



مركز ريادة الأعمال  
Entrepreneurship Center

**GEM** Global  
Entrepreneurship  
Monitor



# Oman REPORT

College of  
Economics,  
Management &  
Information  
Systems



## WHAT IS THE GEM?

**The Global Entrepreneurship Monitor**  
Is the world's foremost study of entrepreneurship. GEM provides information, comprehensive reports and interesting stories about entrepreneurial phenomenon.

# ..GEM..

Began in 1997 as a joint project between Babson College (USA) & London Business School (UK).

The aim was to consider why some countries are more 'entrepreneurial' than others.

18 years on, it is the richest resource of information, publishing a range of global, national and 'special topic' reports on an annual basis.

### **The importance of GEM report**

- ☆ Gives insight into what is happening in the entrepreneurial space.
- ☆☆ Understanding of what is needed to promote SMEs development.
- ☆☆☆ Enables policy makers to formulate informed decisions and strategies to promote the levels of entrepreneurial activity in the country.

**It is a trusted resource on entrepreneurship for key international organization like :**

- ✓ The United Nations.
- ✓ The World Bank.
- ✓ The World Economic Forum.
- ✓ The Organization for Economic Co-operation and Development (OECD).

# WHY GEM IS IMPORTANT? FOR OMAN



- ⊙ GEM helps to collect primary data on entrepreneurial activity.
- ⊙ GEM can help specialist in the field of entrepreneurship research and more research will be published about Oman.
- ⊙ GEM can help students who pursue their post graduate studies.
- ⊙ GEM recognizes entrepreneurship as a process. It measures capture all the different stages - from seeing an opportunity, making the first steps towards starting a business, nurturing a baby business and scaling it up.

**Data  
Collection**

**Specialists**


**Students**

**Process**



## HOW DOES GEM OPERATE

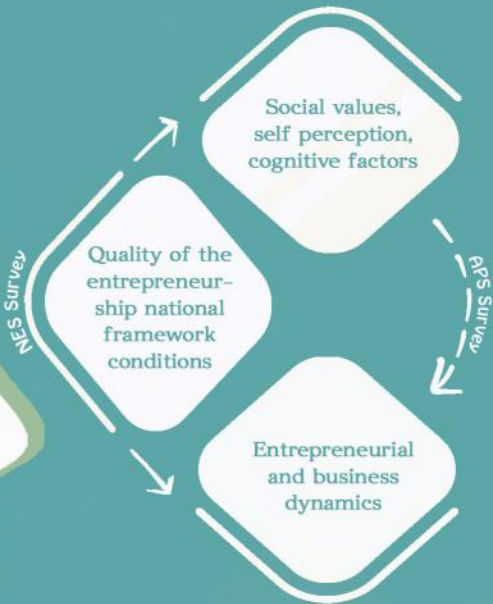
Each country is responsible for raising its own funds in order to be able to participate. The GEM cycle starts at the beginning of the calendar year and revolves around conducting two separate surveys.



The first is the Adult Population Survey (APS) which involves a standardized questionnaire that each participating country completes during the period April to July of each year.

APS Approximately 2000 respondents among the adult population (18-64 years old) are surveyed in both rural and urban areas.

The second is the National Expert Survey (NES), 36 experts are selected and interviewed each year.



In Each Economy, GEM looks at  
... 2 elements ...

- 💡 The entrepreneurial behavior and attitude of individual (APS)
- 💡 The national context and how that impacts entrepreneurship (NES)

DESCRIPTION &  
SHORTCUT

💡 shows the three main components of the entrepreneurial phenomenon that gets the information from GEMs tools.

APS : Adult Population Survey  
NES : National Expert Survey

## BENEFITS

### to the sponsoring Organizations

1. It reinforces their commitment to understanding more about entrepreneurship in the country and small business development.
2. The information obtained could help and influence them on their strategy towards SMEs.
3. Their name and logo would go onto the cover of the national report and short summary of their activities in the main body of the report.
4. They could contract for tailored research to be done on their behalf (added cost).



## UNIVERSITY OF NIZWA'S ROLE

- ✦ Conducting research in entrepreneurship development and policy evaluation.
- ✦ Training center for entrepreneurs.
- ✦ Consultant for SMEs.
- ✦ GEM incubator.

# DATA COLLECTION METHODOLOGY

Region	% from population	Strata		Total N =
		Male, n =	Female, n =	
Muscat	22.4%	240	229	470
Dhofar	8.8%	94	91	185
Musadam	1.2%	14	12	26
Al Burayami	2.2%	24	22	46
Ad Dakhliyah	13.0%	134	140	274
Al Batinah North	19.6%	208	204	412
Al Batinah South	11.6%	121	123	244
Ash Sharqiyah South	7.6%	79	81	160
Ash Sharqiyah North	6.5%	136	66	136
Adh Dahirah	6.1%	63	65	128
Al Wusta	0.9%	9	10	19
Total	100.0%	1,052	1,048	2,100



NOTE:  
The exact sampling location will be worked upon the

NOTE: Sampling distribution amongst the states and strata is as per 2020 census.

## TIMELINE

. infographic .



# Partners



## Vendor

**HORIZONS**  
STATISTICAL CONSULTING

Leadership in research &  
statistical consulting





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