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Entitled

THE DETERMINANTS OF ENTREPRENEURIAL SUCCESS IN OMAN: A HOLISTIC APPROACH

by

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Abstract

The literature on determinants of entrepreneurial success calls for additional research especially in GCC countries where studies in this field are limited. There is not yet clear consensus upon the right set of determinants for entrepreneurial success. Studies conclude that the set of determinants of entrepreneurship success can be varied from country to country depending on country's economic, market conditions, business trends, culture, human capital, natural resources, demographics. This study investigates determinants of entrepreneurial success in Oman. It also looks at two moderators, alertness to opportunity and intrinsic motivation, with the purpose of finding their impact on the relationship between determinants and entrepreneurial success. Key findings include that education and experience of an entrepreneur do not have a fundamental role in entrepreneurial success. Results also reveal that social capital, as well as human capital, does not determine entrepreneurial success in Oman. The study proves that entrepreneurial success depends on creative self-efficacy and networking skills of an entrepreneur. i.e., entrepreneurs with higher creative self-efficacy are more likely to be successful in their business. Similarly, networking skills including coordination skills, relational skills, partner knowledge and internal communication could determine entrepreneurial success. Additionally, financial capital acts as an antecedent of entrepreneurial success. Furthermore, there is no impact of moderators on the relationship between determinants and entrepreneurial success. Results indicate that entrepreneurs should polish their networking skills, build financial capital and have a higher level of creative self-efficacy to be successful in Oman.

Keywords: Entrepreneurship, entrepreneurial success, Resource-based approach, Capabilities approach, Networking approach, determinants.