



A'SHARQIYAH UNIVERSITY

Master Dissertation

**Investigating Entrepreneurs' Challenges and Opportunities:
Insights/Evidence from Oman**

Prepared by:

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1442 AH/ 2021 AD



A' Sharqiyah University

College of Business Administration

Master Dissertation

**Investigating Entrepreneurs' Challenges and Opportunities:
Insights/Evidence from Oman**

Submitted to the Faculty of Business Administration in fulfillment
of the requirement for the degree of Master Business
Administration

Prepared by:

Asmahan Mohammed Saleh Al Yahyaai

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Dissertation Approval

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Declaration

I acknowledge that the source of the scientific content of this dissertation has been determined and that it is not provided for any other degree, and that it reflects the opinions of the researcher which are not necessarily adopted by the donor.

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Acknowledgment

I, the undersigned student / **Asmahan Mohammed Saleh Al Yahyaai** registered in the Master of Business Administration program, acknowledge that the research submitted by me to obtain a (Masters) degree is a product of my work and pure scientific effort and that I have not previously submitted it to any scientific, administrative or other authority inside or outside Oman for any reason. Among the reasons, I also acknowledge not to object to A'sharqiyah University if the research is approved by the discussion and judgment committee to print and publish the research as it deems it to be fulfilled for its purposes and objectives.

First of all, I would like to extend my thanks and appreciation to A'sharqiyah University, which facilitated all knowledge methods to reach this scientific stage, and my great thanks to **Dr. Abdul Hakim Mohmed**, who kindly agreed to supervise this dissertation and his keenness to complete it in a professional ways and who provided me with his advice, gave me his precious time, much knowledge and generosity.

Also, I extend my thanks and appreciation to **Dr. Fadi Abdel-Fattah**, Dean of the College of Business Administration for his continuous support, valuable advice and hard effort, and thanks to all the doctors and the academic administration for their cooperation during the scientific process this dissertation.

Dedication

To Mother Fatma Hilal Al Kharusi

To Father Mohammed Saleh Al Yahyaai

To my husband Sultan Salim Al Kiyumi.

To everyone who supported me and stood beside me during my scientific career

I dedicate this scientific thesis to you in: Investigating entrepreneurs challenge and opportunities: a case study from Oman.

Abstract

Many talented graduates and job seekers in Oman are continually looking for jobs that matching their university's qualification or to develop their talents in seizing the opportunities and participating in the challenges within the market. So it's very logically that any one of them has the desire to help himself. The purpose of this study is to deliver information and knowledge to job seekers about the meaning of entrepreneurship, the economic role that market leaders play, and the skills that a job seeker acquires from entrepreneurship. The researcher used the methodology of the quantitative and the collective data through a questionnaire that shared them with different graduated and talented work seekers. The researcher initially distributed the questionnaire to a group of ten people and then they modified the format of the questions with some notes, also that the researcher reformulated it and distributed it to the job seekers, graduates and talented people for whom this questionnaire is made. Then the results were analyzed through the Statistical Package for the Social Sciences program. Through careful and planned integration, the finding in this study is the graduate the talented and the entrepreneur will be the real partners in Omani economic growth when they made their private jobs. Among the recommendations of the study, there should be training implementation for the programs to contribute to the development of entrepreneurship for job seekers, graduates and talented persons, as well as reconsidering the encouragement and spread of the culture of entrepreneurship among university graduates, school graduates, talented persons in the higher education institutions and the various educational programs stages, and different training courses. The consequences of data analysis are imperative to provide sufficient knowledge to the students, whether they are school graduates or from higher education institutions, besides establishing continuous courses in spreading knowledge about entrepreneurship and its importance to the individuals and the states. This research limitation would have benefited from the wide range of participants from diverse groups of graduates, job searchers, and entrepreneurial talents.

Keywords: Oman, entrepreneurship, challenge, talent, opportunity and graduation.

الملخص

يبحث العديد من الخريجين الموهوبين والباحثين عن عمل في عمان باستمرار عن وظائف تتناسب مع مؤهلات الجامعية أو لتطوير مواهبهم في اغتنام الفرص والمشاركة في التحديات داخل السوق. لذلك فمن المنطقي أن يكون لدى أي واحد منهم الرغبة في مساعدة نفسه. الغرض من هذه الدراسة هو تقديم المعلومات والمعرفة للباحثين عن عمل حول معنى ريادة الأعمال، والدور الإقتصادي الذي يلعبه قادة السوق، والمهارات التي يكتسبها الباحث عن عمل من ريادة الأعمال. استخدمت الباحثة منهجية البيانات الكمية والجماعية من خلال استبيان شاركها مع مختلف الخريجين والموهوبين الباحثين عن عمل. قامت الباحثة بتوزيع الاستبانة على مجموعة من عشرة أشخاص ثم قاموا بتعديل صيغة الأسئلة ببعض الملاحظات، كما قام الباحث بإعادة صياغته وتوزيعه على الباحثين عن عمل والخريجين والموهوبين الذين تم عمل هذا الاستبيان من أجلهم. ثم تم تحليل النتائج من خلال برنامج الحزمة الإحصائية للعلوم الاجتماعية. من خلال التكامل الدقيق والمخطط، النتيجة في هذه الدراسة هي أن الخريج الموهوب ورائد الأعمال سيكون الشركاء الحقيقيين في النمو الإقتصادي العماني عندما صنعوا وظائفهم الخاصة. من توصيات الدراسة أن يكون هناك تنفيذ تدريبي للبرامج للمساهمة في تنمية ريادة الأعمال للباحثين عن عمل والخريجين والموهوبين، وكذلك إعادة النظر في تشجيع ونشر ثقافة ريادة الأعمال بين خريجي الجامعات وخريجي المدارس. الموهوبين في مؤسسات التعليم العالي ومراحل البرامج التعليمية المختلفة والدورات التدريبية المختلفة. نتائج تحليل البيانات حتمية لتوفير المعرفة الكافية للطلاب، سواء كانوا من خريجي المدارس أو من مؤسسات التعليم العالي، إلى جانب إقامة دورات مستمرة في نشر المعرفة حول ريادة الأعمال وأهميتها للأفراد والدول. كان من الممكن أن يستفيد هذا القيد من البحث من مجموعة واسعة من المشاركين من مجموعات متنوعة من الخريجين والباحثين عن عمل ومواهب ريادة الأعمال.

الكلمات الرئيسية: عمان، ريادة الأعمال، التحديات، الموهبة، الفرصة، التخرج.

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Table of Abbreviations

Abbreviations word	Name
GDP	Gross Domestic Product
IT	Information Technology
SMEs	Small to Medium Enterprises
GCC	Gulf Cooperation Council
SPSS	Statistical Package for the Social Sciences
MS	Microsoft
ITA	Information Technology Authority
PCA	Principle Component Analysis

Chapter One: Introduction

1.1 Background

The global climate of business is negatively impacted by several recessions, which affected the overall growth. Such climate is affected several different jobs that both public and private sectors offers every year. Governments solicit many projects or initiatives that help citizens to generate enough income to provide a decent lifestyle to families. One of the main initiatives is the Entrepreneurship programs supported by many private and public sectors organizations (Al-Riyami, R. et al., 2002).

The Sultanate of Oman has benefited from its modest oil revenues to develop the country and improve the public's access to health care, education and social services, through the opportunities and challenges that existed at the time, despite its late entry into the modern world also an important development in building a strong infrastructure has been carried out. This facilitated improvement in transportation and social and economic development, especially in education, has benefited women in general and men as well. Increasing educational opportunities for women and levels of education for both genders will ultimately lead to increased productivity, which will far outweigh any potential costs in salaries and repatriation financing. Women as a resource are not greatly exploited because of the interactions of cultural, economic, and educational forces that affect their career options, career advancement, and job marketing. Al-Riyami, R. et al. (2002).

Unemployed colleges' graduates, universities and public education constitute a large reserve of untapped human resources and their role in economic development has become a very important issue in developing and civilized countries.

Oman's 2020-2040 vision takes youth as a key factor that is expected to participate positively for a great contribution to Oman economic growth. Youth could be either graduates or talented youngsters who are brave and have specific business ideas and willing to face the risks to fulfil their entrepreneurial dreams. (Oman 2040 vision. <https://www.2040.om/en/oman-vision-2040/about-the-vision/>).

Entrepreneurship denotes a group of people who initiate a new small business to gain some profits and have a talent for risk and bearing losses. It is a private business without

sharing with the government or the private sector. When the business is successful, it will grow and open other business for a big company to compete with other firms.

As a job seeker, I have graduated from the university with a bachelor's degree and I haven't found a job yet, currently, I am studying to obtain a master's degree, I believe that the state has funded entrepreneurship programs and it will allow me to convert my ideas and dreams into an actual business that will help me to generate a suitable income to support my family.

The entrepreneurship programs are the key solution to help job seekers and fresh graduates to establish a business and contribute to the growth of the national economy.

This research is about the problem that we faced as graduate students from universities or schools and perhaps the talented people, mainly we do not find any jobs in the labour's market, after a studying that lasted for 12 years and then 5-6year studying in the institutions of higher education also we did not find any jobs, we faced the crisis in the economy besides a large number of unemployment persons.

1.2 Problem statement

There so many unemployed Omanis due to Omani market saturation. This research explores the opportunities and challenges facing Omani entrepreneurs to better contribute to the efforts to reduce unemployment amongst Omanis, which in return will contribute to the growth of the national economy.

1.3 Research Questions

RQ1: What is the role of Omani entrepreneurs in economic growth.

RQ2: What are the key skills entrepreneurs need.

1.4 Research Objectives

The research objectives are concentrated on the institutions of higher education (Universities and Colleges) for the offered courses red to study on the issue of business after study, will these courses fit in to create jobs after graduation! And do these courses contribute in the future to the growth of the economy and the availability of many jobs for all graduates and job seekers after study!

RO1: To investigate the role that entrepreneurs play in the growth of Oman’s national economy.

RO2: To identify required skills to become an entrepreneur.

In this research, the researcher assumes that there is a role for the businessmen in the growth of the Omani economy, and the creation of job opportunities for job seekers and talents that have graduated from their universities and not obtained jobs. It's assumed that all graduates are eligible to become businessmen because they work for themselves and contribute to economic growth and reduce the unemployment in Oman in terms of opportunities and challenges through entrepreneurship.

1.5 Significance of the Study

The importance of this study is to improve the situation for graduates, job seekers and talented people, and everyone will benefit from this thesis through an understanding of the meaning of entrepreneurship so that the job seeker and others can establish their own business to provide material income and grow the economy by participating in the market by gaining the opportunity and Participating in the challenges towards business success and reducing unemployment in Oman. It became clear through the analysis and results of this thesis that the importance of entrepreneurship in Oman is very important for all age groups from after the age of 15 years so that people can create a job themselves in the market through entrepreneurship from the challenges and opportunities gained in the labor market.

Chapter Two: Literature Review

2.1 Introduction

In this chapter, the entrepreneurs in Oman: challenges and opportunities through the studies that will be presented by this research provide examples from other similar researches in the same or relative domains. Such review will perfectly position this research and support arguments used in the coming chapters of this research.

Markovic, R. et al. (2012) their research focused on how to redefine the current education system as well as educational programs for entrepreneurship for women. In addition to having multi-dimensional relationships between the concepts of the course and society based on entrepreneurial experiences. Therefore, creative and interactive education must provide a new dimension to knowledge achievement. If the women respondents in this survey questionnaire, will often argue over the freedom to fast ideas and opinions, then their opinion is the freedom to learn without any other kind of religious or political control. In the methodology of this study, researchers used the Pareto Model to identify the education problems that need more attention. They asked two questions to be answered, and the type of research is quantitative and qualitative. This approach includes conducting interviews, besides a designed an online questionnaire for responding to the research questions. In direction to collect the required data, 95 respondents answered the questionnaire and the quantitative stage was conducted based on this data.

Abbas, A. (2018). Studied the importance of Information Technology (IT) corporations and the interest of new people in entrepreneurial creativities about IT-based businesses. The methodology of this study is based on a quantitative technique, a sample of 50 students has been taken; then a descriptive analysis was applied to provide an overview of the motivation level for the respondents and their ability to start entrepreneurial projects in relation to the IT-based businesses. The results gave awareness into the importance of IT businesses in increasing Gross Domestic Product (GDP) growth, especially in the context of economies that may show some fluctuations.

Hayfaa, T. (2014). Argued that the women in Arab Gulf Countries have nonfinancial reasons to start their business-like independence and Self-development (e.g. Al-Asfour, A. et al. (2017). The most common reasons for women's entrepreneurial activities are entertainment, self-satisfaction and leads to personal development. While economic reasons are less impotent when women in Oman think of business, their hoppy play a big role, in terms of what business they think of AlRiyami, R. & McElwee, G. (2003). The motivations for men and women entrepreneurs Almost the same. like finance profit and autonomy, women have more responsibility on their flexibility and childcare obligations as strong motivation to establish their own business, often important of motivation for women is family support and self-efficacy. Finally, the studies found that Omani women have a limited chance of a career in the labor market. Al-Riyami, R. (2002).

Magd, A. & McCoy, P. (2014). Highlighted the benefit of encouraging and facilitating new start-ups while also considering the various factors that motivate entrepreneurs. The authors conclude by examining the barriers entrepreneurs faced and the steps that governments can take to facilitate an enabling environment for business start-up and growth. Educational institutions will also need to play a major role in providing sustainable supplies of graduates with relevant knowledge and skills to be employed in the growth of Small to Medium Enterprises (SMEs) in Oman and ultimately assisting in their growth. Strong partnerships with the industry can be mutually beneficial and provide a feedback mechanism regarding the suitability of productive graduates in terms of the target industry for employment. Practical support in terms of childcare and networking events must also be strengthened to increase women's contribution to entrepreneurship in Omani society.

Ennis, A. (2015). Investigated how to promote small and medium-sized companies in the Gulf region, located between the program of the new liberal international policy and the regional economic circles associated with the mutual meaning of correction. Through the methodology of this study, the primary data, Oman and Qatar, has been used to foster entrepreneurship, so far it has become another means for the country's economic growth. The results of this study, according to what the researcher said, are the promotion of entrepreneurship in Oman and Qatar, which is driven by the ideological trend. The advice

of international financial institutions and consultants referred to the economies of the Gulf Cooperation Council (GCC) states regarding entrepreneurship as an example of their economic challenges. The apparent need to diversify and build opportunities for young people is a strong incentive, and therefore, contradictions arise from the inherent contradiction between the logic of politics and the structural logic of the economy. Ennis, A. (2015).

Oman's Ministry of Technology and Communications (previously information technology authority (ITA) strategic plan outlines pillars that hold the strategic vision, and the pillars such as the advancement of the digital community, smart 's services, vibrant digital systems, information and communication technology system, governance, standards and policies, mainly the next generation - will get very advanced infrastructure, promotion and awareness so they can play an important role in supporting the success of graduates, job seekers and talented people as entrepreneurs. Oman Vision 2040 also supports the needs mentioned above, with one topic focusing on people and society. The vision was formulated very well with the support of the highest authority in the Sultanate of Oman, and therefore public and private sectors should take advantage of this initiative and build their entrepreneurial centers/programs that include a well-prepared incubator supported by the professional staff.

2.2 Conclusion

Through reviewing and summarizing the previous literature related to the topic of entrepreneurs in Oman: challenges and opportunities, this research will be presented through the pattern of secondary data, data collection by filling out the questionnaire and discovering the impact of entrepreneurship in Oman in terms of opportunities and challenges found in entrepreneurs. Most of this literature showed a positive relationship between entrepreneurship and entrepreneurs expected to graduate from institutions of higher education able to build projects and entrepreneurship for them or those with talents in the field of entrepreneurship or entrepreneurship, especially in the success of entrepreneurship at present due to the lack of government jobs, And high performance in the competition between graduates and talented entrepreneurs and continuity in entrepreneurship, in addition to obtaining customer satisfaction.

2.3 Research hypothesis

According to the research conceptual framework:

H1= Significant Relationship between challenges and entrepreneurs in Oman.

H2 = Significant Relationship between opportunities and entrepreneurs in Oman.

2.4 Theoretical Framework:

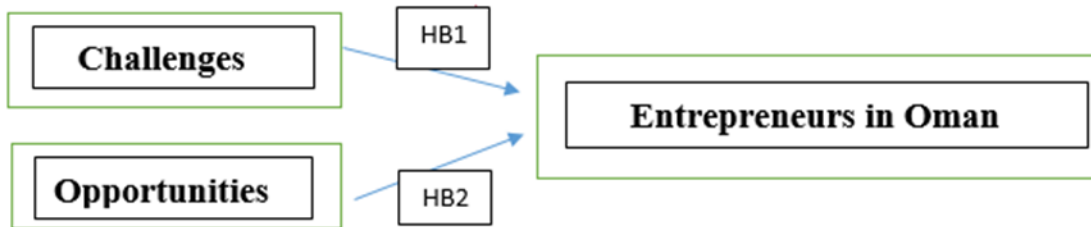


Figure 1: Theoretical Framework

Chapter Three: Methodology

3.1 Introduction

The choice of the methodology will be explained at the beginning, and then the researcher will move to explain the research design, as well as the pros and cons of the research tools chosen through this letter. Then the discussion of the results to achieve the goals and assumptions were written in this letter. The researcher also discussed the sample size, the applied sampling strategy, and the methods of analyzing the data were used. The conclusion is about a brief discussion about the considerations and ethical constraints imposed by the research methodology, in addition to the problems encountered during the research.

3.2 Research Approach

This section describes the method of data collection and data analysis approach by publishing a questionnaire. The benefits of the quantitative research strategy are that the applied research approach was the quantitative approach abstract variables are measurable. Statistical analysis techniques such as descriptive and correlation analysis were employed to analyses the data to better understand the notions amongst participants. The data analysis outcome was then used to discuss the result, answer the research questions, and test the hypothesis.

3.3 Research Design

The purpose of the research is a causal study. The research design refers to the overall strategy that researchers choose to integrate the different components of the study clearly and logically, thereby, to ensure well effective research that addresses the problem; it establishes the plan for the collection, measurement, and analysis of data. Descriptive Analysis. Statistical analysis techniques such as descriptive and correlation analysis were employed to analyses the data to better understand the notions amongst participants. The data analysis outcome was then used to discuss the result, answer the research questions, and test the hypothesis.

3.4 Pilot Study

In this study, the researcher discusses the results. A pilot study was conducted. Organized questionnaires were identified with relevant questions on priority topics and used for the pilot study. Quantitative data was used and the data was collected through a questionnaire

that was shared with many graduates and talented job researchers. Google Drive was used to write the questionnaire, first, the questionnaire was sent to ten people via email and the social media program (WhatsApp) then they modified the form of the questions and some notes, and the researcher reformulated them and sent them to job seekers, graduates and talented people who are included in this questionnaire, the duration time of WhatsApp and email took nearly a week to get the answers. Then the results were analyzed through the Statistical Package for the Social Sciences (SPSS) program, and this research focused on thoughtful entrepreneurs in terms of challenges and opportunities to create a private job for everyone so that graduates and talented people do not wait for government work, but rather work alone and generate income for themselves.

1. A random sampling technique is used.
2. The sample size was ten job searchers, graduates and entrepreneurs in AlSharqiyah.
3. Job seekers, alumni and entrepreneurs are drawn from public and private sector units in AlSharqiyah.
4. All job searchers, graduates and entrepreneurs identified are not currently working in the 20 and older age group.

The appropriate statistical tools were used to reach the results using SPSS or Microsoft (MS) Excel as shown in the findings.

3.5 Research Methods

For this research, the researcher decided to use the research tool in Classical Social Sciences - Questionnaires Winchester, P. (1999). The questionnaires will be distributed among the graduates and job seekers, also to the entrepreneurs and talented people, as well as among the carefully selected employees from the same field of entrepreneurship, who are part of the country's economic growth and providing job opportunities in the private area. The advantages and disadvantages of each method are discussed below.

3.5.1 Questionnaire

The questionnaires were chosen for this research because it is a reliable and fast way to collect information from many respondents in an effective and timely manner. Time is one of the main constraints of complex goals. Surveys are a quick and effective way to

reach many respondents in a short period. However, the general disadvantage of questionnaires is their consistent and rigorous coordination, which eliminates credibility and honesty. The questionnaires provided printed and clear results.

3.6 Sampling Strategy

Since the purpose of the research is to investigate the role that entrepreneurs play in the growth of Oman national economy and identify the skills required to become an entrepreneur. So, the suitable research strategy for this research is to be a quantitative data analysis following questionnaires. It is possible to link experimental observation and quantitative research, through measurement. It is concerned with the collection of results and data. This is survey research. The type of this research is inductive. Sampling is the process of selecting enough elements from the community so that the results of the sample analysis are generalizable to the population. There are two types of sampling (simple random sampling, systematic sampling, stratified random sampling and cluster sampling) non-probability sampling (rest sampling, judgments, and quota sampling). In this research, purposeful samples are taken, which is not likely to be chosen based on population students, and to investigate factors that affect graduates, talented people, and entrepreneurs in AlSharqiyah. In this paper, the researcher looked for the investigations into the role that businessmen play in the growth of the Omani national economy and to determine the required skills to become entrepreneurs. The data will be collected through a carefully designed questionnaire, and it will be sent to graduates, talented people and entrepreneurs through Google form Facility. Then the data was analyzed. Data distribution will be evaluated by averaging. The analysis indicates the investigations into the role that businessmen play in the growth of the Omani national economy and the skills required to become entrepreneurs.

3.7 Instrument Design

This research will employ the well-established Likert scale (reference) to assess participants' motivation towards the two testing modes. The scores ranged from 1 (very different from me) to 5 (a lot like me).

3.7.1 Questionnaires

The questions were built around investigate the role that entrepreneurs play in the growth of Oman national economy and identify the required skills to become an entrepreneur. After discussing and consulting various professional, it has been agreed Likert scale is an appropriate method to collect data from the participants, as it gives the participants the choice of escalating scale ranging from Strongly disagree to strongly agree. The wording of the question and the level of difficulty of the language used are important. These are important because, if the respondent does not understand the words he or she is not going to be able to respond to the questions. Response format closed question.

3.7.2 Data Collection

The hypothesis was built around there is a role for entrepreneurs in the growth of the Oman economy and the graduate is qualified to become an entrepreneur. After discussing and consulting various professional, it has been agreed that the Likert scale the researcher discusses the results of the survey. A pilot study was conducted. Organized questionnaires were identified with relevant questions on priority topics and used for the pilot study. Quantitative data was used and the data was collected through a questionnaire that the researcher shared with many graduates and talented job researchers. Google Drive was used to write the questionnaire, at first I sent this questionnaire to ten people via email and the social media program (WhatsApp) and they modified the form of the questions and some notes, then I reformulated them and sent them to job seekers, graduates and talented people who are included in this questionnaire, During the WhatsApp and email program, it took nearly a week to get the answers. Then the results were analyzed through the SPSS program, and this research focused on thoughtful entrepreneurs in terms of challenges and opportunities to create a private job for everyone so that graduates and talented people do not wait for government work, but rather work alone and generate income for themselves is an appropriate method to collect data from the participants, as it gives the participants the choice of escalating scale ranging from Strongly disagree to strongly agree.

3.8 Methods of Data Analysis

The results of the questionnaire were analyzed by quantitative analysis. Because of the study's quantitative research approach, it was used to analyze data and results after

answering the questionnaire questions. Statistical programs are available, such as SPSS or MS Excel. The results of the questionnaires were presented in the form of tables and graphs. The main results of this message will be discussed in detail in the next chapter.

3.9 Ethical Considerations

Several ethical issues should be considered in this study. And the most important thing is the approval related to the participants. All participants (job seekers, graduates, gifted and entrepreneurs) were informed in advance of the purposes of this project, and they gave their consent to participate in the answer. Their identities, as well as the names of the organizations they belong to, are kept strictly confidential, thus meeting the requirements of the University's Code of Ethics. Finally, all the information gathered in the context of this message is used for study purposes only and will remain confidential.

3.10 Problems and Limitations

There are many problems and challenges faced by the researcher in this research during his thesis. Gathering enough participant and the researcher was limited by time and cost; so it has been decided to choose the most efficient method (questionnaire) instead of interviews.

Chapter Four: Finding and Discussion

4.1 Introduction

This chapter discusses the results of the thesis and a summary of the indicators that were concluded about the research. Moreover, it explains the relationship between independent variables and dependent variables and how this relationship can be affected each other.

In this chapter, descriptive statistical analysis and data interpretation is presented to address the research hypothesis and questions. As the design of this research is a quantitative method, hence the study of the data distribution through the calculation of the Mean is paramount to understand the data collected from the participants. Bar Charts were used to visualize the data to make it better and quicker to be understood clearly.

Table 1: Item total statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I have enough knowledge of the meaning of entrepreneurship	52.44	62.738	.537	.836
I know to start my own business	52.39	63.345	.576	.833
My family motivates to start my own business	52.17	65.849	.424	.842
One of the reasons to start a business is friends	52.45	67.123	.293	.850

I think positively to seize the opportunity to start my own business when possible	51.85	65.032	.479	.839
I have the skills needed to start my own business	52.15	63.736	.537	.836
An important economic feasibility study to start a new business	51.73	65.627	.459	.840
My idea meets the market needs	52.00	65.361	.487	.839
My Academic qualifications are one of the reasons why I start my own business	52.38	64.553	.452	.841
Technical support is one of the reasons that facilitate the effort to start my own business	51.98	64.857	.532	.836
logistical support is one of the reasons hindering the effort to start my own business	52.18	65.306	.506	.838

Difficulties in securing funds from the authorities and the private sector limit the opportunity to start my own business	52.12	66.953	.354	.846
I am familiar with the institutions that support such entrepreneurial projects.	52.33	63.731	.503	.838
There are many ways in which entrepreneurship programs can be offered in Oman.	52.13	65.865	.473	.839
There are many ways in which entrepreneurship programs can be taught in Oman.	52.09	63.801	.595	.833

The instrument used for this research is internally consistent as the aloha value above 8.0 as shown in table 1.

Table 2: Descriptive analysis

Demographic variables		Frequency	Percent(%)	Mean	Std. deviation
Age	Below 20 years	72	23.8	2.75	1.453
	20-25 years	91	30.0		
	26-29 years	42	13.9		

	30-34 years	38	12.5		
	34 and above	60	19.8		
Gender	Male	139	45.9	1.54	.499
	female	164	54.1		
Nationality	Omani	287	94.7	1.05	.224
	Non-Omani	16	5.3		
Marital status	Single	167	55.1	1.45	.498
	Married	136	44.9		
I have enough knowledge of the meaning of entrepreneurship	Strongly disagree	28	9.2	3.44	1.140
	Disagree	33	10.9		
	Neutral	61	20.1		
	Agree	139	45.9		
	Strongly agree	42	13.9		
I know to start my own business	Strongly disagree	14	4.6	3.49	1.019
	Disagree	40	13.2		
	Neutral	69	22.8		
	Agree	143	47.2		
	Strongly agree	37	12.2		

My family motivates me to start my own business	Strongly disagree	9	3.0	3.72	.999
		31	10.2		
	Disagree	59	19.5		
	Neutral	142	46.9		
	Agree	62	20.5		
	Strongly agree				
One of the reasons to start a business is friends	Strongly disagree	20	6.6	3.43	1.116
		45	14.9		
	Disagree	68	22.4		
	Neutral	124	40.9		
	Agree	46	15.2		
	Strongly agree				
I think positively to seize the opportunity to start my own business when possible	Strongly disagree	15	5.0	4.03	.998
		9	3.0		
	Disagree	29	9.6		
	Neutral	149	49.2		
	Agree	101	33.3		
	Strongly agree				
I have the skills needed to start my own business	Strongly disagree	12	4.0	3.74	1.040
		28	9.2		
	Disagree	58	19.1		

	Neutral	135	44.6		
	Agree	70	23.1		
	Strongly agree				
An important economic feasibility study to start a new business	Strongly disagree	8	2.6	4.15	.965
	Disagree	12	4.0		
	Neutral	37	12.2		
	Agree	115	38.0		
	Strongly agree	131	43.2		
My idea meets the market needs	Strongly disagree	12	4.0	3.88	.949
	Disagree	10	3.3		
	Neutral	54	17.8		
	Agree	153	5.0		
	Strongly agree	74	24.4		
My Academic qualifications are one of the reasons why I start my own business	Strongly disagree	17	5.6	3.51	1.097
	Disagree	41	13.5		
	Neutral	68	22.4		
	Agree	125	41.3		
	Strongly agree	52	17.2		

	agree				
Technical support is one of the reasons that facilitate the effort to start my own business	Strongly disagree	8	2.6	3.91	.934
	Disagree	17	5.6		
	Neutral	48	15.8		
	Agree	152	50.2		
	Strongly agree	78	25.7		
logistical support is one of the reasons hindering the effort to start my own business	Strongly disagree	5	1.7	3.71	.926
	Disagree	26	8.6		
	Neutral	79	26.1		
	Agree	136	44.9		
	Strongly agree	57	18.8		
Difficulties in securing funds from the authorities and the private sector limit the opportunity to start my own business	Strongly disagree	9	3.0	3.77	.997
	Disagree	26	8.6		
	Neutral	62	20.5		
	Agree	136	44.9		
	Strongly agree	70	23.1		
I am familiar with the institutions that	Strongly disagree	13	4.3	3.56	1.096
	disagree	43	14.2		

support such entrepreneurial projects.	Disagree	71	23.4		
	Neutral	114	37.6		
	Agree	62	20.5		
	Strongly agree				
There are many ways in which entrepreneurship programs can be offered in Oman.	Strongly disagree	6	2.0	3.76	.916
	Disagree	24	7.9		
	Neutral	64	21.1		
	Agree	152	50.2		
	Strongly agree	57	18.8		
There are many ways in which entrepreneurship programs can be taught in Oman.	Strongly disagree	7	2.3	3.88	.950
	Disagree	25	8.3		
	Neutral	56	18.5		
	Agree	149	49.2		
	Strongly agree	66	21.8		

Obj1: achieved by developing survey questions and collect the data and amylase it. The questions used for this objective are

Q3: My family motivates me to start my own business (RO1, page 32)

Q4: One of the reasons to start a business is friends (RO1, page 32)

Q5: I think positively to seize the opportunity to start my own business when possible (RO1, page 33)

Q7: An important economic feasibility study to start a new business (RO1, page 34)

Q8: My idea meets the market needs (RO1, page 34)

Q10: Technical support is one of the reasons that facilitate the effort to start my own business (RO1, page 35)

Q11: logistical support is one of the reasons hindering the effort to start my own business (RO1, page 36)

Q12: Difficulties in securing funds from the authorities and the private sector limit the opportunity to start my own business (RO1, page 36)

Obj2: achieved by developing survey questions and collect the data and analyze it. The questions used for this objective are

Q1: I have enough knowledge of the meaning of entrepreneurship (RO2, page 31)

Q2: I know to start my own business (RO2, page 31)

Q6: I have the skills needed to start my own business (RO2, page 33)

Q9: My Academic qualifications is one of the reasons why I start my own business (RO2, page 35)

Q13: I am familiar with the institutions that support such entrepreneurial projects (RO2, page 37)

Q14: There are many ways in which entrepreneurship programs can be offered in Oman (RO2, page 37)

Q15: There are many ways in which entrepreneurship programs can be taught in Oman. (RO2, page 38)

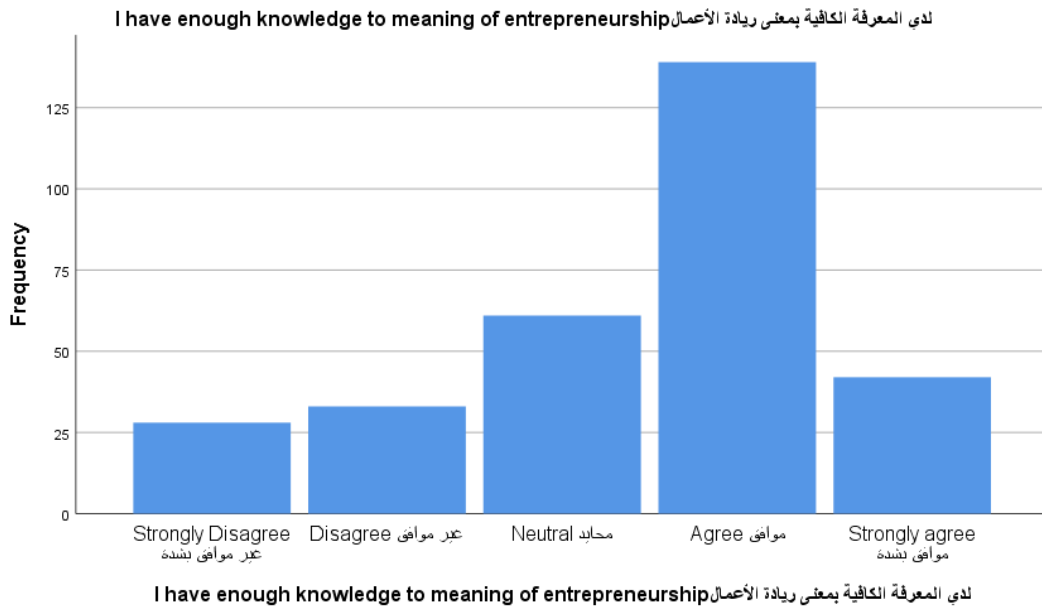


Figure 2: I have enough knowledge of the meaning of entrepreneurship

Almost 59.8% of the respondents agree that they have enough knowledge of entrepreneurship meaning and those who are their ages between 20-25 years represented by 30% so they measured by statistics of (M= 3.44, SD=1.140) [Q1].



Figure 3: I know to start my own business

Likewise, 59.4% indicated that they know to start their project, which is measured by statistics of (M=3.49, SD=1.019) [Q2].



Figure 4: My family motivates to start my own business

67.4% of respondents mentioned that their family motivated them to start their own business. The number of Omanis who answered the questions are represented by 92.1%, while those who had an academic qualification of a bachelor's degree represented by 40.3% (M = 3.72, SD = .999) [Q3].

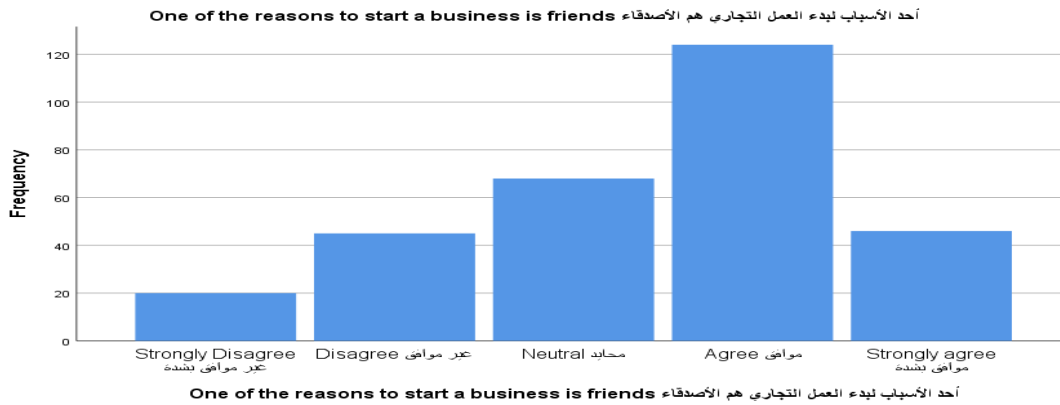


Figure 5: One of the reasons to start a business is friends

Statistics of ($M = 3.43$, $SD = 1.116$) confirmed that 56.1 % of respondents agreed that friends are motivated to start a business, according to the following statistics [Q4]



Figure 6: I think positively to seize the opportunity to start my own business when possible

82.5% of the respondents were positively considering the opportunity to start their own business when it's possible, which is reflected in the resulting statistics ($M = 4.03$, $SD = .998$) [Q5].

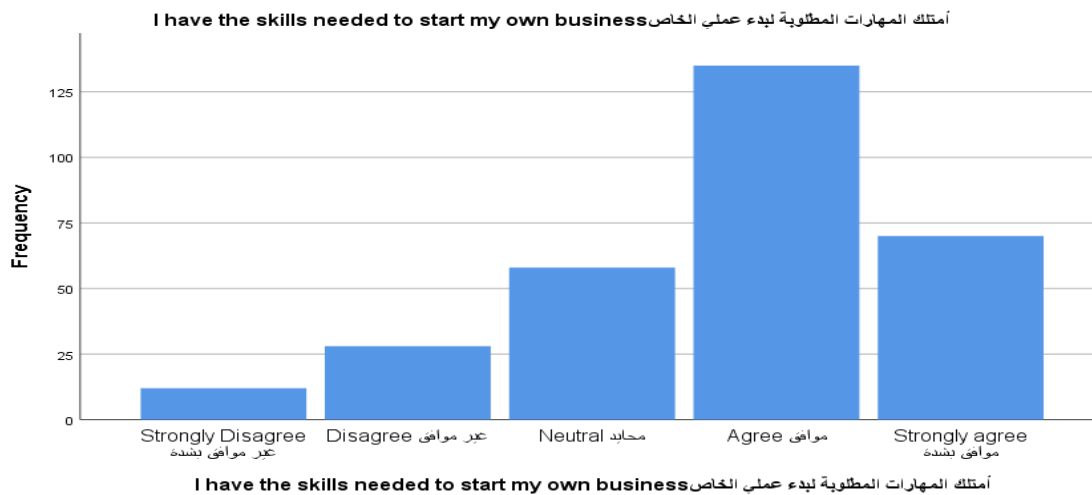


Figure 7: I have the skills needed to start my own business

According to the statistics of demographic data, the number of married people was 44.9% which is lesser than single people. Therefore, 67.7% of respondents indicated that they possess the needed skills to start their own business measured by statistics of (M =3.74, SD =1.040) [Q6].

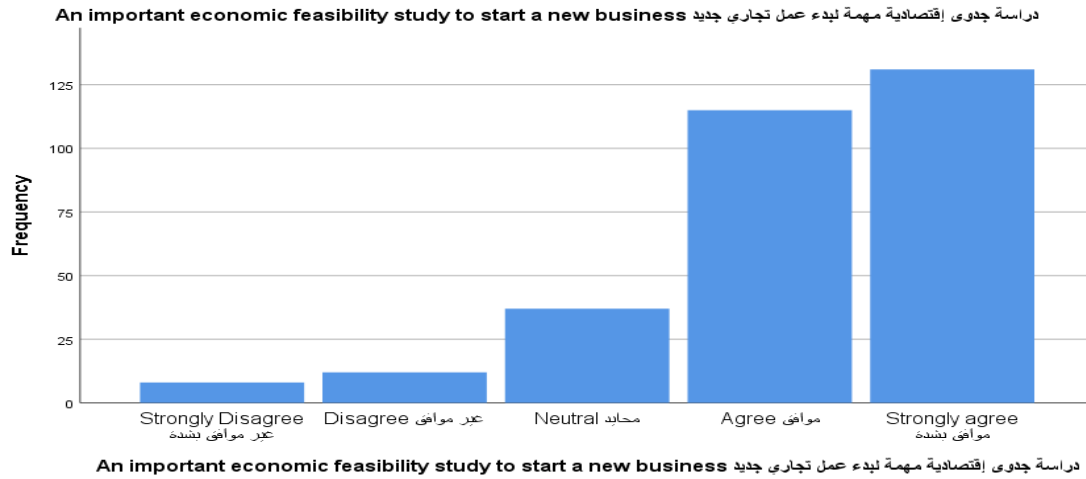


Figure 8: An important economic feasibility study to start a new business

According to the results of the questionnaire of demographic data, the Omanis represented by 92.1%, and the marital status of single women were 55.1% which is more than married people. The Participants suggested that an economic feasibility study is important to start a new business, where 81.2% were positive (M =4.15, SD =.965) [Q7].

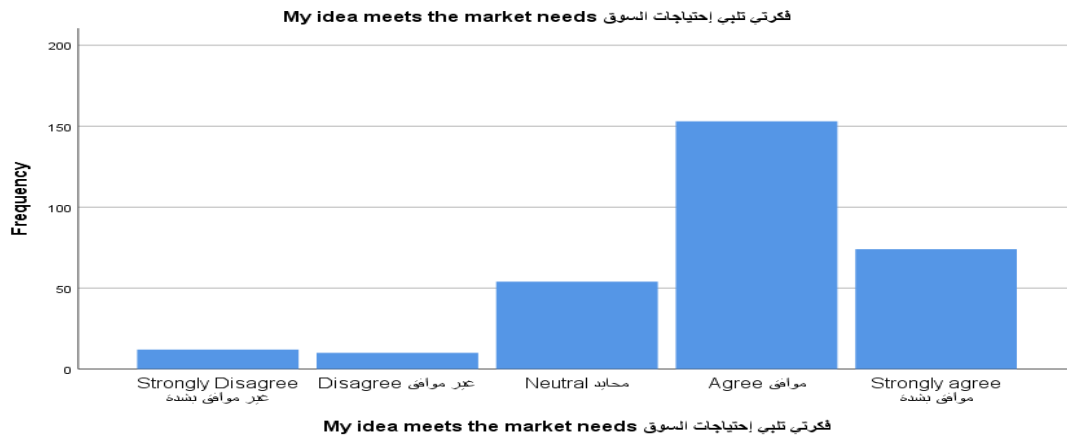


Figure 9: My idea meets the market needs

Statistics of ($M = 3.88$, $SD = .949$) have suggested that people strongly agree that their idea meets the needs of the market at 74.9%, while females are represented by 54.1% and possessed an academic qualification of bachelor's degree by 40.3%, and those who are their ages ranged between 20-25 years are represented by 30% [Q8].

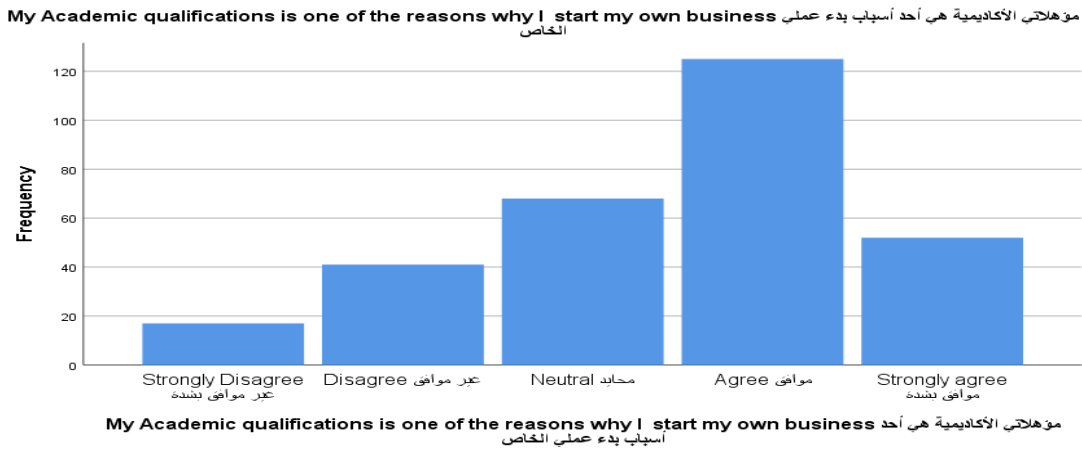


Figure 10: My Academic qualifications is one of the reasons why I start my own business

A statistic of ($M = 3.51$, $SD = 1.097$) indicates that 58.5% of participants believe that academic qualifications are the reasons for starting their own business [Q9].



Figure 11: Technical support is one of the reasons that facilitate the effort to start my own business

75.9% of respondents consider that technical Support is one of the reasons that facilitates the efforts to start their own business (M =3.91, SD =.934) [Q10].

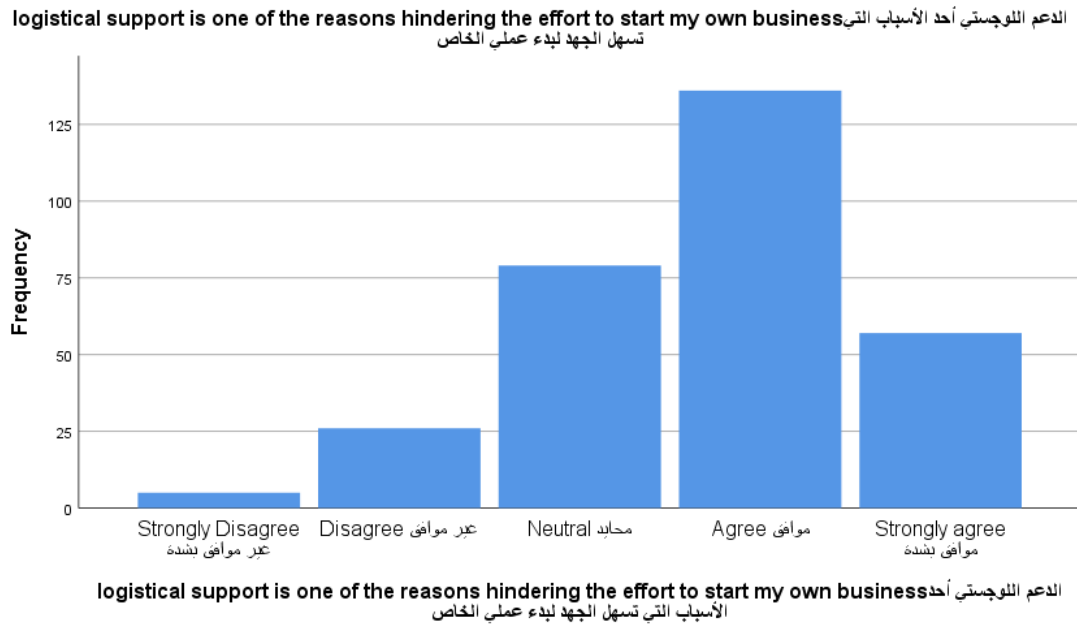


Figure 12: logistical support is one of the reasons hindering the effort to start my own business

Logistical Support (M =3.71, SD =.926) was also conceived by 63.7% of respondents who agree that it's one of the reasons facilitating the efforts to start their own business [Q11].

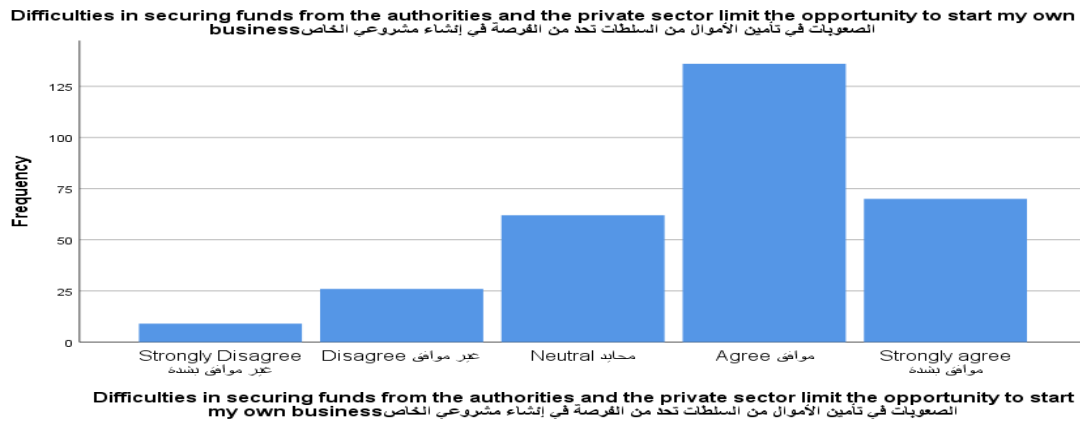


Figure 13: Difficulties in securing funds from the authorities and the private sector limit the opportunity to start my own business

Participants also suggested (68%) that difficulties in securing funds from the authorities limit the opportunity to create their businesses ($M = 3.77$, $SD = .997$) [Q12].

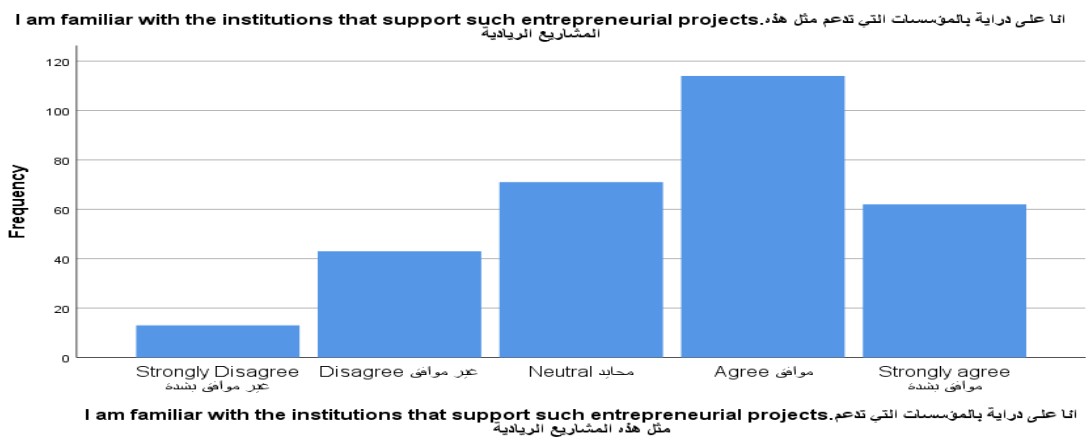
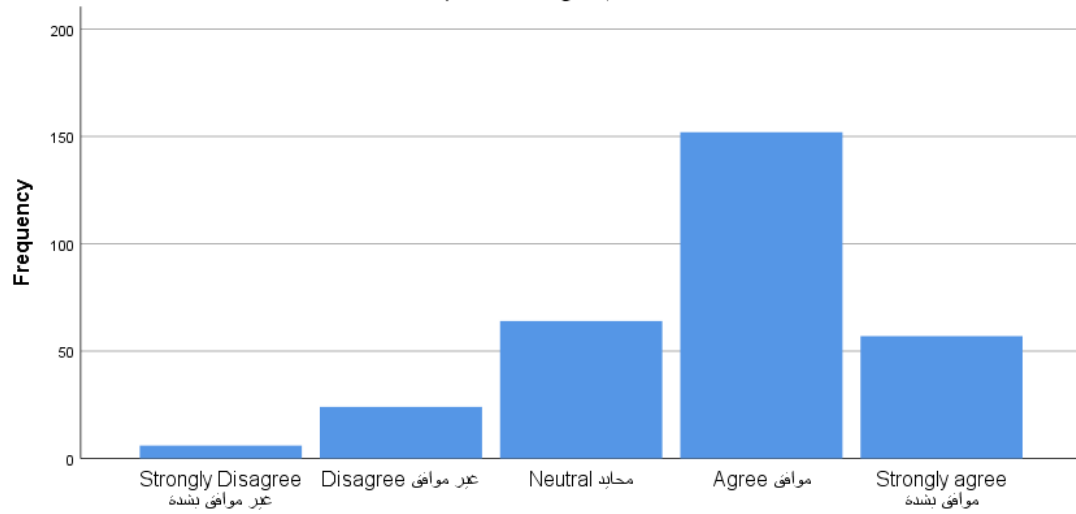


Figure 14: I am familiar with the institutions that support such entrepreneurial projects.

58.1% of participants are familiar with institutions that support such entrepreneurial projects ($M = 3.56$, $SD = 1.096$) then they are age 20-25 year by 30% [Q13].

There are many ways in which entrepreneurship programs can be offered in Oman. هناك العديد من الطرق التي يمكن من خلالها تقديم برامج ريادة الأعمال في عمان



There are many ways in which entrepreneurship programs can be offered in Oman. هناك العديد من الطرق التي يمكن من خلالها تقديم برامج ريادة الأعمال في عمان

Figure 15: There are many ways in which entrepreneurship programs can be offered in Oman

Most respondents (69%) answered that there are many ways in which entrepreneurship programs can be offered in Oman ($M = 3.76$, $SD = .916$) (Q14).

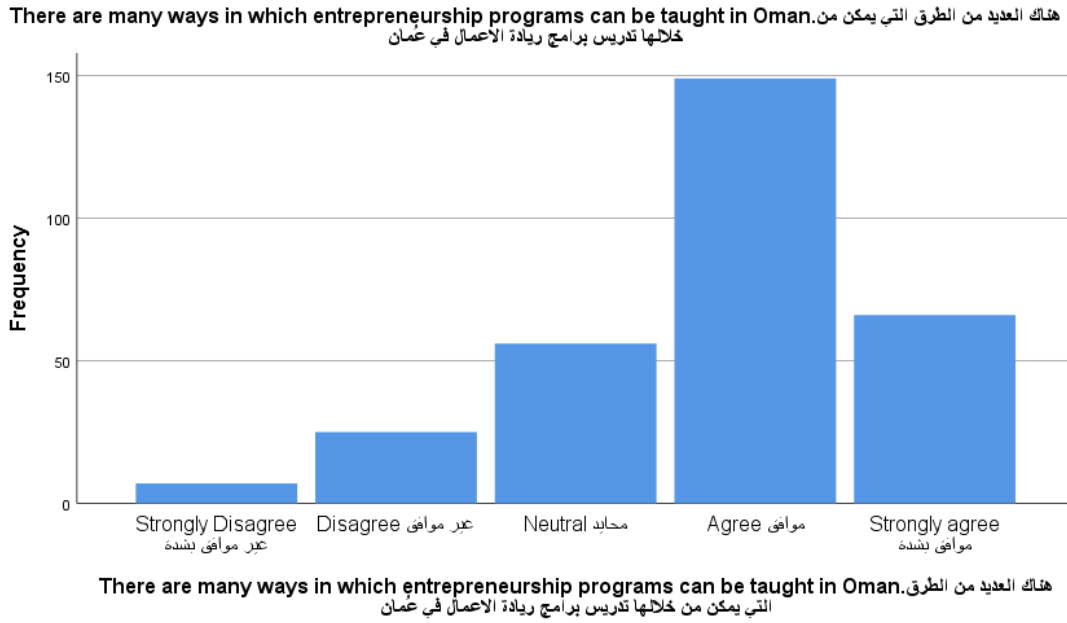


Figure 16: There are many ways in which entrepreneurship programs can be taught in Oman.

Most respondents of (71%) answered that there are many ways in which entrepreneurship programs can be taught in Oman ($M = 3.80$, $SD = .950$) (Q. 15).

4.1 Discussion

Based on the analysis of the above metadata, it can be said that the majority considered that opportunities and challenges as the major factors for entrepreneurs, because through the opportunities seized in the market or the challenges resulting from success, the talented and job searchers were able to fully know how to capture every opportunity they encounter to obtain the opportunity and participate in the challenges with others to be successful in the market of works and have the ability to compete besides to communicate with entrepreneurs so that they can establish joint private businesses between them and to reduce unemployment in the country, which in turn led to improving relations between them. for example, the company needed an employee to work on the job, then they are doing advertising on the web sites or social media, this is an opportunity for job seekers to get them to register. More jobs mean more income, and this increases the demand for goods and services and thus increases production. Thus the demand for jobs increases again and so on. Thus, creating an opportunity in the field of entrepreneurship makes more demand and increases economic growth, for example in the opportunity to open Omani projects with Omani hands and employ them in Omani work. Market opportunity. An example of the challenges that many job seekers and graduates face, as well as talented people who possess the skills and abilities to face challenges in various areas of life to gain many opportunities, are financial commitments. There are many talented job seekers and graduates who wanted to set up their projects, but after studying their idea and discussing it with many experienced individuals they are facing difficulty with money, which is the main reason for establishing projects and there are many bodies that support job seekers in establishing their projects. And also the insufficiency of the borrowed money, but researchers and others of this fear that they are unable to repay the money borrowed from these bodies, and then they face many problems, including, for example, the demand from the competent authorities to pay the money. Also, researchers fear not clarifying their idea and reducing its promotion and therefore rejecting it from the funding agencies. I suggest promoting and instilling a culture of entrepreneurship for all, from job seekers, graduates, and others, so that the procedures are facilitated and the job seeker and others can establish projects and others, financial support and reduce or cancel benefits, then give attention to instructing young

people on entrepreneurship. There is very noticeable the collected data, which positively affected their general perception of establishing projects and businesses with entrepreneurs.

The questionnaires consisted of two sections, section A focused on collecting demographic data, they are four questions only. Section B consisted of fifteen statements presented via Likert scale (Strongly disagree, Disagree, Neutral, Agree, strongly agree), the statements and questions focused on the Opportunities and Challenges of Entrepreneurs in Oman. As a career option, graduates tend to become job searchers in the established government or private sector. Also, it is caused by insufficient understanding and lack of information for graduates or job searchers for entrepreneurship; moreover, there are many problems in the implementation of private business. Some of the evidence supporting these statements are: Entrepreneurial curricula within universities in Oman do not contain a strict standardized formula and a lack of skilled lecturers who can present a new model on the importance of entrepreneurship. Moreover, the centers of entrepreneurship within the educational institution do not operate effectively, and the lack of cooperation between educational institutions and the public and private sectors.

They live in a period of unemployment and job scarcity. The student studies approximately three to six years in postgraduate studies to be able to find a job and to inhabit himself with work and develop his skills and abilities in governmental and private sectors in the Sultanate of Oman. This research is focused on studied entrepreneurs in terms of challenges and opportunities to create a private job for everyone so that graduates and talented people do not wait for government work, but rather work on their own and bring income to aid them in their life. Among the recommendations of the study is the implementation of training programs that contribute to the development of entrepreneurship for job seekers, graduates and talented people, as well as reconsidering the encouragement and spread of the culture of entrepreneurship among university graduates, school graduates and talented people in higher education institutions and the various educational programs stages, and in various training courses. Then he suggested adding a compulsory subject Entrepreneurship to the curricula of high school students,

and it should also be added on a larger scale as a basic curriculum in higher education institutions of universities and colleges in the Sultanate of Oman.

The challenges on this research are motivated the family to start their own business, friends the one reason to start own business, then the technical support of facilities is second reason to start own business, the other challenge on this research are logistical support other reason of hindering to start own business and end challenge is familiar with institutions support such entrepreneurial project. then the other variable in this research is an opportunity.

The opportunities on this research are the think positively to size opportunity to start own business when possible, the second opportunity is having skill needed to start own business, then the idea meets the market needs, and the other opportunity is difficulties in securing funds from the authorities the private sector limits the opportunity to start own business, and the final opportunity is academic qualifications is one of the reasons when starting own business.

The centers affiliated with entrepreneurs can play a very important role in enhancing the entrepreneurial skills of talented Omani graduates and job searchers so that they can establish their projects and businesses to enhance their skills with high efficiency and effectiveness to fill their time and enter their income. Government should provide a center where leadership, past successful stories, best practices, advice, supporting and direction can be provided. The above points will prepare the entrepreneurial sectors and job searchers to be ready and play a vital role in Oman 2040 Vision.

4.1.1 Correlation data analysis

Correlation analysis is the strength of the relationship between two quantitative variables statistically in the evaluation (Franzese & Iuliano, 2019).

The correlation matrix shows the correlation coefficient for every combination of variables. Mainly there are three rows: one for the challenge, and the second for opportunities, and the other for entrepreneurs besides that there are three columns: one for the challenge, while the second for opportunities and the other for entrepreneurs where each row and columns intersect, its seen that the correlation coefficient between

those two variables, so in this quadrant of the matrix shows that the correlation coefficient between challenge and entrepreneur in Oman. Correlation Pearson index on the relations of all variables of the study, based on the ranges from negative (-1) to positive (+1) coefficient values. According to the data analysis of correlation coefficient illustrates their positive relationships between all variables,

Table 3: Correlation

Correlation (N=303)		Entrepreneur	Challenge	Opportunities
Entrepreneur	Pearson Correlation		.718**	.576**
Challenge	Pearson Correlation	.718**		.612**
Opportunities	Pearson Correlation	.576**	.612**	

Through the results of the data analysis of the correlation coefficient, its relationship was shown positively between all the variables, in the impact of challenges or in the impact of opportunities to lead to the success of entrepreneurs in Oman.

▪ **Challenge and Entrepreneurs in Oman**

Shown from the analysis there is a positive relationship between challenges with the entrepreneurs in Oman, (.718) that mean the challenges facing entrepreneurs and entrepreneurs are present in the Omani market, and the government must provide the appropriate economic environment for entrepreneurs and invest easily so that competition in the market and an increase in income produce local production for the Omani market and generate a lot of jobs opportunities for individuals, and this confirms the hypothesis that there is a positive relationship between challenges and entrepreneurship. So There is a positive Relationship between challenge and entrepreneurship in Oman the Pearson Correlation value is 0.718.

▪ **Opportunities and Entrepreneurs in Oman**

It is clear through the analysis that the positive relationship between the opportunities in the market and entrepreneurship, and that the presence of opportunities to invest in the Omani local market increases the strength of the economy and maintains the competitive level in the global markets and produces financial returns for individuals and entrepreneurs in the market recovery and creation Opportunities for employment and continuity of financial flows. So the hypothesis of the Significant Relationship between opportunities and entrepreneurship in Oman the as per the Pearson Correlation value is 0.576, is positive Relation.

This analysis helps us to support the hypotheses of the study and that the positive relationships between the hypotheses and variables increase, the higher the percentage of the challenges variable the dependent variable will be affected, either by an increase or a decrease and also a change in the percentage of the opportunities variable will correspond to the hypothesis of its impact by the increase in entrepreneurs in Oman and impact All the independent variables have their main variable and this leads to the expected results of the study will be positive and help us find appropriate solutions to the problem of study.

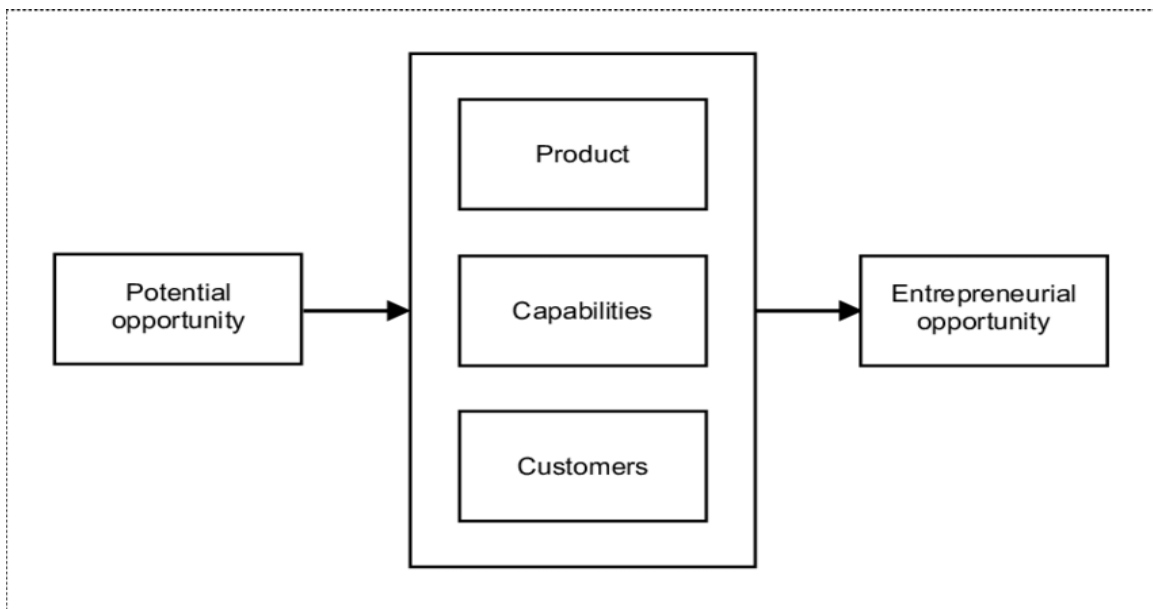


Figure 17: Entrepreneurial opportunity creation process (source: research gate .net)

4.1.2 Hypothesis of the Study

Hypothesis testing aims to find the relationship between variables, and through this research, this analysis helps us support the hypotheses of the study and that the positive relationships between the hypotheses and variables increase, through our use of the SPSS program to test and analyze the research hypothesis. The relationship is that whenever the percentage of challenges variables increases, the entrepreneur variable will be affected, either by increase or decrease and also the change in the percentage of the opportunity variable will correspond to the hypothesis of its impact through the increase of the entrepreneur. All independent variables have their main variables, and this leads to the expected results of the study that will be positive and help us find the appropriate solution to the study problem.

According to of correlation value of the hypothesis of variables:

H1: Retained as supported by the data statistics, where it has been confirmed that the correlation between challenge and entrepreneurship in Oman the Pearson Correlation value is 0.718, positive Relation. Furthermore, the descriptive analysis principle component Analysis (PCA) indicated that (M=3.77 and SD=.997). This means that the government must provide the appropriate economic environment for entrepreneurs and investment easily so that competition in the market and an increase in income will produce local production for the Omani market and generate a lot of job opportunities for individuals.

H2: Retained as supported by the data statistics, where it has been confirmed that the correlation between opportunities and entrepreneurship in Oman the Pearson Correlation value is 0.576, positive Relation. Furthermore, the descriptive analysis principle component Analysis (PCA) indicated that (M=3.74 and SD=1.040). this to lead there positive relationship between the opportunities in the market and entrepreneurship, and that the presence of opportunities to invest in the Omani local market increases the strength of the economy and maintains the competitive level in the global markets and produces financial returns for individuals and entrepreneurs in the market recovery and creation Opportunities for employment and continuity of financial flows

H3: Retained as supported by the data statistics, where it has been confirmed that the correlation between the challenge and opportunities is significant the Pearson Correlation value is 0.612, positive Relation. Furthermore, the descriptive analysis principle component Analysis (PCA) indicated that (M=4.03 and SD=.998). This means that entrepreneurship in the market to create investment opportunities with the presence of challenges, the investment can be achieved and contribute to increasing local production and creating economic competitiveness, which results in economic recovery and job security for individuals and achieving the continuity of economic development.

4.2 Findings

Through careful and planned integration, the graduate, the talented and the entrepreneur will be the real partners in Omani economy growth when they establish their private businesses. Among the recommendations of this study, there should be training implementation for the programs to contribute to the development of entrepreneurial skills amongst seekers, graduates and talented persons, as well as reconsidering the encouragement and spread of the culture of entrepreneurship among university graduates, school graduates, talented persons in the higher education institutions and the various educational programs stages, and different training courses. The consequences of data analysis are imperative to provide sufficient knowledge to the students, whether they are school graduates or from higher education institutions, besides establishing continuous courses in spreading knowledge about entrepreneurship and its importance to the individuals and the states.

Chapter Five: Conclusion and Recommendations

5.1 Conclusion

Through the study's results, it's proved that the relationships between the independent and dependent variables are interconnected in the role of entrepreneurs. Challenges and opportunities for graduates, talented people and job searchers also to manage and understand entrepreneurship, it's clear that everyone can understand and find the ability to write an economic feasibility study so that he can seize opportunities and Challenges in the market to gain confidence to be a successful entrepreneur. It is feasible for a job seeker to know about all the courses and programs that are held in Oman, so that he can apply and teach entrepreneurship in various ways, including the full knowledge of the state to secure funds from the authorities to help the researcher find work opportunities. Technical and logistical support are the two factors that facilitate the starting of their own business depending on their idea that meets the market's need and raises the economy in Oman, the study dealt with the role of entrepreneurs in Oman, and the factors investigated the challenges of job seekers in establishing their projects and businesses, the current opportunities for growth and expansion, in addition to the problems that delay the progress of every job searcher in entrepreneurship. The environment and the issues they face in their daily lives influence their personalities, goals, and outlook. In this section, the researcher begins by presenting some practical recommendations that emerged throughout this study. The study also made it possible to develop questions for future research.

5.2 Recommendations

This research indicates that entrepreneurship programs in Oman in terms of challenges and opportunities that will be re-positioned to fit Oman Vision 2040 and the intuitive definition and sufficient knowledge of every researcher and graduate of all authorities that can achieve entrepreneurship in Oman, can be achieved below some of the recommendations that can be focused:

(1) Comparative studies on entrepreneurship by job searchers and talented people in other Arab countries should yield interesting cultural issues. For example, how does the experience of job seekers and graduates in entrepreneurship compare in other countries?

(2) In general, the sample was chosen from the graduates, the job searchers, and the talented people as well. More similar studies should explore other, particularly less well-off (Omani graduates and job searchers).

(3) The public and private sectors should work together to better enhance the logistics program

(4) Universities should invite businessmen/businesswomen to tell the graduate students and the job seekers about their working experiences to motivate them.

(5) There is an urgent need for a specialized center dedicated to supporting the development of entrepreneurship and nurturing intellectual students, talented people and job seekers.

5.2.1 Limitations

This research would have benefited from the wide range of participants from diverse groups of graduates, job searchers, and entrepreneurial talents.

5.2.2 Future directions

It would have been very fruitful if the scope of the research had been expanded to include more opportunities and challenges in entrepreneurship so that each graduate could learn how to start his project, and also for talented people in how to seize opportunities and overcome the challenges in entrepreneurship, as well as for job seekers.

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Appendices

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I have enough knowledge to meaning of entrepreneurship					
I have the knowledge to start my own business					
My family motivates to start my own business					
One of the reasons to start a business is friends					
I think positively to seize the opportunity to start my own business when possible					
I have the skills needed to start my own business					
An important economic feasibility study to start a new business					
My idea meets the market needs					
My Academic qualifications is one of the reasons why I start					

my own business					
Technical support is one of the reasons that facilitates the effort to start my own business					
logistical support is one of the reasons hindering the effort to start my own business					
Difficulties in securing funds from the authorities and the private sector limit the opportunity to start my own business					
I am familiar with the institutions that support such entrepreneurial projects.					
There are many ways in which entrepreneurship programs can be offered in Oman.					
There are many ways in which entrepreneurship programs can be taught in Oman.					