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Navigating the Entrepreneurial Landscape in Saudi Arabia: A Systematic literature Review

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Abstract: Background: This systematic literature review focused on the entrepreneurial landscape in Saudi Arabia over the past decade. Additionally, it aims to develop a clearer understanding of opportunities in the entrepreneurship environment for sustainable development and to explore entrepreneurs' opportunities and challenges. Thus, this SLR highlight research gaps in the literature that need further attention. Methodology: A systematic and rigorous process for discovering, appraising and synthesising research studies on the entrepreneurship environment with the application of the PRISMA evaluation framework as a structural guide in the process to review articles from distinguished academic journals. Findings: The findings from 68 articles identified multiple forms of entrepreneurship, of which green and sustainable entrepreneurship, female entrepreneurship, and traditional entrepreneurship were the most common. In addition, the findings show that women's entrepreneurship, education factors, and innovation are the most dominant of the study outcomes. Furthermore, more than 75% of the studies relied on survey research. Contribution/value: This systematic literature review adds to the literature on entrepreneurship by providing insight into focal gaps and recommendations for future research as well as highlights the dynamic nature of the development of an entrepreneurial ecosystem in developing contexts.

Keywords: Systematic Literature Review, Entrepreneurship, Saudi Arabia, Innovation, Women's Entrepreneurship

1. Introduction

Recently, the concept of entrepreneurship has gained significant momentum in the Kingdom of Saudi Arabia (Al-Mamary & Alshallaqi, 2022). According to Elnadi & Gheith, (2023) and Roomi et al. (2023), entrepreneurship is an upcoming sector in Saudi Arabia. In addition, employment, economic growth, stability, and wealth are significantly influenced by entrepreneurship (Al-Mamary, 2025; Alferaih, 2022; Sharahiley, 2020). Thus, the government is taking various initiatives, such as providing ample public and private institutions with all types of services and supporting their entrepreneurs in establishing new ventures (Abdelwahed et al., 2022; Alshrari et al., 2021). Hence, Saudi entrepreneurs currently have access to extensive resources such as startup incubators and accelerators that provide financing, consulting, networking opportunities, and other services to nurture entrepreneurial efforts (Alshebami et al., 2024; Surangi, 2024).

The kingdom of Saudi Arabia has historically depended on its enormous oil reserves to fuel economic expansion (Alferaih, 2022; Elnadi & Gheith, 2023). The government has however realised that it is time to diversify the economy to create more jobs and wealth especially to the large youth demographic in the country; the majority of Saudis are under the age of 30, so unemployment is also a major issue (The General Authority For Statistics, 2024). Hence, the government seeks to open up the economy by reducing the rate of unemployment and refocusing the economy back to other sectors rather than oil. Therefore, to transform its society and economy along with this bold new vision, Saudi Arabia needs entrepreneurship (Alferaih, 2022; Vision 2030, 2016).

The entrepreneurial environment in the country of Saudi Arabia has changed significantly within the last decade (Y H Al-Mamary et al., 2025; Alhajri & Aloud, 2025; Miralam et al., 2025). Such transformation can be attributed in part to diversification necessitated by oil necessary to get engaged into involved entrepreneurial activities that need



classification, analysis, and comprehension (Ayad *et al.*, 2022; M. Roomi *et al.*, 2023). Thus, this systematic literature review (SLR) aimed to clarify the evolving contextual environment in the last decade. Hence, the purpose of this research is threefold: First, to identify the most recent entrepreneurship studies in Saudi Arabia from the literature in previous years (from 2016 to 2025). The researchers have tried to map the entrepreneurial landscape in Saudi Arabia. Developing a picture of the forms of entrepreneurship, the main actions, possibilities, and issues of entrepreneurship, one can distinguish them (Islam & Alharthi, 2024). Second, we investigate methods and units of analysis employed in these articles, and get acquainted with the current approaches to this study and possibly find out the new directions of the research in the future. Third, we also offer a future road map of the researchers and entrepreneurs themselves which points at the most significant gaps as established in the literature, which might serve as a starting point of a critical discussion of where to proceed with our research agenda.

In addition to providing a solid foundation for future research directions, the present paper makes several distinct contributions to the literature. First, this SLR not only clarifies the landscape of entrepreneurship in Saudi Arabia but can also act as a guide for future research. Carrera-Rivera *et al.* (2022) argue that presenting a systematic review of the literature allows scholars and practitioners to better identify trends and gaps. Furthermore, this wealth of organisation facilitates more motivated research and adds to the knowledge base in entrepreneurship (Kraus *et al.*, 2020). Kuckertz & Block (2021) stated that it is necessary to synthesise the literature to gain a holistic view and contribute to growing the literature in this research domain. Second, although it is well established that entrepreneurship is the foundation of sustaining growth and development in countries (Aljuwaiber, 2021; Gieure *et al.*, 2020), qualitative studies exploring the landscape of entrepreneurship still have not received much attention. A few authors have implemented qualitative studies in this area, such as Al-Ghazali (2024), who navigated the digital landscape by exploring the factors that shape entrepreneurial dynamics in Saudi Arabia through the application of in-depth interviews with specialists and the examination of survey answers. Furthermore, Alzahrani *et al.* (2025) identify whether cultural traits are linked with green entrepreneurship in Saudi Arabia on the basis of a dataset of 84 observations from 21 cities for 2015-2018. Finally, Alomar (2025) applied total interpretive structural modelling to investigate how digital government has played a role in enhancing female entrepreneurship in Saudi Arabia.

Therefore, this SLR intends to build upon the literature and provide a more meaningful understanding of the entrepreneurship landscape in Saudi Arabia. We highlight research gaps in the literature that need further attention. Our goal has been to provoke stronger exploration and stimulate thoughts for future research. By highlighting the questions and neglected areas that we have, we wanted to guide scholars' interests towards those issues and thus facilitate the construction of broader knowledge, as well as create not only research ideas but also pathways for further inquiry and understanding of the entrepreneurship landscape in Saudi Arabia (Abdelwahed, 2022; Al-Mamary, 2025; Eid *et al.*, 2023).

Entrepreneurship development in Saudi Arabia has rapidly advanced over the last few years (Fallatah & Ayed, 2023). Numerous projects about technology, sustainability, and digital innovation are being introduced; these include funding, fostering, and expediting the growth of startups, generating employment, expanding capabilities, modernising regulatory frameworks, and assisting SMEs (Abdelwahed *et al.*, 2022; Albarrak & Alokley, 2021; Mir & Kulibi, 2023).

The Global Entrepreneurship Monitor (GEM) provides insights into the state of entrepreneurship in Saudi Arabia, detailing its strengths, challenges, and opportunities. Indicatively, a 2009 GEM survey reported that only 4.7% of the Saudi Arabia population in the 18-64 years old range were involved in new venture start up (Bosma & Levie, 2010). On the contrary, a 2016 report was more positive regarding the rate of entrepreneurial success of Saudi Arabian adults. This report urged the policy makers to provide more opportunities through enhancing the entrepreneurial environment. In addition, 65% and 45% in Lebanon and Egypt, respectively, only 25.8% of working-age population were planning to open a new company within the coming 3 years (Sharahiley, 2020). The government has ensured that it commits major resources to entrench a culture of entrepreneurship since entrepreneurship is a develop area. As an illustration, the government has created many public and commercial organisations, which provide various services and support to business owners in a starting venture (Al-Mamary & Alshallaqi, 2022; Elnadi & Gheith, 2023). Moreover, the government has geared the education system to improve entrepreneurship to promote the entrepreneurial spirit among students and motivate them to venture into entrepreneurship (Elnadi & Gheith, 2021).



The above initiatives are reflected in the 2019 GEM report, where the proportion of the adult population in Saudi Arabia that recognizes that the government provides attractive opportunities to start a firm stands at about 76.3, which is the second-highest rate of the 49 countries studied (Alwakid *et al.*, 2020). It suggests the fact that the evolution towards the building of a prosperous economy by 2030 has been decent (Alferaih, 2022; Roomi *et al.*, 2023). They also indicated that more than one out of every three Saudi citizens answered that they would prefer to start their business in the coming three years. Moreover, the GEM average and the overall rate of entrepreneurial activity of Saudi Arabia are rather similar. On the same note, the report indicated a higher future of entrepreneurship in Saudi Arabia (Elnadi & Gheith, 2021).

GEM 2023 report was published recently; this is an indicator of a good entrepreneurship performance of the Kingdom of Saudi Arabia. Among the major characteristics of this development has been a growing entrepreneurial spirit on the part of both nationals and expatriates. The GEM 2023 report indicates that 95% of the interviewed people expressed a positive attitude towards initiating their businesses, and it demonstrates that entrepreneurship has become a potential choice of career (Roomi *et al.*, 2023). This change of attitude is a deeper cultural embrace of the entrepreneurial mode of occupation as a valid and fulfilling career choice; this indicates the conceptual alteration that has occurred in social thinking about the ownership of firms. In addition, Saudi Arabia experienced considerable growth in the number of established firms in 2022, placing the country near the frontier of the high-income category (Monsha'at, 2023; Roomi *et al.*, 2023).

Moreover, the GEM 2023 report highlighted that, compared with other high-income countries, Saudi Arabia had an exceptionally high proportion of its population engaging in entrepreneurial activities and owning consumer-oriented operations (Roomi *et al.*, 2023). Therefore, most entrepreneurs and established business owners in Saudi Arabia would have invested their businesses in serving consumers directly. This pattern, in turn, underlines that the Saudi Arabian business environment is unstable yet full of opportunities for people to establish and grow consumer-oriented ventures. Therefore, entrepreneurship development in the KSA provides evidence of a path of growth, innovation, and transformation (Alferaih, 2022; Zalhaf & Ibrahim, 2023)

This research adopts an SLR with the application of the PRISMA evaluation method, which is meaningful for identifying research studies published across Saudi Arabia from 2016 to 2025. According to Kraus *et al.* (2020), SLRs propose the possibility of combining literature and building solid foundations for further research. Hence, a rigorous SLR, grounded in good-quality journals and reliable studies, would be valuable for the development of this field (Bagheri & Akbari, 2019; Tetteh *et al.*, 2024).

The rest of this paper is organised as follows. Section 2 presents the methodology with a customised review protocol of the preferred reporting items for systematic reviews and meta-analyses (PRISMA) flow chart. Section 3 presents the study findings, and future research directions are discussed in Section 4. Finally, the conclusions of this review study are drawn in Section 5.

2. Method

The method used for this study, systematic literature review (SLR), has been widely adopted, particularly in finance, marketing, management, and information systems (Alsabban *et al.*, 2024). SLRs, as claimed by Kraus *et al.* (2020), are different from traditional literature reviews that may be biased in the potential contributions presented in the review, which choose the conclusions of the literature being presented. SLRs possess a rigorous, systematic, and transparent system for literature location and review on the basis of set protocols, which facilitates trust in knowledge with systematic academic contributions (Machokoto, 2019; Othman & Ismail, 2025; Tranfield *et al.*, 2003).

For good review quality, the search was performed in Web of Science (WOS) databases, which comprises more than 21,100 high-quality journals from a variety of recognised publishers, such as Emerald Group Publishing, Wiley, Taylor & Francis, Elsevier, Springer Nature, and Sage (Tsang *et al.*, 2022). In accordance with the method described in (Kraus *et al.*, 2022; Mengist *et al.*, 2020), this SLR was divided into distinct stages (see Figure 1), and the researchers implemented the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) tool as one of the most well-known and best framework tools for literature searching (Page *et al.*, 2021).



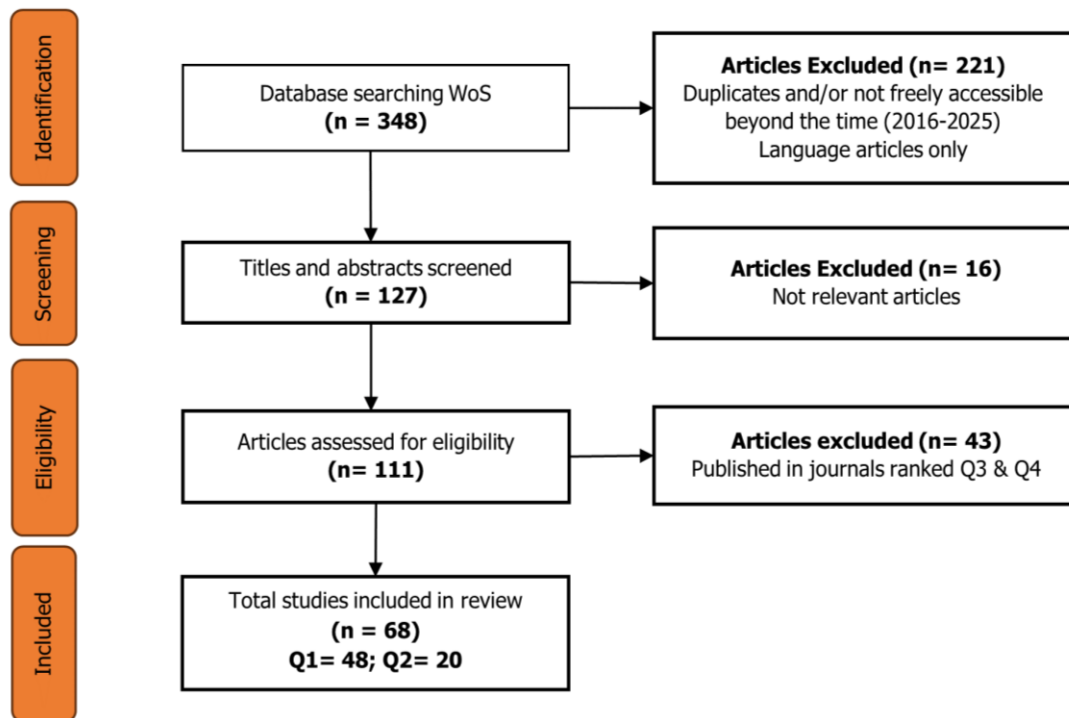


Figure 1. PRISMA flow diagram of study selection process

According to [Kraus *et al.* \(2022\)](#), for high-quality SLRs, researchers rely on a defined set of criteria to create a complete set of scholarly documents. Accordingly, the researchers perform a comprehensive search for published work with selected keywords for the aims of this study, which is "Entrepreneurship" AND "Saudi Arabia" in the title, abstract, and keywords. Articles that were published on the Web of Science (WoS) from 2016 to 2025. All involved studies were available in English, full-length, and original articles. These inclusion criteria were implemented to enhance the transparency and replicability of the results, as well as to protect against introduced quality due to the inclusion of lower quality ([Sauer & Seuring, 2023](#)).

This search identified 348 papers published during the period of 2016--2025, with only "Articles" included. Following [Kraus *et al.* \(2020\)](#) recommendations for reviews of studies on entrepreneurship conference proceedings, books, letters to the editor, non-peer-reviewed articles, and others were explicitly removed. Following this phase, a total of 127 papers remained. Later, abstracts were screened, and irrelevant articles that did not contain the primary keywords ("Entrepreneurship" AND "Saudi Arabia") in their title 16 were excluded. Finally, in line with previous SLRs (e.g. [Salmony *et al.*, 2022](#)), the remaining papers were evaluated in terms of quality on the basis of proper referencing, clear presentation of results supported by coherent arguments, and publication in trustworthy journals, particularly those in the top quartiles (Q1 and Q2). Consequently, 43 articles were excluded at the time of the search.

The remaining 68 articles were analysed. The articles that were obtained from filtering the criteria analysed in terms of entrepreneurship, unit of analysis (targeted population), and method used and concluded with the main examined key factors. All the findings are discussed in the results and discussion section.

3. Findings and Discussion

3.1 Types of entrepreneurships

When undertaking research focused on understanding entrepreneurial patterns and activities within a given context, the decision of whether to take a broad or narrow scope must be considered ([Gutterman, 2021](#)). Examining entrepreneurship across all forms and domains presents findings with wider applicability and perspective ([Chakuzira *et al.*, 2024](#)). While entrepreneurship encompasses numerous categories, some have become more well known and prominent than others ([Ratten, 2023](#)). Figure 2 below shows the form of entrepreneurship that has been used through the analysed papers in the context of Saudi Arabia.

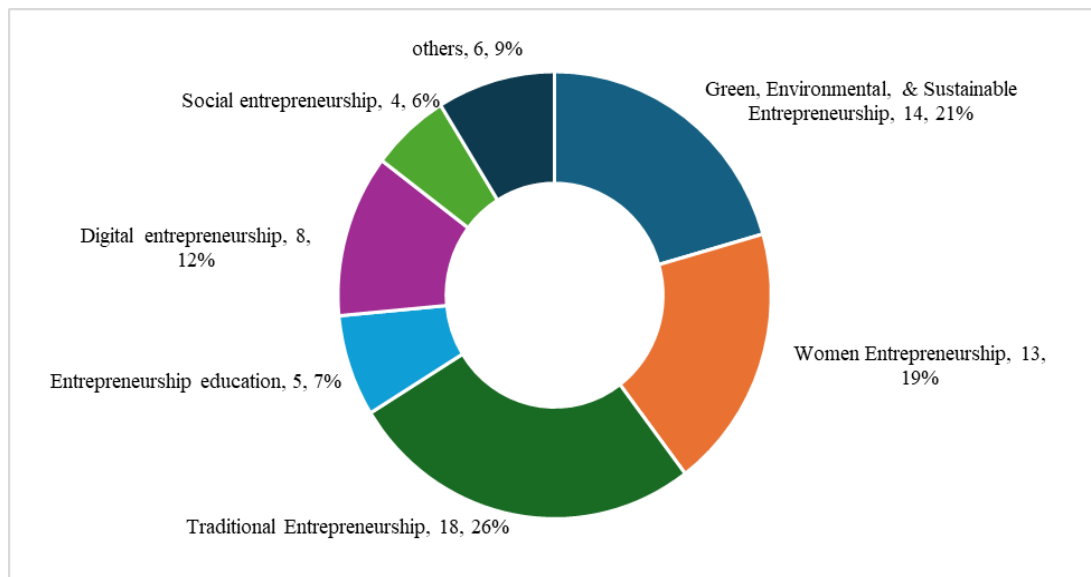


Figure 2. Forms of entrepreneurship

Green, environmental, and sustainable entrepreneurship generally refer to a business enterprise whereby an entrepreneur addresses green and environmental issues and, at the same time, creates economic value (Gupta & Dharwal, 2022). In Saudi Arabia, this type of entrepreneurship is on the rise due to increased sensitisation globally with respect to impacts linked to climate change, pollution, and resource depletion (Alwakid *et al.*, 2020). Moreover, it has become one of the trends in Saudi Arabia, especially within the framework of Vision 2030, wherein multiple efforts have been undertaken to develop renewable energy sectors (Y H Al-Mamary, 2025). Indicatively, with Saudi Arabia in the pursuit of utilizing the potential of solar, wind, and hydrogen, there are immense prospects of clean energy production to the entrepreneur. The emerging industry of renewable energy technologies being driven by the public-private sector alliance and investments of the private sector receives the support of these productions (Samargandi *et al.*, 2024).

Green entrepreneurs usually seek opportunities to replace the traditional, environmentally harmful products or processes with their products (company) or sustainable alternative products (Gupta & Dharwal, 2022). The growing trend in green entrepreneurship is stimulated by the growing demand of green products and environmentally responsible products by the consumers. People are increasingly basing their purchasing decisions on the level of ecological awareness and, thus, are willing to find the companies that align with their values in that respect (Sultan *et al.*, 2023). In the event green entrepreneurs manage to satisfy these needs at specific times, they can provide solutions that resonate with customer values as long as they solve global environmental problems (Muo & Azeez, 2019; Sultan *et al.*, 2023). Green entrepreneurship resembles social entrepreneurship as they both aim to produce an impact that is more significant than that which can be accomplished by financial benefits alone, but it is distinguished by a more particular focus on environmental results (Mondal *et al.*, 2023). In this case, green entrepreneurs encounter the identical issue as those who consider profit as the combination of environmental goals and have to invest heavily in technologies and processes, which can be even more expensive than currently used ones (Fallah & Soori, 2023; Muo & Azeez, 2019). Nevertheless, under the conditions of the correct innovations and market environment, green ventures may become quite profitable and contribute to the environmental well-being (Mondal *et al.*, 2023).

The other major focus in the papers that were examined was traditional entrepreneurship (general) of which 18 of the 68 studies were Traditional entrepreneurship. Since the KSA seeks to diversify its economy and not rely on oil alone but promote the development of other types of businesses, studying entrepreneurship in general can assist in catching the overall economic shift that currently occurs (Ali *et al.*, 2020). Additionally, some of the themes, success factors, and challenges may be used across various kinds of startups, and an overall emphasis might aid in uncovering such overall trends and challenges. (Alharthi, 2025). Traditional entrepreneurship is a general scope that provides the ideal starting point for any preliminary examination seeking to characterise broad-brush entrepreneurial parameters within an emergent context before narrowing the analytic lenses.



The third dominant type or form of entrepreneurship is women entrepreneurship, which refers to the creation and running of businesses by women (Ratten, 2023; Zalhaf & Ibrahim, 2023). In the last decade, the number of female entrepreneurs has increased greatly, turning a significant percentage of women into new business founders worldwide (Fallah & Soori, 2023). However, compared with males, female entrepreneurs still face unique challenges, such as a shortage of access to finance, mentorship, and networks (Surangi, 2024). Studies have focused largely on women's entrepreneurship in Saudi Arabia because the government has attempted to align with the United Nations' Sustainable Development Goals, especially with respect to gender equality (Abdelwahed, 2022; Aljarodi *et al.*, 2024). Supportive ecosystems, such as women-oriented venture capital funds, incubators, and networking organisations, help women entrepreneurs overcome barriers (Fallah & Soori, 2023). The valuable contribution of women to economic development through job creation and innovation is being increasingly recognised.

Digital entrepreneurship was ranked fourth in our SLR. Although the term "digital entrepreneurship" is widely used by researchers and policy makers, its concept is still unfamiliar, and academic evidence in this field is limited (Basly & Hammouda, 2020). The term digital entrepreneurship was coined by Kraus *et al.* (2019) and refers to the pursuit of performance on the basis of the use of digital media and other information and communication technologies. This shows that the digital economy depends not only on the entrepreneur's talent but also on the resources available in the environment. Digital entrepreneurship is defined as the use of digital technologies to achieve success in business and capital markets (Olan *et al.*, 2024). According to Olan *et al.* (2024), earlier ideas such as "e-entrepreneurship" and "Internet entrepreneurship" have not received much attention and have become outdated. Therefore, studying digital entrepreneurship in entrepreneurship might be considered a novel phenomenon in which digital technology and entrepreneurship opportunities are integrated (Chauhan *et al.*, 2022). According to prior research, digital entrepreneurship is different from traditional entrepreneurship, and it is a new and unique type of entrepreneurship (Sahut *et al.*, 2021). Accordingly, new types of entrepreneurs that recognise innovative business models are emerging, such as digital entrepreneurship. Entrepreneurs can quickly switch to products and experiment with digital technology, which leads to more business opportunities and changes in digital printing (Kollmann *et al.*, 2022; Ratten & Jones, 2020). Therefore, with the increase in digitalization, there have been several changes in the market. These developments include the creation of new resources to update the existing business and the updating of the business model to adapt to the digital environment. Digital entrepreneurship helps create a wealth of information that contributes to business development (O'Farrell & Montagnier, 2020). In addition, the pooling of resources leads to synergy benefits, making it easier for digital businesses to compete and collaborate. In a business environment where resources are diversified in different ways and with multiple institutional actors, it is important to coordinate resources.

Owing to the fast growth of technology and the emerging digital economy, digital marketing is considered the best and most modern model in business development (Anim-Yeboah *et al.*, 2020). Although the term "digital entrepreneurship" is widely used by researchers and policy makers, its concept is still unfamiliar, and academic evidence in this field is limited (Basly & Hammouda, 2020). Digital entrepreneurship is defined as the use of digital technologies to achieve success in business and capital markets (Kollmann *et al.*, 2022; Olan *et al.*, 2024). Nambisan *et al.* (2019) refers to digital entrepreneurship as a way for digital entrepreneurs or groups of entrepreneurs to identify and create digital entrepreneurship opportunities to adapt to digital transformations and generate and achieve new profits. Sahut *et al.* (2021) noted that digital entrepreneurship is the process of using various technologies to promote the efficient acquisition, processing, distribution, and use of digital information as a business, thereby creating digital value.

3.2 Unit of analysis

The unit of analysis (targeted population) is the fundamental element of the research study being examined; essentially, it answers the basic question of "who" being analysed (Etikan, 2017). Thus, understanding the targeted population is a core aspect of research design that influences every aspect of the research, from collecting data through analysis and interpretation.

The findings of the analysis (Figure 3) revealed that students, as the targeted population, are the most common sample (22 articles), followed by women entrepreneurs (15 articles) and entrepreneurs and firm's workers (10 articles).



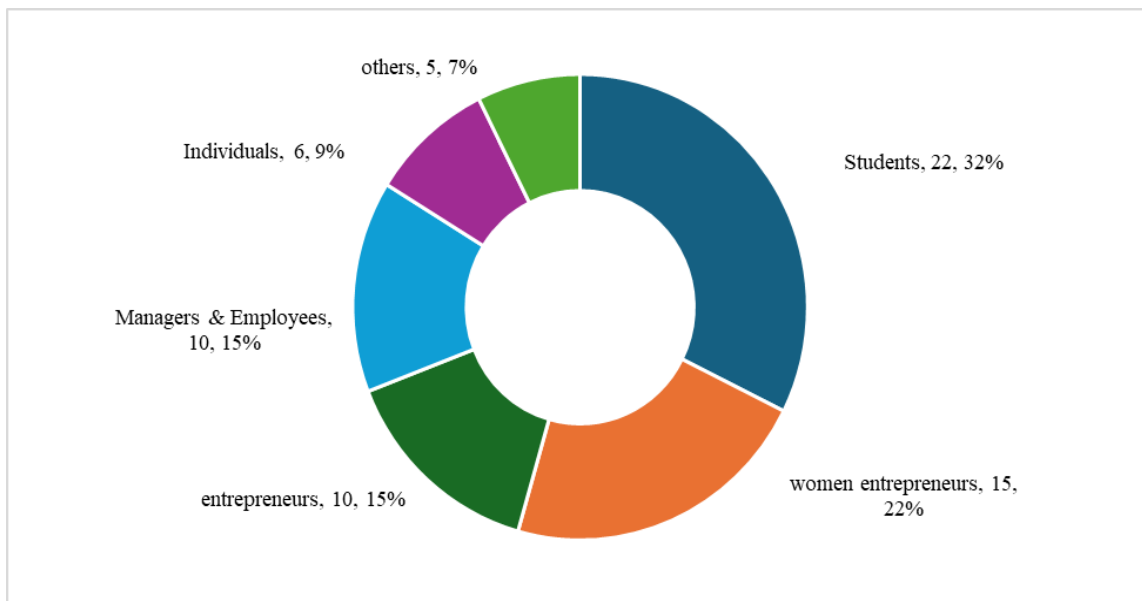


Figure 3. Targeted population

3.3 Methodological choice

The method selected for research purposes is dependent upon the aims of the study (Bell *et al.*, 2022). Commonly, quantitative research attempts to test or validate hypotheses or theories (Saunders *et al.*, 2024); on the other hand, qualitative research seeks to explore interpretations of ideas and experiences (Lewis, 2015). In this SLR, Figure 4 shows that 51 of the papers were survey-based studies and that 6 of the papers were interviews. This evidence suggests that the majority of researchers have investigated entrepreneurship through quantitative research methods and, more specifically, survey methods.

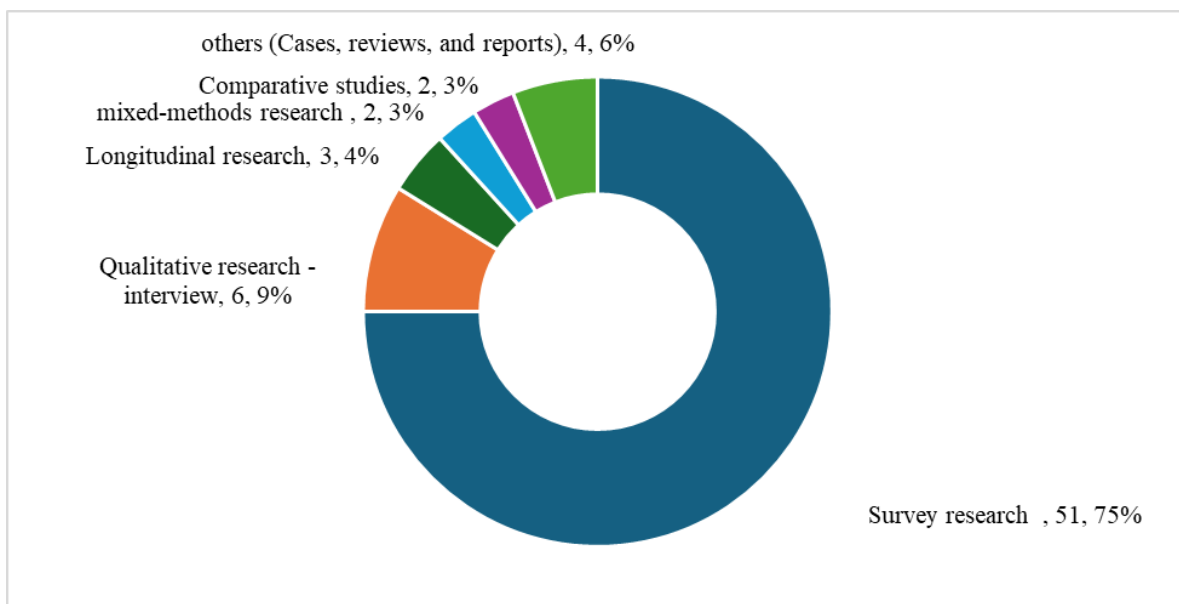


Figure 4. Research method

The use of quantitative data collection methods, especially surveys, in entrepreneurial research in Saudi Arabia has several epistemic challenges that merit serious consideration. While data collected using quantitative methodologies can provide important insights, it can often present much less than desirable limitations in obtaining a comprehensive picture of the complexity and dynamically evolving parameters of entrepreneurship in this context. For example, one of the important limitations of surveys is related to generalizability (Na-Allah & Ahmad, 2022). Entrepreneurship in Saudi Arabia is influenced by socio-cultural, economic, and political realities that might not be



adequately represented through standardized survey instruments (Badghish *et al.*, 2023; Moharrak *et al.*, 2025). For instance, there might be significant differences in cultural attitudes toward risk-taking and innovation across regions and/or populations. If survey sample respondents are not representative of the diversity of the entrepreneurial population, the survey findings may suggest conclusions that have little relevance beyond sampled survey respondents in which the entrepreneurial ecosystem is centered. Therefore, future researchers should take the opportunity to identify a qualitative way through case studies and exploratory research.

3.4. Key Theories

Theoretical foundations provide the most important aspect of the development of academic research as they provide depth and credibility to the work (Hair *et al.*, 2019). It offers an epistemic view of literature that researchers use to assess and interpret their interpretations (Othman & Ismail, 2025). According to Nyoko & Hanafiah (2024), developing a well-articulated theoretical foundation for study is critical to understand complex phenomena where one of the major challenges is to distinguish between what concepts mean to relationships of variables and why. Thus, defining an underpinning theory develops credible knowledge and ultimately practice in relevant fields (Ismail *et al.*, 2024).

Table 1. Theoretical foundation frequency

Theory	Frequency of occurrences	Per cent
Theory of Planned Behavior	31	42%
Social Cognitive Theory	12	16%
Entrepreneurial Event model	7	10%
Social Cognitive career Theory	4	5%
Not explicitly mentioned theory	11	15%
Other theory (e.g. Human Capital Theory, Implementation Intention Model, Institutional Theory)	9	12%
Total	74*	

** some studies employed multiple theories

In this respect, the Theory of Planned Behaviour (TPB) nearly yielded 42% of the research done in entrepreneurship studies in KSA as its original theory (Mensah *et al.*, 2021; Ngo *et al.*, 2024). The Entrepreneurial Event model (EEM), Social Cognitive Theory (SCT), and Social Cognitive Creer Theory (SCCT) are the other theorised frameworks that have been applied.

The Theory of Planned Behavior (TPB) (Ajzen, 1991) proves to be a more effective and convenient theory than other modern ones to investigate the intentions of people to open a business (Sharahiley, 2020). TPB model offers a significant framework, which makes it easier to envision and make available the intention of every person to make a transaction (Y. H. S. Al-Mamary & Alraja, 2022). According to the TPB model, intention predicts the behavior of an individual, and the intention in this situation is the effort to which a person is ready to put in executing an action (Sharahiley, 2020). Empirical researches have mostly evidenced the predictive power of the TPB model and have presented evidence on how the three major determinants of the model, including attitude, subjective norms, and perceived behavioral control, affect entrepreneurial intent (Hung & Khai, 2022; Sharahiley, 2020). As an example, Al-Mamary and Alraja (2022) test the capacity of TPB to justify the intentions of university students in the Kingdom of Saudi Arabia. The findings of the study supported all the hypotheses, which suggests the validity of the TPB model to use in the Saudi Arabian context. This study therefore introduced the model in the area of entrepreneurship intention with the view of assisting the intent of digital entrepreneurship amongst the youth at the university level and to aid in promoting the entrepreneurship area among the Saudi youth in general.

One of the most prevalent models to be applied to the investigation of the entrepreneurship area is an entrepreneurial event model (EEM) by Shapero and Sokol (Shapero & Sokol, 1982). The EEM of Shapero and Sokol



(Aliedan *et al.*, 2022), and entrepreneurial intention (Fallatah & Ayed, 2023). Nonetheless, further work needs to be done to strengthen education focused on sustainability issues in the area and the impact these issues have on people and the environment (Eid *et al.*, 2023; Kayal, 2024), and education, government programs and support are vital components in helping students develop entrepreneurial intentions and skills in this area (Elnadi & Gheith, 2021).

While education entrepreneurs are interested in technology, there is indeed a growing interest in equity and inclusion (Li *et al.*, 2024). Many education startups take up the inequity gap within underserved communities by creating opportunities for quality, low-cost learning (Le *et al.*, 2023). In fact, low-cost companies providing either tutoring or skill-building target those whose financial or geographic circumstances mean that they often cannot access mainstream educational opportunities. With a focus on access and affordability, education entrepreneurs allow the playing field to even out to students who have been marginalized too long. Education entrepreneurship also denotes lifelong learning, upskilling, and professional growth that is beyond primary and secondary education (Li *et al.*, 2024). With the current rapid evolution in the job market, the course designed to train the necessary skills required to work in the changing industries is developed by the entrepreneurs (Elia *et al.*, 2020). With such broad methodologies in mind, education entrepreneurship is bound to affect the vast differences in demographics, age groups and spheres of interest.

Women's entrepreneurship encompasses the many challenges and opportunities that female entrepreneurs face (Abdelwahed, 2022; Alhothali & Al-Dajani, 2022). This construct also incorporates a multitude of related areas through social networks (Alomar, 2025), emotions (Alhothali & Al-Dajani, 2022), sociocultural factors (Badghish *et al.*, 2023), and empowerment (Al-Mamary *et al.*, 2025). Women in Saudi Arabia start businesses based on their skills and interests, primarily in the areas of fashion, beauty, education, and healthcare (Aljarodi *et al.*, 2024). Yet, Al-Mamary *et al.* (2025) stated that even though opportunities for women entrepreneurs have increased, the progress of women-led enterprises has not been linear and is hindered by lack of capital and formal networks. For this reason, research on women entrepreneurs remains timely for us today because many countries and societies have shown greater female empowerment through economic and business activities (Badghish *et al.*, 2024; Miralam *et al.*, 2025). In addition, the Saudi government anticipates that women thrive as business owners and contribute to the economy despite cultural and structural constraints such as gender discrimination and societal expectations (Al-Mamary *et al.*, 2025; Aljarodi *et al.*, 2024; Nigam & Shatila, 2024).

This type of entrepreneurship is driven by the urge for financial independence and flexibility. Most women start businesses because they want to have work-life balance, pursue their passions as their business idea, or provide solutions for problems they face personally, such as the services or products needed by female customers (Shinnar *et al.*, 2018). This has helped boost the number of female businesses, beginning with fashion and beauty, and then to healthcare and technology (Botha *et al.*, 2019; Jaim, 2021). Women entrepreneurs can overcome barriers by using supportive ecosystems that include women-focused venture capital funds, incubators, networking organizations, and others (Fallah and Soori, 2023). The contribution of women in economic development in terms of jobs creation and innovation is being acknowledged as a valuable input (Jaim, 2021). Advances are being made in this sector, but disparities still exist regarding levels of access to capital or representation in high-growth sectors (Carla *et al.*, 2023; Urban & Mismango-Galawe, 2020). Such gaps will only be mended through unrelenting efforts toward gender equality in entrepreneurship and the creation of an enabling environment that better supports women in business.

Innovation is an essential part of entrepreneurial activity (Alharthi, 2025). It also determines a company's ability to remain competitive by helping it adjust to fast and sometimes unpredictable changes in the market and its economic context (Kayal, 2024; Miralam *et al.*, 2025). In the Kingdom of Saudi Arabia, Almawishir & Benlaria, (2023) stated that innovation was not viewed as a critical dimension in public and private institutions, as it was rated lowest alongside research and development. As such, it is important to understand the barriers to innovation adoption by institutions in the kingdom, as calls for knowledge, knowledge management and social capital are needed.

4. Future agenda

In today's rapidly evolving landscape, collaborative opportunities related to research and entrepreneurial activity exist (Barqawi *et al.*, 2025). While scholars always contribute to the future of work, societies and environments through their pursuit of understanding new knowledge and insights (Maheshwari *et al.*, 2023; Ratten & Jones, 2020),



entrepreneurs have the opportunity to respond to new insights and trends (Alalwan *et al.*, 2024). In this section, the researchers identified several key research paths for academics and discussed entrepreneurial opportunities in the KSA so that entrepreneurs can see collaborative possibilities for growth.

4.1 Key Research Themes for Academics

Researchers have discovered that a significant future direction deserves much attention. Going beyond the intentions of entrepreneurs to actual action (Duong, 2023; Gieure *et al.*, 2020; Neneh & Dzomonda, 2024), employing moderator and mediator variables (Ng & Clercq, 2021; Zhou & Mei, 2024), undertaking different methodological choices (Almohammad *et al.*, 2021; Alshebami *et al.*, 2024), targeting diverse populations (Al-Mamary & Alshallaqi, 2022; Aparicio *et al.*, 2020), and discovering trends in entrepreneurship in the KSA context (Aljarodi *et al.*, 2025; Hammerschmidt *et al.*, 2022) are the vital gaps identified through our analysis.

One of the critical constructs examined in the analysed studies is the entrepreneurial intention (EI) of individuals. EI defined as the willingness, persistence, and desire to put in the necessary time, effort, and resources to engage in entrepreneurship (Bird, 1988). Researchers need to progress beyond EI to understand the other stages of the entrepreneurial process (Neneh & Dzomonda, 2024; Sarabdeen *et al.*, 2025). There is a great deal of research on EI, but relatively little research has focused on actually moving from EI to the outcomes of entrepreneurial action (Gieure *et al.*, 2020; Mei *et al.*, 2022). Although a review of the literature revealed that EI plays a vital role in entrepreneurial development and behaviors (Duong, 2023; Katoch *et al.*, 2023), few studies have explored the connection between EI and EB (Gieure *et al.*, 2020; Neneh & Dzomonda, 2024).

Empirical studies have revealed that EI explains approximately 27% or less of the variance in subsequent behavior (Aparicio *et al.*, 2020; Neneh & Dzomonda, 2024). This indicates that there is often a discrepancy, or "gap", between what individuals intend to do entrepreneurially and what actions they ultimately take (or fail to take) (Katoch *et al.*, 2023; Le *et al.*, 2023). Therefore, the need to progress beyond EI is more confirmed since the available knowledge on translating EI into action is relatively limited (Duong, 2023; Neneh & Dzomonda, 2024). TPB Ajzen's (1991) is a very reliable theory that accurately predicts behavioral intentions in all kinds of contexts, including entrepreneurship (Gansser & Reich, 2023). Duong and Vu (2023) note that a social cognitive model, the TPB has made it possible to understand how people reason about actions by considering the advantages and disadvantages of every action. Earlier meta-analytical studies by (Zaremohzzabieh *et al.*, 2019) have shown that the TPB effectively explains intent and behavior across all areas where it has been used, including entrepreneurial activities. Duong and Vu (2023) suggest that in general, entrepreneurship can be perceived as a process, the initiation of which is often accompanied by the positive attitude of the person toward entrepreneurial activity and then to the intention to take entrepreneurial action, which, in turn, comes to life when the specified individual establishes his or her own business and begins to operate in it (Duong, 2023; Gieure *et al.*, 2020). Surprisingly. On the basis of our SLR, only 3 papers out of 68 have gone beyond the intentions of sustainable entrepreneurial behavior (Alshibani *et al.*, 2024), environmental entrepreneurial behavior (Ragmoun, 2024), and digital entrepreneurial behavior (Alhajri & Aloud, 2025). Consequently, investigating the transition from intention to action in the context of developing countries such as Saudi Arabia is worthwhile (Alferaih, 2022; Elnadi & Gheith, 2021).

Another vital gap in the analysed studies is the lack of methodological options, such as comparative studies. Researchers increasingly view comparative studies of entrepreneurship as important when trying to understand the various factors that motivate someone to be an entrepreneur (Laukkanen, 2022; Maheshwari *et al.*, 2023). Many researchers strongly recommend conducting comparative studies across countries, students, genders, and education levels (Bigos & Michalik, 2020; Taneja *et al.*, 2024).

For example, what is the role of culture in forming entrepreneurial mindsets in developed and developing nations? In addition, how different are government policies aimed at promoting entrepreneurship in nations at different levels of economic development? These questions could contextualize values which will provide deeper insights into the relationship between culture, policy, and entrepreneurship which will inform better strategies to foster entrepreneurship in a variety of settings. Consequently, when comparing within groups, cultures or contexts, the researcher is better positioned to evaluate the influence of socioeconomic background, education, cultural norms, etc., on individual intention to be an entrepreneur (Almohammad *et al.*, 2021; António Porfírio *et al.*, 2023; Essel *et al.*



al., 2020). Researchers can carry out this type of study in various ways (Esser & Vliegenthart, 2017), but the most common method is to utilise a comparative methodology when a group is distinguished by predetermined geographic or social criteria (e.g., educational) (António Porfírio *et al.*, 2023).

Furthermore, the researchers identified a momentous gap in the literature on the application of the mediator and/or moderators (Alshebami, 2024). In relation to entrepreneurs, it is important to study moderators and/or mediators that can illuminate the complexity or layers of how a variety of factors influence their behaviors, thereby broadening the literature in the field of entrepreneurship (Alshebami & Seraj, 2022; Le *et al.*, 2023). Entrepreneurship does not happen in isolation; it takes place within contextual factors of many kinds (Alzamel, 2024; Mabkhot *et al.*, 2024; Maheshwari *et al.*, 2023), including culture (Zaid *et al.*, 2024), economics (Karim *et al.*, 2023), or institutions (Alkrdem, 2025; Sarabdeen *et al.*, 2025). Through the analysis of mediator and/or moderator variables, research may give an understanding of how contextual variables may influence the relationships between factors and entrepreneur activities (Wang & Liu, 2024). In its turn, this leads to the fact that the introduction of moderators and/or mediators concerning intentions and actions of entrepreneurs is essential to the formation of the knowledge of the entrepreneurial process as suggested in the past research (Alferaih, 2022; Wang & Liu, 2024).

Moreover, our SLR results confirmed the broad theme of the student populations (75%), thus providing a gap in the learning on potential entrepreneurs outside of the university (Bergmann *et al.*, 2016; Nabi *et al.*, 2017). Though student-centered studies have been valuable, they fail to address the multidimensional and diverse backgrounds of people planning to become entrepreneurs in different populations (Kolvereid, 2015). Moreover, the students can lack a diversified work experience and complicated personal circumstances, which affect their entrepreneurial career (Al-Mamary & Alshallaqi, 2022; Aparicio *et al.*, 2020). In such a way, it is necessary to stop using educational samples only and apply a sample of aspiring entrepreneurs. This group of practicing entrepreneurs enabled the acquisition of new information that enhanced the drawbacks of earlier studies that considered educational samples only. However, unlike the homogeneous population of students, potential entrepreneurs belong to a variety of age groups, levels of education, occupational levels, and life stages ((Bachmann *et al.*, 2024; Hu *et al.*, 2022). This heterogeneity gives a better feel of different avenues to entrepreneur and different predicaments experienced by different groups.

The discussion of alternative entrepreneurship is one of the main fields of study that are still developing (Bazan, 2022; Sobaih & Elshaer, 2022). As an example, financial or fintech entrepreneurship involves the establishment of ventures that use technology to be innovative in the financial sector (Zaid *et al.*, 2024). Moreover, the international entrepreneurship form implies establishment and operation of business enterprises across the national boundaries (Ratten, 2023). This has become eminent considering the trend of globalisation as the advent of technology and free trade agreements have removed most of the barriers in the path that entrepreneurs find their way into the markets all over the world (Pindado *et al.*, 2023). The other form of identification that is critical is the form of Tourist entrepreneurship, which is among the initiatives of Saudi Arabia to diversify its economy by investing.

Numerous initiatives are being introduced to strengthen the tourist aspect to enhance the tourism infrastructure standard, including roads, airports, and public transportation, as well as increase lodging and facilities such as restaurants and hotels (Filippi & Mazzetto, 2024; Mir & Kulibi, 2023). Therefore, it is essential to examine the influences of tourism entrepreneurship, including market needs (Zalhaf & Ibrahim, 2023); sustainability (Alshibani *et al.*, 2024); and legislation (Zaid *et al.*, 2024). To conclude, the Kingdom is on an evolution to introduce sports entrepreneurship, to facilitate the larger economic, social, and cultural ambitions aligned to the Saudi Vision 2030 and its ambitious goals (Ministry of Finance, 2025). The kingdom will be hosting memorable sporting events such as the Asian Cup (2027), the 2029 Asian Winter Games in Trojena, the FIFA World Cup (2034), and the latest event, the Formula E Racing Track, and Dakar Rally. In a similar manner, the Kingdom is fast making a name for itself as a global centre for esports, suggesting that it has identified a strategic investment in the new sport of digital sports (Albujulaya *et al.*, 2024). Therefore, it is important to consider this form of entrepreneurship in order to develop an understanding of the context of sport entrepreneurship in Saudi Arabia. The emergence of entrepreneurial endeavours in sectors such as sports creates a need to scrutinize the dimensions that characterize successful entrepreneurs in these respective domains (Kinawy, 2025). As an example, passion (Onwe *et al.*, 2024), identity (Nungsari *et al.*, 2023), and social value (Schreier *et al.*, 2024) influence entrepreneurial behavior in the case of sports and of course, may be overlooked by traditional approaches that prioritize economic performance over



qualitative aspects. Moreover, it also should be considered to study such entrepreneurship with its corresponding variables, including social capital (Miralam *et al.*, 2025), cultural studies (Kinawy, 2025), policy studies (Abdelwahed, 2022), innovative behavior (Alshahrani *et al.*, 2025), sustainability, consumer behavior (Alsolamy, 2023), value creation (Carla *et al.*, 2023), and entrepreneurial competencies (Seraj *et al.*, 2022).. These are among the key stakeholders or variables and the researchers are likely to come up with an insightful picture that can translate to effective measures that can be used to expand and nurture this new marketplace. These will be important factors in Saudi Arabia as it reiterates its role in the sport entrepreneurship space.

The above discussed future directions and shortcomings are crucial in guiding researchers as they investigate in the KSA. Investigating these vital flaws is significant because they allow for a more contextualised understanding of the influences and dynamics that enable or constrain people to be an entrepreneur. In addition, contributions to the literature support the creation of more robust frameworks for policy, education and support for aspiring entrepreneurs.

4.2 Key Opportunities for entrepreneurs in the Saudi Market

Saudi Arabia's Vision 2030 is a bold plan for economic and social reform designed to lessen dependence on oil and diversify the economy (Moshashai *et al.*, 2020). The GEM report (2023) highlighted how Vision 2030 has opened up a huge amount of business opportunities (Roomi *et al.*, 2023). The giga-projects aim to make huge infrastructure investments to transform the Saudi economy, and society (Filippi & Mazzetto, 2024), which is one of the core pillars of Vision 2030. Giga-projects are going to provide great amounts of opportunities for entrepreneurs and startups who come to participate in achieving Vision 2030, and craft the future of Saudi Arabia (Alwakid *et al.*, 2020; Digital Cooperation Organization, 2023). Vision 2030 has already seen the launch of initiatives to build these industries through programs and funding, fuelling startup ambitions (Alwakid *et al.*, 2020; Digital Cooperation Organization, 2023).

The development of an economy that is well diversified and independent of revenue from the oil industry begins with a thriving economy (Jabali *et al.*, 2023). This theme was developed to foster economic expansion and provide all Saudi residents with employment possibilities that capitalise on the country's potential and unique location (Vision 2030, 2016). The younger generation will shape Saudi Arabia's future, so the government should prioritise skill development (Alshebami & Seraj, 2022). With Vision 2030, the Kingdom of Saudi Arabia is beginning to open up to international business. The Saudi Arabian government is improving the business environment, reorganising cities with significant economic potential, creating special zones, and deregulating the energy market to make it competitive on a global scale to fulfil the country's dream of becoming a leader in the world economy (Almahdi, 2019; Alshrari *et al.*, 2021; Pavan, 2017). As a result, investment and public service privatisation will create potential new industries with sustainable economic diversification (Mir & Kulibi, 2023; Moshashai *et al.*, 2020).

One of the most significant opportunities lies in the infrastructure construction required to complete the giga-projects (Durrani, 2023). Megaprojects such as NEOM, the Red Sea Project, and the Qiddiya Entertainment City will require massive investments in buildings, transportation networks, utilities, etc. This construction boom opens the door for entrepreneurs to launch new companies providing everything from engineering and design services to project management, materials supply, logistics, and construction labor. There will be an enormous demand for innovative solutions and technologies that can help speed up construction processes and maximise quality and efficiency (Albarrak & Alokley, 2021).

In addition, the operations and ongoing management of these new urban developments, tourism destinations, and industries will spawn countless startup opportunities (Jabali *et al.*, 2023). For instance, NEOM is expected to be a highly advanced smart city powered by renewable energy and the latest technologies, creating an enormous marketplace for startups developing applications, systems, and services in any number of areas related to smart infrastructure, artificial intelligence, blockchain, biotech and others. With its luxury resorts and nature reserves, the Red Sea Project will also be involved in hospitality, leisure, transportation, recreation, and sustainable development. Qiddiya's entertainment focus creates demand for amusement, gaming, esports, educational and cultural startups.



The Kingdom seeks to harness the potential of solar, wind and hydrogen energy, thus opening great opportunities for entrepreneurs and public-private partnerships (Jabali *et al.*, 2023). Consequently, the Kingdom plans to make use of its geographic advantages and negotiate the best prices for renewable energy projects, and the KSA intends to establish a competitive local market for renewable energy, especially those involving the production of solar energy (Ashari *et al.*, 2022). Furthermore, the Saudi Arabian Ministry of Energy hopes to generate 750,000 new job opportunities by drawing in over SAR75 billion in investments in renewable energy over the next ten years (Samargandi *et al.*, 2024).

The tourism sector is another way for Saudi Arabia to diversify its economy through investment. The Public Investment Fund (PIF) was formed after the ratification of the Saudi Vision 2030, to pursue global goals and the promotion of Saudi Arabia's economic transformation (Jabali *et al.*, 2023). In 2020, the government invested USD 4 billion in the creation of the Tourism Development Fund (TDF) to provide local and foreign investors with an opportunity to invest in the development of Saudi Arabia as a modern tourism industry (Tourism Development Fund, 2024). This action gives foreign companies a chance to help Saudi Arabia shift to a modern tourism industry (Alsolamy, 2023). This aims to attract many investors and boost the competitiveness of the Saudi economy. Private partnerships enable the construction of infrastructure facilities with capacity, quality, and compliance with international standards.

Saudi Arabia is incorporating sport entrepreneurship into its Vision 2030 objectives, which are aimed at diversifying the economy and enhancing quality of life (Ministry of Finance, 2025). The government is also encouraging communities to become engaged in sports and active lifestyles to promote health and wellness (Kinawy, 2025). Major sporting events, such as the Asian Cup of 2027 and the FIFA World Cup of 2034, as well as Formula E's most recent track-based race and the Dakar Rally, are scheduled to take place in the coming years. In Addition, the Kingdom is positioning itself as a world leader in Esports, demonstrating that they have invested strategically into a newly forming sport within the category of digital sports (Albujulaya *et al.*, 2024). This changing environment presents opportunities for sports, tourism, and entertainment entrepreneurs (Moshashai *et al.*, 2020; Nurunnabi, 2017). Future large events will stimulate growth in demand in sectors such as accommodations, food and drink services, and merchandising (Hammerschmidt *et al.*, 2022), some of which will enrich the hospitality sector, including hotels and unique dining experiences (Mir & Kulibi, 2023).

Saudi Arabia has demonstrated a solid commitment to AI through high rankings in indices such as the Tortoise Media Government Strategy Index for AI, which tops other nations. By 2030, the KSA plans to train 20,000 experts in data and AI, bring in \$20 billion in foreign and domestic investment, and establish a climate to draw in at least 300 businesses in this field (Ali & Salih, 2025). PwC estimates that the ambitious reform agenda of the Kingdom has seen AI as a priority area with potential to add \$135 billion to GDP by 2030, making Saudi Arabia the biggest AI beneficiary in the region (PwC, 2022). These investments are paving over several entrepreneurial prospects. Entrepreneurs can take advantage of this booming market, launching AI-based companies that address the priority industries the government has prioritised, like mining, renewable energy, logistics, health care, and education (Mekhlaf, 2024). Aspiring talent can leverage the enabling environment to creatively identify a social or industrial problem, how AI can address or solve it, thereby developing innovative companies and businesses throughout an entire value chain.

5. Conclusion

5.1 Theoretical implications

The findings of this review contribute significantly to the theoretical framework of entrepreneurship in several ways. First, this SLR highlights the importance of government programs to support entrepreneurship and how funding programs, financing programs, and regulatory changes to a supportive environment, and the importance of supporting SMEs has increased during recent decades. By identifying these programs, we have documented how the public sector can impact the entrepreneurial ecosystem (Ayad *et al.*, 2022) and the body of knowledge on how public policy influences entrepreneurship today and in the future in this region (Abdelwahed, 2022).

Second, the SLR adds to the understanding of different forms of entrepreneurship in developing countries, such as tourism entrepreneurship, sports entrepreneurship, and technology-based entrepreneurship (Ratten, 2023).



By recognising and understanding these dimensions, the literature on entrepreneurship is further enriched by expanding our understanding of what entrepreneurship consists of.

Third, it is also worth considering how the motivations and difficulties of entrepreneurs can depend on their local context (Rehman *et al.*, 2023). This review also highlights the dynamic nature of the development of an entrepreneurial ecosystem in developing contexts (Alferaih, 2022), enriching the literature by demonstrating how these ecosystems can respond to market and social phenomena. This review encourages further investigations at the ecosystem level of dynamics and how various factors, such as governments, educational institutions and the private sector, promote and support the role of entrepreneurship in economic and social development.

Fourth, this SLR highlights the necessity of incorporating moderators and mediators in the analysis of entrepreneurial activities (Ng & Clercq, 2021; Zhou & Mei, 2024). Conventional models often lean toward direct relationships, but by recognising these factors, we can practically demonstrate the complexities of how entrepreneurship decisions are made in the Saudi context. For example, in Saudi Arabia, the effects of socioeconomic status, educational attainment, and families' or loved ones' access to networks can greatly affect the extent to which entrepreneurs' intentions become forms of entrepreneurial activity. This particular focus broadens the theoretical amount of theory and allows the researcher to test the theoretical possibilities in an empirical manner.

Lastly, this SLR contributes to the body of knowledge about entrepreneurship by shedding some light on relevant gaps and future research suggestions. We highlight the importance of more comprehensive research including the specific environment of the developing nations and demand longitudinal and comparative research relating to the dynamic character of the ecosystems of entrepreneurship. We also emphasize the possibility of research in unexplored industries and the issues that face entrepreneurs in society.

5.2 Practical implications

On the part of the policymakers, the findings would be applied in developing a more optimal context to entrepreneurship in Saudi Arabia by removing entry barriers and not to mention developing policies that would enhance access to funding, mentoring and training programs (Ayad *et al.*, 2022). Through establishment of a support system, the policy-makers can enhance the level of entrepreneurship that is needed to promote economic diversification and employment generation in Saudi Arabia. The research will also be the basis of determining specific support that should be extended to local business owners in terms of incubators, accelerators, and coworking areas. These support mechanisms provide access to networks of investors (Koe *et al.*, 2023), small business development support (Su *et al.*, 2021), legal assistance, and much more, enhancing the decision-making ability of sellers to navigate challenges.

Educational institutions also have major responsibility. If aligned with the findings in this review, educational institutions will develop a new generation of entrepreneurs with local, technical, and entrepreneurial skills to be successful in the local market. In this instance, local, technical, and entrepreneurial skills are not solely technical but also emphasise an entrepreneurial mindset that reflects resilience (Kayal, 2024), innovations (Alharthi, 2025), and adaptability (Jan *et al.*, 2023). Furthermore, the inclusion of experiential learning opportunities with internships, or real projects, can help students further understand the entrepreneurial landscape (Nayak *et al.*, 2024). From an entrepreneurial perspective, this review has identified major opportunities in the Saudi market. Entrepreneurs can take information about new industries and consumer trends and use that as input to identify opportunities in new niches that can match their capabilities and areas of interest. For instance, sectors such as renewable energy, technology and health care are changing and are providing substantial opportunities for innovation.

5.3 Limitations

While this SLR provides added contributions, it has limitations. While numerous aspects of the reviewed literature could limit the findings since they would be based on the availability and access to the relevant studies. As such, the findings could be missing some key research or trends that may be emerging, or on the horizon, that would be relevant to understanding the entrepreneurial environment. Furthermore, while Saudi Arabia is a good lens with great depth of contextual analysis, the findings may not necessarily be transferrable to other countries with vastly



different contexts in terms of levels of economic development, culture, and social context, as each country has different barriers and opportunities, and what works for Saudi Arabia may not work for another country.

5.4 Conclusion

This SLR has given a detailed description of the entrepreneurial ecosystem in the Kingdom of Saudi Arabia and has brought forth several useful points, which shed more light on both theoretical and practical implications. This review has offered valuable information to the contextual disjuncture that defines entrepreneurship in the Kingdom of Saudi Arabia, proposed the necessity of making amendments to the existing theory, and promoted viewing the diversity of multifaceted dimensions of entrepreneurial behavior.

Moreover, we can state with certainty that this systematized review of 68 articles has demonstrated a complex perspective of entrepreneurship, including green and sustainable entrepreneurship, female entrepreneurship, and entrepreneurship in the customary sense as the most prevalent ones. In addition, the findings confirmed that women's entrepreneurship factors, educational factors, and innovation were the key factors of the research. Lastly, a greater than 75% of the studies we reviewed used survey methods, which were probably not unexpected within the research area.

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Mohammed Awad Alshahrani: Conceptualization, Methodology, Formal analysis, Visualization, Investigation, Writing - Original Draft, Funding acquisition. Muhammad Zafar Yaqub: Conceptualization, Methodology, Writing - Review & Editing, Supervision. Abdullah Alsabban: Conceptualization, Writing - Review & Editing, Supervision. All the authors read and approved the final version of the manuscript.

Does this article screen for similarity?

Yes

Conflict of Interest

The authors have no conflicts of interest to declare. There is also no financial interest to report. The author certifies that the submission is original work and is not under review at any other publication.

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