

Changing Behaviours and Its Theories to Achieve the Desire for Entrepreneurship in Future Generations in the UAE and Gulf Region

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Abstract

The Gulf region has been emerging as a prosperous hub of entrepreneurship and commercial innovation and is, at present, portraying continuous development. The success of this region is due to several different factors such as the size of the region, youth generation; digital economy; and its progressive access to technology. This study is a literature review and adopts a five-stage process to recruit studies that align with the aim of this study. The data was collected from journal articles, blogs, government websites, and articles from Google Scholar, Proquest, EBSCO, and EconLit. A total of 31 journal articles were reviewed and analyzed. This paper (1) identified variations in entrepreneurial activities, attitudes and perceptions, and aspirations among UAE youth; (2) explored factors defining the nature and level of UAE entrepreneurial work; and (3) presented the potential of entrepreneurship through education in the UAE; (4) need to strengthen technological transfers to entrepreneurial approach and networking opportunities. Initiatives taken by the UAE government in supporting entrepreneurial development were also presented and emphasized. Entrepreneurs are observed as a core aspect that encourages creativity and innovation, generates employment opportunities, and brings prosperity to society. This paper emphatically focuses on entrepreneurship research by presenting policy implications to improve UAE's entrepreneurship in the country's economy.

Keywords: desires, education, entrepreneurship, gulf, motivation, policy

1. Introduction

The importance of entrepreneurship is evident in innovation, job creation, and economic development. An entrepreneur has been defined as one who possesses, initiates, administers, and believes in the perils of economic ventures (Greve & Salaff, 2003). According to (Farzanegan, 2014), entrepreneurship is a core pillar of employment, innovation, international political openness, and economic development. A successful enterprise maintains its processes in the same realm while developing sustainably toward a more extensive social-ecological system (Parrish, 2010).

Extant literature has progressively emphasized comprehending entrepreneurship and entrepreneurial activities throughout the Gulf region. According to (Cao and Shi, 2021), the notion of entrepreneurial activities is a matter of attention and interest for the practitioner, policy architects as well as among researchers for a long time. Thus, the authors conducted a systematic review aiming to review the ecosystem and published literature on entrepreneurship with the help of a proposed theoretical model. This model elucidates the three dynamics of the entrepreneurial ecosystem which are denoted as resource, governance logic, and interaction. More specifically, this study presented 4 key findings that challenge the undeviating application of the model from entrepreneurial ecosystems of advanced economies to emerging economies. Similarly, another study conducted by (Shi & Shi, 2021) revealed the process of allocation of resources, mobilization, and circulation unfolds in entrepreneurial ecosystems. The study offers a dynamic resource account of the entrepreneurial ecosystem which compliments the resource provision perspective in the existing literature. The study also sheds light on the reciprocities between regional resources and regional entrepreneurship. The study concludes by presenting some implications for the entrepreneurs and the government for the provision of guidance regarding policy initiatives and to measure the long-term growth that takes place in the regional entrepreneurial ecosystem.

The Gulf region has been emerging as a prosperous hub of entrepreneurship and commercial innovation and is, at present, portraying continuous development. The success of this region is due to several different factors such

as the size of the region, youth generation; digital economy; and its progressive access to technology. The environment of the Gulf region offers market opportunities to boost its sustainable development, which results in the development of new ventures and their associated economic activities (Lordkipanidze, Brezet, & Backman, 2005). The number of published papers has witnessed a rise of 1.79% since 1977, examining entrepreneurship in the Gulf region (Faghieh & Zali, 2018).

However, entrepreneurship is not a new topic in the region; with an emphasis from a rising number of studies, it remains unexamined considering its significance. According to (Bruton et al., 2008), the Middle East was entirely distant from the literature. Given to review of the literature concerning the entrepreneurship articles from 1990 to 2006 from the top management journals, they could find one article on the topic related to entrepreneurship in the region of the Middle East. Previously, Bastian, Sidani, and El-Amine (2018) and Hattab (2012) have examined entrepreneurship, whereas (Ismail et al., 2018) and (Kirby and Ibrahim., 2013) have examined entrepreneurship with a generalized approach. The dearth of research in this area of interest is well-documented (Hoskisson et al., 2000). According to (Momani, 2017), even though the Arab region has acclaimed the benefits of entrepreneurship, the region is far behind in developing an economy that is conducive to boosting entrepreneurship. Therefore, this study bridges the void not by emphasizing one topic but rather by providing an in-depth examination of the current status and offering a holistic perception concerning entrepreneurship research in the Gulf region, specifically in the UAE. To be precise, this paper aimed certainly emphasizes the research on entrepreneurship. The research objectives are stated in the following:

- To identify variations in entrepreneurial activities, attitudes and perceptions, and aspirations among UAE youth.
- To explore factors defining the nature and level of UAE entrepreneurial activity.
- To present the potential of entrepreneurship through education in the UAE.
- To present policy implications to improve UAE entrepreneurship in the UAE economy.

2. Literature Review

2.1 Entrepreneurial Activities in the Gulf Region and UAE

Middle-Eastern and Northern Africa (MENA) countries have undertaken the significance of entrepreneurship activities to mitigate their reliance on oil and restructure their social structures and income sources because of diverse circumstances in the region influence entrepreneurship activities. According to (Valliere & Peterson, 2009), entrepreneurial activities throughout the gulf region are distinguished in form of economic growth. While incorporating the endogenous growth theory, entrepreneurship played an immense role in promoting economic development (Wennekers & Thurik, 1999). (Wong, Ho, & Autio, 2005) have further claimed that entrepreneurship is essential in the same vein. Furthermore, (Hattab, 2012) has identified an association between economic development and entrepreneurship and economic consequences and innovation. Irrespective of the Endogenous Growth Theory, the exogenous growth theory claims that country-wide economic development is triggered by regional activity, which significantly improves local development (Ennis, 2018). Therefore, individual entrepreneurs add up to national economic growth while exploiting opportunities and starting new ventures. Some Gulf countries might stimulate local entrepreneurial activities since most of the countries in the Gulf region have other start-ups compared to established experiences (Gupta & Mirchandani, 2018). For instance, 70% of adults in Sudan and Saudi Arabia explore opportunities for entrepreneurship and possess the capability to embark on a business.

Numerous emerging countries, such as the UAE, are experiencing diversification from the current global economy. Previously, the success and failure of an economy were dependent on conventional assets, including cheap labor and land. In contrast, today, a new classification of assets is born to shape economic opportunities, including lifestyle amenities, access to information and capital, innovation and entrepreneurship activity, and workforce skills (Abdo & Paris, 2017). The preliminary step in progressive development is to measure the assets of an economy to understand its competitive abilities and offer a better comprehension of the new economic growth drivers. Thereby, apprehending the role of entrepreneurship in economic growth is essential to understanding society's dynamics and prosperity (Facchini, Jaeck, & Bouhaddioui, 2020). According to (Grant et al., 2007), UAE has marked remarkable growth and head ambitious entrepreneurial programs in the pursuit of modernization. Stimulating an entrepreneurial culture and encouraging small and medium enterprise (SME) development is the focal point of the UAE government's plan to become a competitive knowledge-based economy since the government identifies that SMEs establish any thriving economy to derive employment, investment, and innovation opportunities (Jabeen, Faisal & Katsiolouides, 2017).

The UAE leverages its existing wealth to develop a more sustainable and stabilized economy and has successful socio-economic development initiatives emphasizing SME expansion. Government support is triggered to create an adequate legislative situation supporting and encouraging SMEs and establishing and boosting entrepreneurial perceptions. The UAE pursues creating substantial opportunities for the UAE youth to play an essential part in developing a thriving economy via new business formation and development of small-scale firms into larger, internationally-oriented firms. The above studies focused on different types of entrepreneurial activities in the Gulf region, especially UAE, and how the country is thriving to develop a sustainable and stabilized economy by emphasizing the expansion of small-medium enterprises. Also, the government is creating opportunities for the youth to play a vital role in developing a thriving economy via business formation on small scales changing to larger and internationally oriented organizations.

2.2 Youth Entrepreneurs

The focus of employment development initiatives on youth is witnessed in the UAE. According to (Dana, 2021), in UAE, 65% represent the population aged 24, whereas 20% are under the age of 24, which would highlight the pre-requisite to emphasize the youth as they make a large population and create and maintain an expanding knowledge economy. Youth unemployment has substantial outcomes for the country's development entirely, and no economy can tolerate underutilizing the asset that the young population represents. Still, it is also fundamental to integrate inclusion tactics that emphasize promoting entrepreneurship and developing entrepreneurial abilities (Jabeen, Faisal, & Katsiolouides, 2017).

Entrepreneurship is progressively approved as an essential means to create jobs and enhance opportunities and the economic autonomy of young people. Entrepreneurship can be a thriving aspect toward uncovering the potential of the UAE youth potential and allowing them to become more active members of their societies, invested in creating a better and more innovative environment for their firms (Gupta & Mirchandani, 2018). It has been observed that 30% of the UAE youth are either interested in starting a firm or embarking on a start-up business. On the contrary, entrepreneurial capital is confined among the UAE youth population, which encompasses the appropriate skills, financial credibility and capital, social networks, and commitment to make a new business network (Okasha, 2020). In this regard, they must implement tailored measures from all stakeholders to address specific obstacles they are experiencing in the entrepreneurial ecosystem.

The social enterprise model of venture philanthropy was used in the Emirates Foundation for Youth Development to invest in youth development using numerous initiatives and programs that intend to positively influence the lives of the UAE youth by aiding them in reaching their maximum potential (Bodolica, Spraggon, & Badi, 2021). The Emirates population has developed several sustainable solutions toward social issues that motivate and guide the UAE population using programs for developing their leadership and confidence skills. Social inclusion, empowerment, and community engagement are the three areas in which the Foundation works (Facchini, Jaeck, & Bouhaddioui, 2020). Significantly, the Takatof program successfully trained volunteers for local institutions and community events. This program offers and teaches the youth population the ability to effectively prepare them for forthcoming events. The earlier studies discussed young entrepreneurs in different countries and factors influencing the more youthful population's entrepreneurship.

2.3 Female Entrepreneurship

It becomes vital to examine the UAE female entrepreneurship as an essential uncovered source of economic development because previously, the importance of unleashing the economic potential was discussed in the context of the UAE youth. Female entrepreneurs can further create new employment opportunities and wealth creation (Gupta & Mirchandani, 2018). Their different attributes can offer society various solutions to the organization, business issues, and management and exploit entrepreneurial opportunities. The UAE, at present, leads the MENA region in empowering women (Alexandre & Kharabsheh, 2019). Therefore, encouraging female entrepreneurship will improve an entrepreneurial culture and make entrepreneurship a clear choice for women both at governmental and societal levels through educational programs (Abdulkadir & Müller, 2020).

A massive gender imbalance embarks on the UAE entrepreneurship landscape. The UAE males were 50% more likely than the UAE females to commence a business even though the female population is 49%. Similarly, in the business world, females still reflect merely 30% of the UAE entrepreneurs, even though there has been a refreshing change in the proportion of females working as entrepreneurs (Patterson, Varadarajan, & Salim, 2020). The proportion of women among the national population was not reflected in the balance of entrepreneurs or the proportion of the labor force that were Emirati women. Moreover, Emirati females have lesser participation rates as entrepreneurs than men; therefore, their risk aversion is higher (Faisal, Jabeen, & Katsiolouides, 2017). Confidence was reported among fewer Emirati females in their competence for commencing and successfully

running a business.

The retail and services sectors have mainly observed businesses run by female entrepreneurs. On the contrary, there are several business opportunities considered by female entrepreneurs. The heritage, geography, and rich culture of the UAE can offer several unique opportunities for boutique and craft businesses (Caputo et al., 2017). Much more can be considered in establishing markets, making associations with other artisanal enterprises, and aiding product development in the home and fashion furnishings to implement Emirati design and handicrafts into their products (Farouk Abdel Al, Jabeen, & Katsioloudes, 2017).

2.4 Entrepreneurial Attitudes

Boosting an entrepreneurship culture is essential for the UAE, which needs optimistic perceptions, motivations, and societal attitudes towards entrepreneurship. Intentions are fundamental actions of likely entrepreneurs in society as they are entirely associated, indicating that the entrepreneurship rate is expected to be high if many individuals aim to commence a business in the region (Miniaoui & Schilirò, 2017). Future entrepreneurs should consider entrepreneurship and think seriously about future opportunities in the market being an entrepreneur. It becomes essential to measure entrepreneurial attitudes as they represent the population's feelings towards entrepreneurship and entrepreneurs (Fenech, Baguant, & Ivanov, 2019). Entrepreneurial perspectives toward entrepreneurship define the level to which individuals believe that there are better prospects to start a business or the level they link with the high status of entrepreneurs.

Identifying opportunity is a significant step in the entrepreneurial procedure, and those exploring many opportunities may portray a better readiness or awareness for entrepreneurial activities. As a whole, UAE women have the highest perceptions regarding the occurrence of opportunities and entrepreneurship as the best career option compared to their male counterparts. On the contrary, Emirati women are less confident regarding their competencies than males, with which the proportion of Emirati males exceeding that of women by 10% (Ahmad, Ahmad, & Bakar, 2018). Similarly, Emirati male entrepreneurs tend to explore entrepreneurs throughout their social networks and substantially supersede the Emirati female population by 50% concerning intentions for starting a business. Emirati males are further inclined to have a reduced fear of failure than Emirati counterparts by almost 10% concerning fear of failure discouraging an individual from commencing a new venture (Al Matroushi et al., 2020).

The studies stated above discussed the different attitudes of entrepreneurs, which help them seek several opportunities in the market to start their business in the UAE. In conclusion, societal attitudes toward entrepreneurship are positive, with a significant level of perceived abilities and opportunities to commence a business (Vracheva, Abu-Rahma, & Jacques, 2019). Still, there are significantly low intentions to start a business because of the high failure levels.

2.5 Perceptions

The decision of an individual to become an entrepreneur relies on identifying opportunities in the region where one lives and on the motivation in an individual's abilities for starting and operating a business. However, perceived chances are lesser than perceived abilities in most innovation-driven countries (Thomson & Minhas, 2017). Emirati entrepreneurs have high perceptions regarding better opportunities to start a venture throughout six months, with merely 51% reporting that they have the essential abilities to commence their own business. The entrepreneurship process begins when a business opportunity is recognized and when the preference to grab it occurs (Bose & Mugambi, 2017). It is conceptualized by the proportion of individuals who argue that there are better environments that are conducive to embarking upon a business at a nearby place throughout the next six months.

Since 2006, opportunity identification has shown a constant elevation in Emiratis, which shows that more Emiratis are aware of entrepreneurship as an adjunct or extension of career selection and are competent to identify prospects to a much greater level compared to those of the latter other nationalities living in the UAE (Minhas, 2018). In addition, compared to men, more UAE women have seen the prospect of commencing their own business and are the most important demographic group in the country. However, it is unlikely that they will start trading. Once they have discovered business opportunities, they will verify their abilities and knowledge during the entrepreneurial process (Chakravarti, 2021). Employers ask themselves whether their talents and experience allow them to seize opportunities and succeed in business.

Responding to the questions of self-assessment of the knowledge and skills that are prerequisites of initiating a business, only five out of ten Emirates assume they have the competencies required to start their venture (van Ewijk & Belghiti-Mahut, 2019). Due to the low level of understanding of entrepreneurship in the Emirates, this

also indicates the need to take an active part in entrepreneurship through entrepreneurship education programs that can cultivate general entrepreneurial skills, particularly entrepreneurship (Vardhan et al., 2020). In addition, despite a particular opportunity and willingness to utilize it, despite its abilities, some entrepreneurs gave up the perception of starting a business for fear of failure. The studies above discuss individual's perceptions of starting a business in the UAE markets.

2.6 Motivations

Entrepreneurial motivation is an essential factor in determining entrepreneurial success. The main results of several studies indicate that companies have been established because they are willing to seize specific opportunities, have a higher survival rate, and are more successful (Ahmad, Al-Mazrouee, & Ranova-Fredrick, 2017). Compared to other countries, the United Arab Emirates is unique in highly opportunistic entrepreneurship. When it comes to entrepreneurship, people are driven by various motives. In most cases, a leading motivation comes with a particular venture prospect and intends to grab it, but the motivation may also be different (Al Khayyal et al., 2020). Many people have started new businesses out of necessity or lack better job opportunities. For others, the primary motivation is to maintain or increase personal income. Special incentives to start a business need to meet the need for independence; this is often the case for individuals, especially UAE women, who, despite having a permanent job in the public sector, decide to start a company to be their boss (Jeong & Alhanaee, 2020).

In contrast, a study conducted by (Bugshan, 2012) in UAE's Dubai School of Governance showed that in the Gulf Cooperation Council (GCC) region, a plethora of ambitious female entrepreneurs are lacking in confidence owing to the dearth of business skills. Resultantly, it does not embolden them to generate wealth. However, the incentive for entrepreneurs in the United Arab Emirates to increase their independence has dropped from a 100% peak in 2006 to a five-year low of 20.6%. In 2011, two out of three entrepreneurs in the United Arab Emirates set up their own companies to increase their income - less than 0% five years ago. Comprehensive motivation encourages a willingness to seize opportunities and the need to start a business; the necessity/maintenance of income is a necessity-driven incentive, not an opportunity-driven factor (Bhatt, Sujatha, & Mishra, 2020).

The above-cited literature focuses on a motivational factor to become an entrepreneur in UAE. Men are more afraid of entrepreneurship, which may be due to the prevailing national culture and the traditional role of men in the United Arab Emirates. One explanation for this could be that women are better able than men to see what could happen, not just what they see. Women tend to see opportunities in everything and everyone. They have the creative skill to discover opportunities. The decision maker's main challenge is leveraging the expertise and opening more entrepreneurship opportunities for more UAE women. Entrepreneurial Aspirations, Product and process innovation, globalization, and high-growth ambition are considered key to success for ambitious or ambitious entrepreneurship (Sitaridis, 2019). In addition to entrepreneurship and awareness aimed to address the origins of the company and entrepreneurship, taking into account the number of companies ascertained in different situations, entrepreneurial beliefs can also address questions associated with the company's quality initiative and the expectations of entrepreneurs (Al Saiqal, Ryan & Parcerro, 2019). This can be used as a good forecast for future growth. Indeed, the expectations of entrepreneurs can create a huge impact to make them successful, so it is essential to understand what drives entrepreneurship (Balawi, 2021). Employers may vary in their desire to promote new products and production procedures, enter foreign markets, build important organizations and use external capital to finance growth. If these wishes become a reality, they will significantly impact the economic effect of this entrepreneurial activity.

2.7 Innovation

The United Arab Emirates owns an economy that is driven by innovation, which indicates that knowledge has become a fundamental growth factor, and innovation can generate more than 30% of economic activity. This shows that the effect of innovation on the UAE economy can possess a crucial role in boosting the global economy. However, it should be borne in mind that innovation comes from large companies and small, powerful companies, which can positively impact innovation and sustainable economic growth. Due to globalization, small companies have not become outdated, but their contribution has been modified as their comparative advantage shifts to knowledge-based business. Large manufacturing companies in high-cost areas have lost most of their competitive advantage, while small start-ups have an excessive proportion of new product innovation (Audretsch et al., 2007). Innovation is an essential factor in economic development and productivity. But given the changing nature and environment, it is complicated to measure. Employers commence and expand their businesses by developing new procedures, products, and services to create jobs and wealth. Entering or creating a new market means getting few or no other companies providing the same products or services (Romero &

Mart ínez-Rom án, 2012).

According to (Nelson, 2013), the number of women entrepreneurs involved in technology is higher in UAE than in other countries. 35% of women consist in all such businesses in the region compared to the global average of 10%. However, entrepreneurs in the United Arab Emirates rarely engage in high-tech fields, which can be for various reasons, such as high-risk and high-cost technological innovations. It is necessary to create a multi-class incubator with private and public partners. Government agencies need to work with educational institutions, communities, and community groups to encourage entrepreneurs in the United Arab Emirates to start, develop, and develop their innovative effect on business. Industrial research centers should be adapted to support basic and applied research in high-growth industries to move forward and overcome their problems. Innovative research and development in collaboration with researchers in the United Arab Emirates, rooted in academic institutions, can be a way to encourage human resource development and elevate opportunities for small and medium-sized enterprises to solve research-based problems.

Entrepreneurship in the UAE has focused on an international organization known for rapidly monitoring the development of influential companies in emerging markets. Endeavor Global is a non-profit organization that alters dynamic markets by ascertaining significant entrepreneurship as a dominant force in economic growth. It has connected with Abraaj Capital, one of the region's dominant private equity firms, to encourage this massive effect on company growth. The Endeavor model is widely accepted for selecting highly influential entrepreneurs with high growth potential, creating significant job opportunities, and the chance to motivate others in the area. With their attention to effective entrepreneurship, they can show how the cultivation of small and medium-sized companies with significant growth potential can positively contribute to job creation and wealth creation. The above studies emphasize innovations and technology in the UAE market, which is beneficial for entrepreneurship and the country's economy.

2.8 Unlocking Entrepreneurship through Education

Entrepreneurship is essential for economic growth, employment, innovation, and productivity. Since economic development and entrepreneurship are closely associated, there is also a necessary connection between education, risk creation, and entrepreneurial performance (Ghafar, 2020). To a certain level, entrepreneurship education can be an essential promoter of societal change, a necessary supporter of all disciplines, and provide more entrepreneurship and extraordinary entrepreneurial performance (Chakravarti, 2019). Not everyone requires an entrepreneur to benefit from entrepreneurship education, but all members need to be entrepreneurs to promote an efficient ecosystem. Entrepreneurship encourages and supports entrepreneurial culture (Huang et al., 2020). A more robust entrepreneurial culture and entrepreneurial mindset should be developed so young people can think affirmatively, explore opportunities to achieve goals, have the self-assurance to accomplish goals, and utilize their talents to build a better society economically and socially (Mozammel & Zaman, 2018). The establishment of an entrepreneurial community is involved in all, and the education system and the media play an essential role in promoting positive attitudes towards entrepreneurship.

Building an entrepreneurial society requires significant reforms in teaching with new ways of thinking and active teaching (Halaweh, 2019). A study conducted by (Wang, Zhou, Zhang, & Sun, 2022), intended to evaluate the significance of self-efficacy in entrepreneurship and expectancy-value belief concerning the digital economy among students in China who were enrolled in universities. The results of the study show that in the era of digitalization, the elements of expectancy-value belief and entrepreneurial success are precursors of transforming a digitally run economy. Notably, entrepreneurial success is reckoned as a prominent mediator in creating entrepreneurial self-efficacy as well as the digital economy.

The growing popularity of entrepreneurship education in the UAE means substantial changes, especially in supporting the new role of educators in UAE educational institutions, including universities. This change requires developing the support system needed for teacher education, the dissemination of experience, the provision of cultural entrepreneurship courses and teaching development training, and good practice and high-quality teaching materials (Thani Al Dhaheri, 2020). It also means helping teachers or tutors at all levels to build a broad network and connect them to the resources available to the public and the business community. Entrepreneurship teachers from entrepreneurship schools and universities train and nurture a new generation of entrepreneurship leaders (Jones & Mosteanu, 2019).

A study by (Saeed, 2014) among Pakistani university students found that the most crucial factor in developing student's entrepreneurial self-efficacy is perceived educational support. In addition, another study among 1500 undergraduate Arab students in a government university found entrepreneurial curricula and universities to work in their capacities as influencers to derive the entrepreneurial attitudes of the students (Al Bakri & Mehrez, 2014).

In recent years, public education in the UAE has undergone significant changes at the federal, emirate, and local levels. Reforms have been formulated to improve student achievement and provide parents with more educational opportunities. These reforms aim to encourage creativity, leadership, and entrepreneurship by applying truly new learning methods. However, many entrepreneurship education practices are often temporary, vary in quantity and quality, and are not systematically discussed in the curriculum.

To date, entrepreneurship education, especially in primary and secondary schools, has usually depended on the interest and initiative of individual teachers and schools and the support network they have established. Many programs and initiatives have been formulated to foster an entrepreneurial culture among young people at the university level. However, there is still a lot of work to be done to integrate entrepreneurship skills as an essential part of the curriculum of the UAE education system at all levels. Educational institutes are cognizant of the significance of the potential of entrepreneurship and the requirement of the provision of exchangeable skills to enable students to master the skills and understanding necessary to promote the creation and innovation of companies in the organizations they join. At the basic level, projects should be carried out to stimulate active student participation, personal initiative, creativity, and an adventurous spirit. At the upper secondary level, activities should increase economic awareness and promote entrepreneurship education through imitation and micro-enterprises. In universities, all students should be educated about entrepreneurship and risk creation to unlock their entrepreneurial potential and thus increase their employability and develop their innovative skills.

Become more competitive and start your own business. INJAZ-UAE is a well-known organization for developing young people in the United Arab Emirates. It is a good case study of an initiative that complements the existing education system with an educational program for entrepreneurs and works with private and public bodies to enable young people to progress in their competencies. Their programs link business volunteers with mentors (11-24 years old) to prepare students from primary school to university at different levels of education to enter the world of work with interactive, influential, and practical guidance and successful meetings. Volunteers will receive advice and training before they begin their experience to strengthen mentoring courses and prepare to encourage young people today. INJAZ-UAE has helped more than 15,000 students via more than 1,500 volunteers from more than 43 schools and universities since 2005. They have been actively encompassed to stimulate creativity, novelty and entrepreneurship, and employment among UAE youth. Another area where entrepreneurship education can greatly value vocational education with programs that tackle existing modifications in the labor market.

Federal and the UAE government investments in fundamental sectors such as aluminum, aerospace, and tourism can offer Emiratis a unique opportunity to establish a place company to encourage the anchor firms constructed by such investments. These new sectors need new skills acquired through vocational training institutions. Entrepreneurship and work and technical skills can offer the essential incentives to guide young people to self-employment, economic sustainability, and improved employability (Romero & Martínez-Román, 2012).

Teacher's entrepreneurship education can be considered differently from primary school to university, from vocational institution to university. One thing is for sure, though. It is assumed that the entrepreneurship of our youth and the UAE citizens can improve the country's economic and social prosperity. The advantages of entrepreneurship education are many. Learning of this kind can awaken entrepreneurial exposure from an early age, cultivate the mentality of entrepreneurs, foster creativity and innovation, and a positive attitude towards autonomy, risk-taking, and learning from mistakes. As attitudes and cultural references are formed at a very young age, entrepreneurship education can play an essential role in shaping the youth's thinking, improving entrepreneurship, and offering enduring learning. These studies can also be utilized in regions outside the economy.

Entrepreneurship education in traditional schools. Practitioners and academics are aware that education policy can lay the roots for the cultivation of entrepreneurship. Still, the actual situation in which entrepreneurs in education have to work has seldom received targeted and progressive attention. Entrepreneurship education is now an essential aspect of national programs in most countries. Some countries (Norway, Finland, & Denmark) have identified the gains of entrepreneurship education programs and have positively integrated policies for ensuring that all students receive some form of education. However, in the United Arab Emirates, although some reasonable measures have been taken at all levels, there is no specific national program for education and entrepreneurship. It is assumed that cultivating a new business culture in the UAE needs a clear and comprehensive policy for entrepreneurship education across the education system.

2.9 Ways through which the UAE government Promotes Entrepreneurship

UAE hosts several platforms that offer international business opportunities in various sectors from tourism to

technology. In the past 40 years, the country has made a successful diversification of its oil-based economy that aimed to diminish its dependence on energy-based industries. Subsequently, the country has been offering international business opportunities in manifold sectors. With its positive efforts, the UAE government continues to grow, including an increase in the number of incentives that are particularly designed to motivate professionals and individual business entities all around the world and offer support to businesses on a small scale. According to a report prepared by (Anish, 2019), the measures taken by the government include the following:

Allow foreign-owned businesses: The UAE government, in May 2019, announced that foreign entrepreneurs would become 100% shareholders in the local incorporated market. This foreign ownership had previously been restricted to the UAE free zone, meaning that businesses incorporated onshore were 51% locally owned. This change will bring businesses from other countries quickly access the UAE business market. As a result of this, the demand for international entrepreneurs will look attractive alongside other developments.

Offer entrepreneurs extended visas: The UAE government actively began issuing a 5-year plan visa to entrepreneurs interested in setting up businesses there. The UAE government, in May 2019, started a new residency visa system of five-to-ten-year. It aims to enable outstanding non-UAE investors and specialists to get an education, live, and do business or jobs without having a national sponsor. At present, nearly 125 business areas indicated that the UAE ex-pats can opt to operate without being locally sponsored.

Attract tech-oriented businesses to support UAE: In various parts of the world, the term entrepreneurship is identical to technology. The UAE government is thriving strategically to become a tech hub. Therefore, the government has announced the creation of a tech space recently. The heart is based in Abu-Dhabi and it is a joint venture of Microsoft. The government held investment worth AED 500 million as an initiative which shows the government's commitment to attracting technical talent. The government's other programs, such as Ghadan 21, which is a 3-year development plan worth AED 50 billion, show how much UAE has become ambitious by creating a more thriving tech scene in the country.

Provide funding and support to SMEs: In addition to the provision of help and support to entrepreneurs, the UAE has been incorporating a digital system for ensuring online access to government and administrative services. For instance, the government has recently vowed a substantive investment as capital projects that will be allocated to SMEs. This is done to motivate and encourage them to take a step toward taking up major government project contracts. The government has decided to invest 20% of its capital in contracts taken up by SMEs. Moreover, to provide greater liquidity to SMEs, those who are working on UAE government projects they will be entitled to be paid within 30 days.

Providing a promising environment for living and working: Besides weather, there are a plethora of reasons for the UAE being a perfect and attractive country for entrepreneurs to live and work. From the commercial point of view, the country is ranked 11th worldwide for providing overall ease to carry out businesses. Besides, there are no personal or corporate taxes or requirements to submit returns for most companies. As a result, this helps reduce the burden of operational activities that occur due to running a company there. Apart from it, the country welcomes and stimulates young talented individuals across the globe for living and work there. Entrepreneurs who can get hold of the initiative programs by the government are provided with options to access the support programs that are to foster the growth of business in the country.

Based on the above literature, it can be found that there is a need to find the variations in entrepreneurial activities, attitudes, perceptions, and aspirations among the UAE youth. There is a need to find the factors that define the nature and level of UAE entrepreneurial activity and the potential of entrepreneurship through education in the UAE. Moreover, there is a dire need to look into the initiatives taken by the UAE government to support entrepreneurial development, encourage creativity and innovation, generate employment opportunities, and bring progress and prosperity to society. Table 1 shows the summary of the reviewed studies.

Table 1. Summary of the Studies

Studies	Methodology	Aim	Findings	Conclusion
Valliere and Peterson, (2009).	Literature review	Shows an extension of the economic growth model developed by Wong, ho, and Autio (2005) to show the differences in the economic effects of opportunity and necessity-based entrepreneurship in emerging and developed countries.	In developed countries, a significant portion of economic growth rates can be attributed to high-expectation entrepreneurs exploiting national investments in knowledge creation and regulatory freedom. However, in emerging countries this effect is absent.	It is hypothesized that a threshold exists for entrepreneurs to gain access to the formal economy, below which entrepreneurial contributions act through informal mechanisms
Romero and Mart íez-Rom án, (2012).	Quantitative Approach (survey)	The study aims to investigate the determinants of innovation in small businesses with self-employed workers in Andalusia (Spain).	The study found that the key influence of education comes from management style and motivation. Moreover, the size of the firm does favor innovation but it does not have a determining role.	The study concludes that the determinants of process innovation and product are significantly different.
Gupta and Mirchandani, (2018).	Quantitative Approach (survey)	To investigate the key factors affecting the success of women entrepreneurs who own and manage Small and Medium Enterprises (SMEs) in UAE.	The findings state that the personal, and environmental factors and government support affect positively and significantly the success of women-owned SMEs in UAE.	The study results will provide some insights to policymakers and business practitioners to design strategies intended to promote unveiled potential among women entrepreneurs in UAE.
Abdo and Paris, (2017).	Qualitative Approach	The study aims to explore current challenges facing social entrepreneurs in the United Arab Emirates and provide recommendations that can contribute to the development of the growing and vibrant community of social entrepreneurs in the UAE.	Several key challenges were identified related to lack of institutional support and lack of social and cultural awareness regarding social entrepreneurship within the UAE. Further challenges include a lack of clear benchmarks related to monitoring and measuring social impact.	The challenges identified to highlight the need for more government and institutional support, as well as a stronger link between the corporate sector, academia, and the social enterprise sector.
Jabeen, Faisal, and Katsioloudes, (2017).	Mixed Approach	This study aims to provide insight into the factors that impact the mindset of youth in the United Arab Emirates (UAE) in choosing entrepreneurship as their future employment.	The study findings state that individual and environmental factors influence the entrepreneurial mindset of both males and females in the UAE.	The results of the study support recognition of the factors that induce educational programs and economic incentives targeted at the development of sustainable entrepreneurial culture and ventures in the UAE.
Bodolica, Spraggon, and Badi (2021).	Case Study Approach	The study examined the role extracurricular activities and student-led activity clubs at institutions of higher education play in the development of social entrepreneurial competencies of the graduating youth in emerging market settings.	The study shows a critical role that the sanction-free university environment plays in the activation of social entrepreneurial behaviors and intentions of students in the UAE.	Universities that invest in social entrepreneurship education contribute to the development of social leaders of tomorrow and also attract more scholarships through their strengthened network of alumni.
Facchini, Jaeck, and Bouhaddioui, (2020).	Survey-based study	The study seeks to explain the cultural foundations of the lack of entrepreneurship among UAE nationals.	The study result shows that the student's culture is holistic and rather hostile to entrepreneurship. Such disinterest is stronger because of fear of stigmatization associated with business failure and because of social prestige associated with public sector jobs.	The study results not only confirm the cultural specificity of Rentier States but also invite the launching of educational programs aimed at modifying students' beliefs about entrepreneurship.
Abdul kadir, and Müller, (2020).	Literature review	Focusing on the UAE, this study provides an overview of the	Women's leadership in the public sphere of GCC states still	The study examined who the UAE's female leaders

			current state and complex nature of women’s leadership in the Emirates.	lags what has been achieved in other parts of the world.	are, their socio-economic backgrounds, and the specific social arenas they most often obtain leadership positions in
Al Jabeen, and (2020).	Matroushi, Matloub, Tehsin,	Survey Approach	The study aims to develop a push-pull factors theory of women entrepreneurship, identify and prioritize the factors influencing Emirati women entrepreneurs, and also aims to implement the proposed theory in two cases: Emirati women entrepreneurs with business family and non-business family backgrounds.	The study findings show that education, skills, and training are the three main criteria considered to be the most important factors that influence the growth and success of Emirati women entrepreneurs.	The findings can help policymakers and related associations develop various policies based on the specific factors found to empower Emirati women entrepreneurs effectively.
Ghafar, (2020).		Quantitative Approach	The study aims to explore the extent to which 21st-century skills assume "a priori" as an integral part of entrepreneurship education with the intent of producing graduates who are not just primarily driven to start new ventures but also empowered and enabled to create entrepreneurial impact within organizations.	Findings of the study suggest that teaching detailed and nuanced industry knowledge is arguably beyond the scope of entrepreneurship education systems, but to an extent, it is of paramount importance that students are exposed to organic industry knowledge through interaction and experiential experiences.	The study provides avenues for further development of entrepreneurship education, particularly the integration of 21st-century skills.

3. Methods

3.1 Study Design

The current study is a literature review, and therefore, to find relevant literature, the author used the five stages model of the selection process. It was designed by (David & Han, 2004) and used by (Pukall & Calabro, 2014). However, it went through some modifications to make it more applicable to fit into the scope and context of this research. The study conducted a content analysis of 31 articles that were published during the period 1977 - 2022. The data was analyzed through four themes: strong linkages with HEIs between the UAE government and entrepreneurial activities, strengthening technological transfer advanced entrepreneurship and network opportunities, need to develop the entrepreneurial sector, and, business developers ad policymaker's need to collaborate with the universities.

3.2 Data Collection

From the perspective of the scope, this review paper integrates published journal articles that were published in 2021 and had no specified timeframe (Campopiano & Sciascia, 2017). This search process allowed to take only studies focusing on entrepreneurial activities, attitudes and perceptions, and aspirations among UAE youth, focusing on exploring factors defining the nature and level of UAE entrepreneurial activity, the potential of entrepreneurship through education in the UAE, and the initiatives taken by the UAE government to support entrepreneurial development. Furthermore, the database was used to search relevant articles from EBSCO, ProQuest, Google EconLit, and Scholar. To ensure that appropriate reports are extracted, the keywords stated below were considered in the title or abstract to find the potential papers: entrepreneurship education, youth entrepreneurship, motivation, UAE/Gulf region, and initiatives taken by the government to support entrepreneurship.

3.3 Inclusion and Exclusion Criteria

The inclusion criteria were only to undertake studies published articles related to entrepreneurship activities in the UAE and Gulf region published in English only. This procedure allowed to include only quality and scientifically consistent articles to be analyzed. After the screening process, 110 articles published in 31 journals met the set criteria, whereas 15 articles were excluded as they did not meet the inclusion criteria of this study.

4. Result and Discussion

The UAE government supports local Emirati entrepreneurial activities by encouraging the nationals to start their businesses. The government aims to uphold competitiveness and have workable innovation rates among entrepreneurs in Emirates. In this instance, the government is providing an environment by building strong linkages with higher educational institutions as it is essential to do so. The HEIs are significant players in the

growth and further development of entrepreneurship. The universities of UAE have to recognize and optimize their actions to accelerate the business sector while providing qualified human resources that are competent in starting up companies that can grow extensively and create a positive change holistically. For this to occur, the teaching of subjects like mathematics, science, engineering, and technology at all levels of education in the UAE should be promoted and excelled as it is a precursor to the availability of skilled human capital. In the pursuit of hosting an innovative economy, the government envisions maintaining sustainable competitiveness e innovation rate among entrepreneurs of the UAE. There is a need to strengthen the ease of technological transfers, advance entrepreneurial education and networking prospects, and ease of early funding to actualize this vision. There is also a need to address changes in demographics, as shown by a close evaluation of the differences in regional entrepreneurial activities, which Is the need of the hour.

In UAE, it's high time to start an innovation-driven entrepreneurial sector with the support of new companies having high value and potential to grow and expand internationally along with efficient support programs. Business developers and policymakers have to team up with universities and research institutes to form a support system that initiates supply-oriented policies. These policies must have a central focus on innovation, ecological sustainability, and infrastructure irrespective of limitations to local needs. In the words of (Gallant, 2010), a specialized entrepreneurship training program should be introduced to allow hands-on entrepreneurship experience to aspiring entrepreneurs in the UAE. Figure 1 shows the diagrammatic Analysis of the findings.

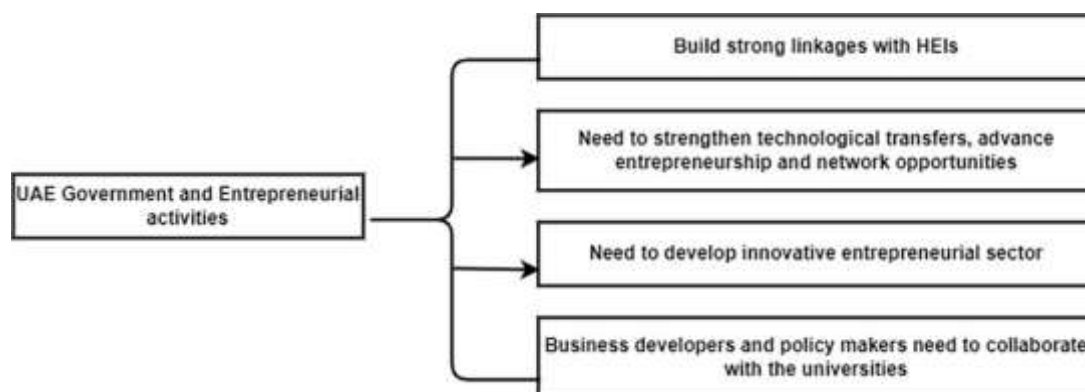


Figure 1. Diagrammatic Analysis of the Findings

4.1 UAE Government and Entrepreneurial Activities Build Strong Linkages with HEIs (Higher Education Institutions)

Teaching is the first academic revolution. For the economic growth in the education industry, high education organizations like universities are considered to be entrepreneurial universities. According to the theory, any rapid versatile opportunity faces many challenges to survive in nature which Entrepreneurial opportunities have faced many exogenous shocks. This emerging field has obstruction and the study has many limitations. According to Kirzner's approach information asymmetries focus on producers regarding the nature of demand or the means of supply(Eckhardt al., 2003). Young entrepreneurs of the new generation with high academic backgrounds have many qualities like good quality work and trailing personality(Zhang et al., 2019). New generation entrepreneurs are quite different from old generation entrepreneurs. They are born in the internet era and survive in modern technology. Their perspective to approach education or business or lifestyle is broad-minded, anti-traditional, and nonconservative and internet thinking is embedded in a higher level of education.

Development characteristics of the economic era need higher education and an international perspective. Older generation entrepreneur is more focused on special industry and producing a solid foundation of competitive products (Lorrain J & Raymond, 2013). "New-generation entrepreneurs" have developed new concepts by combing the research with new-generation (Cooke FL & Xiao M, 2021). The phenomena are changed: (a) In 2004 the famous American writer Staurt has a new definition of entrepreneurs the wealth creator and the reshapers of business in the new era. This study has described briefly influencing the factors of innovation in many aspects. (1) Behavioural attitude (2) Subjective Norms (3) perceived behaviour (4) and impact of technology on entrepreneurial approach.

Lal and Ronald W determined the guidance in characteristic changes in the political orientation of generation entrepreneurs (Lal AK & Clement RW, 2005). For bright and better future development the good universities

need to increase the level of urgency to adopt the new techniques for future development in the unpredictable environment instead of becoming globally isolated, competitive, and regulated and focusing on organizing the different strategic planning to initiate entrepreneurial development like HEInnovate community at European universities (Gibb et al., 2019). Entrepreneurial skills of individuals not only depend on the environment but also on the requirement of the environment which is increasingly navigating specific environments (Aparicio et al., 2015) along with adaptability and flexibility, strong leadership, and an environment conducive to entrepreneurial processes. Table 2 shows the summary of the reviewed studies.

Table 2. Studies representing entrepreneurial activities build strong linkages with HEIs

Author	Focus of study	Method	Conclusions
Jonathan T. Eckhardt, Scott A. and Shane (2003).	Examine the importance of the framework of entrepreneurship through disequilibrium which focuses on entrepreneurial opportunities	Systematic Review	Opportunities of typologies of entrepreneurship present the perspective logical arguments to outline the scholarly effects of empirical evidence on entrepreneurial activities in the sustainable society
Hongjun Gaun, Zhen Zhang, Aiwu Zhao, Jinyuan Jia and Shaung Gaun (2019).	Entrepreneur innovational behavior to improve the theory for government to cultivate the innovative spirit and innovative ability of new generation entrepreneurs	Literature Review	Entrepreneur's personal and academic backgrounds affect their perception of innovation. There is always a risk to influence the effect of social capital. An innovative mind can lead to organizational performance change
Lorrain, Jean, and Louis Raymond (2013).	A young entrepreneur faces a challenge by business and government representatives for credibility acceptance based at a young age	Empirical study	Discrimination by business, health, and education organizations on young entrepreneurs on account of their age are unethical, and proper constitutional law should be legislative by the government.
Lal, Anil K., and Ronald W. Clement (2005).	Strategy to recognize the moral principles of the constitution and political guidance for the new generation of entrepreneurs	Literature Review	The strategy which was determined was education should be based on entrepreneurial skills, Financial and networking supports among potential entrepreneurs and their experienced counterparts
Cooke, Fang Lee, and Mengtian Xiao (2021).	Political, social, cultural, organizational, and individual barriers women entrepreneurs may encounter	Theoretical perspectives	In the future, critical socio-technological perspective research should be done to approach feminist discourse analysis
Magnus Klofsten, Alain Fayolle, Maribel Guerreroc Sarfraz Miand David Urbanoe Mike and Wrightf (2019).	Entrepreneurial development at European universities	Mixed-methods approach and in-depth interviews	University managers and policymakers are responsible to implement and enhance the number of academic entrepreneurs
Aparicio, Sebastian, David Urbano, and David Audretsch (2016).	Entrepreneurship opportunities to achieve higher rates of economic growth	Three-stage least-square method	Theoretical discussion with additional elements was added to analyze the importance of institutions as a framework to understand determinants and effects of opportunity entrepreneurship.

4.2 UAE Government and Entrepreneurial Activities Need to Strengthen Technological Transfer Advance Entrepreneurship and Network Opportunities

According to the strengthening technological categories of organizations the entrepreneur classification is of two types (Liu et al., 2014). One is guided by the innovation process; for example, Christensen believed that the transformation of organizational creativity and innovation technology depends on innovation performance results

(Christensen, 1995) Another one is guided by the innovation results; for example, (Prajogo & Hamed, 2006) believed that organization performance is one of the indicators to measure corporate profits, which can be achieved through products and services.

Digital Media utilization is one of the key factors for enhancing and facilitating business, particularly, Small and Medium-sized enterprises (SMEs). In United Arab Emirates (UAE) scenario, awareness could increase the performance of SMEs by boosting the business market value for better customer satisfaction after product sales. To understand the strategy of integrated knowledge for increasing awareness of practitioners and end users in SMEs. UAE is considered a nation that is affectionately influenced by digital media and adopted innovative positive linkages for business development. SMEs customers globally consider the digital communication, and marketing environment, for a better business perspective for a sustainable environment (Nuseir, 2018). Majority of the entrepreneur are enrolled in universities after graduation and continue their education abroad to maintain their competitiveness. The factors like managerial ability and learning ability are affecting innovative entrepreneurs' behavior. The important guarantees for entrepreneurs are good organizational management ability, personnel management ability, and operation management (Mahoney et al., 2019).

The model of alliance-driven corporate emphasizes the manufacturing firms for technological corporate entrepreneurship activities such as investment for creating proprietary technologies, pioneering and experimentation in technological developments, R&D and technological innovation, and designing new processes and methods of production for their growth and better performance of firms (Bostjan et al., 2008). Table 3 shows the summary of the reviewed studies.

Table 3. Studies representing entrepreneurial activities strengthen technological transfer advance entrepreneurship and network opportunities

Author	Focus of Study	Method	Conclusions
Liu, Xuefeng, and Yuying Xie (2014).	Exploratory innovation and exploitative innovation of entrepreneurs	Conjoint Analysis	Young entrepreneurs have a negative moderating effect on the relationship between exploratory innovation and firm performance
Christensen, and Jens Frøselev (1995).	Technological innovation requires the activation of only one asset type, which is a more specific constellation of more asset types that have to be mobilized	Literature Review	The coupling between assets gives a great illustration of innovative asset profiles and has wide product categories inter-asset specificity and the concept of technological trajectories is reinterpreted in terms of profile oscillations and regroupings.
Prajogo, Daniel I., and Pervaiz K. Ahmed (2006).	The integration of the human and technological aspects of innovation management by modeling the innovation stimulus	Survey	To achieve high innovation performance organizations need to develop: behavioral and cultural context, practices for innovation within the conducive environment to develop innovative capacity in R&D, and development of technology to deliver more innovation outcomes and performances
Mohammed T Nuseir, (2018).	Digital Media utilization in enhancing and facilitation of business, particularly (SMEs)	Descriptive study (online survey)	SMEs may work on the framework for utilizing digital media and management strategies to address possible losses in SMEs operating in the Middle East and UAE markets
Paige Mahoney, Susie Macfarlane, and Rola Ajjawi, (2019).	Video feedback encompasses three formats: talking head, screencast, and combination screencast to raise entrepreneurship activities digitally	A qualitative synthesis	Digital mediums such as Video feedback influence and facilitate sound marketing transformation and its effects on entrepreneur learning activities
Antoncic, Bostjan, and Igor Prodan (2008).	Importance of Corporate entrepreneurship for organizational performance, and its innovative developments in technologies of SMEs firm	Conjoint Analysis	Model of alliance-driven corporate technological entrepreneurship activities impact on organizational performance

4.3 UAE Government and Entrepreneurial Activities Need to Develop the Entrepreneurial Sector

UAE government needs to develop an entrepreneurial sector to resolve the global social economical system to secure the environment. According to one of the studies, environmental economics causes the degradation results from the failure of markets. On the contrary side of entrepreneurship, literature claims that strategic opportunities are responsible for market failure. The compound literature declares that environmental market failures represent opportunities for achieving profit while simultaneously reducing environmentally degrading economic behaviors. It also implies conceptualizations of sustainable and environmental entrepreneurship to seize the opportunities

that are inherent in environmentally relevant market failures (Thomas J et al., 2007). The theory of entrepreneur innovation behavior and government guiding policies are implemented policies to cultivate the innovative spirit and the innovative ability of new generation entrepreneurs. The research comprises three aspects that can influence the sustainability of entrepreneurs in society.

Entrepreneur with good qualification has strong innovative perceptions. The influence on social capital and innovation content has good risk awareness. Big organizational changes change require innovation. Therefore, the government should provide more opportunities for entrepreneurs to broaden their knowledge, social resources, and innovative environment (Hongjun Guan, 2019). The skill and potential that entrepreneurs refer to are to create new methods and theories based on their original knowledge and experience and their skills in the process of innovation, to bring change to the environment (Pellegrino et al., 2015). According to the higher education influencer and authorities, entrepreneurs are quick thinkers, good analysts, strong observation critical sense of hypothesis with a higher sense of innovation. Their exploratory and detailed behavior acknowledges which shows that innovation consciousness largely determines innovation ability. The secret to controlling the innovative consciousness is the art of entrepreneurs to achieve new goals (Green W & Cluley R, 2014). Corporate technological entrepreneurship is the success of organizational support and commitment to alliances. The success of vertical partnerships indicates the willingness of extra effort to fulfill the commitment (Gudmundson et al, 2003). Table 4 shows the summary of the reviewed studies.

Table 4. Studies representing UAE government entrepreneurial activities need to develop the entrepreneurial sector

Author	Focus of study	Method	Conclusions
Thomas J. Dean, Jeffery S. and McMullen, (2007).	The global socio-economic system contrives by entrepreneurship	Literature review	Environmental entrepreneurship seizes the opportunities that inherent in the environmentally relevant market failure
Hongjun Guan , Zhen Zhang , Aiwu Zhao , Jinyuan Jia and Shuang Guan, (2019).	Factors influencing innovative behavior in new generation entrepreneurs and how they inspire others	Review & research method	Entrepreneur knowledge, social resources, and innovative environment strengthen their backbone in the society
Pellegrino, Gabriele, Mariacristina Piva, and Marco Vivarelli, (2015).	Italian young innovative companies analyze determinants of product innovation	Tobit approach- a joint study	Italian innovative entrepreneurs brought a revolution to their daily routine. Creative strategies were not only the target
Green, William, and Robert Cluley, (2014).	SME digital-design agency developed a radical innovation for the market research industry	Longitudinal case study	Social theories and practices of innovation introduce temporal and cultural dynamics in managerial methodology
Gudmundson, Donald; C Burk Tower; Hartman, and E Alan, (2003).	Relationships between ownership structure, and customer are variants of a variable of innovation	Empirical study	Cultural support for innovation can be used for improvement in SMEs

4.4 UAE Government and Entrepreneurial Activities, Business Developers ad Policymakers Need To Collaborate with the Universities

Corporate culture is very conducive to the development of innovative enterprises and encourages employees to work in an open and free working environment (Chang YS et al., 2015). Internet is considered to be one of the best advertisement tools for booking orders, promoting identity, calculating stock availability, and communicating with customers all over the world, allows to identify enterprises new market opportunities which lead to business expansion. (Aral et al., 2013) recommended that traditional methodologies and techniques must be replaced by Digital media.

Entrepreneurial action creates the specialized supplier by creating opportunities for the assembler. For example, in the Indian context, the recycling industry has risen in informal settlements such as Dharavi in Mumbai by exploiting the ability of microenterprises. In these areas, extraction and commercialization of different recyclable materials, such as plastics or metals are common practices (Curry JA et al., 2016). Table 5 shows the summary of

the reviewed studies.

Table 5. Studies representing UAE government entrepreneurial activities, business developer and policymakers need to collaborate with the universities

Author	Focus of study	Method	Conclusions
Chang, Yu-Shan, and Kuang-chao Yu, (2015).	Relationship between perceptions of innovative environment and creative performance in a web-based synchronous environment	A survey consisting of pretest and posttest quasi-experimental design	Innovative essence should be introduced in the traditional classroom which helped learners to do better in terms of novelty, feasibility, and creative product design
Sinan Aral, Chrysanthos Dellarocas, and David Godes, (2013).	The special issue was designed to stimulate innovative investigations of the relationship between social media and business transformation.	Literature review	Flexible framework outline help to guide future research and develop a cumulative research tradition
Curry, John A., Han Donker, and Paul Michel, (2016).	Community-owned development corporations do match closely with the concepts and mission of social entrepreneurship.	Empirical study	Implementation of development corporations with a social mission is key to the success of First Nations communities.

4. Study Limitations

The study was limited to a review and did not incorporate how veteran academicians or owners of the business may help students in applying their learning in real-life situations. Moreover more themes with aspects to bureaucratic hurdles, red – tapism, low enrolment rate in rural and sub-urban areas, and gender biasness as hurdles on entrepreneurship in the gulf region should be considered for future research.

5. Recommendations

Therefore, higher education institutions, including universities, must involve entrepreneurship material in their coursework. It is recommended that in the future researchers can conduct longitudinal studies about the careers of young graduate entrepreneurs. The students can be involved based on activities of enterprise-building. For example, creating competitions and events could be difficult if the supervisors are business owners and the academicians are supervising them. It will be useful for the students for the implementation of the learning in real life. Thus, models for entrepreneurs can be developed by future researchers to ameliorate the growth of business in the best managerial proficiencies.

6. Conclusion

This review provides an advanced apprehension regarding prevailing and developing areas of interest in the field of entrepreneurship in the UAE in particular in the emerging areas of education. This review study specifies that entrepreneurs and future young entrepreneurs irrespective of their gender need to augment their business competencies. The study encourages policymakers to design policies that may increase entrepreneurship among Emirati citizens and support open market competition. This can start with the help of some extra funding for the universities so that they can develop programs in mathematics, technology, science, and, engineering. It can be accelerated by facilitating an entrepreneurial mindset and creating an educational infrastructure that could inculcate creativity, innovation, and readiness for product development in the mind of students. Also, the endowment of government-funded scholarships to obtain high education and entrepreneurial study programs is another pragmatic approach in this regard. The role of universities is crucial for reinforcing entrepreneurial trends and trends in the country. Taking this supportive measure will increase collaboration among the government, educational institutes, and industries. Besides, making business studies more attractive for Emirati students can also promote the culture of entrepreneurship in the UAE. To foster a new business culture in the UAE, the government has to support the youth to become innovative and well-educated entrepreneurial people, requiring the successful integration of an explicit and collaborative entrepreneurial education policy that runs through all stages of the education system. Different studies mentioned above discuss how educational institutes can help the younger population gain knowledge and a better understanding of entrepreneurship and help them seek opportunities in the UAE market. Formulating a standard long-term policy for the entrepreneurial community further needs the coordination of federal states and municipalities and the active engagement of the social partners and all stakeholders. This study also suggests that there should be no discrimination between Emirati and non-Emirati who want to pursue a career in entrepreneurship or social entrepreneurship are free to work independently and can establish social enterprises for the betterment of the country. This would give rise to a higher interest in responsibility, and ends the unreasoned judgment of gender in every field of competency.

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