

Digital Natives under the Microscope: Social Media Entrepreneurial Intention and Capacity

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Abstract

Extensive scholarly literature explores how Digital Natives (DNs) behave in the workplace and the classroom. Nevertheless, MENA's millennials remain a mystery regarding their beliefs for entrepreneurship, attitude towards accepting technology for business, self-efficacy, and anxiety for the future. The study uses an empirical quantitative approach integrating the constructs from the Technology Acceptance Model (TAM), Entrepreneurial Intention, and demographic descriptors. The study measures entrepreneurial capacity (EC) and entrepreneurial intention (EI) using the scales adopted from the Entrepreneurial Intention Questionnaire (EIQ). The paper offers evidence from 180 responses to understand culturally bounded drivers of digital entrepreneurship. The study highlights technology understanding as a driving force for Digital Natives and discusses that social media acceptance and openness to change significantly impact entrepreneurial intention.

Keywords: *entrepreneurial marketing; social media; Digital Natives*