



ROLE OF SOCIO-CULTURAL TRANSFORMATION AND DIGITAL EXPOSURE IN SHAPING RURAL AND SEMI-URBAN YOUTH ENTREPRENEURSHIP IN INDIA: AN EMPIRICAL STUDY



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Abstract

Socio-cultural change, technological exposure, and new ideas of success, along with upward social mobility, are major drivers of entrepreneurship behaviour among rural and semi-urban youth in India. This study examines the effects of socio-cultural transformation and technological adaptation on entrepreneurial intentions, behaviour, and actions of Indian rural and semi-urban youth. The study follows a qualitative research design. The data were collected through in-depth semi-structured interviews. The sample comprised 40 entrepreneurs from rural and semi-urban areas of Uttar Pradesh, Haryana, Delhi NCR, and Rajasthan. The chosen entrepreneurs were mainly from small businesses and startups involved in Agri-tech, handicrafts, digital marketing, food startups, coaching institutes, e-commerce, logistics, dairy innovation, fitness startups, tech startups, social media agencies, etc. The authors applied thematic analysis to data collected through interviews. A qualitative design was deemed most suitable since the research is aimed at understanding the real-life experiences, perceptions, motivations, social realities, and entrepreneurial journey of the respondents. The interview data were analysed based on Braun and Clarke's thematic analysis method. It was found that technological exposure, changes in family aspirations, the influence of social media, online learning portals and the evolution of cultural identity play an important role in fostering entrepreneurial intentions and venture creation.

Keywords: *Digital Exposure; Socio-Cultural Transformation; Technology; Thematic Analysis; Youth Entrepreneurship*

Introduction

A Socio-cultural transformation is represented by the changing dynamics of society. It includes social capital such as networking and trust [1]. Modern youth believe in networking, referral businesses, network size and diversity, as well as how frequently business exchanges help. This builds trust and reciprocity among businesses and individuals [2]. In addition to this, youth increasingly demonstrate interest in "entrepreneurship education and family business". Entrepreneurship education programmes significantly develop entrepreneurial intention [3]. Young people have greater access to information, resources, and entrepreneurial knowledge, which further leads them to freely nurture, share and test their adventurous ideas and trigger the urge to fulfil them. Changing gender norms and societal attitudes have supported better participation of women in entrepreneurial activities. Lastly, increasing urbanisation and mobility have also given exposure to youth about entrepreneurship and new venture creation. This has contributed to building better risk tolerance, opportunity perception and entrepreneurial attitude among young people [4].

The last few decades have witnessed that technology-enabled businesses can reach a wider audience and access worldwide markets. Technology boosts income and creates opportunities for growth and diversification [5, 6]. With

technological adoption, startups can communicate with customers in real time and overcome geographical constraints, which encourages innovation in areas like “marketing, sales, and customer service.” Improved communication tools encourage the exchange of ideas, teamwork, and the creation of new ventures [7, 8].

The study has been structured into eight sections. The further sections of the study include the Literature Review, Research Gap, Research Questions, Methodology, Data Analysis, Discussion, and Conclusion and Implications.

Literature Review

The extant literature on entrepreneurship is widely covered through various models like the theory of planned behaviour, which addresses entrepreneurial behaviour through attitudes, subjective norms, and perceived behavioural control. The literature has also covered the linkages between entrepreneurial ecosystems and business creation [9], as well as technological innovation and participation in the economy [10, 11]. In addition, the issue of entrepreneurial intention includes self-efficacy, social support, perception of opportunities, and motivational orientation that contribute to entrepreneurial decisions [12, 13]. Socio-economic transformation has brought about a change in attitudes towards employment security and entrepreneurship. At the same time, technology use facilitates the acquisition of knowledge concerning entrepreneurship, digital entrepreneurship, and participation in markets. Greater knowledge of technology enhances entrepreneurial self-confidence and creativity [14].

With the enhancement of entrepreneurial self-efficacy, people will be encouraged to perceive opportunities, embrace risks, and engage in entrepreneurial endeavours. Hence, entrepreneurial intention will eventually lead to entrepreneurial behaviour [12]. It means that the model explains entrepreneurship as a development process that is socially based, technologically enabled, and psychologically supported among rural and semi-urban Indian youth. Entrepreneurs are always influenced by socio-cultural ties in their business operations. Cultures give them a distinct identity, especially when it comes to analysing how entrepreneurial ambitions transform from rural to urban contexts. In the Australian context, it was found that women’s singlehood is an elaborate form of social control over relationships, where different attributes maintain traditional hierarchy of relationships, while enabling personal decisions [15]. Such independence of decision-making nurtures entrepreneurial intentions.

The findings indicate that entrepreneurship in rural India continues to require social validation before achieving legitimacy within family structures. Entrepreneurial success functions as a mechanism that reshapes cultural attitudes toward self-employment and innovation. According to recent findings, the family also supports the entrepreneur dynamically rather than statically, depending on their success and social perception [16]. Social transformation has led to lower levels of uncertainty avoidance and higher risk-taking abilities. This has significantly contributed to entrepreneurial intentions. It is also argued that, in collectivist cultures, entrepreneurship is gauged by social and economic stability [18]. Connecting with the modern technology, it has also been found that social media helps entrepreneurs reach customers. This motivates entrepreneurs towards innovation and business growth [17].

Research Gap

Despite significant progress in the field, there are some gaps in the literature that require further attention. The first gap pertains to the Indian context, where a considerable part of studies on entrepreneurship in India is quantitative and concentrates mainly on students or urban entrepreneurs and institutional ecosystems. There is very little qualitative research about the processes of socio-cultural transformation that take place when rural-origin youth turn into entrepreneurs. Another important gap refers to the linkage between entrepreneurship and technology adoption because most literature addresses these phenomena separately. The current research thus attempts to fill the above-mentioned gaps through the qualitative interviews conducted with entrepreneurs originating from the rural and semi-urban parts of Rajasthan, Uttar Pradesh, Haryana, and Delhi NCR. Through this examination of their experiences, motivations, technological and socio-cultural transitions, this research aims to gain a deeper insight into the emergence of entrepreneurship as a transforming trend among today’s generation of Indian youth.

Research Questions

1. How does socio-cultural transformation impact entrepreneurial intention among rural and semi-urban youth in India?
2. What impact does technology adoption have on entrepreneurial behaviour and entrepreneurial action?
3. What socio-cultural and psychological barriers continue to affect entrepreneurial engagement among rural-origin entrepreneurs?
4. How do entrepreneurs view their entrepreneurial journey in the context of modernisation and digital transformation?

Methodology

Research Design

The current research employs an interpretivist qualitative research design that explores how socio-cultural transformation and the adoption of technology influence entrepreneurial intention, entrepreneurial behaviour, and entrepreneurial action among rural and semi-urban youth in India. A qualitative design was deemed most suitable since the research is aimed at understanding the real-life experiences, perceptions, motivations, social realities, and entrepreneurial journey of people from rural origins who are presently part of entrepreneurial ecosystems in urban India [19, 20]. The respondents were purposefully chosen based on the following:

1. They hail from rural or semi-urban areas in India.
2. They work, run their own businesses, or engage in entrepreneurial activities in urban cities.
3. They have had experience with startups, self-employment, or entrepreneurship.
4. They have been exposed to digital technology and urban business environments.

Purposive sampling was deemed suitable for the research because the study focuses on a specific group of people whose transformation into entrepreneurship has been studied.

Sampling Design and Respondent Profile

This research uses purposive sampling, which is a form of non-probability sampling commonly used in qualitative research. Purposive sampling allows the researcher to choose participants who have the necessary experience, knowledge, and traits that help to solve the research problem [21]. In total, the sample size consisted of 40 respondents spread across four Indian states/regions. Table 1 shows the respondents' profile.

Table 1: Respondent Profile

State/Regions	Respondents	Business Type
Rajasthan	10	Agri-tech, handicrafts, digital marketing
Uttar Pradesh	10	Food startups, coaching institutes, e-commerce
Haryana	10	Logistics, dairy innovation, fitness startups
Delhi NCR	10	Tech startups, social media agencies

Source: Researchers' Own Work

The age of the respondents ranged from 18 to 35 years, and they belonged to various sectors in entrepreneurship such as digital marketing, food startups, e-commerce businesses, handicrafts, Agri-tech, social media entrepreneurship,

logistics, creative industries, coaching services, and online retail. Primary data collection took place through semi-structured in-depth interviews, which were carried out from May to August 2026.

Interview Duration and Transcription

Each interview lasted anywhere from 30 to 45 minutes depending on the respondent's communicative style, speed of speech and their willingness to provide elaboration where necessary [22]. In this way, some respondents provided very clear answers and hence the interview took less time, while other respondents elaborated their responses by providing examples and wider experiences, thus increasing the duration of the conversation. By probing further with follow-up questions, the researcher exhaustively explored each aspect until no new information emerged in the session, thus confirming the robustness of the gathered data [15, 23].

Interview Themes and Statements

The interview questions were developed under four primary themes that emerged from the research objectives and theoretical framework. Qualitative methodologies lack the standardised measurement scale approach that is employed by quantitative methodology; however, thematic interviewing questions have been formulated from relevant literature regarding entrepreneurship and technology adoption. Table 2 to Table 6 shows the list of such questions, while Table 7 shows all the sources.

Table 2: Socio-cultural Change

Theme	Interview Questions
Family mindset change	"How has your family's perception of entrepreneurship changed over time?"
Social identity	"Did people from your village initially support your entrepreneurial ambitions?"
Cultural transition	"Do you think modernisation changed career expectations in your community?"
Gender and entrepreneurship	"Do societal expectations affect entrepreneurial decisions differently for men and women?"

Source: Compiled by Researchers

Table 3: Technology Adoption

Theme	Interview Questions / Statements
Smartphone usage	"How important has smartphone technology been in your business journey?"
Social media entrepreneurship	"How has social media helped you build customers or networks?"
Digital learning	"Did online platforms help you learn entrepreneurial skills?"
E-commerce adaptation	"Have digital platforms changed the way you sell products/services?"
Innovation adoption	"What technologies have significantly improved your business operations?"

Source: Compiled by Researchers

Table 4: Entrepreneurial Intention

Theme	Interview Questions / Statements
Motivation	“What motivated you to start your own venture?”
Opportunity recognition	“How did you identify your business opportunity?”
Self-efficacy	“Did you believe you could become successful despite your background?”
Risk perception	“What fears did you face before starting your business?”

Source: Compiled by Researchers

Table 5: Entrepreneurial Behaviour and Action

Theme	Interview Questions / Statements
Business initiation	“What was the first entrepreneurial step you took?”
Resource mobilization	“How did you arrange financial or social support?”
Networking behaviour	“How important are digital and urban networks in your business growth?”
Resilience	“Describe a major challenge that nearly made you quit.”

Source: Compiled by Researchers

Table 6: Interview Questions/Statements/Prompts/Themes

Construct	Interview Questions / Statements
Socio-cultural Transformation	“Did modernisation influence your entrepreneurial aspirations?”
Family Support	“How did your family react when you decided to start a business?”
Technology Adoption	“How important has smartphone technology been in your entrepreneurial journey?”
Social Media Entrepreneurship	“Has social media helped you attract customers or business opportunities?”
Entrepreneurial Self-Efficacy	“Did you believe you could become successful despite your rural background?”
Opportunity Recognition	“How did urban exposure help you identify entrepreneurial opportunities?”
Entrepreneurial Action	“What practical steps did you take to establish your venture?”

Source: Compiled by Researchers

Data Analysis

The interview data were analysed based on Braun and Clarke’s thematic analysis method [24]. This is one of the most popular qualitative methods of analysing textual data, which involves uncovering recurring themes and patterns within texts. The authors followed a six-step process to analyse the data, including Familiarisation with Data, Initial Coding, Theme Identification, Theme Review, Defining and Naming Themes and Producing the Report. Trustworthiness and

reliability were obtained by employing guidelines [25]. The guidelines included the steps: a) Credibility, b) Transferability, c) Dependability and d) Confirmability.

Analysis and Discussion on Themes

It was found that factors like socio-cultural transformation, digital awareness, and changing perceptions regarding identity and success were instrumental in shaping entrepreneurial intentions and practices [26, 27]. According to respondents, entrepreneurship did not merely constitute an earning opportunity; rather, it represented the route to freedom and respect. It should also be noted that the study has found notable generational changes in the attitude towards entrepreneurship among respondents [13]. Five themes emerged through thematic analysis: a) Digital Awareness and Entrepreneurship Aspiration, b) Changing Perceptions of Family Regarding Entrepreneurship, c) Technology as an Equaliser and Opportunities Generator, d) Social and Cultural Hurdles in Rural Areas of India and e) Entrepreneurial Resilience and Adaptive Behaviour.

Theme 1: Impact of Digital Exposure on Entrepreneurial Intention

Almost all interviewees emphasised that their decision to become entrepreneurs had been greatly inspired by digital sources like social media, online payment systems (Google Pay, Paytm, etc.), YouTube channels, podcasts related to startup companies, Instagram businesses, and success stories of online entrepreneurs. Respondents highlighted that prior to being exposed to these digital sources, entrepreneurship was not generally considered a good profession among their community. Jobs in the government sector and other typical professions were deemed more suitable for young people. However, gradual exposure to the startup world and digital entrepreneurship made them think differently.

A respondent (Haryana) explained the effects of social media on creating an entrepreneurial culture among young people: *“Instagram has shown us that entrepreneurship is doable. Earlier, doing any business looked like something only done by rich people in their families who have lots of capital to start.”*

The results indicated that social media exposure minimised informational barriers and enhanced the confidence of respondents in entrepreneurship. Through social media sites, the respondents learnt skills and methods related to conducting businesses without formal education in business studies. Studies have found that social media helps people make investment decisions, as people connect with each other and share information [28, 29].

Theme 2: Evolving Family Attitudes towards Entrepreneurs

Our respondents initially faced strong opposition from family members, especially parents, considering the business as risky and volatile in nature.

A respondent from Uttar Pradesh remarked, *“My father used to ask me to start preparing for government jobs because entrepreneurship is always uncertain and volatile.”* A respondent from Rajasthan shared, *“My family started feeling proud of me and started talking about me as a businessman since I started making money through my online business.”* One respondent (Delhi NCR) stated, *“My parents used to think that entrepreneurship was only for rich people. But now, they have encouraged my younger brother to venture out on his own.”*

Theme 3: Technology as Equaliser and Opportunity Maker

Adoption of technology appeared to be one of the most important factors enabling entrepreneurship among the respondents. Almost all respondents noted that the use of smartphones, social media and digital payments facilitated overcoming barriers that existed traditionally. Technological adoption allowed for low-cost business formation, communicating with clients, marketing of products, selling of goods via online platforms, and learning opportunities for entrepreneurs.

A respondent from Delhi NCR said, *“I would never survive in business without UPI and WhatsApp Business.”* Another respondent (Haryana) shared that *“Instagram has helped me reach out to customers far beyond my own district. Previously, small businesses in the small towns had almost no visibility.”* A respondent from Rajasthan said, *“My phone is like an office and marketing firm for me.”* These results strongly corroborate the applicability of the Technology Acceptance Model.

Theme 4: Social and Cultural Challenges for Youth Entrepreneurship in Rural India

Even though the levels of entrepreneurial motivation were rising, there were several socio-cultural barriers preventing entrepreneurial development in rural-origin youth [30]. Common socio-cultural barriers included: fear of social failure, pressure from families, economic insecurity, gender-related issues, and lack of a local entrepreneurial ecosystem.

Thus, one respondent from Uttar Pradesh said, *“In the village, when you fail in business, everybody only remembers the failure, not the efforts.”* Furthermore, another respondent (Haryana) shared his thoughts, saying, *“There is still pressure to opt for safe jobs as entrepreneurship is perceived as unstable.”* Female participants (Uttar Pradesh) specifically mentioned gender-related issues: *“More questioning on marriages and safety occurs for women who choose to be entrepreneurs.”* Also, one female participant (Rajasthan) shared an interesting statement, *“When it comes to entrepreneurship, boys can do anything. For girls, everything should be safe, convenient and balanced. Though we are allowed to run businesses inside household boundaries like beauty parlours, boutiques, tuitions, etc. Our mobility is still restricted.”* Finally, there was the issue of lack of local examples of entrepreneurial success in rural areas: *“Fewer villages have the startup culture with mentoring and help. Young people still do not know how to start, though they contribute to the already set up businesses in all functional areas.”* Highlighted by a respondent from Uttar Pradesh.

Theme 5: Entrepreneurial Resilience and Adaptive Behaviour

One significant theme that emerged from interviews is the resilience and adaptive behaviour displayed by the interviewees despite their financial constraints, social pressures, and uncertainty [31].

As one respondent from Delhi NCR mentioned, *“Entrepreneurship teaches more from failure than through any degree.”* A similar response by another interviewee (Uttar Pradesh) was, *“As one hails from a small town, they develop mental strength as they try to survive with fewer resources.”* Continuous learning from digital platforms emerged from several interviews, such as from Rajasthan: *“Every challenge I faced in the business, I would Google it and find out how to address it or find people who can help me rectify it.”*

Another interviewee (Haryana) stressed the aspect of psychological resilience, *“People mocked me when I started my venture, but now they approach me for business advice.”* Therefore, it can be stated that entrepreneurial resilience among rural-origin youths is significantly associated with learning adaptation and digital experience.

Discussion

This research suggests that entrepreneurship has evolved from being just another source of income into something symbolic for the younger generation, representing freedom, creativity, flexibility and social acceptance. The results further show the rise of a digitalised entrepreneur culture among rural youth wherein smartphones, social media platforms, online education portals, and the urban environment all act as facilitators for entrepreneurial intentions, actions and behaviour.

One of the important findings of the study is that technology exposure has a transformational impact on the formation of entrepreneurial intention among youth belonging to rural and semi-urban areas. The participants consistently mentioned that smartphones, social media, YouTube channels, online business communities, and digital payment solutions instilled a sense of confidence regarding entrepreneurship in them and helped them overcome information constraints related to business formation. The participants emphasised that Instagram business marketing, WhatsApp Business, YouTube learning, digital freelancing, online shopping, and UPI-based business transactions are some of the important enablers of entrepreneurship. These findings are consistent with recent studies on entrepreneurship indicating that digital technologies provide significant improvements in entrepreneurial access and innovations among youth in emerging economies [32, 33]. Moreover, other recent studies note that digital ecosystems serve to democratise entrepreneurship by minimising entry barriers, geographical constraints, and reliance on infrastructure [34]. According to prior research, technological adoption positively impacts entrepreneurial intentions because it allows individuals to access more information, engage in digital learning, and build business networks [35]. The findings are highly compatible with the Technology Acceptance Model, postulating the positive relationship between perceptions of technology usefulness and usability and technology use. The findings validate that entrepreneurial ecosystems existing in metropolitan cities foster creativity, innovation, and entrepreneurship learning among the youth population [36]. The findings also align with Social Cognitive Theory, which emphasises that behavioural aspirations develop via observations [37].

Another important finding is that family attitudes towards entrepreneurship gradually become more supportive after visible entrepreneurial success is achieved. Most respondents reported that their families initially preferred stable careers such as government jobs or corporate employment due to concerns regarding financial insecurity, business failure, social judgment, and unstable income. The authors found that social media fulfils the dual purpose of being both a learning platform and a business growth platform. According to respondents, social media helped them learn digital marketing, branding, customer interaction, finances, and business communication.

Despite heightened entrepreneurial inclinations, the results have shown that cultural norms of the past limit the involvement of entrepreneurial activity by rural youths. These include social anxiety, family expectations, financial instability, and social comparisons. From these results, it is evident that entrepreneurship within rural India continues to be shaped by society and culture regardless of contemporary development. In recent entrepreneurship literature, it has been observed that collectivist societies generally tend to discourage high-risk entrepreneurial ventures out of the fear of damage to social reputation.

Finally, it can be observed that rural-origin entrepreneurs exhibit high levels of resilience, adaptability, and willingness to engage in self-learning despite constraints in resources and infrastructural difficulties. Entrepreneurship was repeatedly mentioned as a process of constant learning and growth through experimentation, digitisation, and perseverance. Findings show that resource scarcity can enhance entrepreneurial resilience and innovative adaptation abilities. In recent research, it was argued that entrepreneurs in resource-scarce environments tend to become more adaptable, improvise, and innovate.

Conclusion

The findings of this study have several practical implications concerning entrepreneurship development among rural and semi-urban Indian youth for educators, entrepreneurship development agencies, startup incubators, digital education organisations, and other stakeholders. In particular, the study shows that technological innovation, cultural shifts, experience in urban environments, and digital educational ecosystems influence the process of developing entrepreneurial capabilities among rural youth today. For this reason, the approach to entrepreneurial development should go far beyond providing financial assistance for starting ventures.

First, one of the main suggestions that can be drawn from the study is the integration of digital competence development into the entrepreneurship development process. The findings indicated that smartphones, social media, digital payments and other aspects of the digital ecosystem play a crucial role in the entrepreneurial activities of the respondents. Moreover, many of the participants were able to acquire business-related skills on their own via digital learning platforms, such as YouTube and Instagram. For this reason, entrepreneurship development programmes should consider the incorporation of digital training modules, including social media marketing, e-commerce processes, digital branding, fintech solutions, online networking, content creation, and digital business management.

Development of digital skills among young people living in rural areas will be very helpful in reducing information gaps and entrepreneurial efficacy. One more critical finding from the study is the increasing significance of rural and semi-urban incubators for technology-based and innovation entrepreneurship. Most respondents mentioned that most rural areas still do not have an ecosystem of entrepreneurship and mentoring for startups. Current incubators are mostly based in large metropolitan cities; thus, they remain unavailable for most rural entrepreneurs. In this regard, creating regional incubators in tier-2 and tier-3 cities would be very beneficial, as it will allow for providing mentoring services, networking opportunities, digitisation resources, mentoring, and innovation training to young rural entrepreneurs.

One more essential finding that has significant implications refers to the role of universities and higher education institutes in promoting entrepreneurial culture among youth from the rural areas. It was evident that exposure to entrepreneurship in urban regions significantly affected self-confidence and perception of opportunities among the respondents. As such, universities have the potential to make a transformational difference by combining entrepreneurship learning, incubator programmes, mentoring, industry collaboration, workshops, and practical experience within academic systems. Courses should be designed to mentor rural youth by introducing them to

accomplished entrepreneurs, startup owners and digital content creators. This will help foster their entrepreneurial spirit and alleviate fears related to business failure.

This study also emphasises the importance of creating localised digital ecosystems that would help facilitate entrepreneurship activity in rural and semi-urban areas. Both policymakers and private stakeholders should work towards enhancing accessibility to the internet, development of digital infrastructure, online payment platforms, digital logistics, and integration of online commerce in towns and villages. Many respondents have confirmed that technology helps overcome geographic limitations and reach a much larger market even when the existing physical infrastructure is not advanced. Enhancing localised digital ecosystems will therefore allow entrepreneurship to be democratised.

The results also reveal the necessity to tackle the issue of socio-cultural barriers while developing entrepreneurship support programmes. The fear of social failure, family pressure and cultural preference for steady employment prevent many young people from rural areas from embracing the entrepreneurial path. It is crucial to ensure that entrepreneurship development programmes address confidence-building sessions, stories of success, engagement with the community, visibility of role models, and awareness campaigns. As a result, the practical implications indicate that there is a need for a holistic strategy in India for the development of entrepreneurship through empowering youth technologically, educating entrepreneurs, mentoring, building digital infrastructure, and socio-cultural change.

Conflict of Interests

The authors declare that they have no conflict of interests.

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APPENDIX

Table 7: Interview Questions/Statements/Prompts/Themes

Theme	Interview Statements	Adapted/ Derived from
Family mindset change	“How has your family’s perception of entrepreneurship changed over time?”	Carr and Sequeira [38]
Business initiation	“What was the first entrepreneurial step you took?”	
Resource mobilization	“How did you arrange financial or social support?”	
Networking behaviour	“How important are digital and urban networks in your business growth?”	
Resilience	“Describe a major challenge that nearly made you quit.”	
Family Support	“How did your family react when you decided to start a business?”	
Entrepreneurial Self-Efficacy	“Did you believe you could become successful despite your rural background?”	Davis [10]
Social Media Entrepreneurship	“Has social media helped you attract customers or business opportunities?”	
Motivation	“What motivated you to start your own venture?”	Lorenz et al. [39]
Opportunity recognition	“How did you identify your business opportunity?”	
Social identity	“Did people from your village initially support your entrepreneurial ambitions?”	Luthans [40]
Self-efficacy	“Did you believe you could become successful despite your background?”	
Risk perception	“What fears did you face before starting your business?”	Meertens and Lion [41]
Smartphone usage	“How important has smartphone technology been in your business journey?”	Rosen [42]
Social media entrepreneurship	“How has social media helped you build customers or networks?”	
Digital learning	“Did online platforms help you learn entrepreneurial skills?”	
E-commerce adaptation	“Have digital platforms changed the way you sell products/services?”	
Innovation adoption	“What technologies have significantly improved your business operations?”	
Opportunity Recognition	“How did urban exposure help you identify entrepreneurial opportunities?”	St-Jean and Audet [43]
Entrepreneurial Action	“What practical steps did you take to establish your venture?”	Van Gelderen et al. [44]
Technology Adoption	“How important has smartphone technology been in your entrepreneurial journey?”	Venkatesh et al. [11]

Gender and entrepreneurship	“Do societal expectations affect entrepreneurial decisions differently for men and women?”	Gupta et al. [45]
Cultural transition	“Do you think modernisation changed career expectations in your community?”	Yoo et al. [46]
Socio-cultural Transformation	“Did modernisation influence your entrepreneurial aspirations?”	
Migration influence	“How did moving to an urban city influence your entrepreneurial thinking?”	Inglehart, R., & Baker, W. E. [47]

Source: Compiled by Researchers