

Handaoui Mahfoud

The contribution of the cultural paradigm to the trend of establishing small business

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Handaoui Mahfoud¹

¹Hassiba Benbouali University of Chlef (Algeria)

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Abstract:

The present study aims to shed light on the way the cultural paradigm contributed to the trend toward establishing small businesses. To this aim, the study followed the experimental method on a sample of 1060 university students from 08 Algerian universities. In order to monitor and analyze data using structural modeling, the program (SPSS28) was used (AMOS26). According to the findings of the study the cultural paradigm plays a significant role in guiding people toward the establishment of their small businesses through society's view, which is considered one of the fundamental factors supporting the promotion of these small businesses. This is the source of the individual's unique combination of entrepreneurial information comes from. The study recommends that policymakers should disseminate the culture of entrepreneurship in society and generalize entrepreneurial education in all educational phases in order to achieve a balance in entrepreneurial knowledge and correct society's view on the future.

Keywords: entrepreneurship, cultural paradigm, society view, entrepreneur, small businesses culture

Author Email: handaoui.mahfoud@gmail.com

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1. Introduction

Awareness of the culture of entrepreneurship and the tendency toward it began at the beginning of the twenty-first century, and entrepreneurship became a promising future at that time, especially with the expansion of many entrepreneurial firms. Unemployment, poverty, and inadequate living conditions are some of the most pressing issues confronting modern nations.

This predicament has increased policymakers' and political decision-makers' interest in the expected role of entrepreneurs, as they represent one of the recommended answers to lowering unemployment rates and contributing to the wealth and economic progress. On the other hand, there has been a particular interest in the role of small businesses, due to their ability to adapt to turbulent economic conditions, as well as their structure, which allows them to keep up with technological progress in a way that allows them to survive and continue.

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Many governments have recognized this fact and have depended on new policy norms to support small businesses and entrepreneurship, as well as making specific efforts to promote innovative activities and increase individuals' innovative capacities (Garavan & O'Cinneide, 1994). As a result, many governments throughout the world have identified entrepreneurship as one of the most essential answers to such difficulties and have recognized the significance of entrepreneurial activity and its role in the process of national growth and sustainability.

As a result, numerous countries rushed to implement policies, five-year plans, educational programs, and institutions to develop the field of entrepreneurship, take the hand of individuals with entrepreneurial traits and capabilities, and create the appropriate environment for them to establish new projects, as well as provide them with reasons for survival and permanence. Governments are also undertaking ongoing efforts to encourage higher education, particularly entrepreneurial education, in order to create job opportunities, decrease poverty, increase levels of creativity and innovation, and lay the groundwork for a knowledge-based economy. As a result, it is critical to stress the development of students and society's understanding of entrepreneurship culture.

1.1. Statement of the problem

Entrepreneurship is defined as the act of initiating change through creativity or innovation (Morrison, 2006). Innovation and organizational renewal provide new markets, customers, and jobs, which have an impact on both social and economic systems. Entrepreneurship necessitates individuals taking risks and facing the challenge of launching a new company, as well as the creation of an environment that fosters this individual initiative. Some studies concentrated on finding the characteristics that encourage entrepreneurship as well as the potential barriers that limit it. The institutional economic theory, which asserts that informal factors impact entrepreneurial activity (Hodgson, 1989), and where culture, which is part of the informal factors, is one of the fundamental parts of the firm, is one of the most recent relevant theories.

Culture incorporates elements that are distinctive to a civilization and allows it to be identified from other cultures. It also influences the behavior of individuals in a society, among other things. Kluckhohn's explanation of this dimension in anthropology is that culture is made up of patterns of thinking, feeling, and interacting. The core of fundamental culture consists of related conventional beliefs and values that are acquired and conveyed mostly through symbols that represent the different achievements of various human groups, including how goods are manufactured (Kluckhohn, 1951).

Culture, on the other hand, is described from an organizational standpoint as common motives, values, beliefs, identities, interpretations, or meanings of events that come from shared experiences among members of a society and are passed down from generation to generation (R. House, Javidan, Hanges, & Dorfman, 2002) Thus, culture is important in societal entrepreneurial activity. Some authors argue that the individual's social and cultural context

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influences the company and citizens' behavior, particularly in the creation of small businesses and projects, thus shaping cultures that encourage entrepreneurship more than others (Hechavarria & Reynolds, 2009; N. Li & Kirkup, 2007). The following is the research problem that arose from this: What role does the cultural paradigm have in the trend of developing small businesses?

1.2. Research aim

This research aims to comprehend how the cultural paradigm contributes to the trend of launching small businesses as well as the basic characteristics of the cultural paradigm and the degree of influence of each factor.

1.3. Research Rationale

The significance of the research stems from the topic's importance, as it aids in understanding the methods and policies that aid in the formation of small businesses through the analysis of the cultural paradigm.

1.4. Research structure

In addressing the research problem, the following variables were used: First, examining the cultural paradigm. Second, addressing entrepreneurship. Third, tackling the intersection and overlap between entrepreneurship and the cultural paradigm. Fourth, the practical part (field study)

1.5. Previous studies

Bogatyreva, Edelman, Manolova, Osiyevskyy, & Shirokova (2019) conducted a study in the United States of America / Russia / Canada, entitled '**When does entrepreneurship become action? The Role of National Culture**'. The study conceived entrepreneurship as intentional, goal-oriented behavior, motivated primarily by the intent of the business. Nevertheless, the translation of entrepreneurial intention into entrepreneurial behavior remains the least studied link in the models that explain the work of entrepreneurship. The study followed the exploratory analysis of students of the International University for Entrepreneurial Spirit (GUESS), which was conducted in 2011 and 2013/2014, and this is in two groups, and using SPSS. This study concluded through empirical evidence that not every entrepreneurial intention is ultimately converted into actual entrepreneurial action, which indicates that there is a tangible gap in entrepreneurial intention and action. They investigated the entrepreneurial intent gap among university students and discovered that turning entrepreneurial desire into action is context-dependent. We discover that fundamental characteristics of national culture influence the link between entrepreneurial intent and subsequent behavior.

(Rajković, Nikolić, Čočkalo, Stojanović, & Kovačić, 2020) conducted a study in Serbia, titled '**National Culture and Entrepreneurial Intent of Students in Serbia**' in which they investigated the results of research on the impact of national culture on entrepreneurship,

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directing individual entrepreneurship and entrepreneurial intent of students in Serbia, using structural equation modeling. On the observed associations, the moderating and mediating impacts of holding financing to open the private aspect of the firm were investigated. When young people desire to overcome negative social conditions and engage in entrepreneurship in order to become entrepreneurs, the national culture has a good impact on this. A steady atmosphere is what can inspire someone to start his own firm in the event of a severe financial condition.

A study by (Van Trang, Do, & Loan, 2020) in Vietnam, titled '**Relationships between Students' Work Values and Entrepreneurial Intent among Vietnamese Students**' investigated the relationship between Vietnamese students' work values and entrepreneurial intent. The value of work has long been considered a critical reason for young people's career choices. However, how business values change in a given context and their impact on entrepreneurial intent have not been fully examined. Using structural equation modeling, the study was carried out on 805 students majoring in business administration, e-commerce, human resource management, and marketing. After the survey determined the top 8 work values for Vietnamese students, "social status" emerged as a value that is particularly specific to the Vietnamese group culture and is highly regarded from the standpoint of society in terms of self-esteem. The study's findings also revealed that pupils who value autonomy, authority, and challenges are more likely to be entrepreneurs. On the other hand, students who value aspects of their jobs such as workload or job security will opt to work as salaried employees.

Another study conducted by González-López, Pérez-López, & Rodríguez-Ariza, (2020) in Spain, entitled '**From Potential Entrepreneurship to the First Emerging Business: The Role of Entrepreneurial Skills**', argued that entrepreneurial intent is a necessary but not sufficient condition for creating new businesses. Another variable, regardless of entrepreneurial intent, is how potential entrepreneurs view their skills and ability or ability to exercise control over entrepreneurial behavior.

This study examined the function of perceived entrepreneurial abilities and skills in the practical stage of the entrepreneurial process using the Rubicon model of work stages. This relates to the point at which people decide to start their own business and must decide how to do it. In this study, the moderating influence of competencies in the relationship between intention and emergent business is examined along with the association between entrepreneurial abilities and competencies and entrepreneurial behavior. The study was conducted on undergraduate business students in their final year, where structural equation modeling was used.

According to the study's findings, the association between entrepreneurial intent and business is strengthened by the whole set of efficiency and skill in entrepreneurship aspects as well as by entrepreneurial intent and competencies related to dedication, planning, and organization. The

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role of entrepreneurial talents in the shift from intent to early business conceptualization was thoroughly examined in this paper.

According to research, youth who are unemployed but have some level of education have a more optimistic attitude toward life and are more likely to have an entrepreneurial goal than their peers because knowledge is a necessary condition for entrepreneurship. When young people are determined to overcome harsh circumstances, culture also has a positive effect on entrepreneurship. On the other hand, other analyses conducted on university students showed a difference in that their culture is permissive yet opposed to entrepreneurship because of fear of what society will perceive of them if they fail as well as the social standing connected with jobs in the public sector. Finally, not every business intent results in actual labour, such as small businesses, which reveals a weakness in the intention.

As a result, the fundamental elements of cultural identity have an impact on the relationship between the purpose of being entrepreneurial and the conduct that is displayed in the creation of small businesses. Previous research simply used culture as a case study, treated it as an individual topic, and did not take the cultural paradigm into account. For this reason, we will concentrate on the cultural paradigm's precise dimensions.

2. Cultural Paradigm

We will examine what a paradigm and culture are in the sections that follow:

2.1. Definition of a paradigm

In Latin, paradigm means "model", "example", "measurement" or "framework." It is frequently used in association with thought, such as the theoretical framework, the perceptual model, or the intellectual model. Since the latter half of the 20th century, this term has been used in the English language to describe any type of thinking approach within any field of science or topic associated with epistemology. The Merriam-Webster dictionary's definition of the phrase, which refers to its specific application in compositional writing as a simile or story, previously restricted the term to grammar. Ferdinand de Saussure also used the word paradigm to describe a collection of components with related characteristics (Al-Baalbaki, 2008).

Thomas Cohen, however, underlined that a person's perspective on the world and attitudes are influenced by his culture and prior experiences. As a result, the paradigm may not accurately reflect the reality of a situation but rather the person's own views and vision of it.

In a nutshell, the paradigm is the culmination of a person's experiences, knowledge, ideas, and systems, and its purpose is to define the parameters within which a person walks and to guide his conduct in various contexts. The paradigm might be thought of as the mental spectacle. Or perhaps it has to do with how a person thinks and the lenses he uses to view the world. One of

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the most significant causes of people's differences is that the paradigm is a ruler of change in all of its stages and has the potential to distort how people perceive the world.

2.2. Definition of culture

One of the key ideas in sociology generally is the idea of culture, which is one of the great theories that gave humans the ability to make significant intellectual and scientific advancements, a societal legacy for all of humanity's accomplishments. All cultures, whether basic or complicated or advanced and sophisticated, have culture, which encompasses all aspects of life, including moral and material ones.

Human societies' social norms and conduct are expressed through culture. An important concept in anthropology is culture, which includes a wide range of phenomena that are passed down through social learning in human cultures. As per Taylor, it is "that complex whole that includes knowledge, beliefs, art, morals, law, habits, or any other capabilities or habits acquired by man as a member of society" (Religion, 1997).

Malinowski, on the other hand, defines culture as "the social heritage that includes inherited material elements, goods, technical processes, ideas, individual habits, and values." (Rabaiah, 2003, p. 18). There have been many definitions dealing with the concept of culture, and this diversity stems from the theoretical orientations of each person who studies this subject and according to the theoretical school that he follows. Acquired, cumulative, and continuous social that spreads among the members of society and determines the type of their responses.

Ibn Nabi offers the following definition of culture, which is generally accepted to be comprehensive: "Culture is a set of moral traits and social values that affect the individual since his birth and become subliminally the relationship linking his behaviour to the lifestyle in the environment in which he was born." With this interpretation, culture, in the eyes of Malik Ibn Nabi, is the setting that exemplifies a certain civilization, and it is within this setting that the civilized person travels.

We must first examine this definition's aspects and components in order to grasp it. It includes the following components:

– A set of moral characteristics: Ibn Nabi's definition of culture starts with this ethical component because he holds that all cultures are the result of synthesis and formation that occur in accordance with an educational approach that adopts a moral philosophical image, and ethics and moral philosophy are the first components in any culture's educational scheme.

Social values: Ibn Nabi views that without organization and transformation into a social framework, the human race cannot engage in successful social action. He believes that an isolated person cannot both receive and transmit cultural radiation. Since an isolated thing or idea has no

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value at all, ideas and things cannot be converted into cultural elements in the social domain unless their components are synthesized and united.

The influences that a person is exposed to from birth: According to Ibn Nabi, a person is born into a world of thoughts and objects with which he is always in conversation. It contains all the details of our soul in a language, yet some of our words and phrases fast become clear to us and to those around us once they are related to the world of ideas and the world of components.

– The relationship that links the individual's behavior with the lifestyle in the milieu in which he was born: Ibn Nabi considers that our self-standards, which are represented by our saying this is beautiful and that is ugly, or this is good and that is bad, are what determine our position in front of problems before our minds get involved. They also determine the role of the mind itself to a certain extent, which is sufficient to allow us to distinguish the social activity in a society, which means that it actually determines the personal buildings in the individual, just like how beauty and ugliness and goodness and badness are determined in 2004 (Ghiyath).

2.3. Contextual definition of the cultural paradigm

The cultural paradigm can be characterized as the cultural intellectual model that a person follows via continuous knowledge, considering the elements of man and society, based on the notions of paradigm and culture discussed above.

3. Entrepreneurship

From the 1920s onward, the term "entrepreneurship" has been used. Josef Schumpeter, an Austrian economist, and politician claimed that an entrepreneur is someone who has the ability and motivation to transform a novel concept or creation into a marketable innovation. In order to replace subpar products in all or part across markets and industries, entrepreneurship uses what Schumpeter dubbed a "storm of creative destruction."

1.3. Definition of entrepreneurship

Entrepreneurship is the process of starting a brand-new business that has never been started before or reinventing an existing facility in order to affect positive social change. What sets entrepreneurship apart from other business models is that it enables its owner to create an independent entity free from any constraints or limitations and restrictions placed by corporate executives and without any other barriers, making it a privileged space for entrepreneurs and anyone else who wants to work there. Since their main objective is to put ideas into practice and turn them into tangible goods that can be sold for a profit, all entrepreneurs have something in common: they all work to solve problems. By its very nature, entrepreneurship involves taking risks. The first risk is that most entrepreneurs quit their stable employment to focus on putting their ideas into practice. In addition, the earnings they make from their products could not be guaranteed to them monthly (HAYES, 2021).

3.2. Entrepreneurial characteristics

- The entrepreneur has an ambitious goal, which is the force that drives them to start their small businesses from scratch.
- A vision is typically supported by numerous distinct, powerful ideas that are unmatched in the marketplace. The overall vision of how to achieve this goal is often clear, but the details are imperfect, flexible, and scalable.
- The entrepreneur strengthens and supports himself with great hope and passion toward achieving the goal with persistence and determination,
- The entrepreneur puts his knowledge to turn his dream into a tangible reality.
- The entrepreneur takes the initiative to achieve the success of his idea.
- Entrepreneurs take a calculated risk and calculate costs, how to access and create a market, and how to meet customer needs.
- Entrepreneurs are persuading others to join them and help.
- Entrepreneurs are often positive thinkers and decision-makers.

3.3. Entrepreneur

Entrepreneurs are leaders due to a variety of qualities. Entrepreneurial notions are frequently contested, just like the great man theory in the past. Entrepreneurs frequently disagree with managers and administrators who advise them to be less risky and more approachable. Since most entrepreneurs work in teams rather than alone, such models that emphasize the entrepreneur's personality reveal that their validity is in doubt. Even though there is still a significant gap between the ideas that describe an entrepreneur's characteristics, certain recorded studies of entrepreneurship have discovered some traits that are connected to entrepreneurs:

- David McClelland (1961) described an entrepreneur as someone who is motivated by the need to accomplish something and by a burning desire to add something to life.
- Collins and Moore (1970), studied about 150 entrepreneurs and concluded the following: Their most important qualities are strength and rigidity, considering their interests (pragmatists), driven by their need for independence and achievement. They rarely seek power.
- Whereas. Bird (1992) sees entrepreneurs as Mercury, who love new ideas, thinkers, planners, and do good. They are opportunistic, creative, and unemotional.
- While Cooper, Woo, and Dunkelberg (1988) view that entrepreneurs are very optimistic in the decision-making process. In a study conducted on 2994 entrepreneurs, it was found that 81%

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consider their personal success rates greater than 70%, and it is noticeable that 33% consider their chances of success to be 10 out of 10.

- Busenitz and Barney (1997) show that entrepreneurs are highly self-confident and overgeneralized. While Cole (1959) discovered that there are four different types of entrepreneurs: innovators, collector inventors, excessively optimistic promoters, and business founders. These categories have little to do with personality; rather, they relate to the opportunities the pioneer would encounter.

4. Entrepreneurship and the cultural paradigm

Entrepreneurship and Culture go beyond popular and traditional conceptions of entrepreneurship to present readers with balanced perspectives. It demonstrates the most up-to-date state-of-the-art information on the subject and will be useful to advanced students, professors, and practitioners in the domains of entrepreneurship, international business, leadership, and organizational studies.

Cultural dimensions traditionally linked with entrepreneurial and entrepreneurial activity include individualism, power distance, and uncertainty avoidance. However, for many authors, the empirical evidence for such relationships is weak and often contradictory (Hayton, George, Zahra, & practice, 2002).

Y. Li, Zhao, Tan, & Liu (2008) conducted a study, in which the findings indicate that there are mediators that influence the relationship between culture and entrepreneurship. For this reason, these authors conducted an empirical study arguing that national wealth, measured as per capita GDP, is a moderating variable in this relationship, and may influence the relationship (effect of culture on entrepreneurship). Then, depending on the wealth of the country, culture can have a positive or negative impact on entrepreneurial activity.

On the contrary, Ozgen (2012) presents a theoretical and conceptual article on the impact of the cultural dimensions proposed by the GLOBE project (2002) to support the recognition of opportunities in emerging economies, and how these cultural dimensions impact the entrepreneur's recognition of opportunities and entrepreneurial activity. (R. J. House, Hanges, Javidan, Dorfman, & Gupta, 2004) define two forms of cultural manifestations: cultural practices and cultural ideals.

This approach is based on psychological traditions and cultural behavioral research. As a result, practices (**society "is"**) are perceptions. People are their aspirations for how things should be done in their lives, and values ("**society should**") are their aspirations for how things should be done.

The concept of entrepreneurial culture is a positive social trend towards a commercial personal adventure that helps and supports entrepreneurial activity. Economies that witnessed growth and

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prosperity in the late twentieth century shared their enjoyment of business culture, a culture that can be described as entrepreneurial culture. The entrepreneurial culture is regarded as one of the important factors that influence individuals' attitudes toward entrepreneurial initiatives, as a culture that encourages and values entrepreneurial behaviours such as risk, independence, achievement, and so on helps to promote the possibility of radical changes and innovations in society, and more specifically, the entrepreneurial culture requires encouraging the practice of entrepreneurship and motivating society. By studying entrepreneurship principles, and governments that encourage entrepreneurship through stimulating policies.

5. Developing hypotheses and presenting the theoretical model

Individuals and the worlds in which they live, both individually and collectively, are given meaning by culture, according to the interpretive paradigm. In its efforts to continually contextualize culture through the lived reality of the "subjects" investigated, the interpretive paradigm varies fundamentally from the behavioural psychology approach. It seeks to provide full descriptions of the reality these persons live in, but more crucially, of the meaning, they give to that reality, rather than re-embodiment some of the behavioural components from their brains (Geertz, 1973).

According to Geertz, in the interpretive paradigm, culture is defined as the web of meaning from which persons and societies emerge and are absorbed. The goal of this approach is to observe and reveal the cultural systems developed by the "subjects" in order to arrive at the conceptual world in which they live (Leca 2 & Plé 3, 2013), moreover, through the method of intensive description, which is the foundation of this approach, as it represents an epistemological effort to better understand the symbolic richness of individuals' and organizations' lives.

Tsuda, Tapias, and Escandell (2014), in contrast, demonstrate the importance of a transnational approach in order to better understand how individuals understand the forces of globalization and how these globalization processes operate through the multiplicity of cultural contexts that comprise our collective mosaic. The authors emphasize the relevance of ethnography as a fundamental explanatory approach for acquiring an in-depth understanding of the dynamics of globalizing forces on Earth and their impact on features and identities, among other contributions to the discipline of anthropology.

Brownson (2013) introduces the term culture, which is defined as the features, values, beliefs, and behaviour that an individual learns or acquires from one generation to the next and is passed from one person and one group to another. The transfer of these specific features, attitudes, beliefs, and actions demonstrates the purpose to promote a specific form of culture. (Brownson, 2013; Hofstede, 1980) agrees that when a person is motivated to find oneself, he or she can be embraced to operate in an entrepreneurial style inside a company and in other aspects of life. This indicates that the individual will be part of a distinct cultural group, as his entrepreneurial actions will set him apart from other people.

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The likelihood that more entrepreneurs, investors, and organizations will take on and support entrepreneurs increases when society has a more favourable opinion of entrepreneurship (Bosma, Schtt, Terjesen, & Kew, 2016). Governments that want to create more jobs should place focus on influencing individual values toward entrepreneurship since, as researchers have demonstrated, these values have an impact on how quickly new businesses are created (Brownson, 2013).

Different cultural factors have a part in fostering entrepreneurship. What might be effective in one culture might not be in another. This requires considering the cultural background and economic progress (J. Li, 2012). According to the aforementioned, there is a great deal of harmony between culture and the growth of the individual and society, where a particular pattern develops over time and becomes the cultural paradigm that bestows societal values like the propensity for entrepreneurship through the creation of small and medium-sized businesses. Considering this, the following main hypothesis is put forth:

H0: The cultural paradigm contributes to the establishment of small businesses.

6. Research methodology

To determine the indicators of the quality of conformity, validity, and stability of the constructive model growth and its purpose to test hypotheses, the experimental approach which is concerned with data analysis using statistical programs—was relied upon, as well as the constructive modeling approach using the program (Amos26) (Akrouf, 2018, p. 132; Hair, Hult, Ringle, & Sarstedt, 2014, p.87).

6.1. The study sample.

The number of combinations and indicators in the model, the underlying theory, and the degree of model identification all have an impact on the sample size calculation (Molwus, Erdogan, & Ogunlana, 2013). We made an effort to combine all sample size mentioned in the literature. Appropriate sample sizes cannot be determined using a known, reliable formula (Molwus et al., 2013). In fact, it is typically advised to employ a large sample size when utilizing structural equation modeling to get valid findings (Kline, 2015), despite attempts to adapt them to smaller samples (Jung, 2013). (Molwus et al., 2013), 1060 students were chosen as the sample size for this study and were randomly assigned to 8 universities in Algeria.

6.2. Data collection tool

A paper-based and an electronic questionnaire was used to collect the data; the first was utilized for all the universities that were eligible, while the latter was used for some universities. 180 students were included in the survey sample to address some terminology and phrase understanding issues. After verifying the Cronbach alpha coefficient, the questionnaire distribution was then generalized as it was recommended (Hair et al., 2014).

6.3. Measurement

Through the implementation of acceptable standards, the shift from theoretical study to practical study continues to be a significant issue for every researcher. In other words, a scale is a useful tool for estimating the outcomes of events that we are unable to directly measure (Morgado, Meireles, Neves, Amaral, & Ferreira, 2017). The researchers can then choose the standards they use for their research so that they can establish their own. When it comes to the definition of the axis, the classification of components, the classification of features, the definition of the evaluation technique, the development of measurements, evaluation, and reporting, there are several processes by numerous researchers.

Churchill (1979) first suggests determining the element's scope to precisely define and define the element to be assessed. The theoretical breadth of the notion can be defined by a concise and useful explanation of the concept. Therefore, to pinpoint the precise field of building, a thorough literature review is required. If the idea hasn't been researched or developed before, exploratory research is required (Giannelloni & Cova, 2012).

6.4. Data analysis

The spss28 program was used to demonstrate the measurement indicators using the exploratory factor analysis (EFA) approach as a first step (Giannelloni & Cova, 2012). The study model was then tested using the confirmatory factor analysis (CFA) approach (Hair et al., 2014).

6.4.1. Exploratory factor analysis

There are a few things to consider before doing exploratory factor analysis. To begin, Corbière and Larivière (2014) recommend determining the nature of the variables. The variables to be included in the EFA are often measured on a continuous scale or scale such as a Likert scale, according to this author. The variables in (Floyd & Widaman, 1995) or (Pras, Evrard, & Roux, 2003) must be metric. We will go over the tests that allow us to eliminate elements that are unsuitable for exploratory factor analysis:

Factor rotation - KMO and Bartlett's Test - Component Matrix Test

- Matrix Component Rotated Test -Following data entry, we used the varimax rotation approach to conduct exploratory factor analysis. This is the most common and well-known sort of rotation among academics, and it is focused on maximizing the correlation coefficients of the most closely connected variables.

Table 01: Results of the exploratory factor analysis

Variable	Elements	Value of KMO	Component matrix after rotation	Decision	Dimensions
Cultural paradigm	Cul_SV_01	0.552	0.873	Acceptable with the following integer values: 2.130 1.109	The society's view of entrepreneurship
	Cul_SV_02		0.888		
	Cul_SV_05		0.875		
	Cul_SV_09		0.883		
	Cul_SK_02	0.693	0.855		The balance of entrepreneurial information
	Cul_SK_03		0.782		
	Cul_SK_05		0.758		
	Cul_SK_06		0.757		
	Cul_SK_07		0.725		
	Establishing small businesses	BEH_01	0.666		0.764
BEH_03		0.715			
BEH_08		0.744			
BEH_05		0.880			
BEH_07		0.833			

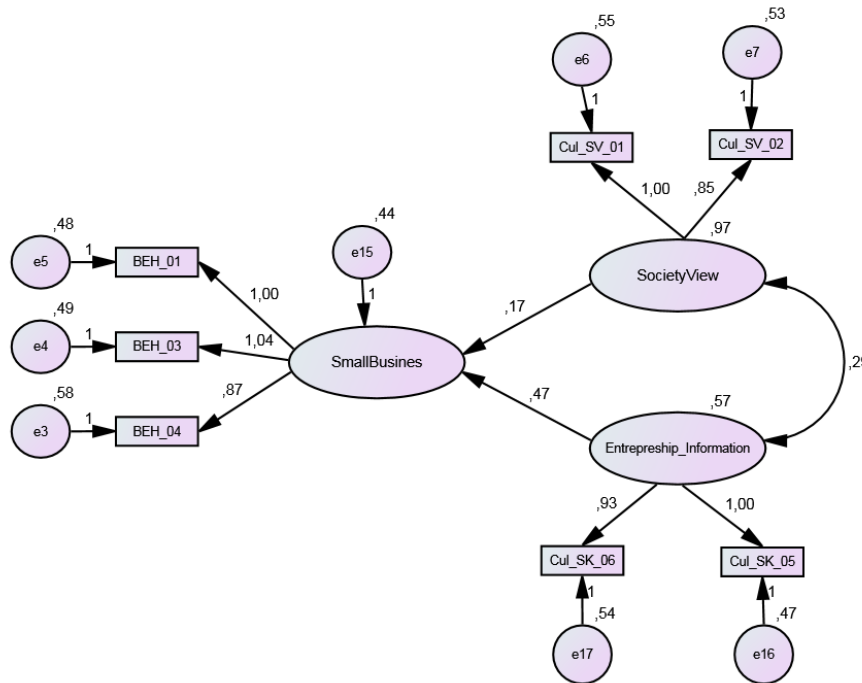
Source: Designed by the researcher based on the outputs of the SPSS28 program

The results provided in Table (01) reveal that the KMO value ranges between 0.553 and 0.693, which is greater than the required threshold of 0.5. The components' matrix values after rotation are all 0.5 larger than the estimated threshold. We also notice that the cultural paradigm has evolved into two dimensions based on correct values: 2.130 for the dimension of society's perception of entrepreneurship and 1.109 for the examination of the balance of entrepreneurial knowledge. As a result, the acquired results can be considered acceptable and subject to confirmatory factor analysis.

6.4.2. Confirmative factor analysis

At this point, we input the data into the (AMOS26) program to execute the relevant tests, as illustrated in Figure (01).

Figure (01) : Confirmative factor analysis model



Source: Designed by the researcher, based on (AMOS26) program.

6.4.2.1. Reliability of the model for measuring latent variables

The validity of a scale evaluating multiple factors was determined using two indicators. The Rho Joreskog's coefficient (ρ) is the first indicator indicated in the literature, and the extracted mean-variance index (VME) or "extracted mean-variance" is the second (AVE). The following table shows the various values calculated for these two parameters:

Table (02): Reliability of the model for measuring latent variables.

statement	Normative estimates	SMC	1-SMC	Rho de Joreskorg	VME
Society's view					
Cul_SV_01	0,716	0.513	0.487	0.73	0.58
Cul_SV_02	0,805	0.648	0.352		
The extent of entrepreneurial information					
Cul_SK_05	0.622	0.387	0.613	0.80	0.45

Cul_SK_06	0.698	0.487	0.513		
Small businesses					
BEH_01	0,732	0.537	0.463	0.775	0.54
BEH_03	0,789	0.622	0.378		
BEH_04	0,67	0.449	0.449		

Source: Designed by the researcher based on the outputs of (AMOS26)

The results show that the construction dependability is high because all values of Rho Joreskog's are higher than the estimated threshold of 0.6 after certain assertions that were below the criterion have been eliminated. Along with the satisfactory results for the mean of the explained variance (VME), which entirely surpass the requirement of 0.5.

6.4.2.2. Matching quality

We eliminated eleven observations after identifying outliers, bringing the sample size to an estimated 1049 observations. Associating error conditions for objects that have modification indications is the final stage in establishing model quality. Since it has the largest relative values of the modification indices (e5-e6), which have a value of 26.970, (e3-e4), which have a value of 20.460, and (e12-e13), which have a value of 15.296 (Fig. 04). The conformance indicators change to the following with this change to the form:

Table (03): Indicators of conformity to the model

indicators	Chi2	DF	CHi2/D F	GFI	AGFI	RMSEA	TLI	CFI
Value	9.512	11	0.865	0.997	0.993	0.000	0.1001	1.000
indication			< 2	≥ 0.9	≥ 0.9	< 0.06 --→ 0	≥ 0.9	≥ 0.9

Source: Designed by the researcher based on the outputs of (AMOS26) program.

The findings in the table demonstrate a good model fit with exceptional matching quality because all indicators meet the necessary criteria (Arbuckle & Wothke, 2013). The whole structural model is displayed in Figure 10. The evidence for convergent validity was based on the loading factors (saturations) of all the observed variables (confirmed).

6.4.2.3. Hypothesis testing

Here, we shall evaluate the findings of hypotheses that only concern direct structural connections. On the other hand, the findings show that the small business establishment variable

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is favourably (CR = 4.663) and significantly (P 5%) influenced by the community view variable. All earlier investigations, such as (Bogatyreva, Edelman, Manolova, Osiyevskyy, & Shirokova, 2019; Rajkovi, Nikoli, Okalo, Stojanovi, & Kovai, 2020), corroborated this. The latter also demonstrated the presence of a connection between entrepreneurial intent and the cultural context, demonstrating that sometimes the effectiveness of a nation's culture can influence whether an intention is realized, or translated into entrepreneurial activity.

The researchers (González-López, Pérez-López, & Rodríguez-Ariza, 2020) validated the impact of the entrepreneurial information balance on the establishment of small enterprises significantly and positively (CR = 8.310) at the level of significance (P5%) in their study.

Table (04): Results of hypotheses related to direct links

number	statement			Estimation	S.E	C.R	P	Achieved
H01	Society's view	-->	Small businesses	0.204	0.035	4.663	***	Achieved
H02	Extent of entrepreneurial information	-->	Small businesses	0.444	0.057	8.310	***	Achieved

Source: Designed by the researcher based on the outputs of (AMOS26) program.

In terms of the two variables that comprise the cultural paradigm (society view and the balance of entrepreneurial information), the estimates of covariance between the two variables show a positive correlation (CR = 7.958) and statistical significance at the level of significance 0.05, confirming the structure of the concept of the cultural paradigm.

Table (05): Estimates of covariances among exogenous variables.

number	Statement			estimation	S.E	C.R	P	Acheivced
01	Society's view	<-->	The extent of entrepreneurial information	0.294	0.037	7.958	***	Achieved

Source: Designed by the researcher based on the outputs of (AMOS26) program.

7. Interpretation of results

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Society's view of any subject is the values that reflect the importance of the latter, and through its view of entrepreneurship, we can control the increase in entrepreneurial projects among young people. Society's view may differ according to the environment and the country.

This research confirmed that the positive contribution of society's view on the establishment of small businesses is a qualitative leap for Algerian society, which has been distinguishing between self-employment and employment with the state through its preference for the latter, as a result of the social situation in which it was living. The socialization of the individual, with which he is saturated, makes him respond strongly to society's view, as is the case with the small businesses that society has come to believe in as an alternative to a job, especially for university students, as they are the largest segment in demand for work, and the segment that the state relies on in all sectors.

The European Commission emphasized the need of developing children's entrepreneurial knowledge and abilities through school programs in its 2012 report. Whereas entrepreneurial talents were characterized as "the process of producing something unique and valuable by investing time and effort and accepting financial, psychological, and social risks, and gaining reward and personal fulfilment as a result" (Dhrdpmpa, 2002).

Additionally, it is defined as "knowledge that is evident through work", as it is the ability to perform in a certain manner, where contractors must be able to discover the gap in the market and identify new products or services that will fill this gap, including knowing the advantages they have and why they work. on customer attraction (Wickham, 2006). In order for the contractor to succeed in ensuring the process of his work, he must have many entrepreneurial skills, as discussed (Wickham, 2006) in strategic skills, planning skills, marketing skills, financial skills, project management skills, time management skills as well as people management skills that give Contractor how to deal with others such as leadership skill, motivation skill, delegation skill, communication skill, and negotiation skill.

Notwithstanding, the search for entrepreneurship is a mature field of research, little is known about the impact of experience (acquired skills) on entrepreneurship, especially among young people. The study of Bignotti and Le Roux (2020) in South Africa, entitled 'What types of experience are important?' The role of previous start-up experiences and work experience in promoting entrepreneurial intent of young people' sought to investigate the effect of different types of experience - early childhood experiences in entrepreneurship, previous start-up experiences, work experience, education and the influence of peers on entrepreneurial intent among South African youth. The study was conducted on 827 secondary school students, who were divided into two focus groups with secondary school students representing two distinct sections of South African society to shed light on some unique survey results, using hierarchical logistic regression.

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The study found that the experiences of attempting to establish a business and previously working for a company, as well as entrepreneurship education, have a positive effect on youth entrepreneurial intent. Peer influence and cultural contextual factors such as family and community support, which are motivating in other parts of the world, appear to dampen entrepreneurial intent in young people due to fear of failure and fear of competition.

This was validated by our research, which focused on the balance of entrepreneurial information as one of the characteristics of cultural radius, as well as by the statistical analysis results (structural modeling).

Conclusion

Entrepreneurship has emerged as one of the most important ways for the development of entirely new economic activity through the research, development, manufacture, as well as marketing of innovative products and services. Through the development of integrated systems for training, supporting, and providing entrepreneurs with information and data, assessing and developing individual skills and capabilities, and providing advice, advice, and guidance to them on a large scale, the success rate of small businesses that contribute to improving economic development and creating job opportunities has increased to apply their expertise and creativity to use.

As a result, governments must foster an entrepreneurial culture in young people. This is accomplished through numerous programs, events, and awareness-raising activities aimed at developing entrepreneurship, building capacities, and preparing specialized competencies; and by adhering to the most recent and effective methods used in the field of encouraging entrepreneurship globally.

The possibility of its establishment is dependent upon the various government agencies who are convinced of the importance of entrepreneurship. This is to ensure that society as a whole adopts the concept of entrepreneurship, works to spread it among youth, stimulates a culture of entrepreneurship in society, and introduces the role that conscious entrepreneurship plays in the growth of society.

Promoting the entrepreneurial culture strives to alter society's attitude of entrepreneurship in line with a future vision that encourages young people to launch new businesses that help create a high-quality economy that can compete in the Arab and global markets.

Consequently, it has become a priority for governments to encourage a culture of entrepreneurship and self-employment, innovation and development among youth, women, and people with special abilities, which provides opportunities for those wishing to apply and learn some entrepreneurial skills, spread their entrepreneurial culture, encourage them to establish new innovative projects, develop their creativity, and encourage ambitious talents in all fields, instilling a spirit of honest competition, rooting noble principles and values, building trust, enriching society with new ideas, and transforming societies from developing societies with a

rentier economy into pioneering and developed societies that lead nations, elevate their people and magnify their economic gains.

The research at hands concludes with a set of recommendations the decision-makers and stakeholders to pay closer attention to shifting the cultural paradigm by focusing on the culture that aids in changing society's perspective of small initiatives and fostering individuals' entrepreneurship. It is possible to offer the following suggestions to assist create a cultural paradigm that supports the community in developing independently and achieving sustainable development:

- Focusing on entrepreneurial education in all educational stages and disciplines, so that we can develop the entrepreneurial balance of the individual.
- Spreading the culture of entrepreneurship in various social media, through the various available means.
- Paying attention to the social and entrepreneurial upbringing of the individual, starting from childhood.
- Establishing an entrepreneurial culture by relying on business investors.
- Using social media to promote entrepreneurship.

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