

Prepared by Dr. Mohamed Soliman

ENT 624
Entrepreneurial Strategy

Introductory Lecture



Introduction

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Entrepreneurial Strategy

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Welcome to the Master's in The Entrepreneurship Program



Welcome to a new chapter in your journey through the Master's in Entrepreneurship program. You're here because you have the drive to create change, the courage to take risks, and the mindset to turn ideas into action. This program is more than coursework. It's a launchpad to develop your leadership, understand markets, and build something real.

Remember:

- **Entrepreneurs don't wait for opportunity—they create it.**
- Failure is not the end—it's feedback.
- **The network you build now could shape your future.**
- Build something that matters.
- **We're excited to see what you'll create.**



Biography of Lecturer

2020 to Present **Senior Lecturer**
Business Innovation Department, Prince of Songkla University, Thailand

2015 to 2019 **Research Fellow /Teaching Assistant**
School of Management, USM, Malaysia

2004 to 2014 **Teaching Assistant / Lecturer**
Faculty of Business, Economics and Information Systems. Misr University for Science and Technology (MUST), Egypt



Biography of Lecturer

PhD in Technology Management

School Of Management (SOM), Universiti Sains Malaysia (USM), Malaysia

USM is No. 146 QS World University Ranking, 2025

The medium of study is English

Master of Business Administration

College of Postgraduate Studies, Arab Academy for Banking and Financial Science (AABFS), Egypt

The medium of study is English. Grade: Excellent (Honors)

Bachelor of Business Administration degree (Honors)

Faculty of Business and Economics, Misr University for Science and Technology (MUST), Egypt

The Medium of study is English. Grade: Excellent with Honors (CGPA 4.3)



Biography of Lecturer

Tutorial

Entrepreneurship Fundamentals	Operations Research in Management
Entrepreneurial Strategies	Materials Management
Entrepreneurial Financing	Operations Management
Business Forecasting in a Digital Age	Business Research Methods
Generative AI applications for Business learners	Principles of Mathematics for Business
Technological Innovation in Service & Manufacturing	Financial Mathematics
Disruptive Technologies in Business	Descriptive Statistics
Data Visualization	Applied Statistics



Awards

Delivering Excellence with Soul Award from MAJLIS PERSADA KENCANA, Universiti Sains Malaysia (USM).

Three-Minute Thesis (3MT) Competition, 34th Postgraduate Colloquium, School of Management, USM.

Poster Presentation Competition, 34th Postgraduate Colloquium, School of Management, USM.

Certificate of Graduation for Speechcraft, Bayan Baru Toastmasters Club, Penang, Malaysia.

Biography of Lecturer

List of Publications

Ali, R.A., Soliman, M.*, Weahama, M.R. et al. (2025). Investigating continuous intention to use metaverse in higher education institutions: a dual-staged structural equation modeling-artificial neural network approach. <i>Smart Learn. Environ.</i> 12, 3 (2025). https://doi.org/10.1186/s40561-024-00357-y	Scopus (CiteScore 17.4) Top 10% in Computer Sciences and Education WOS (IF 6.7)	Q1 Q1
Soliman, M.*, Ali, R.A., Khalid, J. et al. (2024). Modelling continuous intention to use generative artificial intelligence as an educational tool among university students: findings from PLS-SEM and ANN. <i>J. Comput. Educ.</i> 12(1), 1-32. https://doi.org/10.1007/s40692-024-00333-y	Scopus (Citescore 14.5) Top 10% in Computer Sciences and Education WOS (IF 4.3)	Q1 Q1
Soliman, M., & Karia, N.* (2025). Investigating ERP Readiness Enablers and Inhibitors Among Egyptian Higher Education Institutions. <i>Global Business Review</i>, 22(2),1-19. https://doi.org/10.1177/0972150920988652 [PhD Thesis]	Scopus (CiteScore 7.1) WOS (IF 2.5)	Q1 Q3
Soliman, M.*, Ali, R.A., Noipom, T. (2025). Unlocking AI-Powered Tools Adoption among University Students: A Fuzzy-Set Approach. <i>Journal of Information and Communication Technology.</i> 24(1). https://doi.org/10.1186/s40561-024-00357-y	Scopus (Citescore 3.3) WOS (IF 1.0)	Q1 Q4



Soliman, M.*, Assalihee, M., Mahmud, I., & Ali, R. (2024). Predicting Continuous Intention to Use e-Learning Platforms among University Students: An Integrated Model. <i>International Journal of Information and Education Technology</i> , 14(12), 1724-1733. https://doi.org/10.18178/ijiet.2024.14.12.2203	Scopus (Citescore 3)	Q3
Hassama, A., Soliman, M.*, & Noipom, T. (2024). Antecedents of Individuals' Switching Intention to Adopt Sharia Compliance in Fintech Transactions among Generation Y: A Case of Thai Southern Borders Provinces. In <i>2024 ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems (ICETISIS)</i> (pp. 796-800). IEEE. https://doi.org/10.1109/ICETISIS61505.2024.10459354	Scopus Proceeding	-
Tawalbeh, A., Elsharqawy, M., & Soliman, M.* (2024). Exploring the Drivers of University Students' Engagement of Online Learning Platforms Among Non-Native Arabic Speakers: A Case of Thailand's Southern Border Provinces. In <i>2024 ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems (ICETISIS)</i> (pp. 718-722). IEEE. https://doi.org/10.1109/ICETISIS61505.2024.10459348	Scopus Proceeding	-
Hayeemad, M., & Soliman, M.* (2024). Explaining Consumer Purchase Intention of Halal Cosmetics among Generation Y Consumers: A Case in Thailand's Southern Border Provinces. <i>International Journal of Academic Research in Business and Social Sciences</i> , 14(1), 3171-3193. http://dx.doi.org/10.6007/IJARBS/v14-i1/19851	ERA	-
Hayeemad, M., & Soliman, M. S. M.* (2024). Modelling Halal Cosmetics Purchase Intention among Millennial Female Consumers. <i>International Journal of Research and Innovation in Social Science</i> , 8(2), 601-615. https://dx.doi.org/10.47772/IJRIS.2024.802040	ERA	-
Soliman, M., & Noorliza, K.* (2023). Adopting enterprise resource planning (ERP) in higher education: A SWOT analysis. <i>International Journal of Management in Education</i> , 16(1), 20-39. https://doi.org/10.1504/IJMIE.2022.119681	Scopus (CiteScore 1.6)	Q3
Soliman, M., Ali, R.A., Khalid, J., Mahmud, I., Assalihee, M. (2023). Modeling the Continuous Intention to Use the Metaverse as a Learning Platform: PLS-SEM and fsQCA Approach. In: Al-Sharafi, M.A., Al-Emran, M., Tan, G.W.H., Ooi, K.B. (eds) <i>Current and Future Trends on Intelligent Technology Adoption. Studies in Computational Intelligence</i> , vol 1128. (pp. 41-62). Springer, Cham. https://doi.org/10.1007/978-3-031-48397-4_3	Scopus (CiteScore 2.0)	Q4
Soliman, M. S. M.*, Nuh, R., Hayeemad, M., Hama, I., Islam, M. (2023). A study on BIS readiness among Thai SMEs focusing BIS enablers and inhibitors. <i>Malaysian Journal of Information and Communication Technology</i> , 8(1), 19-31. https://doi.org/10.53840/myjict8-1-3	Malaysian Citation Centre (MCC)	-
Soliman, M. S. M.*, & Noorliza, K. (2020). Explaining the competitive advantage of enterprise resource planning adoption: insights Egyptian higher education institutions. <i>Journal of Information Technology Management</i> , 12(4), 1-21. https://doi.org/10.22059/JITM.2020.292788.2424 [PhD Thesis]	Scopus	Q3
Soliman, M. S. M.*, Karia, N.*, Moeinzadeh, S., Islam, M. S., & Mahmud, I. (2019). Modelling intention to use ERP systems among higher education institutions in Egypt: UTAUT perspective. <i>Int. J. Sup. Chain. Mgt Vol</i> , 8(2), 429-440. http://dspace.daffodilvarsity.edu.bd:8080/handle/123456789/6016	Scopus	Q3
Islam, M. S.*, Karia, N.*, Khaleel, M., Fauzi, F. B. A., Soliman, M. S. M., Khalid, J., ... & Mamun, M. A. A. (2019). Intention to adopt mobile banking in Bangladesh: An empirical study of emerging economy. <i>International Journal of Business Information Systems</i> , 31(1), 136-151. https://doi.org/10.1504/IJBIS.2019.099530	Scopus	Q2



Khalid, J.*, Ram, B. R., Soliman, M., Ali, A. J., Khaleel, M., & Islam, M. S. (2018). Promising digital university: a pivotal need for higher education transformation. <i>International Journal of Management in Education</i> , 12(3), 264-275. https://doi.org/10.1504/IJMIE.2018.092868	Scopus	Q3
Islam, S., Karia, N.*, Bin Ahmad FAUZI, F., & Soliman, M. S. M. (2017). A review on green supply chain aspects and practices. <i>Management & Marketing</i> , 12(1), 12-36. https://doi.org/10.1515/mmcks-2017-0002	Scopus	Q3
Soliman, M., & Karia, N*. (2017). Antecedents for the success of the adoption of organizational ERP among higher education institutions and competitive advantage in Egypt. <i>Engineering, Technology & Applied Science Research</i> , 7(3), 1719-1724. https://doi.org/10.48084/etasr.1113	ISI Web of Science (EMCI)	-
Karia, N., & Soliman, M*. (2017). Factors affecting enterprise resource planning (ERP) systems adoption among higher education institutions in Egypt. <i>International Journal of Advanced and Applied Sciences</i> , 4(5), 144-151. https://doi.org/10.21833/ijaas.2017.05.025 [PhD Thesis]	ISI Web of Science (EMCI)	-
Soliman, M.*, & Karia, N.* (2016, March). Enterprise resource planning (ERP) systems in the Egyptian higher education institutions: Benefits, challenges and issues (pp. 1935-1943). In <i>International Conference on Industrial Engineering and Operations Management</i> , Kuala Lumpur, Malaysia, March 8-10, 2016. http://ieomsociety.org/ieom_2016/pdfs/557.pdf [PhD Thesis]	Scopus Proceeding	-
Soliman, M., & Karia, N.* (2021). Role of Resource-based View in Predicting ERP Perceived Value: Higher Education Perceptions. <i>Journal of Technology Management and Business</i> , 8(1), 10-19. Retrieved from https://penerbit.uthm.edu.my/ojs/index.php/jtmb/article/view/7491 [PhD Thesis]	MY CITE (Malaysian Citation Index)	-
Soliman, M.*, Karia, N., Moeinzadeh, S., Fauzi, F. B. A., & Islam, M. S. (2017). Towards an understanding of the behavior intention and benefits to use enterprise resource planning systems among higher education institutions' end-users in Egypt: The role of readiness for change (pp. 683-693). In <i>12th Asian Academy of Management International Conference</i> , Penang, Malaysia, October 6-9, 2017.	-	-
Islam, M. S., Karia, N.*, Soliman, M. S. M., Fouji, M. H., Khalid, J., & Khaleel, M. (2017). Adoption of mobile banking in Bangladesh: a conceptual framework. <i>Review of Social Sciences</i> , 2(8), 01-08. https://doi.org/10.18533/rss.v2i8.109	-	-
Soliman, M.*, & Karia, N. (2015). Enterprise resource planning (ERP) system as an innovative technology in higher education context in Egypt. <i>International Journal of Computing Academic Research (IJCAR)</i> , 5(4), 265-269. [PhD Thesis]	-	-
Soliman, M., & Karia, N. (2015). Higher education competitive advantage: enterprise resource planning systems. <i>International Journal of Research in Management & Technology (IJRMT)</i> , 5(5), 380-384. [PhD Thesis]	-	-
Soliman, M., & Karia, N. (2015). Enterprise resource planning systems in higher education context: Functionalities and characteristics. <i>International Journal of Innovative Research in Science, Engineering and Technology</i> , 4(11), 10408-10413. https://doi.org/10.15680/IJIRSET.2015.0411011 10408 [PhD Thesis]	-	-



Biography of Lecturer

Google Scholar

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Dr. Mohamed Soliman Mohamed Soliman

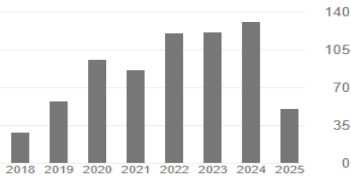
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☐ TITLE	CITED BY	YEAR
☐ Investigating ERP readiness enablers and inhibitors among Egyptian higher education institutions M Soliman, N Karia Global Business Review 26 (1), 221-239	5	2025
☐ Unlocking AI-Powered Tools Adoption among University Students: A Fuzzy-Set Approach TN Mohamed Soliman, Reham Adel Ali, Imran Mahmud Information and Communication Technology 24 (1), 1-28	2	2025

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Metrics:

Google Scholar Citations	Google Scholar h-index	Google Scholar i10-index	Scopus Citations	Scopus h-index	WOS Citations	WOS h-index	ResaerchGate Score	ResaerchGate Citations	ResaerchGate h-index
779	15	16	230	7	64	4	660	579	14



Scopus

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15
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7
h-index



Biography of Lecturer

Research Grants

1. **Survey of Perceived Value of Business Intelligence Systems and Organizational Performance in SMEs: A Case Study of Southern Border Provinces of Thailand.** Source: Knowledge Research Scholarship 2024, Prince of Songkla University (PSU). *(Ongoing till August 2025)*
2. **Modelling Emotional Intelligence and Job Performance among Secondary Schools' Administrators in Thailand's Southern Border Provinces: Transformational Leadership and Self-efficacy as Mediators.** Source: National Research Council of Thailand (NRCT), Scholarship for research work development of new generation professors for the years 2023 – 2025. *(Ongoing till April 2025)*
3. **Predicting Factors Influencing Intent of Cultural Tourists in Southern Border Provinces of Thailand: An Integrated Model.** Source: National Budget, Fundamental Fund (FF) Year 2023/2024. *[Completed]*
4. **Technology in Tourism to Achieve the Sustainable Development Goals (SDGs): Explore visitors' perspectives on contactless technology in the age of COVID-19 and smart hospitality.** Source: National Budget, Fundamental Fund (FF) Year 2023/2024. *[Completed]*
5. **Predicting purchase intent of halal cosmetic products for Gen Y women: a case study in the southern border provinces of Thailand.** Source: National Budget, Fundamental Fund (FF) Year 2023/2024. *[Completed]*
6. **Model of Students' Continuous Intention in Using E-Learning Platforms During and After COVID-19: The Case of a University's Islamic Studies Program in the Southern Border Provinces of Thailand.** Source: Develop new researchers in 2023, Prince of Songkla University (PSU). *[Completed]*
7. **A study of millennial consumers' intentions in choosing Halal cosmetics in the southern border provinces of Thailand.** Source: Faculty of Islamic Sciences Research Fund 2022, Prince of Songkla University (PSU). *[Completed]*

Biography of Lecturer

Volunteering Activities

- Associate Reviewer, Interdisciplinary Journal of Information, Knowledge, and Management (IJKM), Informing Science Institute (2022–ongoing), USA.
- Moderator, International Conference on Islam in Malay World (ICON-IMAD), 2024, PSU, Thailand.
- Commentator, International and National Conference on Business Administration and Accountancy (INCBA 2024), 22–23 February 2024, Hatyai, Thailand.
- Presenter, AI Game Changer Seminar, Faculty of Islamic Sciences, February 28, 2024, Pattani campus.
- Assessor, Showcasing Brilliance, February 27, 2024, Faculty of Islamic Sciences, Pattani campus.
- Presenter, UITM-PSU Seminar at the PSU administration office, May 9, 2024, Pattani campus.
- Commentator, International Conference on the Quality of Halal Industry (World HAPPEX 2023), 14 July 2023, Hatyia, Thailand
- Facilitator, Mini SEEDS Thailand, 2024, Prince of Songkla University (PSU), Thailand.
- Facilitator, Mini SEEDS Thailand, 2023, Prince of Songkla University (PSU), Thailand.
- Facilitator, Mini SEEDS Thailand, 2022, Prince of Songkla University (PSU), Thailand.
- Session Chairperson and Reviewer at UUM - PSU Symposium (March 2022).
- Executive Member of Colloquium 34th (2017), SOM, USM, Malaysia.
- Committee member of 5th ASEAN Future Leaders Summit (AFELES) 2017, USM, Malaysia.
- Participant and presenter of the AAMC (2017) conference, Penang, Malaysia.
- Participant in Malaysia Three-Minute Thesis Competition (2017) at Dewan Budaya, USM, Penang.
- Participant and presenter of IEOM (2016) conference, Kuala Lumpur, Malaysia.
- Committee member of Colloquium 33rd (2016), USM, Malaysia.
- Participant of Colloquium 32nd (2015), SOM, USM, Malaysia.
- Participant of Colloquium 31st (2014), SOM, USM, Malaysia.
- Participant in Symposium (2013), SOM, USM, Malaysia.

Midocean University

Midocean University is an investment of The Everyone's Smart University Holding Group in the Kingdom of Saudi Arabia, with registration no. 1010664457. It's accredited and licensed by the Ministry of Education in the United Republic of the Comoros with no. MENERSFIP/SG/110-22. In addition, it has the membership of the Association of Arab Universities. The university offers its services to the citizens and residents of Comoros in addition to offering them globally through its licensed operational branch under the name of Midocean University – Fujairah, UAE. This branch aims to support logistical services and services of infrastructure, technology, and development, as well as ensuring business continuity, and performing the financial work, including disbursement and collection, knowing that the degree-granting body for all study programs is Midocean University in the United Republic of the Comoros.

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"The Founder's Message, Midocean University"

To my sons and daughters, my brothers and sisters, everywhere in the world...

To you, I send all my love, appreciation, and hope that you contribute to the progress of your nations, the prosperity of your societies, and their stability.

Midocean University is the foundation of knowledge, the initiative for development, and the embodiment of solidarity and cooperation among peoples. It is the most precious flowers in my garden and the truest reflection of my conscience. I implore you to preserve it and bring it to life through knowledge and action, and do not hesitate to pray for us, our parents, our kingdom, and our ruler.

With love,

Nasser bin Ibrahim bin Saad Al-Muhaimid.



Nasser bin Ibrahim bin Saad Al-Muhaimid

Founder

College of Entrepreneurship and Innovation

The College of Entrepreneurship and Innovation at Midocean University was established in 2022. It aims to provide the knowledge and skills necessary to distinguish in the world of institutional and social entrepreneurship. The college offers a bachelor's degree in entrepreneurship and innovation and a master's degree in entrepreneurship.

The Master of Entrepreneurship is an outstanding, exciting program that leverages your skills to lead innovation, acquire negotiations, leadership skills, and apply design thinking to drive long-term career progression, improve business productivity, and global competitiveness.

This program is designed with a clear focus on the development of practical skills and opportunities for the application of knowledge to real-life organizational situations, aiming to generate value and drive sustainable economic, social, technological, and organizational development.

Processes and mindsets central to entrepreneurship and innovation that are created throughout this program are equally important to new and early-stage ventures, and within existing organizations.

ENT 624 Entrepreneurial Strategy

Credit Hours: 3 credit hours

- This course emphasizes how entrepreneurial strategy focuses on creating structural change or responding to change that is induced externally.
- It also covers Grabber-holder dynamics as an analytical framework for developing entrepreneurial strategy, which in turn increases success in creating and shaping the diffusion of new technology or product innovation dynamics.
- It includes modeling, case studies, and a term project.
- This course provides a strategy framework for growth entrepreneurship.
- It is particularly focused on helping students create a sustainable competitive advantage and understand how to do so in the early uncertain stages of a startup.

Course Learning Outcomes (CLOs): On successful completion of the course, students will be able to:

CLO1: Analyze market opportunities and develop innovative business models to address unmet needs in diverse industries.

CLO2: Formulate competitive strategies that leverage unique value propositions and sustainable differentiation.

CLO3: Evaluate financial and operational risks associated with entrepreneurial ventures and propose mitigation strategies.

CLO4: Design scalable growth strategies for startups, including market entry and expansion plans.

CLO5: Apply strategic frameworks to real-world entrepreneurial challenges through case studies and simulations.

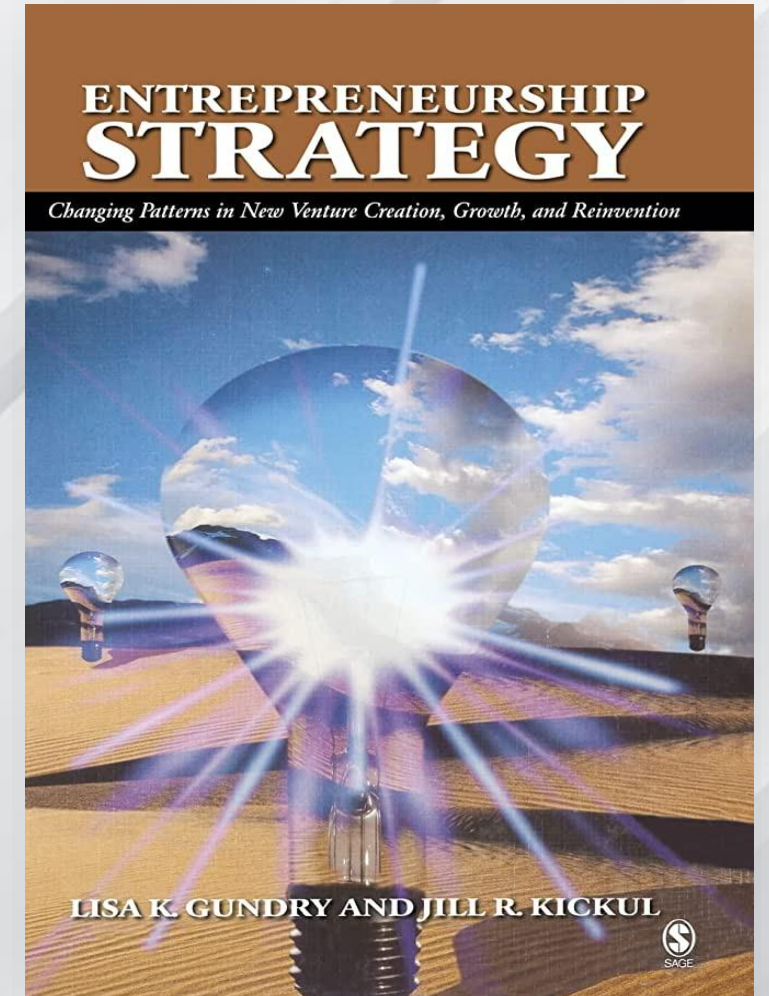
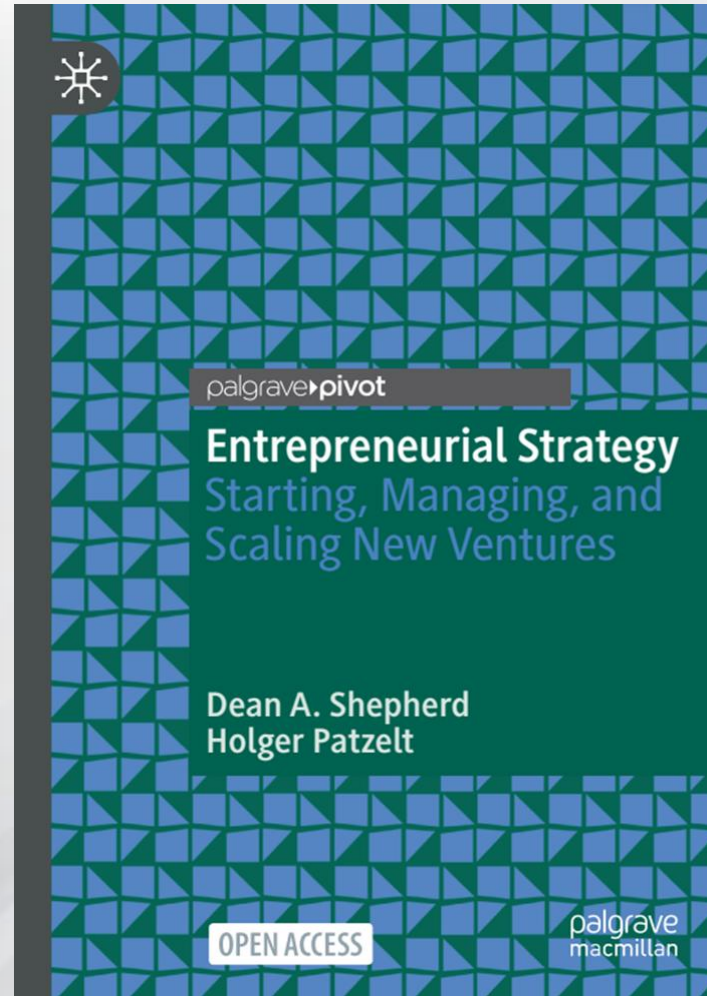
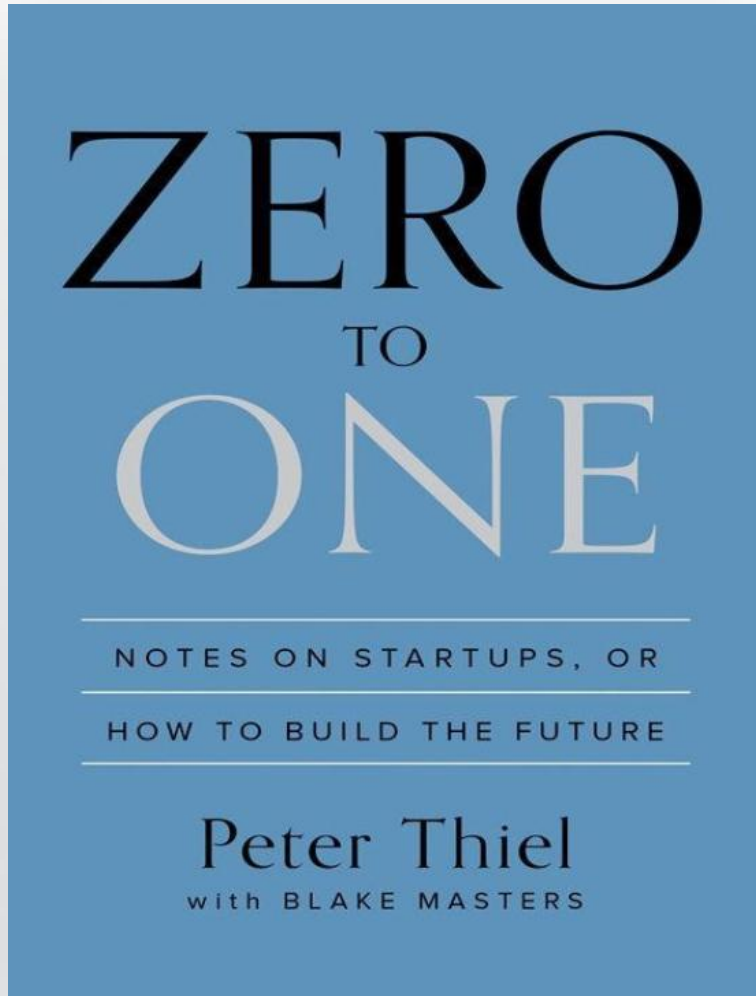
CLO6: Communicate entrepreneurial strategies effectively through case studies and written plans.

List of some relevant roles suitable for entrepreneurship and innovation:

- **Founder**
- **Co-Founders**

1. Innovation Project Manager
2. Entrepreneurship Consultant
3. Innovation Marketing Manager
4. Creative User Experience Designer
5. Social Innovation Researcher
6. Business Incubator Coordinator
7. Innovation Project Coordinator
8. Innovative Business Development

Course Material Textbooks



Study Plan (Lecture)

Week	Topics
0	Introductory lecture 
1	Introduction to Entrepreneurial Strategies
2	Identifying Market Opportunities
3	Lean Startup Methodologies
4	Business Model Design
5	Market Entry Strategies
6	Strategic Pivoting and Competitive Positioning
7	Strategic Plan Outline
8	Risk Management in Entrepreneurship
9	Managing New Ventures
10	Strategies for Growth and Scaling
11	Revision
12	Final Exam

Assessment

items

Marks

10 x Quizzes (quiz = 8 marks)

80

Final Exam

20

100.00	100.00	100.00
99.00	100.00	99.00
94.00	100.00	97.00
93.00	99.00	97.00
91.00	96.00	96.00
89.00	96.00	96.00
89.00	96.00	92.00
89.00	95.00	90.00
88.00	95.00	89.00
84.00	94.00	86.00



Thank You