

Factors Determining Women Entrepreneurship in Oman Towards Vision 2040

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Abstract

Oman is striving to shift the conventional economy to intellectual economy through innovation and entrepreneurship development to enhance revolution in job market and economic divergence towards vision 2040. Therefore, it moves in into economic diversification through construction, infrastructure and tourism development by promoting entrepreneurial motivation in the non-oil sector like SMEs, agricultural and fisheries activities (Mubeen et al.,2017). Entrepreneurship becomes the order of the current economic development, especially the role of women on new venture creation moves from side to center since it is generally branded as men's field (Brush, 2006). In this direction, this study aims to explore the relationship between social capital on new venture creation by women entrepreneurs incorporating self-efficacy as mediator. The study employs survey design to collect data from the registered women entrepreneurs and Partial Least Square Structural Equation Modelling (PLS-SEM). The findings will bring up specific implications of exogenous variables on outcome variables, so the policymakers focus and design the policies to develop New Venture Creation culture among Omani women. Furthermore, the contribution and implication of the findings would recommend the policymaker to formulate appropriate strategies to develop women entrepreneurship culture in Oman towards vision 2040 economic sustainability.

Keywords

Social capital and intellectual capital, New venture creation, Self-efficacy, PLS-SEM.