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CATALYST ROLE OF UNIVERSITY GREEN ENTREPRENEURIAL SUPPORT PROMOTING GREEN ENTREPRENEURIAL INCLINATIONS AMONG YOUTH: EMPIRICAL EVIDENCE FROM OMAN

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ABSTRACT

Purpose: The primary purpose of this paper is to investigate the green entrepreneurial inclination of youth and sustainable development in Sultanate of Oman. It has a secondary objective of stimulating more research in areas identified as still being under-explored.

Theoretical framework: The framework is developed covering the personality factors, support factors and inclination towards green entrepreneurship furthermore the moderating role of institutional support has been inculcated.

Design/Methodology/Approach: The paper is discursive using quantitative research methodology, based on analysis and synthesis of green entrepreneurial literature the framework was developed. The data has been collected from 384 students studying in Dhofar University and University and Technology and Applied Sciences, Salalah. Structural Equation modelling has been conducted to test the model.

Findings: Despite a broad spectrum of disciplines that investigate green entrepreneurial inclination and despite this special issue in the area of entrepreneurship, there are still areas open for research into green entrepreneurial intentions. The paper develops a model to explain green entrepreneurial inclination.

Research limitations/Implications: As a conceptual paper, the study is limited to literature and prior empirical research. It offers the benefit of new research directions for researchers/ universities in understanding and promoting the culture of green entrepreneurship among university students. The paper provides researchers with a proposed and tested integrated model of green entrepreneurial inclination.

Originality/Value: The paper links a significant body of literature within a unifying theoretical framework and identifies under-researched areas of green entrepreneurial inclination of youth in an entrepreneurship context.

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PAPEL CATALISADOR DO APOIO EMPRESARIAL VERDE DA UNIVERSIDADE PROMOVENDO INCLINAÇÕES EMPRESARIAIS VERDES ENTRE OS JOVENS; EVIDÊNCIAS EMPÍRICAS DE OMÃ

RESUMO

Propósito: O objetivo principal deste documento é investigar a inclinação empreendedora ecológica dos jovens e o desenvolvimento sustentável no Sultanato de Omã. Tem como objetivo secundário estimular mais pesquisas em áreas identificadas como ainda pouco exploradas.
Quadro teórico: O quadro é desenvolvido abrangendo os fatores de personalidade, fatores de apoio e inclinação para o empreendedorismo verde, além disso, o papel moderador do apoio institucional foi inculcado.
Design/Metodologia/Abordagem: O artigo é discursivo usando metodologia de pesquisa quantitativa, com base na análise e síntese da literatura empresarial verde que o quadro foi desenvolvido. Os dados foram coletados de 384 estudantes que estudam na Universidade de Dhofar e na Universidade e Tecnologia e Ciências Aplicadas, em Salalah. A modelagem por Equação Estrutural foi conduzida para testar o modelo.
Constatações: Apesar de um amplo espectro de disciplinas que investigam a inclinação empreendedora verde e apesar desta questão especial na área do empreendedorismo, ainda há áreas abertas para a pesquisa de intenções empreendedoras verdes. O jornal desenvolve um modelo para explicar a inclinação do empreendedorismo verde.
Limitações/Implicações da pesquisa: Como documento conceitual, o estudo é limitado à literatura e à pesquisa empírica prévia. Oferece o benefício de novos rumos de pesquisa para pesquisadores / universidades na compreensão e promoção da cultura do empreendedorismo verde entre os estudantes universitários. O documento fornece aos pesquisadores um modelo integrado proposto e testado de inclinação empresarial verde.
Originalidade/Valor: O documento vincula um corpo significativo de literatura dentro de um quadro teórico unificador e identifica áreas subpesquisadas de tendência empreendedora ecológica dos jovens em um contexto de empreendedorismo.

Palavras-chave: Empreendedorismo Verde, Desenvolvimento Sustentável, Inclinações da Juventude, Apoio Percebido das Universidades, Omã.

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RESUMEN

Objetivo: El objetivo principal de este trabajo es investigar la inclinación empresarial verde de los jóvenes y el desarrollo sostenible en la Sultanía de Omán. Tiene el objetivo secundario de estimular más investigación en áreas que se consideran aún poco exploradas.
Marco teórico: El marco se desarrolla abarcando los factores de personalidad, factores de apoyo e inclinación hacia el emprendimiento verde además se ha inculcado el papel moderador del apoyo institucional.
Diseño/Metodología/Enfoque: El trabajo es discursivo utilizando la metodología de investigación cuantitativa, basada en el análisis y síntesis de la literatura empresarial verde en la que se desarrolló el marco. Los datos se han recogido de 384 estudiantes de la Universidad de Dhofar y de la Universidad y Tecnología y Ciencias Aplicadas de Salalah. Para probar el modelo se ha realizado un modelado de ecuaciones estructurales.
Hallazgos: A pesar de un amplio espectro de disciplinas que investigan la inclinación emprendedora verde y a pesar de este número especial en el área de emprendimiento, todavía hay áreas abiertas para la investigación de intenciones emprendedoras verdes. El artículo desarrolla un modelo para explicar la inclinación emprendedora verde.
Limitaciones/Implicaciones de la investigación: Como documento conceptual, el estudio se limita a la literatura y la investigación empírica previa. Ofrece el beneficio de nuevas direcciones de investigación para investigadores/universidades en la comprensión y promoción de la cultura de emprendimiento verde entre los estudiantes universitarios. El artículo ofrece a los investigadores un modelo integrado de inclinación emprendedora verde propuesto y probado.
Originalidad/Valor: El trabajo vincula un cuerpo significativo de literatura dentro de un marco teórico unificador e identifica áreas poco investigadas de inclinación emprendedora verde de los jóvenes en un contexto de emprendimiento.

Palabras clave: Emprendimiento Verde, Desarrollo Sostenible, Inclinaciones de los Jóvenes, Apoyo Percibido de las Universidades, Omán.

INTRODUCTION

Entrepreneurship generated enormous wealth and is considered as a vehicle of improving the economic condition of people around the globe. Governments and educational institutions around the globe are investing resources to promote entrepreneurship (Bae, Qian, Miao, & Fiet, 2014). The notion of Job provider instead of job seeker is gaining significance throughout the world due to which universities all over the world are focusing over development of entrepreneurial intentions among the graduates of any discipline (Yi, 2021). At the same time issues related to sustainability are also becoming serious concerns for the higher education institutions (Radwan & Khalil, 2021). A major reason behind this fact is that the future generations are facing economic challenges and unemployment ratio is continuously increasing. At the same time promotion of business activities is leading to depletion of natural resources and increase in pollution, (Umar, Ji, Kirikkaleli, Shahbaz, & Zhou, 2020) creating the need for adopting green practices.

Entrepreneurship is considered vital for enhancing economic growth, which is highly dependent on entrepreneurial intentions. Because of a major setback due to COVID-19 entrepreneurship is key to revival of the businesses (Asad & Kashif, 2021; Fadhel, Aljalahma, Almuhanadi, Asad, & Sheikh, 2022), however, environmental influences should not be forgotten (Zhang, Hao, & Morse, 2020). Thus, green entrepreneurial inclination is crucial to generate wealth, employment, and solutions for addressing the economic and environmental challenges.

Therefore, there is a need for promoting green entrepreneurship for achieving sustainability, which derives from the need to development of green entrepreneurial intentions among the youth. Thus, promoting entrepreneurship while ensures the efficient utilization of natural resources in a sustainable way is the need of the time (França, Broman, Robèrt, Basile, & Trygg, 2017). One possibility for achieving sustainability is adoption of green entrepreneurship which requires green entrepreneurial inclination of the future generation (Asad, Asif, Bakar, & Sheikh, 2021). Green entrepreneurship covers economic as well as environmental aspects (Asad, Asif, Allam, & Sheikh, 2021; Majali, Alkaraki, Asad, Aladwan, & Aledeinat, 2022). Despite the significance of green entrepreneurial inclinations, in reality green entrepreneurship is hardly practiced in majority of the countries (Ramayah, Rahman, & Taghizadeh, 2019) and the situation is not different in Sultanate of Oman as well.

Several researchers have conducted research over identification of factors that develops entrepreneurial intentions and researchers focused primarily over personality traits (Qazi,

Qureshi, Raza, Khan, & Qureshi, 2020; Yi, 2021). However, the role of universities in nurturing these traits have hardly been addressed (Qazi, Qureshi, Raza, Khan, & Qureshi, 2020). Similarly, mostly the studies have been conducted over development of entrepreneurial intentions, but green entrepreneurial inclination is an area which needs to be explored further. While reviewing the literature it has been observed that theory of planned behavior is mostly used by the researchers who have conducted research over entrepreneurial intentions (Yi, 2021; Hussain, et al., 2021; Santika, Wardana, Setiawan, & Widagda, 2022). However, the supportive role of educational institutions have always been ignored by the researchers.

Therefore, addressing the current research gaps, this study focused on understanding the moderating role of university green entrepreneurial support towards green entrepreneurial inclination. The current research utilized the theoretical lenses of Theory of Planned Behavior (TPB) and link it with institutional support theory (Hunt, 2015; Stephan, Uhlaner, & Stride, 2015) for development of green entrepreneurial inclinations of youth in Sultanate of Oman. The study has been conducted in the Sultanate of Oman as green entrepreneurship is in its evolving stages (Salem, Elbaz, Al-alawi, Alkathiri, & Elkhwesky, 2022). Precisely the study will analyze the moderating role of university green entrepreneurial support over the direct impact of perceived educational support, perceived concept development support, perceived business development support, and perceived institutional support over green entrepreneurial inclinations of young generation of Oman.

The research is considered as very significant because green entrepreneurial inclinations have earned the interest of policy makers, researchers and environmental activists in the past few years (Domańska, Żukowska, & Zajkowski, 2018; Radović-Marković & Živanović, 2019; Umar, Ji, Kirikkaleli, Shahbaz, & Zhou, 2020). The concept of green entrepreneurial inclination has become important in the field of science, technology, and innovation (Asif, Asad, Kashif, & Haq, 2021; Khan, Asad, Khan, Asif, & Aftab, 2021). For the sustainability of the enterprises, consumer preferences are given special consideration and consumers now prefer green products.

THEORETICAL FRAMEWORK

Previous literature indicated that entrepreneurship has enhanced living standards of people at one hand, however, it has caused long-term damage to eco-system as well (Al-Shakhanbeh & Habes, 2022; Salloum et al., 2019). Entrepreneurial activities in the current consumption based economies have created environmental issues for future generations

(Demirel, Li, Rentocchini, & Tamvada, 2019) such as high levels of pollution and rapid consumption of natural resources (Umar, Ji, Kirikkaleli, Shahbaz, & Zhou, 2020). This dilemma calls for significant research for the growth green entrepreneurial inclinations among the youth of the countries.

In the current era, the idea of green entrepreneurship has gained popularity in the area of economic and environmental challenges (Aboelmaged & Hashem, 2019). Green entrepreneurship is highly associated with sustainability and is regarded as a platform to protect the society as well as increasing consumer base, as the current consumers are environment conscious (Majali, Alkaraki, Asad, Aladwan, & Aledeinat, 2022). Green entrepreneurial inclination develops vision for green practices among the youth (Ayuso & Navarrete-Báe, 2018). In the current era of informed consumers green entrepreneurial inclination It has become a survival necessity for the new businesses (Makhloufi, Laghouag, Meirun, & Belaid, 2021), as this could be their competitive advantage.

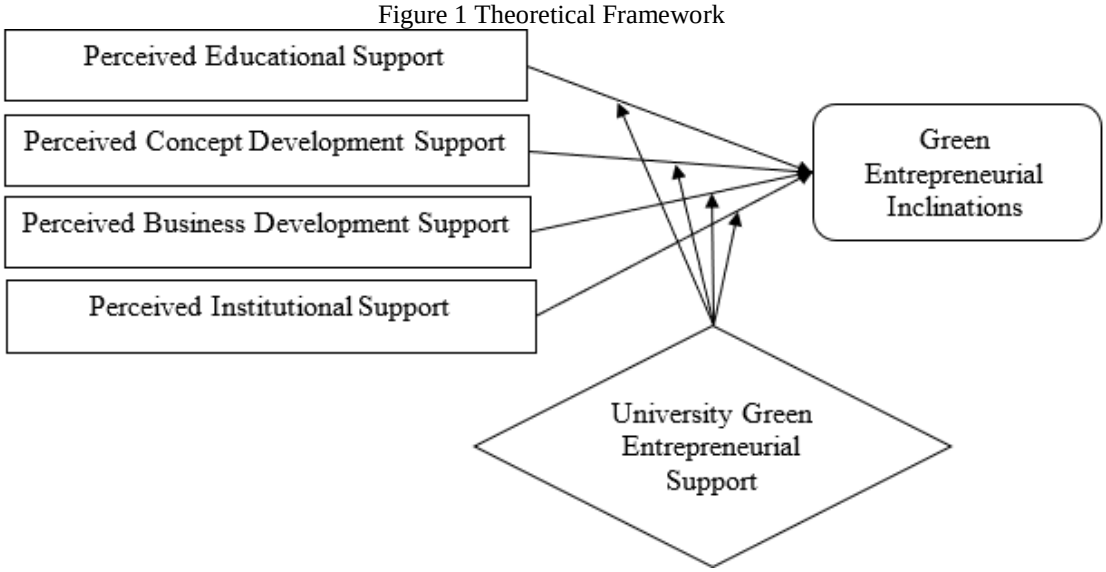
Entrepreneurial inclinations have been analyzed in the past using different models and theories. Though there are different theories and models in the literature to explain factors influencing entrepreneurial inclinations, yet it is challenging to find a consensus among those studies as all focused over different factors (Chen & Tseng, 2021). Theory of Planned Behaviour (TPB), which is most commonly used as theoretical foundation for analysing entrepreneurial inclinations (Ajzen, 1991), is in actual not meant the same but for gauging intentions in general.

For the first time in 1982 Shapero and Sokol published entrepreneurial event model, the focus of the model was over desirability and feasibility factors that instigate the development of entrepreneurial inclinations because of the opportunities (Shapero & Sokol, 1982). Later on, Entrepreneurial Potential Model (EPM) was launched by Krueger and Brazeal in 1994, the model identified the innovative skills as a main predictor of entrepreneurial inclinations (Krueger & Brazeal, 1994). In 2003 Greve and Salaff stressed that social networks are the key behind development of entrepreneurial inclinations. The authors used the theoretical support of Social Networking Theory (SNT) to develop the model and claimed that resources, information, and business contacts are the most critical resources required for the entrepreneurial inclination (Greve & Salaff, 2003).

In 2008, Veciana and Urbano using the theoretical support of Institutional Economic Theory (IET) highlighted that informal factors like policies, laws, regulations, and government support are major influencers of entrepreneurial intentions (Veciana & Urbano, 2008). In 2014,

Almeida, Ahmetoglu, and Chamorro-Premuzic developed Measures of Entrepreneurial Tendencies and Abilities (META) and claimed that entrepreneurial proactivity, entrepreneurial creativity, entrepreneurial opportunism, and entrepreneurial vision are the most critical factors that leads to the development of entrepreneurial intentions (Almeida, Ahmetoglu, & Chamorro-Premuzic, 2014). In all the models that have been developed in past for measuring and analysing entrepreneurial intentions, the researchers have either focused over the personality factors or over the support factors, None of the study has analysed personal factors and institutional factors in a single model, which shows a clear gap in the literature. Similarly, all the above mentioned theories focused over entrepreneurial inclinations which is the need of the time has not been discussed before, hence this study bridges the gaps in the literature by linking the theoretical underpinning of TPB, IET, and META for the development of theoretical framework which covers, individual factors in the form of concept development and business development support factors in the form of perceived support for the youth and moderating role of university green entrepreneurial support for the development of green entrepreneurial intentions as mentioned in figure 1.

Figure 1 Theoretical Framework



Source: results of the experimental analysis.

The framework is developed covering the personality factors, support factors and inclination towards green entrepreneurship (Ajzen, 1991; Almeida, Ahmetoglu, & Chamorro-Premuzic, 2014; Chen & Tseng, 2021), furthermore the moderating role of institutional support has been inculcated. Researchers in the field of entrepreneurial intentions focused over personality traits only (Almeida, Ahmetoglu, & Chamorro-Premuzic, 2014) but, the support of

the institutions for the inclination of young generation towards green entrepreneurial intentions (Hunt, 2015; França, Broman, Robèrt, Basile, & Trygg, 2017; Santika, Wardana, Setiawan, & Widagda, 2022) which has hardly gained attention by the academicians has been discussed in this framework simultaneously. Moreover, inclination of young generation towards green entrepreneurship is highly influenced by the perceived university support towards green entrepreneurial practices and this university support act as a catalyst to further nurture the impact of educational support, concept development support, business development support, for development of green entrepreneurial inclinations (Kraaijenbrink, Bos, & Groen, 2009).

METHODOLOGY

The objective of the study is to identify the moderating role of university green entrepreneurial support over the direct impact of perceived educational support, perceived concept development support, perceived business development support, and perceived institutional support over green entrepreneurial inclinations of young generation of Oman. This research used quantitative methodology for analyzing the framework developed to measure green entrepreneurial inclinations. Target population of this research was the young population including university students from Oman (Dhofar University and University of Technology and Applied Sciences). The data was collected using convenience sampling through survey questionnaires that was circulated online among the target population. Partial Least Squares Structural Equation Modeling (PLS-SEM) method has been employed to assess the relationship between independent, dependent and moderating variables. (Al Olaimat et al., 2022; Habes, Elareshi, Salloum, et al., 2022; Habes, Alghizzawi, et al., 2023; Habes, Elareshi, et al., 2023; D. N. Tahat et al., 2022; Wang et al., 2022) Despite the fact that PLS-SEM has been used still the recommended sample size of 384 was collected so that the findings may easily be generalized (Quinlan, Zikmund, Babin, Carr, & Griffin, 2018). Green entrepreneurial inclinations has been taken as dependent variable whereas, perceived educational support, perceived concept development support, perceived business development support, and perceived institutional support were taken as independent variables, while university green entrepreneurial support was taken as moderating variable. The items for measuring perceived educational support, perceived concept development support, perceived business development support, and perceived institutional support are adapted from Saeed, Yousafzai, Yani-de-Soriano, and Muffatto (2015). The items for measuring dependent variable which is green entrepreneurial intentions are adopted from Ahmad, Halim, Ramayah, and Rahman (2015).

Finally, the items for the moderating variable which is University green entrepreneurial support are adopted from Hameed, Zaman, IdreesWaris, and Shafique (2021). The research study assessed the possible positive or negative influence of independent variables on the green entrepreneurial inclinations among young generation of the Sultanate of Oman. The questionnaire used to collect the data was adopted from prior studies that have been conducted over similar variables.(Habes et al., 2021; Habes, Elareshi, Ziani, et al., 2022) The framework of the study has been developed based on literature reviewed for green entrepreneurial inclinations which identified that perceived educational support, perceived concept development support, perceived business development support, and perceived institutional support as the key factors behind development of green entrepreneurial inclinations, while it has been claimed that University Green Entrepreneurial Support has a catalyst role for strengthening the impact of independent variables over green entrepreneurial inclinations of young generation of Oman.

RESULTS AND DISCUSSION

For conducting the analysis SMART PLS 3 has been used (K. M. Tahat et al., 2022). The reliability and validity of the instrument is important, hence initially, reliability and validity of the instrument has been measured. For reliability and validity, item loadings have been calculated and any item having a loading value below 0.7 was removed, during the analysis only 2 items were removed. Afterwards, Cronbach's alpha, composite reliability, and average variance extracted were calculated (Hair, Black, Babin, & Anderson, 2010). The calculated values are above the threshold levels and ensures that the instrument is reliable and valid. The results of reliability and validity are mentioned in table 1 below:

Table 1 Reliability and Validity

Variables	Items	Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Green Entrepreneurial Intentions	GEI1	0.921	0.878	0.912	0.677
	GEI2	0.876			
	GEI3	0.776			
	GEI4	0.819			
	GEI5	0.703			
Perceived Business Development Support	PBDS1	0.948	0.913	0.945	0.851
	PBDS2	0.951			
	PBDS3	0.866			
Perceived Concept	PCDS1	0.809	0.846	0.863	0.683
	PCDS2	0.781			
	PCDS3	0.912			

Development Support	PCDS4	0.797			
Perceived Educational Support	PES1	0.868	0.917	0.920	0.754
	PES2	0.932			
	PES3	0.908			
	PES4	0.782			
	PES5	0.843			
Perceived Institutional Support	PIS1	0.935	0.960	0.954	0.807
	PIS2	0.706			
	PIS3	0.961			
	PIS4	0.926			
	PIS5	0.939			
University Green Entrepreneurial Support	UGEI1	0.907	0.939	0.954	0.839
	UGEI2	0.911			
	UGEI3	0.968			
	UGEI4	0.877			

Source: results of the experimental analysis.

After ensuring item loadings along with reliability and validity of the instrument used to collect the data from the students at University of Technology and Applied Sciences and Dhofar University, discriminant validity has been calculated to make sure that items taken in one construct are discriminant from the items in the other construct. Discriminant validity has been established using the Fornell Larcker Criterion. According to Fornell Larcker Criterion, the square root of AVE of a given construct should be larger than its correlation with any other construct (Henseler, Ringle, & Sarstedt, 2015). The results of the Fornell Larcker Criterion for establishing the discriminant validity are mentioned in the table 2:

Table 2 Discriminant Validity

Variables	Green Entrepreneurial Intentions	Perceived Business Development Support	Perceived Concept Development Support	Perceived Educational Support	Perceived Institutional Support	University Green Entrepreneurial Support
Green Entrepreneurial Intentions	0.823					
Perceived Business Development Support	0.667	0.923				
Perceived Concept Development Support	0.634	0.523	0.826			
Perceived Educational Support	0.500	0.535	0.520	0.868		
Perceived Institutional Support	0.644	0.535	0.617	0.711	0.898	

University Green Entrepreneurial Support	0.735	0.609	0.466	0.532	0.567	0.916

Source: results of the experimental analysis.

In order to be sure that no similar variable is taken and there is no inflation of the variables, Variable Inflation Factor (VIF) has also been calculated which confirmed that there is no chance of variable inflation in the model. The results of VIF are mentioned in table 3:

Table 3 Multicollinearity Diagnosis

Variables	Variable Inflation Factor
Perceived Business Development Support	1.891
Perceived Concept Development Support	1.777
Perceived Educational Support	2.218
Perceived Institutional Support	2.586
University Green Entrepreneurial Support	1.858

Source: results of the experimental analysis.

After ensuring that the instrument is reliable and valid, structural equation modelling has been conducted over the sample of 384 respondents using a bootstrapping sample of 5000. Initially the impact of Perceived Business Development Support (PBDS), Perceived Concept Development Support (PCDS), Perceived Educational Support (PES), and Perceived Institutional Support (PIS) has been analysed over development of Green Entrepreneurial Inclinations (GEI). The results revealed that all the variables have shown a significant positive impact over the development of green entrepreneurial inclinations (Al Dulaimi & Al Hindawy, 2023; Alsuwaidi, 2023; Sarwar et al., 2023) The results are mentioned in table 4 below.

Table 4 Direct Effects

Paths	Original Sample	Sample Mean	Standard Dev	T Statistics	P Values	Confidence Interval	
						Lower 2.5%	Upper 97.5%
PBDS->GEI	0.386	0.356	0.104	3.694	0.000	0.145	0.541
PCDS->GEI	0.262	0.253	0.219	1.969	0.049	0.093	0.553
PES->GEI	0.340	0.326	0.171	1.988	0.034	0.247	0.341
PIS->GEI	0.326	0.345	0.127	2.570	0.010	0.096	0.591

Source: results of the experimental analysis.

Furthermore, business development support is required for the success of the newly initiated setups which require incubation centres promoting green businesses. The findings confirmed that perceived business development support has a significant impact over green entrepreneurial inclinations ($\beta = 0.386$, $t = 3.694$, $p = 0.000$). the findings are in line with the prior studies where it is claimed that perceived business development support is important

because it will certainly promote not only the entrepreneurial intentions but also green entrepreneurial inclination among the youth (Mrkajic, Murtinu, & Scalera, 2017; Potluri & Phani, 2020). Likewise, perceived concept development support is critical in development of green entrepreneurial inclinations because it provides confidence among the young generation to initiate their own green business ventures. The findings are supported by the prior literature because incubation centres of the universities act as nurseries for the potential young entrepreneurs (Kraaijenbrink, Bos, & Groen, 2009; Giacomin, Janssen, & Shinnar, 2015). The findings confirmed that perceived concept development support has a significant impact over green entrepreneurial inclinations ($\beta = 0.262$, $t = 1.969$, $p = 0.049$). Moreover, perceived educational support is also critical because it helps the young generation in understanding the importance of green practices and the opportunities that exists in the green business practices (Shahid & Reynaud, 2022). Furthermore, the findings also confirmed that perceived educational support has a significant impact over green entrepreneurial inclinations ($\beta = 0.340$, $t = 1.988$, $p = 0.034$). Similarly, perceived institutional support by the government is critical for the development of green entrepreneurial inclinations, because entrepreneurial intentions are also influenced by certain cultural and institutional factors. Development of environment friendly laws also promote green entrepreneurial inclinations. The findings confirmed that perceived institutional support has a significant impact over green entrepreneurial inclinations ($\beta = 0.326$, $t = 2.570$, $p = 0.010$). For the young generation major hurdle in incorporating their own businesses is shortage of funds which can be catered by providing green financing (Demirel, Li, Rentocchini, & Tamvada, 2019; Mrkajic, Murtinu, & Scalera, 2017).

After ensuring the direct effects of all the independent variables, University Green Entrepreneurial Support (UGES) has been introduced in the model as a moderator. If the students get encouragement by universities, institutions, and their tendencies are nurtured by the universities, green entrepreneurial inclinations can be promoted (Karimi, Biemans, Lans, Chizari, & Mulder, 2016). When the moderator was introduced in the model, the value of explained variation has significantly improved. The finding of the moderating effect are mentioned in table 5.

Table 5 Indirect Effects

Paths	Original Sample	Sample Mean	Standard Dev	T Statistics	P Values	Confidence Interval	
						Lower	Upper
						2.5%	97.5%
PBDS*UGES->GEI	0.552	0.0574	0.238	2.319	0.003	0.232	0.552
PCDS*UGES ->GEI	0.476	0.493	0.186	2.559	0.002	0.227	0.524
PES*UGES ->GEI	0.573	0.558	0.260	2.204	0.004	0.210	0.500
PIS*UGES ->GEI	0.551	0.546	0.192	2.870	0.001	0.332	0.532

Source: results of the experimental analysis.

The moderating role of university green entrepreneurial support has shown a significant positive moderating impact. The moderating role of university green entrepreneurial support is significant in nurturing the green entrepreneurial intentions. Its significance can be realized from the fact that the value of explained variation i.e. r^2 was 0.477 before introducing the moderator and the explained variation has increased to 0.618, which confirm the significance of the moderator. Furthermore, when the effect size i.e. f^2 was calculated using the formula given by (Vinzi, Chin, Henseler, & Wang, 2010) 0.369. According to Cohen (1988) if the calculated value of f^2 is lesser or equal to 0.02 it shows no effect or poor effect, but if the value falls between 0.02 to 0.15 the effect size is moderate, however if the calculated value of f^2 exceeds 0.35, the effect is large. This confirms the significance of the moderator. Finally the predictive relevance of the model has also been measured which shows that model holds significant predictive power. The results are mentioned in table 6.

Table 6 Predictive Relevance

Endogenous Variables	SSO	SSE	Q^2 (=1-SSE/SSO)
Green Entrepreneurial Inclination	495	258.823	0.477

Source: results of the experimental analysis.

The results mentioned in Table 6 shows that the Q^2 value is greater than zero for green entrepreneurial intentions (0.477); this suggests a substantial predictive relevance of the model as the calculated value is greater than zero (Henseler, Ringle, & Sarstedt, 2015).

CONCLUSIONS

In the current consumption based economies businesses are utilizing resources at an alarming level and at the same time are causing high levels of pollution. Thus, it is crucial to promote green activities to adopt environmentally friendly approaches, and future entrepreneurs can play a significant role in this regard. Therefore, it is imperative for the universities to develop graduates having the capability of green entrepreneurship. Green

entrepreneurial inclinations are aimed at the achieving UN goals which ensures quality of life to each and every individual living on this planet. Considering the same, this research was conducted over the students of Sultanate of Oman.

The study has been conducted to identify the moderating role of university green entrepreneurial support for nurturing the influence of perceived educational support, perceived concept development support, perceived business development support, and perceived institutional support over green entrepreneurial inclinations of young generation of Oman. The findings of the study that are based on a sample of 384 respondents that are the university students of Sultanate of Oman which was analyzed using structural equation modeling. The findings are significant as it aligns well with the Oman Vision 2040 where the national priorities include diversification of oil dependent economy and one of the avenues identified for this diversification is the growth of SMEs through entrepreneurial inclination which is fostered by the entrepreneurial activity among the youth.

The two national priorities in Oman 2040 document clearly makes this study important to see the current mind set of the university students with regard to inclination towards green entrepreneurial inclination and possible significant changes needed from the universities to handle the challenges and obstacles that come underway of the goal of green entrepreneurial inclination. This study has made it clear that the role played by universities in achieving green entrepreneurship inclination is crucial and this role will certainly help achieving the sustainability goals of UN as well the national priorities set in the Oman visions 2040 document. Oman has introduced a course on entrepreneurship for all the university graduates from the year 2017. The MOHERI has mandated that this course on entrepreneurship to all the graduates to enrich the graduates with the skills for entrepreneurship as well the Oman Government has started to provide financial assistance to start SMEs for the graduates through Al Rafd Fund and Riyada. The number of SMEs are growing every year since the advent of this effort to encourage SMEs.

SMEs registered with Authority for Small and Medium Enterprises Development (ASMED) till the end of August 2021 stood at 56,687, compared to 45,706 in August 2020 showing a remarkable increase of 24%. Despite this remarkable growth the unemployment has still increased, which provides sufficient justification for conducting research and developing policies for the promotion of green entrepreneurial inclinations among the university graduates so that they may become job providers instead of job seekers. This gap between the skills and

competency requirement can be addressed by the university through its curriculum which will enhance the inclination towards green entrepreneurship and result in sustainability.

Based on our findings and significance of the predictive relevance of the model, we conclude that the four independent variables namely perceived business development support, perceived concept development support, perceived educational support, and perceived institutional support are significant for the development of green entrepreneurial inclination. Moreover, university green entrepreneurial support holds a strong moderating impact in nurturing the impact of the four independent variables as confirmed by the effect size. The support provided to the students by the university plays a key role in the development of the attitude towards green entrepreneurial inclination.

LIMITATIONS OF THE STUDY

The study is focused only on university students based in Dhofar region and the institutions that took part in the study namely Dhofar University and UTAS Salalah. So the findings are based on only a part of Sultanate of Oman. Due to time constraints it was not possible to cover the entire region. The results may vary from region to region in Sultanate of Oman. Hence, this study needs to be extended further to all Governates of Sultanate of Oman which may yield even better results.

RECOMMENDATIONS

Based on the findings of the study we recommend the universities throughout the region to develop incubation centers for the promotion of entrepreneurial inclinations and to conduct training for the awareness of green business practices. The universities need to focus on curricular development which may be based on such teaching pedagogies which gives experiential learning to the students which may help them to boost entrepreneurial activities. Innovative assessment methods which may instigate experiential learning and immersion should be adopted.

Theoretically, it is highly recommended to conduct study over various regions to further strengthen the framework. In future researchers are suggested to use variables related to green innovation which may further lead to development of green entrepreneurial inclinations.

Likewise, developing a framework for the green entrepreneurial inclinations is highly recommended to the future researchers in the field.

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