggested by Barclay et al. (1995), AVE values should be higher than 0.5. This means that the set of the items has an appropriate convergence in measuring the concern variable. The AVE values of all the variables were between 0.661 and 0.743 as shown on the results of Table 4.2. Thus the measures used showed that the result are valid to be tested and validated.

Figure 2. Path Analysis Model



### 4.4 Discriminant Validity

The next analysis procedures was to determine the discriminant validity of the measurement model. This is to ensure that the items measuring variables don't overlap with other variables (Compeau et al., 1999). As illustrated by Table 4.3, the AVE for each variable, is higher than the cross correlation between that variables and other variables. From the variables validity analysis and convergent validity, the variables validity of the measure can be concluded.

Table 4.3 The Discriminant Validity

	CL	F	GS	HC	M	OP
CL	<b>0.7039</b>					
F	0.4250	<b>0.6994</b>				
GS	0.1694	0.1228	<b>0.7438</b>			
HC	0.6174	0.6155	-0.034	<b>0.6863</b>		
M	0.5877	0.6195	0.1435	0.5887	<b>0.6612</b>	
OP	0.4551	0.6002	0.1554	0.6740	0.6590	<b>0.7266</b>

### 4.5 Testing the Research Model

The results of the research indicated that culture, finance and human capital were found to have a positive significant effect on output with indicators.

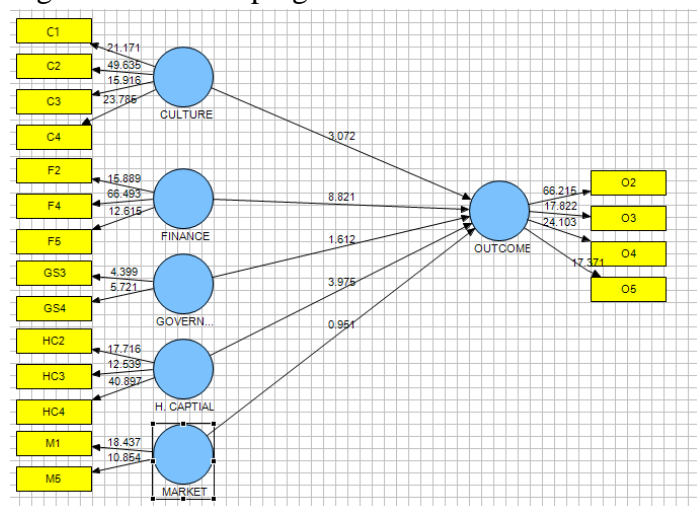


Culture and output ( $B = 0.205$ ,  $t\text{-value}=3.072$ ,  $p < 0.001$ ), finance and output ( $B = 0.586$ ,  $t\text{-value}=8.821$ ,  $p < 0.001$ ), human capital and output ( $B = 0.243$ ,  $t\text{-value}=3.975$ ,  $p < 0.001$ ). These results indicated that H2, H3 and H4 were supported by the results of the study. While, government support and market found to have a negative significant effect on output with indicators, government support with output ( $B = 0.065$ ,  $t\text{-value} = 1.612$ ,  $p > 0.01$ ), market with output ( $B = -0.056$ ,  $t\text{-value} = 0.951$ ,  $p > 0.01$ ).

Table 4.4. Hypothesis result

Hypo	IV	DV	Path Coefficient	T-value	Result
H1	G.suuport	Output	0.065	1.612	Unsupported
H2	Finane	Output	0.586	8.821	Supported
H3	H. capital	Output	0.243	3.975	Supported
H4	Culture	Output	0.205	3.072	Supported
H5	Market	Output	-0.056	0.951	Unsupported

Figure 3. Bootstrapping result



As a conclusion of the research result, we can confirm the importance of the culture, finance and human capital in explaining the variance in Oman companies Output.

## 5. Practical implications

- Entrepreneurs are the backbone of every country economy and the countries like Oman should come up with schemes that will influence the entrepreneurs to utilise the

present human capital of their own country and upsurge the economy.

- Government and policy makers have to frame entrepreneurial ecosystem which inspire them to indulge in entrepreneurial activities
- Framework will be prepare in such a way that support the entrepreneurs in terms of funding or marketing services or with business planning services
- In Oman, entrepreneurs are facing numerous hindrances especially raising funds for the business. Many financiers unenthusiastic towards investing in new business. Hence it is advisable to frame entrepreneurial ecosystem to eliminate such attitude among financiers in Oman.
- Providing them training to entrepreneurs to clear the information about demand and supply market dynamics, apply innovative marketing techniques to differentiate their performance with others in Oman.
- Women entrepreneurs should also encourage in the form of adoption of new schemes for them, exemption from certain taxes, allow them to participate in training can attract towards indulge in entrepreneurial activities at Oman.
- Oman government can include entrepreneurial activities in curriculum to provide them proper education, training to them while having education, offer them exposure to real environment can assist them to start a business in a confident way. Further experience can teach them to succeed the business for a long period of time.
- From the observation, it is identified that many SME entrepreneurs who indulge in food and beverages faces lack of capability to market effectively in international market and hence assist them to come up with innovation can permit to succeed in global

market which will accelerate country GDP to a newer extent.

## 6. Conclusion

From the frequency distribution test, it makes clear that males has been highly participated in food and beverages of SME than female. Hence it was stated in (Belwal, et al., 2014) study that Oman business was highly dominated by males. Consequently, female will be induced to participate in entrepreneurial activities at Oman. When both males and female participation will be higher in entrepreneurial activities, which will accelerate country performance to a very high level. However, the researcher applied regression and PLS path modelling to know the influence of entrepreneurial ecosystem on entrepreneurial activities of SME at Oman. Outcome derived from the statistical tools stated that entrepreneurs get government assistance, proper finance both from internal as well as external environment and a very good market prospects influence entrepreneurial activities of SME at Oman. Further, entrepreneurial ecosystem which are prevailing at Oman producing an effective result and hence many entrepreneurs can gain benefit from it. In order to stimulate innovation among entrepreneurs, upgrade entrepreneur ecosystem in terms of offer them finance facilities with less documentation, government assistance for guiding them to get licenses for their business, Women exemption from taxes, offer them subsidies can stimulate the entrepreneur ecosystem to be highly effective which will bring more number of entrepreneurs at Oman and make the market to be highly effective in the market.

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