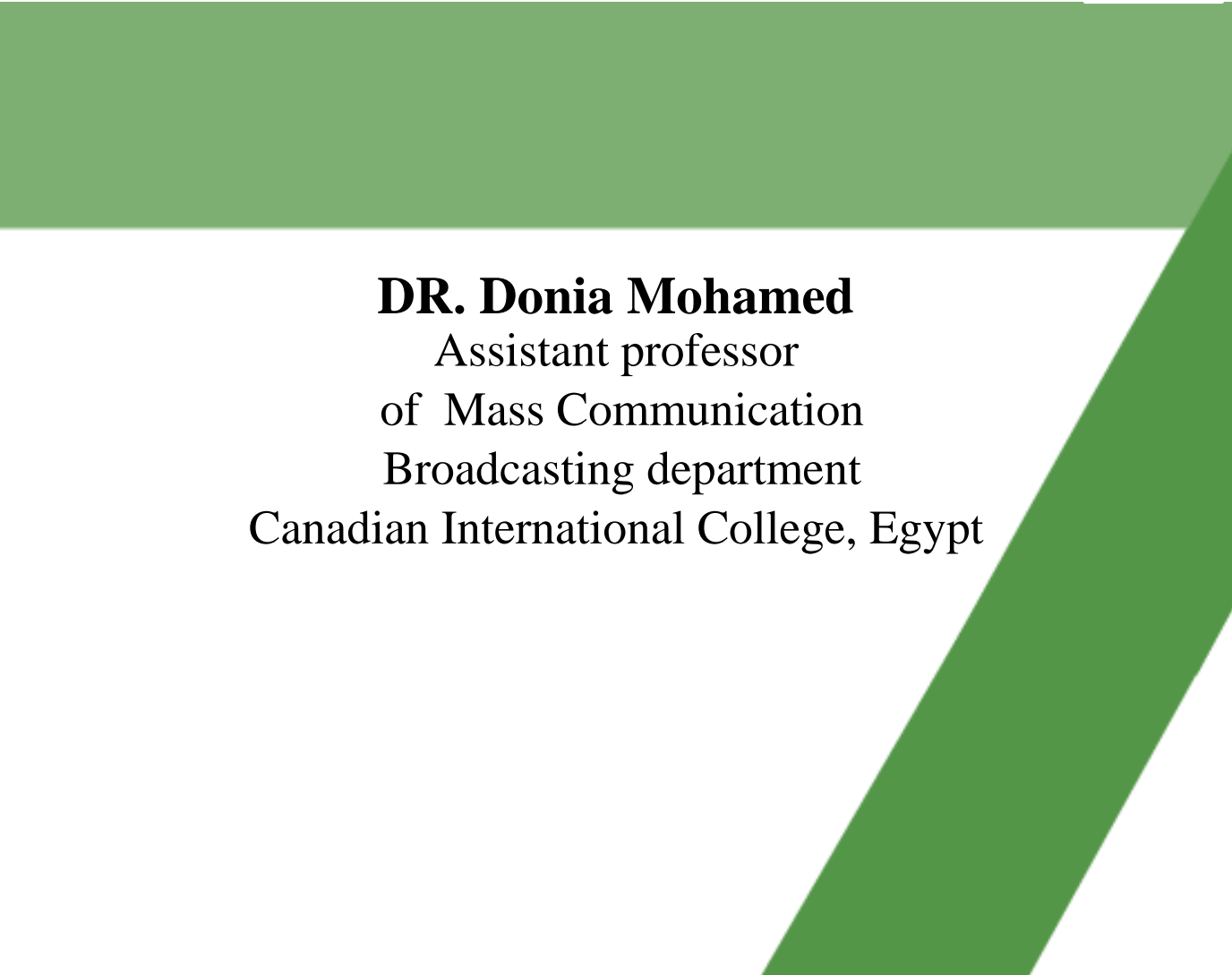




**The Role of Arab and International
Entrepreneurship Podcasts on the Career
Aspirations of Arab Female University
Students**



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Abstract:

This study explores the role of Arab and international entrepreneurship podcasts in shaping the career aspirations of Arab female university students. Using a qualitative approach, the research employs content analysis of eight podcasts, alongside focus group discussions with students from Egypt, Morocco, and Qatar. The study examines how these podcasts present entrepreneurial role models, challenge traditional gender roles, and influence students' perceptions of entrepreneurship as a viable career path. The theoretical framework integrates Social Learning Theory and Gender Role Theory, exploring how media representations of female entrepreneurs shape career aspirations. Findings reveal that podcasts offer inspirational stories and practical guidance, resonating with students and encouraging them to navigate cultural expectations while aspiring to entrepreneurial careers. The study highlights the potential of podcasts to promote social change by empowering young Arab women to break away from traditional gender roles. The results also emphasize the importance of culturally relevant media content in fostering entrepreneurial ambition among Arab women. This research provides valuable insights for educators, policymakers, and content creators seeking to support female entrepreneurship in conservative societies, contributing to the broader discourse on media influence, gender roles, and career development.

Keywords: Entrepreneurship Podcasts, Arab Female Students, Gender Roles, Career Aspirations, Social Learning Theory, Gender Role Theory, Media Influence.

i.Introduction

The rapid advancement of digital technology has brought about significant changes in how individuals consume content, particularly through the rise of podcasts. Podcasts, as a medium, offer a unique combination of accessibility, convenience, and a wide range of topics, making them a popular choice for audiences seeking both entertainment and education. A podcast is a series of audio files available for download online, offering a format similar to traditional long-form content like talk shows and documentaries. However, listeners have the flexibility to tune in whenever it suits them, rather than at a scheduled time.

Many people stream podcast episodes on computers, smartphones, or tablets using platforms like iTunes, Spotify, and Stitcher, or directly from the podcast's website. Typically, episodes focus on business-related topics and are generally less than an hour long, making them convenient for listening during a daily commute.

In the context of entrepreneurship, podcasts have become a powerful tool for disseminating knowledge, sharing success stories, and providing practical advice from industry experts. This has positioned them as an influential medium, especially for young and aspiring entrepreneurs who seek inspiration and guidance in navigating the complex world of business.

Entrepreneurship podcasts, with their diverse range of topics and perspectives, provide an accessible platform for these students to explore the world of entrepreneurship. Unlike traditional media, which may be limited by geographic or cultural boundaries, podcasts can easily cross these barriers, offering listeners insights from both within the Arab world and beyond. Arab and international entrepreneurship podcasts bring to light the stories of successful entrepreneurs, the challenges they have overcome, and the strategies they have employed, thus serving as both a source of inspiration and a practical guide for listeners.

With thousands of business podcasts available, listeners can choose from a wide range of topics (e.g., entrepreneurship, finance, sales, leadership, change management), host personalities, and interview styles (e.g., businesslike discussions, news formats, game show-style antics, or informal conversations), as well as varying levels of depth in information.

Most podcasts are free to subscribe to and listen to, which likely contributes to the significant growth in podcasting over the past decade. A CBS News poll found that the majority of Americans listen to podcasts casually, with about 23% tuning in to at least one podcast regularly (CBS News, 2019).

Today, many podcasts concentrate on specific topics, although generic, daily news-style podcasts are still being produced. An entrepreneurship podcast is dedicated to topics related to entrepreneurship and typically features one or two hosts, along with guests who share their expertise. The format can vary, encompassing everything from discussions on trending topics and brief insights to motivational content and advice on starting or growing a business. Additionally, there are podcasts aimed at specific audiences, such as minorities or women.

Though there are some business podcasts that run far shorter than ten minutes, the length of business podcasts vary greatly. Podcasts can run up to an hour in length, and they typically feature visitors as well as in-depth interviews with business themes and business perspectives individualities.

Podcasts have transitioned from standalone websites to platforms throughout time. Software for recording audio files became more widely available in 2005, the same year that Apple integrated podcasts into their iTunes player (Kerr, 2021, p. 9). Podcasts can currently be found on a number of platforms, including Google, Spotify's anchor and others visitors as well as in-depth interviews with business themes and business perspectives individualities.

In the Arab world, where cultural, societal, and sometimes religious norms play a significant role in shaping career choices, the influence of media on young people's aspirations cannot be understated. This is particularly true for women, who often face additional barriers in pursuing careers that are traditionally male-dominated, such as entrepreneurship. For Arab female university students, who are at a critical juncture in their educational and professional development, exposure to entrepreneurship content that is both relatable and aspirational can have a profound impact on their career trajectories.

However, the impact of these podcasts on Arab female university students, particularly in terms of shaping their career aspirations, has not been extensively studied. While there is a growing body of research on the role of media in influencing career choices, much of this work has focused on traditional forms of media or on populations in Western contexts. Little is known about how digital media, specifically podcasts, influences the aspirations of young women in the Arab world.

Governments around the world are increasingly concerned about the impact of unemployment and lack of job opportunities on society and the economy. At the same time, urban migration is rising, and poverty is worsening in many

developing countries or those transitioning to a free-market economy. The rise in unemployment among youth is a current global issue, as clearly highlighted in the 2019 Global Youth Report. The report emphasizes youth concerns regarding the lack of job opportunities, inadequate education, challenging work environments, and insufficient government investment, which are the top issues troubling young people worldwide. (United nations, 2019)

Additionally, labor market transformations in developing nations over recent decades have introduced instability and shifts in roles. In response, female university students must acquire the competencies necessary to become independent professionals and embark on new ventures. Consequently, many universities worldwide have adjusted their teaching strategies to enhance entrepreneurial and career-related competencies in their graduates.

Therefore, fostering an entrepreneurial culture requires a collective effort, with both the public and private sectors working together to promote entrepreneurship and encourage individuals to pursue entrepreneurial ventures. The educational system and its effectiveness are crucial pillars in building and developing entrepreneurship. Additionally, the prevailing economic and social systems play a significant role in facilitating entrepreneurial activities, creating a favorable investment climate, and supporting the emergence of entrepreneurs within the community. Moreover, the overall economic environment, including openness to global markets, the presence of effective capital markets, and the adoption of modern technology, also plays a vital role.

This study seeks to address this gap by examining the role of Arab and international entrepreneurship podcasts in shaping the career aspirations of Arab female university students. Through a qualitative content analysis of selected podcasts, coupled with focus group discussions with students, this research aims to uncover the narratives, themes, and representations within these podcasts that resonate with young Arab women. The study explores how these elements contribute to the students' perceptions of entrepreneurship as a viable career path and how they navigate the intersection of cultural expectations and personal ambitions.

Furthermore, this research is particularly timely given the growing interest in promoting entrepreneurship as a means of economic empowerment in the Arab world. Governments and organizations across the region have increasingly recognized the potential of entrepreneurship to drive economic growth, create jobs, and foster innovation. For Arab women, entrepreneurship offers a pathway to financial independence and social mobility, enabling them

to challenge traditional gender roles and contribute more significantly to their communities. As such, understanding the factors that influence Arab female students' interest in entrepreneurship is crucial for developing strategies that support their participation in this field.

ii. Research Problem

Despite the growing popularity of entrepreneurship podcasts, there is a lack of empirical research examining their impact on specific demographic groups, particularly Arab female university students. This gap is significant given the potential of these podcasts to influence the career aspirations of young women in the Arab world, where traditional gender roles and societal expectations often limit their professional choices. The central research problem addressed by this study is the extent to which Arab and international entrepreneurship podcasts shape the career aspirations of Arab female university students. Specifically, the study seeks to explore how these podcasts contribute to students' perceptions of entrepreneurship as a viable career path and how they influence their aspirations in the context of cultural and societal constraints.

So, the study addresses the tension between **traditional gender roles in Arab society** and the **progressive, entrepreneurial narratives** promoted by the podcasts that Arab female students listen to. While **Arab societies** often emphasize traditional roles for women, particularly those related to family and community, the podcasts present **alternative narratives** that showcase women defying these roles and succeeding in entrepreneurship.

This tension is crucial to understanding how media—specifically, entrepreneurial podcasts—**challenges or reinforces gendered career aspirations** in conservative societies. Your study seeks to explore how Arab female university students **navigate this tension** and whether these podcasts help them reconcile societal expectations with their personal ambitions for entrepreneurial careers.

iii. Research Objectives:

A. To analyze the content of Arab and international entrepreneurship podcasts with a focus on themes, narratives, and representations relevant to Arab female university students.

B. To assess the influence of Arab and international entrepreneurship podcasts on the career aspirations of Arab female university students, particularly in terms of their interest in pursuing entrepreneurship & their career aspirations.

C. To identify the factors within podcast content that most significantly impact the perceptions and aspirations of these students regarding entrepreneurship & career path.

D. To understand the role of cultural and societal factors in mediating the influence of entrepreneurship podcasts on the career aspirations of Arab female university students.

E. To provide recommendations for content creators on how to better tailor entrepreneurship podcasts to meet the needs and aspirations of Arab female university students.

iv. Research Significance

A. Theoretical Significance

This study contributes to the existing literature on media influence and career aspirations by focusing on a relatively under-researched demographic: Arab female university students. It extends the understanding of how digital media, specifically podcasts, can serve as a tool for career development and empowerment in non-Western contexts.

The research also adds to the discourse on the role of gender in entrepreneurship, providing insights into how media representations can either reinforce or challenge traditional gender roles in the Arab world. By conducting a qualitative content analysis of podcasts, the study offers a nuanced understanding of the narratives and themes that resonate with Arab female students, contributing to the broader field of media studies and gender studies.

By utilizing Social Learning Theory, this research highlights how observational learning through podcasts influences the career aspirations of Arab female students. The study explores how these students learn from the success stories and entrepreneurial behaviors modeled by podcast hosts and guests, reinforcing the notion that exposure to positive role models in media can enhance self-efficacy and shape career choices. In doing so, the study contributes to a deeper understanding of how media consumption facilitates learning and career development in conservative societies.

Additionally, the research integrates Gender Role Theory to examine how media representations can either reinforce or challenge traditional gender roles in the Arab world. It provides insights into how podcasts present female entrepreneurs, either conforming to or disrupting gender norms. By analyzing the tension between progressive narratives in podcasts and traditional societal expectations, the study offers a nuanced understanding of the intersection between media, gender, and entrepreneurship.

B. Practical Significance

On a practical level, this research has the potential to inform the creation and dissemination of entrepreneurship-related content that is more attuned to the aspirations and challenges faced by Arab female university students. By

identifying the specific elements of podcasts that influence these students' career aspirations, content creators, educators, and policymakers can better support the development of resources that encourage female entrepreneurship in the Arab world.

Additionally, the findings could guide universities and career advisors in incorporating podcast content into their career counseling and entrepreneurship education programs, thereby enhancing their effectiveness in motivating and preparing female students for entrepreneurial careers.

v. Review of literature:

The researcher divided the previous studies into two sections:

1- Entrepreneurship podcast:

In this section, the researcher found different previous studies that discovered content of entrepreneurship podcasts, benefits of using it in different contexts. Concerning the previous studies which focused on Entrepreneurship podcasts, the study of (Waddingham et al., 2020) aims to discover how business podcasts present different topics that could help motivated managers to stay updated with new business trends and insights. So, the study depended on qualitative method to discover the content of business podcasts, in which qualitative content analysis was done on 10 popular business podcasts. The research analyzed those podcasts in terms of several points like: the concept strategy imposed as well as analyzing business topics in beach episode, the study concluded that podcasts offer great insights for organizational performance and serve as a launching pad in which different topics provided that represent guidance and inspiration.

Similar results were reached by the study of (Elton & Moore, 2022) which applied exploratory-sequential thematic analysis to identify & make connections between the ways in which business and entrepreneurship experts perceive, employ, or embrace concepts related to spirituality and/or psychological sustainability in start-ups. A thematic analysis was used in this study to identify any themes that could be found in three different business and entrepreneurship US podcast transcripts available in the Northcentral University Online Library. It focuses on themes such as entrepreneurship, psychological sustainability, business start-ups, and psychological capital. Additionally, a thematic analysis was performed along with the identification of the top 20 mainstream podcasts. "Start-up" podcast analysis revealed four main categories in business models, and suggests a specific cycle that the entrepreneur goes through. The podcast aimed to propose a transcendent theme that persists throughout the start-up's transformation into a business.

General finding of the study indicates that the podcasts focus on entrepreneurship and business startup.

Regarding the different advantages of podcasts there are several studies, one of them (Vidal et al, 2021) that referred to the evolving demands of the 21st century's business and societal landscape have led to a shift in educational priorities, emphasizing the development of competencies that prepare students for both their careers and personal lives. The main objective of the paper was to introduce and analyze the content of the podcast "*Enfactor*", which was specifically created to enhance the development of entrepreneurial competencies. The paper presents both qualitative and empirical evidence to demonstrate how the podcast enhances learning and entrepreneurship skills. The study reached a conclusion that podcasts offer the advantage of asynchronous learning, allowing students to learn at their own pace and on their own schedule. The "*Enfactor*" podcast series enables educators to align learning objectives directly with podcast content, offering a valuable platform for in-depth discussion. While "*Enfactor*" clearly serves as an engaging instructional tool that fosters active learning, the primary goal of this paper is to explain why this particular podcast and teaching approach are especially well-suited for entrepreneurship education.

Another study discovered the advantages of podcasts but in classroom learning context by (Teckchandani & Obstfeld, 2016) which highlights the pedagogical benefits of one podcast, StartUp, in order to discuss the benefits of using podcasts in the classroom. In which an award-winning radio journalist offers a gripping first-person narrative of the entrepreneurial journey in the StartUp podcast. After analyzing the "StartUp" podcast content for over two years, the study reached a conclusion that there are three main strengths: engaging content, versatility, and portability. In the New Venture Launch class, students found the podcast so captivating that many listened to episodes in advance of classroom discussions. They felt it "demystified" the entrepreneurial experience, describing it as "beyond valuable" and "more valuable than the readings". The study also discovered that the primary factor contributing to the podcast's appeal was the announcer himself. Students perceived him as pleasant, genuine, and approachable. His exceptional storytelling skills enabled students to see the topic come alive through a relatable character who faced various obstacles and challenges in each episode.

Concerning podcasts and economic capital, the study of (Jorgensen, 2021) Which started from the concept that independent podcasting in Australia Between 2016 and 2019 underwent significant evolution, increasingly

emphasizing the creation of economic capital. The study used semi-structured interviews as a data collection tool with 16 Australian podcast producers and participant observations at three consecutive Audio craft events, a national podcasting conference. The study depended on both: Pierre Bourdieu's theory of alternative forms of capital and Michael Scott's concept of the 'cultural entrepreneur,' as theoretical frameworks. The analysis highlights the impact of seven independent podcast producers on the alternative forms of capital within Australian podcasting. Also, the findings reveal that these producers play a crucial role as 'change agents,' challenging the revenue-centric norms of the industry.

And looking to different strategies used in business podcasts, a study was conducted by (Kemppainen, 2022) which seeks to compare the strategies business podcasters use to promote paid content and engage their audiences. It explores concepts such as advertising, engagement, the subscription-based economy, and the membership economy within the podcasting landscape. The study depended on comparison between business podcasts from the United States and Spain which were selected using purposeful sampling. Additionally, a survey was conducted among podcast listeners via social media to understand their listening habits and attitudes toward podcast advertising, engagement, and calls-to-action. The comparison findings indicates that podcasters in different countries employ varied strategies, with American podcasters appearing more attuned to measuring engagement and promoting their content. The survey included 72 respondents, revealing that listeners generally hold neutral views regarding promotions of paid content and advertising in podcasts. Most respondents did not find calls-to-action essential, despite many digital content creation guides recommending them for improved listener engagement.

Focusing more about Arab podcasts, the study of (Alsherif, 2022) aims to explore the current state of the new media format, highlighting key podcast initiatives that offer professional journalism, creative content, and scalable media projects. The study addresses several topics related to podcasts, including the founders of podcast initiatives, the type of journalism presented, the audience for Arabic podcasts, the business models (financing) used in these initiatives, the issues covered, success stories, challenges faced, and the overall interest in podcasts across the Arab world as a new form of digital media. The study analysis includes examples of podcast platforms in the Arab world that provide professional content, detailing their origins, structures, and the difficulties they encounter, as well as the economic models they adopt for sustainability. The analytical sample consisted of 18 podcast networks and

programs. Interviews were conducted with individuals responsible for these platforms and networks to highlight these professional journalism initiatives and assess their ability to sustain and develop their journalistic model. The study reached a conclusion that despite the limited emergence of podcast platforms in the Arab world, the models studied emphasize the significance of this new global format, especially given the growing phenomenon in the Arab region, which suggests an increase in its prevalence in the future. This is particularly relevant considering the importance of the topics covered and the unique characteristics of podcasts that provide significant freedom for audiences to engage with them. The study revealed that these platforms are committed to societal issues, addressing topics of great importance that resonate with large segments of the population, such as youth, women, religion, gender, business and entrepreneurship, with notable examples like "Ro'ad al-Hadara," an independent Egyptian podcast that showcases models of young Arabs and their life experiences through their primary work, whether within or outside the Arab world. It shares their experiences with living abroad, their social lives, and their entrepreneurial journeys, including lessons learned from both failure and success.

2- Media and career aspirations:

In this section, the researcher found previous studies that discovered media and career aspirations, with a special focus on digital media tools and women career aspirations which is presented as follows:

Concerning the relationship between podcast and women career path & aspirations, a study (Lindgren, 2018) which examines audio production as a venue and model for practice-based research within podcast studies. Practice-led research is considered as a "reflexive paradigmatic research structure" driven by practice, emphasizing the researcher's engagement with the research material. So, the study involved four focus groups (N=25) with female listeners, accompanied by a thematic analysis of the transcripts. The study concluded that the pilot episode, titled "Good Girl Syndrome," focused on research and societal discussions regarding women's belief systems and behavioral expectations in the workplace, addressing how women often feel pressured to "do the right thing" and to be agreeable in professional settings. Participants highlighted four main themes regarding their experience of listening and using podcasts to discuss gender in the workplace:

- 1 .Reflection (prompting self-reflection)
- 2 .Identification (relating information to personal experiences, emotional connections)
- 3 .Education (the podcast as a teaching and mentoring tool)

4 .Storytelling (the significance of personal narratives, conversational style, and the podcast listening experience as a journey)

These themes directly connect to characteristics commonly associated with podcast formats, such as hyper-intimacy, personal storytelling, and strong listener engagement. The analysis of focus group data indicates that the podcast effectively engaged listeners and fostered reflection, with some listeners recognizing shared experiences from the podcast and integrating the information into their own lives.

And focusing on media in general and women career aspiration, a study by (Abou Sinah, 2020) explores entrepreneurship in the context of Saudi Arabia's Vision 2030 and the empowerment of Saudi women. It is a field study depending on the theory of media dependency, conducted on a random sample of 400 female students from Taif University, representing both practical and theoretical colleges across all academic years. The research follows a descriptive approach, using a survey questionnaire administered through direct field interviews. The studies reached many findings, most prominently that 94.08% of Saudi female students believe social media networks play a positive role in entrepreneurship & career aspirations. Additionally, the study revealed statistically significant differences between the extent to which Saudi girls rely on social media for developing entrepreneurial knowledge and the cognitive, emotional, and behavioral effects resulting from that reliance.

Also, the study of (Simon & Hoyt, 2012), through two experimental studies, investigates how media portrayals of women in counter stereotypical roles, compared to traditional stereotypical roles, influence women's gender role beliefs (Study 1) and reactions to a leadership scenario (Study 2). In Study 1, it was hypothesized and confirmed that women exposed to counter stereotypical role images reported stronger nontraditional gender role beliefs compared to those exposed to stereotypical images. Study 2 examined the direct impact of these media images on women's self-assessed responses to a leadership task. Women exposed to counter stereotypical images experienced fewer negative self-perceptions and showed higher leadership aspirations than those shown stereotypical images. Furthermore, negative self-perceptions were found to mediate the link between media images and leadership aspirations.

And regarding the previous studies that focused on the relationship between media and career aspiration in general, the study of (Cooper, 2013) which started from the fact that Empirical research on the impact of media on career aspirations has primarily focused on children and junior high school students.

However, there is a notable gap in studies examining the effects of media on college students' career choices. The main objective of this study is to explore whether media significantly influences the career decisions of college students, especially those from ethnic and racial minority backgrounds. Participants were drawn from two campus organizations with a media-related focus (N=21), with ages ranging from 18 to 24. They were asked a mix of closed and open-ended questions regarding their media consumption habits, social identity, self-esteem, and career plans. The data revealed that college minority students tend to engage more with traditional media, such as television. Nonetheless, media consumption did not show a direct correlation with students' career aspirations and their confidence to succeed in their chosen careers, regardless of their minority status. While students viewed media as a valuable resource for shaping career goals, they were more inclined to find inspiration and role models within media content rather than in their everyday experiences.

Also, another study by (Seoke et al., 2023) that explored the impact of mass media entrepreneurial education and entrepreneurial mindset on entrepreneurial intention, also examining the mediating role of entrepreneurial mindset between mass media entrepreneurial education and entrepreneurial intentions. Using the theory of planned behavior, this effect was tested among radio listeners in South Africa through the theory's key dimensions: attitudes toward entrepreneurship, subjective norms, and perceived behavioral control. A quantitative approach was employed in this structured study by employing online surveys. Data was collected through convenience sampling from 859 respondents and analyzed using descriptive statistics, factor analysis, and regression analysis. The results demonstrate a strong positive relationship between the subcategories of mass media entrepreneurial education and entrepreneurial intentions, as well as a significant mediating role of entrepreneurial mindset. Also, the results show that mass media can be a successful platform for entrepreneurial education. This is particularly true when radio stations, including community radios and public broadcasters, emphasize their impactful role by providing diverse content on career paths, business life, and entrepreneurship advice.

And concerning TV and career aspirations, the study of (Gehrau, et al., 2016) was applied on adolescents who must make critical decisions on their careers, in which the research discover the consequences of watching certain television content related to the world of business and jobs. The study depended on quantitative methods by conducting survey on adolescents. Study results indicates that certain professions are given a lot of attention in

TV content, and there are also minor cultivation effects and learning effects from mediated role models. Also a secondary analysis of two panel waves was conducted in order to investigate how media role models affect aspirations for careers. In a program segment, watching television was associated with similar goals. A process model revealed a significant relationship between connected television usage and professional aspirations in the next panel wave and the career aspirations in the first panel wave.

Regarding social media and career aspirations, there was several studies like the study of (Benson et al., 2010) that aimed to explore the use of social media by business students throughout their academic lifecycle and its impact on learning, employability, and lifelong learning. The research involved business students from Kuwait University (KU) and four international higher education institutions in Europe, including Russia and Greece. The research examined how social media supports students from initial aspirations through to employment, alumni relations, and beyond. The findings suggest that social media offers a valuable platform for connecting students and enhancing their educational experiences, career prospects, and social capital development. Additionally, the study highlights the importance of integrating networking skills into the curriculum and raising awareness about managing digital footprints, which can significantly influence career success.

Similar findings was discovered by the study of (Barrera-Verdugo & Villarroel-Villarroel, 2022) which focuses on analyzing whether the frequency of using platforms like Twitter, Facebook, Instagram, WhatsApp, and YouTube is associated with differences in entrepreneurial subjective norms, attitudes towards entrepreneurship, and intentions to pursue it, with a focus on gender and age distinctions. The study depended on quantitative methodology by conducting online survey on sample of 246 business and engineering students from Chile, and Mann–Whitney and Spearman's correlation tests were conducted. The findings reveal that increased exposure to these platforms correlates with more positive entrepreneurial attitudes and perceptions, with these effects varying by gender and age. Specifically, Facebook is more positively associated with younger male students, while WhatsApp and YouTube show stronger correlations with older female students. The findings indicate that exposure to digital media content can influence how entrepreneurship is perceived and shaped by external factors, with these effects differing based on gender and age group.

And by focusing more on Business Start uppers on social media, the study of (Mallios et.al, 2016) aimed to deepen the understanding of the relationship between social media usage and entrepreneurial intentions in startups,

emphasizing their motivational role and their impact on the factors that influence intention, specifically within the Greek startup ecosystem. The findings of the study show a significant positive correlation between perceived desirability and entrepreneurial intention, as well as between perceived feasibility and entrepreneurial intention. This confirms the relevance and applicability of Entrepreneurial Intention (EI) models across various contexts. Findings also revealed that all digital media elements positively correlate with perceived desirability and feasibility. Specifically, the study reveals that the perceived usefulness of digital media, along with perceived ease of use, social norms, and context credibility, can positively influence one's intention toward startup entrepreneurship.

Concerning new media and career aspirations, the study of (Castro-Gracia et.al, 2016) aimed to investigate the impact of new media and technology usage on high school students' career decision-making, specifically focusing on occupational identity, academic motivation, and vocational interests. The methodology involved administering an online questionnaire to 109 students in their final year at public schools in Bogotá, which included four scales: the Media and Technology Usage and Attitudes Scale, the Occupational Identity Scale, the Academic Motivation Scale, and the Oregon Vocational Interest Scale. Data analysis was conducted using structural equation modeling (SEM). The main findings revealed that media and technology usage significantly influence vocational decisions and career choices; for instance, Internet searching was linked to lower organization, altruism, and analysis vocational interests. Additionally, online friendships negatively affected occupational identity, while gaming was associated with decreased academic motivation but increased adventure vocational interests.

• **Comment on the Review of Literature**

The literature review presents a comprehensive analysis of studies related to entrepreneurship podcasts and media's role in career aspirations, focusing on diverse methodologies, theories, and results .

1) Topics Presented:

The review is structured into two primary sections. Section (A) delves into entrepreneurship podcasts, exploring how these podcasts influence organizational performance, learning, and entrepreneurial competencies. Topics include the content analysis of business podcasts, the effectiveness of podcasts in education, and the evolution of independent podcasting. In Section (B), the focus shifts to media's impact on career aspirations, particularly for women, examining how media portrayals and digital tools influence career paths and aspirations.

2) Methodologies Used:

The methodologies employed across these studies vary significantly. Qualitative methods, such as content analysis and thematic analysis, are prevalent, especially in studies evaluating podcast content and its impact. For instance, Waddingham et al. (2020) and Vidal et al. (2021) utilized qualitative content analysis and empirical evidence to examine podcasts' influence. Other studies, like Kempainen (2022), employed comparative methods and surveys to analyze engagement and promotional strategies. Additionally, some studies incorporated theoretical frameworks, such as Bourdieu's theory of alternative forms of capital (Jorgensen, 2021) and the theory of planned behavior (Seoke et al., 2023) to frame their analysis.

3) Theories Used:

The review incorporates a range of theoretical frameworks. For instance, Bourdieu's concept of capital is used to understand the economic evolution of podcasting (Jorgensen, 2021), while the theory of planned behavior is applied to explore entrepreneurial intentions (Seoke et al., 2023). The review also references practice-led research frameworks and media dependency theory, providing a diverse theoretical base that enriches the analysis of podcasting and media impacts.

4) Results:

The findings from the reviewed studies highlight several key outcomes. Podcasts are shown to offer valuable insights and educational benefits, with asynchronous learning opportunities and engaging content being emphasized (Waddingham et al., 2020; Vidal et al., 2021). The effectiveness of podcasts in fostering entrepreneurial competencies and offering diverse content is noted. In terms of media's influence on career aspirations, the results indicate that media portrayals and digital tools can impact career beliefs and aspirations, particularly for women (Lindgren, 2018). The review also underscores the role of social media in shaping entrepreneurial intentions and career choices (Barrera-Verdugo & Villarroel-Villarroel, 2022; Mallios et al., 2016).

• Research Gap

Despite the extensive research on entrepreneurship podcasts and media's impact on career aspirations, several gaps remain, particularly in the context of Arab female university students. The presented literature primarily focuses on Western and broad international contexts, leaving a distinct gap in understanding how entrepreneurship podcasts influence career aspirations within specific cultural and regional settings, such as the Arab world which is

done in this study, so the following points of research gap indicates the need for the current study:

A. Cultural and Regional Context: Existing studies largely address the impact of entrepreneurship podcasts within Western contexts or general international frameworks (e.g., Waddingham et al., 2020; Vidal et al., 2021). There is limited research exploring how these podcasts specifically affect Arab female university students, considering cultural and regional differences that may influence their career aspirations and entrepreneurial ambitions.

B. Focus on Arab Female University Students: The majority of research on media and career aspirations tends to overlook the specific experiences and perspectives of Arab female university students. Studies such as Lindgren (2018) focus on broader demographics or gender differences without addressing the unique cultural and societal influences faced by Arab women in academia.

C. Impact of Arab Entrepreneurship Podcasts: While there is substantial research on international entrepreneurship podcasts, there is a lack of in-depth analysis of Arab entrepreneurship podcasts and their specific role in shaping career aspirations among Arab female students. The literature review reveals a need for research focusing on how podcasts in the Arab world contribute to career guidance and entrepreneurial inspiration for this demographic.

D. Integration of New Media Formats: Although studies like Alsherif (2022) highlight the emerging podcast platforms in the Arab world, there is insufficient exploration of how these new media formats impact career development and aspirations among Arab female students. The integration of these platforms into educational and career guidance frameworks is an area ripe for further investigation.

E. Methodological Approaches: The existing literature employs various methodologies, but there is a need for more targeted research using qualitative methods and focus groups to gain deeper insights into the experiences of Arab female university students with entrepreneurship podcasts. This approach could uncover nuanced perspectives on how these podcasts influence their career decisions and entrepreneurial interests.

Addressing these gaps contribute to a more comprehensive understanding of how Arab and international entrepreneurship podcasts shape the career aspirations of Arab female university students, providing valuable insights for educators, policymakers, and media producers aiming to support and inspire this demographic.

vi. Theoretical framework:

This study is depending on both " Social learning theory" & "Gender role theory" as theoretical frameworks:

1. Social learning theory (SLT):

Social identity theory which was developed by "Bandura" (1997) suggests that individuals within a particular racial group tend to embrace positive representations of their own race while rejecting negative portrayals of other races, thereby reinforcing their in-group identity (Weaver, 2011).

Learning occurs because people observe the consequences of the behavior of others. Bandura's theory moves beyond the theory of behavior, which suggests that all behaviors are learned through conditioning, and cognitive theory, which considers psychological influences such as attention and memory (Overskeid, 2018).

This theory implies that racial groups are drawn to media messages that positively reflect their race, leading to selective exposure to certain types of media. In essence, our racial and ethnic identities influence our choices regarding the media content we consume.

Meanwhile, social learning theory posits that career decision-making is shaped by learning experiences that can have both positive and negative effects on individuals (Mitchell, Jones, & Krumboltz, 1971). For instance, this theory discovered that people are more likely to imitate heroic and popular characters on television, as they admire them. This admiration drives people to aspire to similar levels of status and authority, positively influencing their ambitions.

In Bandura's social learning framework, self-efficacy is crucial (Freudenberg, Cameron, & Brimble, 2010). An individual's belief in their ability to influence the world is essential for achieving that influence. Regarding social learning, people are more inclined to invest effort into reaching a social goal if they believe in their own capabilities. (Deaton, 2015, P.3)

According to social learning theory, viewing characters in rewarding and successful jobs can inspire people to pursue those careers. Conversely, negative portrayals that emphasize struggle and limited success can discourage them from viewing those occupations favorably. The theory emphasizes that learning occurs through imitation, modeling, and observation, requiring motivation, attention, and memory. Individuals typically choose which media to engage with, a process known as selective exposure, where people seek out information that aligns with their existing beliefs and attitudes (Colorado University, 2013).

According to social learning theory, observational learning involves four key components necessary for successfully imitating a model. First, we must 1) pay attention to the model. Second, we need a way to 2) retain what we observe. Third, we must possess the appropriate motor skills to 3) reproduce the behavior. If these conditions are satisfied, we are likely capable of imitating the model; however, we may still choose not to do so. Our actual performance is influenced by 4) reinforcement contingencies, many of which are learned through observation. These four components are interconnected, especially since reinforcement processes affect what we focus on. (O’Rorke, 2006)

observational Learning doesn't always require observing someone perform a task. Listening to verbal instructions, such as those found in a podcast, can facilitate learning. Additionally, individuals can also learn from fictional characters portrayed in books and films (Bajcar & Babel, 2018).

Application of "social learning theory" in this study:

SLT fits this research as it explains how media (podcasts) can influence career aspirations by providing relatable and motivating entrepreneurial role models for Arab female university students. The theory helps to explain how these students are shaped by observing the stories and advice shared in the podcasts, which reflect culturally relevant examples of successful entrepreneurship. The theory is particularly relevant for understanding how students internalize the successes and challenges of these role models to envision their own entrepreneurial futures.

2. Gender Role Theory:

Gender Role Theory explains the socially constructed roles and expectations assigned to individuals based on their perceived gender. These roles are internalized through socialization processes, shaping behaviors, attitudes, and career aspirations. Traditionally, women are expected to fulfill nurturing and supportive roles, while men are often associated with leadership and assertiveness (Bem, 1981; Eagly, 1987).

Key aspects of Gender Role Theory include:

Socialization: Gender roles are taught and reinforced through family, media, education, and peers. This affects how individuals perceive appropriate behaviors and career choices.

Stereotyping: Gender stereotypes dictate what is considered acceptable for men and women, often limiting women to caregiving roles and men to leadership positions (Bem, 1981; Ridgeway & Correll, 2004).

Career Aspirations: Gender norms significantly influence career choices, with women being steered toward roles that emphasize caregiving or support, and men toward positions of power and leadership (West & Zimmerman, 1987). In this research, Gender Role Theory can provide a lens for understanding the conflict between traditional gender roles in Arab societies and the progressive entrepreneurial narratives portrayed in these podcasts.

Application of “Gender role theory” in the Study:

Gender Role Theory can explain the traditional roles imposed on Arab female students, where societal expectations often prioritize marriage, family, and caregiving over career ambitions. So, this theory could be used to analyze how these traditional roles create barriers to entrepreneurship for Arab women, as societal norms may discourage them from pursuing business leadership roles.

Also, the theory is useful for analyzing how podcasts depict women entrepreneurs. Are women represented in roles that align with traditional gender norms, or do these podcasts present women as entrepreneurial leaders challenging societal expectations?

vii. Research questions:

A. Qualitative Content Analysis Questions

1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?
2. How are successful women entrepreneurs represented in the selected podcasts?
3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?
4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?
5. What role do motivational elements play in shaping the content of these podcasts?

B. Focus Group Discussion Questions

1. How do you perceive the impact of entrepreneurship podcasts on your career aspirations?
2. What specific stories or themes from the podcasts resonate most with you, and why?
3. How do cultural and societal factors influence your perceptions of entrepreneurship as a career option?
4. In what ways do you think podcasts could better address the needs and aspirations of Arab female university students?

5. Can you share any personal experiences where a podcast has influenced your thoughts about entrepreneurship?

viii. Research methodology:

The research is depending on qualitative methods through applying the qualitative content analysis on a selected Arab & international entrepreneurship podcast as well as conducting focus group discussions with to Arab female university students.

A. Qualitative Content Analysis

- Objective: To analyze the content of selected Arab and international entrepreneurship podcasts to identify themes, narratives, and representations relevant to Arab female university students.
- Method: A qualitative content analysis is conducted on a sample of 10 entrepreneurship podcasts. The analysis focus on:
 - Identifying recurring themes and narratives.
 - Analyzing the representation of Arab women entrepreneurs.
 - Assessing the framing of challenges and opportunities in entrepreneurship.
- Sample:

A pilot study was applied to set on the sample, involving:

- Pilot comprehensive content analysis by the researcher of various podcast channels, examining their content to select the most relevant podcasts that include topics on entrepreneurship and the job market.
- Additionally, a pilot study was conducted on a sample of 100 female university students in the Arab region to identify the most preferred podcasts they follow regarding entrepreneurship and the job market.

And based on the results of the pilot study, the following 8 Arab & international entrepreneurship podcasts are chosen for our research sample:

Table (1)
Qualitative content analysis sample

Arab entrepreneurship podcasts	International entrepreneurship podcasts
Shaghaf Podcast " Passion Podcast"	Entrepreneurial thought leaders
Raedat podcast "Pioneering Women podcast"	Female startup club
Her voice podcast	My first million
Business Bel Araby "Business in Arabic"	Boss files

- Data Collection: All episodes of the selected podcasts is analyzed.
- Data Analysis: Thematic analysis is applied to categorize and interpret the content.

B. Focus Group Discussions

- Objective: To gather insights from Arab female university students on how entrepreneurship podcasts influence their career aspirations.

- **Method:** Conduct focus group discussions with 10 participants in each group, using semi-structured interview techniques to facilitate conversation.
- **Sampling:** Participants is recruited from local universities in the Arab region. Selection criteria includes:
 - Female university students aged 18-25.
 - Familiarity with entrepreneurship podcasts.
 - A willingness to share personal experiences and perspectives.
 - 3 focus group discussions were conducted online through zoom application in the first week of August 2024: each group consisting of 10 Arab female students from 3rd & 4th years in both public & private sector universities, who are studying Mass communication, humanities or/and social sciences.
 - Countries included in the focus group discussions were chosen depending on:
 - The Arab world has a high population density, with an estimated 350 million inhabitants. Culturally, the Arab states can be divided into 3 regions:
 1. The Greater Maghreb: represented in the study by (Morocco).
 2. The Fertile Crescent: represented in the study by (Egypt).
 3. The Arabian Peninsula: represented in the study by (Qatar)

Table (2)
Focus group discussion sample

Country	Public sector University	Private sector University
Egypt	Cairo University (Faculty of Mass communication)	American University in Cairo (AUC) (School of Global Affairs and Public Policy: Department of Journalism and Mass Communication)
	Reason: Cairo University is one of the oldest and most prestigious universities in Egypt, offering a comprehensive program in Mass Communication that studies media's role in society, making it ideal for exploring how podcasts influence career aspirations.	Reason: AUC's focus on critical media studies and its strong emphasis on practical skills in journalism make it a relevant institution for understanding the impact of entrepreneurship podcasts on female students' career development.
Morocco	Mohammed V University (Faculty of Arts and Humanities: Sociology)	Université Internationale de Rabat (UIR) (college of social sciences)
	Reason: This university's sociology program provides insight into cultural and social dynamics, allowing for an exploration of how media, including podcasts, shapes career aspirations among female students.	Reason: UIR focuses on interdisciplinary studies that combine social sciences with practical applications, making it an excellent choice for understanding the impact of entrepreneurship podcasts on career aspirations among female students.
Qatar	Qatar University (College of Arts and Sciences: Mass Communication)	Northwestern University in Qatar (School of Communication)
	Reason: Qatar University's Mass Communication program focuses on the evolving media landscape, providing a solid foundation for examining how podcasts can inspire entrepreneurial aspirations among female students.	Reason: Northwestern University in Qatar is known for its emphasis on the intersection of media, communication, and technology, providing a unique perspective on how podcasts can inspire and inform the career choices of female students in entrepreneurship.

- Data Collection: Focus groups is conducted online and recorded (with consent) and transcribed for analysis.
- Data Analysis: Thematic analysis is used to identify key insights and patterns in the discussions.

ix. Results:

1- Qualitative content analysis results:

A. Arab Entrepreneurship podcasts:

Title: Shaghaf Podcast " Passion Podcast"

Source: YouTube

Country: Saudi Arabia

Year: Launched in 2021

Funded by: Self-funded

Announcer/Host: Various hosts, often featuring different guests per episode

Number of Seasons/Episodes: Over 30 episodes

Link: <https://www.youtube.com/playlist?list=PLdpPT0ZiY MULmQDq1WbaSzcSiWwX11VA>

Description: "Shaghaf Podcast" is a Saudi Arabian podcast that focuses on various topics related to entrepreneurship, personal development, and success stories from the Arab world. Hosted on YouTube, the podcast features interviews with entrepreneurs, business leaders, and industry experts. It aims to provide insights, inspiration, and practical advice to listeners interested in entrepreneurship and professional growth, particularly within the Arab context.

Table (3)
Qualitative Content Analysis for "Shaghaf Podcast"

Question	Qualitative Content Analysis for "Shaghaf Podcast"
1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?	"Shaghaf Podcast" often discusses themes such as entrepreneurship, personal growth, and overcoming challenges specific to the Arab region. Common narratives include the importance of innovation, persistence, and leveraging local opportunities. The podcast provides insights into the entrepreneurial landscape in the Arab world, offering relevant stories and advice that resonate with young female audiences, including those in the Arab region. The emphasis on local context and success stories helps address regional challenges and aspirations.
2. How are successful women entrepreneurs represented in the selected podcasts?	The podcast features successful women entrepreneurs from the Arab world, highlighting their achievements, strategies, and personal experiences. Women are portrayed as influential leaders who have made significant strides in

Question	Qualitative Content Analysis for "Shaghaf Podcast"
	various industries. Their stories provide inspiration and practical advice, showcasing their unique journeys and the barriers they've overcome. This representation helps to offer role models and encourages other Arab women to pursue entrepreneurial endeavors.
3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?	"Shaghaf Podcast" addresses several challenges faced by entrepreneurs in the Arab world, including cultural and societal expectations. Topics often include navigating traditional norms, securing funding, and balancing family and business life. The podcast provides valuable insights into how entrepreneurs overcome these barriers and adapt their strategies to fit within the cultural context. This focus on regional challenges offers practical advice for Arab female entrepreneurs dealing with similar issues.
4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?	The podcast frames entrepreneurship as a promising and achievable career path by featuring success stories and offering practical advice tailored to the Arab context. It emphasizes the opportunities available for female university students and encourages them to pursue their entrepreneurial ambitions. By showcasing role models and discussing actionable strategies, the podcast helps validate entrepreneurship as a viable option for young Arab women, motivating them to explore this career path.
5. What role do motivational elements play in shaping the content of these podcasts?	Motivational elements are integral to "Shaghaf Podcast," with episodes designed to inspire and empower listeners. The podcast features success stories of entrepreneurs who have overcome significant obstacles, providing encouragement and practical advice. For Arab female listeners, these motivational stories serve as a powerful source of inspiration, demonstrating that success is attainable despite challenges and encouraging them to pursue their entrepreneurial goals.

Arab Podcast (2)

Title: Raedat Podcast (Pioneering Women Podcast)

Source: RSS

Country: Saudi Arabia

Year: Launched in 2021

Funded by: Self-funded

Announcer/Host: Various hosts, often featuring different guests per episode

Number of Seasons/Episodes: Over 20 episodes

Link: <https://rss.com/podcasts/uspeakra2idat/419249/>

Description: The "Raedat Podcast" (Pioneering Women Podcast) focuses on showcasing the achievements and experiences of pioneering women from the Arab world. The podcast features interviews with influential female leaders

and entrepreneurs, highlighting their journeys, challenges, and successes. It aims to inspire and empower listeners by providing insights into the professional lives of these women, offering valuable advice and motivation for aspiring female entrepreneurs.

Table (4)
Qualitative Content Analysis for "Raedat Podcast"

Question	Qualitative Content Analysis for "Raedat Podcast"
<p>1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?</p>	<p>"Raedat Podcast" emphasizes themes of empowerment, leadership, and innovation. Common narratives include the personal journeys of successful women, the challenges they faced, and their strategies for overcoming obstacles. The podcast focuses on highlighting the achievements of pioneering women in the Arab world, making it highly relevant to young female audiences seeking inspiration and role models in entrepreneurship.</p>
<p>2. How are successful women entrepreneurs represented in the selected podcasts?</p>	<p>Successful women entrepreneurs are prominently featured and represented as trailblazers and leaders in their respective fields. The podcast provides a platform for these women to share their stories, discuss their achievements, and offer advice. The representation is focused on celebrating their contributions and highlighting their impact on their industries, making their experiences and insights accessible to listeners.</p>
<p>3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?</p>	<p>The podcast addresses various challenges faced by women entrepreneurs in the Arab world, including cultural and societal expectations. Topics covered include navigating traditional norms, securing support, and balancing personal and professional responsibilities. The discussions offer practical advice on overcoming these barriers and adapting strategies to fit within the cultural context, providing valuable insights for aspiring entrepreneurs.</p>
<p>4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?</p>	<p>"Raedat Podcast" frames entrepreneurship as an achievable and exciting career path by featuring successful female entrepreneurs and their journeys. The podcast emphasizes the potential for success through dedication and innovation, providing actionable advice and inspiration. For female university students, the podcast serves as a motivational tool, demonstrating that entrepreneurship is a viable and rewarding career option.</p>
<p>5. What role do motivational elements play in shaping the content of these podcasts?</p>	<p>Motivational elements are central to the podcast, with each episode designed to inspire and encourage listeners. By sharing success stories and personal experiences of pioneering women, the podcast aims to empower aspiring entrepreneurs. The motivational content helps to build confidence and provide practical examples of how to navigate challenges, making it a powerful source of inspiration for female listeners.</p>

Arab Podcast (3)**Title:** Her Voice Podcast**Source:** Priceless**Country:** United States**Year:** Launched in 2021**Funded by:** Priceless, a Mastercard initiative**Announcer/Host:** Various hosts, often featuring different guests per episode**Number of Seasons/Episodes:** Over 30 episodes**Link:** <https://www.priceless.com/hervoic2>

Description: "Her Voice Podcast" is an initiative by Priceless, aimed at amplifying the voices of women entrepreneurs and leaders. The podcast features interviews with influential female figures from various industries, focusing on their personal journeys, professional achievements, and the challenges they have faced. It provides insights into their experiences and offers inspiration and practical advice to aspiring female entrepreneurs and leaders. The podcast seeks to celebrate women's contributions and empower listeners through engaging and informative content.

Table (5)**Qualitative Content Analysis for "Her Voice Podcast"**

Question	Qualitative Content Analysis for "Her Voice Podcast"
1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?	"Her Voice Podcast" highlights themes of empowerment, leadership, and overcoming adversity. Common narratives include the personal and professional journeys of successful women, the challenges they have encountered, and their strategies for success. The podcast provides valuable insights and inspiration for young female audiences globally, including those in the Arab world, by showcasing diverse role models and their achievements.
2. How are successful women entrepreneurs represented in the selected podcasts?	Successful women entrepreneurs are featured prominently, with a focus on their achievements, leadership styles, and personal stories. The podcast offers a platform for these women to share their experiences and insights, presenting them as influential figures who have made significant contributions in their fields. This representation serves to inspire and motivate listeners by highlighting the impact of these women's work and their paths to success.
3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?	The podcast addresses various challenges faced by women entrepreneurs, including those related to cultural and societal expectations. Topics such as navigating gender biases, balancing work and personal life, and accessing resources are discussed. While the podcast primarily focuses on general entrepreneurial challenges, the insights provided are relevant to overcoming barriers in different cultural contexts, including the Arab world.
4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?	"Her Voice Podcast" frames entrepreneurship as an achievable and promising career path by showcasing successful female entrepreneurs and their experiences. The podcast emphasizes the potential for success through determination, creativity, and resilience. For female university

Question	Qualitative Content Analysis for "Her Voice Podcast"
	students, the podcast provides motivation and practical advice, presenting entrepreneurship as a viable option and encouraging them to pursue their own ventures.
5. What role do motivational elements play in shaping the content of these podcasts?	Motivational elements are central to "Her Voice Podcast," with each episode designed to inspire and empower listeners. By featuring stories of successful women and their journeys, the podcast aims to boost confidence and provide encouragement. The motivational content helps to illustrate the possibilities of entrepreneurship and leadership, offering listeners practical examples of how to overcome challenges and achieve their goals.

Arab Podcast (4)

Title: Business Bel Araby (Business in Arabic)

Source: Apple Podcasts

Country: Egypt

Year: Launched in 2020

Funded by: Self-funded

Announcer/Host: Various hosts, often featuring different guests per episode

Number of Seasons/Episodes: Over 50 episodes

Link: <https://shorturl.at/sQg9U>

Description: "Business Bel Araby" is an Arabic-language podcast focusing on business topics and entrepreneurship within the Arab world. Hosted by various business experts and entrepreneurs, the podcast provides insights into business strategies, market trends, and success stories. It aims to educate and inspire Arabic-speaking audiences by discussing practical business advice and featuring interviews with industry leaders.

Table (6)

Qualitative Content Analysis for "Business Bel Araby"

Question	Qualitative Content Analysis for "Business Bel Araby"
1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?	"Business Bel Araby" emphasizes themes such as business development, market insights, and practical strategies for success. Common narratives include the entrepreneurial journeys of various leaders, the challenges of operating within the Arab market, and strategies for business growth. These themes are relevant to young female audiences by providing context-specific advice and inspiration tailored to the Arab business environment.
2. How are successful women entrepreneurs represented in the selected podcasts?	The podcast includes discussions on successful women entrepreneurs, though it may not feature them as prominently as male entrepreneurs. When women are featured, the focus is on their achievements, challenges, and contributions to the business world. The podcast aims to provide role models and showcase their success stories, offering valuable insights and motivation for aspiring female entrepreneurs.

Question	Qualitative Content Analysis for "Business Bel Araby"
3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?	The podcast discusses various challenges related to entrepreneurship in the Arab world, including cultural and societal expectations. Topics such as gender biases, securing funding, and navigating traditional norms are addressed. The discussions offer practical advice on overcoming these barriers and adapting to the cultural context, providing valuable insights for aspiring entrepreneurs facing similar challenges.
4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?	"Business Bel Araby" frames entrepreneurship as a viable and exciting career path by providing insights into successful business practices and featuring success stories from the Arab region. The podcast highlights the potential for success through strategic thinking and innovation, offering motivation and practical advice to female university students. It demonstrates that entrepreneurship is an achievable option with the right approach and resources.
5. What role do motivational elements play in shaping the content of these podcasts?	Motivational elements are integral to "Business Bel Araby," with episodes designed to inspire and encourage listeners by showcasing successful business leaders and their journeys. The podcast emphasizes the possibilities of entrepreneurship and provides practical examples of overcoming challenges. For young female listeners, including those from the Arab world, these motivational aspects help build confidence and reinforce the potential for success in business ventures.

B. International Entrepreneurship podcasts:

International Podcast (1)

Title: Entrepreneurial Thought Leaders

Country: United States

Year: Launched in 2005

Funded by: Stanford Technology Ventures Program (STVP) and the Department of Management Science & Engineering

Announcer/Host: Varied hosts, often faculty or guest speakers from Stanford University

Number of Seasons/Episodes: 20+ seasons, over 500 episodes

Link: <https://shorturl.at/TS85Z>

Description: This podcast features insightful conversations with innovators, leaders, and entrepreneurs from various fields. Hosted by Stanford University's Department of Management Science & Engineering, it focuses on entrepreneurial strategies, experiences, and success stories. While it has a broad audience, the themes often inspire budding entrepreneurs across the globe, including Arab female university students.

Table (7)
Qualitative Content Analysis for "Entrepreneurial Thought Leaders"

Question	Qualitative Content Analysis for "Entrepreneurial Thought Leaders"
<p>1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?</p>	<p>The "Entrepreneurial Thought Leaders" podcast emphasizes narratives around innovation, leadership, resilience, and adaptability. Recurring themes include the importance of perseverance, learning from failure, and creating a unique value proposition. Although not directly targeted at Arab women, many of these themes align with the experiences and aspirations of young female entrepreneurs globally, including those from the Arab world. Additionally, the discussions often revolve around breaking societal and cultural barriers, a common theme for Arab female listeners aspiring to pursue entrepreneurship.</p>
<p>2. How are successful women entrepreneurs represented in the selected podcasts?</p>	<p>"Entrepreneurial Thought Leaders" features a variety of entrepreneurs, including women, though not exclusively. Successful female entrepreneurs are presented through their achievements, strategies, and insights. The podcast highlights their contributions to various industries and often discusses their personal journeys, emphasizing their innovative approaches and leadership qualities. However, the representation is not specific to Arab women but rather includes a broader spectrum of successful women from different backgrounds. Their stories offer valuable lessons and inspiration, which can resonate with listeners from diverse demographics, including Arab female university students.</p>
<p>3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?</p>	<p>The podcast discusses common challenges faced by entrepreneurs globally, including access to funding, managing risk, and balancing innovation with market demand. Although cultural and societal barriers specific to Arab women are not a focal point, there are discussions about overcoming traditional expectations, a topic that Arab female listeners can relate to. The stories shared often touch on the perseverance required to break through societal norms, a theme that can inspire young Arab women navigating similar cultural landscapes.</p>
<p>4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?</p>	<p>The podcast frames entrepreneurship as a dynamic and achievable career path by showcasing diverse successful entrepreneurs and their journeys. The focus is on the skills, mindset, and strategies needed to succeed in entrepreneurship. The discussions often center around the value of innovation, resilience, and proactive problem-solving. Although the podcast does not specifically target female university students, the principles shared can be applied universally. For female students, including those from the Arab world, the podcast's emphasis on real-world examples and actionable advice helps frame entrepreneurship as a realistic and exciting career option, encouraging them to pursue their entrepreneurial ambitions.</p>

Question	Qualitative Content Analysis for "Entrepreneurial Thought Leaders"
5. What role do motivational elements play in shaping the content of these podcasts?	Motivation is a cornerstone of the "Entrepreneurial Thought Leaders" podcast. Guests often share stories of resilience, passion, and overcoming adversity, which can deeply resonate with aspiring entrepreneurs, including Arab female students. The motivational elements are framed around the idea of continuous learning, adapting to change, and the importance of personal drive. For Arab women, these motivational stories can act as powerful examples of the possibilities within entrepreneurship, helping to foster confidence and ambition in their career choices.

International Podcast (2)

Title: Female Startup Club

Country: Australia

Year: Launched in 2020

Funded by: Self-funded, independent platform

Announcer/Host: Doone Roisin

Number of Seasons/Episodes: Over 300 episodes

Link: <https://shorturl.at/MoWBC>

Description: "Female Startup Club" is a podcast dedicated to empowering women in entrepreneurship by featuring interviews with successful female founders and business leaders. Hosted by Doone Roisin, the podcast aims to inspire and educate aspiring female entrepreneurs through candid conversations about the challenges and triumphs of starting and running a business. Each episode offers practical advice, actionable insights, and personal stories from a diverse range of women in various industries. The podcast emphasizes community and support for women entrepreneurs, making it a valuable resource for those looking to navigate the entrepreneurial landscape with confidence.

Table (8)

Qualitative Content Analysis for "Female Startup Club"

Question	Qualitative Content Analysis for "Female Startup Club"
1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?	"Female Startup Club" focuses on empowering women in entrepreneurship by sharing their success stories, struggles, and lessons learned. Common themes include building confidence, scaling businesses, leveraging personal experiences, and addressing gender-specific challenges like work-life balance and overcoming bias. The narratives center around creating opportunities for women, with a strong emphasis on inclusivity and community-building, which resonates with young female audiences, including Arab women seeking representation and inspiration in the entrepreneurial space.

Question	Qualitative Content Analysis for "Female Startup Club"
<p>2. How are successful women entrepreneurs represented in the selected podcasts?</p>	<p>"Female Startup Club" prominently features successful female entrepreneurs from various industries and regions. The podcast provides a platform for these women to share their personal stories, challenges, and achievements. Each episode typically includes in-depth interviews that highlight their entrepreneurial journeys, from overcoming initial obstacles to achieving significant milestones. The representation focuses on celebrating their successes, discussing practical strategies, and addressing the unique challenges they faced as women in business. This approach offers a strong sense of empowerment and serves as a source of inspiration for aspiring female entrepreneurs, including those from the Arab world.</p>
<p>3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?</p>	<p>"Female Startup Club" emphasizes common challenges faced by women entrepreneurs, including navigating gender biases, securing funding, and balancing family and business life. While it does not specifically address cultural expectations unique to Arab women, the discussions about gender disparities and societal pressures are universal and relevant. Arab female entrepreneurs can relate to the struggle of breaking traditional gender roles and societal expectations, and the podcast offers strategies for overcoming these hurdles.</p>
<p>4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?</p>	<p>The podcast frames entrepreneurship as an exciting and viable career path by sharing stories of successful female founders who have navigated various challenges and built thriving businesses. It emphasizes practical advice, such as finding market gaps, building resilience, and leveraging personal strengths. The podcast aims to inspire female university students by demonstrating that entrepreneurship is accessible and achievable with the right mindset and resources. The focus on real-life experiences and actionable insights helps to validate entrepreneurship as a viable career option, encouraging female students, including those from the Arab region, to pursue their own entrepreneurial aspirations.</p>
<p>5. What role do motivational elements play in shaping the content of these podcasts?</p>	<p>Motivation is central to "Female Startup Club," with stories of resilience, overcoming challenges, and achieving success despite gender-related obstacles. The personal journeys shared by the female founders serve as motivational fuel for aspiring entrepreneurs. For Arab women, these motivational elements can be especially encouraging, as they provide not only practical strategies but also emotional support through relatable narratives of perseverance and success in a male-dominated entrepreneurial world.</p>

International Podcast (3)

Title: My First Million

Source: The Hustle (Acquired by HubSpot)

Country: United States

Year: Launched in 2019

Funded by: HubSpot

Announcer/Host: Sam Parr and Shaan Puri

Number of Seasons/Episodes: Over 400 episodes

Link: <https://shorturl.at/iR9Zg>

Description: "My First Million" is a podcast that delves into the world of entrepreneurship by exploring innovative business ideas and trends. Hosts Sam Parr and Shaan Puri interview successful entrepreneurs and business experts to uncover actionable insights and strategies for building and scaling businesses. The podcast is known for its engaging and often humorous approach, focusing on practical advice and real-world experiences. It aims to inspire listeners with stories of success and failure, offering valuable takeaways for aspiring entrepreneurs.

Table (9)
Qualitative Content Analysis for "My First Million"

Question	Qualitative Content Analysis for "My First Million"
<p>1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?</p>	<p>"My First Million" focuses on discovering innovative business ideas, analyzing trends, and providing practical entrepreneurial advice. While not specifically targeted at female or Arab audiences, common themes such as risk-taking, leveraging unconventional business models, and scalability are universal. The discussions are aimed at a broad entrepreneurial audience, but female and Arab listeners can find value in the podcast's focus on creativity, problem-solving, and finding gaps in the market. However, there is less focus on gender-specific entrepreneurship narratives.</p>
<p>2. How are successful Arab women entrepreneurs represented in the selected podcasts?</p>	<p>"My First Million" primarily focuses on male entrepreneurs and business leaders, with less frequent features of successful women entrepreneurs. The podcast tends to highlight high-profile male figures from the tech and startup world, with less emphasis on female success stories. While it does not often spotlight women entrepreneurs specifically, the broader entrepreneurial insights and strategies discussed can still provide value. The lack of female representation indicates an opportunity for more inclusive coverage of women's achievements in future episodes.</p>
<p>3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?</p>	<p>"My First Million" focuses on entrepreneurial challenges like funding, scaling, and execution, with little emphasis on societal or cultural barriers. The podcast's tone is more about practical solutions and business strategy. For Arab women, while there is a lack of focus on overcoming cultural expectations, the broad entrepreneurial advice can still be useful when applied to their unique contexts.</p>

Question	Qualitative Content Analysis for "My First Million"
<p>4. How do the podcasts frame the concept of entrepreneurship as a viable career path for Arab female university students?</p>	<p>The podcast presents entrepreneurship as an exciting and viable career path by exploring innovative business ideas, market trends, and practical strategies for success. While the content is not specifically targeted at female university students, the discussions around creativity, risk-taking, and business growth provide general encouragement. The podcast frames entrepreneurship as accessible and achievable through practical advice and success stories, which can be inspiring for female students, including those from the Arab world, by demonstrating that entrepreneurial ventures are within reach regardless of gender.</p>
<p>5. What role do motivational elements play in shaping the content of these podcasts?</p>	<p>The motivational aspects of "My First Million" come from the hosts' informal, relatable style and the stories of entrepreneurs who've achieved success. The podcast's energy is built around the excitement of making money and finding business opportunities. Although the content is less focused on emotional or personal struggles that might resonate more with Arab female students, the motivation to achieve financial success and independence can be compelling for young women entrepreneurs looking to carve their paths.</p>

International Podcast (4)

Title: Boss Files

Source: CNN

Country: United States

Year: Launched in 2016

Funded by: CNN

Announcer/Host: Poppy Harlow

Number of Seasons/Episodes: 5 seasons, over 80 episodes

Link: <https://shorturl.at/hfCF6>

Description: "Boss Files" is a podcast by CNN that features in-depth interviews with influential leaders and successful entrepreneurs from various industries. Hosted by Poppy Harlow, the podcast provides listeners with insights into the lives and careers of prominent figures, focusing on their journeys to success, leadership styles, and the challenges they have overcome. The show aims to offer inspiration and practical advice through these high-profile conversations.

Table (10)
Qualitative Content Analysis for "Boss Files"

Question	Qualitative Content Analysis for "Boss Files"
<p>1. What common themes and narratives emerge in Arab and international entrepreneurship podcasts that target young female audiences?</p>	<p>"Boss Files" highlights themes of leadership, innovation, and resilience. Common narratives include overcoming adversity, strategic thinking, and the importance of vision and drive. These themes are universal and relevant to young female audiences globally, including Arab women. The podcast features diverse leaders discussing how they navigated challenges and seized opportunities, aligning with the aspirational and motivational aspects sought by young female entrepreneurs.</p>
<p>2. How are successful women entrepreneurs represented in the selected podcasts?</p>	<p>The podcast features a range of successful women entrepreneurs who share their personal stories, strategies, and insights. Women are portrayed as influential leaders who have made significant impacts in their fields. The episodes often focus on their unique journeys, leadership approaches, and the obstacles they've overcome. While the podcast includes notable women from various backgrounds, it does not specifically focus on Arab women entrepreneurs, highlighting a potential gap in targeted representation.</p>
<p>3. What challenges and barriers related to entrepreneurship are discussed in the podcasts, particularly concerning cultural and societal expectations?</p>	<p>The podcast discusses a variety of challenges faced by entrepreneurs, including funding, market competition, and personal setbacks. While it covers broad issues relevant to all entrepreneurs, including gender-specific barriers like balancing work and family, it does not delve deeply into cultural or societal expectations specific to Arab women. The content is more focused on general entrepreneurial challenges and leadership, which can still offer valuable insights for overcoming broader barriers.</p>
<p>4. How do the podcasts frame the concept of entrepreneurship as a viable career path for female university students?</p>	<p>"Boss Files" frames entrepreneurship as an attainable and exciting career path by showcasing the success stories of prominent leaders. The podcast emphasizes the importance of vision, hard work, and perseverance, portraying entrepreneurship as a viable option for those willing to navigate its challenges. For female university students, including those from the Arab region, the podcast's focus on real-world success stories and practical advice helps to validate and inspire entrepreneurial ambitions.</p>
<p>5. What role do motivational elements play in shaping the content of these podcasts?</p>	<p>Motivational elements are central to "Boss Files," with each episode providing listeners with inspiring stories of success and leadership. The podcast aims to motivate by highlighting the achievements of influential figures and their journeys to overcoming obstacles. For young female listeners, including those from the Arab world, these motivational stories offer encouragement and demonstrate the potential for success in entrepreneurship, despite challenges.</p>

2- Focus group discussion results:

Question 1: How do you perceive the impact of entrepreneurship podcasts on your career aspirations?

Egypt:

At Cairo University and the American University in Cairo (AUC), students generally agreed that entrepreneurship podcasts have become an essential tool in shaping their career outlook. At Cairo University, students from the Faculty of Mass Communication noted that these podcasts offer them exposure to successful role models, especially women in entrepreneurship. One student mentioned, “The stories of women breaking barriers in entrepreneurship inspire me to think about my own potential beyond traditional career paths.” For many, the practicality and relatability of the podcast format allowed them to access information and entrepreneurial skills that are not part of the standard curriculum.

AUC students, who are more familiar with critical media studies and global trends, echoed similar sentiments but with a more critical approach. They appreciated that entrepreneurship podcasts provide a global perspective, exposing them to international entrepreneurial ecosystems. “It’s refreshing to hear about entrepreneurship as not just business, but a mindset,” remarked one AUC student. These students also emphasized the importance of hearing diverse voices in entrepreneurship, particularly women, as it provided them with inspiration and practical advice on how to navigate career challenges. However, they also expressed a need for more localized content relevant to the Egyptian and Arab context.

Morocco:

In Morocco, students from Mohammed V University and the Université Internationale de Rabat (UIR) had varied experiences with entrepreneurship podcasts. Mohammed V students from the Faculty of Arts and Humanities, particularly those studying sociology, discussed how podcasts helped them understand the broader social and economic structures that influence entrepreneurship. One student noted, “Entrepreneurship podcasts help us see how businesses can be a tool for social change, not just personal success.” This perspective was particularly important for those who wanted to integrate social justice and community development into their entrepreneurial ambitions.

Students from UIR, with its interdisciplinary approach, emphasized the practicality of entrepreneurship podcasts in providing them with the tools to start their own ventures. “The podcasts gave me insights into how to network,

find funding, and even pitch my ideas," said one student. While Mohammed V students were more focused on the social implications of entrepreneurship, UIR students leaned toward practical applications, influenced by their exposure to industry professionals through both their academic programs and the podcasts they listen to.

Qatar:

In Qatar, students from Qatar University and Northwestern University in Qatar shared a similar appreciation for entrepreneurship podcasts, although their focus varied. Students from Qatar University's College of Arts and Sciences, particularly those studying Mass Communication, found that these podcasts gave them a clearer vision of what career paths could be possible in entrepreneurship, especially as the Qatari economy diversifies. One student mentioned, "Hearing success stories from female entrepreneurs, both in the region and globally, makes me believe that I can break into this field." They saw entrepreneurship as a way to innovate within existing structures, particularly in media and communication fields, aligning with their academic focus.

At Northwestern University in Qatar, the students from the School of Communication highlighted the critical role of entrepreneurship podcasts in breaking down complex concepts related to media entrepreneurship. For them, podcasts served as both educational tools and inspiration. "We are taught to think of media as a business," explained one Northwestern student, "and these podcasts give me practical steps to start my own media venture." However, students also expressed that while the podcasts are informative, they sometimes lack context specific to the Gulf region's unique entrepreneurial landscape.

Concluded interpretations for the three countries:

Across all three countries, students recognized the value of entrepreneurship podcasts in shaping their career aspirations, particularly by exposing them to real-world experiences and offering practical advice that supplements their academic knowledge. A common theme was the importance of hearing from successful female entrepreneurs, which many students found empowering and relatable.

However, differences emerged in how these students applied the knowledge they gained from podcasts. Egyptian students at both Cairo University and AUC saw podcasts as a tool for broadening their horizons beyond traditional career paths, with AUC students focusing more on global perspectives. Moroccan students displayed a split in focus: those at Mohammed V University viewed entrepreneurship through a sociological lens, seeing it as a

tool for social change, while UIR students were more focused on the practical, actionable advice that could directly influence their entrepreneurial endeavors. Qatari students, on the other hand, were particularly focused on how podcasts related to their fields of study in media and communication, with Qatar University students highlighting the inspirational aspects of entrepreneurship, and Northwestern students emphasizing the technical and business-related lessons they could apply in media ventures.

Overall, while students across the board found entrepreneurship podcasts to be beneficial, the impact varied depending on their academic focus, cultural context, and exposure to local versus global content. The students in private universities like AUC, UIR, and Northwestern University in Qatar had more exposure to international perspectives and were more critical of the gaps in localized content. Meanwhile, students in public universities tended to focus more on how these podcasts could help them navigate or influence their local entrepreneurial landscapes.

Question 2: What specific stories or themes from the podcasts resonate most with you, and why?

Egypt:

At Cairo University, students from the Faculty of Mass Communication emphasized that stories of overcoming adversity and breaking societal norms were particularly impactful. One student mentioned, “Hearing how women entrepreneurs navigate challenges in male-dominated industries resonates with me, especially in a society where traditional career paths are often encouraged for women.” The theme of resilience, especially when female entrepreneurs spoke about their early struggles with balancing family expectations and career ambitions, deeply resonated with these students, who felt they faced similar societal pressures. These stories provided them with a sense of hope and motivation, as they could relate to the narratives of overcoming barriers and turning obstacles into opportunities.

Meanwhile, students at the American University in Cairo (AUC) were more drawn to global success stories and innovative business models. They pointed out that podcasts featuring Arab women who had gained international recognition for their startups were particularly inspiring. “It’s not just about making money; it’s about creating something new that has an impact,” said one AUC student. The theme of social entrepreneurship, where women entrepreneurs not only built successful businesses but also addressed pressing social issues like education, health, and environmental sustainability, was a recurrent theme that resonated with AUC students. They admired how these

women used their platforms to drive change and make a difference beyond just personal profit.

Morocco:

In Morocco, students from Mohammed V University gravitated toward themes of community development and social justice. For them, the most resonant stories were those where entrepreneurs created businesses that had a positive impact on their communities. One student explained, “When I hear about women creating businesses that help solve local problems—like supporting artisans or improving education in rural areas—I feel like I can do the same in my community.” These students, particularly those studying sociology, connected with the idea of entrepreneurship as a tool for societal change. They appreciated the stories of women who didn’t just create profitable ventures but also sought to uplift marginalized groups and address local needs.

At the Université Internationale de Rabat (UIR), the themes of innovation and scalability stood out. Students were especially inspired by stories of women entrepreneurs who had successfully scaled their businesses beyond local markets, entering international arenas. “The idea of starting small and then growing globally is exciting to me,” one UIR student shared. Many found value in stories where female entrepreneurs had leveraged technology and innovation to grow their businesses. They saw this as particularly relevant in Morocco, where entrepreneurship is often still developing. The theme of women in tech was also a common point of interest, with students admiring entrepreneurs who had broken into the tech industry, a traditionally male-dominated field.

Qatar:

In Qatar, the students at Qatar University were particularly influenced by themes of female empowerment and leadership in the Gulf region. Many of the students mentioned that hearing from successful Qatari or Arab women who had taken bold steps to start their own ventures despite cultural expectations was incredibly empowering. “It’s inspiring to hear from women who didn’t wait for permission, but instead created their own opportunities,” said one student. The stories of women who had pioneered industries like fashion, food, and technology in the Gulf were particularly impactful. They noted that these entrepreneurs often emphasized the importance of taking risks and not being afraid to fail, which resonated with the students, who sometimes felt societal pressure to follow safer, more traditional career paths. At Northwestern University in Qatar, students resonated with stories that focused on the intersection of media and entrepreneurship. They were

particularly inspired by narratives where female entrepreneurs had used digital platforms—such as social media, YouTube, and podcasting itself—to build successful media brands. One student shared, “I’m fascinated by how women are creating their own media empires from scratch, using digital tools to bypass traditional media gatekeepers.” The theme of building a personal brand through storytelling was significant for these students, who saw media entrepreneurship as a viable and exciting path for their future careers. They admired how women used creativity and content creation to generate income and build influence.

Concluded interpretations for the three countries:

Across all three countries, there was a common appreciation for stories of resilience, innovation, and empowerment. Students universally admired female entrepreneurs who had overcome challenges and defied societal expectations, with these narratives providing both inspiration and validation for their own career aspirations. However, the specific themes that resonated varied depending on cultural and academic contexts.

In Egypt, particularly at Cairo University, students connected most with stories about overcoming adversity in the face of societal pressures, reflecting their own struggles within traditional structures. At AUC, however, students were more focused on global success stories and social entrepreneurship, appreciating innovative business models and the broader impact entrepreneurs could have on society.

In Morocco, students at Mohammed V University were drawn to themes of community development and social justice, while those at UIR focused on innovation and scaling businesses internationally. This contrast reflected the different academic emphases of the two universities, with Mohammed V students more focused on social structures and UIR students oriented toward business growth and international expansion.

In Qatar, Qatar University students were influenced by themes of female empowerment and entrepreneurship within the Gulf region, particularly in overcoming local cultural expectations. At Northwestern University in Qatar, the students’ focus on media entrepreneurship and the use of digital platforms to build personal brands highlighted their specific academic and career interests in media and communication.

Ultimately, the most resonant stories were those that spoke to the students’ own experiences and aspirations, whether that was overcoming societal challenges, building innovative businesses, or using entrepreneurship as a tool for social change. Each group connected with different themes, but all found

value in the personal stories of female entrepreneurs who had paved the way before them.

Question 3: How do cultural and societal factors influence your perceptions of entrepreneurship as a career option?

Egypt:

In Egypt, students from Cairo University and the American University in Cairo (AUC) expressed a complex relationship between societal expectations and their entrepreneurial ambitions. At Cairo University, several students highlighted that while entrepreneurship is increasingly viewed positively in Egyptian society, traditional career paths, such as medicine, law, and academia, are still seen as more prestigious and stable. “My family supports my education, but they expect me to pursue a secure job,” said one Cairo University student. Many students felt that entrepreneurship, especially for women, was still not fully understood or accepted, and the fear of failure was a significant concern due to societal pressure to conform to stable, conventional careers. The cultural emphasis on family approval and societal standing often made students hesitant to pursue entrepreneurship as their primary career.

At AUC, students noted a growing societal shift toward embracing entrepreneurship, especially among the younger generation. “There’s a more open mindset among my peers,” one AUC student shared, “but I still feel the pressure to have a ‘backup plan’ in case my business doesn’t succeed.” They observed that entrepreneurship is becoming more normalized through government initiatives, media, and education, but cultural factors like the role of women in business still play a part in how entrepreneurship is perceived. Many students pointed out that while male entrepreneurs are celebrated, female entrepreneurs often face more scrutiny, with questions about how they balance family life and professional ambitions. Despite these challenges, AUC students felt that they were part of a growing movement of young people breaking away from traditional expectations and pursuing entrepreneurial careers.

Morocco:

In Morocco, cultural and societal factors have a profound influence on students’ perceptions of entrepreneurship, particularly in balancing tradition with modern aspirations. At Mohammed V University, students highlighted how societal expectations, particularly those related to gender roles, shape their career choices. “In Morocco, many people still believe that a woman’s first priority should be her family, not her career,” one student explained. Female entrepreneurship is often viewed with skepticism, and students noted

that they would face cultural resistance if they chose entrepreneurship over more traditional roles. This cultural tension was especially felt in rural areas, where women are often expected to take on caregiving responsibilities. However, students also observed that urban centers are more open to the idea of women entrepreneurs, especially as the Moroccan government has begun to promote entrepreneurship as a key to economic growth.

At Université Internationale de Rabat (UIR), students felt that Morocco was in a transitional phase where entrepreneurship is gaining more acceptance, especially among the younger generation. “We are living in a time of change, where women in business are becoming more visible,” said one UIR student. However, they acknowledged that while there is growing support for entrepreneurship in society, traditional values still play a significant role. Family approval is crucial, and students expressed that without the support of their families, pursuing entrepreneurship would be much more challenging. UIR students emphasized the importance of family networks in starting a business, as Moroccan society is heavily influenced by personal relationships and social connections. For them, entrepreneurship is not just an individual pursuit but one that involves navigating societal expectations and familial obligations.

Qatar:

In Qatar, cultural and societal factors are deeply intertwined with how female students perceive entrepreneurship as a career option. Students at Qatar University spoke about the conservative cultural norms that shape their professional choices. “In Qatari society, there are clear expectations for women, especially regarding family life,” one student noted. Entrepreneurship, particularly for women, is often seen as a risky choice compared to more stable, traditional careers in sectors like education, healthcare, or government. While there is growing support for women’s involvement in business, especially through government programs that encourage female entrepreneurship, students still face cultural barriers that make them hesitant to fully embrace entrepreneurship as a primary career. Many students expressed concerns about societal perceptions of female entrepreneurs, particularly in balancing business ownership with family responsibilities.

However, students at Northwestern University in Qatar noted a more progressive shift in attitudes toward female entrepreneurship. They felt that Western influences and the international exposure they receive through their education have given them a broader perspective on what’s possible for women in business. “We are exposed to global trends where women are

leading in entrepreneurship, and that inspires me to see it as a viable career,” said one Northwestern student. They acknowledged that while Qatari society is conservative, there is also a growing openness to new ideas, especially among younger generations. The rise of social media influencers and female business leaders in Qatar has made entrepreneurship more visible and acceptable for women. These students felt more empowered to pursue entrepreneurial paths, although they were aware that cultural factors still play a role in how their career choices are perceived by society.

Concluded interpretations for the three countries:

Across Egypt, Morocco, and Qatar, cultural and societal factors are central to shaping how female students perceive entrepreneurship, though the degree of influence varies by country and context. A common theme across all three countries is the importance of family approval and the role of traditional gender norms in shaping career choices. In more conservative settings, such as rural Morocco and Qatar, women face greater cultural resistance to entrepreneurship, while in more urban and progressive environments, such as Cairo and Rabat, there is a growing acceptance of women in business.

In Egypt, societal expectations for stable careers still weigh heavily on students, although there is a noticeable shift toward embracing entrepreneurship, especially among the younger generation. AUC students, in particular, are more optimistic about the cultural shift, while Cairo University students feel a stronger tension between tradition and innovation.

In Morocco, societal factors are more sharply divided between urban and rural settings, with students at Mohammed V University feeling the weight of traditional gender roles, while UIR students are more optimistic about the changing cultural landscape. The emphasis on family networks and social connections in Moroccan society adds an additional layer of complexity, as entrepreneurship is often seen as a collective endeavor rather than an individual pursuit.

In Qatar, students are navigating the tension between conservative societal expectations and the growing visibility of female entrepreneurs in the region. While students at Qatar University expressed more concern about the risks and societal pressures associated with entrepreneurship, those at Northwestern University in Qatar felt more empowered to pursue entrepreneurial careers due to their international exposure and the progressive attitudes they encounter at their university.

In conclusion, while cultural and societal factors continue to present challenges for female students pursuing entrepreneurship, there is a growing sense of optimism, particularly among younger generations who are

witnessing cultural shifts and increased support for women in business. However, the level of acceptance and the specific challenges faced vary significantly depending on each country's social and cultural context.

Question 4: In what ways do you think podcasts could better address the needs and aspirations of Arab female university students?

Egypt:

At Cairo University, students felt that many entrepreneurship podcasts lack a localized, culturally relevant focus. While they appreciated the global success stories featured in many podcasts, they expressed a need for content that reflects the realities of entrepreneurship in Egypt and the broader Arab world. “We hear so many inspiring stories, but they often don't relate to the challenges we face here in Egypt,” said one student. They suggested that podcasts could better serve their needs by featuring local entrepreneurs who have successfully navigated the Egyptian market and societal expectations, especially women who have broken into non-traditional industries. Another student emphasized, “It would be great to hear about women who have faced similar social pressures and still made it.” Cairo University students also suggested that podcasts include discussions on how to deal with family expectations and cultural constraints, as this is a significant hurdle for many aspiring female entrepreneurs in their context.

At the American University in Cairo (AUC), students echoed the need for more localized content, but they also wanted podcasts to provide more practical, hands-on advice. One AUC student remarked, “We hear about these amazing success stories, but what we really need is step-by-step guidance on how to get started.” They suggested that podcasts could incorporate mentorship segments where experienced entrepreneurs offer concrete tips on business planning, funding, and networking, tailored to the Egyptian context. AUC students also stressed the importance of addressing legal and regulatory challenges that are specific to the Arab region, which are often overlooked in global entrepreneurship podcasts. Additionally, they expressed a desire for podcasts that focus on social entrepreneurship, as many students are interested in ventures that have a positive impact on society.

Morocco:

In Morocco, students at Mohammed V University were clear that podcasts should do more to highlight socially conscious entrepreneurship that aligns with community development and social justice goals. One student shared, “We need more content that shows how entrepreneurship can solve local problems, like education and women's rights.” They felt that while podcasts often highlight personal success and profit, they don't always focus on the

social impact that many young Moroccan women aspire to achieve through their businesses. Students also wanted more practical examples of how to start small, sustainable businesses that don't necessarily require a large amount of capital—something they believe would resonate with many women across Morocco who face economic challenges. Another common suggestion was to feature more rural women entrepreneurs and their stories, as the experiences of women in rural Morocco are often left out of mainstream entrepreneurship narratives.

At Université Internationale de Rabat (UIR), students suggested that podcasts could include more region-specific resources and information, such as grants, funding opportunities, and networking events in Morocco and the wider Arab world. “We need to know where to go for help, whether it's funding or mentorship,” said one student. They proposed that podcasts could serve as a bridge between female students and regional entrepreneurial ecosystems by spotlighting resources that are available to young women starting businesses in Morocco. UIR students also emphasized the need for podcasts to provide more technical knowledge, especially in areas like digital marketing, technology startups, and e-commerce, which are growing fields in Morocco. They felt that while inspiration is important, actionable insights are what truly empower students to take the next steps in their entrepreneurial journeys.

Qatar:

In Qatar, students at Qatar University shared that while podcasts are valuable, they often don't address the cultural and societal challenges specific to female entrepreneurs in conservative settings. “Podcasts need to talk about the specific issues we face, like societal expectations and family roles,” one student pointed out. They suggested that podcasts could feature more stories of Qatari and Gulf women who have successfully navigated cultural expectations while pursuing entrepreneurship. These stories could serve as a model for female students who are balancing the desire for professional success with traditional family obligations. Students also noted that podcasts should highlight industries and opportunities that are particularly growing in Qatar, such as technology, fashion, and hospitality, so that listeners can learn about sectors where women have a strong chance of succeeding. Additionally, they emphasized the importance of discussing government support programs that are available for women entrepreneurs in Qatar, which is often overlooked in broader, international podcast content.

At Northwestern University in Qatar, students proposed that podcasts could do more to create a sense of community and mentorship for Arab female university students. One student shared, “It would be great if we had a

platform where we could ask questions and get direct advice from entrepreneurs.” They suggested that podcasts could incorporate live Q&A sessions or interactive segments, where listeners can engage with podcast hosts or guests, creating a more personal and supportive learning environment. Northwestern students also wanted more content on how women can leverage digital media and technology to start their own businesses. Many students were interested in media entrepreneurship, and they felt that podcasts could better address how young women can use platforms like YouTube, social media, and podcasting itself to build personal brands and business ventures in the media landscape.

Concluded interpretations for the three countries:

Across all three countries, students expressed a strong desire for entrepreneurship podcasts to provide localized, culturally relevant content that speaks directly to the challenges and opportunities faced by Arab female students. They want podcasts to feature local role models, success stories, and resources that are specific to their countries and regions. However, the way students framed their needs and aspirations varied.

In Egypt, both Cairo University and AUC students emphasized the need for more practical advice and step-by-step guidance, with AUC students focusing more on global trends and social entrepreneurship, while Cairo University students prioritized stories of resilience and overcoming societal pressures.

In Morocco, students at Mohammed V University and UIR shared a desire for social impact-focused content, with Mohammed V students particularly interested in community development and grassroots entrepreneurship, and UIR students seeking technical insights and industry-specific knowledge to help them navigate the growing entrepreneurial landscape in Morocco.

In Qatar, students at Qatar University highlighted the need for podcasts to address cultural challenges and societal expectations, while Northwestern University in Qatar students emphasized the importance of interactive content and mentorship opportunities. Northwestern students, with their focus on media, also called for more content on digital entrepreneurship and building personal brands through technology.

x. Main Findings:

A. Qualitative Content Analysis Findings

1 .Common Themes and Narratives :Podcasts highlighted themes of resilience, empowerment, and success stories of female entrepreneurs, aligning with findings from Lindgren (2018), which emphasize the importance of positive media representations.

2 .Representation of Successful Women :Women entrepreneurs were frequently portrayed as role models, showcasing diverse backgrounds and paths to success. This supports the notion from Simon & Hoyt (2012) that counter-stereotypical portrayals can enhance leadership aspirations among women.

3 .Challenges and Barriers :The podcasts discussed societal and cultural expectations as significant barriers to entrepreneurship for women. This resonates with Abou Sinah (2020), who identified societal norms as obstacles to female career aspirations in Saudi Arabia.

4 .Framing of Entrepreneurship :Entrepreneurship was framed as a viable and fulfilling career path, encouraging listeners to pursue their ambitions. This aligns with findings from Cooper (2013), indicating that media can shape career aspirations positively.

5 .Motivational Elements :Motivational storytelling and real-life examples were prevalent, reinforcing the role of narrative in influencing aspirations, as suggested by Bandura’s social learning theory discussed in the theoretical framework.

B. Focus Group Discussion Findings

1 .Impact on Career Aspirations :Participants reported that podcasts significantly influenced their career aspirations, highlighting the desire to pursue entrepreneurial paths. This finding echoes the results of Gehrau et al. (2016), which noted that media role models can affect career goals.

2 .Resonance of Stories and Themes :Specific success stories resonated deeply with students, indicating a personal connection to the narratives shared in the podcasts. This supports Lindgren’s (2018) conclusion about the importance of personal narratives in fostering reflection and identification.

3 .Perception of Challenges: Focus group participants acknowledged the challenges discussed in the podcasts, recognizing them as relevant to their experiences. This mirrors findings from Alsherif (2022), indicating that awareness of challenges can inform career aspirations.

4 .Cultural Expectations :Participants expressed understanding of the cultural and societal constraints discussed in the podcasts, reflecting an awareness of their context, which aligns with the literature indicating that media consumption is shaped by cultural identity (Bajcar & Babel, 2018).

5 .Motivational Influence: The motivational aspects of the podcasts were highlighted as key factors in shaping participants’ aspirations, supporting the view from (Seoke et al., 2023) that media can effectively educate and inspire entrepreneurial intentions.

How SLT "Social learning theory" Align to this study's findings:

1) The podcasts analyzed in this research provide Arab female students with models of entrepreneurial behavior. By listening to these podcasts, students observe the actions, challenges, and strategies of successful entrepreneurs, especially women. SLT posits that individuals are more likely to imitate behaviors they admire or believe will lead to success. The entrepreneurs featured in these podcasts serve as virtual role models, offering practical advice and real-world success stories that these students can observe and potentially emulate.

2) SLT emphasizes the importance of self-efficacy in driving behavior. In the current study, the podcast narratives help build self-efficacy among Arab female students by showing them that successful women can navigate entrepreneurial challenges, balancing societal expectations with personal and professional growth. When these students perceive that they, too, are capable of similar achievements, their aspirations are positively influenced. This is a key aspect of how the podcasts contribute to shaping the students' entrepreneurial mindsets.

3) Podcasts not only provide observational learning but also serve as a form of vicarious reinforcement. When students hear about the rewards (financial, social, or personal fulfillment) that entrepreneurs experience, this reinforces the desirability of entrepreneurship. SLT suggests that reinforcement increases the likelihood that individuals will imitate observed behaviors, meaning that the more positive entrepreneurial stories and successes students hear, the more likely they are to pursue similar paths.

4) SLT also touches on the concept of selective exposure, where individuals seek out media and content that aligns with their existing beliefs or aspirations. Arab female university students are likely to choose entrepreneurial podcasts that resonate with their desire to challenge traditional roles and pursue career opportunities, reinforcing their entrepreneurial ambitions.

How "Gender role theory" Align to this study's findings:

1) Findings show that Arab female students often face societal pressures to conform to traditional roles, such as prioritizing family and caregiving over career ambitions. This aligns with Gender Role Theory, which posits that individuals internalize societal norms regarding gender-appropriate behavior (Bem, 1981). The podcasts, however, challenge these norms by presenting alternative role models of women who succeed in entrepreneurship while balancing personal and professional responsibilities.

2) The podcasts analyzed in the current study present successful women entrepreneurs, showing how they navigate cultural and societal challenges. These women are depicted as breaking away from traditional expectations and leading their businesses successfully, which supports Gender Role Theory's concept of gender norms being dynamic and subject to challenge through media representations (Eagly, 1987). This resonates with Arab female students, as seen in the focus group discussions, where participants expressed feeling inspired by women who have defied societal expectations.

3) Focus group findings suggest that Arab female students are influenced by these podcasts to reconsider their career aspirations in light of the success stories they hear. Gender Role Theory explains how media can reshape perceptions of what is possible for women by challenging stereotypes and offering new models of success. In the study, podcasts act as a medium through which Arab women can observe successful female entrepreneurs, thereby expanding their notions of what roles women can occupy in society.

xi. Suggestions and recommendations:

A. On the theoretical Level:

1. Use theories such as Social Cognitive Career Theory (SCCT) to explore how podcasts can influence career aspirations through role models, perceived opportunities, and self-efficacy.
2. Explore how exposure to entrepreneurial content cultivates self-efficacy and entrepreneurial identity in female students.
3. Apply entrepreneurial intention models to assess how podcasts foster interest in entrepreneurial careers among Arab female students, focusing on attitudes, subjective norms, and perceived behavioral control.
4. Theoretically explore the intersection between cultural values, gender roles, and career aspirations in the Arab context, particularly how these are reflected in both Arab and international podcast content.

B. Practical Level:

1. Encourage universities to include entrepreneurship podcasts in their curricula, offering podcasts as learning resources to promote entrepreneurial thinking among Arab female students.
2. Universities and organizations could provide training for Arab female students on creating their own entrepreneurial podcasts, fostering creativity and entrepreneurial skills.
3. Support the production of podcasts that reflect the unique challenges and aspirations of Arab female students, providing relatable role models and success stories.

4. Establish mentorship initiatives linked to entrepreneurship podcasts, pairing students with successful female entrepreneurs featured in these podcasts for guidance and inspiration.
5. Advocate for policies that promote female entrepreneurship in the Arab world by providing platforms for female-led podcasts to inspire future entrepreneurs.
6. Use findings to develop culturally relevant entrepreneurial programs that cater to different regions within the Arab world.

xii. Conclusion:

The exploration of entrepreneurship podcasts reveals their significant potential to shape the career aspirations of Arab female university students. As this demographic navigates a complex interplay of cultural expectations and personal ambitions, these podcasts serve as accessible platforms for inspiration, knowledge dissemination, and practical guidance. The qualitative analysis of selected podcasts highlights how relatable success stories and practical advice resonate with young women, empowering them to view entrepreneurship as a viable career path.

Despite the growing popularity of podcasts, the existing literature underscores a notable gap in understanding their impact specifically on Arab female students. This study emphasizes the need for further empirical research to explore how these digital media formats influence career aspirations within the unique sociocultural context of the Arab world .

The recommendations provided aim to enhance the effectiveness of entrepreneurship podcasts in fostering empowerment and encouraging participation among Arab women in entrepreneurship. By tailoring content to address the specific challenges faced by this demographic and integrating podcasts into educational frameworks, stakeholders can cultivate a supportive environment that nurtures the entrepreneurial ambitions of Arab female students.

In summary, the intersection of media and career aspirations is a critical area of exploration. As the Arab world increasingly recognizes the importance of entrepreneurship for economic growth and social mobility, understanding the role of podcasts in shaping aspirations becomes essential. This study contributes valuable insights into how digital media can empower the next generation of female leaders and entrepreneurs in the region.

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