

Navigating the Digital Space: Analyzing the Role of Egyptian Entrepreneurial Podcasts on Business Growth and Fostering Entrepreneurship

*By Mariam Amer**

Podcasting is rapidly growing in Egypt as a part of the popular culture, where listeners are attached to an audio content discussing diverse social, political, lifestyle and cultural aspects. Consequently, entrepreneurs and media companies found an opportunity for commercial interest and expansion in the podcasting, hence leveraging it to a professional level that makes it more accessible and affordable for the Egyptian audience. Podcasting, like any other medium, has been reshaped by media “platformization”, where it enabled podcasting to act as an intermediary between diverse users for instance, suppliers, professionals, producers, customers, advertisers, and entrepreneurs that will be particularly investigated in the research paper. This study examined the role of pod casts in driving business growth through the empowerment and information given in the knowledge-sharing platform of podcasting. Moreover, the paper discussed the impact of the success stories narratives and expertise shared on business innovation, through the systematic analysis of a selection of entrepreneurial podcasts. The researcher identified the themes, strategies, market insights, activities and practices and advice provided to the entrepreneurial listener. Lastly the study scrutinized the authenticity as well as the reliability of the podcasts, thus promoting a new type of trust and engagement with its listeners. The researcher utilized qualitative research to some selected Egyptian entrepreneurial podcasts that are significantly growing as an entrepreneurial expert for business innovation and growth, therefore contributing to the fathom of modern communication tactics regrading business success in a competitive Egyptian landscape.

Introduction

Business growth and entrepreneurship are one of the aspects that had been greatly affected by podcasting in Egypt, where the personal communication between a success story or a successful businessman and the listeners, created a sense of community and trust that usually is non-existent in any traditional media, especially when it comes to an intricate topic like business expansion and enterprising. Consequently, the foundation for podcasting in business growth and entrepreneurship grew stronger and became more credible when it comes to starting business tips, getting funds and sponsorship, and running daily business operations. On another note, podcasting acted as a source of networking and discovering new business

*Lecturer, October University for Modern Sciences and Arts (MSA University), Egypt.

opportunities for some people, making it a cost-effective marketing channel for attaining more engaged niche markets (Haque and Zdravkovska, 2023). Since the popularity of podcasting is growing in Egypt, then their role in influencing entrepreneurs who are looking for business growth and branding strategies, is becoming inevitable, hence significant research and investigation is required.

The concept of individual consumption has changed rapidly because of the progression in the digital technology, specifically the podcasts platform. Podcasts became a popular medium as it offers both education and entertainment in a wide range of subjects in a convenient and accessible way as it could be easily streamed on laptops, mobile phones, and smart tablets. Also, the idea of lasting an average of hour, made them suitable for the daily use. When it comes to entrepreneurship, podcasts were positioned as an impactful medium especially for the young generations businesspeople who seek knowledge, expertise and advice (Mohamed, 2024). Arab and international podcasts usually shed the light on the success stories of diverse businesspeople through tackling their failures, personal growth stories and scalability, thus acting as a motivational source as well as a guide for its audience (Berry, 2016).

In Egypt there are several aspects that need to be considered before shaping any career, these could be societal, religious, cultural and political. The need for something aspirational and self-improving is a key juncture for the businesspeople educational and entrepreneurial development, and podcasts played such a role and fulfilled the need for its businesspeople listeners, as it would immensely affect their career routes. The study investigated the podcasts' content in terms of motivations, challenges, and opportunities emerging in the Egyptian media landscape. Moreover, the current study is aiming to fill the gap found in the Egyptian literature regarding the entrepreneurial/business podcasts, where studies of Egyptian podcasts in general are abundant, but entrepreneurial podcasts in specific are scarce.

Literature Review

Podcasting in Egypt

Podcasts are considered a two-way communication medium, where the hosts make sure to engage their listeners through email marketing or activities on the social media pages, unlike radio that is considered a one-way communication traditional medium. Usually, the podcasts provide personal growth stories as well as tips and tricks for problem solving, that constitutes the base for business topics (Dumas as cited in Kemppainen, 2022). Additionally, podcasts, especially business ones, provide diverse promotional activities (Kemppainen, 2022). In Egypt, podcasting took a different turn, where it flourished as a medium with less censorship, therefore it attracted many listeners as it satisfied their relative needs. A study conducted by Dessouki et al. proved that Egyptian audience viewed podcasts to be more honest, direct and accessible while multi-tasking when compared to radio as it is considered a scripted medium. Also, it showed that the most popular podcasts platforms are Spotify, Anghami, Apple Podcast and YouTube. They also

favor short lengths episodes as they listen to it while commuting or before bedtime (2023).

Podcast and Entrepreneurship

Podcasts are immensely growing and becoming popular, where its impact and trustworthiness are now competing with traditional media. Consequently, adopted every media content, where social, educational, entertainment, and business content thrived in the podcast platforms (Stoll et al., 2021). Several research were conducted measuring the impact of podcasts on business people motivational sense of always becoming aware and up to date regarding business insightful trends, and the results showed that it served as a key aspect in providing insights for business performance as well as business guidance (Waddingham et al., 2020). Meanwhile, another study took the same path in measuring the impact of podcast on business transformation, and a thematic analysis was conducted, where entrepreneurship, sustainability, start-ups and psychological capital were analyzed because of podcast listenership resulting an improvement in organizational performance as well as originating and sustaining businesses (Elton and Moore, 2022).

Similarly, another study measured the advantages of the podcast's listenership, however this study was confined to only one educational platform, where the results showed that podcasts enabled students to acquire the asynchronous learning skills. In other words, students were able to do in-depth analysis and discussion because of the engagement feature found that nurtures active learning, thus achieving entrepreneurial education (Vidal et al, 2021). Learning while listening became a popular theme that was generated through podcasts, where business podcasts acted as educational yet entertaining media content. Managers and businesspeople started to rely on podcasts as a method for learning and stopped being skeptical, especially since it is considered a passive learning process, where the listeners do not exert any effort in obtaining the knowledge. Consequently, it became popular yet reliable source of information, particularly in business and start-up industries, entrepreneurs now can easily grasp the ideas being presented in an engaging manner (Waddingham et al., 2020).

Social media in general played a positive significant role on business growth, a study was conducted measuring the impact of social media on business growth and empowerment on females' entrepreneurs, and the results were the following, 95% of the sample assured that the presence of social media was essential for their business origination. The study discussed that before digital entrepreneurship males usually had higher percentages of originating businesses than females, however after digital entrepreneurship, the females contributed more to the investments (Miniesy et al., 2022). Meanwhile, another study that is more concerned with podcasts, where it measured the themes and approaches portrayed in the content, found that podcasts usually tackle futuristic updated topics in general, and business topics in specific, however the dynamics changes from a podcast to another depending on the host's aims suitability (Welz et al., 2021). Nevertheless, another study conducted to measure the impact of storytelling on entrepreneurship innovation, and the results contradicted with what mentioned above, where it found that the narrative content found in podcast offer limited guidance and businesspeople plan their own path (Burnell et

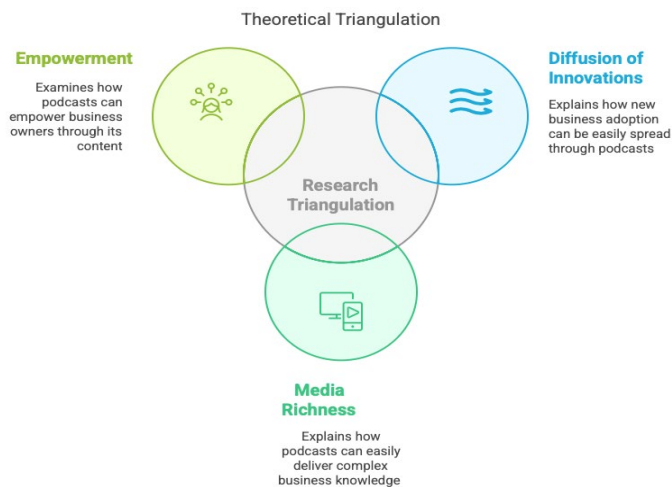
al., 2023). Contrastingly, a study examined 11 podcasts for intimacy and emotions, and it found the following, podcasts embodied the form of personalized journalism, where it succeeded in building an intimate relationship between the guests and the listeners, and it stated that “self-reflexivity and transparency of the reporting process have become “staple ingredients” of podcasting,” (Lindgren, 2023).

Theoretical Framework

The current study depended on a multi-dimensional theoretical model, where it combined *diffusion of innovation, media richness and empowerment theory*. Diffusion of innovation theory was applied here to explain how new idea and adopted behaviors through online technologies are spread throughout audience (García-Avilés, 2020). The study dealt with podcast entrepreneurial content to be the *innovative idea*; the businesspeople (listeners) are the considered the *adopters* who might benefit from the discussed business strategies in their own business. Meanwhile the guests acted as the *early adopters* through their narration of their success, failure, and improvement stories. Finally, the *adoption stages* might be reflected in the episodes through the story telling of their business experience.

Media Richness was applied as well in terms of explaining the effectiveness and richness of podcasts in disseminating complex information (Ishii et al., 2019), where they offer *expressive tones, passionate cues, and fervent story telling technique*. Additionally, it serves as a medium that offer deep analysis for complex business topics like market insights, strategies, trends, consumer behavior, and scaling plans explained through empirical depth. Finally, the study resorted to *Empowerment Theory* because it served as the psychological aspect for the research (Masullo Chen, 2016), where the kind of business stories shared through the examined podcasts have an impact on the business owners’ *cognitive empowerment* through knowledge offered on strategy, innovation, and business literacy. The stories of perseverance, determination, and fortitude acted as *psychological empowerment*. Lastly, sharing all life lessons learned through business ownership can lead to *community empowerment*. Consequently, the provided theoretical triangulation employed podcasts to be something beyond a normal communication tool, where they acted as mediators of innovation, rich enlightening medium, and empowerment platform.

Figure 1. Theoretical Triangulation



Research Questions

RQ1: In what ways do the content of the Egyptian entrepreneurial podcasts discuss and reflect business empowerment and growth? (Empowerment Theory)

RQ2: What frequent themes, strategic approaches, market insights, and entrepreneurial practices are discussed across selected podcast episodes? (Media Richness Theory)

RQ3: What natures of success stories and expertise insights are discussed in entrepreneurial podcasts, and how these narratives entice business innovation? (Diffusion of Innovation & Empowerment)

RQ4: To what extent do the tone, storytelling techniques, guest selection, and supporting evidence add to the genuineness and reliability of the entrepreneurial podcast? (Media Richness Theory)

Methodology

In this study, the researcher applied qualitative content analysis, since the main aim was to examine the role of podcasts in driving business growth; consequently, the stories and narratives were examined to measure the strategies, market insights, activities and practices and advice provided in the podcast content. This method is used to analyze textual data, where it involves the counting of categories to identify the examined data patterns and foresee its insightful meanings and impact (Forman and Damschroder, 2007). Accordingly, a thematic coding sheet was constructed to measure the following variables, business empowerment and growth, themes, strategic approaches, market insights, entrepreneurial practices, success stories, expertise insights, business innovation, genuineness and reliability. Additionally, each variable acted as an independent theme and had its own sub-themes measurement to test it (*Appendix I: coding sheet & operational definitions*).

Sample

The study resorted to purposive sampling, where the podcasts and episodes were deliberately chosen to act as a diverse content to provide an indirect comparative analysis on the one hand. On the other hand, to provide an array of diverse knowledge and expertise since the study aim was examine this modern communication tactic on business growth in general. Additionally, the number of followers and subscribers acted as a significant aspect in the selecting process. Accordingly, different types of Egyptian business podcasts were chosen, and they were the following, Business BelArabi (Business in Arabic), The AI, Making It, Al Mal Al Halal (Clean Money), Khamisa Business (five business), and Madrasat Al Estethmar (School of Investment). Two episodes were selected from each podcast, where each one had its own business type to serve the diverse purpose of the study and the business types were the following, Education, Application Developer and Chatbot, Banking, Sports, Real Estate, Architecture, Fintech, Fashion, Furniture, Consumer Financing, Financial Services and Transportation.

Method of Data Collection

A coding sheet was created for the qualitative content analysis, where the study chose the podcasts episodes to be the *unit of analysis*. They were specifically chosen as they constitute the core of the scrutinized content, where they reflect the motivational language, personal stories growth, scalability, strategic planning, innovation, resilience, marketing and funding techniques, consumer behavior, operations, turning points, and the trend forecasting the study wish to measure. Additionally, the *unit's* selection process was constructed on diverse content, where the elected guests had different business industries to provide a range of knowledge, which is the depth aimed from the study in the first place. Meanwhile, the *categories* of the current study were created as themes to examine the designated media, nevertheless the study developed *categories* and *sub-categories* as its measurement tools. Those categories are the following, *empowerment, business growth, themes, strategic approaches, market insights, entrepreneurial practices, success stories, expert insights, business innovation, genuineness, and reliability*.

Results

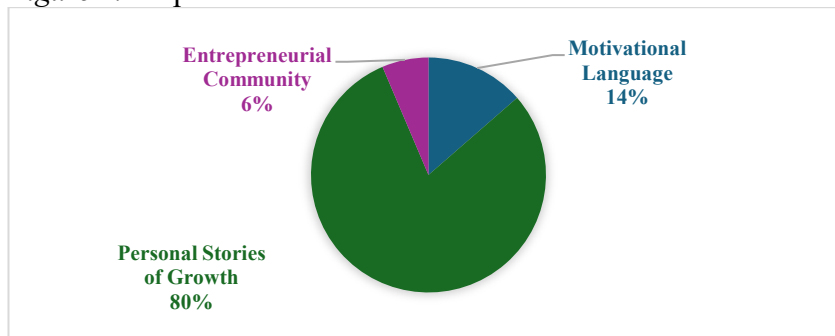
As discussed above the current study applied qualitative content analysis, where a thematic coding sheet was created to measure the pre-determined study variables, which are:

1. Business Empowerment and Business Growth

Empowerment was measured by the analysis of the following sub-variables, *motivational language, personal stories of growth, and entrepreneurial community*, and the results were all the podcasts provided personal stories, yet the only *one*

episode discussed the importance of being part of a growing entrepreneurial local community, and another *two* mentioned some encouraging phrases intended to inspire confidence. Meanwhile **Business Growth** was measured by the analysis of *scalability, revenue and growth measurements, and strategic planning*, and the results go as follows, 11 podcasts discussed strategies and insights on how to enable business to scale and to grow exponentially, *ten* mentioned some of their KPIs and financial milestones, for instance ““Valu's valuation of 250 million dollars, with Amazon's investment, acts as an evidence for a significant growth metric”, and more than half of the podcasts (*seven*) provided their view of their expansion tactics and future progressions.

Figure 2. Empowerment Results



2. Themes, Strategic Approaches, Market Insights, and Entrepreneurial Practices

Themes mentioned in the study was measured by the examination of the following sub-variables, *innovation* and *resilience* and the qualitative results showed the following, most of the episodes (*eight, 67%*) discussed new ideas through resourceful problem solving and creative business models that reflected the *innovation* variable. Meanwhile, resilience was reflected in 11 podcasts that chatted stories showing perseverance, failure, and recovery plans. **Strategic Approaches** variable was measured through the analysis of the following, *marketing techniques* and *funding strategies*. Half of the sample was found to be using social media for building brand image and identity, while the other half did not do any sort of online marketing and used the word-of-mouth on the one hand. On the other hand, *seven* podcasts discussed the importance of funding either its seed funding or bootstrapping or external investment or arbitrage or venture capital, yet the rest of the sample advised not have any sort of funding to avoid board approvals and business complications especially in the early years.

Figure 3. Strategic Approaches Results



Market Insights is examined through the analysis of the *market trends* and *consumer behavior*, where both shared the same results, as *nine*, 75% of the sample, podcasts mentioned how they use the customers' needs, wants, and online behavior in their marketing strategies, and explained the importance of monitoring both, the local and international market shifts. **Entrepreneurial Practices** variable was measured through *operations* and *hiring and team building*, where almost all the sample (11 episodes) shared their recruiting stories and what management style should be followed, yet almost half the sample (*five episodes*, 42%) shared their daily operations, workflow, and daily task management.

3. Success stories, Expert Insights, and Business Innovation

Success Stories was measured through the analysis of *start-to-scale journeys* and *turning point moments*, where 75% of the episodes shared their growth business stories from the beginning till their actual performance now, and 92% of the sample emphasized on the key decisions and challenges they faced that made them change their course of business once and for all.

Meanwhile, **Expert Insights** was investigated through two concepts, *professional advice* and *trend forecasting*. The results showed that 100% of entrepreneurs shared actionable recommendations and business advice, and only 58% of the entrepreneurs' shared projections, predictions and assessment of where their industries are heading. **Business Innovation** was measured through *tech-driven approach* and *inventive adaptation*, where almost half the sample (*five episodes*) advised the use of technology and online space to build value and brand identity in the market, and *eight episodes* shared their experience on how they transformed their business in the time of crisis or during pressure.

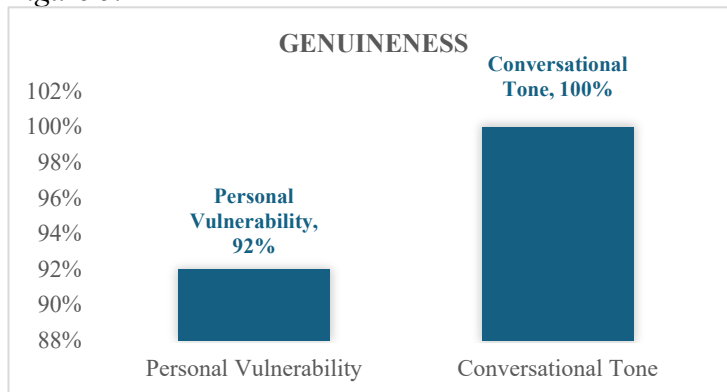
Figure 4. Success Stories Results



4. Entrepreneur Genuineness and Reliability

Genuineness was investigated through the examination of the following concepts, personal *vulnerability* and *conversational tone*. The results found that almost all the sample (11 episodes) the entrepreneurs shared their failures, doubts, struggles, and transparency with themselves on the one hand. On the other hand, 100% of the sample, all the episodes reflected unscripted speaking style, where the guests were going with the flow and speaking from the heart, with no pre-planned script. **Reliability** was measured by the analysis of *guest qualifications* and *cited business facts or figures*, the results found that 100% of the sample, all guests, mentioned their educational backgrounds, extra qualifications and business expertise. While only 42% of the sample openly discussed their performance reports, statistics, or market research results.

Figure 5. Genuineness Results



Discussion

RQ1: In what ways do the content of the Egyptian entrepreneurial podcasts discusses and reflect business empowerment and growth?

The study found that the content of the Egyptian podcasts did not reflect the **business empowerment aspect**, where reflected the personal growth stories only, yet motivational language and entrepreneurial community were not found.

Consequently, the whole empowerment aspect was not fully found, as most of the motivational speaking found in the episodes was mostly educational knowledge about the industry rather than in inspiring tone that boosts confidence to the listeners. In other words, the episodes used lecture style conversation rather than an empowering and enabling conversation, where only *two* guests reflected that inspiring tone in their words, for instance “*All the blows that don't break your back make you stronger*”. Additionally, the entrepreneurial community concept was not found much as well, where all the entrepreneurs were overwhelmed with their own experiences and none of them mentioned the importance of joining or building a community to help the new business owners and acts as compass to guide to the right path to overcome common mistakes, only *one* guests mentioned its non-existence indirectly in the following answer, “the lack of a robust environment for investors to exit their investments.” Nevertheless, all the sample provided personal stories that reflects growth that eventually acted as an empowering and enabling concept, where these stories all revolved around either financial difficulties or leaving secured-job, as most of the entrepreneurs left a secure job and took a leap of faith in what they believe would be their best opportunity, “I encountered a difficulty of fundraising initially, having to sell personal assets like my car and motorcycles to fund the growing business,” and “I left a secure banking job for the FinTech/non-banking financial services sector with EFG Hermes, yet it presented as a significant personal and professional leap for me later on.” Nonetheless, the current study’s results contradicted with a study conducted by Miniesy, Elshahawy & Fakhreldin (2022), where they found that 95% of their sample assured empowered existed through social media.

The study found podcasts drove towards **business growth** in its content, where the episodes smoothly discussed and showcased scalable business types, and provided strategies and insights on how to maintain profitable scalability, customer growth, effective KPIs and financial millstones. Nevertheless, the future of a company and its progression was not tackled as much, where most of the guests discussed it in a form of the existing situation and how they reached this level of accomplishment, but a detailed future tactic and expansion strategy was not found in all episodes. In other words, podcasts teach how to begin a business and maintain daily operations for average profits, but it did not insightfully discuss how to reach the maximum potential of it. The above results correspond with diffusion of innovation theory as business growth was disseminated through social media (García-Avilés, 2020).

RQ2: What frequent themes, strategic approaches, market insights, and entrepreneurial practices are discussed across selected podcast episodes?

The current study found that both *resilience* and *innovation* concepts were clearly reflected as the tested **themes** in the podcasts, where the entrepreneurs shared their creative ideas and problem-solving techniques that are reflected in the following results, “*if you want to be a CEO, you need to have an agency and think from the first principles perspectives, more like a rebel,*” and “*I founded a company initially focused on financing tuk-tuks, a unique approach at the time. The company later expanded to finance motorcycles, tricycles, and home appliances.*”

Those results are congruent with the study results of Welz et al. (2021), where it stated that podcasts content dynamics are changeable and updated. **Strategic Approaches** were not clearly found based on the current study finding, where most of the entrepreneurs did not rely on social media marketing technique for building brand identities, and did not resort to venture labs and external funding for business expansion or initiation, which reflected their weak role in the entrepreneurial business contrasting what was expected of them.

Market Insights were evidently found in the study results, where guests discussed their marketing trends through the monitoring of the local and global shift occurring in their own industries, where some of them discussed the challenges of localizing a business that started in Europe, or globalizing a purely Egyptian need in terms of market differences and consumer behaviors towards some financial products. Additionally, they described how to handle the local peak economic phases to attract foreign investment that evidentially would change the business landscape in Egypt in later stages. Moreover, the entrepreneurs emphasized on the importance of studying the consumer behavior in terms of gathering insights on their needs and wants, and their selective interactive behavior. They highlighted the importance of being customer-centric, acquiring constant feedback, know their pain points, preferences and fears, offer something for the community not just the revenues of the product (having a social role and applying CSR, corporate social responsibility, as part of the product branding, offering the customized experience, offering offline service and presence for some businesses, simplifying the customer experience and offering instant-activating services.

Entrepreneurial Practices were thoroughly discussed in terms of team hiring and recruitment yet was not explored much in terms of daily operations and workflow. Nevertheless, the only work ethic that was mentioned by some of the businesspeople is the high-speed performance and willingness to work long hours and sacrifice personal time. In other words, the emphasis was on the concept of sacrificing personal and leisure time to be totally disbursed in your business project, that was the key plan for success when it comes to daily operations. Meanwhile, recruitment plan was greatly discussed in detail, where they thoroughly explained how a team should be picked and hired for their businesses, for instance, they identify first the talent and might offer partnership opportunities, they need the loyal, passionate, agile, hard-working, intelligent social skills to eventually build a strong company culture. *For some business the team building is the second important step that comes after securing a funding.* The study found that hiring brilliant people, even if they eventually leave, contributes to the ecosystem as a positive outcome and a “*natural evolution*” for the business. Congruently, these findings reflected the *media richness theory* assumption, where the strategies and market insights as well as the personal stories shared in passionate cues and emotional tones positively affected the perception of entrepreneurs (Ishiic et al., 2019). Additionally, the study findings contradict to some extent with the application of *media richness theory*, where Egyptian podcasts did not reflect the competence to deliver complex business content like strategic approaches and entrepreneurial practices, yet it succeeded in reflecting marketing insights, innovation and resilience. In other words, the study could not declare the degree of richness of the Egyptian podcasts.

RQ3: What natures of success stories and expertise insights are discussed in entrepreneurial podcasts, and how these narratives entice business innovation?

The study found that **success stories** was significantly shared by the studies sample where they discussed their business journeys from start-to-scale (the normal trend of beginning small and having an exponential growth through the business performance itself), as well as discussed turning points moments that changed their perspectives and shifted their business performance. Most of them stressed on their turning points stories more, where claimed that this is what made the business scale as it was the unexpected twist, for instance, pivoting to local manufacturing instead of importing, key players in the team resigning, being acquired by the major global players in the e-commerce industry, getting funds, resorting to performance marketing, etc. Those findings reflect *empowerment theory* in the cognitive, psychological and community perspectives as mentioned above (Masullo Chen, 2016). Nevertheless, a study conducted by Burnell, Neubert and Fisher (2023) contradicted with those finding, where its results showed limited guidance and limited impact on business growth. **Expert Insights** was highly found in the current study, where all business people provided insightful and creative recommendations on how to start and grow different business models, as well as provided detailed prediction of where their businesses are heading locally and globally. Almost all of them advised to seek mentorship wisely, where a new businessperson needs to trust his gut but seek validation. Maintaining good relationships with former colleagues, competitors as well as being agile and customer centric. *Diffusion of innovation theory* was clearly applied in these variables, where the *success stories* and the *insights* acted as the new business innovation that made the podcasts guests serve as the early adaptors conveying the adoption of new ideas.

Business Innovation was not found much in the studied sample, where less than half the entrepreneurs used tech-driven strategies to build brand value. However, most of them shared their expertise in changing some of their business decisions when faced with pressure or crisis as part of being adaptive and agile. For instance, using tech-driven service for fraud detection, cyber security and decrease of carbon footprint, integrating the online and offline retail stores to adapt to market penetration and consumer needs. Yet, most of the businesspeople stated that technology was used for the product building, and not for the brand value in the market, this was not discussed in the examined podcasts.

RQ4: To what extent do the tone, storytelling techniques, guest selection, and supporting evidence add to the genuineness and reliability of the entrepreneurial podcast?

The current study results showed a high degree of **genuineness** exemplified by the sample, where all shared their failure and personal doubts stories reflecting their susceptibility, and all of them spoke from the heart, where no script was reflected in their narration. In other words, the unscripted speaking and personal vulnerability showed the humane side of a successful businessman, which is the main idea behind having the podcast in the first place, as it should be a knowledge and experience sharing platform reflecting self- acceptance, realistic feelings, challenges, self-doubts and advising against form of self-sabotaging. The later results are congruent

with the results of a study conducted by Lindgren (2023), where it found that podcasts embodied intimacy and emotions. **Reliability** was fully found in the studied sample because of the following, all the sample shared their educational qualifications, however, not even half of them shared their business performance in terms of reports, statistics and numbers. In other words, they thoroughly discussed their businesses stages in terms of scaling and expansion from a generic yet emotional sense, but few of them shared actual numbers that reflects actual growth. The results of this question, however, acted congruently with *media richness theory*, where the key elements measured showed high degree of richness and effectiveness of the Egyptian podcasts through the tone, the genuineness and the educational credentials adding more trust and belief to the measured medium.

Conclusion, Limitations and Recommendations

Conclusion

The current study examined the role of Egyptian business podcasts in driving business growth through the empowerment gained after being exposed to the knowledge-sharing platforms. Despite selecting different types of podcasts to provide a comparative analysis in the content, nevertheless, there is no significant difference found, where all of them followed the same questioning and narration technique, as they focused on the emotional aspect of the businesspeople journey and not the practical insights for free enterprise. The study shared some insightful results, where podcasts' content did not contribute much to business empowerment, yet it had a significant contribution to business growth. From the theoretical perspective RQ1 was supported by the empowerment theory as shared knowledge contributes to empowering listeners. Innovation and Resilience were clearly reflected as well as the market insights, however, strategic approaches and entrepreneurial practices was reflected as much. RQ2 was somehow aligned with media richness theory, yet not fully because of the following two variables, strategic approaches and entrepreneurial practices. The success stories and expert insights were found to entice the business innovation, drawing on the theory of diffusion of innovation in RQ3. Finally, tone, storytelling technique, and guests' selection was found to have a great impact on the genuine nature of the podcast but did not contribute much to its reliability, reflecting media richness theory evaluation and application in RQ4.

Limitations

The study limitation is reflected the in the following, the data was gathered from only 12 episodes and that would limit the results generalization. The study lacked audience insight as it only examined the content and not the impact or engagement level. The study tried to cover as much as possible business types, yet not all was covered that might distress the balance and the depth of the current study.

Recommendations

For future studies, it is recommended to explore the listeners' perspective, where an analysis of their opinion regarding the shared-knowledge, and its actual impact on their awareness and their entrepreneurial intent, as well as its impact on their business success, maybe in terms of higher sales, brand loyalty, etc. Longitudinal studies would be beneficial as it would track the podcasts' overtime and evaluate its outcomes, thus understanding more its impact on business growth and empowerment. Comparative study would be a great asset to the literature, where comparison between Arabic and English podcasts would be noteworthy, or comparative analysis between GCC countries, and examining one podcast would be more resourceful than examining different ones. Last, adding a deep psychological aspect more to the study, digging deeper in the empowerment variable and scrutinizing its different cognitive and emotional types on listeners, this would elevate from the study since media is an interdisciplinary study.

References

- Berry, R. (2016). Podcasting: Considering the evolution of the medium and its association with the word 'radio'. *The Radio Journal–International Studies in Broadcast & Audio Media*, 14(1), 7-22.
- Burnell, D., Neubert, E., & Fisher, G. (2023). Venture tales: Practical storytelling strategies underpinning entrepreneurial narratives. *Business Horizons*, 66(3), 325-346.
- Dessouki, A., Samir, H., Maguid, S. A., & George, S. (2023). Pushing censorship boundaries: exploring Egyptian podcasts as an alternative medium challenging social taboos in Egypt. *Marketing*, 7(4).
- Elton, R., & Moore, A. (2022). An Exploratory Snapshot of Podcast Discourse Regarding Business Start-Ups: Where Does Psychological Capital, Sustainability, and Spirituality Fit? *Open Journal of Social Sciences*, 10(3), 207-216.
- Forman, J., & Damschroder, L. (2007). *Qualitative content analysis*. In Empirical methods for bioethics: A primer (pp. 39-62). Emerald Group Publishing Limited.
- García-Avilés, J. A. (2020). Diffusion of innovation. *The international Encyclopedia of media psychology*, 1(8), 1-8.
- Haque, S., & Zdravkovska, S. D. (2023). Producing podcasts in the UAE: Exploring storytelling structures. *Journal of Arab & Muslim Media Research*, 16(2), 245-266.
- Ishii, K., Lyons, M. M., & Carr, S. A. (2019). Revisiting media richness theory for today and future. *Human behavior and emerging technologies*, 1(2), 124-131.
- Kemppainen, K. (2022). *Business podcast as a tool to promote own content and engage listeners: comparison between the United States and Spain*.
- Lindgren, M. (2023). Intimacy and emotions in podcast journalism: A study of award-winning Australian and British podcasts. *Journalism Practice*, 17(4), 704-719.
- Masullo Chen, G. (2016). *Social media: From digital divide to empowerment*. In The Routledge companion to media and race. Taylor & Francis.
- Miniesy, R., Elshahawy, E., & Fakhreldin, H. (2022). Social media's impact on the empowerment of women and youth male entrepreneurs in Egypt. *International Journal of Gender and Entrepreneurship*, 14(2), 235-262.
- Mohamed, D. (2024). The Role of Arab and International Entrepreneurship Podcasts on the Career Aspirations of Arab Female University Students. *Journal of Media and Interdisciplinary Studies*, 3(10).

- Stoll, A., Stanoch, K., Skakun, J., Heim, S., & Humchad, M. (2021). *Analysis of the Podcast Industry and Business Growth of Upside.fm*.
- Vidal, D. D., Pittz, T. G., Hertz, G., & White, R. (2021). Enhancing entrepreneurial competencies through intentionally-designed podcasts. *The International Journal of Management Education*, 19(3), 100537.
- Waddingham, J. A., Zachary, M. A., & Ketchen Jr, D. J. (2020). Insights on the go: Leveraging business podcasts to enhance organizational performance. *Business Horizons*, 63(3), 275-285.
- Welz, J., Riemer, A., Döbel, I., Dakkak, N., & Von Schwartzberg, A. S. (2021). Identifying future trends by podcast mining: an explorative approach for Web-based horizon scanning. *foresight*, 23(1), 1-16.

Appendix 1

Categories	Sub-Category	Operational Definitions
Empowerment	Motivational Language	Use of encouraging words or phrases to motivate actions and inspire confidence.
	Personal Stories of Growth	Guests narrate their own journeys and experience of how to overcome challenges and eventually succeed.
	Entrepreneurial Community	Importance of building a local entrepreneurial community.
Business Growth	Scalability	Discussing strategies and insights that enable business scalability
	Revenue or Growth Measurements	KPIs, financial milestones, or customer growth.
	Strategic Planning	Future discussions about company progression and expansion tactics.
Themes	Innovation	New ideas, inventive problem-solving, or distinguishing business models.
	Resilience	Stories that highlight perseverance, tenacity and failure retrieval.
Strategic Approaches	Marketing Techniques	Constructing brand names, social media, or marketing tactics.
	Funding Strategies	Seed funding, venture capital, etc.
Market Insights	Market Trends	Observing the local or global market shifts.
	Consumer Behavior	Understandings into what customers want and needs, and their interactional behavior.
Entrepreneurial Practices	Operations	Examples of daily practices, time management, or workflow.
	Hiring & Team Building	Advice or stories about recruiting or managing teams.
Success Stories	Start-to-Scale Journeys	Stories reflecting the growth of a business from start to scale.
	Turning Point Moments	Key decisions that altered the progression of a business.
Expert Insights	Professional Advice	Actionable advices from guests with expertise. (seek others help)
	Trend Forecasting	Prognostications or evaluations of where the industry is heading.
Business Innovation	Tech-Driven Approach	Use of technology to build value or grow and shine in the market.
	Inventive Adaptation	Stories about renovating under pressure or during crisis.
Genuineness	Personal Vulnerability	Guests or hosts sharing failures, doubts, or struggles, being honest with oneself.
	Conversational Tone	unscripted speaking styles.
Reliability	Businessperson Qualifications	Educational qualifications, background, or business experience.
	Facts or Figures	Reports, research, statistics, etc.