

Proceeding Paper

The Impact of Socio-Demographic Characteristics on Students' Perception of Identification of Opportunities: A Case Study from Kuwait and Serbia [†]

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[†] Presented at the Digital Transformation in Business: Challenges and New Opportunities, West Mishref, Kuwait, 17 November 2022.

Abstract: Digital transformation has increased the necessity of digital entrepreneurial competences (DEC). This paper investigates the impact of socio-demographic characteristics on the student's perception as one of the DEC components, named Identification of opportunities. The authors collected the data with the online survey and distributed it in Kuwait and Serbia in the 2021/2022 academic year. The tests used were T-test, F-test, and factor analysis. The T-test results showed that gender was statistically insignificant in most questions, but employment showed as opposite. The F-test showed that degree level and field of study were statistically significant. With factor analysis, four factors were identified. Paper's results highlight the significance of measuring the DEC and the impact of socio-demographics on them. Despite that, it serves as an excellent base for further research.

Keywords: digital entrepreneurial competences; digital transformation; socio-demographic characteristics; Kuwait; Serbia



Citation: Ivanović, D.; Antonijević, M. The Impact of Socio-Demographic Characteristics on Students' Perception of Identification of Opportunities: A Case Study from Kuwait and Serbia. *Proceedings* **2023**, *85*, 5. <https://doi.org/10.3390/proceedings2023085005>

Academic Editor: Farid Abdallah

Published: 3 March 2023



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1. Objectives

The rising interest in Digital Entrepreneurial Competences (DEC) is a direct consequence of the pronounced need for digital transformation. Various online tools combined with new business models have created excellent conditions for digital entrepreneurship to prosper. This research aims to show whether university students' socio-demographic characteristics impact their perception of the identification of opportunities as the component of DEC [1].

2. Methodology

Based on the EmDigital framework, the authors created the survey to measure the differences in university students' perceptions of the identification of digital entrepreneurial opportunities. The data was collected from Kuwaiti and Serbian universities between June 2021 and January 2022. The authors used the T-test, F-test, and factor analysis for the examination.

3. Results

The T-test for gender showed statistically insignificant results for most questions (8/12). On the other hand, the same test showed that employment status proved to be statistically significant in 9/12 questions. The F-test showed that the degree level was statistically significant in 10/12 questions, and the field of study in 12/12. In the factor analysis, four key factors were identified: (1) creativity and innovation, (2) the search for and analysis of information, (3) prospecting, and (4) limitations and opportunities.

4. Implications

Results highlight the significance of measuring the impact of the socio-demographic characteristics on the students' perception of identification of opportunities as the component of DEC [2].

5. Originality Value

No similar research has been performed on the topic of the examination of the impact of socio-demographic characteristics on the students' perception of identification of opportunities (as the component of DEC) on a global level.

6. Contribution

The results of this study will contribute to the existing literature in this research field. Our research will also provide a great signal to other authors to focus on measuring these competencies in other fields, other competence areas, and other countries.

Author Contributions: The authors contributed equally to this work. All authors have read and agreed to the published version of the manuscript.

Funding: This research was funded by Australian University, Kuwait, under internal seed grant No. IRC-2020/2021-SOB-MARKETING-PR11, by Kuwait Foundation for Advancements in Sciences (KFAS) under grant No.CN21-18IQ-1382 and the Ministry of Science and Technological Development and Innovation of the Republic of Serbia.

Institutional Review Board Statement: The protocol was approved by the Ethics Committee of the Australian University, Kuwait and Institute of Economic Sciences.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study. The participants were anonymous.

Data Availability Statement: The data are currently unavailable to the public. More info will be available when all papers are published.

Conflicts of Interest: The authors declare no conflict of interest.

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