

# Chapter 11

## Entrepreneurial Behavior in the Future With Special Emphasis on the United Arab Emirates

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### ABSTRACT

*The behaviors of present entrepreneurs will be effective in creating the future. Therefore, the behavior of entrepreneurs in the future will be determined by the behavior and attitudes of today's entrepreneurs. In this direction, it is necessary to look at today's entrepreneurs and analyze their visions in order to understand the behavior of future entrepreneurs. The author has made her evaluations in this context. Analysis of today's entrepreneurs and revealing their visions is an important issue. The approach of today's entrepreneurs to the needs and expectations of today's people will affect human behavior in the future. Entrepreneurs who direct human behavior, feelings, and thoughts, or entrepreneurs who produce services and goods according to human-oriented needs will be at the forefront. The answer to this question will lead us to the characteristics of future entrepreneurs.*

### INTRODUCTION

The author is a serial entrepreneur for 25 years allowing to practice most of the sectors. The author can easily tell that there is a huge gap between entities, institutes, universities and regulations. Trending technologies have a good impact besides side effects on the community. Therefore entrepreneurs should take the initiative by considering the interests of society. Pursuing profit alone, while bringing the interests of individuals to the fore, creates inconvenient situations in society. After the Internet came into our lives, it spread to the public in the initiatives that had negative effects on the mental health of the community, as well as many useful uses. While supporting startups and raising entrepreneurs, we should consider the benefit to the whole society.

Today, the speed of technological developments pushes individuals, organizations and authorities to use these technologies without questioning of benefit-harm expectations. This will lead to many positive

DOI: 10.4018/978-1-6684-8781-5.ch011

and negative side effects in the short, medium and long term. The increase in entrepreneurs especially in the field of technology and/or the tendency of existing entrepreneurs to technology-oriented business ideas does not meet the real needs of people living in the physical world. However, the appetizing earnings of technology-focused companies inspire other entrepreneurs. In this direction, the group of people who are unhappy because their real needs are not met is increasing rapidly. Today's people think that concepts such as boredom and unhappiness are normal. Most people are not even aware of their unhappiness. Therefore, people direct them to consume products and services that they do not really need. This situation has a negative impact on world resources. Today's business people, who manipulate human behaviour and emotions with technology-oriented business ideas and lead them to more consumption, cause rapid depletion of world resources. For the future of the world, it is necessary to regulate, and moderate of Entrepreneurial Behaviors and Motivations.

Especially the services and products offered online have serious advantages in terms of cost compared to the services and products offered offline. Entrepreneurs who use this advantage with more profitability and grow faster. From this point of view, unfair competition should be regulated as soon as possible.

Today, individuals have also become entrepreneurs through social platforms. They market their own brands, products, and even their own individual lives. Environments in which the general morals, customs and traditions of the society are not strictly observed will push the world's populations to irreversible corrosion.

## **BACKGROUND AND LITERATURE REVIEW**

During the last three decades entrepreneurship has been perceived as a major driving force for local economies. It has a positive impact on evolving innovating business ideas and initiatives that support the creation of new job markets, boosting economies, developing new solutions to problems, creating technology that improves efficiency (Garo et al., 2015; Acs et al., 2018). Moreover, entrepreneurship is seen as a strategy for countries' economic growth and maintaining sustainable competitive advantage during the globalization era (Azhar, 2010; Shamsudin et al., 2017; Pauceanu et al., 2019). Many scholars emphasize the role of entrepreneurship as a unique solution to the problems that constantly arise in our dynamic and fast changing world. This is perhaps because of the nature of entrepreneurship as 'it is not related only to a single discipline, but to many disciplines such as psychology, sociology, culture, and environmental studies'. One of the core concepts in studying entrepreneurship is the entrepreneurial intention (EI). According to various studies, these are two major strands that dominate the literature on EI: Shapero model (The entrepreneurial event theory) and TPB (Theory of Planned Behaviour). EI is a powerful theoretical framework that has rapidly grown since the publishing of the influential works by Shapero in the 1980s (Liñán, and Fayolle, 2015). There are three conceptually independent determinants of intention towards entrepreneurship, namely attitudes towards entrepreneurship, subjective norms, and perceived behavior control. Family background, self-employment of parents is found to influence the entrepreneurial intention (Nguyen, 2017). Furthermore, students whose parents are self-employed score higher Entrepreneurial Intention. The same is evidenced for students whose parents are immigrants from rural areas to urban cities versus nonimmigrant parents. Prior experience in self-employment also increases entrepreneurial intention. The presence of role models, mentors or partners would be a decisive element in establishing the individual's entrepreneurial feasibility level. Nguyen (2017) confirms that subjective norms fails to generate significant impact on entrepreneurial intention in a research conducted

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