

# INFLUENCE OF CREATIVITY AND SOCIAL MEDIA ON ENTREPRENEURIAL BEHAVIOR AMONG UNIVERSITY STUDENTS

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**Abstract.** This study examines the influence of creativity and social media on entrepreneurial behavior among university students. This study applied a quantitative research design, the study population comprised 100 students of faculty of educational studies, at Universiti Putra Malaysia. A purposive sampling technique was chosen for this study, the purpose of selecting this technique is based on the assumption that, given the aims and objectives of the study, precise categories of students may hold different and important views about the ideas and issues in question and therefore need to be included in the sample in the research study. Data was collected and analyzed using Statistical Package for the Social Sciences (SPSS). These findings show that creativity and entrepreneurial behavior have a positive correlation. However, relationship strength creativity resulted in a high relationship based on the Pearson Correlation Coefficient while entrepreneurial behavior and social media use resulted in a medium relationship. Social media use resulted in negative correlations while the other two were positive, this could be credited to the usage of social media by the students does not improve their entrepreneurial behavior.

**Keywords:** *creativity, social media use, entrepreneurial behavior, students*

## Introduction

Entrepreneurship behavior is an awareness that has infiltrated several facets of our lives including economics, marketing, and management. For instance, many nations are beginning to implement agendas associated with entrepreneurship to develop into higher education syllabuses to boost the culture of entrepreneurship among students (Lucky and Ibrahim, 2015). In current years, the entrepreneurial landscape has been intensely formed by developments of know-how, and the ubiquity of social media (Lamine et al., 2023; Paul et al., 2023; Zahra et al., 2023). Social media platforms have progressed from simple interacting places to influential tools prompting several human behaviors, including entrepreneurial actions (Alshaar, 2023; Soltanifar et al., 2021). This influence is predominantly substantial for students, who are regularly at the vanguard of digital invention and social media use (Ghezzi and Cavallo, 2020). The connection of creativity and social media offerings a fruitful ground for entrepreneurial behavior, nurturing an atmosphere where concepts can be collected, partnerships can be introduced, and businesses can be launched with relative ease (Abdelfattah et al., 2022; Alnoor et al., 2022; Acar et al., 2021; Al Halbusi et al., 2021).

Entrepreneurship is a significant term for examining entrepreneurial manifestations, as it is usually standard as the central antecedent of entrepreneurial behavior (Al Alawi, 2022; Abbasianchavari and Moritz, 2021). The idea of doing this is to make possible

experience, behavior, ability, and similarly the views toward entrepreneurship of the students. In Malaysia for instance, the government and all participants at all levels have campaigned for the backing of entrepreneurship education and have recognized a required entrepreneurship development in institutions of education at the whole level (Lucky and Ibrahim, 2015). Creativity, a crucial constituent of entrepreneurship, comprises the generation of novel and valuable concepts. It is a dynamic characteristic for entrepreneurs, it empowers them to recognize prospects, solve difficulties, and innovate (Juliana et al., 2021; Chang and Chen, 2020). Social media platforms with immense systems and various content provide a rich foundation of inspiration and a standard for creative expression. They allow students to showcase their ideas, receive feedback, and connect with compatible individuals. Consequently, the relationship between creativity and social media use can evocatively enhance students' entrepreneurial intents and activities.

Creativity and innovation are vital because they help develop new ways to optimize revenues from a service or good that already exists, they also inspire entrepreneurs to think creatively and unconventionally, which can lead to the emergence of novel, fascinating, potentially profitable, yet flexible ideas, finally, they support the long-term viability and well as success of various types of businesses (Baykal, 2018). Despite the possible benefits of integrating creativity and social media into entrepreneurial quests, there is a lack of comprehensive understanding of how these issues precisely affect entrepreneurial behavior among students (Thi Loan et al., 2024; Lan, 2021; Laguía González et al., 2019). While present investigations have emphasized the importance of creativity in entrepreneurship and the role of social media in commercial development, there is limited empirical recommendation on their collective impact on students' entrepreneurial actions (Troise et al., 2022; Mumi, 2020; Steininger, 2019; Parveen et al., 2016). This knowledge gap is mostly serious assuming the increasing prominence on entrepreneurship as a career opportunity for young people in a fast-changing commercial landscape (Del Vecchio et al., 2021).

Kadir et al. (2017), recognized features that control the resolve of turning out, to become an entrepreneur among Malaysian youths are self-efficacy, requirement for achievement, family context, marketplace prospects, and the university's internal setting. Wira et al. (2018), even though entrepreneurship is a discovery of creativity and innovativeness, the limited of their interrelatedness is addressed in the empirical literature. Moreover, the instruments through which Malaysian students power their creativity via social media to drive entrepreneurial ingenuities are not well recognized (Kotla and Bosman, 2023; Ismail et al., 2022). Understanding this dynamic is vital for developing targeted educational curricula, guidelines, and funding structures that successfully breed entrepreneurial capacity (Mahajar and Yunus, 2020). Consequently, education establishments, in particular, play a fundamental role in training students with the essential skills and capital to thrive in the entrepreneurial landscape (Klapper and Fayolle, 2023; Fanea-Ivanovici and Baber, 2022; Razak et al., 2021). However, there is a dearth of knowledge on features influencing entrepreneurship behavior among Universiti Putra Malaysia Students. Hence, this study aims to fill this gap by examining the influence of creativity and social media on entrepreneurial behavior among Malaysian students. It seeks to offer understandings that can advise the development of helpful atmospheres for student entrepreneurship and contribute to wider societal and commercial development in Malaysia (Yusoff et al., 2022).

### ***Literature review***

Entrepreneurial behavior, considered by the quest for invention, risk-taking, and proactiveness, has been widely studied in several circumstances, revealing a multifaceted relationship of features that drive persons to engage in entrepreneurial actions (Al-Mamary and Alshallaqi, 2022; Al-Mamary et al., 2020; Linton, 2019). Researchers have stressed the importance of entrepreneurial orientation (EO) as a multidimensional concept surrounding innovativeness, risk-taking, and proactiveness (Khan et al., 2021; Lumpkin and Dess, 1996). This concept has been extensively approved to understand the antecedents and consequences of entrepreneurial behavior. Studies constantly demonstrate, that persons and businesses with high EO recognize and adventure entrepreneurial prospects, which leads to increased performance and development (Kollmann et al., 2021; Putniņš and Sauka, 2020; Rauch et al., 2009). Entrepreneurial orientation (EO), which is clear as an organization's tendency to be involved in invention, risk-taking, and practical opportunity-seeking (Huang et al., 2023), has been identified as an important driver of firm performance (Gupta and Wales, 2017).

EO can contribute to firm performance because it allows firms to benefit from possible new prospects and thus continue viable in the fast-changing marketplace situation (Wales et al., 2013). Earlier study often theorizes EO as a one-dimensional concept by combining its trio scopes: innovativeness, risk-taking, and proactiveness (Pittino et al., 2017; Gupta and Batra 2016). Distinct personalities and psychological aspects establish a considerable role, in defining entrepreneurial behavior (Forcadell and Úbeda, 2022). Studies have stressed personality qualities such as openness to understanding, meticulousness, and emotional firmness is positively associated with entrepreneurial intents and activities (Huang and Kee, 2024; Zhao et al., 2010). Furthermore, self-efficacy, which reproduces a person's confidence in their capacity to accomplish successful entrepreneurial responsibilities, has been recognized as a critical predictor of entrepreneurial accomplishment (Boyd and Vozikis, 1994). Higher levels of self-efficacy will not only increase self-assurance and steer the uncertainties of entrepreneurship but also develop flexibility and determination in the face of challenges (Chen, 2024; Acharya and Berry, 2023).

Entrepreneurial behavior among students has gathered substantial consideration in current academic discourse, stressing the role of education and individual personalities in nurturing entrepreneurial intents and activities (Cui et al., 2021; Wardana et al., 2020). A study by Suguna et al. (2024), shows that entrepreneurship education plays a vital role in developing students' entrepreneurial abilities and approaches. Another studies show that students who participate in entrepreneurship developments and curricula display higher entrepreneurial intents. These educational ingenuities offer students indispensable information, skills, and experience in real-world entrepreneurial practices, which are critical in determining their entrepreneurial behavior (Emon and Nipa, 2024). The role of the outside situation, as well as social systems, cultural norms, and established funding, cannot be ignored in persuading entrepreneurial behavior. Past studies also highlight the importance of social systems in providing access to capital, information, and support vital for entrepreneurial undertakings. Cultural aspects, such as societal attitudes towards entrepreneurship, also meaningfully influence entrepreneurial behavior, with supportive values nurturing higher levels of entrepreneurial action (Emon and Khan, 2023; Hofstede et al., 2004).

### ***Creativity and entrepreneurship***

Creativity is about coming up with new concepts and technology (Hisrich et al., 2017; Klein, 2008). Creativity is the capacity to discover something new, whether a new method to a problem, a new technique device, or a new item or procedure of art (Juliana et al., 2021; Sadiku-Dushi and Ramadani, 2019; Baykal, 2018). On the other hand, Sart (2013) describes creativity as something exceptional and valuable. Creativity is seeing something everyone else does but involving it in ways no one else has. Creativity refers to everchanging from the acquainted to the unacquainted (Nwekpa and Wabara, 2022). Creativity permits the entrepreneur to act on prospects in ways that will give the business a viable benefit, it serves as a groundwork for business growth (Ballor and Claar, 2019). Creativity is significant to organizations' lasting competitiveness (Ponroy and Welsh, 2020). Creativity promotes innovative and useful commercial concepts, finding venture prospects, determining how to exploit those prospects, articulating business areas and aims, creating an enterprise, starting real business maneuvers, selling and helping an organization's goods and services, development and managing social and material capital, risk and ambiguity supervision and modification (Gontur et al., 2016).

Creativity plays a fundamental role in entrepreneurship by driving the generation of innovative concepts and answers that are essential for business accomplishment. Creativity, diverse as the capacity to produce ground-breaking and valued ideas, has been associated with several entrepreneurial consequences, including prospect acknowledgment, invention, and undertaking conception (Nadler et al., 2021; Olga and Elena, 2021; Okolocha, 2020). The research emphasizes the position of creative thinking in distinguishing effective entrepreneurs from their less innovative equals. For instance, scholars establish that creative persons are more likely to recognize and achieve new commercial prospects, as they can foresee innovative ways to address marketplace wants and challenges (Amabile, 2021; Chang and Chen, 2020). This capacity to deliberate outside the box is vital for developing exceptional goods and service areas that stand out in viable marketplaces. The association between creativity, and entrepreneurial behavior is meaningfully inclined, by the entrepreneurial situation and funding structures (Shi et al., 2020). Studies by Simonton (2022) and Hu et al. (2018), supportive atmospheres that foster creativity such as those providing access to capital, interacting opportunities, and mentorship can improve entrepreneurial results. They stressed that surroundings that inspire investigation and risk-taking stimulate creativity and increase the opportunity for successful entrepreneurial undertakings.

This recommends that diverse internal features, such as distinct creativity, and external features, such as the accessibility of helpful systems and capital, are key to the development of entrepreneurial accomplishment (Cui et al., 2021). Recent investigation also shows that creativity and entrepreneurship are thoroughly associated through the idea of "creative entrepreneurship, which also underscores the integration of creative procedures into business (Koch et al., 2023). For instance, research by Fayolle et al. (2022) highlights creative entrepreneurs influence their imaginative and ground-breaking skills to determine business development and distinction, they use creative thinking not only in creating development but also in tactical decision-making and problem-solving. This combination of creativity with entrepreneurship emphasizes the developing landscape of business practices, where creativity is not just a bordering skill but a fundamental constituent of entrepreneurial approach and accomplishment. This perception aligns with the rising acknowledgment that entrepreneurial achievement

gradually be subject to the capacity, to successively revolutionize and adjust to changing marketplace dynamics (Nguyen and Thi Thu Le, 2024; McIntyre et al., 2023).

### ***Social media***

Social media has become an essential tool for entrepreneurs, meaningfully affecting countless facets of entrepreneurial actions, from idea generation to selling and customer engagement (Bansal and Saini, 2022; Azhar and Akhtar, 2020). Scholars highlight that social media provides entrepreneurs with valued prospects to link with a massive audience, gather real-time market criticism, and improve their business approaches. Numerous organizations influence SM to advance and help their dealings (Fischer and Reuber, 2011; Kietzmann et al., 2011). For illustration, it is stated that as of 2019, over 50% of EU businesses have used at minimum one form of SM and over 80% of those EU businesses use SM for advertising their goods and services and image management (Eurostat, 2020). As of 2021, over 90% of US businesses with more than 100 workforces use SM for their advertising, auctions, and customer package events (Statista, 2021), and about 77% of US small businesses do so (Dougert, 2018). As such an increasing number of scholars are struggling to shed light on the effects SMU may have on dealings. The collaborative nature of social media permits entrepreneurs to be involved directly with clients, nurturing relations that lead to better product allegiance and auctions. Furthermore, the data analytics abilities of social media platforms allow entrepreneurs to track consumer behavior and preferences, providing understanding that can drive more knowledgeable business choices (Rosário and Dias, 2023).

The role of social media in easing entrepreneurial interaction and teamwork is also well-documented. According to a research, social media platforms like LinkedIn, Twitter, and Facebook serve, as influential interacting tools that support entrepreneurs shape and preserve professional relations. These platforms permit entrepreneurs to link with possible stakeholders, associates, counselors, and peers, generating a helpful environment that can increase business development and modernization. Also, social media communities and groups offer a space for entrepreneurs to share knowledge, seek advice, and work in partnership on ventures, promoting a culture of shared problem-solving and revolution. Likewise, social media has been revealed to play a critical role in means deployment and crowdfunding for entrepreneurial undertakings. Scholars (Sivarajah et al., 2020) show that platforms like Kickstarter and Indiegogo permit entrepreneurs to increase capital directly from the public, avoiding traditional funding approaches. This democratization of subsidy consents entrepreneurs, specifically those in the early periods of their undertakings, to access assets that might otherwise be unattainable (Olanrewaju et al., 2020; Schjoedt et al., 2020).

Another relevant aspect of the SM literature emphasizes the profits that organizations derive from SM and how these profits affect commercial performance. Wang et al. (2016) have provided suggestions that SM has a positive effect on business-to-business (B2B) communication and business performance, in advertising, invention, and partnerships. Furthermore, Wang and Kim (2017) have revealed that SM positively affects firm performance and advances both customer association management abilities and advertising acceptance approaches. Rodriguez et al. (2012) established that SM affects B2B sales performance, and Garcia-Morales et al. (2018) have proposed that SM touches both technological information capabilities and invention abilities, both of which can advance firm performance. Past researchers have emphasized the significance of SM alignment for businesses. Parveen et al. (2016) and Ainin et al.

(2015) have found that SM has a strong positive consequence on organizations' performance in terms of advertising and customer service cost reduction, better customer relationships, and data availability (IA). Contrary to these past studies, Ahmad et al. (2019) found that SM did not affect businesses' performances.

Entrepreneurs leverage digital know-how to finance inventions, develop digital goods and services, break down outdated internationalization blockades, and admissibility universal marketplaces (Fan et al., 2021; Audretsch et al., 2016). This change to digital know-how spurs new prospects, dismantling commerce blockades and evolving inventions. Businesses accepting digital technologies practice improved efficiency and considerable cost falls, predominantly in manufacturing segments (Coreynen et al., 2017). Additionally, acceptance of digital answers helps decrease carbon releases, contributing to enhanced sustainability for the forthcoming (Upadhyay et al., 2021). Outside monetary and societal improvements, digitalization redesigns businesses and cultures, promoting the arrival of digital platforms that produce new marketplaces and systems (Berman et al., 2023; Verhoef et al., 2021). For instance, these platforms establish the renovation of out-of-date business models, also, provinces with high digitalization duties experience lesser unemployment and improved wealth and have become digital centers, creating professions and driving economic development (Toh, 2022).

## Materials and Methods

A survey research design was adopted for this study because it can obtain data from large population samples and is well suitable for gathering demographic data that describe the sample's arrangement (McIntyre et al., 2023), while it requires minimal resources to develop and administer and is relatively easy to make generalizations. The population of this study comprised 100 students who were selected from the faculty of educational studies at Universiti Putra Malaysia. A purposive sampling technique was chosen for this study, and the questionnaire was disseminated to Faculty of Educational Studies students within UPM, Serdang. The purpose of selecting this technique is based on the postulation that, given the intents and objectives of the study, specific categories of students may hold diverse and vital views about the concepts and subjects in inquiry and therefore need to be included in the sample in the research study (Campbell et al., 2020; Palinkas et al., 2015; Robinson, 2014). The internal consistency method of reliability was used to test the reliability of the research instrument as recommended by (Amin, 2005). Cronbach alpha was used to test the internal consistency of the research instrument recommended by Bougie and Sekaran (2010). Data collection was analyzed using Statistical Package for the Social Sciences (SPSS) version 22.0 for Windows.

## Results and Discussion

To determine the relationships between all the variables. Pearson product-moment correlation was utilized to produce all the necessary information. The relationship strength between variables is categorized as -1 to 1, where the negative value signifies a negative correlation between variables, while positive values denote a positive correlation between variables. From *Table 1*, the relationship between variables can be determined. Creativity was found to have a positive correlation with entrepreneurial behavior with  $r=0.187$ ,  $p<0.05$ . This suggests that the higher the creativity will enhance

the students' entrepreneurial behavior. On the other hand, a negative correlation was observed between social media use and entrepreneurial behavior with  $r=-0.040$ ,  $p<0.05$ . This revealed that social media does not have any significant consequence on entrepreneurial behavior among students, this is because social media are mainly used for socialization, entertainment, and messaging among peers, family, and colleagues. This was in line with the study by Ahmad et al. (2019), that social media does not affect organizations' performances. Also, supported by other studies found that social media distractions meaningfully reduced efficiency in the workplace, with students spending more hours per workday on personal social media use (Plath and Christiansen, 2023; Wang et al., 2023; Brooks, 2015). The results show that creativity can generate novel and useful ideas, and is a fundamental attribute for entrepreneurs, significantly influencing their ability to identify and exploit new business opportunities. Studies show that individuals with higher levels of creativity are more likely to engage in entrepreneurial actions, this is because of their capacity to think outside the box and devise innovative solutions to problems. This also establishes that creative persons recognize and exploit new business prospects, as they can foresee novel ways to address marketplace needs and challenge and develop exceptional products and services that stand out in viable marketplaces.

**Table 1.** *Correlation between creativity, social media and entrepreneurial behavior.*

Variable	Entrepreneurial behavior	Creativity	Social media use
Entrepreneurial behavior	-		
Creativity	0.187*	-	
Social media use	-0.040	0.015	-

*Note: \*Correlation is significant at the 0.05 level (one-tailed).*

The results of this study are supported by previous studies Creativity is the capacity to discover something innovative, whether a new method to a problem, a new technique device, or a new object or form of art J (Juliana et al., 2021; Sadiku-Dushi and Ramadani, 2019; Baykal, 2018). On the other hand, Sart (2013) describes creativity as something exceptional and beneficial. Creativity is seeing something everyone else does but linking it in ways no one else has. Creativity refers to everchanging from the acquainted to the unacquainted (Nwekpa and Wabara, 2022). Creativity permits the entrepreneur to act on openings in ways that will give the business a viable advantage; it serves as a basis for business growth (Ballor and Claar, 2019). Empirical evidence supports the concept that creativity enhances entrepreneurial intentions and consequences. For instance, creative entrepreneurs are inclined to recognize prospects more efficiently and develop exclusive products that differentiate them in the market (Amabile, 2021; Chang and Chen, 2020). Also, the creative process is crucial during the preliminary stages of undertaking conception, where generating and refining business ideas are dynamic. In line with (Nguyen and Thi Thu Le, 2024), suggest that entrepreneurs who engage in creative thinking approaches are better prepared to navigate uncertainties in business.

According to findings shown in Table 2, multiple regression results ( $F=7.8555$ ,  $\text{sig-}F=0.05$ ) show that the data fit the regression model at 005 level of significance, in addition, around 14% of the variance in entrepreneurial behavior is explained by creativity and social media used Specifically, there is a significant and positive influence of creativity towards entrepreneurial behavior ( $\beta=.205$ ,  $t=2.174$ ,  $\text{sig-}t=.032$ ), this support empirical evidence suggests that distinct internal factors, such students

creativity, and external factors, such as the availability of supportive systems and capital, are central for nurturing entrepreneurial accomplishment (Cui et al., 2021). It also, shows that creativity and entrepreneurship are thoroughly associated; emphasizing the integration of imaginative processes into business practices (Koch et al., 2023). For instance, the study by Fayolle et al. (2022) highlights creative entrepreneurs leverage their artistic and ground-breaking skills to determine business growth, calculated decision-making, and problem-solving. This perception aligns with the increasing acknowledgment that entrepreneurial accomplishment gradually hangs on the capacity, to successively modernize and adjust to changing marketplace dynamic forces (McIntyre et al., 2023). However, the outcomes demonstrate a significant but negative influence of social media use on entrepreneurial behavior among the students in the faculty of educational studies, Universiti Putra Malaysia students. Earlier studies on social media use have been associated with negative psychological outcomes mediated by social comparisons such as lower life satisfaction, increased loneliness, and body-image concerns among entrepreneurial (Appel et al., 2020; Tiggemann and Zaccardo, 2015).

**Table 2.** Multiple linear regression analysis.

Variable	Unstandardized beta		Std. Beta	t	Sig. t	95% CI	
	$\beta$	Std. Error				LB	UB
Creativity	0.160	0.076	0.205	2.174	0.032	0.014	0.314
Social media use	-.206	0.065	-0.299	-3.173	0.002	-0.335	-0.077

Note:  $F=7.855$ ;  $sig-F=0.05$ ;  $R^2=0.139$

Also, another study suggests that high levels of social media use are associated with an increased emotional state of isolation and depression, predominantly among younger adults, in a business setting, these negative feelings can be interpreted into lesser job fulfillment and reduced performance (Karsay et al., 2023; Papapanou et al., 2023; Twenge et al., 2018). However, studies on the relationship between social media use show mixed outcomes, with some outcome negative (Liu and Baumeister, 2016; Tiggemann and Zaccardo, 2015), while others note positive (Schreurs and Vandenbosch, 2021; Gonzales and Hancock, 2011) or non-significant influences (Appel et al., 2020; Liu and Baumeister, 2016). Additionally, social media can foster unrealistic comparisons and an inaccurate awareness of entrepreneurial accomplishment, this shows that exposure to such content can result in "social media envy," where entrepreneurs feel stressed to meet unrealistic ethics and opportunities (Junghanns and Kersten, 2020; Phillips-Wren and Adya, 2020). This can negatively impact their mental health, reduce drive, and increase the possibility of burnout. Also, the heaviness of appearing successful on social media can drive entrepreneurs to make quick or ill-informed business choices, endangering their undertakings (Graf and Antoni, 2020; Jiang and Ngien, 2020).

## Conclusion

This study has focused on the influence of creativity and social media on entrepreneurial behavior among university students. Clear evidence that creativity plays a significant role for start-ups was found because it has a full and strong influence on EB. From the outcomes of this study, it is obvious that creativity has a positive relationship with entrepreneurial behavior, and social media on the other hand, showed



no significant relationship with entrepreneurial behavior. Social media provides social capital for new and existing entrepreneurs. According to Aldrich and Martinez (2001), an entrepreneur at the preliminary stage of his/her business involves three main elements: human assets, financial assets, and social capital. Social capital refers to the instrumental proceeds obtained from a social relationship, this is also capable of improving their community life (Morris and James, 2017; Adnan and Mavi, 2015), in other words, the more associated young entrepreneurs are the more likely it is for them to profit from their community. According to Park et al. (2017), social media helps entrepreneurs identify opportunities and changes prevailing in creating new businesses from the way they network and communicate with their peers. Studies highlight social media stand, to provide entrepreneurs with valuable prospects to connect with massive viewers, gather real-time marketplace response, and improve their business approaches.

Numerous businesses leverage SM to expand and profit their businesses (Fischer and Reuber, 2011; Kietzmann et al., 2011). This shows that intensification in social media practice will outcome in better and higher entrepreneurial behavior among students, there is a need to improve the working conditions, especially, indispensable for rising entrepreneurial competencies that are beneficial for growing the achievement of business development and enhancing relationships with other shareholders (Troise et al., 2022; Camilleri, 2019). The issue of social media is good in bringing about improvement in entrepreneurial behavior among university students. Creativity refers to shifting from the acquainted to the unacquainted (Nwekpa and Wabara, 2022). Studies suggest that creativity permits the entrepreneur to act on prospects in ways that will give the business a viable benefit; it serves as a foundation for business development (Ballor and Claar, 2019). Ponroy and Welsh (2020) emphasize that creativity is key to businesses' continuing attractiveness. Given these findings, this study suggests that policymakers build an atmosphere conducive to improving entrepreneurial behavior. Specifically, the Ministry of Education could set a healthier work setting to help students better and gain a viable edge in the marketplace. For any business to succeed, social media is crucial and students should have access to a better basis for developing their creative skills. In a similar vein, to enhance business competence, the Ministry of Education ought to improve university amenities; as a result, the focus is on providing satisfactory amenities for the resourceful implementation of entrepreneurial behavior.

This finding also contributes to the literature on SM, creativity, and entrepreneurship as findings to the strong relationship between SMU, creativity, and EB. SM is at the top of the agenda for many entrepreneurs and at the center of attention for many researchers and experts (Obschonka et al., 2019; Nawi et al., 2017), few studies have been done to empirically explore the relationship between SM, creativity, and EB. Following the call for future investigation proposed by Olanrewaju et al. (2020), this study examines the influence of creativity and social media on entrepreneurial behavior among university students. This study offers new insight into the importance (a positive relationship and negative relationship) of creativity and social media in affecting EB, which differs from the outcomes of earlier studies, these findings shed light on the role of SM and creativity in entrepreneurial research. This study has practical implications; these findings are related to the relatively higher influence of creativity regarding EB. This implies that creative tendencies are considered effective enough for a business, and develop them into viable new products and services. Because SM has become a dynamic resource for entrepreneurs, especially in the early stages of entrepreneurial processes (Olanrewaju et al., 2020), this finding means that the start-ups that make good

use of SM for marketing, customer relationship management, and information sourcing will be better off during the opportunity-seeking stage, therefore, we recommend that entrepreneurs should increase their creativity because it is a substantial basis for entrepreneurial behavior. Furthermore, this study encompasses the current literature by providing an understanding of the position of creativity and its positive effects on EB, whereas the current literature is mainly focused on a single measurement (Park et al., 2017; Olanrewaju et al., 2018). Finally, the outcomes have fascinating theoretical and practical implications discovered, earlier, for experts, entrepreneurs, managers, and policymakers.

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### **Conflict of interest**

This study was conducted entirely through the author's personal efforts and resources, without external parties' commercial or financial contributions. As a result, there are no conflicts of interest or involvement of any external parties.

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