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Review of Literature on Entrepreneurial Journey among Undergraduate Students of Business Management Studies with Reference to Mangalore University, Dakshina Kannada District

Mrs. Supriya A

Research Scholar, Srinivas University, Mangalore
supriya_a@sdmcbm.ac.in, Mobile no:9481955840

Introduction:

Entrepreneurship involves creating value through employees, risk, and rewards, promoting job growth and market expansion, and enhancing the country's competitive advantage through funding and focused profit activity. The three stages of entrepreneurship most entrepreneurs go through include developing an idea, fulfilling duties, and operating the company's operations. A new business venture's development and success are determined by both internal and external variables. Entrepreneurship is a key topic due to the role it plays in facilitating economic and social growth in a number of social sciences, including economics, sociology, anthropology, and management. Numerous studies and frameworks have been developed in relation to business ownership and success. However, there is very little consistency among the outcomes of these different concepts. The gap brought on by the lack of a majority has motivated the present investigation to put forth more efforts to figure out the absolute truth. Entrepreneurship offers limitless opportunities for those who believe in it. If interpreted incorrectly, it might change one's life. Failure is inevitable in business since it requires passion and the right personality. Even though failure might not always accompany success, shrewd entrepreneurs ought to accept it and grasp the chance for learning. Failure is a possibility in the entrepreneurial lifestyle since every learning experience is successful.

Through the creation of jobs, satisfying customer demand, contributing to the national budget and foreign exchange reserve, reducing poverty, etc., entrepreneurs create values for socio-economic growth. Thus, entrepreneurs are crucial in bringing forth advances in technological innovations, expansion of output in general, and quick employment generation in particular, which ultimately leads to a shift in an ordinary person's standard of living. In the present situation, business management Students are expected to acquire knowledge and enthusiasm through entrepreneurship education in order to develop into independent individuals who can manage their own lives. The failure of students to develop entrepreneurial competencies and interests is the reason why entrepreneurship education has failed to increase the number of entrepreneurs. Students increased interest and behaviour attitude following education, which is not a necessary result of entrepreneurship education. The failure is still believed to be the result of not paying sufficient attention to the internal and external forces that influence it. While external forces come from outside parties, internal ones originate from within the students in the form of attitude and a desire for entrepreneurship.

The majority of students express interest in finding employment after graduation. They lack the confidence to take a risk and start their own business. The youth of today will be a country's foundation in the future. Therefore, it is necessary to motivate the educated youth to embark on this challenging work. The young people must provide employment for others rather than seeking employment. Giving students an exact instance of successful entrepreneurship may inspire them to turn their fears and reservations into prospering, passionate businesses that transform the world. Giving individuals a real example of entrepreneurial success may encourage students to transform fear or hesitance into thriving, passion-filled, world-changing businesses.

The future of business is expected to be established and controlled by students, and the course of the growth of our society is directly influenced by their choices in extracurricular activities. Students typically begin to think about their future, professional lives, and goals in the very first semester of their undergraduate studies. Entrepreneurship is a practical and well-known means for individuals to establish their lives. Students who are interested in starting their own businesses strive to come up with business concepts and choose a business strategy.

Objectives of the paper

- To understand the background of research area
- To study various factors influencing entrepreneurial success.

Methodology

Research approach

The research approach is referred to as a fundamental part of the research methodology, which is based on certain beliefs and assumptions. The current research is quantitative and qualitative in nature, so interpretivism and positivism research paradigms will be used in order to make a complete study on Entrepreneurial Journey among Undergraduate Students of Business Management Studies with reference to Mangalore University, Dakshina Kannada district. In addition to this, inductive and deductive research approaches are to be used in order to examine those facts in the data collection process..

Research Design

Research design is referring to a complete structure of the study which also known as a blueprint of the research that are based on certain philosophies of the research. In order to examine, Entrepreneurial Journey among Undergraduate Students of Business Management Studies descriptive research design will be used. The reason for choosing the descriptive research design because it helps in furnishing a detailed data collection procedure and plan. The distinct characters and practices that are revealed through research examinations are portrayed effectively through the descriptive research. As a quantitative research deals with testing of hypothesis with the association between the pre- defined theoretical concepts and so a descriptive design will suit the process better.

Sample Design

The sampling technique can be classified into non-probability and probability designs respectively. Probability sampling techniques suit the best when a positivist research paradigm is adapted and a quantitative research methodology is employed. The author involves Stratified random disproportionate sampling for the selection of participants to ensure representation across different stages of the undergraduate program

Data analysis

In order to present the collected data in an effective manner, the thematic presentation will be used by the researcher will the help of pie charts, bar diagrams, charts, etc. It helps to present the facts and information in a simple manner so that it will be easily understandable by the viewers. Statistical analysis is very much essential for the test of hypothesis too in an empirical deductive research approach which includes SPSS, Chi-Square test and descriptive analysis of the variable in order to get the final result.

4. REVIEW OF LITERATURE/ RELATED WORKS

This section presents a review of the literature of past research studies on the study area. Important studies have been reviewed related to Entrepreneurial Journey among Undergraduate Students of Business Management Studies

The researcher would be facilitated by such reviews to develop conceptual knowledge and enable them to identify research gap and do further study

S. No	Area & Focus of the Research	The outcome of the Research	Reference
1	A Startup's Experience with Running a Group on Promotion	GPM's positive experience with the Groupon promotion was attributed to its startup status, low awareness of its target customer base, open-minded founders, and focus on quality product and service. The positive experience provides valuable insights into the factors necessary for a successful daily deal promotion.	Dholakia, U. M., & Tsabar, G. (2011). A startup's experience with running a Groupon promotion. <i>SSRN 1828003</i> . 2-14.
2	A Study of Critical Challenges in Startup Management	Startups face numerous critical challenges such as idea conceptualization, funding, effective human resource management, market identification, designing cost-effective marketing strategies, and facing competition.	Kurode, T., Kurode, A. V., & Moitra, K. (2016). A study of critical challenges in startup management. <i>SSRN 3348534</i> , 3-5.
3	A Tale of Two Entrepreneurs: Understanding Differences in The Types Of Entrepreneurship In The Economy	Government should design entrepreneurial support programs differently for IDE-building entrepreneurs compared to SME entrepreneurs. Individual organizations should focus on one focus, with different metrics for success. Separate and equitable organizations with different programs and mindsets should be established to support both IDE and SME entrepreneurship.	Aulet, W., & Murray, F. (2013). A tale of two entrepreneurs: Understanding differences in the types of entrepreneurships in the economy. <i>SSRN 2259740</i> , 3-9.

4	A Tool for Entrepreneurial Strategy	Startups and established companies require a scientific, evidence-based approach to value creation. Theory provides structured experimentation, helps identify promising investments, and encourages founders, CEOs, and strategists to develop novel theories to illuminate value and enable its creation.	Felin, T., Gambardella, A., & Zenger, T. (2020). Value lab: a tool for entrepreneurial strategy. <i>Management & Business Review, Forthcoming, Bocconi University Management Research Paper. SSRN 3684428</i> .5-15.
5	An Empirical Examination of The Antecedents and Consequences of Contribution Patterns in Crowd-Funded Markets	Crowd-funding platforms' economic potential requires caution in design, but data on contribution patterns in early stages may predict later performance.	Burtch, G., Ghose, A., & Wattal, S. (2013). An empirical examination of the antecedents and consequences of contribution patterns in crowd-funded markets. <i>Information Systems Research, 24</i> (3), 499-519.
6	Analysis of the start-Up environment in Madhya Pradesh: Building the business ecosystem for start-Ups	India's expanded competitiveness drives increased investment in startups. The country excels in international innovation and can develop human capital, invest in higher education, and implement intellectual property. Start-ups need support for entrepreneurs with limited expertise. The government aims to raise technical talent and international business skills.	Kumari, D. (2021). An Analysis of the Start-Up Environment in Madhya Pradesh: Building the Business Ecosystem for Start-Ups. <i>SSRN 3932773</i> .1-10
7	Antitrust Limits on Startup Acquisitions	The article suggests that market power of the acquiring firm can indicate potential harm, and limited antitrust restrictions on startup acquisitions by dominant incumbents could be beneficial.	Bryan, K. A., & Hovenkamp, E. (2020). Antitrust limits on startup acquisitions. <i>Review of Industrial Organization, 56</i> , 615-636.
8	Are Creators Better Investors Than Managers? Evidence From First-Time Venture Funds	Founders with venture capital (VC) experience are expected to perform better as they raise larger initial funds than those with startup experience.	Brophy, D. J., Miller, S., & Yim for, E. (2022). Are Creators Better Investors than Managers? Evidence from First-Time Venture Funds. Evidence from First-Time Venture Funds (February 14, 2022). <i>SSRN 4034942</i> ,3-59
9	Attracting Early-Stage Investors: Evidence from A Randomized Field Experiment Shai Bernstein, Arthur Korte Weg, And Kevin Laws	The study highlights the crucial role of human capital assets in early-stage firms' success, emphasizing their role in differentiation and enabling external investors to secure control rights.	Bernstein, S., Korteweg, A., & Laws, K. (2017). Attracting early-stage investors: Evidence from a randomized field experiment. <i>The Journal of Finance, 72</i> (2), 509-538
10	Board Dynamics Over the Startup Life Cycle	Independent directors play a crucial role in resolving conflicts between venture capitalists (VCs) and entrepreneurs, evolving throughout their life cycle. Over time, control over boards has shifted from VCs to entrepreneurs, with independent directors remaining prevalent.	Ewens, M., & Malenko, N. (2020). Board dynamics over the startup life cycle (No. w27769). National Bureau of Economic Research.13-37.
11	Can the Government be an Effective Venture Capital Investor?	GVC investment can stimulate private firms, with government preference for firm characteristics like location and innovation. However, GVC underperforms in monetary terms, leading to less funding in subsequent periods.	Fraschini, M., Maino, A., & Somoza, L. (2022). Can the Government Be an Effective Venture Capital Investor? <i>Swiss Finance Institute Research Paper, 22</i> -39.
12	China's Startup Ecosystem Policy	The Chinese startup ecosystem development strategy for Korea involves promoting startup policies, establishing a national innovation system, establishing a control tower, applying the "pre-enforcement post-regulation" principle, establishing a private	SangBaek, H. Y. U. N. (2020). China's Startup Ecosystem Policy. [<i>KIEP</i>] <i>KIEP Opinions, 179</i> , 1-4.

		entrepreneurship support platform, and promoting science and technology achievement transfer.	
13	Co-Ethnicity Effects in New Venture Screening	Ethnicity-driven investment decisions that prioritize venture quality may be deliberate rather than unconscious.	Viashima, T., & Samila, S. (2021). Co-Ethnicity Effects in New Venture Screening. <i>SSRN 3914734.5-17</i> .
14	Common Ownership and Startup Growth	Common ownership of startups by VC funds improves weaker ones, but raises concerns about potential misappropriation of information for competitor benefit.	Eldar, O., Grennan, J., & Waldock, K. (2020). Common ownership and startup growth. <i>Duke Law School Public Law & Legal Theory Series</i> , (2019-42).11-31.
15	Determinants of Early-Stage Startup Performance: Survey Results	Startups with lean management practices, balanced recruitment, and professionalized human resource policies experienced stronger seed equity valuation growth. High confidence in financial metrics, including unit economics and customer lifetime value, also contributed to this growth.	Eisenmann, T. R. (2020). Determinants of early-stage startup performance: Survey results. <i>Harvard Business School Entrepreneurial Management Working Paper</i> , 21-057.
16	Do Non-Compete Covenants Influence State Start-up Activity? Evidence from the Michigan Experiment	Increased enforcement of non-compete agreements in Michigan positively impacted the number of Mechanical patents, high-tech establishments, and employment levels, while not affecting startup entry rates or job creation in states without such covenants.	Carlino, G. A. (2021). Do Non-Compete Covenants Influence State Startup Activity? Evidence from the Michigan Experiment. <i>SSRN 3900300</i> , 21-26.
17	Do Startups Benefit from Their Investors' Reputation? Evidence From a Randomized Field Experiment	Top-tier investors significantly increase startup interest, while recent funding information doesn't. Venture capitalists passively add value to startups by attaching their names.	Bernstein, S., Mehta, K., Townsend, R. R., & Xu, T. (2022). Do Startups Benefit from Their Investors' Reputation? Evidence from a Randomized Field Experiment (No. w29847). National Bureau of Economic Research. 22-060 .
18	Does It Help? Information Technology in Banking and Entrepreneurship	The study shows that job creation by young firms is stronger in US counties exposed to IT-intensive banks, and entrepreneurship increases in IT-exposed counties with rising house prices, despite IT increasing startup activity without diminishing startup quality.	Ahnert, T., Doerr, S., Pierri, M. N., & Timmer, M. Y. (2021). <i>Does IT help? Information technology in banking and entrepreneurship</i> (No. 17335). International Monetary Fund. <i>SSRN 4026415</i> .11-34.
19	Do Startup Patent Acquisitions Affect Inventor Productivity?	The study shows that job creation by young firms is stronger in US counties exposed to IT-intensive banks, and entrepreneurship increases in IT-exposed counties with rising house prices, despite IT increasing startup activity without diminishing startup quality.	Farre-Mensa, J., Liu, Z., & Nickerson, J. (2022). Do Startup Patent Acquisitions Affect Inventor Productivity?. <i>SSRN 4071917</i> .12-31
20	Effect of Evaporator Preheating on the Startup Characteristics of Capillary Pumped Loop	The proposed methods improve the certainty of starting the CPL and reduce the evaporator's maximum temperature compared to conventional methods.	Hirata, M., Odagiri, K., & Ogawa, H. (2023). Effect of evaporator preheating on the startup characteristics of capillary pumped loop. <i>Applied Thermal Engineering</i> , 219, 119573.4-12 .
21	Entrepreneur Death and Startup Performance	The effects of entrepreneur specialness, rather than leadership transition, are more economically and statistically stronger than the death of non-entrepreneur managers.	Becker, S. O., & Hvide, H. K. (2022). Entrepreneur death and startup performance. <i>Review of Finance</i> , 26(1), 163-185.
22	Extending the Concept of Delayed Gratification to Retail Start-Ups in India: An Imperative Strategy for The Success, Long Term Sustainability, and Protection of Founding Members' Majority Shareholding.	The study shows that founding members with high levels of DG can retain over 65% of their original shareholding, resulting in better financial performance, while those with lower levels can only retain less than 5%. This aligns with various psychological theories.	HR, G., & Aithal, P. S. (2020). Extending the Concept of Delayed Gratification to Retail Start-ups in India: An Imperative Strategy for the Success, Long-Term Sustainability, and Protection of Founding Members' Majority Shareholding. <i>International Journal of Management, Technology</i> ,

			and Social Sciences (IJMST), 5(2), 252-265.
23	Financing Small Tech Firms in India Vs. Canada: A Comparative Study	Financing methods vary across countries, but they are not definitive. Improvement in financing stages and methods is needed for self-improvement. Comparing start-up financing in India and Canada provides a comparative guide.	Pal, A. (2021). Financing Small Tech Firms in India vs. Canada: A Comparative Study. <i>Canada: A Comparative Study (July 21, 2021)</i> .2-22.
24	Fraud in Startups: What Stakeholders Need to Know	Venture capital firms may take risky equity stakes, while employees, creditors, and mutual fund investors may not understand startup fraud risk factors. Mitigation of startup fraud risk involves stakeholders, the AICPA and PCAOB, and the regulatory system.	Gleason, K., Kannan, Y. H., & Rauch, C. (2022). Fraud in startups: what stakeholders need to know. <i>Journal of Financial Crime</i> , (ahead-of-print).3-22.
25	Give it Another Shot: Startup Experience and The Mobilization of Human Resources in New Ventures	Policy efforts that solely focus on high-impact entrepreneurs may exclude modest business ideas, excluding entrepreneurs with experience and resilience, which could lead to more solid ventures and effective strategies.	Rocha, V., & Pozzoli, D. (2021). Give it Another Shot: Startup Experience and the Mobilization of Human Capital Resources in New Ventures. SSRN: 3874365.5-19.
26	How Do Banks Interact with Fintech Startups?	The study explores alliances between fintech's and banks in four countries, revealing banks outsourcing innovation and relying more on fintech's for digital transformation, with financial situation being a significant predictor.	Hornuf, L., Klus, M. F., Lohwasser, T. S., & Schwiendbacher, A. (2021). How do banks interact with fintech startups? <i>Small Business Economics</i> , 57, 1505-1526.
27	How Is Covid Changing the Geography of Entrepreneurship? Evidence from the Startup Cartography Project	Startup growth ratios are primarily centered in areas with a higher Black population, with larger relative increases in startup formation in metro regions like New York City, Houston, and Atlanta.	Fazio, C. E., Guzman, J., Liu, Y., & Stern, S. (2021). How is COVID changing the geography of entrepreneurship? Evidence from the Startup Cartography Project (No. w28787). National Bureau of Economic Research.11-26.
28	Impact of Covid-19 On Different Entrepreneurial Schemes	COVID-19 will significantly impact the economy, regardless of its scale. The path back to development depends on various factors, including the risk of a worldwide recession due to COVID-19 in 2020 and 2021, as all economic activities, production, consumption, and commerce are expected to close soon.	Yadav, A. (2021). Impact of Covid-19 on Different Entrepreneurial Schemes. <i>Asian Microeconomic Review</i> , 1(1), 16-23.
29	Who doesn't start a business in America?	Pre-entrepreneurship leavers, comprising about 6% of the adult population, share similar characteristics regardless of education. The most common step is discussing the business idea with a friend or colleague, with Black, Hispanic, and White women more likely. Differences exist across race, ethnicity, and gender. Business survival is the most common reason for leaving.	Desai, S., & Howe, B. T. (2020). Who doesn't start a business in America? A look at pre-entrepreneurship leavers. <i>A Look at Pre-Entrepreneurship Leavers (November 30, 2020)</i> .5-14
30	Investor – Entrepreneur Gender Effects in New Venture Screening	Female investors are more interested in entrepreneur/team criteria and product/entrepreneur dimensions when evaluating ventures with female founders. Female investor-entrepreneur interaction positively correlates with winning the first round of competition, but not the final round, unlike other gender-interaction combinations.	Viashima, T., & Samila, S. (2020). Investor–Entrepreneur Gender Effects in New Venture Screening. SSRN 3914722.5-15

31	New Employer Business Indicators in the United States	In 2021, the national rate of new employer business actualization was 9.16%, with 9 out of 100 applications becoming employers within two years. The rate of new employer businesses was 0.15, with 150 new businesses formed for every 100,000 people. The average time between filing a business application and hiring a first employee was 2.06 quarters. In 2019, new employer businesses made up 7% of all employer firms.	Looze, J., & Murray, H. (2022). 2021 New Employer Business Indicators in the United States: National and State Trends. <i>SSRN 4121894.4-9</i> .
32	Rapid Direct Attainment of Graduate Attributes Through Integration Of Emerging Technologies Start-up Business & Project Case Studies, Hackathon Viva, Overview Viva And Academic Audit	Universities should provide opportunities for students to develop critical thinking, communication, leadership, research, self-awareness, autonomy, creativity, and personal values while also fostering their professional identities. Real education fosters a hunger for lifelong learning, and educational institutions should adapt their strategies accordingly.	Mukherjee, D., & Mitra Thakur, G. S. (2021). Rapid Direct Attainment of Graduate Attributes through integration of Emerging Technologies Startup Business & Project Case Studies, Hackathon viva, Overview Viva and Academic Audit. <i>Hackathon viva, Overview Viva and Academic Audit (November 1, 2021).5-33</i> .
33	Rapidly Evolving Technologies and Startup Exits	Innovation in rapidly evolving technology areas can replace existing technologies, providing startups with a market presence and high valuations. Stable areas complement existing technologies, leading to startups exiting by selling out. Text-based measures are valuable for predictive models and time-sensitive information.	Bowen III, D. E., Fresard, L., & Hoberg, G. (2023). Rapidly evolving technologies and startup exits. <i>Management Science, 69(2), 940-967</i> .
34	Relationship between Top Managers' Interest in Accounting Information and Accounting Practices in Start-Ups	This paper explores the impact of top managers' characteristics on accounting information systems design and practices, suggesting a comprehensive approach to understanding this phenomenon.	Kubota, T., & Okuda, S. Y.(2022) Relationship between Top Managers' Interest in Accounting Information and Accounting Practices in Startups. <i>SSRN 4083416.3-32</i> .
35	Research Overview about Competencies of Start-ups	The USA leads in startups and competencies studies, but other nations are developing relevant research. Demand for scientific data on these enterprises is growing.	Noronha, M. E. S. D., Bento, L. F., Rufino, J. P. F., & Rocha, T. V. (2022). Research Overview about Competencies of Startups. <i>International Journal of, Research Overview about Competencies of Startups (February 3, 2022). Noronha, MS, Bento, LF, Rufino, JPF, & Rocha, TV</i> .
36	State Report on Early-Stage Entrepreneurship in The United States: 2021	The Kauffman Indicators of Early-Stage Entrepreneurship report reveals four indicators tracking early-stage entrepreneurship in the United States from 1996-2021. The rate of new entrepreneurs ranged from 0.17 percent in West Virginia to 0.61 percent in Florida. The opportunity shares of new entrepreneurs varied from 65.1% in Michigan to 93.1% in Arkansas. Startup early job creation varied from 2.5 jobs per 1,000 people in Vermont to 6.5 jobs per 1,000 people in Florida. The startup early survival rate varied from 73.4 percent in Hawaii to 89.2% in Washington.	Fairlie, R. W., & Desai, S. (2021). State Report on Early-Stage Entrepreneurship in the United States: 2020. <i>SSRN 3827254.5-10</i> .
37	Safe (Simple Agreement for Future Equity) And the Startup Founder	Nigeria is embracing its tech ecosystem growth by enacting the "Nigeria Startup Bill" to regulate the digital economy and	Akingbemila, V. (2022). SAFE (Simple Agreement for Future Equity) and the Startup Founder. <i>SSRN 4063226.2-9</i> .

		encourage advancement. A SAFE agreement is needed to alleviate fears of startup founders and investors.	
38	Scaling Versus Selling Start-ups: The Role of Foreign Acquirers in Entrepreneurial Ecosystems	The model reveals that in a closed economy, scale-ups are efficient, while in an open economy, foreign buyers stimulate start-up formation but encourage oversizing. In a dynamic equilibrium, foreign acquirers benefit the domestic ecosystem. However, intergenerational externalities and brain drain can weaken this balance.	Hellmann, T., & Thiele, V. (2022). Scaling versus Selling Startups: The Role of Foreign Acquirers in Entrepreneurial Ecosystems.7-18.
39	Small Firm Financing Frictions: How Salient Are They and What Are Their Real Effects? Research Review and Perspectives for New Research	Recent data on small firm financing offers insights into financial technology's ability to overcome traditional financing frictions and the effectiveness of government interventions on small business financing and growth.	Nanda, R., & Phillips, G. M. (2022). Small Firm Financing Frictions: How Salient are they and what are their Real Effects? Review and Perspectives for New Research. <i>Review and Perspectives for New Research (March 8, 2022)</i> .3-28.
40	Startup & Unicorn Growth Valuation	The strategy involves discovering stocks with a good growth outlook early on, despite the need for judgment in identifying strong growth candidates. Monitoring a list of these stocks can help identify the best candidates during market events like oversold markets or when valuation levels are low.	Aigner, A. A., & Schrabmair, W. (2020). Startup & Unicorn Growth Valuation. <i>arXiv preprint arXiv:2011.05117</i> .2-8.
41	Why Do Incumbents Fund Startups? A Study of The Antecedents of Corporate Venture Capital in China	The study explores cross-industry analysis of Chinese Venture Capital (CVC) patterns, revealing a focus on market expansion rather than technology. It highlights China's role as the world's second largest entrepreneurial ecosystem and its antecedents	Dushnitsky, G., & Yu, L. (2022). Why do incumbents fund startups? A study of the antecedents of corporate venture capital in China. <i>Research Policy</i> , 51(3), 104463.2-37.
42	When Does Advice Impact Startup Performance?	Entrepreneurs who received formal advice from peers with regular meetings, goals, and feedback experienced a 28% growth and 10% lower likelihood of failure, while those with MBAs or accelerator experience did not respond.	Chatterji, A., Delecourt, S., Hasan, S., & Koning, R. (2019). When does advice impact startup performance?. <i>Strategic Management Journal</i> , 40(3), 331-356.
43	What Makes Small Firms Grow? Finance, Human Capital, Technical Assistance, And the Business Environment in Romania	The study reveals that external credit boosts employment and sales growth, while taxes constrain growth. Entrepreneurial skills have little independent effect on growth, and technical assistance from foreign partners only positively impacts growth. Alternative business environment measures don't show clear associations.	Brown, J. D., Earle, J. S., & Lup, D. (2005). What makes small firms grow? Finance, human capital, technical assistance, and the business environment in Romania. <i>Economic Development and Cultural Change</i> , 54(1), 33-70.
44	Understanding and Measuring Entrepreneurial Leadership Style	Entrepreneurial leaders promote opportunity recognition and exploitation through their actions and influence, setting an example and encouraging others to follow suit. Their passion, creativity, and vision motivate others to experiment and learn.	Renko, M., El Tarabishy, A., Carsrud, A. L., & Brännback, M. (2015). Understanding and measuring entrepreneurial leadership style. <i>Journal of small business Management</i> , 53(1), 54-74.
45	Founder-CEO Succession and The Paradox of Entrepreneurial Success	The success of a founder-CEO increases the likelihood of succession, especially after product development completion. Assessing skills-contingencies fit and making CEO changes before a mismatch can prevent issues. Outside investors' control over critical decisions also increases succession chances.	Wasserman, N. (2003). Founder-CEO succession and the paradox of entrepreneurial success. <i>Organization science</i> , 14(2), 149-172.

46	The Entrepreneur Next Door Characteristics of Individuals Starting Companies in America an Executive Study of The Panel Study of Entrepreneurial Dynamics	Entrepreneurship is a prevalent activity in the US, with 6.2 in every 100 adults aged 18 and older attempting to start a business. Men are twice as likely as women. Blacks and Hispanics are more likely to start businesses.	Reynolds, P. D., Gartner, W. B., Greene, P. G., Cox, L. W., & Carter, N. M. (2002). The entrepreneur next door: Characteristics of individuals starting companies in America: An executive summary of the Panel Study of Entrepreneurial Dynamics. Available at SSRN 1262320.3-20.
47	Public Economics and Start-up Entrepreneurs	Market failures can distort innovation decisions, making it difficult to determine R&D policies. Existing firms may over-invest, leading to over-entry. Fully refundable tax systems can address this. Adverse selection on credit markets can lead to excessive entry. Addressing these distortions improves market efficiency.	Boadway, R., & Tremblay, J. F. (2005). Public economics and startup entrepreneurs. <i>Venture capital, entrepreneurship, and public policy</i> , 181-219.
48	What Makes Small Firms Grow? Finance, Human Capital, Technical Assistance, And the Business Environment in Romania	The study reveals that loans and internal finance are crucial for Romanian small startup growth, with tax credits increasing employment. Factors like human capital and technical assistance have weaker associations with growth. The policy question is whether to double the loan program.	Brown, J. D., Earle, J. S., & Lup, D. (2005). What makes small firms grow? Finance, human capital, technical assistance, and the business environment in Romania. <i>Economic Development and Cultural Change</i> , 54(1), 33-70.
49	Kauffman Foundation Research Series: Firm Formation and Economic Growth Tech Starts: High-Technology Business Formation and Job Creation in The United States	High-tech and ICT firms significantly impact US entrepreneurship, with business formation rates and new firm growth outpacing the economy. Entrepreneurship benefits the economy, contributing to employment growth and 60% of private sector R&D spending, resulting in local spillovers.	Hathaway, I. (2013). Tech Starts: High-Technology Business Formation And Job Creation In The United States. Ewing Marion Kauffman Foundation Research Paper.
50	A Machine Learning Model for Startup Selection and Exit Prediction	CapitalVX, a machine learning model, predicts startup exit scenarios with four times the accuracy of successful venture capitalists, potentially saving two to eight exits and democratizing investment decisions	Ross, G., Das, S., Sciro, D., & Raza, H. (2021). CapitalVX: A machine learning model for startup selection and exit prediction. <i>The Journal of Finance and Data Science</i> , 7, 94-114.
51	Teaching Tip Sheet: Self- Efficacy	Self-efficacy is an individual's belief in their ability to perform specific behaviors for specific performance attainments. It influences all aspects of human experience, including goals, energy, and performance. Self-efficacy beliefs vary depending on the behavior and context. SET has influenced research, education, and clinical practice, affecting behaviors like self-management of chronic diseases, smoking cessation, alcohol use, eating, pain control, and exercise.	Carey, M. P., & Forsyth, A. D. (2020). Teaching tip sheet: self-efficacy. American Psychological Association
52	Factors That Affect Consumption Patterns and Market Demands for Honey in the Kingdom of Saudi Arabia	The study analysed honey consumption, expenditure patterns, and demand in Saudi Arabia, revealing factors such as perception parameters, source, brand name, and confidence in producers. Honey quality was influenced by medication, food, and sweetening.	Ismaiel, S., Al Kahtani, S., Adgaba, N., Al-Ghamdi, A. A., & Zulail, A. (2014). Factors that affect consumption patterns and market demands for honey in the Kingdom of Saudi Arabia. <i>Food and Nutrition Sciences</i> , 2014.
53	Entrepreneurship Development: Programme or Process	The paper examines the performance of rural entrepreneurship development programs in Rajasthan, India. A case study method was	Velmurugan, J. S., & Jayapriya, K. (2016). A STUDY ON ENTERPRENERSHIP

54	A Review of Literature on Employee Retention	<p>used to gather feedback from participants. The study identified areas of inadequate performance, including faculty choice, course material, participant expectations, timing, and delivery. The authors recommend a shift in delivery, institutionalizing an ongoing hierarchical process.</p> <p>This paper explores the practices and strategies used by organizations to retain a committed and talented workforce globally. In today's competitive era, HR managers face the challenge of retaining employees in a dynamic environment. The research reviews various articles on employee retention in various sectors to understand retention concepts, factors influencing retention, and strategies for better retention.</p>	<p>DEVELOPMENT PROGRAMME IN INDIA. <i>Journal of Management</i>, 347.</p> <p>Kamalaveni, M., Ramesh, S., & Vetrivel, T. (2019). A review of literature on employee retention. <i>International Journal of Innovative Research in Management Studies (IJIRMS)</i>, 4(4), 1-10.</p>
55	Origins and Historical Influences on Human Resource Development: A Global Perspective	<p>This article explores the historical influences on human resource development, focusing on non-Western contributions. Despite the growing body of knowledge, there is limited literature on non-Western perspectives. The aim is to include other cultural contributions and provide a more comprehensive understanding of human resource development's development as a relatively new body of knowledge</p>	<p>Alagaraja, M., & Dooley, L. M. (2003). Origins and historical influences on human resource development: A global perspective. <i>Human Resource Development Review</i>, 2(1), 82-96.</p>
56	Teaching Social Skills to Youth, Fourth Edition	<p>The fourth edition of Teaching Social Skills to Youth provides 196 social and life skills for young people, focusing on diversity, equity, inclusion, personal autonomy, and law enforcement interaction. It emphasizes individual and group teaching techniques, generalization, and skill-based interventions.</p>	<p>Tierney, J., & Green, E. (2016). <i>Teaching social skills to youth</i>. Boys Town Press, 2-6</p>
57	An Integrative Theory of Leadership	<p>Leadership is a group activity based on social influence, involving one person enlisting others' aid and support for a common task. However, leadership is complex due to intrapersonal factors and interpersonal processes. This book aims to simplify this complexity by analyzing empirical research literature and major theories of leadership. It provides a functional analysis of what leaders must do to be effective, focusing on processes related to each function. It also addresses cultural and gender factors in leadership, analyzing male-female differences and presenting an integrative model of leadership.</p>	<p>Chemers, M. M. (1997). An integrative theory of leadership, Lawrence Erlbaum Associates. Inc., Publishers, Mahwah</p>
58	Perinatal mental health and risk of child maltreatment: A systematic review and meta-analysis	<p>A review of 24 studies from seven countries, mainly the USA, found a relationship between parental perinatal mental health problems and child maltreatment risk. The majority of studies found a relationship between fathers' mental health and child maltreatment risk. A meta-analysis of 17 studies showed a 3.04 OR increase in child</p>	<p>Ayers, S., Bond, R., Webb, R., Miller, P., & Bateson, K. (2019). Perinatal mental health and risk of child maltreatment: A systematic review and meta-analysis. <i>Child abuse & neglect</i>, 98, 104172.</p>

		maltreatment risk due to perinatal mental health problems. The association is similar to other childhood times, but methodological heterogeneity and inconsistent findings suggest the relationship needs to be considered alongside other risk factors.	
59	An Approach to Increase Adaptability in ERP Systems	The project CHANGE1 presents an integrated process model addressing the problem of adaptability in business information systems, addressing the lack of concepts to determine this crucial aspect of business performance.	Andresen, K., & Gronau, N. (2005). An approach to increase adaptability in ERP systems, 1-7.
60	Benefits of Training and Development for Individuals and Teams, Organizations, and Society	This article reviews training and development literature since 2000, focusing on its benefits for individuals, teams, organizations, and society. It examines needs assessment, pretraining states, design, evaluation, and transfer of training, identifying optimal conditions for maximum benefits and identifying research gaps.	Aguinis, H., & Kraiger, K. (2009). Benefits of training and development for individuals and teams, organizations, and society. <i>Annual review of psychology</i> , 60, 451-474.
61	Food Security Assessment: An Exploration of Canadian Offshore Petroleum SEA Practice	The paper evaluates 17 Canadian Strategic Environmental Assessments (SEAs) for offshore petroleum exploration, focusing on food security considerations. It found performance variation, deficiencies in food security consideration, and limited socio-political environment characterisation. However, the 'system analysis' approach in SEA is suitable for food security assessment. While some aspects are already considered, there's room for improvement in integrating food security effectively.	Rohr, V., Blakley, J., & Loring, P. (2021). Food security assessment: an exploration of Canadian offshore petroleum SEA practice. <i>Journal of Environmental Assessment Policy and Management</i> , 23(03n04), 2250016.
62	Disaster-Related Resilience as Ability and Process: A Concept Guiding the Analysis of Response Behavior before, during and after Extreme Events	This paper explores the concept of resilience in extreme weather and climate events research, focusing on its depth of impact, temporal aspects, and recovery quality. It proposes a nuanced understanding of resilience, distinguishing it as an ability and a process. This distinction helps assess recovery abilities before calamities occur, guiding disaster preparedness programs. The paper also suggests analyzing resilience as a process, describing preemptive resilience response, recovery as bouncing back, and progressive resilience as transitioning into adaptation and development.	Bogardi, J. J., & Fekete, A. (2018). Disaster-related resilience as ability and process: A concept guiding the analysis of response behavior before, during and after extreme events. <i>American Journal of Climate Change</i> , 7(1), 54-78.
63	Failure of Risk Management: Why It's Broken and How to Fix It	This study examines various risk perspectives and their measurement in the context of built cultural heritage. Ortwin Renn and Douglas Hubbard provide overviews of risk perspectives and emphasize the importance of scientific risk management. Scoring methods, such as weighted scores and multiplicative matrices, have been criticized for their separate development from scientific methods and potential errors. Additionally, scoring methods and ordinal scales have been	Hubbard, D. W. (2020). <i>The failure of risk management: Why it's broken and how to fix it</i> . John Wiley & Sons, 2-7.

		criticized for their limitations and ineffectiveness in risk assessment.	
64	Biology: The Unity and Diversity of Life (MindTap Course List) Hardcover – Import, 1 January 2018	BIOLOGY: THE UNITY AND DIVERSITY OF LIFE, 15th Edition, offers a comprehensive understanding of the biological world, featuring eye-catching photos, clear Learning Objectives, and Take-Home Messages. It is available with MindTap Biology, an online program, enabling memorization and mastery of the subject.	Starr, C., Taggart, R., Evers, C., & Starr, L. (2015). <i>Biology: The unity and diversity of life</i> . Cengage Learning.1-4.
65	Cognitive-behavioural practice and social work values: A critical analysis.	This article examines the alignment of cognitive-behavioral therapy (CBT) with social work values, focusing on social justice, suggesting areas for improvement.	González-Prendes, A. A., Hindo, C., & Pardo, Y. (2011). Cultural values integration in cognitive-behavioral therapy for a Latino with depression. <i>Clinical Case Studies</i> , 10(5), 376-394.
66	Building Leviathan: Revenue, state capacity and governance	The article discusses the role of revenue-raising in state capacity, representation, and accountability, highlighting historical development in Europe and Asia. It addresses political issues in developing countries, including state capacity, aid dependence, and participatory budgeting. Mauritius serves as an example, challenging conventional wisdom on revenue policy and foreign aid.	Bräutigam, D. (2002). Building Leviathan: Revenue, state capacity, and governance,1-7.
67	Policy Framework for Investment	The OECD's Policy Framework for Investment encourages policymakers to identify priorities, develop effective policies, and evaluate progress. This Review of Good Practices in OECD and non-OECD economies provides analytical background material on each chapter.	Head, O. E. C. D. (2015). THE POLICY FRAMEWORK FOR INVESTMENT
68	The Handbook of Communication Engagement	The Handbook of Communication Engagement is a comprehensive book that explores the theory and practice of engagement in various fields, including public relations, marketing, advertising, employee relations, education, public diplomacy, and politics. It provides an overview of engagement's foundations, identifies contexts across government and corporations, and presents examples of contemporary engagement practice. The book also offers insights on future directions of engagement and provides a compendium of recent advances in the theory and practice of engagement.	Johnston, K. A., & Taylor, M. (Eds.). (2018). <i>The handbook of communication engagement</i> . John Wiley & Sons, 2-8.
69	The Relationship Between Working Capital Management and Profitability: Evidence from The United States	The study examines the relationship between working capital management and profitability in 88 American firms from 2005 to 2007. Results show a significant correlation between the cash conversion cycle and profitability, suggesting that managers can maximize profits by managing cash conversion and maintaining optimal accounts receivables.	Gill, A., Biger, N., & Mathur, N. (2010). The relationship between working capital management and profitability: Evidence from the United States. <i>Business and economics journal</i> , 10(1), 1-9.

70	The Handbook of Communication Engagement	The Handbook of Communication Engagement is a comprehensive book that delves into the theory and practice of engagement across various fields, providing insights into contemporary engagement practices and future directions.	Johnston, K. A., & Taylor, M. (Eds.). (2018). <i>The handbook of communication engagement</i> . John Wiley & Sons, 2-8.
71	The Relationship Between Working Capital Management and Profitability: Evidence from The United States	The study examines the relationship between working capital management and profitability in 88 American firms from 2005 to 2007. Results show a significant correlation between the cash conversion cycle and profitability, suggesting that managers can maximize profits by managing cash conversion and maintaining optimal accounts receivables.	Gill, A., Biger, N., & Mathur, N. (2010). The relationship between working capital management and profitability: Evidence from the United States. <i>Business and economics journal</i> , 10(1), 1-9.
72	Effect of Core Competence on Competitive Advantage and Organizational Performance	This study investigates the relationship between core competence, competitive advantage, and organizational performance in the highly competitive market. Core competence is measured through shared vision, cooperation, and empowerment, while competitive advantage is measured through flexibility and responsiveness. Results show that core competence positively impacts competitive advantage and organizational performance, with flexibility having a higher impact than responsiveness. Managers can improve performance by managing core competence dimensions.	Agha, S., Alrubaiee, L., & Jamhour, M. (2012). Effect of core competence on competitive advantage and organizational performance. <i>International Journal of Business and management</i> , 7(1), 192.
73	Assessing and Advancing Startup Potential: A Novel Tool for the unlock_ Startup Incubator Sven van der Vlies	Startups often fail due to inadequate business models, poor management, limited funding, and regulatory challenges. Startup incubators like unlock_, originating at Leiden Bioscience Park, provide support and resources to boost survival rates. This thesis aims to improve unlock_'s role in startup progression by tracking startup struggles and adapting its incubation program to specific needs. A tool has been developed to help unlock_ achieve these goals.	Vlies, S. V. D. (2023). <i>Assessing and Advancing Startup Potential: A Novel Tool for the unlock_ Startup Incubator</i> (Master's thesis).2-3.
74	Crowdfunding and Civic Society in Europe: A Profitable Partnership?	This paper explores the potential of online crowdfunding platforms (CFPs) in fostering civic society ideals in Europe. It examines how CFPs are changing the financing of charities and NGOs, and how they affect local and transnational interactions. The paper concludes that CFPs can strengthen non-parliamentary democratic structures and should be supported in a European democratization framework.	Hollow, M. (2013). Crowdfunding and civic society in Europe: a profitable partnership? <i>Open Citizenship</i> , 4(1), 68-73.
75	Accounting theory: conceptual issues in a political and economic environment	The Ninth Edition of Accounting Theory: Conceptual Issues in a Political and Economic Environment by Wolk, Dodd, and Rozycki offers a comprehensive overview of accounting theory, focusing on financial issues in economic and political contexts, and provides learning tools for understanding the evolving field.	Wolk, H. I., Dodd, J. L., & Rozycki, J. J. (2016). <i>Accounting theory: conceptual issues in a political and economic environment</i> . Sage Publications.

76	The Theory of Economic Development	Joseph Schumpeter, a prominent economist, questioned why economic development is cyclic rather than evenly. He argued that this is due to the constant transformation of economics by its own internal forces, such as the circular flow of economic life, disruption and innovation, and the levers that push and pull capitalism. Schumpeter also placed the entrepreneur at the heart of capitalism and laid the groundwork for the idea of 'creative destruction' in radical economic change. His Theory of Economic Development remains a vital account of economics and capitalism.	Schumpeter, J. A., & Swedberg, R. (2021). <i>The theory of economic development</i> . Routledge.
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RESEARCH GAP

Research on entrepreneurial success among students is limited, with most studies focusing on post-start-up periods. Only 6% of studies emphasize this success. Most studies are monomethod-oriented, cross-sectional, and do not address immediate investment goals, building stronger links in the course framework, or focusing on marketing and HR skills.

CONCLUSION

In conclusion, the literature review A review of literature on Entrepreneurial Journey among Undergraduate Students of Business Management Studies offers valuable insights into how the establishment of businesses and the growth of our society are influenced by entrepreneurs, which can help the students enhance their entrepreneurial skills, which lead to entrepreneurial success.

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