

IDENTIFYING THE DETERMINANTS OF ENTREPRENEURS SATISFACTION ABOUT THE VIRTUAL COMMERCIAL REGISTRATION IN THE KINGDOM OF BAHRAIN

OVERVIEW

The Virtual Commercial Registration Introduced in 2016, as it seeks to support and encourage small individual enterprises, to give them the legal status to perform their activities and to simplify the procedures for the establishment of some businesses (entrepreneurs such as photographers, translators, trainers, consultants, etc.) and based on its desire to introduce a new model for the practice of some commercial activities

PROBLEM

The research aims to identify the determinant factors of entrepreneur's satisfaction of the Virtual Commercial Registration in the Kingdom of Bahrain. The factors are

- 1- Low Startup Cost
- 2- Simplicity of Procedures
- 3- Legalization of Business Activities
- 4- Government Support and Entrepreneurship Ecosystem
- 5- Government Communication

METHODOLOGY

A quantitative research design is used in this research to test a group of hypotheses. Prior to that, the literature review, primary data of interviews with policymakers, and the official statement of the government scheme used in constructing the conceptual framework.

FINDINGS

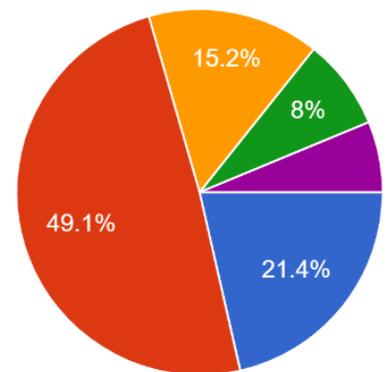
The research finding shows that the simplicity of procedures and legalization of business activities significantly influence the entrepreneur's satisfaction. In addition, the finding shows that overall entrepreneurs' satisfaction about the Virtual Commercial Registration is 59.15%, whereas 21.65% of respondents are dissatisfied. These findings provide insights into entrepreneurs' experience with the Virtual Commercial registration, and they can help the policymakers focus on what matters most for the users of this policy in future amendments or reforms.

RECOMMENDATIONS

- 1- Add activities related to online selling, marketing and auctioning
- 2- Reduce registration cost to less than 20% on the first year. The cost then increased yearly to match the fees of the regular commercial registration within three years
- 3- Provide full guidelines in the registration process about the features provided within the entrepreneurship ecosystem
- 4- Reduce registration cost
- 5- Awareness Campaign about the features and limitations of Virtual Commercial Registration

Hypothesis	Result
The low cost of obtaining VCR has a significant influence on entrepreneur's satisfaction.	Not Supported
The simplicity of procedures of obtaining VCR has a significant influence on entrepreneur's satisfaction.	Supported
The legal status provided by VCR has a significant influence on entrepreneur's satisfaction.	Supported
The access to government support by obtaining VCR has a significant influence on entrepreneur's satisfaction.	Not Supported
Government communication in relation to the VCR has a significant influence on entrepreneur's satisfaction.	Not Supported

Entrepreneur's satisfaction with the Virtual Commercial Registration



- اتفق بشدة - Strongly Agree
- اتفق - Agree
- محايد - Neutral
- لا أتفق - Disagree
- لا أتفق بشدة - Strongly disagree