

Predictors - The Entrepreneurial Clinchers Contributing to the Success of Small Scale Entrepreneurs, Jeddah City, -Saudi Arabia

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Abstract: *The researchers bid multiplierationalization for entrepreneurial success. The rationalization have been proposed from various discipline and approaches, like gender differences, entrepreneurial motivation, mode of business, level of satisfaction over the motivational and supporting factors etc. As each and every business firm is embedded with a network of relations, understanding the criterions of evaluating entrepreneurial success is important. Furthermore, a widespread recognition is prevalent regarding the momentous role played by the small and micro-enterprises, as it acts as the catalyst for economic progress in every country. Therefore, the entrepreneurs should encourage themselves to start a new business / to expand the existing business, so as to reap the benefit of enjoying the long term benefits in the market. The purpose of undertaking this study is to explore the dynamic factors that influence the echelon of success in running a new/ existing business. This paper adopted the Descriptive research design and methodology that describes the facts like "How" it performs?. Small scale businesses are vibrant in accelerating the economy of the country So, the entrepreneurs can focus more on the aspects that encourage them to augment the capital and to shrink the start-up costs and risks. Based on this motive, this study aimed to discover the factors that significantly influence the entrepreneurs to accomplish massive success.*

Key Words: *Saudi Entrepreneurs, SSME's, Influencing factors, Success rate*

I. INTRODUCTION

Many authors and researchers view that the success of an entrepreneur is significantly influenced by the economic and environmental factors like fiscal policies, trade cycles, economic policies etc., added with business internal factors. However, yet no one could web the factors leading to entrepreneurial success and still it is under the concept of unfinished agenda in the research area. On the other side, only few entrepreneurs become very successful and are shining like stars while one group becomes mediocre, one group fail and other grouperish financially in life. So, this study made an attempt to identify the important economic and environmental factors contributing to entrepreneurial success in Jeddah city, Saudi.

Numerous researchers have emphasized the need for assessing entrepreneurial success and its determinants leading to business success say gender differences, entrepreneurial attitude and self efficacy (Eva Kyndt: 2015) But still this research aimed to assess the level of these factors that have influence over the business success, among Jeddah city small scale entrepreneurs. Considering all the previous researches, the gap was studied and efforts were taken to fill those existing gaps. This research intended to bring an outcome like to which extent the entrepreneurs are benefitted by enriching themselves with these characters and by incorporating these talents into their business.

Descriptive Research Design was adopted as the information collected can be statistically inferred on the population. The entrepreneurs of MSMEs of Jeddah City were identified as the population and the data was collected from small scale business entrepreneurs, invariable of gender. Convenient Sampling Technique was adopted to collect data from small scale enterprise entrepreneurs, and collected the data from almost 250 respondents. The variables representing and influencing entrepreneurial success were identified through literature review and by having discussion with experts etc. Data was collected using questionnaire that was tested and validated through pilot study. Analysis of the data was done using Excel, SPSS applications. Thus, this study gained importance to explore the factors that shore up the success of any Saudi entrepreneur / business.

II. RESEARCH OBJECTIVES

- Identify the factors that kindle & motivate both the genders towards Entrepreneurial success.
- Determine the level of satisfaction that motivates to be a successful entrepreneur.
- Explore the existing success rate among the small scale business entrepreneurs in Jeddah.

III. REVIEW OF LITERATURE

STUDIES RELATED TO ENTREPRENEURIAL SELF EFFICACY & INTENTION:

a) Author **Wassim J. ALOULOU (2015)**, tested the factors like: entrepreneurial attitude, perception and self-efficacy over gender. The results from GEM report by Kelley & al.(2010), indicated that the entrepreneurship intention among the Saudi people, is very low at an indication of 1% amongst 59 countries. So their research focused to revise the factors explaining entrepreneurial intentions over business success. From Saudis perspective, gender was considered as control variable and the research was undertaken as a survey from 2013 Autumn to 2014 Autumn with 289 Saudi students (183 from males and 106 from females). The data composed was examined and investigated by Structural Equation Method and Partial Least Squares (PLS) method. The results exhibited that the gender and perceived self efficacy has exercised a highest effect and relation on entrepreneurial success.

STUDIES RELATED TO INNOVATION PRACTICES IN SAUDI ARABIAN BUSINESSES:

b) The study was undertaken by **Nisar Nalband et al.**, in 2016, to examine the factors like- innovation practices adopted by the business firms in Saudi to be successful. Empirical study designed the research purpose in which 100 business firms were considered like: Partnership, private, public and semi governmental firms. From each firm, 2 samples were chosen randomly for data collection with properly designed questionnaire to know their perception level towards the innovation practices adopted in their respective firms. The results indicated that the business firms provided more space for innovation.

STUDIES RELATED TO ENTREPRENEURIAL DETERMINANTS & SUCCESS :

c) In contemporary trend, it was observed that every transactions in business is been digitalized. So to emphasize this concept as a determinant factor for success, **Soraya Sedkaoui** undertook a research in 2018, to study the impact of Big Data analytics over the business success. The data was collected from various sources like entrepreneurs, business owners, software developers, IT professionals etc, to know the in-depth use and importance of marinating data analytics system for their business success. It was observed that every organizations make decisions based on robust database, maintained by them. Further, it was also found that many data driven projects resulted in enormous success as data analytics helps to predict the fact absolutely and thereby to make suitable business decisions.

d) The research was initiated by **HazboSkokoin2012** with an aim to determine the existing state of entrepreneurship in Saudi Arabia. The supporting factors considered includes: a) key traits need to take up entrepreneurship b) Impact of entrepreneurship over economic growth c) supportive policies and schemes offered by Saudi government to increase entrepreneurship etc. Data was collected through Adult Population Survey (APS) and the National Experts Survey (NES). APS system has yielded 1881 valid results from among 2000 Saudi respondents and NES selected 36 national expert participants to examine and analyze the impact of the entrepreneurial activity over country's economic status. It was concluded stating that the government should identify and help the Saudi's to enrich their level and quality of entrepreneurship with regards to KSA abilities.

STUDIES RELATED TO DEVELOPMENT OF ENTREPRENEURSHIP IN SME'S:

e) Author **Syed Zamberi Ahmad** undertook a research in 2012, to highlight the developments and the problems faced by MSMEs in Saudi Arabia. Both quantitative and qualitative approaches were adopted and collected data from 177 MSME firms of Saudi comprising Jeddah, Riyadh, Jubail and Al-Khobar. The result exhibited that the MSMEs face many difficulties in the area of obtaining monetary support, bureaucracy, shortage of credit facilities, unfriendly atmosphere, insufficient government support, lack of training etc. The research suggested for the guidance from policy makers like government and NGO's, to support the MSME entrepreneurs by providing many promotional schemes.

IV. RESEARCH GAP IN EXISTING STUDY

A well designed and structured research is the heart of any research. Many literatures are available across the world regarding entrepreneurial perception, attitude, competency (**OECD: 2018: Developing entrepreneurial competencies**) and self efficacy. But, still there exist a vast gap in identifying the personality traits, supporting/ motivational factors for a successful entrepreneur (**Kevin Mole:1999, Edward Burton:2016**). Apart from entrepreneurial education and government support schemes and initiatives, still the attitude and

perception of Saudi Small Scale entrepreneurs towards their business is comparatively low and not appreciable in recent days (Nehal Marrai Rashad:2018)

There found a lack of interest reflecting obviously over the economical contraction (Dianne H. B. Welsh:2014).So, this research attempts to fill the gap that exists in the real time situation of Jeddah City small scale entrepreneurs The researcher has undertaken this research to explore the factors stimulating them to be a successful entrepreneur(The Experts: April 29, 2013).

V.LIMITATIONS OF THE STUDY

Time taken by the Small Scale business entrepreneurs, to furnish the personal and professional niceties will be a major limitation. Because in few areas they restricted themselves from giving correct answer and few gave biased answer. Added, when they answer regarding their income and other related factors like their business attitude & perception, some reluctance was there from their side. So, such factors added on the questionnaires under invalid category, which is a major limitation. Moreover measuring the success rate of a business is a big constraint as the true financial statements/ total customers/ customer satisfaction etc might not be revealed properly

VI.RESEARCH METHODOLOGY

The target population for this research is the small scale entrepreneurs from Jeddah City, Saudi Arabia. The samples are randomly selected by dividing the Saudi region into 5 parts based on geographical area: say Saudi North, Saudi south, Saudi east, Saudi west, Saudi central. Geographical area also plays a vital role in influencing the success rate of the business. Pilot Study was undertaken to test the validity and reliability of the questionnaire. Convenient sampling was adopted to gather the data from the respondents with Descriptive Research Design. So, as a result,a sample of 250 was considered, which can be used for further analysis and interpretation. Data was collectedthrough structured questionnairein order toexplore the extent of supporting factors leading to entrepreneurial success. and thusto map their competencies to take up a successful business.

VII.ANALYSIS AND INTERPRETATION

The analysis and interpretations relating to the data collected from the SME entrepreneurs (both primary & secondary) in Jeddah city, was examined and has presented the findings through Spearman's rank correlation, Chi Square, Wilcoxon signed – rank and Paired Sample T Test. The reliability and validity tests were conducted by using Cronbach alpha to ensure the accuracy and validity of the questionnaire.

OBJECTIVE 1:

ANALYSIS :1 / CHI SQUARE TEST (CROSS TABULATION):

1. What is your mode of business?

- ❖ Sole Proprietorship
- ❖ Partnership
- ❖ Joint Family Business

Null Hypothesis: There is no significant relationship between mode of business and factors stimulating to start a business.

Alternative Hypothesis: There is a significant relationship between mode of business and factors stimulating to start a business.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.945 ^a	8	.000
Likelihood Ratio	40.993	8	.000
Linear-by-Linear Association	10.010	1	.002
N of Valid Cases	250		

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal	Phi	.424
	Cramer's V	.300
N of Valid Cases	250	

MOB * SYTMDTSB Cross Tabulation

		SYTMDTSB					Total	
		1.0	2.0	3.0	4.0	5.0		
MOB	1.0	Count	6	30	8	4	23	71
		% within MOB	8.5%	42.3%	11.3%	5.6%	32.4%	100.0%
		% within SYTMDTSB	17.1%	25.6%	22.9%	14.3%	65.7%	28.4%
		% of Total	2.4%	12.0%	3.2%	1.6%	9.2%	28.4%
	2.0	Count	16	19	10	11	3	59
		% within MOB	27.1%	32.2%	16.9%	18.6%	5.1%	100.0%
		% within SYTMDTSB	45.7%	16.2%	28.6%	39.3%	8.6%	23.6%
		% of Total	6.4%	7.6%	4.0%	4.4%	1.2%	23.6%
	3.0	Count	13	68	17	13	9	120
		% within MOB	10.8%	56.7%	14.2%	10.8%	7.5%	100.0%
		% within SYTMDTSB	37.1%	58.1%	48.6%	46.4%	25.7%	48.0%
		% of Total	5.2%	27.2%	6.8%	5.2%	3.6%	48.0%
Total	Count	35	117	35	28	35	250	
	% within MOB	14.0%	46.8%	14.0%	11.2%	14.0%	100.0%	
	% within SYTMDTSB	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	14.0%	46.8%	14.0%	11.2%	14.0%	100.0%	

CHI SQUARE - INTERPRETATION:

The cross tabulation allows to understand that the factors stimulating to start a business was dependent on mode of business. Out of 250 respondents, 71 preferred sole proprietorship, 59 preferred partnerships and 120 preferred Joint Family Business. Pearson Chi-square test result [$p < 0.001$] shows that there is statistically significant relationship between mode of business and factors stimulating to start a business.

OBJECTIVE 2:**ANALYSIS :2 / WILCOXON SIGNED – RANK TEST:****1. Gender of the respondents**

Male () Female () Transgender ()

2. What is your level of satisfaction regarding the factors that stimulates you to be a successful entrepreneur?

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Good Family/Friends/Relatives support					
Appropriate and adequate qualification and experience					
My long term determination and strong will power					
My inner drive and passion towards business					
Vast social network usage and awareness level					
Got right opportunity at the right time at the right place					
Strong government support and incentive schemes					
Satisfactory government rules and regulations					
Availability of finance from various sources					
Availability of my own land					
Knowledge in accessing to technology					
My long term vision to grow the business to next level					
My effective balance over work life					
Good health and physical fitness					

WILCOXON SIGNED – RANK TEST:

Null Hypothesis: There exists no significant difference between the level of satisfaction and the factors that stimulate to be a successful entrepreneur.

Alternative Hypothesis: There exists a significant difference between the level of satisfaction and the factors that stimulate to be a successful entrepreneur.

Ranks

		N	Mean Rank	Sum of Ranks
Good Family/Friends/Relatives support - Average Daily Working Hours	Negative Ranks	61 ^a	67.53	4119.50
	Positive Ranks	88 ^b	80.18	7055.50
	Ties	101 ^c		
	Total	250		
Appropriate and adequate qualification and experience - Average Daily Working Hours	Negative Ranks	67 ^d	109.31	7324.00
	Positive Ranks	130 ^e	93.68	12179.00
	Ties	53 ^f		
	Total	250		
My long term determination and strong will power - Average Daily Working Hours	Negative Ranks	91 ^g	84.97	7732.00
	Positive Ranks	102 ^h	107.74	10989.00
	Ties	57 ⁱ		
	Total	250		
My inner drive and passion towards business - Average Daily Working Hours	Negative Ranks	73 ^j	94.45	6894.50
	Positive Ranks	98 ^k	79.71	7811.50
	Ties	79 ^l		
	Total	250		
Vast social network usage and awareness level - Average Daily Working Hours	Negative Ranks	48 ^m	105.69	5073.00
	Positive Ranks	150 ⁿ	97.52	14628.00
	Ties	52 ^o		
	Total	250		
Got right opportunity at the right time at the right place - Average Daily Working Hours	Negative Ranks	54 ^p	75.33	4068.00
	Positive Ranks	106 ^q	83.13	8812.00
	Ties	90 ^r		
	Total	250		
Strong government support and incentive schemes - Average Daily Working Hours	Negative Ranks	98 ^s	77.99	7643.00
	Positive Ranks	98 ^t	119.01	11663.00
	Ties	54 ^u		
	Total	250		
Satisfactory government rules and regulations - Average Daily Working Hours	Negative Ranks	88 ^v	92.34	8125.50
	Positive Ranks	100 ^w	96.41	9640.50
	Ties	62 ^x		
	Total	250		
Availability of finance from various sources - Average Daily Working Hours	Negative Ranks	23 ^y	45.00	1035.00
	Positive Ranks	119 ^z	76.62	9118.00
	Ties	108 ^{aa}		
	Total	250		
Availability of my own land - Average Daily Working Hours	Negative Ranks	62 ^{ab}	60.92	3777.00
	Positive Ranks	123 ^{ac}	109.17	13428.00
	Ties	65 ^{ad}		
	Total	250		
Knowledge in accessing to technology - Average Daily Working Hours	Negative Ranks	24 ^{ae}	59.56	1429.50
	Positive Ranks	137 ^{af}	84.76	11611.50
	Ties	89 ^{ag}		
	Total	250		
My long term vision to grow the business to next level - Average Daily Working Hours	Negative Ranks	65 ^{ah}	67.15	4365.00
	Positive Ranks	104 ^{ai}	96.15	10000.00
	Ties	81 ^{aj}		
	Total	250		
My effective balance over work life - Average Daily Working Hours	Negative Ranks	9 ^{ak}	43.00	387.00
	Positive Ranks	156 ^{al}	85.31	13308.00
	Ties	85 ^{am}		
	Total	250		

	Negative Ranks	22 ^{an}	82.75	1820.50
Good health and physical fitness -	Positive Ranks	156 ^{ao}	90.45	14110.50
Average Daily Working Hours	Ties	72 ^{ap}		
	Total	250		

Test Statistics

Good Family/Friends/Relatives support	-2.972 ^b	0.003
Appropriate and adequate qualification and experience	-3.124 ^b	0.002
My long term determination and strong will power	-2.252 ^b	0.024
My inner drive and passion towards business	-.731 ^b	0.046
Vast social network usage and awareness level	-6.212 ^b	0
Got right opportunity at the right time at the right place	-4.245 ^b	0
Strong government support and incentive schemes	-2.646 ^b	0.008
Satisfactory government rules and regulations	-1.042 ^b	0.029
Availability of finance from various sources	-8.517 ^b	0
Availability of my own land	-6.868 ^b	0
Knowledge in accessing to technology	-8.885 ^b	0
My long term vision to grow the business to next level	- 4.634 ^b	0
My effective balance over work life	-10.77 ^b	0

a. wilcoxon signed – rank test

b. Based on negative ranks

INTREPRETATION:

From the above test, say Wilcoxon rank test, it is proved that all the factors value are less than 0.05. So, null hypothesis rejected and alternative hypothesis accepted at 5% significant level. And it was proved that there is a statistically significant difference between the level of satisfaction and the factors that stimulates to be a successful entrepreneur.

OBJECTIVE 3:

ANALYSIS 3 / SPEARMANS RANK CORRELATION:

Rank the entrepreneurial success among the following measurements

Criteria	Rank
Constantly grow my business	
Never ever think of failure	
Income/Profit & Loss Statement	
No of transaction and volume of sales	
No of New Customers in a particular year and their level of satisfaction	
Market segmentation, targeting and positioning	
No of Employment created during a year	
Others	

SPEARMANS RANK CORRELATION

Null Hypothesis: There is no significant relationship between gender and entrepreneurial success.

Alternative Hypothesis: There is a significant relationship between gender and entrepreneurial success.

Gender and entrepreneurial success.

Correlations

		Gender	Constantly grow my business	Never ever think of failure	Income / Profit & Loss Statement	No of transaction and volume of sales	No of New Customers in a particular year and their level of satisfaction	Market segmentation, targeting and positioning	No of Employment created during a year	Others
Gender	Correlation Coefficient	1.000	.001	.019	-.242**	-.087	.013	-.132*	-.115	.016
	Sig. (2-tailed)	.	.986	.761	.000	.169	.833	.037	.069	.798
	N	250	250	250	250	250	250	250	250	250
Constantly grow my business	Correlation Coefficient	.001	1.000	.278**	-.020	-.223**	-.106	-.318**	.238**	-.306**
	Sig. (2-tailed)	.986	.	.000	.757	.000	.095	.000	.000	.000
	N	250	250	250	250	250	250	250	250	250
Spearman's rho	Correlation Coefficient	.019	.278**	1.000	-.148*	.245**	-.191**	-.181**	-.408**	.115
	Never ever think of failure	.761	.000	.	.020	.000	.002	.004	.000	.070
	N	250	250	250	250	250	250	250	250	250
Income/Profit & Loss Statement	Correlation Coefficient	-.242**	-.020	-.148*	1.000	.016	-.250**	.385**	.253**	-.253**
	Sig. (2-tailed)	.000	.757	.020	.	.796	.000	.000	.000	.000
	N	250	250	250	250	250	250	250	250	250
No of transaction and	Correlation Coefficient	-.087	-.223**	.245**	.016	1.000	-.045	.145*	-.260**	.380**
	N									

volume of sales	Sig. (2-tailed)	.169	.000	.000	.796	.	.475	.022	.000	.000
	N	250	250	250	250	250	250	250	250	250
No of New Customers in a particular year and their level of satisfaction	Correlation Coefficient	.013	-.106	-.191*	-.250**	-.045	1.000	-.160*	.042	.462**
	Sig. (2-tailed)	.833	.095	.002	.000	.475	.	.011	.504	.000
	N	250	250	250	250	250	250	250	250	250
Market segmentation, targeting and positioning	Correlation Coefficient	-.132*	-.318**	-.181*	.385**	.145*	-.160*	1.000	.097	.009
	Sig. (2-tailed)	.037	.000	.004	.000	.022	.011	.	.126	.887
	N	250	250	250	250	250	250	250	250	250
No of Employment created during a year	Correlation Coefficient	-.115	.238**	-.408*	.253**	-.260**	.042	.097	1.000	-.450**
	Sig. (2-tailed)	.069	.000	.000	.000	.000	.504	.126	.	.000
	N	250	250	250	250	250	250	250	250	250
Others	Correlation Coefficient	.016	-.306**	.115	-.253**	.380**	.462**	.009	-.450**	1.000
	Sig. (2-tailed)	.798	.000	.070	.000	.000	.000	.887	.000	.
	N	250	250	250	250	250	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION:

The Spearman's rank-order correlation was run to determine the relationship between gender and entrepreneurial success. Majority of the factor has a very strong and positive correlation between gender and entrepreneurial success, which was statistically significant ($p < .001$).

OBJECTIVE 3:**ANALYSIS 4 / PAIRED SAMPLE T TEST**

Null Hypothesis: Type of business and entrepreneurial success are inter-related

Alternative Hypothesis: Type of business and entrepreneurial success are not inter-related

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	TOB	3.476	250	1.3976	.0884
	Constantly grow my business	3.008	250	1.8301	.1157
Pair 2	TOB	3.476	250	1.3976	.0884
	Income/Profit & Loss Statement	4.548	250	1.6766	.1060
Pair 3	TOB	3.476	250	1.3976	.0884
	Never ever think of failure	2.912	250	1.8671	.1181
Pair 4	TOB	3.476	250	1.3976	.0884
	No of transaction and volume of sales	3.848	250	1.7633	.1115
Pair 5	TOB	3.476	250	1.3976	.0884
	Market segmentation, targeting and positioning	4.404	250	2.1492	.1359
Pair 6	TOB	3.476	250	1.3976	.0884
	No of Employment created during a year	5.708	250	2.5973	.1643
Pair 7	TOB	3.476	250	1.3976	.0884
	Others	5.900	250	2.1251	.1344

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	TOB & Constantly grow my business	250	.020	.747
Pair 2	TOB & Income/Profit & Loss Statement	250	.063	.321
Pair 3	TOB & Never ever think of failure	250	-.302	.000
Pair 4	TOB & No of transaction and volume of sales	250	-.248	.000
Pair 5	TOB & Market segmentation, targeting and positioning	250	.053	.401
Pair 6	TOB & No of Employment created during a year	250	.219	.000
Pair 7	TOB & Others	250	-.342	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	TOB - Constantly grow my business	.4680	2.2799	.1442	.1840	.7520	3.246	249	.001
Pair 2	TOB - Income/Profit & Loss Statement	-1.0720	2.1139	.1337	-1.3353	-.8087	-8.018	249	.000
Pair 3	TOB - Never ever think of failure	.5640	2.6491	.1675	.2340	.8940	3.366	249	.001
Pair 4	TOB - No of transaction and volume of sales	-.3720	2.5065	.1585	-.6842	-.0598	-2.347	249	.020

Pair 5	TOB - Market segmentation, targeting and positioning	- .9280	2.5004	.1581	-1.2395	- .6165	-5.868	249	.000
Pair 6	TOB - No of Employment created during a year	- 2.2320	2.6666	.1686	-2.5642	-1.8998	- 13.235	249	.000
Pair 7	TOB - Others	- 2.4240	2.9159	.1844	-2.7872	-2.0608	- 13.144	249	.000

INTREPRETATION:

The above table indicates that Sig. [2 – tailed] value, the type of business with entrepreneurial success factors like never ever think of failure, no of transaction and volume of sales, No of Employment created during a year and others have less than 0.001 which is less than 0.05 [the level of significance usually used for the test]. So, we reject null hypothesis and accept alternative hypothesis at 5% significant level and proved that type of business and few entrepreneurial success factors are inter-related. Hence, constantly grow my business, Income/Profit & Loss Statement and Market segmentation, targeting and positioning have greater than 0.05. So, we accept null hypothesis and reject alternative hypothesis at 5% significant level and proved type of business and above mentioned entrepreneurial success factors are not inter-related.

VIII.CONCLUSION

Micro and small entrepreneurs can be viewed as the significant driving tool that contribute to the development of the growth and development of the economy. The above study answered the questions like a) What factors motivate the Saudis to take up entrepreneurship and b) What factors acts as the ultimate driving forceto hike the success rate of a business?

This research stated that the good network, vision to next level, increased volume of sales, strong government support, partnership working, language skill factor etc are few driving factors that instigate the entrepreneurial success.The study stated by concluding that the rate of success is determined by many factors where it can't be constrained to certain factors, as the success rate changes as per the changing .trends.In this tech savvy environment and being in the epoch of liberalization and globalization, both the gender entrepreneurs can achieve a great successby imbibing a holistic approach interms of self motivating and staying strong to tackle the competitive advantage environment.

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