point of this investigation is to propose appropriate benchmarks for selecting the most important PPA barrier. The Interpretive Structural Modelling (ISM) approach will evaluate the barriers at all the above-mentioned levels and aid industrialists and researchers in combating the challenges. Implications for industry practitioners and scholars are expected to add value to the body of knowledge.

Keywords: UNSDGs, Plant-Based Meat; Alternative Protein Sources, Sustainable Food Choices, Sustainable Environment, Animal-Agriculture, Interpretive Structural Modelling

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Digital Entrepreneurial Behavior among University Students in Saudi Arabia: The Mediating Effect of Entrepreneurial Intention and the Moderating Role of Anticipated Regret

Basheer M. Al-Ghazali
King Fahd University of Petroleum & Minerals, Saudi Arabia

Abstract

The establishment of new enterprises significantly contributes to the economic prosperity and stability of both developed and developing nations on a global scale. Despite a notable proportion of adults in Saudi Arabia perceiving favorable prospects for initiating new business ventures, the country has experienced only moderate growth in entrepreneurship. This study aims to comprehensively evaluate the determinants influencing students' intentions to embark on new entrepreneurial ventures through technological platforms upon completing their education at universities in Dammam, Saudi Arabia. In pursuit of this objective, the research endeavors to construct a robust conceptual framework elucidating digital entrepreneurial behavior, encompassing the mediating impact of entrepreneurial intention and the moderating role of anticipated regret. A survey-based methodology rooted in quantitative research design will be employed for data collection and analysis. The application of the Partial Least Square-Structural Equation Model (PLS-SEM) will allow for a detailed examination of the intricate relationships within the conceptual framework. The anticipated outcomes of this research hold significant theoretical implications and will offer valuable insights for policymaking in this domain.

Keywords: Digital Entrepreneurship, Entrepreneurial Education, Risk Propensity, Entrepreneurial Intention, Anticipated Regret, Saudi Arabia

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Barriers to Q-Commerce Adoption in India: A DEMATEL Based Approach

Ashish Trivedi
O. P. Jindal Global University, India

Abstract

Q-commerce is a rapidly growing market that has the potential to become a major force in ecommerce. In this study, we analyze the key cause-and-effect relationships among the barriers faced by the e-grocery delivery system in India using the Decision Making Trial and Evaluation Laboratory (DEMATEL). Our findings indicate that low picking efficiency and complex vendor management are the most influential barriers, without being influenced by others. The insights from this study will help q-commerce businesses improve the efficiency of their egrocery delivery system.

Keywords: Q-commerce, E-commerce, E-grocery, Barriers, DEMATEL