

Exploring the Ascendancy of Social Capital in Entrepreneurial Behavior: New Insights from Mix Model Perspective in Digital healthcare

Purpose – Digital healthcare manages to grab considerable attention from people and practitioners to avoid severity and provide quick access to healthcare. Entrepreneurs also adopt the digital healthcare segment as an opportunity; nevertheless, their intentions to participate and encourage innovation in this growing sector are unexplored. Drawing upon the social capital theory and health belief model, the study examines the factors that drive entrepreneurship. A novel model is proposed to comprehend entrepreneurial intentions and behavior entrenched in social capital and other encouraging and dissuading perceptive elements with the moderation of trust in digitalization and entrepreneurial efficacy.

Design/methodology/approach – The cross-sectional method is used to collect data through a questionnaire from experienced respondents in China. The valid data comprises 280 respondents, analyzed by partial least square structural equation modeling.

Findings –Social capital significantly influences monetary attitude, and perceived risk and holds an inconsequential association with perceived usefulness, whereas monetary attitude and perceived usefulness meaningfully explain entrepreneurial activities. Perceived risk has a trivial impact on entrepreneurial intention. Entrepreneurial efficacy and trust in digitalization significantly explain entrepreneurial behavior and moderate the positive relationship between intention and behavior.

Originality/value –The present research proposes a novel research model in the context of entrepreneurship rooted in a digitalized world and offering new correlates. It provides valuable insights by exploring entrepreneurial motivation and deterring factors to get involved in startup activities entrenched in social capital, providing guidelines for policymakers and practitioners to promote entrepreneurship.

Keywords: Social Capital, Health Belief Model, Entrepreneurial efficacy, Entrepreneurial Behavior, Monetary Attitude, Innovation in Healthcare

Paper type: Research paper

Introduction

The fourth industrial revolution is characterized by the digital transformation of existing businesses via digital computer structures in various sectors (Adekanmbi & Ukpere, 2023; Guti et al.,

2022; Latif et al., 2017). Specifically, the proliferation of contemporary technologies such as artificial intelligence, the internet of things, blockchain, augmented reality, and advanced analytics along mobile applications will likely drive the future of the health sector, which can be explicated through the notion of digital healthcare (Chandwani et al., 2018; Sharma & Kshetri, 2020). The World Health Organization defines digital healthcare as “the transfer of health resources and healthcare by electronic means,” transforming from digital records to an era of service feasibility through digital platforms (Sharma & Kshetri, 2020). The health industry is experiencing noteworthy changes as the digital health market has witnessed remarkable development worldwide and is expected to reach 660 billion U.S. dollars by 2025 from 175 billion U.S. dollars in 2019 (Statista, 2019). It may imply that entrepreneurs, government, the general public, and crisis administrations are considering the effective application of digitalization in the health sector. Digitalization can offer alternative strategies to address pandemics by raising awareness and offering remote consultations in response to the elevated incidence and mortality rates along with swift alterations in biological and epidemiological patterns (Hasan et al., 2022; Nachege et al., 2020). In doing so, developing and utilizing digital applications may be a pragmatic approach to self-care management among younger and older adults rooted in entrepreneurial solutions.

Digital entrepreneurial solutions can appeal to a wide range of stakeholders due to the flexibility and accessibility of digital platforms, which can facilitate their connection to the healthcare system (Anwar & Prasad, 2018; Mishra et al., 2021; Olsson & Bernhard, 2021; Santos et al., 2023). There has been growing interest among people to launch different digital health startups focusing on both segments, either young or older people, which might be associated with the episode of COVID-19 and widespread digitalization (Alhayani et al., 2023; Drago et al., 2023). People also spend much time on different digital platforms wherein they not only interact with peers but also try to grab knowledge regarding current affairs, social issues, entrepreneurship information, and new business opportunities (Crowley and Barlow, 2022; Farooq, 2018; Liu et al., 2021; Olsson and Bernhard, 2021). Social capital is a central element that amplifies the value created by social interactions when retrieving knowledge, resources, and support from relationship networks (Singh et al., 2021; Zafar et al., 2020).

Existing literature accentuates the importance of social relations and values in sustaining competitive gain and starting new businesses in the health domain (Najam et al., 2023; Tsai, 2014;

1
2
3 Wong & Kohler, 2020). Social capital enables the exchange of information and ideas and can improve
4 performance and foster innovation (Nahapiet & Ghoshal, 1998; Najam et al., 2023; Yezza et al., 2021),
5 signifying that collaboration is essential for innovation or new business development. A similar
6 phenomenon may be witnessed in entrepreneurial behavior in digital healthcare since the rapid
7 adoption of digital networks can contribute to a better understanding of entrepreneurship and its
8 benefits based on virtual social capital. It can also shape individuals' risk-taking attitude, one of
9 the core elements in developing new startups (Beliaeva et al., 2020; Hasan et al., 2022; Najam et
10 al., 2023). In brief, social capital allows individuals to assess the recompenses and shortcomings
11 of new startups, which is vital for entrepreneurial decision-making. However, the decision to
12 pursue entrepreneurship is complex and depends on various factors, such as personal attitudes,
13 perceived control, and social pressure (Farooq, 2018b; Hervé et al., 2022; Khlystova et al., 2022;
14 Latif et al., 2017). Additionally, entrepreneurs can offer a potential solution to various health and
15 socioeconomic issues; thus, the reasons behind their intentions and behaviors hold significant
16 importance (Anwar & Prasad, 2018; Esfandiar et al., 2019; Jing et al., 2014). It is coherent to explore
17 the factors and mechanisms that push entrepreneurs to develop new business models in digital
18 healthcare.
19
20
21
22
23
24
25
26
27
28
29
30

31 Entrepreneurial studies emphasize entrepreneurs' characteristics, traits, circumstantial challenges,
32 and opportunities (Douglas et al., 2020; Lee et al., 2022). Researchers divulge that supportive
33 social networks and effective government policies can significantly encourage entrepreneurial
34 behavior (Douglas et al., 2020; Shahzad et al., 2020). Nevertheless, limited research is available
35 regarding social capital's role in shaping entrepreneurial behavior, specifically in the digital health
36 sector, with the integration of cognitive and affective mechanisms. Recent studies also suggest
37 exploring the vital elements and mechanisms that can explicate the motivation and process of
38 entrepreneurial behavior (Hervé et al., 2022; Santos et al., 2023; Tang et al., 2022). This research
39 not only tries to explore entrepreneurial intention; instead, an attempt is made to investigate the
40 behavior. In brief, this research fills the gap by identifying the perceptual factors that could impact
41 entrepreneurial behavior in the context of digitalization. Generally, the efficacious espousal of
42 digitalization in healthcare relies on integrating novel tools and technologies, thereby enhancing
43 the efficiency, effectiveness, and accessibility of healthcare services (Drago et al., 2023; Mishra
44 et al., 2021). We argued that the reason behind an effective startup might be allied with
45 entrepreneurs' perceptive mechanisms, such as usefulness, monetary attitude, and perceived risk,
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 and their trust in digitalization entrenched in the health belief model (HBM) and social capital
4 theory. It suggests that people's actions depend on modifying elements, benefits, and threats (Chen
5 and Hsieh, 2012; Tajeri et al., 2020). Besides, an individual level of self-efficacy is vital to
6 becoming an entrepreneur. Many people may have positive intentions, but their decisions rely on
7 their efficacy. Thus, this study intends to answer two underexplored research questions. a) Does
8 social capital instigate people to become entrepreneurs with the interaction of their self-efficacy
9 and trust in digitalization? b) do people's monetary attitude, perceived usefulness, and risk
10 originated by social capital clarify their ascendancy towards entrepreneurial intention? **The**
11 **outcome of current study offers valuable insights to scholars and practitioners. First, a model is**
12 **proposed drawing on HBM wherein contextual underexplored elements are integrated to**
13 **investigate the entrepreneurial behavior in era of digitalization. Second, this research identifies the**
14 **role of digitalization by integrating social capital as a modifying factor, perceived usefulness, risk**
15 **and avaricious monetary benefits as threats, and likelihood of actions. Lastly, new contextual**
16 **boundary factors (i.e., trust in digitalization and self-efficacy) are also employed to effectively**
17 **comprehend the entrepreneurial behavior.** The upcoming three sections describe the literature
18 review, theoretical underpinning, and the development of hypotheses. Further, four sections
19 elucidate methodology, statistical results, discussion, and conclusion, including implications and
20 limitations.
21
22
23
24
25
26
27
28
29
30
31
32
33

34 35 **Literature Review**

36 Entrepreneurship refers “to the ability of an entrepreneur to innovate and take risks (Crowley and
37 Barlow, 2022), assuming to receive monetary rewards, personal satisfaction, and independence”
38 (Sotiriadis, 2018). It indicates innovation and creative processes that add value to products and
39 services and improve social welfare (Shah et al., 2023; Esfandiar et al., 2019). Entrepreneurship
40 in healthcare is correlated with healthcare digitalization and adopting different e-health products
41 and services, offering opportunities and challenges (Van et al., 2019). Digitalization is emerging
42 as a vital catalyst that is reshaping business procedures (Talwar, Dhir, and Mäntymäki, 2020;
43 Upadhyay et al., 2022; Sharma et al., 2022) affecting the healthcare structure and relationship
44 between healthcare providers and managers (Drago et al., 2023). The digitalization of the
45 healthcare sector indicates the use of digital devices for producing, surveilling, and storing medical
46 data, and has changed the patient hood and traditional healthcare practices (Lindberg & Lundgren,
47 2022). The severity of the continuing multifaceted crisis has caused a rapid increase in healthcare
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 technologies, i.e., telemedicine, e-healthcare, and digital health monitoring (Drago et al., 2023).
4 COVID-19 has exposed the overloaded healthcare system and triggered a substantial proliferation
5 of digital healthcare services, leading to disruptive developments in the digital healthcare sector
6 (Rahaman 2021). Remote provision of health services reduces exposure and covers a large
7 population by removing spatial barriers (Zhang et al., 2022). The healthcare sector progressively
8 exploits technology to modernize healthcare delivery and improve healthcare services and
9 coverage (Wu et al., 2022). Most e-health innovation projects remain in a pilot state, indicating
10 the need to discover mechanisms to enhance these innovations' success rate (Urueña et al., 2016).
11 These innovative healthcare methods are attracting organizations, entrepreneurs, and business
12 innovators (Dionne, Sirois, & Boulenger, 2021), changing healthcare services with improved
13 effectiveness, quality, and low cost (Yusif, Hafeez-Baig, & Soar, 2020).
14
15
16
17
18
19
20
21
22

23 Digital healthcare is now considered a solution to deliver healthcare services to underserved
24 populations and to reduce health disparities (Tsai, 2014). It also provides entrepreneurial
25 opportunities to expand the development of digital health care by incorporating advanced
26 technologies to improve the response rate (Upadhyay et al., 2023). General practitioners indicate
27 digital health care services are beneficial where low patient adoption can be categorized into
28 socioeconomic status and online security measures (Wilt et al., 2020). Digital healthcare adoption
29 appears to be a non-linear process of many contextual factors (Faber et al., 2017). Digital
30 technologies empower entrepreneurs and entrepreneurial activities to be highly effective
31 (Arvidsson and Mønsted, 2018). Sotiriadis (2018) indicates that exploitation and opportunity
32 recognition are important factors, along with the willingness to take the initiative and establish
33 business ventures in uncertain conditions. The entrepreneurial ability to invest in technology
34 products to be used in the future indicates the efficacy to overcome the challenges of developing
35 technologies (Huang et al., 2022). Entrepreneurial intention in the healthcare sector strengthens
36 socioeconomic development and positively impacts life expectancy (Weiss et al., 2019).
37 Entrepreneurial intention indicates the achievement needs of creative individuals and their
38 propensity to take risks (Martínez-González et al., 2019). Entrepreneurs do not innovate in
39 isolation and are influenced by contextual factors, i.e., social capital, which facilitates certain
40 individual actions with mutual benefits (Tsai, 2014). Social capital positively impacts
41 entrepreneurial performance (Xie et al., 2021). Entrepreneurs with high social capital can
42 capitalize on resources and get support for their business ventures, enhancing their entrepreneurial
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 efficacy (Cai et al., 2021). Market conditions and prospects influence entrepreneurial intentions
4 significantly (Alvarez and Barney, 2007). Consumer demand and technological infrastructure help
5 to tap the opportunities (González et al., 2017). Self-efficacy influences entrepreneurial intention
6 (Martínez-González et al., 2019) as individuals with high self-efficacy believe more in
7 implementing their business model successfully (Liñán, 2008). The entrepreneurial activities occur
8 in certain environments, and when entrepreneurs perceive a hostile or risky milieu, they will show
9 a low likelihood of starting a business (Schwarz et al., 2009). Perceived risks involve high costs,
10 value for money, and internet access (Hasan et al., 2022; Wang et al., 2021). Money is an important
11 motivator and holds the most potent effect as an incentive that influences the performance of
12 individuals (Gentina et al., 2021). Economic benefits and returns encourage entrepreneurial
13 enthusiasm and behavior (Lu et al., 2021), indicating individuals' success and accomplishment
14 (Lemrova et al., 2014). Literature also shows trust as an essential factor in encouraging innovation
15 and technology adoption (Luo et al., 2010). Trust in digital mental health interventions has a
16 positive and significant effect on adoption (Sawrikar and Mote, 2022).

27 28 **Theoretical Background**

29 Entrepreneurial intentions and behavior are formed and influenced by contextual and personal
30 factors, and theoretical perspectives on entrepreneurial intentions are mainly proposed by the
31 entrepreneurial event theory (Shapero and Sokol 1982) and the theory of planned behavior (Ajzen
32 1991). Entrepreneurial event theory emphasizes the value and social system indicating desirability,
33 and financial support and aligned partners demonstrating feasibility that regulate individual choice
34 (Shapero and Sokol 1982). This model has been adapted to investigate the empirical relationships
35 between various contextual and personal factors by Krueger et al. (2000), Peterman and Kennedy
36 (2003), and others. Ajzen's model incorporates attitude, social norms, and perceived behavioral
37 control, indicating personal evaluation, social pressure, and an individual's ability and capability
38 to perform an action or behavior. The factors from both theoretical perspectives appear to be
39 overlapping somehow. Perceived desirability relates to attitude (personal evaluation) and
40 subjective norms, and perceived feasibility is related to perceived behavioral control and
41 Bandura's self-efficacy concept (Bandura 1997). The main difference between these two
42 theoretical perspectives is the presence of triggers, whereas one does not discuss any stimulus (Lu
43 et al., 2021).

1
2
3 Economic, technological, and cultural barriers limit the government's ability to respond to public
4 health needs during COVID-19 (Sreen et al., 2020). The complex network of interconnected
5 stakeholders in the public health sphere is vital for effective response (Wong and Kohler, 2020).
6 Thus, social capital appears to be the suitable framework for comprehending health interventions.
7
8 The social capital theory provides a valuable framework for understanding social networks' role
9 (Ozanne et al., 2022) in ensuring access to critical resources necessary to get relevant information
10 and innovative solutions (Singh et al., 2021). Social capital significantly influences entrepreneurial
11 intentions and opportunity creation (Hong et al., 2022). Literature indicates a positive association
12 between social capital and entrepreneurship by providing entrepreneurial motivation, opportunities
13 recognition, and access to resources (Fuentes-Fuentes et al., 2015; Liu et al., 2019; Trigkas et al.,
14 2020). Social capital provides a conducive and supportive environment with required resources
15 from the close contacts of entrepreneurs to excel in business initiatives (García-Rodríguez et al.,
16 2022; Cai et al., 2021) and innovation (Zheng, 2010). It has been indicated to attain desirable
17 behavioral outcomes in education, socioeconomic, and technological development (Petter et al.,
18 2020; Tsai, 2014). Social capital has a strong relationship with waste recycling behavior
19 (Argentiero et al., 2023), health literacy (Cui et al., 2021), knowledge sharing and acquisition in
20 online health communities (Tian & Wu, 2022), healthy dietary behavior (Wang et al., 2023).
21 Drawing on Putnam (2000), we refer to social capital as bonding and bridging social capital. The
22 bonding social capital indicates the scope and frequency of interaction between close peers and
23 trust and reciprocity within the team, providing emotional and psychological support for
24 entrepreneurial activities to boost value creation. Bridging social capital refers to the trust and
25 reciprocity between connections established through different social networks, facilitating access
26 to resources, identifying entrepreneurial opportunities, and implementing innovative ideas. We
27 focus on individual social capital as actual and potential resources based on mutual recognition
28 from embedded relationships. Entrepreneurs leverage their social networks to get information and
29 resources to develop the required capabilities for successful ventures since they face various
30 constraints, i.e., resource shortage, access to credit and information (Xie et al., 2021). Thus, they
31 seek conventional and digital social networks to solve these problems.
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

51
52 The HBM is developed to forecast the behavioral response and to comprehend individual
53 propensity to act in the face of any health threat by conceptualizing the behavioral determinants.
54 The HBM posits various dimensions, i.e., perceived threat, perceived evaluation, self-efficacy, and
55
56
57
58
59
60

1
2
3 action cues, to explain the behavioral response to improve health or avoid threats (Silva et al.,
4 2022). According to the HBM, behavior commonly depends on the importance one feels about
5 performing any particular goal and the degree to which one thinks that actions will lead to that
6 goal (Hsieh & Tsai, 2013). The HBM is a theoretical cognitive framework that explains various
7 behavioral intentions (Fallah Zavareh et al., 2018). If an individual feels that a situation is
8 potentially hazardous and has a significant impact, then reducing the risks of the problem by taking
9 action when the benefits are more than the barriers will engage them more in performing certain
10 behaviors (Tajeri et al., 2020). In this way, entrepreneurs are more likely to perform
11 entrepreneurial behavior if they believe that the prevailing threat will have undesirable impacts,
12 perceive that digital healthcare will benefit them as well, and feel confident to utilize their abilities
13 to minimize the risks. Researchers have added motivational constructs, i.e., self-efficacy and
14 general beliefs, into HBM to enhance its prediction for any particular behavior (Tajeri et al., 2020).
15 HBM has been utilized to analyze the parent's intentions to participate in parenting programs (Salari
16 & Filus, 2017). Tajeri et al. (2020) used HBM to examine water conservation behavior and found
17 perceived benefits to be the strongest predictor of behavior. Hasan et al. (2022) integrate HBM
18 with ECM to analyze young adults' intentions to invest in m-health. Ong et al. (2023) interpret
19 young adults' intentions to take the COVID-19 vaccine by incorporating HBM. Kim et al. (2022)
20 examine the preventive traveling behavior through the theoretical lens of HBM. Thus, drawing
21 upon the literature on social capital theory and HBM, we incorporate social capital, the usefulness
22 of healthcare digitalization in health severity, monetary attitude, perceived risks, trust in
23 digitalization, entrepreneurial efficacy, and entrepreneurial intentions to invest in digital
24 healthcare, into the proposed model (Fig.1) to investigate entrepreneurial behavior in digital
25 healthcare services. The model suggests a direct effect of social capital on the usefulness of
26 digitalization in health severity, monetary attitude, and perceived risks. These factors explain the
27 entrepreneurial intentions in digital health care, which then explain entrepreneurial behavior. The
28 trust in digitalization and entrepreneurial efficacy directly affects entrepreneurial behavior and
29 moderate the relationship between entrepreneurial intentions and behavior.
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

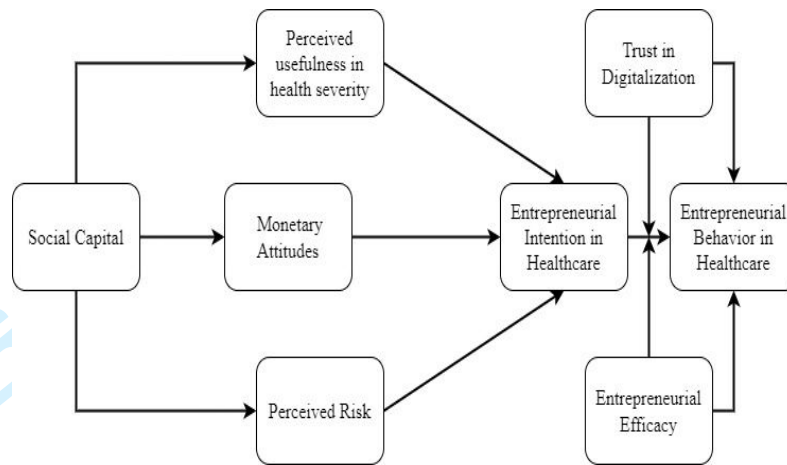


Figure 1 - Research Model

Hypotheses Development

Social capital and Entrepreneurship

Social capital refers to resource endowment toward common goals (Yaqi et al., 2023). Innovation is reflected as an outcome of the social learning process (Ozgun et al., 2022), necessitating social connections to support information flow and resource availability in high COVID-19 severity. (Lyu et al., 2022). High social capital encourages innovation and implementation (Ozgun et al., 2022). Social capital helps to acquire knowledge (Ahmed et al., 2020) for improved strategic performance (Gelderman et al., 2016). Social capital ensures access to critical resources necessary to find innovative solutions for higher performance (Singh et al., 2021). Social capital can be leveraged to develop new technologies or products (Pérez-Luño et al., 2011) to pursue shared innovation goals (Hau & Kang, 2016). Social capital is an intangible asset that facilitates innovation (Setini et al., 2020), positively impacting entrepreneurial performance by leveraging resources to develop the required capabilities for successful ventures (Xie et al., 2021).

Embedded relationships within social networks help to develop social capital and wealth (Burt, 1997). Social capital affects farmers' capabilities to identify opportunities through their interaction in social networks (Micheels and Nolan, 2016). Social capital can promote economic efficiency by integrating trust and collaboration (Nummela et al., 2008). Social capital provides business opportunities and resource access (Liu et al., 2019; Trigkas et al., 2020). Social networks affect investors' motivation for business ventures (Xia et al., 2014). Social capital supports individual performance to yield economic resources for shared goals (Ghahtarania et al., 2019). Social capital

1
2
3 is composed of gaining market reward and economic achievement at the macro, meso, and micro
4 levels (Liñán and Santos, 2007).
5
6

7 Social capital allows individuals to reduce risks in the external environment (Ren et al., 2023).
8 Social capital helps to mitigate risks in the case of intelligent wearable products by enhancing
9 perceived value (Wang et al., 2022). The information gained from social capital helps understand
10 ways to avoid risks and improve risk perception (Mou & Lin, 2017). Firms leverage their social
11 capital to mitigate the risk involved in digital transformation (Lyu et al., 2022). Social capital
12 provides collective norms facilitating innovation adoption (Rijn et al., 2012). Social capital can
13 significantly improve the adoption rate of green production technologies (Guo et al., 2022) by
14 reducing the associated risks. Social capital empowers innovation with complex collaboration in
15 highly uncertain environments (Al-Omouh et al., 2022). Based on the above, the following
16 hypotheses are suggested.
17
18
19
20
21
22
23
24

25 H1a: Social capital positively affects monetary attitude.
26

27 H1b: Social capital positively affects perceived risks.
28

29 H1c: Social capital positively affects the perceived usefulness of digital healthcare in health
30 severity.
31
32
33

34 **Perceived usefulness in health severity**

35 Technology encompasses knowledge, resources, and skills to resolve problems and enhance
36 capacity (Ray et al., 2019; Huang et al., 2022). Entrepreneurs who believe in the usefulness of
37 digital healthcare will actively participate in mobile health services and wearable healthcare
38 technology (Gao, Li, & Luo, 2015) because of perceived severity (Zhao, Ni, & Zhou, 2018).
39 Upadhyay et al. (2023) indicate a positive relationship between severity and telemedicine
40 adoption. The perceived severity of infectious diseases enhances the usefulness of healthcare
41 technologies (Upadhyay et al., 2023). Yamin and Alyoubi (2020) emphasize the usefulness of
42 wireless devices for health consultation. Digital health services offer consultants and practitioners
43 adequate resources and knowledge to improve health services in severity (Zhang et al., 2022). The
44 more opportunities lie in enhanced accessibility between patients and healthcare providers (Ma et
45 al., 2022). The severity of the continuing multifaceted crisis has caused a rapid increase in
46 healthcare technologies, i.e., telemedicine (Drago et al., 2023) and remote consultancy (Upadhyay
47
48
49
50
51
52
53
54
55
56
57
58
59
60

et al., 2023). E-health care would have high utility, mainly when conditions are severe (Richardson et al., 2017). According to HBM, entrepreneurs are more likely to innovate or invest in healthcare technology if the perceived health threat is high and users perceive it as very useful for health coverage, which leads to this proposition.

H2: Perceived usefulness in health severity is positively related to entrepreneurial intentions.

Monetary Attitude

Monetary attitudes are conceptions and perceptions of individuals about money reflecting individual behavior toward monetary issues (Castro et al., 2020). Entrepreneurial enthusiasm is associated with economic benefits and returns that encourage entrepreneurial behavior (Lu et al., 2021). Money is an important motivator and influences individuals' performance (Gentina et al., 2021), indicating individuals' success and accomplishment (Lemrova et al., 2014). Monetary value explains intentions (Talwar et al., 2020) and responses in contextual settings (Chen et al., 2014). An avaricious monetary attitude indicates entrepreneurial performance only for monetary benefits rather than contributing to social welfare. Monetary opportunities are crucial when attitude and other contextual factors do not support entrepreneurship (Esfandiar et al., 2019). Monetary attitude noticeably contributes to economic well-being and happiness (Sabri et al., 2020; Matthew et al., 2022). Successful entrepreneurs with a positive monetary attitude perceive income as individuals' success and to gain autonomy and power (Schwarz et al., 2009). Thus, the following hypothesis is set forth.

H3: Monetary Attitude is positively related with entrepreneurial intentions

Perceived Risks

Entrepreneurs strive to transform uncertainty into opportunity (Hoogendoorn et al., 2019). Perceived risk indicates the barriers or factors that restrict investments in digital health care, i.e., high cost, value for money, and internet access (Hasan et al., 2022), and perceived loss or damage while using online services. Low patient adoption can be categorized into socioeconomic status and online security measures (Wilt et al., 2020). Implementing digital healthcare initiatives requires significant operational support (Doshi et al., 2020; Drago et al., 2023) and confirming the users' technology expectations, determining the adoption of digital health services (Bhattacharjee et al., 2012). It refers to the accessibility to adequate resources for technology operation and the development of an interactive system for stakeholders (Sarfraz et al., 2022). Risk perception varies

with individuals and is critical in establishing new businesses (Hoogendoorn et al., 2019). If these barriers are identified and handled, then investments in digital healthcare can be reevaluated (Wang et al., 2021). as proposed below.

H4: Perceived risks are negatively related with entrepreneurial intentions

Entrepreneurial Intentions

Entrepreneurial intention shows the extent to which individuals hold an intentional attitude to exploit opportunities and set up a start-up (Lee et al., 2022). It is a desire and precursor to set up a business or start-up, indicating an essential factor in solving challenges in the process of business start-up is very important for entrepreneurial behavior (Martínez-González et al., 2019). Intentions are considered a mindful, thoughtful, and planned mental state that leads to performing any particular behavior (Bird, 1988; Liñán, 2008). Intention is a useful factor to measure the degree to which an individual exhibits the motivation to achieve the desired behavioral outcome (Lu et al., 2021). Hsu et al. (2019) indicate that entrepreneurs develop intentions first, leading to performing entrepreneurial behavior. The conception of entrepreneurial intentions has a vital place within entrepreneurial ventures and processes (Ciuchta & Finch, 2019). The higher the intensity of intentions, the higher the likelihood of performing entrepreneurial activities (Esfandiar et al., 2019; Weiss et al., 2019). Accordingly, we suggest the following hypothesis.

H5: Entrepreneurial intentions positively explain entrepreneurial behavior.

Trust in Digitalization

Digitalization links unfamiliar individuals to each other by enhancing their trust and offering exchange to anonymous users through their “confidence in digitalization” (Vrain et al., 2022). It projects the positive outcomes of technology usage, a critical factor for decision-making and behavioral change. Trust is an important factor in encouraging the adoption of innovation and technologies (Luo et al., 2010). The trust in digital mental health interventions has a positive and significant effect on the higher adoption of digital mental health interventions (Sawrikar and Mote, 2022). Ko et al. (2022) state that digital trust-building is imperative for the sharing economy's success. Students rely on technology to interact, making trust mechanisms a vital element in reducing risks and enhancing knowledge-seeking (Alalwan et al., 2018). Trust in digital technology does not affect business adoption of e-government services (Lee et al., 2011). Positive

1
2
3 experience with digital technologies can strengthen the entrepreneurial behavior for digital
4 healthcare solutions.
5

6
7 H6a: Trust in digitalization positively explains entrepreneurial behavior.
8

9
10 H6b: Trust in digitalization positively moderates the relationship between intentions and behavior.
11

12 **Entrepreneurial Efficacy**

13 Entrepreneurial self-efficacy indicates the entrepreneur's belief in their abilities to initiate business
14 ventures or entrepreneurial activities. It is stated as an important cognitive factor that helps to
15 connect contextual factors and entrepreneurial activities (Yao & Meng, 2022). Efficacy is an
16 important psychological variable motivating entrepreneurial behavior. Individuals with high self-
17 efficacy tend to start and finish certain tasks (Bandura 1997). Self-efficacy influences
18 entrepreneurial intention, which indicates the willingness to start a business (Martínez-González
19 et al., 2019). Individuals with high self-efficacy believe that they can implement their business
20 model successfully. On the contrary, less self-efficacy indicates low intentions. Perceived skill
21 significantly influences the entrepreneurial intentions (Liñán, 2008). Entrepreneurial self-efficacy
22 is a critical explanatory factor that differentiates entrepreneurs by defining the power of
23 entrepreneurial intentions and the probability of transforming intention into entrepreneurial
24 behavior (Zhou et al., 2022). It is a cognitive process that explains the self-confidence for acting
25 entrepreneurially (Svotwa et al., 2022).
26
27
28
29
30
31
32
33
34
35

36 H7a: Entrepreneurial efficacy positively affects entrepreneurial behavior.
37

38
39 H7b: Entrepreneurial efficacy positively moderate the relationship between intentions and
40 behavior.
41
42

43 **Research methodology**

44 **Measurement of constructs**

45 Multiple items were altered according to our context from the extant literature to measure the
46 integrated constructs anchored on the seven-point Likert scale from "1 = strongly disagree" to "7
47 = strongly agree". Seven items were employed to operationalize the social capital (Hau and Kang,
48 2016; Huang, 2016). Sample items include "I trust several people on digital platforms to solve my
49 problems." Monetary attitudes were assessed by six items (Gentina et al., 2021; Tang and Chiu,
50 2003; Tang, 2016). The sample item is "money is a sign of achievement." Three items were used
51
52
53
54
55
56
57
58
59
60

1
2
3 to measure the perceived usefulness in health severity following the recommendation of Shirazi et
4 al. (2022) and Xiang et al. (2016) with items such as “I think digital platforms in health severity
5 make life easier.” Perceived risk was measured by four items. The sample item is
6 “entrepreneurship in digital healthcare would involve more financial risks” (Wu et al., 2020).
7 Following the extant literature, four items were used to address each moderating variable. Trust in
8 digitalization was operationalized with items such as “promises made by digitalization are likely
9 to be reliable,” and entrepreneurial efficacy was measured with sample items such as “I believe I
10 have the ability to take action to commence a business” (Hajli et al., 2016; Huang, 2016). Lastly,
11 entrepreneurial intention and behavior were evaluated by nine items (Farooq et al., 2018; Liñán
12 and Chen, 2009; Alsos and Kolvereid, 1998), wherein four items belong to the intention (e.g., “my
13 professional goal is to become a businessperson”), and five items address the entrepreneurial
14 behavior rooted in business planning and financing. Sample items are “I know where to get initial
15 facilities/equipment” and “I have saved some money to invest in my business.” We tried to use
16 minimum and most relevant items to lessen the respondents’ fatigue (Fernandes & Oliveira, 2021).
17 Variables were operationalized following the noteworthy studies; two professors and one
18 professional were asked to provide their valuable suggestions during the finalization process of the
19 questionnaire. A pilot test with 30 individuals was conducted to weigh the validity and reliability
20 before formal data collection.
21
22
23
24
25
26
27
28
29
30
31
32
33

34 35 **Data collection**

36 Digital healthcare startups consist of several niches, from online medical services, biotechnology,
37 artificial intelligence-based tech, and methods, among others. Such startups raised 43 billion
38 dollars in 2022, and more than 400 unicorns exist globally (Foy & Rodriguez, 2022). These digital
39 startups strive to thrive in every country. For example, 3362 digital healthcare startups are working
40 in the United States, 722 are part of the United Kingdom ecosystem, and 443 are in
41 Germany (Healthtechalpha, 2024). However, our study population belongs to China, wherein
42 around 1790 digital startups are working (Healthchalpha, 2023; Tracxn, 2023), considered among
43 the leading countries. On the other hand, China has an approximate population of 1.4 billion, with
44 around 400 million individuals having chronic diseases. The traditional healthcare sector has
45 limitations in managing diseases globally, resulting in inefficient medical experience as COVID-
46 19 has exposed human capabilities, behavior (Laato et al., 2020), and response to ensure healthcare
47 (Spoorthy et al., 2020). Health care and access to health facilities are fundamental rights of every
48
49
50
51
52
53
54
55
56
57
58
59
60

individual and reduce disparities (Javed et al., 2019). The old population (above 65 years) is estimated at 566 million and is projected to reach 1.5 billion by 2050 (Oderanti et al., 2021). Based on said arguments and facts, China appears to be an appropriate country to operationalize our model.

The cross-sectional method is used to collect data through online and offline questionnaires from the experienced respondents. First, we used appropriate online resources to gather the details of these healthcare startups, and accordingly, we approached them online and offline. Secondly, universities have been conducting different business competitions; therefore, we have also approached those students who have worked on digital health startups since this segment also contains apt knowledge to address our research questions. In doing so, these students were contacted through different online groups of several universities. Nonetheless, a screening question was used to ensure their understanding and candidacy. The data were collected from March 2022 to November 2022. The valid data consists of 280 sample sizes, which is acceptable for identifying our model's proposed relationships (Hair et al., 2019). The sample contained 53.4 % male and 46.6% female respondents.

Common method bias and non-response bias

Notable scholars (e.g., Podsakoff et al., 2012) stated common method bias (CMB) as a grave concern in survey research and proposed a few strategies to control and measure the CMB during and after data collection. Mandatory info concerning the research objective, carrying out the questionnaire, privacy, and data usage was explained to the participants. Further, CMB was evaluated following existing studies (Harman, 1976; Kock, 2015). The resulting value of the first factor was not higher than 50% (Harman, 1976). Following Kock (2015), VIF values were comprehensively evaluated among every probable relationship among constructs. Values were lower than 3.3, which endorses the absence of CMB. The independent sample t-test was applied to test non-response bias among early and late groups, and there was no difference between the results. Said values acclaim to proceed further.

Statistical results

Measurement model analysis

We tested our hypotheses using partial least square structural equation modeling (PLS-SEM) via SmartPLS. PLS-SEM seems more appropriate due to the predictive nature of our study, and it is

recommended in small sample sizes; besides, it better handles the non-normal distribution (Hair et al., 2019). The measurement model is initially evaluated through average variance extracted (AVE), Cronbach's alpha, composite reliability, and factor loadings. Results are given in Table 1, wherein AVE is higher than 0.5, and other values are also higher than the threshold of 0.7 (Cohen, 1988; Hair et al., 2019). In addition, Fornell-Larcker criteria help to determine the discriminant validity wherein diagonal values (i.e., AVE square root) of targeted variables were not lower than their correlations (Fornell & Larcker, 1981; Henseler et al., 2014).

..... *Insert Table 1*.....

Table 2 presents the Heterotrait-monotrait ratio, a contemporary approach to establishing the discriminant validity, and yielded values within the criteria of 0.85 (Fornell & Larcker, 1981; Henseler et al., 2014).

..... *Insert Table 2*.....

Hypotheses Testing

Hypotheses (β) are evaluated via PLS-SEM using bootstrapping with 5000 subsamples. Model-1 in Table 3 divulges that social capital has a positive relationship with peoples' monetary attitudes (H1a- $\beta = 0.1819$, $T = 2.5027$) and momentous negative association with their perceived risk (H1b- $\beta = -0.1693$, $T = 2.2497$) however social capital contains insignificant impact on perceived usefulness in health severity (H1c- $\beta = 0.0410$, $T = 0.5669$) though path coefficient is positive. Perceived usefulness in health severity positively triggers individuals' entrepreneurial intention (H2- $\beta = 0.3244$, $T = 5.050$). Monetary attitudes positively encourage entrepreneurial intention (H3- $\beta = 0.2321$, $T = 3.9295$), and perceived risk has an inconsequential impact on individuals' entrepreneurial intention (H4- $\beta = 0.0235$, $T = 0.3299$). Entrepreneurial intentions strongly shape individuals' entrepreneurial behavior in the health industry (H5- $\beta = 0.3244$, $T = 7.1364$). H6 and H7 discuss the probable moderating role of trust in digitalization and entrepreneurial efficacy. Model-2 in Table 3 reveals that peoples' trust in digitalization has a positive relationship with entrepreneurial behavior (H6a- $\beta = 0.2771$, $T = 4.1957$). The yielded values of the interaction term (i.e., trust in digitalization*entrepreneurial intentions) suggest trust's significant positive role (H6b- $\beta = 0.1166$, $T = 3.3379$). Further, entrepreneurial efficacy significantly exerts an impact on entrepreneurial behavior (H7a- $\beta = 0.2727$, $T = 4.1698$), and its' moderation (entrepreneurial efficacy *entrepreneurial intentions) also positively enhances the effect of people intention (H7b-

1
2
3 $\beta = 0.1105$, $T = 3.3874$) to become an entrepreneur. Values of R^2 suggest that the proposed model
4 explains a 15.94% variance in entrepreneurial behavior, and the moderating variable enhances the
5 values by 20.96% from 15.94% to 36.90% (Hair et al., 2019). Yielded values of Q^2 signify that
6 our model has a 0.1022 value and 0.2428, which means the model has good predictive nature (Hair
7 et al., 2019). Lastly, the model fit is evaluated through SRMR, and the resultant value is $0.0641 <$
8 0.08 , portraying a good fit (Hair et al., 2019).
9

10
11
12
13
14 *Insert Table 3*.....
15

16 17 **Discussion and Conclusion**

18 The first research question proposed three hypotheses, H1a-H1c, and examined the effect of social
19 capital on usefulness in health severity, monetary attitude, and perceived risks. Surprisingly, the
20 study only validates hypothesis H1a, stating a positive association between social capital and
21 monetary attitude. The study does not observe a significant relationship between social capital and
22 usefulness in health severity. The relationship between social capital and perceived risk appears to
23 be substantial but negative, where we hypothesize it as a positive association, resulting in not
24 supporting the hypothesis. The magnitude of the relationship was also observed to be robust for
25 monetary attitude. Xia et al. (2014) emphasize the role of social networks in motivating, and Faran
26 et al. (2023) indicate that shared benefits contribute to the networks and their members'
27 productivity. It refers to the point that shared monetary benefits are essential for connections in
28 entrepreneurs' social networks. The findings for the relationship between social capital and
29 perceived risk are somewhat divergent from Nabi et al. (2023), Gadsden et al. (2022), Ren et al.
30 (2023), Wang et al. (2022), Guo et al. (2022), and Al-Omouh et al. (2022), indicating a positive
31 role of social capital to perform effectively in an uncertain environment. Literature suggests a
32 positive part of social capital in promoting innovation and performance. The insignificant
33 relationship may be due to the competitive environment between entrepreneurs to develop an
34 operational business model, service, or product in digital healthcare. The answer also rests in the
35 variable which inquires about the usefulness of the innovation and not about the collaboration and
36 innovation. But this behooves us to look into future research for further elaboration.
37
38
39
40
41
42
43
44
45
46
47
48
49
50

51 The second research question proposes three hypotheses (H2-H4) to examine the relation between
52 usefulness in health severity, monetary attitude, perceived risks, and entrepreneurial intentions.
53 We found support for usefulness in health severity (H2) and monetary attitude (H3) in explaining
54
55
56
57
58
59
60

entrepreneurial intentions, where the relation between perceived risks and intentions appeared to be insignificant. Perceived usefulness in health severity seemed to be the most significant explaining variable of entrepreneurial intentions. The findings are similar to Zhao and Zhou (2018), Gao and Luo (2015), and Upadhyay et al. (2023), indicating a positive relationship between health severity and telemedicine and wearable health technology adoption. The perceived severity of infectious disease enhances the usefulness of healthcare technologies and helps in the high adoption of these technologies. Yamin and Alyoubi (2020) suggest that health practitioners should emphasize the usefulness of wireless devices for health consultation. Digital health services offer consultants and practitioners effective diagnosis and treatment options to help them share resources and knowledge in health severity to improve services. ICT development and digitalization provide opportunities for the growth of telemedicine, as high-speed data transmission makes it convenient for patients and consultants through remote consultation (Anwar and Prasad, 2018). The monetary attitude findings align with Castro et al. (2020) and Lu et al. (2021), demonstrating that economic benefits and returns encourage entrepreneurial enthusiasm. Money is an important motivator and holds a potent effect as an incentive that influences individual performance. It carries happiness, shows success and accomplishment, and gives most people respect and power (Lemrova et al., 2014). Entrepreneurs believe that if they start entrepreneurial activity in digital healthcare, their chances of success are high. Economic opportunities are essential for entrepreneurship, and the desire to exploit an economic opportunity propels entrepreneurial intentions (Thirumalesh et al., 2021). The insignificant relationship of perceived risk indicates fewer barriers to starting digital healthcare ventures in China. Chinese governments are investors who have produced a conducive environment for digital healthcare development. The second reason for this insignificant relation can be seen in the high entrepreneurial efficacy of the current data set, which enables entrepreneurs to leverage their capabilities to overcome the possible challenges.

Intentions significantly explain entrepreneurial behavior in the case of digital healthcare. The result was well anticipated, as intentions indicate the desire to set up a business or start-up and a precursor of individual interests and actions to implement a business idea. It is an important factor in predicting entrepreneurial behavior, as indicated by Lee et al. (2022), Martínez-González et al. (2019), Liñán (2008), and Lu et al. (2021). Entrepreneurs possess the ability of information exploration to exploit an opportunity by accomplishing the goals. Entrepreneurial intention means

1
2
3 the achievement needs and is considered a mindful, thoughtful, and planned mental state that leads
4 to performing any particular behavior. Intention also indicates the motivational level of the
5 entrepreneur to achieve desired outcomes. Hsu et al. (2019) suggest that entrepreneurs develop
6 intentions first, leading them to perform entrepreneurial behavior. The higher the degree of
7 intentions, the higher the likelihood of performing entrepreneurial activities.
8
9
10

11
12 The relationship hypothesized by H6 was significant, indicating a positive relationship between
13 trust in digitalization and entrepreneurial behavior. It signifies the role of digital technologies that
14 entrepreneurs hold in their minds. Digitalization has revolutionized every aspect of life, including
15 healthcare services, particularly during the pandemic. Digital platforms not only provide social
16 capital to people but also make them realize that they can get enough medical assistant without
17 visiting hospitals; the results are in line with Vrain et al. (2022), Baudier et al. (2022), Sawrikar
18 and Mote, (2022), and Ko et al. (2022) indicating that digitalization helps to capitalize critical
19 resources to improve the value for its stakeholders. Trust in digitalization projects the positive
20 outcomes of technology usage, which is crucial for behavioral change. Trust is vital for
21 encouraging technology adoption and signals positive values from technology use.
22
23
24
25
26
27
28
29

30
31 H7 indicates the relationship between entrepreneurial efficacy and entrepreneurial behavior, where
32 efficacy also moderate the relationship between intention and behavior. The findings show a
33 significant relationship between efficacy and behavior, demonstrating the high ability of
34 entrepreneurs to achieve desired behavioral outcomes. The results are in line with Yao and Meng
35 (2022), Martínez-González et al. (2019), and Wang et al. (2022), representing entrepreneurs' belief
36 in their abilities to achieve entrepreneurial goals. It reflects that entrepreneur can make rational
37 estimations, which can affect their attention and help transform these entrepreneurial intentions
38 into actions. Efficacy as a critical psychological variable motivating entrepreneurial behavior.
39 Individuals who have high entrepreneurial efficacy are more likely to start their business ventures
40 by overcoming the possible hurdles. High entrepreneurial self-efficacy indicates a high probability
41 of transforming intention into entrepreneurial behavior.
42
43
44
45
46
47
48
49

50 **Theoretical Implications**

51 The current study contains several theoretical implications. First, the proposed research model
52 unveils the individual's cognitive mechanism to get involved in entrepreneurial behavior,
53 particularly in the health sector underpinned by the HBM in the current era of digitalization. Extant
54
55
56
57
58
59
60

1
2
3 literature (e.g., Chen and Hsieh, 2012; Tajeri et al., 2020) has employed the HBM. However, they
4 have used different constructs to elucidate the modifying, threats, and likelihood of actions,
5 particularly in water-conservative behavior. Our research offers a two-fold contribution as it not
6 only divulges the new determinants for entrepreneurial behavior but also extends the scope of the
7 HBM in the new context. The findings suggest that HBM contains significant potential to clarify
8 the entrepreneurial decision-making process in the contemporary digital milieu.
9

10
11
12
13 Second, this study contributes to the social capital literature obtained using different digital
14 platforms, meaningfully shaping individuals' monetary attitudes and reducing their risk
15 perceptions of becoming entrepreneurs. Literature has been highlighting the importance of social
16 capital in shaping people's shopping attitudes and entrepreneurial behavior (Crowley and Barlow,
17 2022; Huang, 2016); nevertheless, this study identifies the indirect role of social capital through
18 different cognitive elements. Third, monetary attitude and perceived usefulness in terms of
19 healthcare entrepreneurship encourage people's intention to have their startups. The relationship
20 of monetary attitude is suggested following the existent literature (Tang and Chiu, 2003; Tang,
21 2016) wherein its positive momentous role is indicated to earn money. Gentina et al. (2021)
22 highlighted the dark side of monetary attitude in the context of ethical belief. This research
23 integrates the monetary attitude as an encouraging element in the positive perspective and
24 reinforces its importance in the novel setting to enrich the current literature. Besides, prior scholars
25 have used perceived usefulness to explore the netizens' buying and participation behavior in a
26 digitalized world (Shirazi et al., 2022; Xiang et al., 2016). A novel attempt is made to unveil the
27 impact of perceived usefulness in developing entrepreneurial intention.
28

29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
Lastly, our research endorses the relation between entrepreneurial intention and behavior;
however, contrary to the extant literature, two boundary factors (i.e., individuals' trust in
digitalization and their entrepreneurial efficacy) are incorporated for more theoretical insight.
Researchers suggested trust's influential role while making decisions during different virtual tasks
and decisions at individual and organizational levels (Khlystova et al., 2022; Mezger et al., 2020;
Pop et al., 2020). This study explores the direct impact and establishes its interaction effect and
individuals' self-efficacy. In brief, this research contains notable theoretical implications that
extend the scope of integrated construct and theories, illustrating the systematic mechanism to
address entrepreneurial behavior.

Practical Implications

The study offers practical implications for entrepreneurs, academicians, and policy makers, who can utilize the findings for efficient investment in digital healthcare and to promote the entrepreneur's interest in this sector. The results highlight the critical role of social capital in explaining monetary attitude and perceived risks, indicating that entrepreneurs rely on their social capital when undertaking any investment or initiative. In the case of digital healthcare, the entrepreneurs perceive high financial return and low implementation risk related to digital healthcare services from their social interactions on entrepreneurial platforms. At the same time, the social capital does not focus on the usefulness of technological initiatives to promote such digital solutions for a larger population in the face of severe health calamities. This finding is also factual and connected to entrepreneurial intentions, where monetary attitude significantly explains an entrepreneur's intentions to invest positively in digital healthcare technologies. Monetary attitude can have a positive or negative impact on entrepreneurial intentions. It can catalyze the transformation of intentions into behavior with high expected returns due to extensive adoption or encourage an avaricious monetary attitude (love for money) (Gentina et al., 2021), pushing entrepreneurs to perform unethical practices such as high charges for digital health solutions. Social capital can play an essential role in avoiding locking the groups by members with avaricious monetary attitudes. Social capital can be an important resource in promoting entrepreneurial intentions in digital healthcare and regulating entrepreneurial activities. Policymakers can also utilize social capital to facilitate entrepreneurship in the digital healthcare sector by providing access to necessary resources. They can leverage social capital to regulate entrepreneurs' digital healthcare practices to ensure cost-effective services.

The usefulness of digital healthcare remains the most significant factor in explaining entrepreneurship, indicating the need for innovative healthcare solutions as a stimulus for digital healthcare entrepreneurship. Social networks that promote digital healthcare innovation can utilize this factor to attract more collaboration and knowledge sharing to make shared efforts by investing in this sector. The usefulness of digital healthcare technologies as a trigger will surely enhance the entrepreneurial intentions to invest in this sector. It will ease the burden on traditional health-providing institutes to serve large populations and distant patients in conditions like COVID-19. The entrepreneurial efficacy and trust in digitalization significantly explain entrepreneurial behavior and positively moderate the effect of intentions on behavior. Policy makers can advertise

1
2
3 digital facilities to strengthen this health sector and promote entrepreneurial activities. It will
4 enhance the capabilities of entrepreneurs in a digitalized environment to better reduce the cognitive
5 and tangible risks associated with technology. Academicians can focus on strengthening
6 entrepreneurial efficacy to equip them better for innovative initiatives in a changing technological
7 environment. It will help to increase the confidence in entrepreneurial capabilities and
8 digitalization to solve real-life problems for personal and communal goals. Understanding the
9 motivations behind people's entrepreneurial behavior is essential and can help stakeholders create
10 policies and interventions that promote social cohesion and well-being.
11
12

13 **Conclusion, Limitations and Future Research**

14 Economic, technological, and cultural barriers limit the government's ability to respond to public
15 health needs during COVID-19. Such events and the increasingly dependent population demand
16 innovative healthcare solutions and active participation from entrepreneurs to leverage digital
17 technologies to serve a large portion of the people and remove health disparities. Innovation is
18 reflected as an outcome of the social learning process that necessitates the contribution of different
19 stakeholders. The literature indicates a positive role of digital healthcare services in enhancing
20 healthcare coverage and the positive impact of social capital on innovation. A high social capital
21 between network members encourages collaboration and communication, facilitating innovation
22 and may push innovation implementation (Ozgun et al., 2022). The literature on digital healthcare
23 entrepreneurship does not highlight the factors affecting entrepreneurial behavior in this domain
24 in a holistic way. The study analyzes the entrepreneurial intentions and behavior to invest in digital
25 healthcare technologies by integrating social capital theory and HBM. This study's novel and
26 holistic approach indicated the vital role of social capital, the usefulness of digital healthcare
27 technologies, monetary attitude, trust in digitalization, and entrepreneurial efficacy in explaining
28 entrepreneurial intentions and behavior in digital healthcare technologies. **The study highlights the
29 influencing role of social capital on monetary attitude and perceived risks. Usefulness in health
30 severity significantly explains entrepreneurial intentions, which positively leads to investing in
31 digital health care. Trust in digitalization and entrepreneurial efficacy positively influences the
32 interaction between entrepreneurial intentions and behavior.** The study enhances the
33 comprehension of entrepreneurial behavior in digital healthcare technologies by offering unique
34 insights into the Chinese context.
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Our study's insights are interesting and add to the entrepreneurial literature, but they should be
4 interpreted in light of its limitations. Data is collected from a single country (i.e., China), though
5 digital healthcare startups thrive in many other countries wherein entrepreneurial behavior and
6 ecosystem might differ. Investigating the proposed model in other leading startup countries, such
7 as the United States of America, will provide valuable insights. Future research can adopt more
8 observation-based methods or longitudinal data to analyze the associations proposed by this study.
9
10 The study solely focuses on investigating the entrepreneurial behavior in digital healthcare
11 technologies. Still, it can adopt to analyze behavioral outcomes in specific technologies like
12 wearable health technologies or different contexts such as creative industries.
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

References

- Adekanmbi, F., & Ukpere, W. (2023). Increasing work engagement within businesses in the 4IR era: The predictors' impacts. *International Journal of Research in Business and Social Science (2147- 4478)*, 12(2). <https://doi.org/10.20525/ijrbs.v12i2.2360>
- Ahmed, S. S., Guozhu, J., Mubarik, S., Khan, M., & Khan, E. (2020). Intellectual capital and business performance: the role of dimensions of absorptive capacity. *Journal of Intellectual Capital*, 21(1), 23–39. <https://doi.org/10.1108/JIC-11-2018-0199>
- Alhayani, B., Kwekha-Rashid, A. S., Mahajan, H. B., Ilhan, H., Uke, N., Alkhayyat, A., & Mohammed, H. J. (2023). 5G standards for the Industry 4.0 enabled communication systems using artificial intelligence: perspective of smart healthcare system. *Applied Nanoscience (Switzerland)*, 13(3), 1807–1817. <https://doi.org/10.1007/s13204-021-02152-4>
- Al-Omoush, K. S., Ribeiro-Navarrete, S., Lassala, C., & Skare, M. (2022a). Networking and knowledge creation: Social capital and collaborative innovation in responding to the COVID-19 crisis. *Journal of Innovation and Knowledge*, 7(2), 100181. <https://doi.org/10.1016/j.jik.2022.100181>
- Al-Omoush, K. S., Ribeiro-Navarrete, S., Lassala, C., & Skare, M. (2022b). Networking and knowledge creation: Social capital and collaborative innovation in responding to the COVID-19 crisis. *Journal of Innovation and Knowledge*, 7(2), 100181. <https://doi.org/10.1016/j.jik.2022.100181>
- Anwar, S., & Prasad, R. (2018). Framework for Future Telemedicine Planning and Infrastructure using 5G Technology. *Wireless Personal Communications*, 100(1), 193–208.
- Argentiero, A., Chiarini, B., & Marzano, E. (2023). Do social capital and the quality of institutions affect waste recycling? *Waste Management*, 155(November 2022), 240–251. <https://doi.org/10.1016/j.wasman.2022.11.005>
- Baudier, P., Kondrateva, G., Ammi, C., Chang, V., & Schiavone, F. (2022). Digital transformation of healthcare during the COVID-19 pandemic: Patients' teleconsultation acceptance and trusting beliefs. *Technovation*, 120(July 2021), 102547. <https://doi.org/10.1016/j.technovation.2022.102547>
- Beliaeva, T., Ferasso, M., Kraus, S., & Damke, E. J. (2020). Dynamics of digital entrepreneurship and the innovation ecosystem: A multilevel perspective. *International Journal of Entrepreneurial Behaviour and Research*, 26(2), 266–284. <https://doi.org/10.1108/IJEBr-06-2019-0397/FULL/XML>
- Bhattacharjee, A., Limayem, M., & Cheung, C. M. K. (2012). User switching of information technology: A theoretical synthesis and empirical test. *Information and Management*, 49(7–8), 327–333. <https://doi.org/10.1016/j.im.2012.06.002>
- Cai, W., Gu, J., & Wu, J. (2021). How entrepreneurship education and social capital promote nascent entrepreneurial behaviours: The mediating roles of entrepreneurial passion and self-efficacy. *Sustainability (Switzerland)*, 13(20). <https://doi.org/10.3390/su132011158>
- Castro, S., Sara, G., López, F., & Rey, L. (2020). The Influence of Attitude to Money on Individuals' Financial Well - Being. *Social Indicators Research*, 148(3), 747–764. <https://doi.org/10.1007/s11205-019-02219-4>

- 1
2
3 Chandwani, R., De, R., & Dwivedi, Y. K. (2018). Telemedicine for low resource settings: Exploring the
4 generative mechanisms. *Technological Forecasting and Social Change*, *127*, 177–187.
5 <https://doi.org/10.1016/j.techfore.2017.06.014>
6
7 Chen, P. T., & Hsieh, H. P. (2012a). Personalized mobile advertising: Its key attributes, trends, and social
8 impact. *Technological Forecasting and Social Change*, *79*(3), 543–557.
9 <https://doi.org/10.1016/j.techfore.2011.08.011>
10
11 Chen, P. T., & Hsieh, H. P. (2012b). Personalized mobile advertising: Its key attributes, trends, and social
12 impact. *Technological Forecasting and Social Change*, *79*(3), 543–557.
13 <https://doi.org/10.1016/j.techfore.2011.08.011>
14
15
16 Ciuchta, M. P., & Finch, D. (2019). The mediating role of self-efficacy on entrepreneurial intentions :
17 Exploring boundary conditions. *Journal of Business Venturing Insights*, *November 2018*, e00128.
18 <https://doi.org/10.1016/j.jbvi.2019.e00128>
19
20 Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge.
21
22 Crowley, F., & Barlow, P. (2022a). Entrepreneurship and social capital: a multi-level analysis.
23 *International Journal of Entrepreneurial Behaviour and Research*, *28*(9), 492–519.
24 <https://doi.org/10.1108/IJEBr-10-2021-0868>
25
26 Crowley, F., & Barlow, P. (2022b). Entrepreneurship and social capital: a multi-level analysis.
27 *International Journal of Entrepreneurial Behaviour and Research*, *28*(9), 492–519.
28 <https://doi.org/10.1108/IJEBr-10-2021-0868>
29
30
31 Cui, G. H., Li, S. J., Yin, Y. T., Chen, L. J., Li, J. Q., Liang, F. Y., Liu, X. Y., & Chen, L. (2021). The relationship
32 among social capital, eHealth literacy and health behaviours in Chinese elderly people: a cross-
33 sectional study. *BMC Public Health*, *21*(1), 1–9. <https://doi.org/10.1186/s12889-020-10037-4>
34
35 de Wilt, T., Versluis, A., Goedhart, A., Talboom-Kamp, E., & van Delft, S. (2020). General practitioners
36 attitude towards the use of eHealth and online testing in primary care. *Clinical EHealth*, *3*, 16–22.
37 <https://doi.org/10.1016/j.ceh.2020.02.002>
38
39 Douglas, E. J., Shepherd, D. A., & Prentice, C. (2020a). Using fuzzy-set qualitative comparative analysis
40 for a finer-grained understanding of entrepreneurship. *Journal of Business Venturing*, *35*(1),
41 105970. <https://doi.org/10.1016/j.jbusvent.2019.105970>
42
43 Douglas, E. J., Shepherd, D. A., & Prentice, C. (2020b). Using fuzzy-set qualitative comparative analysis
44 for a finer-grained understanding of entrepreneurship. *Journal of Business Venturing*, *35*(1),
45 105970. <https://doi.org/10.1016/j.jbusvent.2019.105970>
46
47
48 Drago, C., Gatto, A., & Ruggeri, M. (2023a). Telemedicine as technoinnovation to tackle COVID-19: A
49 bibliometric analysis. *Technovation*, *120*(August 2021), 102417.
50 <https://doi.org/10.1016/j.technovation.2021.102417>
51
52 Drago, C., Gatto, A., & Ruggeri, M. (2023b). Telemedicine as technoinnovation to tackle COVID-19: A
53 bibliometric analysis. *Technovation*, *120*(August 2021), 102417.
54 <https://doi.org/10.1016/j.technovation.2021.102417>
55
56
57
58
59

- 1
2
3 Esfandiar, K., Sharifi-Tehrani, M., Pratt, S., & Altinay, L. (2019a). Understanding entrepreneurial
4 intentions: A developed integrated structural model approach. *Journal of Business Research*,
5 94(October), 172–182. <https://doi.org/10.1016/j.jbusres.2017.10.045>
6
7 Esfandiar, K., Sharifi-Tehrani, M., Pratt, S., & Altinay, L. (2019b). Understanding entrepreneurial
8 intentions: A developed integrated structural model approach. *Journal of Business Research*,
9 94(October), 172–182. <https://doi.org/10.1016/j.jbusres.2017.10.045>
10
11 Faber, S., van Geenhuizen, M., & de Reuver, M. (2017). eHealth adoption factors in medical hospitals: A
12 focus on the Netherlands. *International Journal of Medical Informatics*, 100, 77–89.
13 <https://doi.org/10.1016/j.ijmedinf.2017.01.009>
14
15 Fallah Zavareh, M., Mohamadi Hezaveh, A., & Nordfjærn, T. (2018). Intention to use bicycle helmet as
16 explained by the Health Belief Model, comparative optimism and risk perception in an Iranian
17 sample. *Transportation Research Part F: Traffic Psychology and Behaviour*, 54(2018), 248–263.
18 <https://doi.org/10.1016/j.trf.2018.02.003>
19
20 Faran, Y., Zanbar, L., & Slonim-Nevo, V. (2023). Does social capital reduce the psychological distress and
21 improve the wellbeing of asylum seekers? Evidence from Israel. *International Journal of*
22 *Intercultural Relations*, 93(February), 101777. <https://doi.org/10.1016/j.ijintrel.2023.101777>
23
24 Farooq, M. S. (2018a). Modelling the significance of social support and entrepreneurial skills for
25 determining entrepreneurial behaviour of individuals. *World Journal of Entrepreneurship,*
26 *Management and Sustainable Development*, WJEMSD-12-2017-0096.
27 <https://doi.org/10.1108/WJEMSD-12-2017-0096>
28
29 Farooq, M. S. (2018b). Modelling the significance of social support and entrepreneurial skills for
30 determining entrepreneurial behaviour of individuals. *World Journal of Entrepreneurship,*
31 *Management and Sustainable Development*, WJEMSD-12-2017-0096.
32 <https://doi.org/10.1108/WJEMSD-12-2017-0096>
33
34 Farooq, M. S., Salam, M., ur Rehman, S., Fayolle, A., Jaafar, N., Ayupp, K., & Authors, F. (2018). Impact of
35 support from social network on entrepreneurial intention of fresh business graduates. *Education +*
36 *Training*, 60(4), ET-06-2017-0092. <https://doi.org/10.1108/ET-06-2017-0092>
37
38 Fernandes, T., & Oliveira, E. (2021). Understanding consumers' acceptance of automated technologies in
39 service encounters: Drivers of digital voice assistants adoption. *Journal of Business Research*, 122,
40 180–191. <https://doi.org/10.1016/j.jbusres.2020.08.058>
41
42 Fornell, C., & Larcker, D. F. (1981). *Structural equation models with unobservable variables and*
43 *measurement error: Algebra and statistics*. SAGE Publications Sage CA: Los Angeles, CA.
44
45 Foy, P., & Rodriguez, L. (2022). *Top 100 Healthcare Startups to Watch list | Dealroom.co*. Dealroom.
46 <https://app.dealroom.co/lists/31041>
47
48 Gadsden, T., Maharani, A., Sujarwoto, S., Kusumo, B. E., Jan, S., & Palagyi, A. (2022). Does social capital
49 influence community health worker knowledge, attitude and practices towards COVID-19? Findings
50 from a cross-sectional study in Malang district, Indonesia. *SSM - Population Health*, 19(June),
51 101141. <https://doi.org/10.1016/j.ssmph.2022.101141>
52
53
54
55
56
57
58
59
60

- 1
2
3 García-Rodríguez, F. J., Gutiérrez-Taño, D., & Ruiz-Rosa, I. (2022). Parents' support for children's
4 entrepreneurial behavior: incentivizing the next generation of entrepreneurs. *International Journal*
5 *of Entrepreneurial Behaviour and Research*. <https://doi.org/10.1108/IJEER-05-2022-0452>
6
7 Gelderman, C. J., Semeijn, J., & Mertschuweit, P. P. (2016). The impact of social capital and technological
8 uncertainty on strategic performance: The supplier perspective. *Journal of Purchasing and Supply*
9 *Management*, 22(3), 225–234. <https://doi.org/10.1016/j.pursup.2016.05.004>
10
11 Gentina, E., Daniel, C., & Tang, T. L. P. (2021). Mindfulness Reduces Avaricious Monetary Attitudes and
12 Enhances Ethical Consumer Beliefs: Mindfulness Training, Timing, and Practicing Matter. *Journal of*
13 *Business Ethics*, 173(2), 301–323. <https://doi.org/10.1007/s10551-020-04559-5>
14
15 Ghahtarania, A., Sheikhmohammadya, M., & Rostamib, M. (2019). The impact of social capital and social
16 interaction on customers' purchase intention, considering knowledge sharing in social commerce
17 context. *Journal of Innovation & Knowledge & Knowledge*, 25, 1–9.
18
19 Guo, Z., Chen, X., & Zhang, Y. (2022a). Impact of environmental regulation perception on farmers'
20 agricultural green production technology adoption: A new perspective of social capital. *Technology*
21 *in Society*, 71(March), 102085. <https://doi.org/10.1016/j.techsoc.2022.102085>
22
23 Guo, Z., Chen, X., & Zhang, Y. (2022b). Impact of environmental regulation perception on farmers'
24 agricultural green production technology adoption: A new perspective of social capital. *Technology*
25 *in Society*, 71(March), 102085. <https://doi.org/10.1016/j.techsoc.2022.102085>
26
27 Guti, P., Cuesta-vali, P., García-Henche, B., Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & García-Henche,
28 B. (2022). Word of mouth and digitalization in small retailers: Tradition, authenticity, and change.
29 *Technological Forecasting and Social Change*, 175(August 2021).
30 <https://doi.org/10.1016/j.techfore.2021.121382>
31
32 Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of
33 PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
34
35 Hajli, N., Sims, J., Zadeh, A. H., & Richard, M.-O. (2016). A social commerce investigation of the role of
36 trust in a social networking site on purchase intentions. *Journal of Business Research*, 71, 133–141.
37
38 Harman, H. H. (1976). *Modern Factor Analysis* (3rd ed.). University of Chicago Press.
39
40 Hasan, N., Bao, Y., & Chiong, R. (2022). A multi-method analytical approach to predicting young adults'
41 intention to invest in mHealth during the COVID-19 pandemic. *Telematics and Informatics*,
42 68(September 2021), 101765. <https://doi.org/10.1016/j.tele.2021.101765>
43
44 Hau, Y. S., & Kang, M. (2016). Extending lead user theory to users' innovation-related knowledge sharing
45 in the online user community: The mediating roles of social capital and perceived behavioral
46 control. *International Journal of Information Management*, 36(4), 520–530.
47 <https://doi.org/10.1016/j.ijinfomgt.2016.02.008>
48
49 Healthalpha. (2023). *Discover Top Digital Health Startups in China*. Healthalpha.Com.
50 <https://www.healthalpha.com/country/digital-health-startups-in-china>
51
52 Healthalpha. (2024). *Discover Digital Health Startups*. Healthalpha.Com.
53
54
55
56
57
58
59
60

- 1
2
3 Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in
4 variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1),
5 115–135.
6
- 7 Hervé, A., Schmitt, C., & Baldegger, R. (2022). Digitalization and internationalization of micro-, small, and
8 medium-sized enterprises: An overall conceptual process. *Journal of the International Council for*
9 *Small Business*, 3(4). <https://doi.org/10.1080/26437015.2022.2096514>
10
- 11 Hong, J., Gill, S. A., Javaid, H., Ali, Q., Murad, M., & Shafique, M. (2022). Hunting the Best Opportunity
12 Through the Arrow of General Decision-Making Styles: Unfolding the Role of Social Capital and
13 Entrepreneurial Intention. *Frontiers in Psychology*, 13(March), 1–13.
14 <https://doi.org/10.3389/fpsyg.2022.814424>
15
- 16 Hoogendoorn, B., Zwan, P. Van Der, & Thurik, R. (2019a). Sustainable Entrepreneurship : The Role of
17 Perceived Barriers and Risk. *Journal of Business Ethics*, 157(4), 1133–1154.
18 <https://doi.org/10.1007/s10551-017-3646-8>
19
- 20 Hoogendoorn, B., Zwan, P. Van Der, & Thurik, R. (2019b). Sustainable Entrepreneurship : The Role of
21 Perceived Barriers and Risk. *Journal of Business Ethics*, 157(4), 1133–1154.
22 <https://doi.org/10.1007/s10551-017-3646-8>
23
- 24 Hsieh, H. L., & Tsai, C. H. (2013). An empirical study to explore the adoption of telehealth: Health belief
25 model perspective. *Journal of Engineering Science and Technology Review*, 6(2), 1–5.
26 <https://doi.org/10.25103/jestr.062.01>
27
- 28 Huang, H. (2016). Media use, environmental beliefs, self-efficacy and pro-vironmental behavior. *Journal*
29 *of Business Research*, 69, 2206–2212.
30
- 31 Huang, L. T. (2016a). Flow and social capital theory in online impulse buying. *Journal of Business*
32 *Research*, 69(6), 2277–2283.
33
- 34 Huang, L. T. (2016b). Flow and social capital theory in online impulse buying. *Journal of Business*
35 *Research*, 69(6), 2277–2283.
36
- 37 Huang, T., Wang, Y., & Lai, H. (2022a). *What Drives Internet Entrepreneurial Intention to Use Technology*
38 *Products ? An Investigation of Technology Product Imagination Disposition , Social Support , and*
39 *Motivation*. 13(March), 1–13. <https://doi.org/10.3389/fpsyg.2022.829256>
40
- 41 Huang, T., Wang, Y., & Lai, H. (2022b). *What Drives Internet Entrepreneurial Intention to Use Technology*
42 *Products ? An Investigation of Technology Product Imagination Disposition , Social Support , and*
43 *Motivation*. 13(March), 1–13. <https://doi.org/10.3389/fpsyg.2022.829256>
44
- 45 Jing, S., Qinghua, Z., & Landström, H. (2014). Entrepreneurship research in three regions-the USA,
46 Europe and China. *International Entrepreneurship and Management Journal*, 11(4), 861–890.
47 <https://doi.org/10.1007/S11365-014-0315-6/TABLES/1>
48
- 49 Khlystova, O., Kalyuzhnova, Y., & Belitski, M. (2022a). Towards the regional aspects of institutional trust
50 and entrepreneurial ecosystems. *International Journal of Entrepreneurial Behaviour and Research*,
51 *ahead-of-print(ahead-of-print)*. <https://doi.org/10.1108/IJEER-02-2022-0108/FULL/XML>
52
53
54
55
56
57
58
59
60

- 1
2
3 Khlystova, O., Kalyuzhnova, Y., & Belitski, M. (2022b). Towards the regional aspects of institutional trust
4 and entrepreneurial ecosystems. *International Journal of Entrepreneurial Behaviour and Research*,
5 *ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/IJEBR-02-2022-0108/FULL/XML>
6
- 7 Kim, N., Lee, S. J., Lee, C. K., & Suess, C. (2022). Predicting preventive travel behaviors under the COVID-
8 19 pandemic through an integration of Health Belief Model and Value-Belief-Norm. *Tourism*
9 *Management Perspectives*, 43(June), 100981. <https://doi.org/10.1016/j.tmp.2022.100981>
10
- 11 Ko, G., Amankwah-amoah, J., Appiah, G., & Larimo, J. (2022a). Non-market strategies and building digital
12 trust in sharing economy platforms. *Journal of International Management*, 28(1), 100909.
13 <https://doi.org/10.1016/j.intman.2021.100909>
14
- 15 Ko, G., Amankwah-amoah, J., Appiah, G., & Larimo, J. (2022b). Non-market strategies and building digital
16 trust in sharing economy platforms. *Journal of International Management*, 28(1), 100909.
17 <https://doi.org/10.1016/j.intman.2021.100909>
18
- 19 Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International*
20 *Journal of E-Collaboration*, 11(4), 1–10.
21
- 22 Laato, S., Islam, A. K. M. N., Farooq, A., & Dhir, A. (2020). Journal of Retailing and Consumer Services
23 Unusual purchasing behavior during the early stages of the COVID-19 pandemic : The stimulus-
24 organism-response approach. *Journal of Retailing and Consumer Services*, 57(March), 102224.
25 <https://doi.org/10.1016/j.jretconser.2020.102224>
26
- 27 Latif, S., Qadir, J., Farooq, S., & Imran, M. A. (2017a). *How 5G (and concomitant technologies) will*
28 *revolutionize healthcare*.
29
- 30 Latif, S., Qadir, J., Farooq, S., & Imran, M. A. (2017b). *How 5G (and concomitant technologies) will*
31 *revolutionize healthcare*.
32
- 33 Lee, J., Joon, H., & Ahn, M. J. (2011). The willingness of e-Government service adoption by business
34 users : The role of of fl ine service quality and trust in technology. *Government Information*
35 *Quarterly*, 28(2), 222–230. <https://doi.org/10.1016/j.giq.2010.07.007>
36
- 37 Lee, S., Kang, M. J., & Kim, B. K. (2022). Factors Influencing Entrepreneurial Intention: Focusing on
38 Individuals' Knowledge Exploration and Exploitation Activities. *Journal of Open Innovation:*
39 *Technology, Market, and Complexity*, 8(3). <https://doi.org/10.3390/joitmc8030165>
40
- 41 Liñán, F. (2008). Skill and value perceptions: How do they affect entrepreneurial intentions?
42 *International Entrepreneurship and Management Journal*, 4(3), 257–272.
43 <https://doi.org/10.1007/s11365-008-0093-0>
44
- 45 Liñán, F., & Santos, F. J. (2007). Does social capital affect entrepreneurial intentions? *International*
46 *Advances in Economic Research*, 13(4), 443–453. <https://doi.org/10.1007/s11294-007-9109-8>
47
- 48 Lindberg, J., & Lundgren, A. S. (2022). The affective atmosphere of rural life and digital healthcare:
49 Understanding older persons' engagement in eHealth services. *Journal of Rural Studies*, 95(June),
50 77–85. <https://doi.org/10.1016/j.jrurstud.2022.07.020>
51
- 52
53
54
55
56
57
58
59
60

- 1
2
3 Liu, P., Han, C., & Teng, M. (2021). The influence of Internet use on pro-environmental behaviors : An
4 integrated theoretical framework. *Resources, Conservation & Recycling*, 164(1), 105162.
5 <https://doi.org/10.1016/j.resconrec.2020.105162>
6
7 Lu, G., Song, Y., & Pan, B. (2021a). How university entrepreneurship support affects college students'
8 entrepreneurial intentions: An empirical analysis from China. *Sustainability (Switzerland)*, 13(6).
9 <https://doi.org/10.3390/su13063224>
10
11 Lu, G., Song, Y., & Pan, B. (2021b). How university entrepreneurship support affects college students'
12 entrepreneurial intentions: An empirical analysis from China. *Sustainability (Switzerland)*, 13(6).
13 <https://doi.org/10.3390/su13063224>
14
15
16 Lyu, C., Peng, C., Yang, H., Li, H., & Gu, X. (2022). Social capital and innovation performance of digital
17 firms: Serial mediation effect of cross-border knowledge search and absorptive capacity. *Journal of*
18 *Innovation & Knowledge*, 7(2), 100187. <https://doi.org/10.1016/j.jik.2022.100187>
19
20 Ma, Q., Sun, D., Tan, Z., Li, C., He, X., Zhai, Y., Wang, L., Cui, F., Li, M., Gao, J., Wang, L., & Zhao, J. (2022).
21 Usage and perceptions of telemedicine among health care professionals in China. *International*
22 *Journal of Medical Informatics*, 166(August), 104856.
23 <https://doi.org/10.1016/j.ijmedinf.2022.104856>
24
25
26 Martínez-González, J. A., Kobylinska, U., García-Rodríguez, F. J., & Nazarko, L. (2019a). Antecedents of
27 entrepreneurial intention among young people: Model and regional evidence. *Sustainability*
28 *(Switzerland)*, 11(24), 1–29. <https://doi.org/10.3390/su11246993>
29
30 Martínez-González, J. A., Kobylinska, U., García-Rodríguez, F. J., & Nazarko, L. (2019b). Antecedents of
31 entrepreneurial intention among young people: Model and regional evidence. *Sustainability*
32 *(Switzerland)*, 11(24), 1–29. <https://doi.org/10.3390/su11246993>
33
34 Matthew, G., Owusu, Y., & Korankye, G. (2022). Money on the mind : emotional and non - cognitive
35 predictors and outcomes of financial behaviour of young adults. *SN Business & Economics*, 2(11),
36 1–22. <https://doi.org/10.1007/s43546-022-00340-0>
37
38
39 Mezger, A., Cabanelas, P., López-Miguens, M. J., Cabiddu, F., & Rüdiger, K. (2020). Sustainable
40 development and consumption: The role of trust for switching towards green energy. *Business*
41 *Strategy and the Environment*, 29(8), 3598–3610. <https://doi.org/10.1002/bse.2599>
42
43 Micheels, E. T., & Nolan, J. F. (2016). Examining the effects of absorptive capacity and social capital on
44 the adoption of agricultural innovations: A Canadian Prairie case study. *Agricultural Systems*, 145,
45 127–138. <https://doi.org/10.1016/j.agsy.2016.03.010>
46
47 Mishra, L., Vikash, & Varma, S. (2021a). Seamless Health Monitoring Using 5G NR for Internet of Medical
48 Things. *Wireless Personal Communications*, 120(3), 2259–2289. [https://doi.org/10.1007/S11277-](https://doi.org/10.1007/S11277-021-08730-7)
49 [021-08730-7](https://doi.org/10.1007/S11277-021-08730-7)
50
51 Mishra, L., Vikash, & Varma, S. (2021b). Seamless Health Monitoring Using 5G NR for Internet of Medical
52 Things. *Wireless Personal Communications*, 120(3), 2259–2289. [https://doi.org/10.1007/S11277-](https://doi.org/10.1007/S11277-021-08730-7)
53 [021-08730-7](https://doi.org/10.1007/S11277-021-08730-7)
54
55
56
57
58
59
60

- 1
2
3 Mou, Y., & Lin, C. A. (2017). *The impact of online social capital on social trust and risk perception*.
4 November. <https://doi.org/10.1080/01292986.2017.1371198>
5
- 6 Nabi, M. N. U., Zohora, F. T., & Misbauddin, S. M. (2023). Social media links with social capital to trust in
7 healthcare facilities: empirical evidence from Bangladesh. *Library Hi Tech*.
8 <https://doi.org/10.1108/LHT-09-2022-0443>
9
- 10 Nacheha, J. B., Leisegang, R., Kallay, O., Mills, E. J., Zumla, A., & Lester, R. T. (2020). Mobile health
11 technology for enhancing the COVID-19 response in Africa: A potential game changer? In *American*
12 *Journal of Tropical Medicine and Hygiene* (Vol. 103, Issue 1, pp. 3–5). *Am J Trop Med Hyg*.
13 <https://doi.org/10.4269/ajtmh.20-0506>
14
15
- 16 Nahapiet, J., & Ghoshal, S. (1998). Social capital, intellectual capital, and the organizational advantage.
17 *Academy of Management Review*, 23(2), 242–266.
18
- 19 Najam, ul zia, Burita, L., & Yang, Y. (2023). Inter-organizational social capital of firms in developing
20 economies and industry 4.0 readiness: the role of innovative capability and absorptive capacity.
21 *Review of Managerial Science*, 17(2), 661–682. <https://doi.org/10.1007/s11846-022-00539-3>
22
- 23 Nummela, O., Sulander, T., Rahkonen, O., Karisto, A., & Uutela, A. (2008). *Social participation , trust and*
24 *self-rated health : A study among ageing people in urban , semi-urban and rural settings*. 14, 243–
25 253. <https://doi.org/10.1016/j.healthplace.2007.06.006>
26
27
- 28 Oderanti, F. O., Li, F., Cubric, M., & Shi, X. (2021). Business models for sustainable commercialisation of
29 digital healthcare (eHealth) innovations for an increasingly ageing population: (A new business
30 model for eHealth). *Technological Forecasting and Social Change*, 171(June), 120969.
31 <https://doi.org/10.1016/j.techfore.2021.120969>
32
- 33 Olsson, A. K., & Bernhard, I. (2021a). Keeping up the pace of digitalization in small businesses–Women
34 entrepreneurs’ knowledge and use of social media. *International Journal of Entrepreneurial*
35 *Behaviour and Research*, 27(2), 378–396. <https://doi.org/10.1108/IJEBr-10-2019-0615/FULL/XML>
36
- 37 Olsson, A. K., & Bernhard, I. (2021b). Keeping up the pace of digitalization in small businesses–Women
38 entrepreneurs’ knowledge and use of social media. *International Journal of Entrepreneurial*
39 *Behaviour and Research*, 27(2), 378–396. <https://doi.org/10.1108/IJEBr-10-2019-0615/FULL/XML>
40
41
- 42 Ong, A. K. S., Prasetyo, Y. T., Lagura, F. C., Ramos, R. N., Salazar, J. M. L., Sigua, K. M., Villas, J. A.,
43 Nadlifatin, R., & Persada, S. F. (2023). Determination of factors influencing young adults’ intention
44 to have COVID-19 vaccine in the Philippines: An integration of Health Belief Model and the Theory
45 of Planned Behavior. *Public Health in Practice*, 5(February), 100359.
46 <https://doi.org/10.1016/j.puhip.2023.100359>
47
- 48 Ozgun, A. H., Tarim, M., Delen, D., & Zaim, S. (2022a). Social capital and organizational performance: The
49 mediating role of innovation activities and intellectual capital. *Healthcare Analytics*, 2(February),
50 100046. <https://doi.org/10.1016/j.health.2022.100046>
51
52
- 53 Ozgun, A. H., Tarim, M., Delen, D., & Zaim, S. (2022b). Social capital and organizational performance: The
54 mediating role of innovation activities and intellectual capital. *Healthcare Analytics*, 2(February),
55 100046. <https://doi.org/10.1016/j.health.2022.100046>
56
57
58
59
60

- 1
2
3 Pérez-Luño, A., Cabello Medina, C., Carmona Lavado, A., & Cuevas Rodríguez, G. (2011). How social
4 capital and knowledge affect innovation. *Journal of Business Research*, 64(12), 1369–1376.
5 <https://doi.org/10.1016/j.jbusres.2011.01.014>
6
7 Petter, S., Barber, C. S., & Barber, D. (2020). Gaming the system: The effects of social capital as a
8 resource for virtual team members. *Information and Management*, 57(6).
9 <https://doi.org/10.1016/j.im.2019.103239>
10
11 Podsakoff, P. M., MacKenzie, S. B., & Podsakoff, N. P. (2012). Sources of Method Bias in Social Science
12 Research and Recommendations on How to Control It. *Annual Review of Psychology*, 63(1), 539–
13 569. <https://doi.org/10.1146/annurev-psych-120710-100452>
14
15 Pop, R. A., Saplacan, Z., & Alt, M. A. (2020). Social media goes green-the impact of social media on green
16 cosmetics purchase motivation and intention. *Information (Switzerland)*, 11(9).
17 <https://doi.org/10.3390/INFO11090447>
18
19 Ray, A., Dhir, A., Kumar, P., & Kaur, P. (2019). Why do people use food delivery apps (FDA)? A uses and
20 grati fi cation theory perspective. *Journal of Retailing and Consumer Services*, 51(June), 221–230.
21 <https://doi.org/10.1016/j.jretconser.2019.05.025>
22
23 Ren, Z., Zhu, Y., Jin, C., & Xu, A. (2023a). Social capital and energy poverty: Empirical evidence from
24 China. *Energy*, 267(18), 126588. <https://doi.org/10.1016/j.energy.2022.126588>
25
26 Ren, Z., Zhu, Y., Jin, C., & Xu, A. (2023b). Social capital and energy poverty: Empirical evidence from
27 China. *Energy*, 267(18), 126588. <https://doi.org/10.1016/j.energy.2022.126588>
28
29 Richardson, J., Iezzi, A., & Maxwell, A. (2017). How important is severity for the evaluation of health
30 services: new evidence using the relative social willingness to pay instrument. *European Journal of*
31 *Health Economics*, 18(6), 671–683. <https://doi.org/10.1007/s10198-016-0817-y>
32
33 Sabri, M. F., Wijekoon, R., & Rahim, H. A. (2020). *The influence of money attitude, financial practices,*
34 *self-efficacy and emotion coping on employ- ees’ financial well-being.* 10, 889–900.
35 <https://doi.org/10.5267/j.msl.2019.10.007>
36
37 Salari, R., & Filus, A. (2017). Using the Health Belief Model to Explain Mothers’ and Fathers’ Intention to
38 Participate in Universal Parenting Programs. *Prevention Science*, 18(1), 83–94.
39 <https://doi.org/10.1007/s11121-016-0696-6>
40
41 Santos, S. C., Liguori, E. W., & Garvey, E. (2023). How digitalization reinvented entrepreneurial resilience
42 during COVID-19. *Technological Forecasting and Social Change*, 189.
43 <https://doi.org/10.1016/j.techfore.2023.122398>
44
45 Sarfraz, M., Fiaz, K., & Ivascu, L. (2022). The International Journal of Management Education Factors
46 affecting business school students ’ performance during the COVID-19 pandemic : A moderated
47 and mediated model. *The International Journal of Management Education*, 20(2), 100630.
48 <https://doi.org/10.1016/j.ijme.2022.100630>
49
50 Sawrikar, V., & Mote, K. (2022a). Technology acceptance and trust : Overlooked considerations in young
51 people ’ s use of digital mental health interventions. *Health Policy and Technology*, 11(4), 100686.
52 <https://doi.org/10.1016/j.hlpt.2022.100686>
53
54
55
56
57
58
59
60

- 1
2
3 Sawrikar, V., & Mote, K. (2022b). Technology acceptance and trust : Overlooked considerations in young
4 people ' s use of digital mental health interventions. *Health Policy and Technology*, 11(4), 100686.
5 <https://doi.org/10.1016/j.hlpt.2022.100686>
6
7 Schwarz, E. J., Wdowiak, M. A., Almer-jarz, D. A., & Breitenecker, R. J. (2009). *The effects of attitudes and*
8 *perceived environment conditions on students ' entrepreneurial intent An Austrian perspective.*
9 *51(4)*, 272–291. <https://doi.org/10.1108/00400910910964566>
10
11 Setini, M., Yasa, N. N. K., Supartha, I. W. G., Giantari, I. G. A. K., & Rajiani, I. (2020). The passway of
12 women entrepreneurship: Starting from social capital with open innovation, through to knowledge
13 sharing and innovative performance. *Journal of Open Innovation: Technology, Market, and*
14 *Complexity*, 6(2), 25. <https://doi.org/10.3390/joitmc6020025>
15
16 Shah, P., Dhir, A., Joshi, R., & Tripathy, N. (2023). Opportunities and challenges in food
17 entrepreneurship : In-depth qualitative investigation of millet entrepreneurs. *Journal of Business*
18 *Research*, 155(PB), 113372. <https://doi.org/10.1016/j.jbusres.2022.113372>
19
20 Shahzad, M., Qu, Y., Zafar, A. U., Ding, X., & Rehman, S. U. (2020). Translating stakeholders' pressure
21 into environmental practices – The mediating role of knowledge management. *Journal of Cleaner*
22 *Production*, 275, 124163. <https://doi.org/10.1016/j.jclepro.2020.124163>
23
24 Sharma, R., & Kshetri, N. (2020). Digital healthcare: Historical development, applications, and future
25 research directions. In *International Journal of Information Management* (Vol. 53). Elsevier Ltd.
26 <https://doi.org/10.1016/j.ijinfomgt.2020.102105>
27
28 Sharma, S., Singh, G., Islam, N., & Dhir, A. (2022). Why Do SMEs Adopt Artificial Intelligence-Based
29 Chatbots? *IEEE Transactions on Engineering Management*, October.
30 <https://doi.org/10.1109/TEM.2022.3203469>
31
32 Shirazi, F., Hajli, N., Sims, J., & Lemke, F. (2022a). The role of social factors in purchase journey in the
33 social commerce era. *Technological Forecasting and Social Change*, 183(February), 121861.
34 <https://doi.org/10.1016/j.techfore.2022.121861>
35
36 Shirazi, F., Hajli, N., Sims, J., & Lemke, F. (2022b). The role of social factors in purchase journey in the
37 social commerce era. *Technological Forecasting and Social Change*, 183(February), 121861.
38 <https://doi.org/10.1016/j.techfore.2022.121861>
39
40 Silva, G. M., Dias, Á., & Rodrigues, M. S. (2022). Continuity of Use of Food Delivery Apps: An Integrated
41 Approach to the Health Belief Model and the Technology Readiness and Acceptance Model.
42 *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3).
43 <https://doi.org/10.3390/joitmc8030114>
44
45 Singh, S. K., Mazzucchelli, A., Vessal, S. R., & Solidoro, A. (2021). Knowledge-based HRM practices and
46 innovation performance: Role of social capital and knowledge sharing. *Journal of International*
47 *Management*, 27(1), 100830. <https://doi.org/10.1016/j.intman.2021.100830>
48
49 Sotiriadis, M. (2018). *The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality*. 2–
50 17. <https://doi.org/10.1108/978-1-78743-529-220181001>
51
52
53
54
55
56
57
58
59
60

- 1
2
3 Sreen, N., Tandon, A., Jabeen, F., & Srivastava, S. (2020). *The interplay of personality traits and*
4 *motivation in leisure travel decision-making during the pandemic. January.*
5
6 Statista. (2019, April). *Global digital health market forecast 2025 | Statista. Statista.Com.*
7 <https://www.statista.com/statistics/1092869/global-digital-health-market-size-forecast/>
8
9 Svatwa, T. D., Jaiyeoba, O., Roberts-lombard, M., & Makanyeza, C. (2022). *Perceived Access to Finance ,*
10 *Entrepreneurial Self-Efficacy , Attitude Toward Entrepreneurship , Entrepreneurial Ability , and*
11 *Entrepreneurial Intentions : A Botswana Youth Perspective.*
12 <https://doi.org/10.1177/21582440221096437>
13
14 Tajeri, M., Raheli, H., Zarifian, S., & Yazdanpanah, M. (2020). The power of the health belief model (
15 HBM) to predict water demand management : A case study of farmers ' water conservation in
16 Iran. *Journal of Environmental Management*, 263(February), 110388.
17 <https://doi.org/10.1016/j.jenvman.2020.110388>
18
19 Talwar, S., Dhir, A., Kaur, P., & Mäntymäki, M. (2020). International Journal of Hospitality Management
20 Why do people purchase from online travel agencies (OTAs)? A consumption values perspective.
21 *International Journal of Hospitality Management*, 88(September 2019), 102534.
22 <https://doi.org/10.1016/j.ijhm.2020.102534>
23
24 Talwar, S., Dhir, A., & Mäntymäki, M. (2020). Barriers toward purchasing from online travel agencies.
25 *International Journal of Hospitality Management*, 89(June), 102593.
26 <https://doi.org/10.1016/j.ijhm.2020.102593>
27
28 Tang, G. N., Ren, F., & Zhou, J. (2022). Does the digital economy promote “innovation and
29 entrepreneurship” in rural tourism in China? *Frontiers in Psychology*, 13.
30 <https://doi.org/10.3389/fpsyg.2022.979027>
31
32 Tang, T. L., & Chiu, R. K. (2003a). *Income, Money Ethic, Pay Satisfaction, Commitment, and Unethical*
33 *Behavior: Is the Love of Money the Root of Evil for Hong Kong Employees?* 13–30.
34
35 Tang, T. L., & Chiu, R. K. (2003b). *Income, Money Ethic, Pay Satisfaction, Commitment, and Unethical*
36 *Behavior: Is the Love of Money the Root of Evil for Hong Kong Employees?* 13–30.
37
38 Tang, T. L. P. (2016a). Theory of Monetary Intelligence: Money Attitudes—Religious Values, Making
39 Money, Making Ethical Decisions, and Making the Grade. *Journal of Business Ethics*, 133(3), 583–
40 603. <https://doi.org/10.1007/s10551-014-2411-5>
41
42 Tang, T. L. P. (2016b). Theory of Monetary Intelligence: Money Attitudes—Religious Values, Making
43 Money, Making Ethical Decisions, and Making the Grade. *Journal of Business Ethics*, 133(3), 583–
44 603. <https://doi.org/10.1007/s10551-014-2411-5>
45
46 Thirumalesh Madanaguli, A., Kaur, P., Bresciani, S., & Dhir, A. (2021). Entrepreneurship in rural
47 hospitality and tourism. A systematic literature review of past achievements and future promises.
48 In *International Journal of Contemporary Hospitality Management* (Vol. 33, Issue 8).
49 <https://doi.org/10.1108/IJCHM-09-2020-1121>
50
51
52
53
54
55
56
57
58
59
60

- 1
2
3 Tian, X. F., & Wu, R. Z. (2022). Determining Factors Affecting the Users' Participation of Online Health
4 Communities: An Integrated Framework of Social Capital and Social Support. *Frontiers in*
5 *Psychology*, 13(June), 1–13. <https://doi.org/10.3389/fpsyg.2022.823523>
6
7 Tracxn. (2023). *HealthTech Startups in China | Tracxn*. Tracxn.Com.
8 <https://tracxn.com/explore/HealthTech-Startups-in-China>
9
10 Tsai, C. H. (2014). Integrating social capital theory, social cognitive theory, and the technology
11 acceptance model to explore a behavioral model of telehealth systems. *International Journal of*
12 *Environmental Research and Public Health*, 11(5), 4905–4925.
13 <https://doi.org/10.3390/ijerph110504905>
14
15
16 Upadhyay, N., Kamble, A., & Navare, A. (2023a). Virtual healthcare in the new normal: Indian healthcare
17 consumers adoption of electronic government telemedicine service. *Government Information*
18 *Quarterly, December 2022*, 101800. <https://doi.org/10.1016/j.giq.2022.101800>
19
20 Upadhyay, N., Kamble, A., & Navare, A. (2023b). Virtual healthcare in the new normal: Indian healthcare
21 consumers adoption of electronic government telemedicine service. *Government Information*
22 *Quarterly, December 2022*, 101800. <https://doi.org/10.1016/j.giq.2022.101800>
23
24 Upadhyay, N., Upadhyay, S., & Dwivedi, Y. K. (2022). Theorizing artificial intelligence acceptance and
25 digital entrepreneurship model. *International Journal of Entrepreneurial Behaviour and Research*,
26 28(5), 1138–1166. <https://doi.org/10.1108/IJEBr-01-2021-0052>
27
28
29 Urueña, A., Hidalgo, A., & Arenas, Á. E. (2016). Identifying capabilities in innovation projects: Evidences
30 from eHealth. *Journal of Business Research*, 69(11), 4843–4848.
31 <https://doi.org/10.1016/j.jbusres.2016.04.041>
32
33 Van Rijn, F., Bulte, E., & Adekunle, A. (2012). Social capital and agricultural innovation in Sub-Saharan
34 Africa. *Agricultural Systems*, 108, 112–122. <https://doi.org/10.1016/j.agsy.2011.12.003>
35
36 Vrain, E., Wilson, C., Kerr, L., & Wilson, M. (2022). Social influence in the adoption of digital consumer
37 innovations for climate change. *Energy Policy*, 162(May 2021), 112800.
38 <https://doi.org/10.1016/j.enpol.2022.112800>
39
40 Wang, N., Xie, W., Ali, A., Brem, A., & Wang, S. (2022). How do individual characteristics and social
41 capital shape users' continuance intentions of smart wearable products? *Technology in Society*,
42 68(August 2021), 101818. <https://doi.org/10.1016/j.techsoc.2021.101818>
43
44 Wang, Y., Wen, X., Liang, W., & Lin, X. (2023). Capital endowment, health information literacy and
45 healthy dietary behaviors: Evidence from a survey of Chinese rural residents. *Food Quality and*
46 *Preference*, 105(June 2022), 104766. <https://doi.org/10.1016/j.foodqual.2022.104766>
47
48 Wang, Y., Zhou, H., Zhang, Y., & Sun, X. (2022a). *Role of Entrepreneurial Behavior in Achieving*
49 *Sustainable Digital Economy*. 10(February), 1–13. <https://doi.org/10.3389/fpubh.2022.829289>
50
51 Wang, Y., Zhou, H., Zhang, Y., & Sun, X. (2022b). *Role of Entrepreneurial Behavior in Achieving*
52 *Sustainable Digital Economy*. 10(February), 1–13. <https://doi.org/10.3389/fpubh.2022.829289>
53
54
55
56
57
58
59
60

- 1
2
3 Wong, A. S. Y., & Kohler, J. C. (2020). Social capital and public health: Responding to the COVID-19
4 pandemic. In *Globalization and Health* (Vol. 16, Issue 1, pp. 1–4). Globalization and Health.
5 <https://doi.org/10.1186/s12992-020-00615-x>
6
- 7 Wu, I. L., Chiu, M. L., & Chen, K. W. (2020). Defining the determinants of online impulse buying through
8 a shopping process of integrating perceived risk, expectation-confirmation model, and flow theory
9 issues. *International Journal of Information Management*, 52(5), 102099.
10 <https://doi.org/10.1016/j.ijinfomgt.2020.102099>
11
- 12
13 Wu, J. H., Lin, L. M., Rai, A., & Chen, Y. C. (2022). How health care delivery organizations can exploit
14 eHealth innovations: An integrated absorptive capacity and IT governance explanation.
15 *International Journal of Information Management*, 65(March 2022), 102508.
16 <https://doi.org/10.1016/j.ijinfomgt.2022.102508>
17
- 18 Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on
19 social commerce platform: The role of parasocial interaction. *International Journal of Information*
20 *Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002> 0268-4012
21
- 22 Xie, G. H., Wang, L. P., & Lee, B. F. (2021). Understanding the Impact of Social Capital on
23 Entrepreneurship Performance: The Moderation Effects of Opportunity Recognition and
24 Operational Competency. *Frontiers in Psychology*, 12(June).
25 <https://doi.org/10.3389/fpsyg.2021.687205>
26
- 27
28 Yamin, M. A. Y., & Alyoubi, B. A. (2020). Adoption of telemedicine applications among Saudi citizens
29 during COVID-19 pandemic: An alternative health delivery system. *Journal of Infection and Public*
30 *Health*, 13(12), 1845–1855. <https://doi.org/10.1016/j.jiph.2020.10.017>
31
- 32 Yao, L., & Meng, D. (2022). Role of Social Capital and Financial Wellbeing in Reaching Successful
33 Entrepreneurial Financial Performance: A Moderated-Mediated Model of Financial Intelligence.
34 *Frontiers in Psychology*, 13(March), 1–14. <https://doi.org/10.3389/fpsyg.2022.843501>
35
- 36
37 Yaqi, C., Xiao, H., Xiaoning, Z., & Mei, Q. (2023). Influence of social capital on rural household garbage
38 sorting and recycling behavior: The moderating effect of class identity. *Waste Management*,
39 158(October 2022), 84–92. <https://doi.org/10.1016/j.wasman.2022.12.036>
40
- 41 Yezza, H., Chabaud, D., Dana, L. P., & Maalaoui, A. (2021). The impact of bridging social capital in family
42 firms' performance: exploring the mediation role of successor's social skills. *International Journal*
43 *of Entrepreneurial Behaviour and Research*, 27(8), 2009–2027. [https://doi.org/10.1108/IJEBr-01-](https://doi.org/10.1108/IJEBr-01-2021-0032/FULL/XML)
44 [2021-0032/FULL/XML](https://doi.org/10.1108/IJEBr-01-2021-0032/FULL/XML)
45
- 46 Zafar, A. U., Qiu, J., & Shahzad, M. (2020). Do digital celebrities' relationships and social climate
47 matter? Impulse buying in f-commerce. *Internet Research*, 30(6), 1066–2243.
48
- 49 Zafar, A. U., Shahzad, M., Ashfaq, M., & Shahzad, K. (2023). Forecasting impulsive consumers driven by
50 macro-influencers posts: Intervention of followers' flow state and perceived informativeness.
51 *Technological Forecasting & Social Change*, 190(02).
52 <https://doi.org/10.1016/j.techfore.2023.122408>
53
54
55
56
57
58
59

1
2
3 Zhang, W., He, D., Wang, G., Zhu, C., & Evans, R. (2022). Analyzing national telemedicine policies in China
4 from the perspective of policy instrument (1997–2020). *International Journal of Medical*
5 *Informatics*, 166(March), 104854. <https://doi.org/10.1016/j.ijmedinf.2022.104854>
6

7
8 Zheng, W. (2010). A social capital perspective of innovation from individuals to nations: Where is
9 empirical literature directing us? *International Journal of Management Reviews*, 12(2), 151–183.
10 <https://doi.org/10.1111/j.1468-2370.2008.00247.x>
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Table 1 Constructs' reliability, factor loading, and AVE

	Factor Loadings	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
AMT	0.666-0.864	0.8959	0.5917	0.8607
EPHB	0.737-0.899	0.9203	0.6990	0.8922
EPIH	0.820-0.927	0.9340	0.7800	0.9060
PER	0.735-0.832	0.8792	0.6458	0.8267
SEF	0.850-0.900	0.9301	0.7690	0.9002
SOC	0.664-0.762	0.8843	0.5226	0.8482
TRD	0.883-0.926	0.9475	0.8187	0.9263
USE	0.835-0.876	0.8906	0.7308	0.8164

Note: AMT-monetary attitude, EPHB-entrepreneurial behavior in healthcare, EPIH-entrepreneurial intention in healthcare, PER-perceived risk, SEF-entrepreneurial efficacy, SOC-social capital, TRD-trust in digitalization, USE-perceived usefulness in health severity

Table 2 Heterotrait-Monotrait Ratio (HTMT)

	AMT	EPHB	EPIH	PER	SEF	SOC	TRD	USE
AMT								
EPHB	0.1061							
EPIH	0.2368	0.4158						
PER	0.0796	0.1097	0.0591					
SEF	0.1599	0.5123	0.3534	0.0661				
SOC	0.1988	0.1713	0.1461	0.1778	0.0981			
TRD	0.0728	0.4944	0.2887	0.0631	0.4896	0.0990		
USE	0.1006	0.1127	0.3509	0.0416	0.1074	0.0739	0.0841	

Note: AMT-monetary attitude, EPHB-entrepreneurial behavior in healthcare, EPIH-entrepreneurial intention in healthcare, PER-perceived risk, SEF-entrepreneurial efficacy, SOC-social capital, TRD-trust in digitalization, USE-perceived usefulness in health severity



Citation on deposit:

Anwar, A., Zafar, A., Papa, A., Thu Thuy Pham, T., & Apostolidis, C. (in press). Exploring the Ascendancy of Social Capital in Entrepreneurial Behavior: New Insights. *International Journal of Entrepreneurial Behavior & Research*,

For final citation and metadata, visit Durham Research Online URL:

<https://durham-repository.worktribe.com/output/2325309>

Copyright statement: This accepted manuscript is licensed under the Creative Commons Attribution 4.0 licence.

<https://creativecommons.org/licenses/by/4.0/>