



INVESTIGATING EGYPTIAN MEDIA PERSONNEL'S INTENTION TOWARDS MEDIA ENTREPRENEURSHIP

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ABSTRACT

This paper aims to investigate Egyptian media personnel's intention toward media entrepreneurship; it examines self-efficacy, planned behavior, ecosystems, and media entrepreneurial intention using relevant theories. Most startup intention research focused on university students' acceptance of entrepreneurship as a career option; nevertheless lack of studies in the area of media personnel's intentions to engage in media entrepreneurship or the ecosystem of media entrepreneurship. Self-efficacy and planned behavior theories in the entrepreneurial ecosystem are used to investigate Egyptian media personnel's media entrepreneurship ambitions.

A questionnaire was conducted among Egyptian media personnel's In all TV channels, radio and various newspapers, 250 questionnaires were retrieved. A structural equation model analysis with correlation to test the 7 hypotheses derived from the research model.

The results revealed that the majority did not start their business ventures yet and have not considered the entrepreneurial aspects of their market. Concerning personality traits, the majority share traits such as hunting opportunities through strategy building, being dominant, and having the experience to manage their enterprises.

The ecosystems were observed to have a negative impact on entrepreneurial intentions. The self-efficacy and entrepreneurial intention relationship was found to be moderated by the risk. The TPB was found to positively impact entrepreneurial intention, mainly derived from attitude and push factors. Policymakers can utilize the outcomes of this study to enhance the provision of media entrepreneurship support and establish media entrepreneurial initiatives.

Keywords- Entrepreneurship, Entrepreneurial intentions, Entrepreneurial media, Entrepreneurial ecosystem, personality traits.



INTRODUCTION

Entrepreneurship drives economic growth and prosperity (Boufaden, 2013; Dutta et al., 2009). Some Egyptian media entrepreneurs have succeeded in creating a new economic model. Egypt promoted entrepreneurship for MSMEs. Egypt's polls showed that 53% would prefer to own a business more than work for a wage, while 14% were frightened to start one. It seemed odd that wanting more money came in second, but wanting more freedom topped the list at 67.34%. (Abdel-Aziz, A, 2015) Egypt's startup environment has risen significantly due to the government's economic success. (Silinevicha et al., 2017). Egypt's entrepreneurial landscape is developing due to rising numbers of new entrants, public approbation of entrepreneurs, and, most crucially, a growing and improving entrepreneurial environment (Ismail et al., 2018). Egyptian entrepreneurs are supported more than ever because starting a firm increases productivity, lowers unemployment, and enhances social justice (Silinevicha et al., 2017). D. Isenberg, GEM institutions, and other significant experts classify entrepreneurial environments. Enabling policies and leadership (e.g., regulatory framework incentives, public research institutes); a conducive culture (e.g., tolerance of risk and mistakes; the entrepreneur's positive social status); finance (e.g., business angels, venture capital, microloans); and a diverse range of institutions (e.g., early adopters for prototypes, reference customers) In the 2017-2018 Worldwide Entrepreneurship Monitor (GEM) Report for Egypt, most metrics showed statistically significant improvements compared to global GEM averages. Making it easy to learn about business, access money, and reform government legislation will advance the most. These and other signs suggest ecology is thriving everywhere.

A consensus definition of research says the media business should find the unmet needs of a specialized market willing to pay for value. Media entrepreneurs build value by filling a market demand (Khajeheian, 2013). Assistive technology and creativity can enable new media business models to develop content and deliver new services.

LITERATURE REVIEW:

Media Entrepreneurship:

In 2008, Achtenhagen noted, "This phenomenon is not widely understood since the field of media entrepreneurship is still young and immature." Media entrepreneurs (Khajeheian, 2013) are "individuals or small businesses that utilize their own or others' resources to generate value by exploiting possibilities by supplying a service or product that includes any form of innovation in product or service features, methods, or distribution channels." To better understand media entrepreneurship, the researcher searched for characteristics to define it differently. As a well-established methodology for collecting information from respondents in their domains of competence, the Delphi method looked ideal as a research strategy (Hsu & Sandford, 2007). This research found the following elements of media entrepreneurship:

- 1) Media entrepreneurship and value proposition formulation and delivery are linked.
- 2) Media entrepreneurship can involve starting a company, running an existing one, or a single project.
- 3) Media entrepreneurship requires constant discovery and review.
- 4) Media entrepreneurship adds value in terms of content, platform, emotion, or audience reach.
- 5) Media entrepreneurship may involve business model innovation or invention.

6) Media entrepreneurship requires continual environmental monitoring.

7) Media entrepreneurship reuses resources.

(Khajeheian, 2017) defined media entrepreneurship comprehensively. "Media entrepreneurship involves taking chances (creation or discovery) by creatively using (root, extra, or copying) resources (ownership or control) to turn an idea into actions for its presentation. The creation or delivery of media (content, platform, or user data) that meets the needs of a particular market segment (businesses or consumers), either by an individual or a new initiative or entrepreneurial venture, controlling an organizational entity, and profiting from one of the ways customers pay for products or services (direct consumers, advertising, data seekers, or any consumer of consumer-generated information)

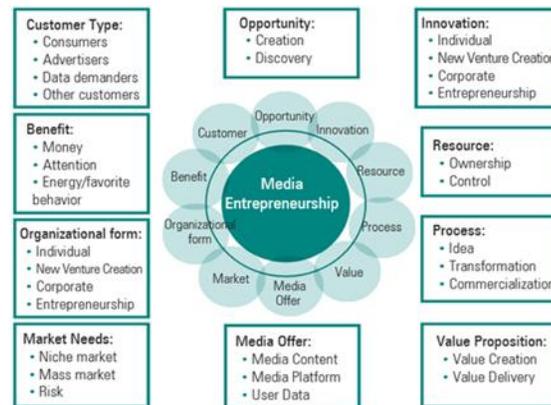


Figure 1 Elements of media entrepreneurship adopted by (Khajeheian, 2017)

ALTERNATIVES FOR THE MEDIA INDUSTRY:

With the advent of technology and technical media, a new sort of media has evolved in Australia, conveying news, information, and reporting via the professionalism of entrepreneurship. Opportunities have become available for media content creators. Employment issues for Western journalists and editors in conventional media forms such as newspapers and broadcast journalism have been extensively documented (Fulton & Balnaves, 2013) due to declining advertising income and reliance on internet advertising. The media must build a social media presence and assign dedicated journalists. Despite this, the online environment has enabled users of social networking sites to connect, share, and cooperate to replace information sources, and here producers look to leverage the benefits of these sites to ensure distribution and entry costs are lower, providing a lower barrier to entry into the market; production, where smaller production teams may generate content; power, giving the consumer the power to pick from a broad choice of media; and the relationship between producer and consumer, giving the consumer a personalized media experience; and content, where a long economy may mean that non-informational products can be profitable (J. Fulton, 2014).



There are media entrepreneurship models with advantages and disadvantages, such as The Huffington Post, which relied on free material generated by bloggers and sold for \$315 million in 2011. The business strategy of the Huffington Post has been accused of abusing needy workers in the creative sectors (Hirst, 2014; Terranova, 2013). There are further websites, like Mamamia.com, where the audience feels the material should be free. Free bloggers pursue their pursuits (Sirkunnen & Cook, 2011).

ENTREPRENEURIAL SMALL AND MEDIUM-SIZED MEDIA ORGANIZATIONS:

Small and medium-sized businesses (SMEs) are essential to national economies since they account for more than 90 percent of the overall economic output (Wielicki & Arendt, 2010). Increasing numbers of research indicate that using social media for internal and external aims may aid the success of small enterprises (Geho et al., 2010). Small businesses are typically viewed as vital in entrepreneurship culture development and company expansion (Dyerson et al., 2010). Media entrepreneurs, like SME owners, come from many backgrounds and experiences (Chua et al., 2009; Parker & Castleman, 2007; Derham et al., 2011). "As the media field has altered, new opportunities have emerged. Several disciplines within the media business, opportunities exist " (Hang, 2016, p.15). Efforts to stay up with the continuously changing media landscape are frequently at the forefront of entrepreneurs' considerations when launching a new media company. Customers' ever-evolving wants, requirements, and expectations, as well as the ever-evolving nature of the advertising and marketing sectors, need the formation of fresh commercial enterprises. This includes the desire for "first mover advantages," "greater learning and innovation," "additional revenue sources," "risk diversification," "enhanced content production and audience advertising interactions," and "gaining a footing" (Hang, 2016, p.14). According to (Dubini & Provera, 2008), the media sector cannot survive without high-quality content. They discuss the increased media content titles and the three primary factors behind this phenomenon. This transition has been influenced by three factors: first, a spate of advancements in content production; second, the development of independent production due to declining production costs; and third, the expansion of distribution channels facilitated by digital technology. Three factors facilitate the launch and growth of small and medium-sized media businesses: technological advancements, cheaper product production methods, and various distribution channels.

THE CONTEXT OF EGYPT:

Recent studies have focused on entrepreneurial journalism (Cha, 2020) and entrepreneurial education (Ferrier, 2013; Sindik & Graybeal, 2017). Most Egyptian media entrepreneurs are journalists or media experts. Media entrepreneurship projects vary, but they break the news in hard and soft ways, offering an alternative career route for news producers and media professionals (Fulton, 2014). Since media companies depend on content creation, they are frequently called the content sector (Picard, 2010). News collection, writing, editing, and reporting are the foundations of content generation and have attracted much practical and academic attention. News/content generation is an inventive, creative, and entrepreneurial process in media entrepreneurship. Thus, media entrepreneurship requires content creation. Media entrepreneurship projects are begun digitally, granting them. This digital revolution impacts our views of the media industry, media organizations, and digital media use (Hjorth & Hinton, 2019; Lindgren, 2017; Siapera, 2018). New enterprises that maintain digital platforms for information, communication, product and service exchange, and severe play and enjoyment make the media business more permeable (Rohn, 2018). Media business models are changing (Donders et al., 2018; Wirtz & Elsaßer, 2017). Media companies are moving beyond content generation and delivery (Hess, 2014). This allows them to get



unexpected feedback, such as customer and audience contributions to content generation and delivery (Croteau & Hoynes, 2019). These transformations allow entrepreneurs to start new businesses and create digital media-related products and services (Kraus et al., 2019; Nambisan, 2018). Social media is essential in this digital shift. Facebook, Instagram, and LinkedIn are well-established online networks that benefit new business owners and startups (Kraus et al., 2019; Nambisan et al., 2018; Smith et al., 2017). Entrepreneurs can increase their business value by improving their organizational knowledge (Kane, 2017; Hidayanti et al., 2018). Intertwining digital media technology with entrepreneurial actions helps entrepreneurs build their identity as entrepreneurs and impacts their strategy work (Archer, 2019; Brydges, Sjöholm, 2018; Horst et al., 2019; van Nuenen, 2015). Digital media entrepreneurship is growing and diversifying. It is situated at the intersection of studies on the use and effects of digital media technologies in general entrepreneurship (Dumont & Ots, 2020; Giones & Brem, 2017; Horst et al., 2019; Li et al., 2017; Nambisan, 2018; Shen et al., 2018) and industry-specific studies (Achtenhagen, 2017; Hang, 2016; Horst & Murschetz, 2019; Khajeheian, 2017; Price Schultz & Jones, 2017; Zboralska, 2017).

MEDIA ENTREPRENEURSHIP ECOSYSTEM IN EGYPT:

Egyptian researchers, industry professionals, and government officials have all paid close attention to the ecosystem of media entrepreneurship in recent years. Books and articles highlighting the significance of culture and community for entrepreneurial success have been published, providing valuable insights for business owners and government officials (Fubah & Moos, 2021). Nonetheless, only some commonly acknowledged ways exist to define the media entrepreneurship ecosystem (Stam & van de Ven, 2021; Stam & Spigel, 2016). (Malecki, 2018) posits that the lack of a standard definition results from ecosystems being constructed, defined, and evaluated in various ways.

Nevertheless, to define the idea, (Stam & Van de Ven, 2021) attempt to define both entrepreneurship and ecosystem independently. Entrepreneurship, the first element, may be described as introducing and selling unique products, services, organizational techniques, and raw materials at a price that exceeds the cost of production (Shane & Venkataraman, 2000). Furthermore, an ecosystem is a system in which living species and their surroundings interact. Conceptually, it all starts with biology. When taken together, these aspects of the EEs puzzle paint a picture of continual social interaction between entrepreneurs and the numerous players and elements in the ecosystem. EEs are a collection of elements, such as cultural values, educational institutions, social networks, and economic policies, all working together to foster long-term prosperity by stimulating the birth of new businesses in a particular area (Cohen, 2006; Isenberg, 2010; Spigel, 2017).

Many features of EEs impact the entrepreneurial process (Brown & Mason, 2017; Jones & Ratten, 2021). To identify significant aspects of EEs, scholars and practitioners have developed a variety of theories (Ehst et al., 2018). (Isenberg, 2011) outlined six factors that affect EEs: markets, money, human capital, support, government policies, and culture. Two years later, (Foster et al., 2013) presented another hypothesis with parts comparable to Isenberg's model; however, the relevance of their model was that it highlighted the centrality of universities in EEs. Of the variables outlined by (Foster et al., 2013), financing, accessible markets, and human capital had the most importance in the entrepreneurial process, according to entrepreneurs. Although these theories have been utilized as frameworks for several years, the complexity of EEs across cultures and locations and the reality that EEs vary across time and geography call for more research (Khieng et al., 2019).

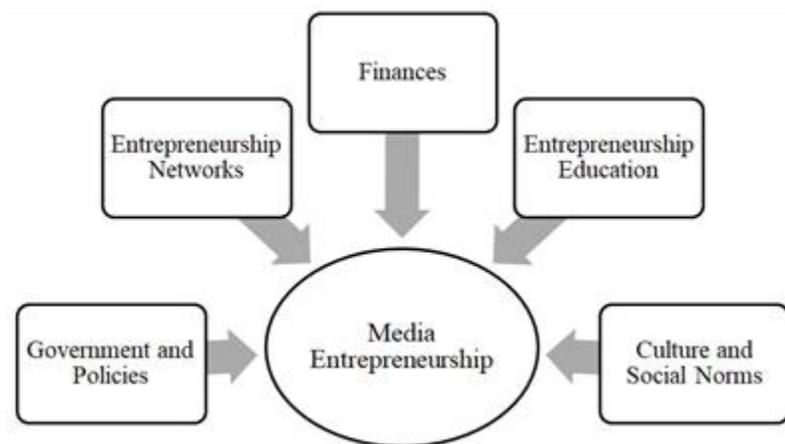


Figure 2 Compiled by the Author

Hypothesis 1: The Egyptian Entrepreneurial Ecosystem positively supports the media.

Theory of Planned Behavior (TPB):

Planned behavior was developed to explain and anticipate human behavior in different situations. According to planned behavior, some acts are influenced by remote variables and others by nearby variables (Ajzen, 1991). Intention to complete behavior is predicted by effort (Entrialgo & Iglesias, 2016). People often deliberate before acting (Ajzen, 2002). This means some behaviors need explanation. For example, starting a business or becoming an entrepreneur demands a plausible justification. The theory of planned behavior, a parallel paradigm, predicts and understands entrepreneur motivation (Krueger et al., 2000). Three main elements influence planned behavior.

1. An individual's conduct and attitudes reflect how they view the activity of interest, It involves considering activity results.
2. Subjective norms are group or cultural standards of behavior. Social norms apply to a group.
- .3: Situations affect perceived behavioral control.

With this addition, the Theory of Reasoned Action became the Theory of Planned Behavior. One's reaction to a behavior indicates their approval. Many theories attempt to explain human behavior and thought (Shaver, 2003). "the degree to which a person has a favorable judgment or appraisal of the action in issue" (Ajzen, 2002). He added, "Intentions reflect the motivational variables that impact an action; they are signs of how hard individuals are willing to try and how much effort they plan to expend to do the activity."The second indication shows how subjective standards influence behavior. Friends, family, and mentors influence entrepreneurial aspirations



(Kolvereid, 1996). PBC is a person's self-control (Ajzen, 1987). This predictor measures the activity's perceived difficulty. Understanding someone's motivations and conduct in different situations requires it. (Kolvereid, 1996) and (Tkachev & Kolvereid, 1999) found that favorable behavioral norms, attitudes, and PBC improve entrepreneurial desires. The study found that PBC investigated intent more than the other two factors. Three TPB indicators show that positive attitudes about an activity improve its likelihood.

ENTREPRENEURIAL INTENTION:

"Intention" implies thinking, planning, or preparing. It could also be a promise to act. Intentions (Bird & Jelinek, 1989) are "a mental state that directs attention, experience, and actions toward a certain goal (object) or path to its realization." Everyone's goals and time are different (Thompson, 2009). Whether someone achieves anything depends on their goals. (Dutta, Thornhill, 2008) Entrepreneurial purpose means wanting to own or establish a business. Entrepreneurial intentions are commitments to establish a new firm, and a strong intention should entail at least an attempt (Krueger, 1993). Entrepreneurial goals might be written or unwritten and accomplished immediately or later. Entrepreneurship excites people. They can express entrepreneurial desires and formalize efforts to start a new business, which are influenced by several circumstances. As mentioned, the intention is an instant predictor of conduct, and intention models predict behavior better than other models. Planned behavior also affects intention. The conversation will be used to anticipate Egyptian media personnel's entrepreneurial intent using planned behavior.

ATTITUDES TOWARD BEHAVIOR:

"Attitude toward a behavior" is a person's opinion of the activity (Ajzen, 1991, p. 188). Entrepreneurship has been labeled "attitude toward self-employment" (Souitaris et al., 2007, p. 570). "Attitude toward startup" is "the extent to which the individual has a favorable or negative personal appraisal of being an entrepreneur" (Lián & Chen, 2009, p. 596). Affective or experiential attitude—thoughts about how one may feel if they did a given behavior (e.g., joyful, fulfilled) and the urges to do so—and Vamvaka et al. An instrumental/cognitive attitude is rational (Ajzen, 1991; Fernandes & Proença, 2013; French et al., 2005; Goethner, 2009; Kraft et al., 2005; Lawton et al., 2007; Rhodes & Courneya, 2003; Trafimow & Sheeran, 1998; Yan, 2014).

The following are possible hypotheses:

Hypothesis 2: Attitudes toward behavior impact entrepreneurial intentions among media personnel in Egypt.

SUBJECTIVE NORMS:

The subjective norm is the perspective of a person who has influenced others. According to (Wedayanti, N. P., and Giantari, I., 2016), subjective norms are individuals' substantial beliefs that push them to implement or not implement certain behaviors and motivations accompanied by a desire to accomplish or not do something vital. Subjective social norms are a person's opinions about just how and what they believe about influential people, which motivates them to act following such beliefs (Maulana, H.D., 2009: 58). A subjective standard derives from the sense of morality or inner nature (Sumaryono, E., 2012: 111).

Hypothesis 3: Subjective norms positively affect entrepreneurial intentions among media personnel in Egypt.



PERCEIVED BEHAVIOR CONTROL (PBC):

(Ajzen, 1988) defines behavioral control as "this component relates to the perceived ease or difficulty of completing the behavior, and it is assumed to reflect previous experience as well as anticipate impediments and barriers," which means that these variables reflect beliefs that an activity will be challenging to accomplish and thus are supposed to reflect the experience and foresee obstacles. The concept of self-efficacy, as defined by (Cruz et al., 2015), refers to an individual's estimate of how simple or complex a specific task is.

Hypothesis 4: Perceived behavior control (PBC) and entrepreneurial intentions have a positive relationship among Egyptian media personnel.

PULL FACTORS:

Pull factors include goals, optimism, aspiration, and inventiveness. Pull factors are internal motives for entrepreneurship. Pull-factor entrepreneurs have more interests than needs and are called opportunity entrepreneurs (Shinnar & Young, 2008). Freedom, independence, self-esteem, entrepreneurship, and luxury are pull forces. According to (Rissman, 2006), some entrepreneurs create enterprises to gain independence and be their boss. However, some want job flexibility and autonomy (Carter et al., 2003). These factors influence entrepreneurial decisions. Entrepreneurship is also driven by earlier work experience. Entrepreneurs are generally driven by pull factors (Ramala, 1999). Entrepreneurial motivation has been studied extensively. According to (Shinnar & Young, 2008), pull forces exceed push factors in entrepreneurship. (Shane, Kolvereid, & Westhead, 1991) It discovered that pull factors are more likely than push factors to motivate entrepreneurs in New Zealand. These incentive variables may influence Egyptian media personnel's decision to start their own media organization. Consequently, the following hypotheses may be constructed:

Hypothesis 5: The pull factors are more potent than the push factors in influencing the entrepreneurship decision among media personnel in Egypt.

PUSH FACTORS:

"Push factors" are an entrepreneur's decisions' negative environmental impacts. These are external necessities. Unemployment, job dissatisfaction, a lousy boss, and a suffocating workplace motivate people to start their businesses (Kirkwood, 2009). (Winn, 2004) Job dissatisfaction is the main reason people establish businesses, which is perceived unfavorably. Global unemployment and talent shortages are also solid reasons to start a business. Joblessness and talent shortages are global issues that motivate business startups. Push variables influence entrepreneurial decisions more than pull variables, according to studies. Push forces are more potent than pull forces (Kirkwood, 2009). This study explores how pushed motivational elements affect Egyptian media professionals' startup decisions.

Hypothesis 6: Push motivational factors influence more than pull motivational factors to influence entrepreneurial decisions of media entrepreneurship among media personnel in Egypt.



Self-Efficacy:

Encouragement like this can boost self-confidence. Perceived self-efficacy arises from psychological beliefs that promote action (Bandura, 1977). "A person lacks the drive to act or continue in the face of adversity" (Bandura, 2002) without self-efficacy. Based on their effects on cognitive, emotional, and motivational processes, self-efficacy beliefs can boost or hurt performance (Bandura, 1989). Thus, one's entrepreneurial intention and likelihood of beginning a firm increase with their business management talents (Alfonso & Cuevas, 2012). This study demonstrated that personality affects entrepreneurial goals and actions. Stress tolerance, inventiveness, independence, and self-efficacy are the most significant traits. Thus, self-efficacy is crucial for commercial goals (Rauch & Frese, 2007). Behavior is influenced by control perception. Punishment controls behavior, according to a study. Self-efficacy and control Thus, self-efficacy expectations do not always match internal control variables, and controllability expectations do not always have an external factor base. Instead, internal and external consequences may include self-efficacy and controllability. This study measures perceived behavioral control using self-efficacy and adaptivity. According to the theory of planned behavior's control component, self-efficacy and controllability should be measured for perceived behavioral control, and according to numerous studies, perceived self-efficacy ties entrepreneurial goals to antecedents (Zhao et al., 2005). Most of the time, self-efficacy motivates. In a specific scenario, "self-efficacy" denotes personal competence and control. Entrepreneurship is theoretically and experimentally tied to attribution theory, which has become popular in entrepreneurship research (Gatewood et al., 1992; Meyer et al., 1993). Instead of a personal failure, poor performance may be a chance for growth. Entrepreneurship and self-efficacy have been connected in every relevant study. Entrepreneurs' self-efficacy predicts opportunity recognition (Scherer et al., 1989). Building self-efficacy requires more than teaching skills. Egyptian media workers must want to gain these skills. Thus, psychological and emotional support increases self-efficacy and support. Self-efficacy increases with social support. (Hisrich & Bowen, 1986) They have discovered that self-confidence hinders ambitious female entrepreneurs. Self-efficacy illuminates entrepreneurial objectives' cognitive processes. Self-assurance is a personality trait, but it does not produce intentions. Self-influence and self-evaluation shape one's environment. Self-processes regulate most external stimuli's effects on human motivation, disposition, and behavior. Self-efficacy beliefs affect cognitive processes like goal setting and self-evaluation of abilities. Self-efficacy influences commitment when people set more challenging goals according to (Bandura, 1991). Cognition helps us predict and plan for future events. Many people achieve self-efficacy. Influential people regard complex tasks as challenges rather than threats (Bandura, 1993).

THE RISK FROM SWITCHING PERSPECTIVE:

Experience affects the choice between employment and entrepreneurship in a single-industry setting with no exit. Company failures do not affect careers. The single-industry situation simplifies career selection for a concentrated person, but several challenges make correct assessments impossible. A mobility shock from firm breakdown may not explain generalizability limits, even if entrepreneurship is frequent in an industry or profession (Campbell et al., 2012). Sweden examined 2001–2007 nationally representative labor registration data. Most employed people in this survey risk three job choices:

1- retaining employment. 2- Career transition. 3- self-employment.

Fast-growing entrepreneurs are hazardous. (Stebro, 2014) 75% of founders depart without shares, and 50% of businesses fail after six years. Why do 400,000 Americans start businesses annually? Here is the risk. Knight suggested in 1921 that entrepreneurs are risk-takers. Uncertainty provides chances. Knight distinguishes between risk and uncertainty. Knight believes entrepreneurs can withstand business turbulence. Most research conflates risk with uncertainty. Thus, necessary research examines entrepreneurial risk attitudes and business growth. For entrepreneurial assessments, (Cramer et al., 2002) investigated 1,500 persons from the 1952, 1983, and 1993 Dutch Brabant surveys. However, risk aversion affects entrepreneurial entry. (Gürol & Atsan, 2006) Randomly sampled 400 fourth-year university students from two Turkish institutions and conducted a 40-item questionnaire. Risk-tolerant students are entrepreneurs. Using two-year panel income-gambling questions, (Ahn, 2010) demonstrated that relative risk tolerance positively and statistically significantly affected self-employment. Self-employment climbs 13% for every standard deviation above risk tolerance. Neglecting measurement errors overestimates risk tolerance by 90%. Financial risk-taking predicts self-employment in a second US sample, according to (Brown et al., 2011). Entrepreneurs are more risk-tolerant; therefore, Harm avoidance lowers self-employment. Risk aversion does not explain entrance for individuals leaving unemployment or inactivity, but those leaving traditional occupations are more likely to become self-employed (Caliendo et al., 2009). Risk aversion studies for other potential entrepreneurs and comparison groups may help qualitatively estimate their link. Though hazardous, entrepreneurship requires tenacity. Unemployment insurance and universal basic income should consider public risk tolerance. Risk-takers may start enterprises instead of looking for work if the government offers few incentives (Hombert et al., 2017).

Hypothesis 7: Does Risk Attitude influence the relation between Self-Efficacy and Entrepreneurial Intentions?

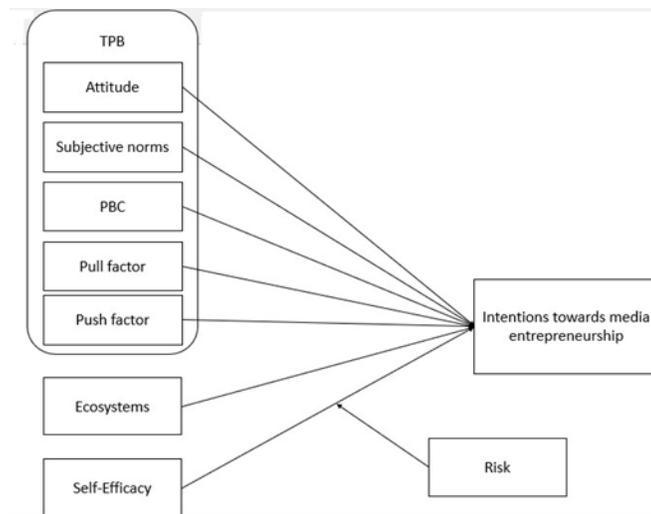


Figure 3 Conceptual Framework compiled by the author

Methodology

SAMPLE AND PROCEDURES:

This article uses a sample including 250 responses to test the proposed hypotheses. The questionnaires were distributed to Egyptian media personnel. The selection of Egyptian media personnel employed in TV networks, newspapers, and radio stations was based on their expertise in their fields to conduct the survey. The questionnaire was distributed through social media. The survey included 108 females and 142 males with several job titles as follows:

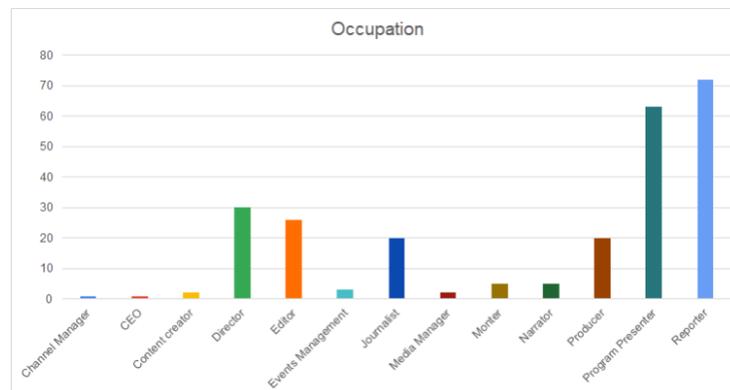


Figure 4 The study's population of media experts compiled by author

Correlation Analysis:

Table1: Correlation Results

	Attitude	Sub. Norm	PBC	PULL	PUSH	ECO SYSTE M	SELF Efficacy	Risk	Int.
Attitude	1.00								
Subjective Norms	.431**	1.00							
PBC	.607**	.502**	1.00						
PULL	.280**	.350**	.406**	1.00					
PUSH	.430**	.460**	.418**	.347**	1.00				
ECO SYSTEM	0.026	.161*	.191**	.450**	0.073	1.00			
SELF Efficacy	.430**	.408**	.407**	.309**	.461**	-0.006	1.00		
RISK	.202**	0.113	.210**	0.116	0.109	-0.012	.249**	1.00	
Intention	.432**	.269**	.300**	0.062	.389**	-0.097	.423**	.212**	1.00

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).



A significant moderate positive relationship exists between Attitude and Intention rate at a 95% confidence level. On the other hand, there is a significant weak positive relationship between Subjective norms and Intention rate at a 95% confidence level. At the same time, there is a significant positive relationship between PBC and Intention at a 95% confidence level. In comparison, there is an insignificant relationship between Pull factors and Intention rate. Thus, it may be due to the correlation analysis disregarding other variables affecting the phenomenon. In addition, a significant positive relationship exists between the Push factor and Intention rate at a 95% confidence level.

On the other hand, there is an insignificant relationship between Eco System and Intention rate. Also, a significant positive relationship exists between Self Efficacy and Intention 95% confidence level. In addition, a significant weak positive relationship exists between Risk and Intention rate and Risk and Self-efficacy at a 95% confidence level.

CONFIRMATORY FACTOR ANALYSIS:

Table2: Reliability and Validity analysis for phenomenon

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Intention	0.793	0.810	0.519
Ecosystems	0.741	0.811	0.527
Self-Efficacy	0.873	0.902	0.517
Risk	0.733	0.848	0.651
TPB	0.917	0.929	0.504
Attitude	0.875	0.908	0.628
Subjective norms	0.739	0.833	0.556
PBC	0.883	0.912	0.635
Pull	0.796	0.820	0.698
Push	0.714	0.789	0.558

Source: Based on calculations using Smart PLS

CFA is applied to observe the reliability and validity of factors obtained from applying EFA. The reliability was measured by Cronbach alpha. All of the variables had a Cronbach alpha higher than 0.7. Therefore, all the statements are reliable to represent the factors in the study. The composite reliability and the average variance extracted were computed to approach the statements' validity in expressing the factors. The AVE of each factor was above 0.5, and the CR was above 0.7. This shows how the statements were valid to be used for the factors

Structural Equation Modelling:

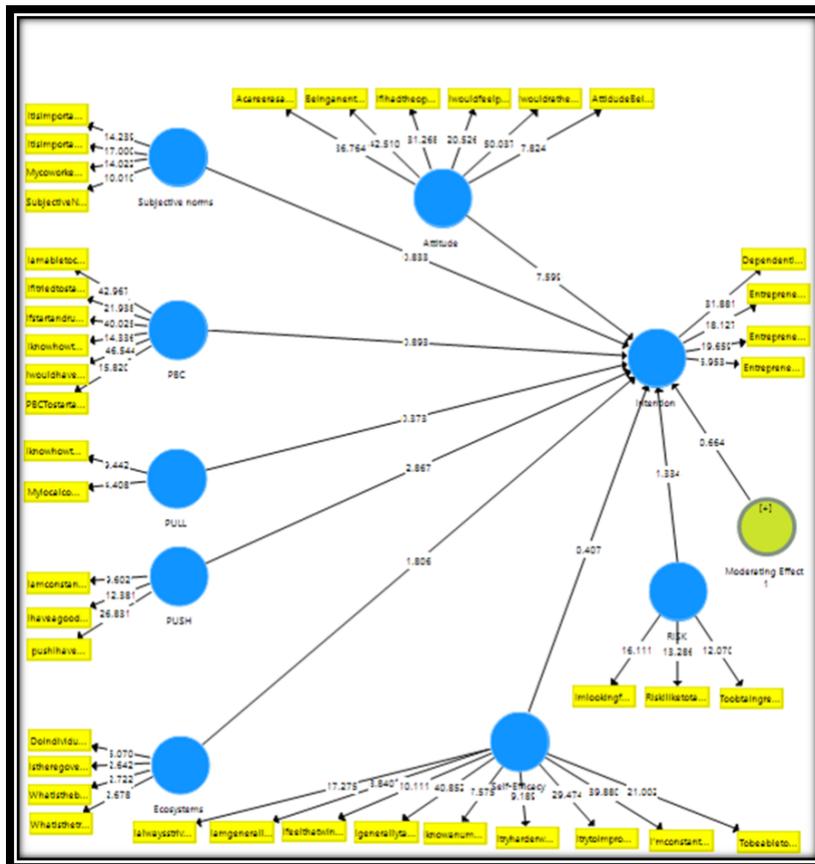


Figure 5 Structural equation model of the latent factors of phenomenon

The previous figure shows how the relationships are built in the structural equation model. All the loading is above 0.7, which indicates that no statements shall be removed from the study.

Structural equation modeling is used to investigate the impact of variables on each other. It gives an understanding of the phenomenon. After using CFA, the SEM can perfectly model data due to its assumptions being satisfied

**Table3: Estimates of structural equation model of phenomenon**

	Original Sample (O)	Standard Deviation (STDEV)
Ecosystems -> Intention	-0.128***	0.071
Moderating Effect 1 -> Intention	-0.024**	0.037
RISK -> Intention	0.073***	0.055
Self-Efficacy -> Intention	0.024***	0.059
TPB -> Intention towards media	0.593***	0.049
Attitude -> Intention	0.448***	0.059
Subjective norms -> Intention	-0.054***	0.065
PBC -> Intention	0.067**	0.075
PULL -> Intention	-0.021**	0.057
PUSH -> Intention	0.265***	0.092

***p-value<0.01, ** p-value<0.05, "" p-value>0.05

Source: Based on calculations using Smart PLS After applying SEM, the phenomenon was more understood. the ecosystem had a negative significant impact on the entrepreneurial intentions of the respondents. As awareness of ecosystems increases, it the less likely that individuals would create an innovative enterprise in the media market. Therefore, the hypothesis is rejected since it does not affect it positively.

Self-efficacy had a positive significant impact on intention. The risk was found to significantly moderate the relationship between self-efficacy and the intentions to start a business in the media market. This shows that the hypothesis concerning self-efficacy and intention is accepted as being moderated by the risk. It has a negative impact on relationships.

Concerning the TPB as a factor, it had a positive significant impact on intention. Observing the individual factors' impact provided more insights into the phenomenon. It was found that attitudes, PBC, and motivational Push factors positively impacted intention at a 95% confidence level. On the other hand, the subjective norms and the Pull factors negatively impacted intention at a 95% confidence level. This showed that the main hypothesis was accepted. It is noticed that push factors have a higher influence than pull factors at a 95% confidence level.

THE RESEARCH DISCUSSION AND CONCLUSION:

Entrepreneurship plays an important role in fostering economic development, which explains why the vast majority of the research literature on economic development focuses on entrepreneurship. In the context of



previous research on entrepreneurship, TPB and self-efficacy were used to determine intentions, particularly in the context of comprehending young people's career choices. However, no research has been conducted to determine the attitudes of media professionals toward media entrepreneurship. Understanding motivation and encouraging entrepreneurial behavior among Egyptian media personnel is crucial for both media personnel and policymakers. It influences plans pertaining to various media options, startup financing, media entrepreneurship training programs, the formulation of laws and regulations, and the introduction of new activities that promote innovation in media entrepreneurship. Based on the theory of planned behavior and self-efficacy, the purpose of this study is to investigate and comprehend media entrepreneurship and the factors that influence the intentions of media professionals to become entrepreneurs in the future. Media entrepreneurship enables media personnel to realize their aspirations by establishing new media firms. In this context, investigating the factors that motivate entrepreneurial intent among media personnel will continue to be essential for understanding media professionals' motivations and encouraging their growth towards entrepreneurship. This research indicates that the majority of bachelor's degree holders in this field are men. The majority of individuals have not yet launched their own businesses and have not considered the commercial aspects of their market. In terms of personality traits, the majority of entrepreneurs share characteristics such as seeking opportunities through the development of strategies, being in charge, and having the experience to manage their ventures. They concurred that effort can help them achieve their objectives. Ecosystems have been observed to have a negative effect on entrepreneurial intentions. Risk-taking was discovered to moderate the relationship between self-efficacy and entrepreneurial intent. It was discovered that TPB has a positive impact on entrepreneurial intent, primarily due to attitude and motivational factors. This study used the theories of planned behavior (TPB), self-efficacy, and ecosystem as measures to examine the relationship between media entrepreneurship intentions and self-efficacy. According to the author's knowledge, this research constitutes the first attempt to assess Egyptian media personnel's entrepreneurial intentions using these specific factors. The findings of this study can be used by policymakers and governments to enhance the provision of support for media entrepreneurship and the development of media entrepreneurship initiatives. In this regard, the research suggests embracing the ecosystem of media entrepreneurship. Although this study acknowledges the significance of determinants in the investigation of entrepreneurial intentions, it also recognizes certain limitations. Due to the unfamiliarity of the concept of media entrepreneurship within the Egyptian media community, the primary limitation of this study was a lack of comprehension of it. In order to assess intentions, the study incorporated a variety of fields from the Egyptian media industry. In addition, there is an absence of research on Egyptian media entrepreneurs. Therefore, additional research on Egyptian media entrepreneurship in a variety of managerial disciplines, such as finance, investment, human resources, public relations, marketing, and advertising, is required for a comprehensive understanding of this area of expertise. Enabling media entrepreneurship in Egypt can aid the efforts of decision-makers. In addition, the significance of the findings could be increased by conducting similar research in multiple nations. A qualitative research strategy employing focus group interviews can yield a wealth of illustrative data regarding media entrepreneurship.



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