



REVIEW ARTICLE

# Entrepreneurial behaviour of youth and its influencing factors: A systematic review

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Received: 15 January 2025; Accepted: 25 February 2025; Available online: Version 1.0: 18 April 2025; Version 2.0: 29 July 2025

**Cite this article:** Arunkumar R, Murugan PP, Senthilkumar M, Chandrakumar M, Senguttuvan K, Gangai SR, Dhivya C. Entrepreneurial behaviour of youth and its influencing factors: A systematic review. Plant Science Today. 2025; 12(3): 1-10. <https://doi.org/10.14719/pst.7234>

## Abstract

The entrepreneurial behaviour of youth is a critical area of research due to its potential to drive economic growth, innovation and societal progress, particularly in addressing youth unemployment. This study conducts a systematic literature review and bibliometric analysis to examine the determinants of entrepreneurial behaviour among youth. Utilizing reputable academic databases such as Scopus, Web of Science and Google Scholar, 72 relevant studies were identified and analyzed using tools like VOSviewer and R Studio to map research trends and thematic clusters. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) systematically documented the selection process. The analysis highlights a significant increase in research output between 2021 and 2024, with journals like Sustainability (Switzerland) and SAGE Open emerging as leading contributors. The thematic analysis underscores the importance of entrepreneurial self-efficacy, education, policy frameworks and resource access in shaping youth entrepreneurship. Additionally, interdisciplinary influences from psychology and technology fostered entrepreneurial tendencies. The study also explores geographical variations, revealing that sociocultural and economic ecosystems significantly impact entrepreneurial behaviour. The findings reveal that entrepreneurial behaviour is influenced by a range of factors, including personal traits and external factors such as family entrepreneurial tradition, access to credit, education and relational support. This study provides valuable insights for researchers, policymakers and practitioners to design targeted strategies that empower youth and promote sustainable entrepreneurial ecosystems globally.

**Keywords:** bibliometric analysis; entrepreneurial behaviour; influencing factors; youth entrepreneurship

## Introduction

Approximately 1.2 billion young individuals, constituting 15.5 % of the global population aged 15 to 24, are engaged in the workforce, rendering youth employment a significant international development challenge on a worldwide scale (1). In practically every nation for which statistics are available, youth unemployment is higher than adult unemployment (2). The International Labour Organization reported that 64.9 million people worldwide between the ages of 15 and 24 were unemployed during 2023, equivalent to an unemployment rate of 13 %. This rate is projected to decline further over the next two years, reaching 12.8 % in 2024 and 2025 (3). Many countries are exploring youth entrepreneurship to address and reduce unemployment (4). Youth entrepreneurship promotes resilience when faced with economic uncertainty, propels community development and allows young people to take responsibility for their professional lives. Entrepreneurship is a social interaction that involves identifying and seizing opportunities within a socioeconomic context to create or

revitalize businesses, products, services, or organizations (5, 6). Entrepreneurship entails the intricate endeavour of generating innovative and valuable concepts, necessitating a significant investment of time and effort. It involves navigating financial, psychological and social uncertainties, ultimately leading to the ensuing rewards.

Youth entrepreneurial behaviour involves proactive, innovative actions by young individuals to identify and leverage opportunities, creating and enhancing value through business or social enterprise development influenced by resources, risk perception and market awareness (7). Entrepreneurial behaviour (EB) is integral to developing new ventures and is a critical area of study for uncovering foundational insights into the nature and dynamics of entrepreneurship (8). Understanding EB provides valuable perspectives on the processes and actions that drive innovation, opportunity recognition and venture creation (9, 10). Entrepreneurs typically target their surroundings with their actions and behaviours. Still, it has been suggested that the most significant behaviours and actions have the power to

alter the environment itself to support the entrepreneurial behaviour rather than those appropriate for the surroundings (11). Entrepreneurial behaviour among youth serves as a crucial catalyst for innovation, economic development and societal progress (12). It encompasses the mindsets, competencies and actions that empower young individuals to recognize opportunities, embrace risks and create solutions to address challenges through entrepreneurial endeavours (13). Most studies investigating factors influencing entrepreneurial behaviour rely on the entrepreneurial event model and the theory of planned behaviour (14, 15, 16).

Youth entrepreneurial behaviour is influenced by several elements that affect their capacity and drive to engage in entrepreneurial endeavours. These elements include personal characteristics, sociocultural influences, resource accessibility and the larger political and economic landscape (17). Personal traits like a penchant for taking risks, inventiveness, resilience and self-assurance are essential in determining an individuals' entrepreneurial aspirations (18). Youth entrepreneurial behaviour is also influenced by sociocultural variables such as peer pressure, family background and social perceptions of entrepreneurship (19). Understanding the factors influencing their entrepreneurial behaviour is critical for developing strategies that empower youth to unlock their potential and create sustainable ventures. Through bibliometric analysis and a systematic literature review, this study aims to provide a comprehensive understanding of the key determinants shaping entrepreneurial behaviour among youth, offering valuable insights for researchers, policymakers and practitioners.

### Methodology

To explore the entrepreneurial behaviour of youth and its influencing factors, this study adopts a systematic literature review (SLR) approach combined with bibliometric analysis (20). This dual methodology ensures a comprehensive examination of the topic by integrating quantitative and qualitative techniques to analyze existing research. Bibliometric analysis allows for a quantitative examination of the research landscape, identifying influential studies, prominent authors and key thematic trends within entrepreneurship (21). This approach helps map the intellectual structure and research trajectories, shedding light on the evolution of scholarly contributions (22).

### Database selection and search strategy

The bibliometric analysis was conducted using reputable academic databases, including Scopus, Web of Science and Google Scholar, used to ensure the inclusion of high-quality, peer-reviewed articles. The search strategy involved a combination of Boolean operators and keywords to retrieve relevant studies on entrepreneurial behaviour among youth, emphasizing factors influencing their entrepreneurial activities. Keywords such as "entrepreneurial behaviour", "youth entrepreneurship", "influencing factors", "determinants" and related terms were identified to guide the search process.

### Inclusion and exclusion criteria

The criteria for selecting studies for this review article include several specific inclusion and exclusion parameters. Studies published between 2011 and 2024 were considered, with articles published before 2011 excluded. Only journal articles were included, excluding review articles, conference papers, book

chapters and books. The language of the studies was restricted to English and those published in non-English languages were excluded. Articles finalized and in the final publication stage were considered, while those still in press were excluded. Only open-access articles were included, excluding those under Gold, Hybrid Gold, Green, or Bronze access types. During screening, the titles and abstracts were checked for predefined keywords and full-text studies were selected based on whether they focused on the relevant predefined keywords. The criteria established for the systematic review process are detailed in Table 1, which provides a structured framework for selecting and evaluating studies.

### Screening and selection process

The initial search yielded a large pool of articles. Titles and abstracts were screened to identify potentially relevant studies. The shortlisted articles underwent a full-text review to ensure alignment with the research objectives. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines were followed to document the selection process systematically, as shown in Fig. 1.

### Data analysis

Bibliometric analysis was conducted using VOSviewer version 1.6.20 and R Studio version of bibliometrix 4.1.2 to map research trends, identify influential authors and highlight thematic clusters. These tools provided a quantitative overview of the existing literature. Additionally, qualitative synthesis was carried out to categorize and interpret the key factors influencing entrepreneurial behaviour among youth. This combined approach ensured a comprehensive understanding of the topic.

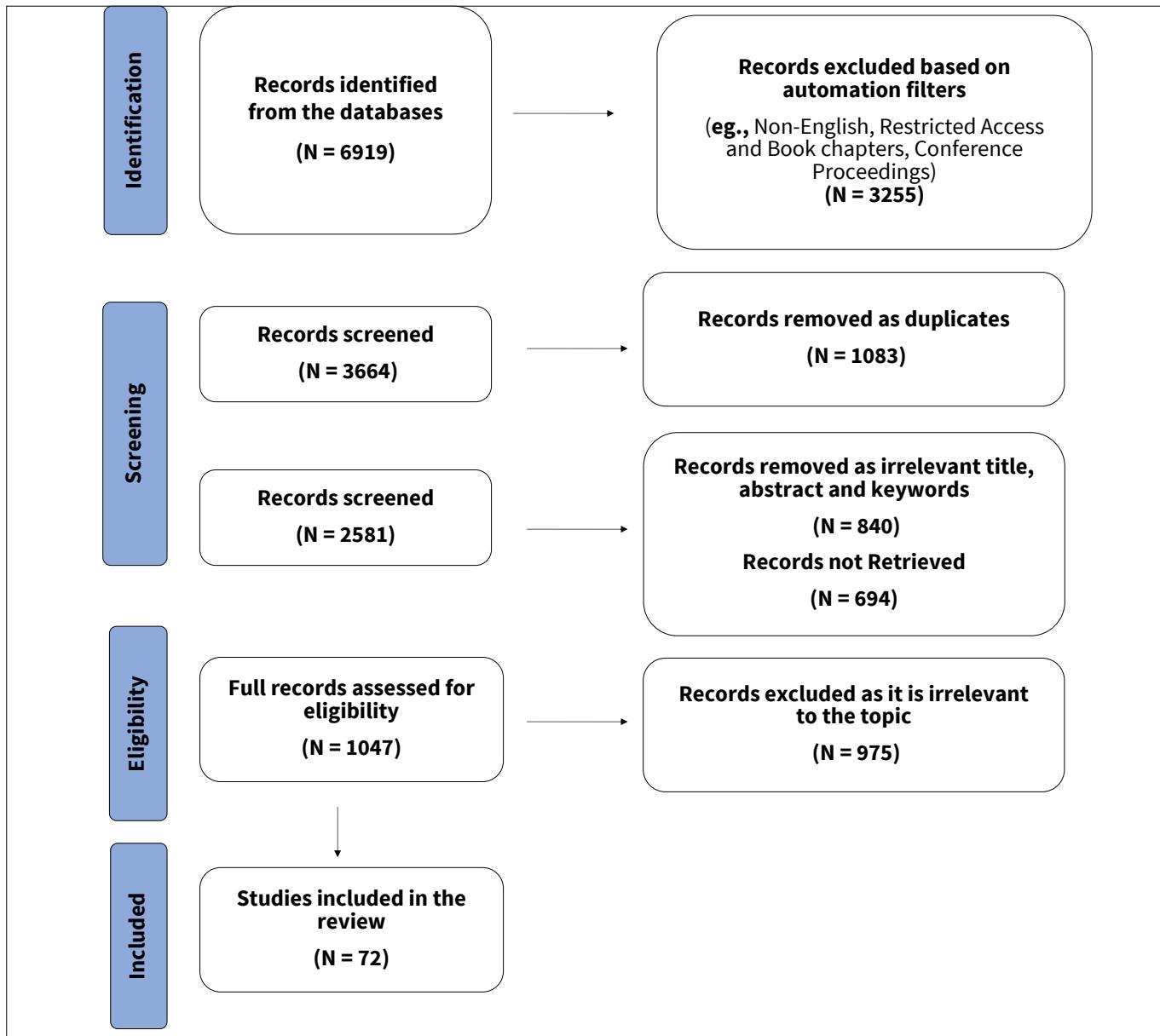
## Results and Discussion

### Annual scientific production

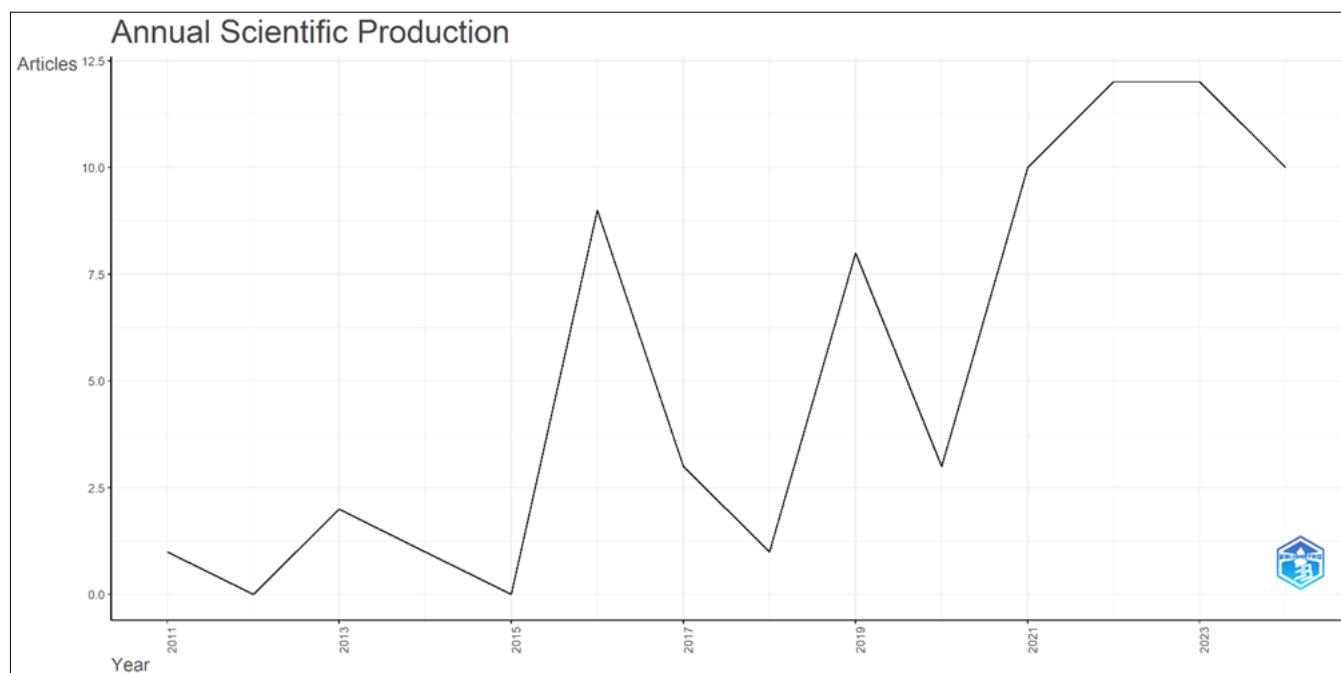
The annual scientific production on entrepreneurial behaviour among youth, shown in Fig. 2, exhibits distinct trends over the years. Between 2011 and 2015, the research output was minimal, contributing only 8.7 % (4 articles) of the total production. This indicates that the topic received limited scholarly attention during this period. A significant rise occurred in 2016, with nine articles published accounting for 19.6 % of the total output, marking the beginning of heightened interest in the field. The subsequent years, 2017-2020, showed fluctuating contributions with a combined output of 15 articles comprising 32.6 %. The most notable growth occurred from 2021 to 2024, with 44 articles published,

**Table 1.** Inclusion and exclusion criteria

Criteria	Inclusion	Exclusion
<b>Initial identification</b>		
Timeline	2011- 2024	<2011
Document	Article	Review, Conference paper, Book Chapters, Book
Language	English	Non – English
Publishing stage	Final	Article in press
Access type	Open Access	Gold, Hybrid Gold, Green, Bronze
Source	Journal	Conference Proceedings, Book and book series
<b>Screening</b>		
Title and Abstract	The study included the presence of predefined keywords in the titles and abstracts	
Full text	This study includes relevant papers that focus on the predefined keywords	



**Fig. 1.** PRISMA flowchart.



**Fig. 2.** Annual scientific production of articles on period of 2011-2024.

representing 47.8%. The peak was observed in 2022 and 2023, each contributing 13.0 % (12 articles annually). Despite a slight decline in 2024 (10 articles, 10.9 %), possibly due to researchers shifting their focus toward interdisciplinary domains integrating youth entrepreneurship with digital innovation, sustainability and social entrepreneurship, the sustained high output reflects the growing maturity and global relevance of the research domain. These trends highlight a steady evolution, with more than half of the research concentrated in the last four years, signalling the fields' critical importance in addressing contemporary challenges faced by youth.

### Most relevant sources

The graph generated using bibliometric analysis in R Studio, as shown in Fig. 3, illustrates the most relevant sources publishing articles on entrepreneurial behaviour among youth.

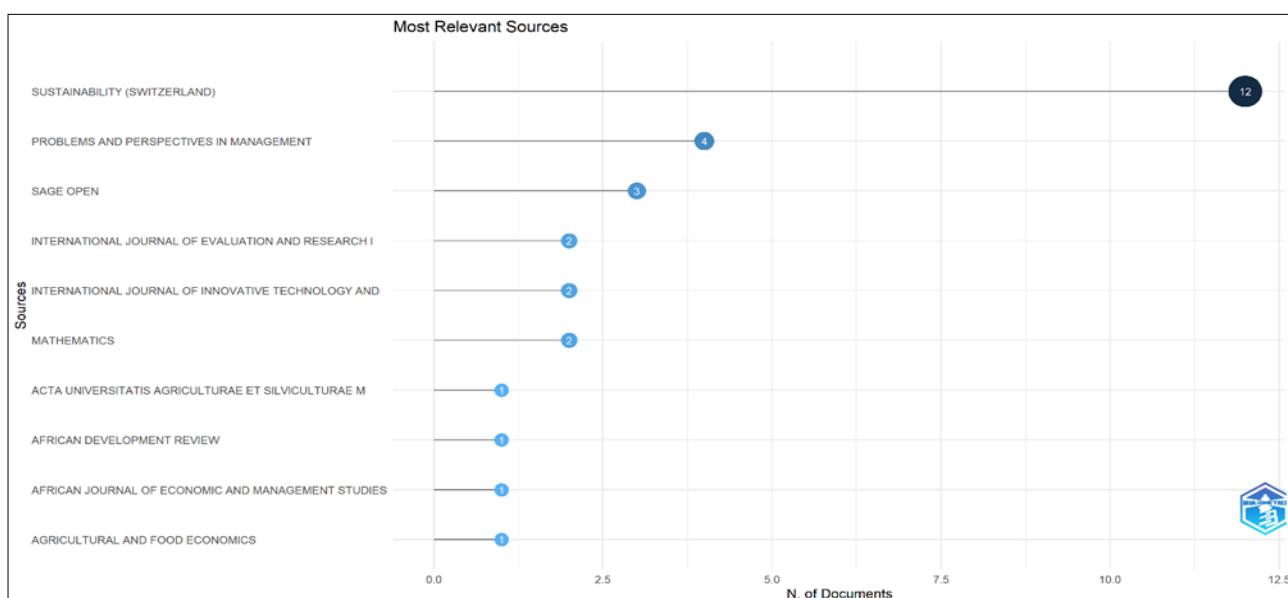
Sustainability (Switzerland) is the leading journal, contributing the most articles with 12 publications. This reflects a strong focus on sustainable entrepreneurial practices aligned with global sustainability goals. This is followed by Problems and Perspectives in Management, which has published 4 articles, emphasizing the journals' interest in addressing managerial challenges and opportunities in youth entrepreneurship. SAGE Open ranks third, with 3 articles showcasing its broad open-access approach to publishing research in this area. Other notable contributors include the International Journal of Evaluation and Research in Education and the International Journal of Innovative Technology and Mathematics, with 2 articles focusing on the intersection of education, technology and entrepreneurship. Journals like Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis, African Development Review and African Journal of Economic and Management Studies each contributing 1 article highlight the regional and sectoral dimensions of entrepreneurial behaviour, particularly in agriculture and economic management. Agricultural and Food Economics further underscores the importance of entrepreneurship in the agriculture and food sectors. The diverse contributions reflect an interdisciplinary and global interest in youth entrepreneurship across sustainability, education, technology and regional development.

### Sources production over time

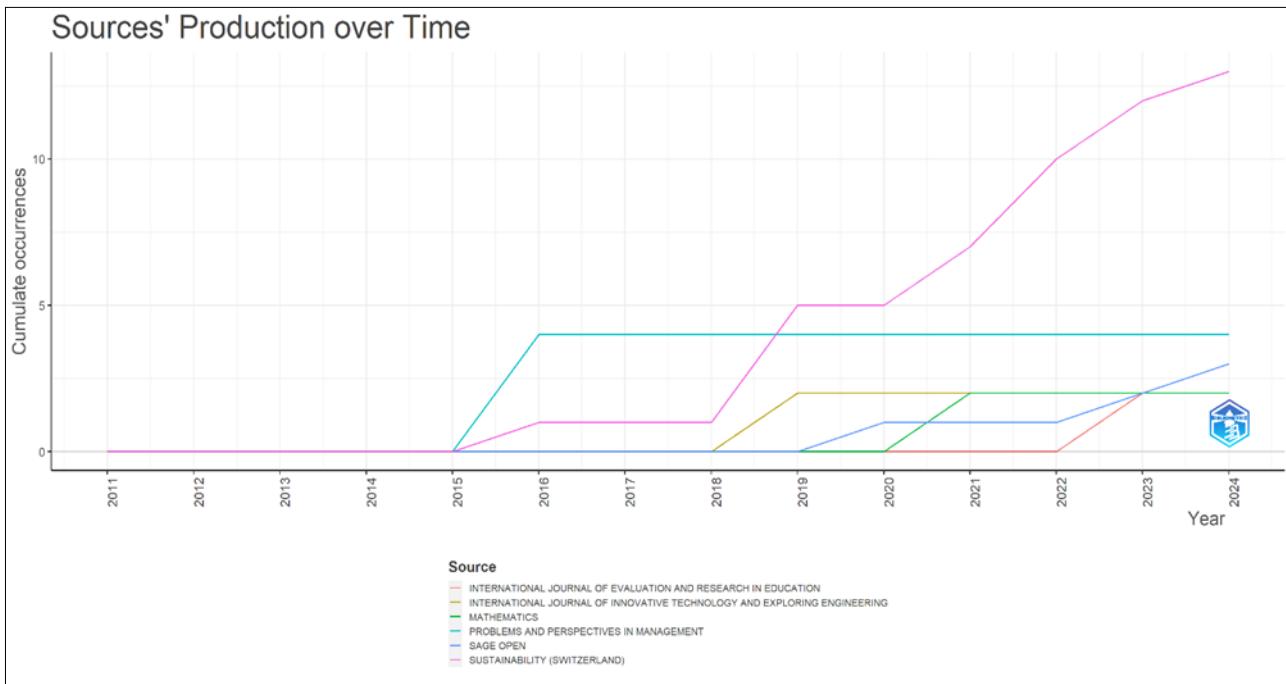
The graph showcases the cumulative occurrences of sources contributing to research over time, offering insights into the publication trends across various journals or sources, which is explained in Fig. 4. Sustainability (Switzerland) exhibits the most significant growth with a sharp rise in publications beginning in 2018 and continuing consistently suggesting that this source has become a key contributor to research in the field. Mathematics and Problems and Perspectives in Management show moderate increases in contributions between 2016 and 2019, with cumulative occurrences stabilizing thereafter, indicating limited recent engagement in the studied area. This could imply a focused but finite contribution to the topic. SAGE Open contributed noticeably in 2019 and has shown steady growth, highlighting its increasing relevance and focus on multidisciplinary approaches within the research landscape. The International Journal of Innovative Technology and Exploring Engineering and the International Journal of Evaluation and Research in Education display limited and sporadic growth, indicating a niche focus or secondary importance in the research domain. Overall, the graph underscores Sustainability (Switzerland) as the leading source, reflecting its growing significance and alignment with global sustainability and innovation trends. This trend suggests a shift in research priorities toward addressing broader interdisciplinary challenges, making it a critical focal point for future studies in the field.

### Keywords analysis

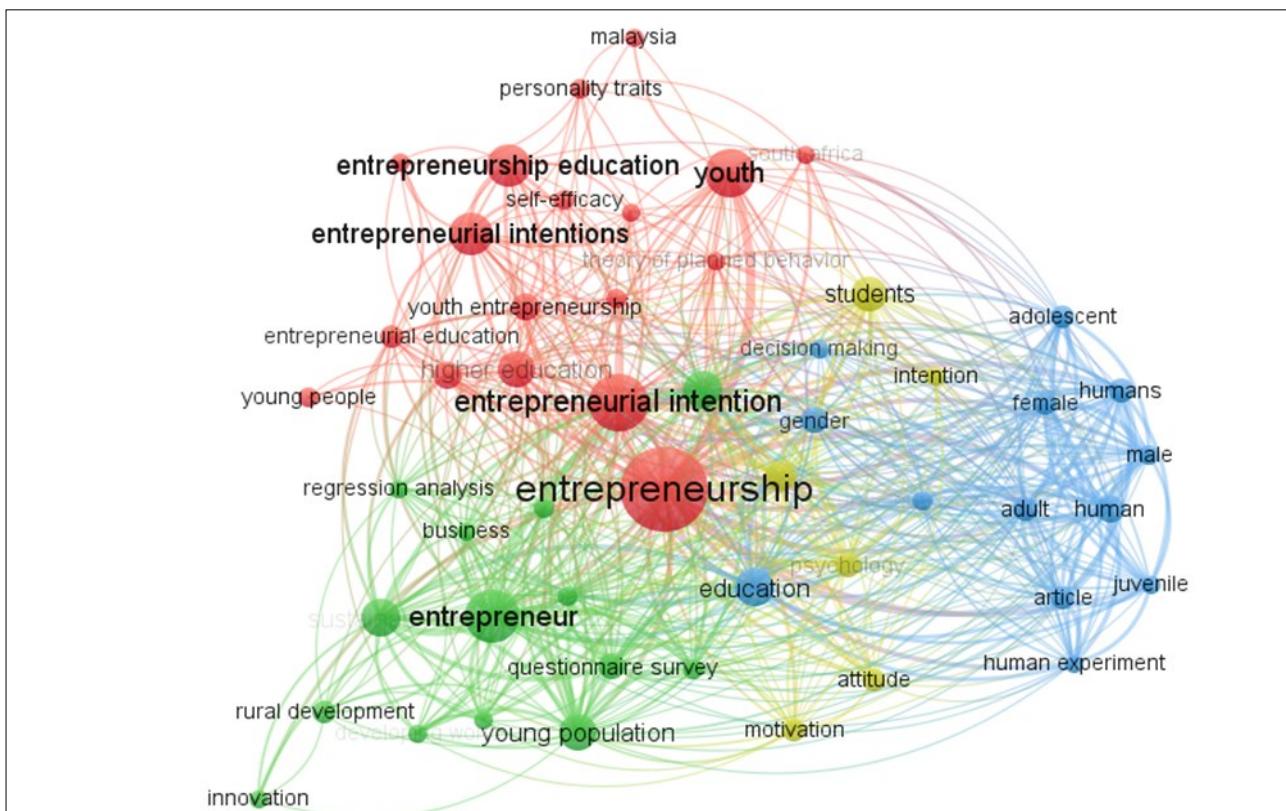
The keyword network map generated in Fig. 5 created using VOSviewer offers insights into the interconnectedness of keywords related to entrepreneurship. This visual representation highlights the domains' research focus areas, emerging trends and thematic clusters. With the highest node size and the most significant number of connections, the keyword "entrepreneurship" is the main emphasis of this network, suggesting that it is the fundamental idea that unites all other themes and subjects. The red cluster mainly includes entrepreneurship education and youth, incorporating keywords such as "entrepreneurship education", "personality traits", "self-efficacy", "entrepreneurial intentions" and "youth". It also



**Fig. 3.** Most relevant sources of articles on factors of youth entrepreneurial behaviour.



**Fig. 4.** Sources production over time on youth entrepreneurial behaviour.



**Fig. 5.** Network mapping on the most relevant keywords.

emphasizes how education and individual characteristics influence entrepreneurial inclinations, particularly in young people. The cluster also draws attention to areas such as "South Africa" and "Malaysia," indicating a focus on geography in the study. The green cluster includes words like "business," "rural development," "entrepreneur," "innovation," and "young population." It encompasses studies on rural development, the role of entrepreneurs in fostering innovation and real-world applications of entrepreneurship. The blue cluster delves into human factors and decision-making, with keywords such as "decision making", "gender", "psychology", "education" and "motivation." It explores the psychological and demographic

factors influencing entrepreneurial behaviour, including gender-specific studies and decision-making processes, shedding light on the complex interplay between personal and external influences on entrepreneurship.

The word cloud depicted in Fig. 6 using R Studio visually represents the most frequently used keywords in the analyzed literature emphasizing the focus areas in entrepreneurship research. The word cloud highlights key focus areas in entrepreneurship research. The word cloud reflects a global, multidisciplinary view of entrepreneurship's impact on youth, education and sustainability.

## Factors influencing entrepreneurial behaviour among the youth

Entrepreneurial behaviour among youth is shaped by various factors, as highlighted in Table 2. These include personal traits, psychological aspects like locus of control and entrepreneurial self-efficacy, family traditions and social support and external influences such as access to resources, educational opportunities and supportive institutional policies. The young peoples' entrepreneurial conduct demonstrates their capacity to spot possibilities, exercise initiative and develop novel ideas to add value (23). It includes an exploratory mindset, flexibility and a readiness to take on obstacles to achieve objectives (24). Personal experiences, the environment they are exposed to and the resources at their disposal all influence this behaviour. Young people frequently exhibit entrepreneurial impulses when driven by a desire for autonomy, a desire to solve issues or a vision to have a beneficial impact (25). Essential components of this behaviour include the capacity to overcome challenges, adjust to shifting conditions and maintain resilience in the face of setbacks. Supporting this mentality among young people is essential to promote social change, economic advancement and creativity (26).

Various personal and external factors shape entrepreneurial behaviour, each contributing uniquely to an individuals' entrepreneurial propensity (27). Personal factors are crucial in shaping entrepreneurial behaviour (28-31). Personal traits play a pivotal role, with conscientiousness, openness, extraversion and agreeableness significantly influencing entrepreneurial tendencies (32). Conscientious individuals are disciplined and goal-oriented, while openness fosters creativity and adaptability (33). Extraversion enables effective networking and communication, which are crucial for business success. These traits form a strong foundation for entrepreneurial decision-making and resilience (34). Together, these traits form a strong foundation for entrepreneurial decision-making and resilience. Individual perceptions and the

activities of cooperatives are also significant factors influencing entrepreneurial behaviour (35).

Locus of control, entrepreneurial education and the need for achievement influence entrepreneurial behaviour (36-38). Individuals with an internal locus of control believe they can influence outcomes through their actions, fostering proactive decision-making and risk-taking (39). Entrepreneurial education gives prospective business owners the abilities, know-how and self-assurance they need to manage operations and create new ideas (40) successfully. The type of university attended is an essential factor influencing entrepreneurial behaviour (41). Universities with a strong focus on entrepreneurship, innovation and practical learning environments often provide students with the necessary skills,

**Table 2.** Factors influencing entrepreneurial behaviour

Factors	References
Conscientiousness	Openness, extraversion and agreeableness
Locus of control, entrepreneurial education and need for Achievement	(32), (37), (38), (47), (63), (65)
Types of Universities attended	(41)
Existing family entrepreneurial tradition,	(44)
Increasing quality of life	
Individual perceptions, activities of co-operatives	(35)
Previous experience	(35), (41)
Access to credit	(64)
Personal motivation, positive attitude and perseverance	(48)
Entrepreneurial creativity	(48), (50)
Future self- Continuity	(50)
Access to information, role of agricultural extension agents, communication technology	(53), (54)
Development of youth entrepreneurship	(64)
Entrepreneurship policy	(43)
Entrepreneurial self-efficacy and relational support	(47), (55), (56)
Career choice, family background, business incubation	(58)
Entrepreneurial self-confidence, knowing other entrepreneurs, ability to identify opportunities	(52)



**Fig. 6.** Word cloud representing the most frequently used keywords

knowledge and mindset to pursue entrepreneurial ventures (42). Entrepreneurship education plays a vital role in shaping entrepreneurial intentions (43). The need for Achievement drives individuals to set ambitious goals and persistently work toward accomplishing them, serving as a strong motivational force in entrepreneurial endeavours (38, 65).

A strong family tradition in entrepreneurship fosters entrepreneurial behaviour by providing early exposure to business practices, mentorship and a risk-taking mindset. Additionally, the desire to enhance the quality of life is a key motivator for youth to pursue entrepreneurial ventures (44). Family entrepreneurial traditions provide individuals with early exposure to business practices, practical knowledge and inspiration, often motivating them to pursue similar ventures (45). The factors influencing practicing entrepreneurs focus on the impact of exposure to family businesses and the awareness of business ideas generated by an immediate or extended family before initiating a business start-up (46). Relational support is an essential factor influencing entrepreneurial behaviour. It refers to the encouragement, guidance and assistance provided by family, friends, mentors and professional networks (47).

Personal motivation, a positive attitude, creativity and perseverance are key determinants of entrepreneurial behaviour (48). Personal motivation drives individuals to set and achieve ambitious goals, which serve as the intrinsic drive that fuels their entrepreneurial journey. A positive attitude helps entrepreneurs remain optimistic and solution-focused even when faced with financial constraints, market competition, regulatory hurdles and business uncertainties. Creativity enables them to think innovatively, develop unique ideas and differentiate their ventures in competitive markets (49, 50). Perseverance ensures that entrepreneurs stay committed and resilient, overcoming obstacles and setbacks to achieve long-term success (51).

Several factors, such as future self-continuity, green cognition, entrepreneurial culture, entrepreneurship education and financial support, influence the green entrepreneurial intentions of college students (50). Entrepreneurial self-confidence, knowing other entrepreneurs and identifying opportunities are key factors influencing entrepreneurial behaviour (52). Access to information, the role of agricultural extension agents and communication technology are crucial elements influencing entrepreneurial capacity, particularly in agriculture and rural enterprises for young farmers in Indonesia (53). Extension agents are critical intermediaries between research institutions and farmers or rural entrepreneurs (54). They provide training, technical guidance and support in adopting innovative practices and technologies. By bridging the knowledge gap, they empower individuals to improve efficiency, implement sustainable methods and expand their entrepreneurial ventures. Entrepreneurial policies are crucial for developing and implementing practical, evidence-based strategies to enhance youths' entrepreneurial capabilities (43). To maximize entrepreneurial education, it is essential to develop educational policies that strengthen personal competencies and facilitate the effective utilization of entrepreneurial resources (43).

Entrepreneurial Self-Efficacy (ESE) is a critical factor

influencing entrepreneurial behaviour and success (47, 55, 56). Entrepreneurial Self-Efficacy refers to the strength of an individuals' belief in their ability to effectively perform the various roles and tasks associated with entrepreneurship. It encompasses five key factors: innovation, risk-taking, management, financial control and marketing (57). Career choice is a significant factor in shaping entrepreneurial behaviour, as it influences an individuals' decision to pursue entrepreneurship over traditional career paths (58). The author also included the motivating factors of self-drive, career aspirations, family business influence, unemployment, monetary benefits, business education, entrepreneurship training and awareness through business incubators. On the other hand, business incubation provides essential support for aspiring entrepreneurs, especially during the early stages of starting a business (58).

Other factors influencing openness toward entrepreneurship include employment status, age and country of origin (59). Subjective factors such as beliefs, social norms and values play a significant role in shaping entrepreneurial behaviour and the key variable linking these two sets of factors is attitude (60). Women have various reasons to become an entrepreneurs and they are motivated by both push and pull factors, but push factors are more important. Pull factors include independence, personal growth, self-fulfilment, social status, financial motivation and power. Push factors include personal or external reasons like unemployment, job loss, or limited career opportunities (61). The other factors identified are individual factors such as attitude and perceived behavioural control. Social factors include subjective norms and networking and institutional factors include academic programs and government support (62).

### Future Research Directions

Future research on the entrepreneurial behaviour of youth and its influencing factors offers many opportunities to deepen understanding and drive impactful interventions. One promising direction is the exploration of context-specific factors, such as the role of cultural norms, regional ecosystems and socioeconomic conditions in shaping youth entrepreneurship. Integrating interdisciplinary approaches could provide valuable insights, particularly by examining the intersection of technology, psychology and entrepreneurship to understand traits like resilience, creativity and the adoption of digital tools. Longitudinal studies are essential for tracking the evolution of entrepreneurial behaviour over time and assessing the sustained impact of education and training programs. Further, there is a growing need to study the effects of education and skill development, particularly by identifying innovative methods in entrepreneurship education and addressing skill gaps that hinder entrepreneurial success.

Additionally, investigating the role of policy frameworks and institutional support can help evaluate the effectiveness of government initiatives and public-private partnerships in creating supportive entrepreneurial ecosystems. The increasing emphasis on sustainability and environmental changes calls for studies on how youth incorporate sustainable practices into their entrepreneurial ventures, especially amid economic and ecological uncertainties. Moreover, with the rise

of digital entrepreneurship, future research could explore the influence of digital literacy, social media and global networks on entrepreneurial success.

## Conclusion

In conclusion, understanding the entrepreneurial behaviour of youth and its influencing factors is critical for fostering innovation, economic growth and social progress. This systematic review highlights the dynamic interplay of personal traits, sociocultural influences, education and institutional support in shaping entrepreneurial intentions and actions among youth. The findings underscore the need for targeted interventions such as enhancing entrepreneurial education, leveraging digital tools and fostering inclusive ecosystems to empower young entrepreneurs. Future research must delve deeper into context-specific dynamics, interdisciplinary approaches and the evolving role of sustainability and technology. By addressing these areas, stakeholders can create more robust frameworks to nurture youth entrepreneurship, ultimately contributing to Sustainable Development Goals (SDGs) such as decent work and economic growth (SDG 8), reduced inequalities (SDG 10) and industry, innovation and infrastructure (SDG 9), as well as broader objectives like economic empowerment and social inclusion.

## Acknowledgement

The authors would like to express their deepest gratitude to the Department of Agricultural Extension and Rural Sociology for their invaluable guidance and support and they thank the Directorate of Extension Education for funding throughout this study. Special thanks to the Chairman and advisory members for their valuable feedback and constructive suggestions on the manuscript.

## Authors' contributions

AR conceptualized and formulated the manuscript and analyzed the data. MPP guided the research by formulating the concept and approving the final manuscript. SM contributed by developing the ideas, reviewing the manuscript and helping procure research grants. CM helped summarize and revise the manuscript. SK helped in collecting the data. GSR helped in summarizing and statistical analysis of data. DC helped edit and review the original draft.

## Compliance with ethical standards

**Conflict of interest:** Authors do not have any conflict of interest to declare.

**Ethical issues:** None.

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