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Name: Dr. Arun Mittal

Department: Management

Project Title: Impact of Socio-Cultural Transformation and Technology Adoption on Entrepreneurial Intention, Behavior and Action of Rural and Semi-Urban Youth in India

Funding Agency: ICMR

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Tenure: 3 Years

Abstract:

This research explores the effect of socio-cultural changes and technology adoption on entrepreneurial intention, behavior, and actions by the rural and semi-urban youth in India. It acknowledges that India has been witnessing drastic socio-technological changes not only in metropolitan cities but also in small towns and villages. Numerous variables like social capital, family support, culture, mentoring exposure, entrepreneurship education, media exposure, gender roles, psychological capital, modernity, and risk-taking tendency are influencing youth's aspirations and possibilities. The central purpose of this study is to establish if socio-cultural variables drive young individuals to go from entrepreneurial intention to behavior change and actual actions. It also analyses the mediating role of adoption in terms of performance expectation, facilitating conditions, and social influence on this relationship. Gender and hometown of the respondents would also predict the aftermath of the antecedents in the study.

From a methodological perspective, the study employs an empirical, descriptive research design using a structured questionnaire. Prior to launching the actual study, a pilot study of 100 participants will be conducted to ensure reliability and validity before conducting a major survey of 800 young participants from eight Indian states in equal numbers according to gender and rural vs. semi-urban settings. The study will utilize a mix of statistical techniques for quantitative analysis. The study will give a significant outcome since it will address important gaps in prior literature which has predominantly covered urban samples and has dealt separately with entrepreneurship or technology usage among them. Findings from the study may prove useful to policymakers for fostering youth entrepreneurship and digital inclusion in the coming future.