

Social Media Impact on Startup Entrepreneurial Intention: Evidence from Greece

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Abstract : The research reported herein presents a conceptual model that explores the relationship between social media factors and entrepreneurial intention, with a focus on the Greek startup ecosystem. The significance of the study is that social media have gained importance in explaining the entrepreneurial process, and through them, nascent and potential entrepreneurs seem to get inspired and motivated to initiate their businesses. The research methodology employed in this study included a qualitative research approach, utilizing in-depth interviews with a sample of 15 startup entrepreneurs providing valuable retrospective information. The data collected were analyzed using the content analysis method. The major findings of the study are that social media factors such as usefulness, influence, and credibility have a significant impact on entrepreneurial intention. We also found that social media can be a powerful tool for entrepreneurs to access resources, knowledge and networks that can help them in their venture creation. Overall, this research contributes to the entrepreneurship literature by uncovering the relationship between social media factors and entrepreneurial intention and has implications for entrepreneurial education, policymakers, and official partners, highlighting the potential of social media to enhance the startup ecosystem.

Keywords : entrepreneurial intention, social media, start up ecosystem, entrepreneurship

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