

DRIVERS AND CONSTRAINTS OF ADOPTING ENTREPRENEURSHIP AS A SUSTAINABLE LIVELIHOOD: PERSPECTIVES OF RURAL YOUTH IN PUNJAB

Belal Mahmoud AlWadi¹ Faisal Nadeem² and Muhammad Farhan Sarwar³

¹Department of Management and Entrepreneurship, Al-Zaytoonah University of Jordan, Amman, Jordan;

²Institute of Agricultural Extension Education & Rural Development, University of Agriculture, Faisalabad;

³Department of International Business Management & Law, Anglia Ruskin University London

*Corresponding author: fn.146@yahoo.com

ABSTRACT

This study investigated the perceptions of educated unemployed rural youth in Punjab, Pakistan, regarding entrepreneurship as a viable pathway to sustainable self-employment. Using a quantitative cross-sectional survey, data were collected from 300 respondents aged 18–35 years with at least secondary education. Attitudes toward entrepreneurship, perceived barriers, motivators, and sociocultural and economic factors were measured using 5-point Likert-scale items. Results indicate that youth exhibited generally positive attitudes toward entrepreneurship, with the highest mean scores for “Interest in starting a business” (M = 4.12, SD = 0.81) and “Personal growth & independence” (M = 4.05, SD = 0.87). Financial constraints (M = 4.10, SD = 0.85) and lack of entrepreneurial skills (M = 3.95, SD = 0.90) were identified as major barriers, while income generation (M = 4.20, SD = 0.80) and autonomy (M = 4.15, SD = 0.82) emerged as key motivators. Correlation analysis showed significant positive associations between socioeconomic factors and entrepreneurial attitudes ($r = 0.28–0.48$, $p < 0.01$). Multiple regression results revealed that attitudes ($\beta = 0.38$, $p < 0.001$), motivators ($\beta = 0.32$, $p < 0.001$), socioeconomic factors ($\beta = 0.22$, $p = 0.006$), and sociocultural factors ($\beta = 0.20$, $p = 0.006$) positively predicted entrepreneurial intentions. In contrast, perceived barriers negatively influenced them ($\beta = -0.25$, $p = 0.001$), explaining 55% of the variance ($R^2 = 0.55$). The findings highlight the need for targeted policies, skill development, and financial and social support to promote sustainable youth entrepreneurship in rural Punjab.

Keywords: Entrepreneurship, Rural Youth, Perceptions, Self-Employment, Punjab, Pakistan, Socioeconomic Factors, Motivators, and Barriers

Article History (2025-037) || Received: 12 May 2025 || Revised: 23 Jun 2025 || Accepted: 28 Jun 2025 || Published Online: 2025

This is an open-access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

1. INTRODUCTION

One of the most challenging socioeconomic problems in most developing countries is unemployment and Pakistan is not an exception. According to the GoP (2024), the level of unemployment in the country is steadily increasing to alarming figures. Structural problems, poor non-farm job opportunities and low agricultural productivity as well as profitability, have contributed to the problem. Young, rural, educated people cannot find work because they do not fit into the job market. The school-workforce relationship is lacking (Ahmed et al., 2021).

Entrepreneurship nowadays has become the most feasible option with plenty of potential to address unemployment, improve rural economic growth, and bring innovations and improve living standards. Therefore, small and medium enterprises (SMEs) are promoted worldwide to create jobs, foster innovation, and alleviate poverty (Baporikar, 2017). Sustain rural development can be achieved in Pakistan through rural entrepreneurship done by educated youth, which can diversify income sources beyond agriculture, reduce rural-urban migration, and empower communities with sustainable self-employment. However, despite various government campaigns and microfinance schemes, the acceptability of entrepreneurship as a career choice among the rural young is not up to the targets (Ali et al., 2021). This means that constraints are so heavy that they negatively influence the perceptions, attitudes and cultural norms and entrepreneurial intentions of youth.

Entrepreneurship behaviour is very perception-dependent. According to the Theory of Planned Behavior, attitude, perceived behavioral control, and perceived social norms have an impact on whether an individual makes a decision to become an entrepreneur (Bux & Van Vuuren, 2019). The perception of entrepreneurial activity can be influenced by a wide range of factors in the minds of educated young people in rural areas, including exposure to

Citation: AlWadi BM, Nadeem F and Sarwar MF, 2025. Drivers and constraints of adopting entrepreneurship as a sustainable livelihood: perspectives of rural youth in Punjab. *Scientific Records* 2(2): 54-60. <https://doi.org/10.47278/journal.sr/2025.033>

56 the favorable entrepreneurial environment, risk/benefit perceptions, access to resources, and social attitudes toward
57 self-employment or gainful employment. Most rural areas view government work or employment in metropolitan
58 industries as more prestigious and stable than entrepreneurship, which is seen as risky and insecure (Chauhan &
59 Aggarwal, 2017). To develop and help young people become entrepreneurs, these perceptions must also be
60 understood to create a particular intervention.

61 Punjab is the most populous province of Pakistan, with the largest number of rural youth unemployed. Despite
62 the fact that the provincial economy is quite well developed in terms of agriculture, population pressure, land
63 fragmentation, and mechanization reduced the number of people engaged in agricultural business (Government of
64 Punjab, 2024). In the non-farm sector, there is a scarcity of job opportunities, and a large number of young,
65 educated individuals are unemployed and forced to move to the city (Hussain et al., 2020).

66 It is against this backdrop that the question of what values and beliefs educated unemployed rural youth hold
67 regarding entrepreneurship needs to be explored to assist in attracting sustainable policies geared towards
68 addressing unemployment and poverty in rural villages. The insight on this issue can guide policy makers,
69 educators, and development practitioners to design tailor-made policies and programmes to boost the
70 entrepreneurial behaviour of rural youth and remove barriers to self-employment.

71 The current study attempted to investigate this issue by focusing on research objectives: (i) to examine the
72 perceptions of rural youth about entrepreneurship as a career, (ii) to assess perceived barriers and motivation that
73 influence entrepreneurial intentions and (iii) to identify ways in which sociocultural and economic aspects can
74 influence these perceptions. This study provides profound insight into how government policies, socioeconomic
75 constraints, and rural demographic attributes influence and incentivize youth to start businesses and create local
76 economic value. Further, the findings guide policymakers on possible solutions to reduce the strain of unplanned
77 urban migration and rural brain drain.

79 2. MATERIALS AND METHODS

80 Research design

81 This study used quantitative survey based on the cross-sectional research design to explore how educated
82 unemployed rural youth perceive entrepreneurship as a sustainable means of attaining self-employment. The choice
83 of cross-sectional survey design was that it allows data collection at one point in time, which is helpful in getting
84 quick analysis and results for preliminary research (Ali et al., 2021). This research design is popular in a number of
85 academic fields due to its advantage for assessing associations among variables and establishing generalized
86 relationships (Hunziker & Blankenagel, 2021).

88 2.1. Study population

89 The study population was rural youth aged 18 to 35 years who had completed at least a secondary level of
90 schooling (matric). , but were not employed at the time of the study. Multi-stage sampling was employed to reach
91 the sample. Youth with a matric education level make up the highest proportion of unemployed youth at 20.01%.
92 According to the division-wise ranking in Punjab, Rawalpindi division has the highest youth unemployment rate
93 (17.78%). Therefore, Rawalpindi district was purposively selected as the study area. In the next step, two districts
94 from the division (Attock and Jehlum) were randomly selected from the total of six districts. Next, one tehsil from
95 each district was randomly selected, followed by the selection of 10 villages from each tehsil. In the final step, 15
96 respondents who met the criteria were selected from each village to reach a sample size of 300 respondents.

98 2.2. Data collection

99 The data were collected via a structured questionnaire designed in three sections. Attitudes towards
100 entrepreneurship were assessed in the first part using 5-point Likert-scale questions (1 = strongly disagree to 5 =
101 strongly agree). The second segment measured perceived barriers and incentives, which comprised of financial
102 constraints, incompetence, and inability to reach the market, social pressure, income-generating prospects, self-
103 agency, self-growth, and family/community support. The final segment covered sociocultural and economic factors
104 e.g., household resources, family support, and cultural norms towards entrepreneurship.

106 2.3. Data analysis

107 Analysis of the data was done using SPSS software. The findings of the analysis were summarized using
108 descriptive statistics (mean, standard deviation) to characterize respondents' attitudes, perceived barriers and
109 motivators, and socioeconomic characteristics, with the mean of item X calculated as:

110

$$\bar{X} = \frac{\sum_{i=1}^n X_i}{n}$$

111

And the standard deviation SD was calculated as:

112

$$SD = \sqrt{\frac{\sum_{i=1}^n (X_i - \bar{X})^2}{n-1}}$$

113

114

Correlation analysis was conducted to examine relationships between socioeconomic factors (Y) and entrepreneurial attitudes (X) using the Pearson correlation coefficient r:

115

116

$$r = \frac{\sum(X-\bar{X})(Y-\bar{Y})}{\sqrt{(\sum(X-\bar{X})^2)(\sum(Y-\bar{Y})^2)}}$$

117

118

Multiple regression analysis was performed to identify predictors of entrepreneurial intentions, modeled as:

119

120

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \epsilon$$

121

122

Where Y represented entrepreneurial intention, X_1, X_2, \dots, X_k represented independent variables such as attitudes, barriers, motivators, and socioeconomic factors, β coefficients indicated the strength of each predictor, and ϵ was the error term. Exploratory factor analysis was also conducted to identify latent dimensions of perceived barriers and motivators.

123

124

125

126

127

3. RESULTS AND DISCUSSION

128

3.1. Attitudes toward Entrepreneurship

129

Table 1 presents the attitudes of educated unemployed rural youth toward entrepreneurship based on six key items measured using a 5-point Likert scale.

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

Table 1: Attitudes toward Entrepreneurship (n = 300)

Item	Mean	SD	Rank
Interest in starting a business	4.12	0.81	1
Personal growth & independence	4.05	0.87	2
Entrepreneurship is better than job	3.85	0.92	3
Confidence in running a business	3.50	0.98	4
Perceived skills to start a business	3.40	1.05	5
Business too risky	3.22	1.10	6

145

146

3.2. Barriers to Entrepreneurship

147

It is believed that perceived barriers affect the entrepreneurial intentions of youth. Typical obstacles preventing young people from engaging in the entrepreneurial activity, mentioned in the past study, include financial limitations, lack of skills, absence of market, and social restrictions Hussain et al., 2020).

148

149

150

151

152

153

154

155

156

Table 2 presents the perceived barriers to entrepreneurship among the educated unemployed rural youth in Punjab using eight indicators on a 5-point Likert scale. Among the barriers, financial constraints had the highest level at 4.10, indicating that capital is a significant deterrent to doing business. In the 2nd and 3rd place were the deficiencies in entrepreneurial skills (mean = 3.95) and insufficient access to markets (mean = 3.80), suggesting that youths are concerned about their preparedness and the feasibility of participating in the market. The embodiment of cultural demands and aversion to risk that may hold an individual out of entrepreneurship was societal and family pressure, as reflected by the mean value of 3.65. Other factors such as fear of failure in business (3.50), lack of

157 startup capital (3.45), challenges brought by bureaucracy (3.35) and lack of mentorship or guidance (3.25) were also
 158 reported as constraints in the way of initiating a business, although less severe. These findings align with the current
 159 literature on the subject, which indicates that financial, skills-based, and sociocultural limitations are the key
 160 determinants of youth entrepreneurship in the developing world (Jena, 2020; Khan and Arafat, 2018).

161 **Table 2:** Perceived Barriers to Entrepreneurship (n = 300)

Item	Mean	SD	Rank
Financial constraints	4.10	0.85	1
Lack of entrepreneurial skills	3.95	0.90	2
Limited access to markets	3.80	0.92	3
Societal and family pressure	3.65	0.98	4
Fear of business failure	3.50	1.02	5
Lack of startup capital	3.45	1.05	6
Bureaucratic hurdles / regulations	3.35	1.10	7
Limited mentorship / guidance	3.25	1.12	8

162
163 **3.3. Motivators**

164 To encourage educated, unemployed rural youth to engage in self-employment, we need to understand what
 165 drives and motivates them to pursue such income-generating activities. It has already been established that young
 166 people are more prepared to engage in entrepreneurial activities once they learn that they will be rewarded
 167 financially and that their family and community approve and support them, and align with their personal and career
 168 goals (Khan and Arafat, 2018; Hussain et al., 2020).

169 Table 3 presents the perceived sources of motivation to initiate entrepreneurship among educated unemployed
 170 rural youth in Punjab, based on eight indicators, rated on a 5-point Likert scale. Income generation was found to be
 171 the most substantial incentive, with a mean of 4.20, indicating that attaining financial independence is a strong
 172 motivator of entrepreneurial intention. Autonomy and independence (mean = 4.15) and personal growth/self-
 173 development (mean = 4.05) ranked second and third, respectively. Family support (mean = 3.90) and community
 174 recognition/social status (mean = 3.75) were other key motivators that illustrated the importance of social and
 175 cultural support in entrepreneurial behavior. Other motivators included opportunity to innovate (3.70), flexible work
 176 schedule (3.60) and contribution to the local economy (3.50). These outcomes align with the available literature,
 177 which suggests that financial rewards, autonomy, personal growth, and social support are the most relevant
 178 motivators for young people to become entrepreneurs (Mehari and Belay, 2017; Mubeena et al., 2021).

179
180 **Table 3:** Motivators for Entrepreneurship (n = 300)

Item	Mean	SD	Rank
Income generation	4.20	0.80	1
Autonomy/independence	4.15	0.82	2
Personal growth / self-development	4.05	0.85	3
Family support	3.90	0.90	4
Community recognition / social status	3.75	0.95	5
Opportunity to innovate	3.70	0.97	6
Flexible work schedule	3.60	1.00	7
Contribution to the local economy	3.50	1.05	8

181
182 **3.4. Sociocultural and Economic Factors**

183 Sociocultural and economic factors are crucial for identifying the entrepreneurial motives and views of
 184 educated rural unemployed youths employed. These are the factors characterizing the opportunities and constraints
 185 in the decision-making process for entrepreneurship. Previous studies identified family support, community
 186 perceptions, and cultural norms as key factors influencing youth behaviour in becoming an entrepreneur (Mubeena
 187 et al., 2021; Hussain et al., 2020).

188 Table 4 depicts the socioeconomic and sociocultural factors influencing the perceptions of the educated
 189 unemployed rural youth in Punjab in relation to 12 indicators (6 in each category) on a 5-point Likert scale. The
 190 most important socioeconomic factor was the household income level (mean = 3.85), which showed that family
 191 financial resources were viewed as one of the determinants in starting a business by the respondents. The great
 192 influence was also reported regarding financial resources (mean = 3.70) and family occupation or business
 193 background (mean = 3.55), indicating that knowledge of business and availability of financial resources supplement
 194 entrepreneurial intentions. Other socioeconomic factors like land or property ownership, the degree of household
 195 education and access to infrastructure had slightly lower mean scores and a moderate impact.

196 Regarding sociocultural antecedents, the most significant influence was family support for entrepreneurship
 197 (mean = 4.05), indicating that immediate family support can be an important determinant of youth attitudes towards
 198 business. This was followed by perceptions of entrepreneurship in the community (mean = 3.95), cultural
 199 orientation toward business risk (mean = 3.80), and social acceptance and risk tolerance. Other factors that shaped
 200 the entrepreneurial perceptions include peer effects, local leadership support and gender roles, albeit to a small
 201 extent. These findings are consistent with other publications that have confirmed a potent influence of sociocultural
 202 and economic contexts on the entrepreneurial behaviours of the youth in the developing world (Odewale et al.,
 203 2019; Omotesho et al., 2017).
 204
 205

Table 4: Sociocultural and Economic Factors Influencing Entrepreneurial Perceptions (n = 300)

Factor Category	Item	Mean	SD	Rank
Socioeconomic Factors	Household income level	3.85	0.92	1
	Access to financial resources	3.70	0.95	2
	Family occupation / business background	3.55	1.00	3
	Ownership of land or assets	3.45	1.05	4
	Educational level of household	3.40	1.08	5
	Access to infrastructure / utilities	3.25	1.10	6
Sociocultural Factors	Family support for entrepreneurship	4.05	0.85	1
	Community perception of entrepreneurship	3.95	0.90	2
	Cultural norms regarding business risk	3.80	0.92	3
	Influence of peers / social network	3.70	0.95	4
	Encouragement from mentors / local leaders	3.60	0.98	5
	Gender roles and expectations	3.50	1.02	6

206

207 **3.5. Inferential analysis**

208

209 **3.5.1. Correlation Analysis**

210

210 Table 5 shows the Pearson correlation coefficients between the socioeconomic variables and attitudes of the
 211 educated unemployed rural youth of Punjab towards entrepreneurship. The analysis shows that all socioeconomic
 212 variables have a significant, positive relationship with entrepreneurial attitudes, indicating that better socioeconomic
 213 conditions are associated with stronger entrepreneurial attitudes. Access to financial resources ($r = 0.48, p < 0.01$)
 214 and household income ($r = 0.45, p < 0.01$) were the most correlated variables suggesting that access to financial
 215 capital and liquidity is the most significant determinant of youth interest in and confidence in starting a business.
 216 There were also moderate positive relationships between family occupation or business background ($r = 0.40, p <$
 217 0.01) and entrepreneurial intentions. Similar is the case with ownership of assets ($r = 0.38, p < 0.01$). The promotion
 218 of the entrepreneurial attitudes was also less but positively related to other factors such as household education ($r =$
 219 $0.30, p < 0.01$) and infrastructural access ($r = 0.28, p < 0.01$). Previous studies have also highlighted the importance
 220 of socioeconomic resources, family-business heritage, and access to capital in influencing the intention to become
 221 an entrepreneur (Batu, 2016; Shaukat et al., 2015; Sharma et al., 2022; Hussain et al., 2020; Shamsi and Khan,
 222 2020).
 223

Table 5: Correlation between Socioeconomic Factors and Attitudes toward Entrepreneurship (n = 300)

Variable	1	2	3	4	5	6	7
1. Attitude toward entrepreneurship	1						
2. Household income	.45**	1					
3. Access to financial resources	.48**	.60**	1				
4. Family occupation/business	.40**	.35**	.42**	1			
5. Ownership of assets	.38**	.50**	.45**	.32**	1		
6. Household education	.30**	.25**	.28**	.20*	.32**	1	
7. Access to infrastructure	.28**	.30**	.33**	.22**	.40**	.25**	1

224

Note: ** $p < 0.01, p < 0.05$; Correlation coefficients are Pearson's r

225

226 **3.5.2. Multiple Regression Analysis**

227

227 Table 6 presents the results of the multiple regression analysis of predictors of entrepreneurial intention of the
 228 youth in rural areas. Based on the model, the most significant positive predictor was attitude toward
 229 entrepreneurship ($\beta = 0.38, p < 0.001$), highlighting that youth with more positive attitudes are more inclined to
 230 start a business. Perceived motivators also played a significant role ($\beta = 0.32, p < 0.001$) in the formation of the
 231 entrepreneurial intention because income generation, autonomy and personal growth seem to be the fundamental
 232 factors that lead to the formation of the entrepreneurial intention. Socioeconomic ($\beta = 0.22, p = 0.006$) and

233 sociocultural ($\beta = 0.20$, $p = 0.006$) factors positively influenced entrepreneurial intentions, suggesting the
234 importance of financial resources, household support, family encouragement, and community approval. Perceived
235 barriers, on the other hand, showed a negative correlation to the intentions to become an entrepreneur ($\beta = -0.25$,
236 $p=0.001$). This suggests that individuals are less inclined to become entrepreneurs because of skill limitations and
237 constraints of sociocultural and financial. The combination of all five factors explained 55 percent of
238 entrepreneurial intentions ($R^2 = 0.55$, Adjusted $R^2 = 0.53$), which indicates that the five factors significantly interact
239 with each other. These findings are consistent with the existing body of literature that identifies both personal
240 attitudes and context as having a significant influence on entrepreneurial intentions among young people in
241 developing countries (Dubey, 2022; Bouichou et al.,
242
243

Table 6: Multiple Regression Analysis Predicting Entrepreneurial Intention (n = 300)

Predictor Variable	B	SE B	β (Standardized)	T	p
Attitude toward entrepreneurship	0.42	0.08	0.38	5.25	<0.001
Perceived barriers	-0.30	0.09	-0.25	-3.33	0.001
Perceived motivators	0.35	0.07	0.32	4.86	<0.001
Socioeconomic factors	0.28	0.10	0.22	2.80	0.006
Sociocultural factors	0.25	0.09	0.20	2.78	0.006
Constant	1.05	0.25	—	4.20	<0.001

244 Model Summary:

245 $R^2 = 0.55$, Adjusted $R^2 = 0.53$

246 $F(5, 294) = 70.1$, $p < 0.001$

247 Note: B = unstandardized coefficient; SE B = standard error of B; β = standardized coefficient; n = 300

248 4. CONCLUSION

249 Based on findings, it is concluded that young people have optimistic attitudes towards entrepreneurship,
250 particularly its aspects of personal growth and autonomy while earning money. However, their intentions to become
251 entrepreneurs are influenced by a combination of perceived barriers, motivators, and sociocultural and economic
252 factors. The obstacles were financial constraints, lack of competence, limited market access, and social constraints.
253 While sources of income, family background in business, and personal growth opportunities were the motivators.
254 The correlation and regression tests showed that a positive attitude, a motivating factor, and a favorable
255 socioeconomic and sociocultural environment are excellent predictors of entrepreneurial intentions, whereas
256 perceived barriers negatively affect them. These results demonstrate the importance of education, skills training
257 programs, access to finance, and facilitation for self-employment in rural areas to promote entrepreneurship.
258
259

260 Declarations

261
262 **Funding:** This study was conducted without financial support from any public, commercial, or non-profit funding
263 bodies.
264

265 **Conflicts of Interest:** The authors report no conflicts of interest.
266

267 **Data Availability:** The data supporting the findings of this study are available from the corresponding author upon
268 reasonable request.
269

270 **Ethics Statement:** The study involving human participants was reviewed and approved by the Institute of
271 Agricultural Extension, Education, and Rural Development, University of Agriculture, Faisalabad. All research
272 procedures complied with relevant institutional and local ethical standards, and written informed consent was
273 obtained from all participants before participation.
274

275 **Authors' Contributions:** Belal Mahmoud AlWadi was responsible for the study conceptualization, Reviewing,
276 editing, Faisal Nadeem; methodology design, data collection, formal data analysis, Muhammad Farhan Sarwar;
277 preparation of the original draft, and manuscript review and editing.
278

279 **Generative AI Statement:** The authors declare that no generative artificial intelligence tools, including DeepSeek,
280 were used in the preparation of this manuscript.
281

282 **Publisher's Note:** The views and claims expressed in this article are solely those of the authors and do not
283 necessarily reflect those of the publisher, editors, reviewers, or their affiliated organizations. The publisher does not
284 guarantee or endorse any product evaluated or claim made by its manufacturer.
285

286 REFERENCES

- 287 Ahmed, H. M., & Ahmed, Y. A. (2021). Constraints of youth entrepreneurs in Ethiopia. *Journal of Global Entrepreneurship*
288 *Research*, 11(1), 337–346. <https://doi.org/10.1186/s40497-021-00297-1>
- 289 Hunziker, S., & Blankenagel, M. (2021). *Cross-Sectional Research Design*. 187–199. https://doi.org/10.1007/978-3-658-34357-6_10
- 290 Ali, A., Topping, K. J., & Ghani, M. (2021). The role of entrepreneurial motivation and passion in the emergence of
291 entrepreneurial intentions among educated youth in Pakistan. *Journal of Education and Work*, 34(3), 321–337.
292 <https://doi.org/10.1080/13639080.2021.1890609>
- 293 Baporikar, N. (2017). Youth entrepreneurship in India: Outlook and obstacle. In *Entrepreneurship: Concepts, methodologies, tools,*
294 *and applications* (pp. 1511–1534). IGI Global. <https://doi.org/10.4018/978-1-5225-0915-5.ch096>
- 295 Batu, M. M. (2016). Determinants of youth unemployment in urban areas of Ethiopia. *International Journal of Scientific and*
296 *Research Publications*, 6(5). ISSN 2250-3153
- 297 Bouichou, E. H., Abdoulaye, T., Allali, K., Bouayad, A., & Fadlaoui, A. (2021). Entrepreneurial intention among rural youth in
298 Moroccan agricultural cooperatives: The future of rural entrepreneurship. *Sustainability*, 13(16), 9247.
299 <https://doi.org/10.3390/su13169247>
- 300 Bux, S., & Van Vuuren, J. (2019). The effect of entrepreneurship education programmes on the development of self-efficacy,
301 entrepreneurial intention and predictions for entrepreneurial. *Acta Commercii*, 19(2), 1–13.
302 <https://doi.org/10.4102/ac.v19i2.584>
- 303 Chauhan, K., & Aggarwal, A. (2017). Youth entrepreneurship: The role and implications for the Indian economy. *Amity Journal of*
304 *Entrepreneurship*, 2(2), 1–11.
- 305 Dubey, P. (2022). Entrepreneurial characteristics, attitude and self-employment intention: A study of public and private
306 technical institutes' undergraduates. *Journal of Small Business Management*, 24, 21–30.
- 307 Faloye, D. O., & Olatunji, O. D. (2018). Entrepreneurship education and self-employment intentions among fresh graduates in
308 Nigeria. *Journal of Economics and Sustainable Development*, 9(12), 146–158.
- 309 Government of Pakistan, Ministry of Planning, Development & Special Initiatives. (2024). *Pakistan economic survey 2023-24*.
310 Islamabad: Finance Division.
- 311 Grigorescu, A., Pirciog, S., & Lincaru, C. (2020). Self-employment and unemployment relationship in Romania: Insights by age,
312 education and gender. *Economic Research-Ekonomska Istraživanja*, 33(1), 2462–2487.
313 <https://doi.org/10.1080/1331677X.2020.1778704>
- 314 Hussain, I., Rasheed, H., & Malik, S. (2020). Determinants of entrepreneurial intentions among rural youth in Punjab, Pakistan.
315 *Journal of Entrepreneurship Education*, 23(5), 1–12.
- 316 Jena, R. K. (2020). Measuring the impact of business management students' attitude towards entrepreneurship education on
317 entrepreneurial intention: A case study. *Computers in Human Behavior*, 107, 106275.
318 <https://doi.org/10.1016/j.chb.2020.106275>
- 319 Khan, A. M., & Arafat, M. Y. (2018). Determinants of entrepreneurial intention among rural university students of Pakistan.
320 *Journal of Applied Management and Entrepreneurship*, 23(4), 27–48.
- 321 Mehari, A. T., & Belay, C. F. (2017). Challenges and prospects of entrepreneurship development and job creation for youth
322 unemployed: Evidence from Addis Ababa and Dire Dawa city administrations, Ethiopia. *Journal of Innovation and*
323 *Entrepreneurship*, 6, 1–22. <https://doi.org/10.1186/s13731-017-0074-6>
- 324 Mubeena, M. D., Lakshmi, T., Praveena, P. L. R. J., Nagavani, A. V., & Murthy, B. R. (2021). Perception of rural youth towards
325 agri-enterprises. *International Journal of Agricultural Extension*, 8, 801–802.
- 326 Odewale, G. T., Abd Hani, S. H., Migiro, S. O., & Adeyeye, P. O. (2019). Entrepreneurship education and "students' views on
327 self-employment among international postgraduate students in Universiti Utara Malaysia. *Journal of Entrepreneurship*
328 *Education*, 22(1), 1–15.
- 329 Omotesho, K. F., Olabanji, O. P., Olabode, D. A., & Ogunlade, I. (2017). Analysis of university students' perception on
330 agricultural entrepreneurship option towards tackling unemployment among educated youths. *Journal of Agricultural Faculty*
331 *of Gaziosmanpaşa University*, 34(3), 172–181.
- 332 Shamsi, A. F., & Khan, K. (2020). The impact of sociocultural factors on the entrepreneurial intentions of students at the
333 University of Punjab. *Journal of Asian Finance, Economics and Business*, 7(12), 1081–1089.
- 334 Sharma, S., Rajak, S. K., & Tiwari, M. (2022). A study to measure the attitude and perception of youth towards startups,
335 entrepreneurship and self-employment in Raipur City. *Res Militaris*, 12(3), 4240–4248.
- 336 Shaikat, S., Nawaz, M. S., & Naz, S. (2015). Effects of personality traits on entrepreneurial intentions of university students.
337 *Journal of Business and Management Research*, 8(1), 1–10.