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## RESEARCH ARTICLE

### The Relationship between Culture and Entrepreneurship: The Role of Trust

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## ABSTRACT

Indeed, this research seeks to establish the levels of trust in society and determine the differences due to cultural factors in the entrepreneurial start-up process. The research objectives are twofold: to determine how cultural orientations supplement and moderate entrepreneurial activities and decisions (RO1) and to establish the ways and extents to which trust shapes the prosperity and sustenance of enterprises (RO2). The study is grounded in two hypotheses: Hypothesis 1 states that culture has a significant influence on trust within the context of the telecommunications sector of the USA, and Hypothesis 2 postulates that in the same context, trust has a substantial impact on entrepreneurship. Concerning the research philosophy, this study adopts pragmatism as its research philosophy and the corresponding research method of choosing modern topics within the telecom industry as the research method. Information was gathered through a questionnaire research technique, and data was analyzed statistically with the assistance of programs like SPSS and by using quantitative research methods from the employees in the U.S. telecommunications sector. The research Grand strategy of the study is to use a deductive approach where the hypotheses that have been developed are tested using empirical data collection and analysis. Trust's role in improving entrepreneurship levels in many industries, such as telecommunications, is well noted. The degrees of trust typically present in organizational cultures are positive since they facilitate communication and knowledge sharing necessary for invention and entrepreneurial operations. High-trust environments decrease perceived risks, which means that the environment created allows for the growth of innovative strategies among entrepreneurs. Regarding sampling for the study, purposive sampling was employed, and the participants were selected based on their working status in the telecommunication sector to allow for the collection of proper data. A total of 139 participants will be in the sample, and the data collected will be through a structured questionnaire, which measures cultural and trust factors and participants' demographic details. Therefore, the questions in this study will be presented in a 5-point Likert Scale to enhance the quantitative measurement of the participants' responses. These are the issues of consent, the anonymity of the data, and the subject right to withdraw from the study at any one time. These limitations include cross-sectional study, which cannot establish causality, and the response biases from self-administered questionnaires. Studies that should be done in the future should involve long-term designs and objective data collection, as data reliability will be better.

## KEYWORDS

Trust, Culture, Entrepreneurship, USA, Telecommunication Sector.

## ARTICLE INFORMATION

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## 1. Introduction

### 1.1 Background of the Study

Entrepreneurship, in its absolute sense, can be defined as thus; it is the process through which an individual seeks to make profitable use of resources in a given environment to create a new business enterprise or to grow an existing business enterprise depending on the various factors that include but not limited to the economic systems, legal systems, and culture among others of them, culture is among the critical factors that help define the behavior and performance of business people. This paper focuses

on one of the cultural dimensions that have been of interest in the current literature regarding the performance of entrepreneurship, which is trust. Therefore, the following work concerns the aspects of culture and entrepreneurship, including trust. Earlier, culture was explained as the attributes of persons belonging to a group, values, beliefs, norms, and other behaviors that control the functioning of the group explicitly (Hofstede, 1980). Therefore, cultural values define the perception and the probability that a given entity will venture into entrepreneurship. For instance, a collectivist culture may encourage a venture through risk by creating a venture through entrepreneurship, fostering strategies those cultures of individualism support (Hayton et al., 2022). On the other hand, collectivist cultures maintain the social order of work and interdependent society, which hinders the propensity towards venture creation.

From the perspective of Koellinger (2021), it is possible to define trust as one of the key components of social capital that enhances cooperation and decreases the costs of transactions at economic activities. When looked at in the context of an entrepreneurial setting, trust has significant considerations in the areas of partnership, resources, and the business context. Another classification of trust is between trust for the individual and for the organization, which can be defined as between the individual and the structure (Fritsch, 2019). For this reason, the concept of trust is valuable due to its role in creating cooperation as well as reducing risks in relation to entrepreneurship. Hence, more interpersonal trust would imply that the networks and cooperation built would be much firmer, thus helping the entrepreneurs acquire the resources, information, and support they need (Bachmann & Inkpen, 2011). Moreover, trust in institutions can also influence the legal and regulation milieu to become friendly for entrepreneurial acts by making laws and regulations credible (Welter, 2012).

There is a variation of trust that cuts across the culture system where it influences entrepreneurial activities in one or the other. For example, the countries in the Nordic region that are ranked high in terms of the degree of interpersonal and institutional trust record high business starter rates (Anderson et al., 2016). On the other hand, the countries with low levels of trust entail most of the Southern European countries facing high challenges in shaping the entrepreneurial ecosystems.

Thus, it is essential to assert that understanding the dynamics of the connections between culture and entrepreneurship requires recognizing trust as a cultural factor. Trust is a vital element in enhancing entrepreneurial activities as it fosters cooperation, reduces uncertainties, and provides crucial support to activities. The variations in trust levels across cultures underscore the necessity of analyzing cultural factors in entrepreneurship research. This paper aims to contribute to culture and entrepreneurship studies by highlighting trust as a key cultural element that fuels the growth and development of the entrepreneurship field.

### **1.2 Problem Statement**

In this respect, the paper shows how the connection between culture and entrepreneurship is embedded in the construct of trust. This critical cultural variable defines entrepreneurial activities and their performance. Trust, as one of the cultural antecedents, determines the readiness of people to assume risks, cooperate and embark on economic activities that determine the formation of entrepreneurship. Thus, the higher the extent of interpersonal trust in a given society, the enhanced ability of the entrepreneurs to enter into partnerships, attract funding, and establish other crucial networks that are vital for business success. On the other hand, where there is little or no trust, the entire entrepreneurial ecosystem might not experience cooperation, may have high transaction costs, and will definitely be skeptical; hence, there may be a lack of innovation and growth. The findings of this study indicate that trust affects not only intra-organizational relations in entrepreneurial ventures but also external conditions such as the legal environment and the market. A comprehension of the relationship between trust and entrepreneurship is significant for the stakeholders who want to enhance the environment for entrepreneurs. Thus, by analyzing how trust changes from culture to culture and its effects on business-related endeavors, one can develop an understanding of the process that supports or thwarts entrepreneurial endeavors and, more broadly, promote the idea of trust-building, which, in turn, will strengthen the core of entrepreneurial initiatives and their efficiency and viability.

### **1.3 Research Aim**

The study aims to compare the levels of trust in society and how it is related to the extent to which people try out different ventures in different cultures.

### **1.4 Research Objective**

RO1:- To explore the interaction of cultural values with entrepreneurial behaviors and choices,

RO2:- To examine the influence that trust has on the success and longevity of enterprises.

### **1.5 Research Questions**

RQ1:- How can cultural values interact with entrepreneurial behaviors and choices?

RQ2: How can trust influence the success and longevity of enterprises?

## **2. Literature Review**

### **2.1 Cultural Values with Entrepreneurial Behaviors**

One of the reasons this concept has attracted interest in research in the recent past is the connection between cultural values and entrepreneurial behaviors. Cultural values are the prescriptive beliefs and standards controlling people's behavior in a given society, greatly impacting entrepreneurial activities. One of the recent studies mentions that this relationship is not unidimensional, indicating that such cultural variables as individualism and collectivism, power distance, uncertainty avoidance, and long-term orientation also affect the activity of entrepreneurs (Hofstede, 2024). These and other cultural factors significantly define personal perception and actions concerning the entrepreneurial perspective. They also strongly influence structural elements such as institutional support, legal provisions, and market forces. For example, individualistic cultures develop and foster business sins like entrepreneurship, independence, and innovation (OpenStack, 2019). The collectivist cultural environments that are more inclined toward relationships and interdependence might either suppress or redirect the entrepreneurial processes to meet the collective objectives (Akkuş et al., 2017). In addition, in a high-power distance culture, power is distributed unevenly, and people hardly expect that organizations must eradicate power differences, so the number of entrepreneurial startups will be comparatively lower as the lower hierarchical people have restricted access to material and other assets or opportunities to innovate (Shah, 2015). However, cultures lead to high levels of entrepreneurship because such cultures allow everyone to access resources that encourage entrepreneurship (Calza et al., 2020). Another aspect that influences entrepreneurial behavior is the uncertainty avoidance index, which refers to the level of acceptance of ambiguity and uncertainty in a society. High-uncertainty avoidance cultures are often more cautious, which may limit creativity, innovation, or entrepreneurship (Bate, 2020).

On the other hand, the low-uncertainty avoidance culture indicates that risk and uncertainty are embraced, thus promoting entrepreneurship. For example, the long-term orientation, which is a metric for a society's pursuit of rewards in the future compared to the present, impacts entrepreneurial activities by promoting doggedness, strategizing, and a stake in future-oriented undertakings (Fuentelsaz et al., 2023). These values do not only affect the perception and action of people towards entrepreneurship, but they also affect the systems, the institutions, and most importantly, the culture within the societal structures as embodied within the formulated policies, laws, and markets. For example, values such as trust and social capital can support the historical stages of the growth of the entrepreneurial environment by increasing the opportunities for access to networks, resources, and systems. Also, it is noteworthy that the manifestations of entrepreneurial behaviors are a result of cultural and social discourses. If people in a given society perceive businessmen and businesswomen as heroes, then the corresponding society is likely to have entrepreneurial activity (Sendra-Pons et al., 2022).

Such cultural discourses can help in defining certain forms of business ownership as more or less possible and preferable, thus affecting people's choices about entering the field and pursuing entrepreneurship. Cultural values and entrepreneurship patterns can also be observed in the sphere of global entrepreneurship. More recently, this interface became apparent as internationalization and globalization advanced, increasing the number of self-employed who work in or across cultures, and thus requiring an understanding of how culture affects entrepreneurship. But these also have implications like cultural differences and communications, in which it is necessary to mention cross-cultural competencies for entrepreneurial performance in the international environment (Jose et al., 2023).

Furthermore, the current digital age and the emergence of digital entrepreneurship have added new perspectives to the culture-entrepreneurship relationship. With respect to the themes of culture and entrepreneurship, it can be said that digital platforms and technologies can have a positive impact on the possibility of overcoming the barriers of culture and opening new opportunities. However, they also, to a certain degree, presuppose certain knowledge of how culture manifests and influences interactions in the digital sphere (Zhang & Hartley, 2021). This changing and adaptive understanding of culture and its impact on attitudes and behaviors concerning entrepreneurship is significant for the notion of entrepreneurship and the approach to its research. Subsequent studies should attempt to establish a higher-order interaction between culture and entrepreneurship by adding the controversial effects of other rising phenomena like digitalization, globalization, and multiculturalism.

Cultural transnationality, on its part, is a concept understood as the fusion of multiple cultural characteristics. In the case of entrepreneurship, this may result in the development of new business paradigms and approaches that are based on the multiple influences of various cultures. In this way, Schein's (2019) cultural model of entrepreneurship enlightens scholars and practitioners to identify cultural values that create or hinder entrepreneurial behaviors so as to find better ways and means to support and encourage entrepreneurship in different cultures (Fuentelsaz et al., 2023).

### **2.2 Trust & Longevity of Enterprises**

As postulated by multiple authors in the current literature, trust re-emphasizes as the corner to the stability and sustainability of organizations. From the argument above, it can be deduced that trust in an organization makes the employees feel appreciated, hence willing to embrace innovation in handling tasks within the organization (Cummings & Bromiley, 2021). Trust has a positive impact on the relationships between the management and employees as it contributes to effective communication and conflict-solving, as well as the understanding of common goals (Mayer et al., 2020). This positive internal climate is a key element in

developing high levels of organizational flexibility and responsiveness that are very important, especially in today's uncertain and transforming markets. Outsider trust is also crucial in cultivating and sustaining healthy relationships between the organization and its external environments, such as customers, suppliers, and investors. Research has demonstrated that stakeholders are willing to pay a premium for goods from organizations they trust, and investors are likely to invest more in such firms, as well as get concessional credit from suppliers (Barney & Hansen, 2022). This external trust has some similar rewards that are usually in terms of financial returns that include sales, cost of capital, and transaction costs, which are according to Rousseau et al., (2020). These financial benefits of trust can reassure organizations and stakeholders, instilling a sense of confidence in the trust-based business model.

Moreover, this paper has uncovered a strong correlation between trust in organizational leaders and employee turnover, a factor crucial to the vitality of business organizations. When employees have confidence in their managers, they are less likely to leave the organization, leading to lower rates of attrition and significant cost savings for the organization (Dirks & Ferrin, 2021). The role of trust has been further underscored by the COVID-19 pandemic, which has shown that organizations that maintained or built trust with employees and customers were better positioned for success (Kramer & Lewicki, 2021).

The current situation in the world has also promoted the development of digitalization, and trust in digital services has become an essential component. As demonstrated by Zhu et al., 2021, if organizations have been able to gain people's trust in digital activities, this has greatly propelled the enterprises' online commerce. Trust can also be classified as another fundamental component of governance as well as the ethical management of organizations. Every firm that aims to ensure ethical policies together with credibility will be appreciated by the shareholders and enhance future business success (Harrison et al., 2021). Additionally, trust plays a crucial role in promoting innovation. In an environment where risk-taking is encouraged and unique ideas are not punished, trust becomes a catalyst for creativity and progress (Edmondson, 2021). In industries that are characterized by significant codification of intellectual assets, trust is especially significant, and it is an essential factor underlying innovation. Thus, trust can be considered one of the most valuable and useful assets for enterprises as it affects key parameters of organizational performance and stability. Therefore, as organizations are still struggling to deal with multifaceted issues, trust-building and sustainment will be a key success factor and the only way to long life.

Trust plays a pivotal role in the success and longevity of enterprises, as highlighted by various scholars in recent literature. Trust within an organization fosters a collaborative environment where employees feel valued and are more willing to engage in innovative and productive behaviors (Cummings & Bromiley, 2021). The relational dynamics between employees and management significantly benefit from trust, as it enhances open communication, reduces conflicts, and promotes a sense of shared purpose (Mayer et al., 2020). Trust plays a pivotal role in fostering a positive internal climate, which is crucial for organizational learning and change capabilities, particularly in volatile industry conditions. It also sustains mutual understanding and cooperation with stakeholders such as customers, suppliers, and investors. Investor relations, superior customer loyalty, and better terms with suppliers are all indicators of organizations with high stakeholder trust (Barney & Hansen, 2022). External trust translates into monetary value in the form of higher sales volumes, lower cost of capital, and lower transaction costs (Rousseau et al., 2020).

Trust in leadership is a crucial factor in employee retention, a key element for enterprise sustainability. The interplay between trust and innovation is particularly important in knowledge-intensive industries, where intellectual capital is a key driver of competitive advantage. So, various studies and scholarly works suggest that both interpersonal and organizational trust, as well as trust between the firm and its external stakeholders, play a significant role in long-term sustainable development and stability in the contemporary business environment. Therefore, as organizations are still struggling to deal with multifaceted issues, trust-building and sustainment will be a key success factor and the only way to long life. In summary, trust is an indispensable asset for enterprises, influencing various aspects of organizational performance and sustainability. The literature clearly indicates that both internal trust (among employees and between employees and management) and external trust (with stakeholders) are critical for achieving long-term success and resilience in the business landscape. As organizations continue to face complex challenges, fostering and maintaining trust will remain a strategic imperative for ensuring enduring success and longevity.

### **2.3 Culture Affects Trust and Affects Ecosystems and Innovation**

Entrepreneurship in cultures may be enhanced or limited through the manner in which trust is established therein. Societies with high levels of trust are likely to be endowed with sound entrepreneurial ecosystems because trust minimizes the costs of transactions and facilitates the performance of communication and cooperation between exchange partners (Breuer et al., 2021). This trust boosts knowledge and resource sharing and, therefore, encourages innovation more than the sharing of knowledge and resources. For example, in a culture where power distance is relatively low and hierarchal separation is reduced, trust is higher, thus creating more cooperative and innovative spaces (Kaasa, 2016). Cultures with low power distance usually have higher levels of trust, which enhances innovation since workers and managers are open to each other and are in a position to work hand in hand (Hofstede, 2011).

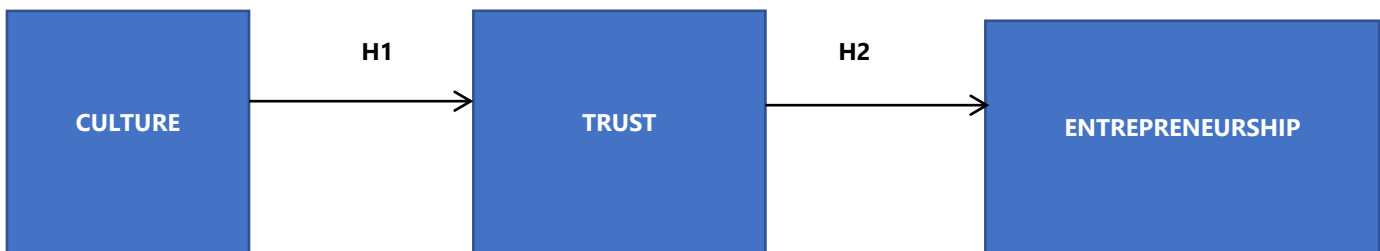
The next antecedent factor that I will be discussing is culture; this is because culture greatly influences the perceptions that people have towards entrepreneurial innovation. The multicultural aspect of diversification endows the business with different angles and means to approach problems and perform entrepreneurial tasks, which in turn increases the level of creativity and inventiveness. Developed from the previous research, it is found that cultural diversity increases the number of innovative entrepreneurial activities (Audretsch et al., 2018). Such a condition fosters cross-pollination of different ideas and practices, which can result in the creation of new products and services. Nevertheless, cultural diversity affects innovation, but in this regard, the level of trust in society plays an intermediate role. Therefore, the positive effects of cultural diversity are best observed where there is a high level of trust, as people are inclined to share more materials and are likely to collaborate. The cultural aspect of a society has a great ultimate influence on the extent of innovative activities in that society. For instance, Schwartz's cultural dimensions include conservatism and self-direction, integration, and differentiation, which shed light on the influence of culture on innovation (Schwartz, 2012).

The level of innovation has been postulated to depend on the level of collectivism and power distance; thus, collectivism and low power distance stimulate creative thinking. Such cultural characteristics contribute to forming a mentality that enables people to engage in business, undertake risk, and become entrepreneurs without fear of imprisonment or social exclusion (Bakas et al., 2020). However, it is also possible to notice that national culture offers a picture of the state of an entrepreneurial ecosystem through the prism of institutional trust. The level or environment encouraged by institutions perceived as credible and receptive to entrepreneurial activities is where innovation takes place.

According to Shipkevich (2019) on correlates of innovative entrepreneurship because properly developed areas of legal regulation of IPRs and support for start-ups will entail a higher likelihood of innovative entrepreneurship; at the same time, if institutions are considered unfavorable, the risk and lack of support can discourage entrepreneurial activities and the funding of innovative concepts and projects (Bruns et al., 2015). Trust is a key variable linking culture and innovation, although the dependence on values causes complications because most values are cultural and might be time-sensitive. This is even more so given that globalization in societies has been on the rise in recent years. Worldly perceived cultural values and trust levels affect the entrepreneurial ecosystem. Both these authors' research indicates some interdependencies between the two variables, implying that cultural differences should be taken into account when developing strategies for encouraging innovation and entrepreneurship among policymakers and business entities. Thus, they can build trustful relationships with young talents and support the formation of more engaging and diverse entrepreneurial cultures (Daniel et al., 2018).

### **3. Methodology**

#### **3.1 Theoretical Framework**



#### **3.2 Hypothesis**

Hypothesis 1<sup>st</sup>:- There is a significant impact of culture on trust in the context of the USA telecommunication sector.

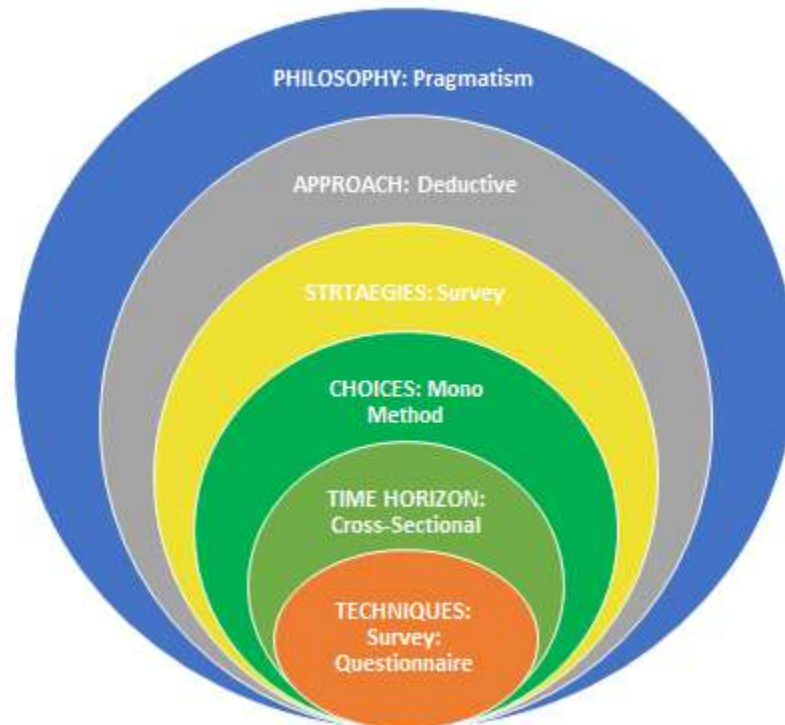
Hypothesis 2<sup>nd</sup>:- There is a significant impact of trust on entrepreneurship in the context of the USA telecommunication sector.

#### **3.3 Research Design**

The research to be conducted is centered on contemporary industry issues, and the researcher has adopted a pragmatic research philosophy. The purpose of this examination is to analyze the link between culture and entrepreneurship and to explore the mechanism of trust in the Telecommunication sector of the USA. The findings of this study will not only attempt to explain this phenomenon further but also have practical implications for the industry. This research also aims to assess other related issues that this topic embraces from a comprehensive perspective. The purpose of this literature review is to concretize hypotheses that shall be systematically checked concerning the interaction between culture and entrepreneurship and the mediating part of trust. Based on the methodology successful in the current research, one can identify the use of deductive reasoning.

Given that this research will aim to determine the relationship between culture and entrepreneurship, the survey will play a pivotal role as the main data collection instrument for assessing the implemented strategies. The mono method will be used in this study, and the data analysis will be done quantitatively. This research aims to undertake an exploratory and descriptive study to understand the general relationship between culture and entrepreneurship, with a specific focus on the role of trust in the telecommunication sector of the USA.

The analytical description is used in this work to portray the link between culture, the growth of entrepreneurship, and the function of trust in the telecommunication industry of the USA. That is why it was proposed to use internal and external surveys appropriate for carrying out the cross-sectional study and requiring point-in-time data gathering. It is proposed that Saunders (2007) offered an onion-like model to depict the range of research methodologies and analysis techniques that are going to be used. This onion, which is itself a representation of the total research process, will guide the systematic and comprehensive analysis of the data.



**Fig.1 Research Onion (Saunders, 2007)**

### **3.4 Sampling Techniques**

In this investigation, a method called "purposive sampling" was used. Besides, this study is the examination to investigate culture and entrepreneurship and to identify the process of trust in the Telecommunication sector of the USA. Therefore, some of the people in the sample were working in the telecommunication sector, and they were invited to join the study. Thus, purposive sampling is used to ensure that a researcher can select survey takers or takers from the population. Some of the several advantages that can be accrued by using this plan include the fact that it was much easier to gather data than it would be if the research were to be in its broad format.

### **3.5 Sample Size**

In this study, a total sample of 139 participants was employed with the help of a calculated sampling technique. The focus of this study was on the participants, who are employees in the USA's telecommunication industry.

### **3.6 Data Collection Process**

In this investigation, the collected primary data was employed. In this case, participants were asked several questions in a systematically designed questionnaire, a process that was thorough and comprehensive, in order to get first-hand information. The telecommunication sector was considered, and only those participants who were employed in this sector were included. The data was captured by employing a survey-based questionnaire, which was, in turn, submitted to the Google form and followed by the analysis. The questionnaire was constructed based on a 5 Likert scale type. Specifically, the demographic questions are to be

incorporated into the first segment of the questionnaire, whereas the cultural questions were designed to fit the second segment of the questionnaire. Possible means of communication with the participants include the use of linked-in channels. Finally, all the ethical issues have been addressed; the participants were asked to fill out the questionnaire and return it.

### **3.7 Data Analysis Instrument**

Subsequently, to administer a quantitative analysis of the information that had been gathered, the online data was analyzed using the statistical tool known as Google Survey. In contrast, the qualitative analysis was conducted using version 20 of the SPSS software. Once the data was keyed into the software, a statistical test was used to get the analysis from the data fed into the software. Other statistical tests performed include frequency tests, regression, chi-square, and correlation.

### **3.8 Ethical Consideration:-**

The study was ensured to take into account all ethical factors in relation to their fields. The next step was to obtain informed consent from the participants. Once all the participants had been enlightened about the research that would be done on them, then they were asked for their consent to proceed with the research. In case a participant decided to opt out of the research after the data had been processed or if the research was completed, then their responses were discarded.

## **4. Results/Findings**

### **4.1 Reliability Analysis**

**Table 4.1 Reliability Statistics**

VARIABLES	CRONBACH'S ALPHA	N OF ITEMS
CULTURE	0.845	5
TRUST	0.814	5
ENTREPRENEURSHIP	0.808	5

Table 4.1 above shows the reliability statistics of each variable. In this table, check the Cronbach's alpha value, which is above 0.700, which shows that all variables' reliability is good and as per standard, such as Culture Cronbach's alpha value is "0.845" with (N) number of Items "5", Trust Cronbach's alpha value is "0.814" with (N) number of Items "5", and Entrepreneurship Cronbach's alpha value is "0.808" with (N) number of Items "5".

### **4.2 Demographic Analysis**

**Table 4.2 Descriptive Frequency Analysis**

DEMOGRAPHIC FACTORS	SUB FACTORS	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
GENDER	Male	61	43.9	43.9	43.9
	Female	78	56.1	56.1	100
	Total	139	100	100	
AGE	18-25 years	26	18.7	18.7	18.7
	26-30 years	27	19.4	19.4	38.1
	31-35 years	29	20.9	20.9	59
	36-40 years	30	21.6	21.6	80.6
	above 40 years	27	19.4	19.4	100
	Total	139	100	100	
EDUCATION	Under Graduates	44	31.7	31.7	31.7
	Graduates	42	30.2	30.2	61.9
	Post Graduates	53	38.1	38.1	100
	Total	139	100	100	

Table 4.2 shows the marginal frequency analysis of the demographic characteristics of the study's participants to determine the sample demographic. Relative to the gender distribution, it is observed that in a pilot study of 139 participants, 43.9 percent were male. In contrast, 56.1 percent are female, which means that female is slightly overrepresented in the sample. In terms of age

distribution, there seems to be a fairly even spread, with 36-40 years for the highest at 21.6%, followed by 31-35 years at a close second at 20.9%, 26-30 years, and above 40 years at 19.4% each and the least feedback received from participants within 18-25 years. This spread indicates that the participants are male and female, and their age is relatively diverse. Concerning education, the sample involves 31.7% of undergraduates, 30.2% of graduates, and 38.1% of postgraduates, although the postgraduate education group dominates in this aspect.

#### 4.3 Regression analysis

***Hypothesis 1<sup>st</sup>:- There is a significant impact of culture on trust in the context of the US telecommunication sector***

**Table 4.3 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387 <sup>a</sup>	0.150	0.144	3.19983

a. Predictors: (Constant), CULTUR

**Table 4.4 ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	247.38	1	247.38	24.161	.000 <sup>b</sup>
Residual	1402.73	137	10.239		
Total	1650.11	138			

a. Dependent Variable: TRUST

b. Predictors: (Constant), CULTURE

Table 4.3 ascertains that the summary of the model is devoid of any misrepresentations and that the fit is good since the R-value recorded was equal to 0.387, along with the R square value of 0.150 and the value of Adjusted R square = 0.144. The closer the actual value of R square, which in this case is 0.150, is to the adjusted R square value of 0.144, the more confirmation that the model summary is valid and suitable.

In Table 4.4, Using ANOVA<sup>a</sup>, the model contributes a great deal to the data because its F-value is 32.208. Since the sig value is 0.000, which means the test has the power to detect the difference between the groups, it can be concluded. Thus, if we multiply the obtained coefficient by 0.000, it can be concluded that culture has a significant positive effect on trust behavior in the telecommunication sector of the USA.

***Hypothesis 2<sup>nd</sup>:- There is a significant impact of trust on entrepreneurship in the context of the USA telecommunication sector.***

**Table 4.6 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 <sup>a</sup>	0.500	0.496	2.29493

a. Predictors: (Constant), TRUST

**Table 4.7 ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	721.863	1	721.863	137.061	.000 <sup>b</sup>
Residual	721.541	137	5.267		
Total	1443.404	138			

a. Dependent Variable: ENTERPRENURESHIP

b. Predictors: (Constant), TRUST



Table 4.6 ascertain that the summary of the model is devoid of any misrepresentations, and the fit is good since the R-value recorded was equal to 0.707, along with the R square value of 0.500 and the value of Adjusted R square of 0.496. The closer the actual value of R square, which in this case is 0.500, is to the adjusted R square value of 0.496, the more confirmation that the model summary is valid and suitable. In Table 4.7, Using ANOVAa, the model contributes a great deal to the data because its F-value is 132.061. Since the sig value is 0.000, which means the test has the power to detect the difference between the groups, it can be concluded. Thus, if we multiply the obtained coefficient by 0.000, it can be concluded that culture has a significant positive effect on trust behavior in the telecommunication sector of the USA.

## **5. Conclusion**

Based on the elements mentioned above, the connection between culture and entrepreneurship remains shaped around the question of trust in the development and evolution of the U. S. telecommunications industry. Trust is a mediator for strengthening relations and interaction between the stakeholders while encouraging the creative processes that define the business's performance. This culture is prominently significant in the United States of America, where enhancements in the technological domain are preeminent and opposing forces in the telecommunication market segment are highly competitive. Trust can be stated that its high levels in organizational cultures promote the free exchange of information, cooperation, and knowledge – all of which are essential for innovation and entrepreneurship (Doney et al., 2021). In this regard, trust can be noted to ease the perceived risks typical of entrepreneurial projects and processes, allowing the entrepreneur to indulge in creativity and innovation as a problem-solving method (Bruns et al., 2017). For instance, it has been noted that organizations that cultivate high levels of trust among their employees are more inclined to search for novel ICT applications and innovative enterprise approaches than their low-trust counterparts to advance the sector's development and competitiveness.

Institutional culture supports the relation between trust and entrepreneurship in the specific context of the U.S.; low power distance and individualism support entrepreneurship. Individualism also implies independence and certain self-assertiveness, Which are two very important characteristics of an entrepreneur. Telecommunication businesspeople work better when they can establish their companies, make many decisions, and implement unique ideas within the shortest time possible and with minimum regulations (Hofstede, 2011). Furthermore, the low power distance familiar to American culture effectively encourages egalitarian communication, significantly improving trust and minimizing the obstacles to innovation (Kaasa, 2016). Some possibilities exist, such as the anonymity of the materials shared based on the software used and the equal relationship between employees and entrepreneurs looking for optimal cooperation with no top-bottom view on a company.

Several scholarly works show that there is a relationship between trust and the improvement of the levels of entrepreneurship in the telecommunication sector. For instance, Audretsch et al. (2021) noted a positive relationship between trust entrepreneurship and innovation in the technology industry, including telecommunication. Firms with high degrees of internal and external trust enjoyed greater organizational success in new product/service development, new business and venture capital acquisition, and business growth into new markets. This is so because trust enhances relations with customers, suppliers, and investors, which is vital in entrepreneurship activities. Moreover, it can be established that trust within organizations is productive; it enhances the worker's morale, leading to increased innovation and improved business performance (Breuer et al., 2021).

### **5.1 Limitations and Future Recommendations**

The research on culture and entrepreneurship, especially examining the role of trust inside the telecommunication industry in the U.S., has several implications, from which the following highlight the work's major strengths and its limitations that point to potential research directions. The study's biggest weakness is the cross-sectional method, which makes it impossible to determine directional causality between cultural values, trust, and entrepreneurial results. Future research should employ longitudinal research designs so that the exact changes over time can be captured and that the issues of causality can be addressed adequately.

Further, self-reports inflicted certain response bias because the participants might be unmindful of the actual question; they may give favorable data to fit societal norms or expectations. Such biases might be addressed, and the reliability of the data could be increased by including objective measures or third-party assessments. Thus, the third method-based limitation lies in the fact that this study is restricted to the sector, and the results achieved may not be fully relevant to other sectors in general.

The case of the telecommunications sector is that this sector's technological and regulatory environments may affect the role of trust and cultural factors differently from how those factors operate in other industries. Exploratory analysis conducted in multiple sectors could provide more opportunities to understand the relations between these variables in different settings. Applying cultural dimensions and trust in the study might not encompass all the richness and dynamics of these concepts. Future research should use more elaborate and multifaceted variables, including qualitative ones, to help explore the rich cultural and trusting phenomena in entrepreneurial contexts.

Finally, given the ethnic and cultural diversity in the U. S., analyzing sub-cultural differences within the country can be useful. It would offer relevant data to identify how best to change the ethnic communities' perception and encourage them to embark on entrepreneurship. Researching possible differences in cultural values and trust among regional and ethnic groups might help unveil certain separate characteristics, which presuppose patterns of entrepreneurial activity and the latter's success in certain demographic environments.

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