

Shaping Digital Entrepreneurship: IT Students' Decision-Making Styles and Entrepreneurial Orientation

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ABSTRACT

Currently, entrepreneurship is recognized as a significant professional choice, and education in informatics enhances the prospects for digital entrepreneurship. This study seeks to analyze the influence of decision-making methods and demographic factors of IT students in Türkiye on their entrepreneurial inclinations. The study employed a quantitative methodology and gathered data from a sample of 736 IT students via a survey. The data were analyzed using descriptive statistics and cluster analysis. The results indicated that the rational decision-making style was the most prevalent among 51.9% of the participants, while the intuitive style was observed in 7.1% and a balanced approach was adopted by 41%. Men exhibit a higher level of entrepreneurial intention compared to women, as measured by gender. The age variable reveals that the highest level of entrepreneurial aspiration occurs within the age range of 28-32. Findings has shown that receiving support from one's family has a beneficial impact on the desire to become an entrepreneur, encompassing both financial and spiritual aspects. Moreover, the existence of prior entrepreneurial individuals within the family further enhances entrepreneurial inclination. In conclusion, this research uncovers the necessary measures to comprehend and bolster the entrepreneurial aptitude of IT students.

Keywords: Digital entrepreneurship, data mining, cluster analysis, decision-making styles, entrepreneurial orientation.

Dijital Girişimciliği Şekillendirmek: BT Öğrencilerinin Karar Verme Tarzları ve Girişimcilik Eğilimleri

ÖZ

Günümüzde girişimcilik önemli bir mesleki tercih olarak kabul edilmekte ve bilişim eğitimi dijital girişimcilğe yönelik beklentileri artırmaktadır. Bu çalışma, Türkiye'deki BT öğrencilerinin karar verme yöntemlerinin ve demografik faktörlerinin girişimcilik eğilimleri üzerindeki etkisini analiz etmeyi amaçlamaktadır. Çalışmada nicel bir metodoloji kullanılmış ve 736 BT öğrencisinden oluşan bir örneklemden anket yoluyla veri toplanmıştır. Veriler tanımlayıcı istatistikler ve küme analizi kullanılarak analiz edilmiştir. Sonuçlar, rasyonel karar verme tarzının katılımcıların %51.9'u arasında en yaygın olduğunu, sezgisel tarzın %7.1'de görüldüğünü ve dengeli bir yaklaşımın %41 tarafından benimsendiğini göstermiştir. Cinsiyete göre ölçüldüğünde, erkekler kadınlara kıyasla daha yüksek düzeyde girişimcilik niyeti sergilemektedir. Yaş değişkeni, en yüksek girişimcilik niyetinin 28-32 yaş aralığında gerçekleştiğini ortaya koymaktadır. Bulgular, kişinin ailesinden destek almasının girişimci olma arzusu üzerinde hem maddi hem de manevi yönleri kapsayan faydalı bir etkisi olduğunu göstermiştir. Ayrıca, aile içinde daha önce girişimci olmuş bireylerin varlığı girişimcilik eğilimini daha da artırmaktadır. Sonuç olarak, bu araştırma BT öğrencilerinin girişimcilik yeteneklerini anlamak ve desteklemek için gerekli önlemleri ortaya koymaktadır.

Anahtar Kelimeler: Dijital girişimcilik, veri madenciliği, kümeleme analizi, karar verme stilleri, girişimcilik yönelimi.

Introduction

The notion of entrepreneurship has gained significant prominence and backing as a viable career trajectory, particularly in recent times. The concept's beginnings can be traced back to Cantillon's initial description of entrepreneurship in 1755 (Hébert and Link, 1989, s.41). During the early 20th century, the principles of entrepreneurship started to gain more power due to the introduction of the modern management method proposed by influential philosophers like Taylor and Fayol (Muldoon, Bendickson, Gur, and Murphy, 2022, s.407). Joseph Schumpeter's concept in 1934 established the fundamental principles of entrepreneurship as it is understood in the present day.

According to Schumpeter, entrepreneurship is the act of introducing new ideas and making significant changes to the current state of affairs (Śledzik, 2013, s.92). The current consensus broadly acknowledges this concept, which posits that entrepreneurs conceive novel ideas, execute them, and consequently generate a profound impact on the economy.

The swift advancement of digital technology and their extensive application in various aspects of our lives has resulted in the migration of the concept of entrepreneurship to this domain. Digital entrepreneurship refers to the assessment of novel company prospects and the provision of inventive products and services through the utilization of the internet and information-communication technologies (Kraus, Palmer, Kailer, Kallinger and Spitzer, 2019, s.361; Akhter, 2017, s.40). Contrary to conventional methods of entrepreneurship, digital entrepreneurs focus on technical advancements and strive to transform them into favorable circumstances. The advent of digital technologies, such as the internet, mobile applications, cloud computing, artificial intelligence, big data analytics, and blockchain, facilitates the establishment of novel business models. Entrepreneurs in the digital realm leverage these technology opportunities to cultivate inventive ideas and generate value. The idea of "creative destruction" coined by Schumpeter encapsulates the fundamental nature of digital entrepreneurship (Xing and Sharif, 2020, s.2).

Entrepreneurs in the digital realm are constructing innovative company models by challenging and overthrowing established structures. Through this process, they rejuvenate conventional industries and assume a revolutionary function in the economy. Hence, digital entrepreneurship can be regarded as a contemporary manifestation of Schumpeter's entrepreneurial methodology. Digital entrepreneurship is crucial for fostering creative solutions and plays a significant role in generating employment opportunities. When seen in this particular framework, individuals who cultivate entrepreneurial inclinations during their university studies and have the chance to equip themselves in this domain are more inclined to build and advance their own enterprises once completing their study. The IT sector is drawn to the prospects presented by technology and inventive business concepts. Entrepreneurship necessitates the utilization of both analytical reasoning and creative intuition, while also encompassing unforeseeable hazards. Hence, the tactics employed in the process of decision-making hold significant significance. The dynamic and ever-evolving nature of the IT industry necessitates entrepreneurs to make adaptable and precise selections.

The present study aimed to investigate the entrepreneurial inclinations and decision-making approaches of IT students by focusing on the following research questions:

- RQ1. Do demographic characteristics influence one's entrepreneurial decision?
- RQ2. Does family support have a significant impact on entrepreneurial decision-making?
- RQ3. Does the presence of entrepreneurs in the family influence the entrepreneurial decision?
- RQ4. Do incentive policies have a significant impact on entrepreneurial decision-making?
- RQ5. What is the predominant decision-making approach in entrepreneurship?
- RQ6. What are the distinct groups that emerge based on decision-making styles and entrepreneurial orientations, and what are the defining characteristics of these groups?

The purpose of these research questions is to analyze the entrepreneurial inclinations and decision-making approaches of IT students from a multidimensional viewpoint. The research encompasses environmental influences, which encompass demographics, education, family, government incentives, and human decision-making patterns. The study's findings will enhance comprehension of the entrepreneurial capacity of IT students and facilitate the formulation of strategies to harness this capacity.

In the contemporary day, characterized by swift advancements in technology, the process of digitization has become an inescapable and undeniable reality. The process of digitization revolutionizes conventional company practices and presents novel prospects. Within this particular setting, the notion of digital entrepreneurship becomes prominent. Several variables impact individuals' decisions regarding digital entrepreneurship.

Risk-Taking

There is a complex and multidimensional relationship between risk-taking propensity and decision-making processes. Individuals' risk perceptions, emotional reactions, and the situations they are in significantly determine the quality and outcome of their decisions (Özkara and Bozkurt, 2024, s.32; Güneş and Şekerdil, 2024, s.15). Therefore, understanding the risk-taking propensity of individuals is of great importance for more effective management of decisions made under uncertainty.

Risk-taking propensity is an important concept that defines the extent to which individuals make risky decisions under conditions of uncertainty and plays a critical role in decision-making processes (Demir and Sözüer, 2024, s.154; Üngör, 2021, s.201; Sarıkaya and Atsan, 2021, s.603). This propensity is directly related to individuals' risk perceptions and how they manage these risks. Risk-prone individuals tend towards options that have the potential for high gains despite uncertainties, while risk-averse individuals prefer safer and more predictable options (Kıran and Bozkurt, 2020, s.1206). The interaction of cognitive and emotional factors is decisive in this process; how individuals perceive risks and their reactions to these risks affect the quality of their decisions.

Innovativeness

Innovation refers to the capacity of individuals or organizations to develop and implement new ideas, products, services or processes. This capacity is closely related to decision-making processes, as an innovative approach often requires looking at the current situation from a different perspective and going beyond traditional decision-making methods (Menteşe and Menteşe, 2023, s.166).

The relationship between innovation and decision making is directly linked to the capacity of individuals and organizations to generate and implement creative solutions to the problems they face. An innovative approach enriches decision-making processes and enables more flexible, creative and strategic decisions (Andersen, Aagaard and Magnusson, 2022, s.23). Therefore, innovation stands out as an indispensable element of successful decision-making processes, especially in environments of high uncertainty and competition.

Proactiveness

Proactivity is the tendency of individuals or organizations to anticipate problems that may arise in the future, take precautions and seize opportunities before these problems occur (Güneş and Şekerdil, 2024, s.15). This approach plays an important role in decision-making processes because proactive individuals and organizations have the capacity to make more strategic and effective decisions by minimizing uncertainty and risks (Güven, 2020, s.848).

This relationship between proactivity and decision making also improves the speed and quality of decision making. Instead of reactively responding after the fact, proactive individuals and organizations optimize their decision-making by planning ahead and assessing risks. This enables them to be more successful in achieving their strategic goals.

In addition to decision-making styles and individual entrepreneurial inclination, several contextual aspects also emerge as influential factors in entrepreneurial decision-making. Various environmental factors, including demographic features, education level, familial support, presence of an entrepreneur in the family, and government incentives, can influence individuals' decisions toward entrepreneurship.

Demographic Characteristics

Multiple research have been conducted to investigate the impact of gender on entrepreneurial intention. Several research indicate that men have higher entrepreneurial inclinations than women (Agyemang, Deh and Asuamah, 2013, s.38; Grilo and Thurik, 2005, s.444; Matthews and Moser, 1995, s.366). An inherent factor contributing to this predicament is the greater burden of family duties borne by women in comparison to men. Verheul, Thurik, Grilo and van der Zwan (2012, s.339) found that women's entrepreneurial enthusiasm was adversely affected by the household obligations they undertook. Gender roles and cultural conventions are key issues that restrict women's engagement in entrepreneurial endeavors. Within the conventional family framework, women assume duties such as domestic chores and childcare, which hinders their ability to assess entrepreneurial prospects.

Age is a significant variable that is often examined in demographic research (Agyemang et al., 2013, s.38). According to Levesque and Minniti's (2006, s.180) study, the age group with the highest level of entrepreneurship activity was between 25 and 44 years old. Parker (2009, s.36) asserts that the correlation between age and the likelihood of becoming an entrepreneur is a significant implication in the field of entrepreneurship. While research has explored demographic characteristics beyond age and gender, it is widely recognized that gender and age variables hold significant importance in the literature.

Vocational Education

Researchers have examined the impact of the education component on entrepreneurial inclination from several perspectives. According to Lee, Chang and Lim (2005, s.41), education has a significant influence in giving individuals an entrepreneurial identity. According to Li and Islam (2021, s.9), vocational education has a substantial impact on entrepreneurial inclinations. Ndofirepi and Rambe (2017, s.197) asserted that promoting entrepreneurship training is essential for enhancing individuals' entrepreneurial intents. Conversely, certain academics have proposed that people's educational attainment does not significantly influence their inclination towards entrepreneurship. According to the research conducted by Grilo and Irigoyen (2006, s.315), it was determined that the amount of education does not have an impact on entrepreneurial inclination. These varied viewpoints indicate that the impact of education on entrepreneurial inclination should be analyzed from multiple angles. Various factors, including the content, duration, type of education, and the skills it imparts, might have various effects on entrepreneurial intention.

Family Support

The literature has not extensively examined the role of family support in the entrepreneurial process compared to other variables, however it is a crucial component. In the process of starting a new business, families play a role in nurturing and supporting the endeavor by offering guidance, financial resources, and access to information and communication channels (Edelman, Manolova, Shirokova and Tsukanova, 2016, s.429). Family support is crucial throughout the initial phases of the entrepreneurial endeavor. According to Kim, Aldrich and Keister (2006, s.7), the initial funding provided by families, particularly in terms of finances, enables numerous entrepreneurs to transform their aspirations into actuality.

Family assistance in the entrepreneurial process includes moral support as a significant aspect. Entrepreneurship is a challenging and unpredictable journey, and having the support of family members can help in navigating through problems (Makandwa and de Klerk, 2024, s.62). The new entrepreneur's desire and tenacity are enhanced by the trust and belief of his family members. According to Barnir and McLaughlin (2011, s.387), the existence of family members who are entrepreneurs is believed to have a beneficial impact on an individual's intention and achievement in entrepreneurship.

Incentive Policies

The impact of countries implementing policies that promote entrepreneurship on the entrepreneurial ecosystem is believed to be good, although study findings on this matter are inconsistent. Although several research indicate that incentive policies have little impact on the expansion of entrepreneurial activity or may even have a detrimental effect, other studies demonstrate that these policies provide support for entrepreneurship.

Tuszynski and Stansel (2018, s.237) found a significant inverse correlation between development incentives and patent activity, concluding that economic development incentive schemes are unlikely to stimulate entrepreneurial activity. However, according to Fazio, Guzman and Stern (2020, s.201), government R&D tax credits can potentially stimulate entrepreneurship. Zulfiqar, Ansar, Ali, Hassan, Bilal and Rahman (2022, s.2220) demonstrate that there is a favorable indirect correlation between entrepreneurial intention and the perceived worth of socio-economic resources. According to Wolf (2002, s.2), the innovation policies of a nation or region have the potential to both foster innovation and economic growth, as well as impede progress. The outcome of this situation can differ based on variables such as the structure, execution, and intended recipients of incentive policies.

Methodology

This section provides an introduction to the research model and sample group, as well as explanations of the data acquisition procedure, analysis methodologies, and ethical principles.

Research Model

In the study, a survey design, which is one of the quantitative research methods, was used. The survey design is a research approach that aims to describe a current or past situation as it is (Karasar, 2012, p.77).

Data Collection Tools

The study collected data using a questionnaire that included demographic questions, decision factors, a scale to measure rational and intuitive decision styles, and a scale to measure individual entrepreneurial orientation. The rational and intuitive decision styles scale is a 10-item scale that was originally established by Hamilton, Shih and Mohammed (2016) and later modified into Turkish by Yakup, Soyer and Keskinoglu (2020). The Individual Entrepreneurial Orientation Scale is a 10-item measure created by Bolton and Lane (2012) and modified into Turkish by Ercan and Yıldiran (2021). The decision variables in the questionnaire form were derived from the literature study and encompass external elements that have the potential to influence entrepreneurial intention.

Data Collection and Analysis

Following the completion of the field research, reliability evaluations were performed. The reliability test for the scales yielded factor-based and scale-based Cronbach Alpha scores. The Rationality factor yielded a value of 0.866, the Intuitiveness factor yielded a value of 0.882, and the overall rating for the first scale was 0.888. In the same manner, the study yielded results of 0.761 for the Risk-Taking component, 0.785 for Innovativeness, 0.794 for Proactiveness, and 0.844 for the overall scale on the other scale utilized in the study. Based on the results, it is evident that the reliability levels of the scales above the acceptable threshold.

The questionnaire form utilized a five-point Likert scale, ranging from "Strongly Disagree" as the lowest level to "Strongly Agree" as the highest level. To facilitate data interpretation, the age variable was separated into five groups using an equal width technique. Furthermore, to facilitate the understanding of the average scores derived from the factors, the following categorizations were

employed: scores between 1 and 2.33 were considered low, scores between 2.34 and 3.67 were considered mid, and scores between 3.68 and 5.00 were considered high (Landell, 1997, s.26).

Ethics of the Study

The questionnaire form was used to collect data after obtaining ethical approval from the Usak University Social and Human Sciences Scientific Research and Publication Ethics Board, as per their decision dated 23.11.2022 and numbered 2022-159.

Results

Online surveys were distributed to students and alumni of Computer Programming departments at universities in Türkiye. The questionnaires were distributed to the students through academic advisors, in addition to being personally handed to them. The data collection process lasted approximately four months and the results were analyzed using the SPSS software.

Table 1
Demographic Characteristics of Participants

Variables	Categories	Frequency	Percentage
Gender	Female	387	52.58
	Male	349	47.42
	Total	736	100.00
Age	18-22	462	62.77
	23-27	141	19.16
	28-32	54	7.34
	33-37	45	6.11
	38 +	34	4.62
	Total	736	100.00
Marital Status	Single	631	85.73
	Married	105	14.27
	Total	736	100.00
Education Level (continuing level)	Associate Degree	615	83.56
	Bachelor's Degree	100	13.59
	Postgraduate	21	2.85
	Total	736	100.00
Type of High School Education	Vocational Training	270	36.68
	Other	466	63.32
	Total	736	100.00
Work Status	Public	69	9.38
	Private	136	18.48
	Entrepreneur	76	10.33
	Not working	455	61.82
	Total	736	100.00

Table 1 provides a concise overview of the demographic traits of the persons who took part in the study. The table displays the frequency and percentage data that indicate the distribution of participants based on their gender, age, marital status, education level, kind of high school education, and employment status. The gender distribution of the participants was 52.6% female and 47.4% male. Upon analyzing the age distribution, it is remarkable that a significant majority of the participants (62.8%) fall between the age range of 18-22. Next, the 23-27 age group accounts for 19.2%. The percentage of participants in the age range of 28-32 is 7.3%, whereas the overall percentage of participants aged 33 and above is 10.7%. Regarding marital status, the majority of participants, specifically 85.7%, are single, while only a small proportion, specifically 14.3%, are married. The majority of participants (83.6%) possess an associate's degree in terms of their educational attainment.

The percentage of undergraduate students is 13.6%, whilst the percentage of graduate students is 2.9%. Upon analysis of the high school education, it is evident that 36.7% of the participants obtained vocational education, whilst 63.3% graduated from high schools of different sorts. Upon analyzing the job situation, it becomes evident that 61.8% of the participants are unemployed, 18.5% are working in the private sector, 10.3% are entrepreneurs, and 9.4% work in the public sector.

Upon analyzing the demographic data in the Table 1, it is evident that the gender distribution of the participants is about equal. Nevertheless, there is a propensity for the age and education level distributions to be pushed towards lower values. The research primarily targets persons who are currently enrolled in or have completed vocational schools, as evidenced by the majority of participants falling within the age range of 18-22 and studying at the associate degree level. While there are limitations to generalizing the research results, the study provides significant insights on the entrepreneurial inclinations of vocational school students and graduates. The study examines the influence of entrepreneurial orientation and decision-making styles on IT students, who are considered the entrepreneurs of the future.

To directly ascertain the participants' entrepreneurial intentions, they were instructed to complete the line "For the remainder of my life, ...". Out of the participants, 35.5% expressed their intention to pursue a career in a public organization, while 14.9% indicated their preference for working in the private sector. The remaining 49.6% stated their plans to embark on an entrepreneurial journey by building their own initiative.

To address RQ1, we investigated the correlation between demographic characteristics and direct entrepreneurial intention. Initially, an investigation was conducted to determine if there is a difference in entrepreneurial decision-making based on the variable of gender. Given that the entrepreneurial decision is a categorical variable, the association was assessed using the Pearson Chi-Square test. The result of $\chi^2_{(1)}=31.49$ with a p-value of $0 < 0.05$ indicates that there is a significant difference in entrepreneurship decision based on gender. 60.5% of males engage in entrepreneurship planning, while 39.8% of women engage in entrepreneurship planning.

When examining the impact of age variable on the decision to become an entrepreneur, there is a significant difference observed with a result of $\chi^2_{(4)}=18.903$, $p = 0 < 0.05$. Among individuals aged 28-32, a significant majority of 66.7% have aspirations to become entrepreneurs. In contrast, just 43.7% of individuals aged 18-22 have similar ambitions.

Upon analyzing the variable of continuing education level, it is evident that there is no discernible distinction with the result $\chi^2_{(2)}=0.815$, $p = 0.665 > 0.05$. While there is a correlation between higher levels of education and an increased desire to become an entrepreneur, the data does not indicate any significant statistical difference. Similarly, there is no significant difference in the variable of high school education type, as indicated by the $\chi^2_{(1)}$ value of 0.084 and a p-value of 0.771, which is more than the significance level of 0.05.

Table 2
Family Influence on Entrepreneurship Decision

	<i>Family support has a positive effect on my entrepreneurial decision.</i>		<i>The presence of entrepreneurs in the family has a positive effect on my entrepreneurial decision.</i>	
	Frequency	Percentage	Frequency	Percentage
Strongly agree	360	48.91	313	42.53
Agree	203	27.58	203	27.58
Undecided	96	13.04	121	16.44
Disagree	40	5.43	52	7.07
Strongly disagree	37	5.03	47	6.39
Total	736	100.00	736	100.00

The specific answers to the research questions regarding the influence of family support and the presence of entrepreneurial family members are displayed in Table 2. The responses provided for both research inquiries indicate that familial assistance and the existence of an entrepreneur within the family exert a noteworthy and favorable influence on the choice to pursue entrepreneurship.

The findings of the study examining the impact of incentive policies on entrepreneurial decision-making are displayed in Table 3.

Table 3
Incentive Policies on Entrepreneurship Decision

<i>Incentives offered by the country's government (tax reductions, grants, interest-free loans, etc.) have a positive impact on my decision to become an entrepreneur.</i>		
	Frequency	Percentage
Strongly agree	316	42.93
Agree	187	25.41
Undecided	130	17.66
Disagree	44	5.98
Strongly disagree	59	8.02
Total	736	100.00

Another study topic investigated the impact of the dominant decision-making approach, and the results are displayed in Table 4.

Table 4
Dominant Decision-Making Approach on Entrepreneurship Decision

Decision-Making Approach	Sub-level	Frequency	Percentage	Percentage of Positive Entrepreneurship
Rational Decision-Making Dominant	-	382	51.90	49.51
Intuitive Decision-Making Dominant	-	52	7.07	59.62
Non-Dominant Decision-Making	High	251	34.10	49.84
	Mid	47	6.39	34.02
	Low	4	.54	.00
Total		736	100.0	

This RQ aimed to investigate the correlation between decision-making styles and entrepreneurial inclinations of the participants. According to the data presented in Table 4, the rational decision-making style was the most prevalent among 51.9% of the participants. Additionally, within this group, 49.5% expressed their intention to pursue entrepreneurship. Conversely, the percentage of individuals exhibiting an intuitive decision-making style was determined to be 7.1%, and among this group, 59.6% expressed an intention to pursue entrepreneurship. When decision-making styles are evenly distributed, 41% of the participants fall into this category. It was shown that 34.1% of the participants in this group had a well-balanced distribution of decision-making styles, while 49.8% of them expressed a desire to become an entrepreneur.

These findings demonstrate the impact of decision-making styles on entrepreneurial intention. Participants who possess an intuitive decision-making style exhibit a greater inclination to pursue entrepreneurship. Nevertheless, it is important to mention that individuals with reasonable and balanced decision-making styles still exhibit a substantial amount of entrepreneurial intention. Entrepreneurial inclination is not confined to a specific decision-making style; persons with diverse decision-making processes might also be prospective prospects for entrepreneurship.

Cluster analysis was used to thoroughly assess the participants' ambitions to become entrepreneurs, taking into account their decision-making processes and individual entrepreneurial inclinations. This study facilitates the categorization of individuals based on shared features and brings to light the distinctions that exist between these groupings.

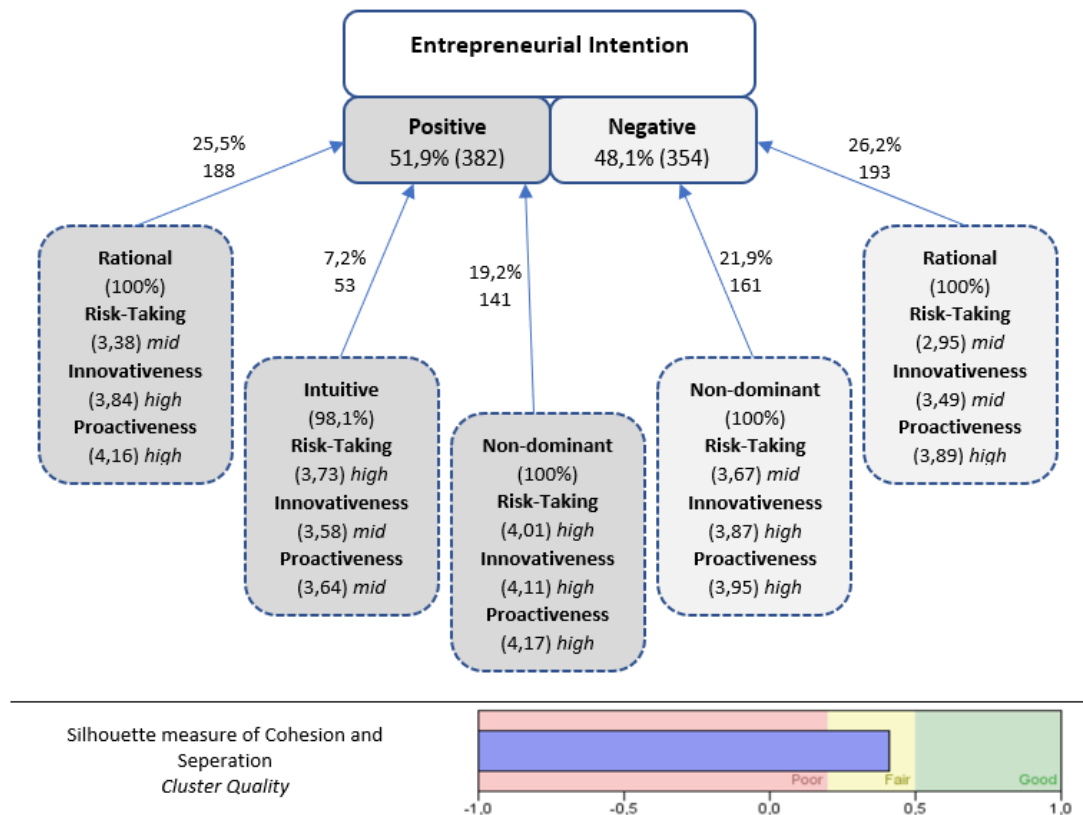


Figure 1. Results of Cluster Analysis

The clustering analysis in Figure 1 considered the participants' ratings for rational, intuitive, and balanced decision-making styles, as well as their entrepreneurial inclinations. The analysis led to the grouping of persons with similar decision-making methods and entrepreneurial tendencies into clusters. Thus, it became feasible to ascertain the common traits that potential entrepreneur candidates possess. The resultant clusters represent various combinations of decision-making styles and entrepreneurial orientations.

The Silhouette score is employed to assess the quality of the cluster analysis outcomes. When the number of clusters is optimal, the Silhouette score tends to converge towards a value of 1. In all other instances, this score tends to converge towards a value of 0 (Rousseeuw, 1987, s.54). Empirical research demonstrates that the outcomes are deemed satisfactory at approximately 0.5 points (Shahpure and Nicholas, 2020, s.747).

Discussion, Conclusion and Recommendations

This study investigates the entrepreneurial inclinations and decision-making approaches of IT students. Research indicates that the way individuals make decisions and the environment they are in might influence their ambitions to become entrepreneurs.

The findings of this study, along with previous research, indicate that men exhibit a higher level of entrepreneurial intention than women (Agyemang et al., 2013, s.38; Grilo and Thurik, 2005, s.444; Matthews and Moser, 1995, s.366). The prevailing belief is that the primary cause of this scenario is the societal expectations and limitations placed upon women based on their gender.

Regarding the age variable, existing literature commonly indicates that the age range of 25-44 exhibits the highest degree of entrepreneurship (Levesque and Minniti, 2006, s.180). Nevertheless, the results of this study more precisely limit the age bracket in which the inclination towards entrepreneurship is most pronounced to individuals between the ages of 28 and 32. This finding corroborates the information found in existing literature, but specifically emphasizes the highest point of entrepreneurial intention. This research did not find a direct correlation between education level, vocational training, and entrepreneurial inclination. However, both the material and spiritual aspects of family support seem to have considerable impacts on entrepreneurial purpose. Moreover, the existence of enterprising persons inside the family also has a beneficial impact on entrepreneurial purpose. Ultimately, it has been established that the implemented incentive programs have a favorable impact on entrepreneurial intention. This finding underscores the significance of states formulating policies that promote entrepreneurship.

This research expands upon current understanding by uncovering the influence of demographic variables, familial assistance, and governmental incentives on the propensity towards entrepreneurship. Özkara and Bozkurt (2024, s.42) performed research that revealed the impact of family and friends on the risk perceptions of individual investors. Similarly, this study demonstrated that family support and government incentives affected the entrepreneurial propensity of IT students. This correlation implies that the social milieu has a significant impact on people's decision-making processes and propensity towards entrepreneurship. Furthermore, both findings highlight the crucial significance of risk perception in the process of making decisions. In their study, Güneş and Şekerdil (2024, s.23) focus on risk perception at a society-level, rather than an individual one. They examine how risk perception influences entrepreneurial propensity, specifically in relation to the impact of social and institutional frameworks. Demir and Sözüer (2024, s.162) investigate the management of risks and opportunities in international cooperation within the framework of entrepreneurial tendencies, taking into account social and institutional factors. Sarıkaya and Atsan (2021, s.609) examine the variations in risk-taking propensity and decision-making styles across different generations, while Üngör (2021, s.209) highlights the influence of demographic characteristics, such as education, age, and experience, on entrepreneurial abilities. Within this particular framework, our study's results validate the significance of risk perception in shaping people's preferences and choices. These findings align with the research conducted by Kıran and Bozkurt (2020, s.1219), which investigates the impact of financial knowledge and attitude on the propensity to take risks.

While the present study has thoroughly analyzed the digital entrepreneurship developments in Türkiye, it is crucial for future research to explore many aspects of the subject. An analysis of the influence of cultural background on entrepreneurial inclinations, particularly by comparing entrepreneurial strategies in Western and Eastern civilizations, would allow for an assessment of Türkiye's cultural distinctions. It is also crucial to thoroughly analyze the influence of technical advancements on the processes of entrepreneurship. Exploring the impact of cutting-edge technologies like artificial intelligence, big data, and blockchain on the entrepreneurial ecosystem might lead to intriguing and important discoveries.

It is crucial, with regard to the study's practical implications, to educate aspiring entrepreneurs about digitalization and digital entrepreneurship. Young entrepreneurs should be educated on the significance of cultivating competencies such as innovative thinking, problem-solving, and risk management. Mentorship from seasoned entrepreneurs and the development of professional networks will increase opportunities for business and the exchange of information. It is critical for young entrepreneurs to develop their skills in areas such as data analytics, e-commerce, and digital marketing, as the effective application of digital technologies is a critical component in developing novel business models and obtaining a competitive edge. It is necessary to cultivate strategic risk management abilities in order to adjust rapidly to the uncertainties that accompany the entrepreneurial process. Young entrepreneurs can ultimately improve their prospects of success by utilizing the government-provided incentives and support programs more efficiently and with knowledge of these programs.

Author Contribution Statement

The author contributed 100% to this article.

Conflicts of Interest

There is no conflict of interest in this article.

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Genişletilmiş Özet Giriş

Girişimcilik her geçen gün önem kazanmış olsada, kökleri Cantillon'un 1755'teki ilk tanımına kadar uzanmaktadır. Joseph Schumpeter tarafından 1934 yılında ortaya atılan kavram, girişimcilerin yeni fikirler yarattığını ve ekonomide önemli değişiklikler meydana getirdiğini ileri süren girişimciliğin temel ilkelerini oluşturmaktadır. Dijital teknolojinin hızla ilerlemesi, girişimcilik kavramının bu alana taşınmasına yol açmıştır; dijital girişimciler yeni iş fırsatlarını keşfetmekte, internet ve bilgi-iletişim teknolojilerini kullanarak yenilikçi ürün ve hizmetler sunmaktadır.

Dijital girişimciler, teknik ilerlemelere odaklanarak bunları uygun şartlara dönüştürüp yenilikçi iş modelleri oluşturarak değer üretmektedir. Schumpeter'in "yaratıcı yıkım" kavramı, dijital girişimciliğin temel doğasını özlü bir şekilde ortaya koymaktadır. Dijital alandaki girişimciler, yerleşik yapılara meydan okuyarak ve onları alaşağı ederek yenilikçi şirket modelleri oluşturmakta, geleneksel endüstrileri yeniden canlandırmakta ve ekonomide devrimci bir rol oynamaktadır. BT sektörü, teknolojinin ve yaratıcı iş konseptlerinin sunduğu fırsatların cazibesine kapılırken, aynı zamanda öngörülemez tehlikeleri dikkate almak için analitik muhakeme ve yaratıcı sezginin kullanılmasını gerektirmektedir. BT sektörünün dinamik ve sürekli gelişen yapısı, girişimcilerin uyarlanabilir ve kararlı kararlar almasını gerektirmektedir.

Bu çalışma, BT öğrencilerinin girişimcilik eğilimlerini ve karar verme yaklaşımlarını araştırmayı hedefleyerek, demografik özellikler, aile desteği, ailede girişimcilik durumu, teşvik politikaları, baskın karar verme yaklaşımları ve karar verme stilleri ve yönelimlerine dayalı farklı grupları incelemektedir. Bulgular, BT öğrencilerinin girişimcilik kapasitesinin anlaşılmasını geliştirecek ve bu kapasitenin kullanılmasına yönelik stratejilerin formüle edilmesini kolaylaştıracaktır.

Yöntem

Çalışmada demografik sorular, karar faktörleri, rasyonel ve sezgisel karar tarzlarını ölçmek için bir ölçek ve bireysel girişimcilik yönelimini ölçmek için bir ölçek içeren bir anket kullanılarak veri toplanmıştır. Rasyonel ve sezgisel karar stilleri ölçeği, orijinali Hamilton ve diğerleri (2016) tarafından oluşturulan ve daha sonra Yakup ve diğerleri (2020) tarafından Türkçeye uyarlanan 10 maddelik bir ölçektir. Bireysel Girişimcilik Yönelimi Ölçeği ise Bolton ve Lane (2012) tarafından oluşturulan ve Ercan ve Yıldırım (2021) tarafından Türkçeye çevrilen 10 maddelik bir ölçektir. Anket formundaki karar değişkenleri literatür çalışmasından türetilmiştir ve girişimcilik niyetini etkileme potansiyeline sahip dış unsurları kapsamaktadır.

Anket formu, Uşak Üniversitesi Sosyal ve Beşerî Bilimler Bilimsel Araştırma ve Yayın Etiği Kurulu'nun 23.11.2022 tarih ve 2022-159 sayılı kararı uyarınca etik onay alındıktan sonra veri toplamak için kullanılmıştır.

Saha araştırmasının tamamlanmasının ardından güvenilirlik değerlendirmeleri yapılmıştır. Ölçekler için yapılan güvenilirlik testinde faktör bazlı ve ölçek bazlı Cronbach Alpha skorları elde edilmiştir. Gruplar arası farklılaşmalar Pearson Ki-Kare istatistiği ile incelenmiştir. Son olarak girişimci profillerinin ortaya çıkarılabilmesi için Kümeleme Analizi uygulanmıştır. Elde edilen küme kalitesini belirleyebilmek için Silhouette puanı değerlendirilmiştir.

Bulgular

Bu çalışma, Türkiye'deki üniversitelerin Bilgisayar Programcılığı öğrencilerinin ve mezunlarının girişimcilik eğilimlerini analiz etmeyi amaçlamıştır. Veriler, akademik danışmanlar aracılığıyla dağıtılan ve katılımcılara şahsen teslim edilen çevrimiçi anketler yoluyla toplanmıştır. Katılımcıların demografik özellikleri %52.6'sı kadın ve %47.4'ü erkek olup, önemli bir çoğunluğu 18-

22 yaş aralığındadır. Katılımcıların %85.7'si bekâr, geri kalanlar ise evlidir. Katılımcıların çoğunluğu ön lisans eğitimi almış olup, %36.7'si mesleki eğitim almış ve %63.3'ü farklı lise türlerinden mezun olmuştur. Katılımcıların çoğunluğunun 18-22 yaş aralığında olması ve ön lisans düzeyinde eğitim görmelerinden de anlaşılacağı üzere, öncelikli olarak meslek okullarına kayıtlı veya bu okulları bitirmiş kişileri hedeflemiştir. Çalışma, girişimcilik yönelimi ve karar verme stillerinin geleceğin girişimcileri olarak görülen BT öğrencileri üzerindeki etkisini incelemiştir. Katılımcıların %35.5'i bir kamu kuruluşunda kariyer yapma niyetini ifade ederken, %14.9'u özel sektörde çalışmayı tercih ettiğini belirtmiştir. Geri kalan %49.6'lık kesim ise kendi girişimlerini kurarak girişimcilik yolculuğuna çıkmayı planladıklarını belirtmiştir.

Demografik özellikler ile doğrudan girişimcilik niyeti arasındaki ilişki Pearson Ki-Kare testi kullanılarak araştırılmıştır. Sonuçlar, girişimcilik kararı almada cinsiyete bağlı olarak önemli bir fark olduğunu, erkeklerin %60.5'inin girişimcilik planlaması yaparken kadınların %39.8'inin girişimcilik planlaması yaptığını göstermiştir. Yaşın da girişimci olma kararı üzerinde önemli bir etkisi vardır; 28-32 yaş arasındaki bireylerin %66.7'si girişimci olmayı istemektedir. Aile desteği ve aile içinde bir girişimcinin varlığı, girişimciliğe devam etme tercihi üzerinde kayda değer ve olumlu bir etki yaratmıştır. Teşvik politikalarının girişimcilik kararı üzerinde önemli bir etkiye sahip olduğu belirlenmiştir.

Bir diğer araştırma problemi ise baskın karar verme yaklaşımının etkisini ortaya koymaktadır. Rasyonel karar verme tarzı katılımcıların %51.9'u arasında en yaygın olanıdır ve %49.5'i girişimciliğe devam etme niyetini ifade etmiştir. Buna karşılık, sezgisel karar verme tarzı sergileyen bireylerin oranı %7.1'dir ve %59.6'sı girişimciliğe devam etme niyetini ifade etmiştir. Karar verme stilleri eşit olarak dağıtıldığında, katılımcıların %41'i bu kategoriye girmiştir. Bu bulgular, karar verme stillerinin girişimcilik niyeti üzerindeki etkisini göstermektedir. Sezgisel karar verme stiline sahip katılımcılar, girişimciliği sürdürme konusunda daha büyük bir eğilim sergilemektedir. Bununla birlikte, makul ve dengeli karar verme stillerine sahip bireyler yine de önemli miktarda girişimcilik niyeti sergilemektedir. Girişimcilik eğilimi belirli bir karar verme tarzıyla sınırlı değildir; farklı karar verme süreçlerine sahip kişiler de girişimcilik için potansiyel adaylar olabilir.

Kümeleme analizi, katılımcıların karar verme süreçlerini ve bireysel girişimcilik eğilimlerini dikkate alarak girişimci olma isteklerini kapsamlı bir şekilde değerlendirmek için kullanılmıştır. Kümeleme analizi, katılımcıların rasyonel, sezgisel ve dengeli karar verme stilleri ile girişimcilik eğilimleri için verdikleri puanları dikkate almıştır. Ortaya çıkan kümeler, karar verme stilleri ve girişimcilik yönelimlerinin çeşitli kombinasyonlarını temsil etmektedir. Küme analizi sonuçlarının kalitesini değerlendirmek için Siluet puanı kullanılmış ve sonuçlar yaklaşık 0.5 puan ile tatmin edici bulunmuştur.

Sonuç, Tartışma ve Öneriler

BT öğrencilerinin girişimcilik eğilimlerini ve karar verme yaklaşımlarını inceleyen bu çalışma, cinsiyet, yaş, eğitim düzeyi ve aile desteği gibi faktörlerin girişimcilik niyetlerini önemli ölçüde etkilediğini ortaya koymaktadır. Erkekler, büyük ölçüde toplumsal beklentiler ve sınırlamalar nedeniyle kadınlardan daha yüksek girişimcilik niyetine sahip olma eğilimindedir. 25-44 yaş aralığı tipik olarak en yüksek girişimcilik niyeti ile ilişkilendirilmektedir, ancak bulgular 28-32 yaş aralığındaki bireylerin girişimcilik niyetlerinin en üst noktaya ulaştığını göstermektedir.

Çalışmada eğitim düzeyi, mesleki eğitim ve girişimcilik eğilimi arasında doğrudan bir ilişki bulunmamıştır. Bununla birlikte, maddi ve manevi unsurları da içeren aile desteği ve aile içinde girişimci bireylerin varlığı da girişimcilik niyetini olumlu yönde etkilemektedir. Uygulanan teşvik programları da girişimcilik niyetini olumlu yönde etkilemekte ve devletlerin girişimciliği teşvik eden politikalar oluşturmasının önemini vurgulamaktadır.

Türkiye'de dijital girişimcilik üzerine yapılan bu çalışma, kültürel arka planın, teknik ilerlemelerin ve en son teknolojilerin girişimcilik süreçleri üzerindeki etkisinin incelenmesinin

önemini vurgulamaktadır. Gelecek çalışmalarda kültürel farklılaşma stratejilerinin karşılaştırılmasının ve teknolojik gelişmelerin girişimcilik üzerindeki etkisinin incelenmesinin değerli içgörüler sağlayabileceği düşünülmektedir. Çalışma ayrıca genç girişimcilerin dijitalleşme ve girişimcilik konusunda eğitilmeleri gerektiğini vurgulayarak yenilikçi düşünme, sorun çözme ve risk yönetimi gibi yetkinliklerin geliştirilmesinin önemini vurgulamaktadır. Deneyimli girişimcilerden ve profesyonel ağlardan mentorluk almak iş fırsatlarını ve bilgi alışverişini artıracaktır. Veri analitiği, e-ticaret ve dijital pazarlama becerileri, yenilikçi iş modelleri geliştirmek ve rekabet avantajı elde etmek için oldukça önemlidir. Stratejik risk yönetimi becerileri de girişimcilik sürecindeki belirsizliklere uyum sağlamak için gereklidir. Son olarak, genç girişimciler devlet teşviklerini ve destek programlarını etkin bir şekilde kullanarak başarı şanslarını artırabilirler.