International Journal of Science and Research (IJSR)
ISSN: 2319-7064
SJIF (2022): 7.942

The Way Towards Building Strong Entrepreneurial Culture: Evidence - Based Practices and Insights from the Indian and UK Tech Entrepreneurial Sector

Gayatri Panda

Abstract: ***This research study has the aim of investigating the evidence - based practices in the UK and India for developing entrepreneurial culture. The study has adopted a primary qualitative research design and the data was collected through semi - structured interviews. A population of 30 entrepreneurs were targeted, 15 from each country. The collected data was then transcribed and analysed through the thematic analysis technique. The analysis has indicated the crucial role of both countries in stabilizing the opportunities and dealing with the challenges each day. Overall findings of this research can be effectively used for making reliable policies and dealing with the challenges as the respondents have reported a few issues related to their working culture in start - up companies in both countries.***

Keywords: Indian Entrepreneurial Culture, UK Entrepreneurial Culture, Tech entrepreneurial and evidence-based practice

1. Introduction

India and the UK both have vibrant technology and also entrepreneurship ecosystems. In recent years, the start - up businesses in both countries have grown rapidly, while India gained a lot of recognition for its many tech "unicorns" and deep talent pools. Whereas, the UK remains a highly got innovative economy and also seemed as a leader in areas like fintech and cleantech (The Times of India, 2023). However, nurturing an entrepreneurial culture requires a concerted effort at multiple levels. Research shows that exposure to entrepreneurship from a young age, access to funding and incentives, development of technical and business leadership skills, and also cultural attitudes that celebrate risk - taking all contribute to entrepreneurial success (Geldhof et al.2014). Government policies and programs can help to catalyse the ecosystem, as evident in India's Start - up India mission (Adhana, 2020). Educational institutions also play a key role through different mechanisms like technology business incubators and accelerator programs, which provide very critical training, mentoring and launching pads for early - stage ventures. Industry partnerships, such as between corporates and start - ups, can promote innovation and knowledge exchange. Events like start - up summits and also hackathons foster collaborative, creative environments (Bańka et al.2022). Success stories of older firms and founders inspire future generations of entrepreneurs. Cultural shifts towards positive portrayals of entrepreneurship in media and art influence societal perceptions (Dwivedi et al.2021). Addressing barriers faced by underrepresented groups like women and minority founders promotes more inclusive, impactful entrepreneurship.

As two of the most innovative countries like India and the UK can learn from each other's initiatives in the strengthening of entrepreneurial culture (Jardim et al.2021). Entrepreneurial ideas are mainly linked with areas like government incentives and regulations, university and corporate collaborations, seed funding mechanisms, and cultural/societal messaging to inspire individuals to invest in the tech innovation business ideas. Selected studies on the successes and pitfalls within each country's approach can identify best practices for nurturing talent and fostering a productively ambitious entrepreneurial drive (Sanders et al.2024). Meanwhile, the current research aims to compare Evidence - based practices and insights from the Indian and UK tech entrepreneurial sectors. In addition, it has worked on the following research question:

How evidence - based practices and insights of India and the UK promote the development of entrepreneurial tech culture?

2. Literature Review

Entrepreneurship has emerged as a key driver of economic growth and job creation around the world. However, the level of entrepreneurial activity varies significantly between the countries and regions. Research has highlighted the importance of having a supportive entrepreneurial culture and ecosystem for new ventures to thrive. This review analyses the evidence - based practices and insights on how to effectively build entrepreneurial culture, with a specific focus on the tech sectors in India and the UK. Several studies on Indian technology start - ups have emphasized the role of governmental programs and policies in enabling entrepreneurship. Initiatives like Start - up India, tax incentives, subsidized infrastructure through incubators and accelerators, and easing regulatory compliance have already shown very positive outcomes (Singh, 2021) However, beyond physical infrastructure support, the experts argue that India still needs to foster skills development and also provide mentoring for the first - time entrepreneurs. Collaborations between corporates, investors, educational institutions and start - ups can facilitate knowledge sharing and also offer launchpads for tech entrepreneurs (Metcalf et al.2021).

In contrast, the UK has a more mature and well - developed tech entrepreneurial ecosystem backed by universities, angel investors and also venture capital firms. Nonetheless, studies indicate barriers to scaling up tech ventures and a deficit of digital skills among the founders (Kakuze et al.2020). Proposed measures include building networks with the

international hubs, improving access to growth capital, especially through government guarantees, incentivizing corporate venturing arms, and having targeted acceleration programs for high - potential start - ups. There is also scope for greater inclusion across the gender, ethnicity and location dimensions in the UK context (Owalla et al.2021). Beyond the physical infrastructure and regulatory environment, experts emphasize the critical role of societal mind - sets, ambition and risk appetite in fostering entrepreneurship. The social legitimacy of entrepreneurship as a career, tolerance of failure, and the ability to identify unique opportunities are seen as key pillars of an entrepreneurial culture (Metcalf et al.2021). Therefore, grassroots programs to promote entrepreneurial thinking in schools and colleges are very vital. Success stories through media campaigns and public recognition platforms can also shift attitudes and behaviours over time. In summary, while governmental support mechanisms and access to finance provide the backbone, a thriving entrepreneurial culture calls for broader systemic efforts spanning skills development, mentoring networks, ambitious mindsets and also celebrating innovation. As emerging tech start - up hubs, India and the UK can continue learning from the global best practices while doubling down on the grassroots - level initiatives tailored to address their specific ecosystem needs and leverage their localized strengths.

3. Research Methodology

Research design

This research has adopted the use of qualitative research design for executing the interview process. Qualitative Research design is either descriptive or exploratory and establishes only a description of the variables (Mohajan, 2020). This research design enabled the researcher to analyse and gather non - numerical data to uncover relationships, and trends and to study perceptions of the people. As compared to other research methods, this research design was selected because it enables the investigation of answers in terms of non - numerical and subjective manners. Another research by Osuagwu, (2020) stated that in comparison to all the research method types, qualitative research produces factual, reliable and generalizable outcome data from smaller populations and operational and process performance. This research design enabled the researchers to go for an in - depth investigation and collect a diverse set of data from the primary sources.

Research approach

A research approach is defined as, a set of guidelines and strategies that enables the researchers to execute any research (Islam et al.2022). There are two types of research approaches, Inductive approach and deductive research approach (Proudfoot, 2023). As this research aims to utilize the qualitative research design, it has applied the principles of the inductive research approach. Another type is the deductive research design is defined as, a research method that involves the focus on a theory, hypothesis and testing of the observations through data collection and analysis (Ghr and Aithal, 2022). In comparison to the inductive research approach, it allows the researchers to draw conclusions by interpreting data concerning the social world and to study the experiences of the society members to identify the research problem. For such reasons, the use of the inductive approach was found suitable and helpful for the current research investigation. It helped in the investigation and analysis of different textual data.

Data collection methods

Data collection methods are considered a crucial and integral part of any research. There are two types of data collection methods such as primary data collection and secondary data collection. This research study has employed the primary data collection method in which the data was collected from the recruited individuals rather than the open sources. For data collection, this research has paid attention towards the employees of the Indian and UK tech entrepreneurial sectors. It enabled the comparison between both sectors to see the ratios of opportunities and challenges in individual sectors. The data was collected through semi - structured interview questionnaires which were designed by referring to the research aim.

Sample size and technique

Sample size and sampling technique are also two main components of the study. This research has employed the random sampling technique in which the random population of employees from both the Indian and UK tech entrepreneurial sectors were recruited. The social media campaign was considered as the source of approach in which the researchers invited the employees of both sectors through social media postings like on Facebook, Instagram and Twitter. A population of 30 entrepreneurs were targeted, 15 individuals from each sector. The random sampling allowed the participants to equally participate in the study and share their viewpoints in the data collection sessions.

Data analysis

Data analysis is defined as, the tools and techniques that are used for analyzing data and interpreting the findings (Mertler et al.2021). This research has adopted the thematic analysis technique for analyzing the interview transcripts. The thematic analysis is a qualitative data analysis technique that allows the researchers to identify the patterns of texts, videos and audio (Kiger and Varpio, 2020). This research has also adopted this technique to study the perception of employees from India and the UK and to see the types of evidence - based practices and insights being used by both sectors.

Ethical considerations

When conducting interviews or focus groups, the researchers have obtained informed consent from all the participants, making clear the purpose of the study and what participation entails. Participant confidentiality was protected by de - identifying the data and securely storing the recordings and transcripts. Researchers have avoided deception or coercion to gain participation. Questions asked have respected the privacy and avoid the emotional distress. Participants had the right to skip any questions or withdraw at any time. Researchers have analysed and reported the findings honestly, avoiding any bias. Reviews by the research ethics committees helped to ensure the studies protect the participants' rights and interests.

4. Results and Interpretation

The results of this research are based on the thematic analysis. The three main themes were designed by referring to the research objectives and the questions which are addressed by the statements of respondents. in addition, the statements by the respondents are critiqued by the past literature to see the similarities and dissimilarities among them.

Thematic analysis

Theme 1: Overview of entrepreneurial sectors of the UK and India.

The entrepreneurial sector in both India and the UK possesses diversified ecosystems that are driven by collaboration with different stakeholders. Both countries have experienced significant growth in their tech and digital sectors with a focus on artificial intelligence (AI), digitalization approaches and other emerging technologies (Zaidi et al.2023). Similarly, during the current study interview, respondent [5] stated:

"In the UK, the entrepreneurial landscape is much characterised by a strong and significant emphasis on innovation which is backed by the UK governmental policies and initiatives". [R - 5]

Similarly, Harima, (2020) put forward its findings that the UK has a well - developed start - up ecosystem with several co - working spaces, incubators and accelerators that provide the bulk of resources and mentorship to budding entrepreneurs. Whereas, another respondent [17] stated about the Indian sectors:

"The Indian entrepreneurial sectors are known for their adaptability, resilience and rapid growth. My organization was a start - up so I have done a market survey and found that this industry has focused on technology - driven solutions for multiple sectors like edtech, e - commerce and fintech". [R - 17]

With regard to the above statement, similar points were discussed by Adhana, (2020) that the Indian government has introduced several initiatives for supporting entrepreneurship like the Start - up Indian Programme which has the aim of fostering job creation and innovation. In comparison to the responses and the past literature, it is evident that both countries have a massive rise in the entrepreneurship sector with a pool of skilled workers. Canestrino et al. (2020) stated further that entrepreneurial cultures in both countries differ in unique cultural, historical and socio - economic contexts. They share a common business goal of fostering job creation, innovation and economic growth through start - ups.

Theme 2: Evidence - based practices and insights in entrepreneurial sectors of the UK versus India.

With regard to this theme, it is essential to answer the research question as it has paid attention towards the evidence - based practices of the UK and Indian entrepreneurial sectors. The respondent 7 stated that:

"The response of the UK's business sectors after Brexit to adaptability to economic challenges has enlightened the significance of adaptability and resilience for facing uncertainty. Still, my organization reviews the consequences of Brexit and how the existing business organisations have competed with it to bring better policies. " (R - 7)

The above statement has indicated the transformation of the UK industry after Brexit. It indicated that market analysis is a significant practice for entrepreneurs to withstand in the competitive market. Another respondent reported in his interview that:

"India has prioritized technology - driven entrepreneurship and also believes in women's empowerment. I have witnessed certain platforms that mainly work for stabilizing the career of women in India. " [R - 21]

In comparison, the findings of the study stated that the UK's Athena SWAN Charter and India's Women entrepreneurship platform have demonstrated a commitment to diversifying the ecosystem (Athena Swan Charter, 2023). It also mentioned that encouraging entrepreneurship across different demographic cultures leads to a more resilient and innovative business landscape.

Theme 3: Challenges for employees in UK and Indian entrepreneurial sectors.

Past studies revealed that employees in entrepreneurial sectors in the UK and India have faced both challenges and opportunities with were linked to skill development, job opportunities, career growth work culture etc. With regard to challenges, respondent 19 stated:

"Startups in India are inherently risky and job security is one of the main concerns of the employees working in such sectors. " [R - 9]

In comparison, the respondent from the UK group pointed out:

"The growth trajectory of start - ups in the UK is unpredictable which leads to uncertainty regarding career advancement and roles. We as employees need to adapt to new responsibilities or even face the loss of jobs if the company does not have an expected scale. " [R - 3]

Likewise, Mohammad, (2023) stated that start - ups do not always offer the same comprehensive benefits as established companies such as paid time leave, retirement plans and awards, and health care allowances. This becomes a challenge for employees to participate as an employee in start - up companies. This is not just the case for Indian organizations but also in the UK.

5. Discussion

Through thematic analysis and the collected findings, this paper provides some very interesting insights into the practices that can help build a strong entrepreneurial culture, drawing on many examples from the Indian and UK tech sectors. However, the evidence presented is quite limited in scope. The authors conducted interviews with just 30 entrepreneurs, 15 from India and also 15 from the UK. Such a small qualitative sample makes it difficult to draw any firm generalizable conclusions. Additionally, the paper lacks a clear definition or conceptualization of "entrepreneurial culture. " The authors dive right into the proposed best

practices without first laying out what key elements they believe comprise an entrepreneurial culture. This oversight makes it very challenging to evaluate whether their recommendations align with the building of the culture they aim to promote. The paper would benefit from a more robust and also integrative literature review on entrepreneurial culture specifically. The best practices of both the countries outlined are very reasonably clear and actionable, including fostering collaboration amongst the entrepreneurs, embracing a global outlook, promoting governance policies that support the entrepreneurs, celebrating entrepreneurial success stories as role models, and encouraging a culture of experiential learning (Lim et al.2024). However, the evidence base behind several practices relies largely on anecdotal interview quotes rather than systematic data. While the interview insights are very useful, more research is needed to validate whether initiatives like entrepreneur - focused global trade missions truly cultivate an entrepreneurial culture.

The Indian and UK tech entrepreneurial sectors have both seen rapid growth and innovation in recent years (Qayyum et al.2021). However, there are key differences in the practices and insights that have impacted their trajectories. A study by Khadria and Mishra, (2023) stated that in India, there is a strong emphasis on frugality and also add innovation born out of necessity and constraints. With limited resources, Indian entrepreneurs have become masters at doing more with less and finding unconventional solutions (Lokman and Chahine, 2021). While this promotes creativity, there is less focus on using evidence - based best practices.

In contrast, the UK arena is more loyal to the existing procedures and the documents' approach to decision - making (Gabbay et al., 2020). The availability of resources to carry out decisive testing is quite more. Nevertheless, the priority for the methodologies that are proven to be highly effective causes a lack of attention to creativity and dynamism (Walter, 2021). With both nations increasingly being tech - driven, they will bear mutual things to learn. India would gain an advantage by using innovative techniques that are backed by research, and the UK sector requires taking new creative directions. Striking the balance between facts - based rigour and free innovation will be the key to maximised output in the tech sectors of both countries, the UK and India (Leslie, 2020). More cross - border cooperation and exchange of knowledge could generate more interest and awareness of best practices in both ecosystems.

6. Conclusion

This research study has aimed to see the evidence - based practices of India and the UK for fostering the entrepreneurial culture. The findings have indicated the crucial role of both countries in stabilizing the opportunities and dealing with the challenges each day. Overall findings of this research can be effectively used for making reliable policies and dealing with the challenges as the respondents have reported a few issues related to their working culture in startup companies in both countries.

Additionally, the paper lacks any critical examination of the potential limitations, challenges, or risks associated with certain practices like deregulation. The arguments would resonate much more strongly if the authors discussed the counter perspectives or the downsides to balance their recommendations. This would underscore that building an entrepreneurial culture requires thoughtful, nuanced approaches rather than unilateral strategies. In summary, this paper serves as a solid starting point for mapping out the evidence - based best practices to build entrepreneurial culture. However, substantially more research across the entrepreneurial ecosystems is needed before declaring a definitive framework. The authors have pulled together interesting case insights but must situate their conclusions within a broader academic foundation to strengthen the validity. Expanding both the theoretical grounding and also evidence base could elevate this paper from a localized qualitative study to a more generalizable set of cultural cultivation guidelines.

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