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Impacts Influence Gen Z's Interest in Starting Entrepreneurship and Startups in Pittsburg, Kansas

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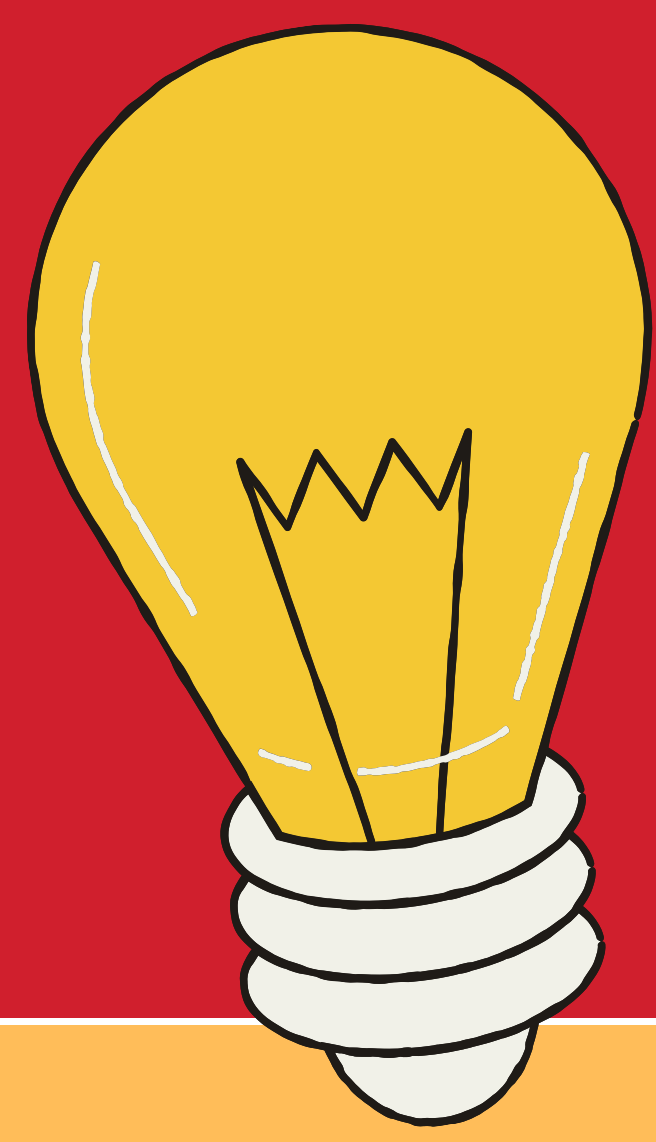
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What factors influence Gen-Z's interest in starting entrepreneurship and startups in Pittsburg, Kansas?



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Introduction:

In recent years, the landscape of entrepreneurship has undergone a remarkable transformation. Among all the generations the members of generation Z in Pittsburg are interested in starting startups and entrepreneurship. Generation Z, born between the mid 1990s and early 2010s, unlike the ancestors Gen Z have a profound sense of purpose and is specially characterized by their digital fluency, social consciousness.



Acknowledgement:

The study was conducted with approval from the institutional review board at Pittsburg state university. A special thanks to the project faculty including Dr. Tatiana Goris.



Significance of the study:

The qualitative research conducted will have important recommendations for its audience (entrepreneur policymakers, education institutions, and researchers interested in this field of study). Educational institutions will also gain significant insights on how to prepare Gen-Z in schools/universities for the increasing demand of becoming experienced entrepreneurs and startup budding owners. The insight will provide them with a better understanding, thus generating better theories and research phenomena.

Assumptions:

- Gen Z working towards business goals.
- Technological advancement surpass traditional models
- Sample size is adequate enough to gather sufficient data.
- sampled assumptions are not biased but honest.

LIMITATIONS:

- limited only to single generation.
- single geographical location (pittsburg, kansas)
- one type of qualitative research methodology

Methodology:

- Qualitative research
- Ground theory methodology
- conducted in-person interviews
- sample size of 12 at Pittsburg state university.

Abstract:

In a rapidly evolving landscape of startups and entrepreneurship, how generation Z is acting as a forefront transformation and dynamic force in building the startup companies and creating an entrepreneurial ecosystem. The main research study investigates the multifaceted influences shaping Gen Z's interest in startups and the challenges facing entrepreneurs in Pittsburg, Kansas. In developing the next generation of innovators, it is crucial to know that Generation-Z purpose of creating a platform of entrepreneurship and innovative start-up intentions in the university as a leading example.



Research question:

What factors influence Gen-Z's interest in starting entrepreneurship and startups in Pittsburg, Kansas?

Findings of the study:

- Entrepreneurial Aspirations- passion and desire to create unique business models.
- Integration of Technology-leverages technology to promote startup's
- Embracing failure- valuable learning experience rather than a setback
- Importance of network opportunities- network opportunities and peer support in entrepreneurial journey.



Conclusion:

This research study sheds light on the dynamic role of GEN Z in shaping the entrepreneurial landscape. The passion, resilience and willingness to learn from failure position them as a forefront force in creating innovative solutions and driving economic growth. Hence, by understanding Gen Z's entrepreneurial mindset and addressing their unique challenges, we can foster an ecosystem that empowers the next generation of innovators. Gen Z seamlessly integrates technology, social media and e-commerce platforms to launch startups and promote their business.