

THE BUSEM INDEX: A MULTIDIMENSIONAL FRAMEWORK FOR ASSESSING ENTREPRENEURIAL POTENTIAL

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ABSTRACT

Entrepreneurship is acknowledged as a fundamental catalyst for economic expansion, innovation, and social progress. Current methodologies for assessing entrepreneurial potential are disjointed, frequently concentrating on singular categories such as qualities, competences, or goals. This study fills this gap by introducing the BUSEM Index, a multidimensional conceptual framework for evaluating entrepreneurial potential in a cohesive and comprehensible manner. The suggested model consists of six dimensions: Boldness (RP), Opportunity Recognition (OR), Innovation Attitude (IA), Entrepreneurial Knowledge (EK), Motivation (MO), and Entrepreneurial Intention (EI). These elements represent an integration of psychological, cognitive, and behavioral viewpoints in entrepreneurship. The BUSEM Index utilizes a systematic assessment paradigm incorporating Likert-scale items, which are consolidated into dimension-specific scores and a comprehensive composite index. The indicator is converted into a standardized percentage scale to improve interpretability. To provide preliminary empirical support, a pilot test was conducted with a sample of 38 respondents to examine the clarity and internal consistency of the measurement items. The results indicate acceptable levels of reliability across the six dimensions, with Cronbach's alpha values ranging from 0.738 to 0.940, suggesting the suitability of the instrument for further large-scale validation. This study contributes to literature by proposing a multidimensional framework for entrepreneurial potential and presenting a practical indicator that connects theory with application. This work establishes a foundation for future empirical validation through more extensive data collection and advanced statistical analysis.

Keywords: Entrepreneurship, Entrepreneurial Potential, BUSEM Index

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INTRODUCTION

Entrepreneurship has consistently been acknowledged as a vital catalyst for economic expansion, innovation, and societal advancement (Balhico et al., 2023; Herrington & Coduras, 2019). In both developed and emerging economies, entrepreneurial activity fosters job creation, enhances productivity, and facilitates structural transformation (Das, 2024; Huang et al., 2025). In this context, recent evidence from the Global Entrepreneurship Monitor (GEM) 2025/2026 report further underscores the unprecedented acceleration of global entrepreneurial activity. Worldwide, approximately 665 million individuals—around one in eight working-age adults—are engaged in entrepreneurship, with nearly 20% of adults participating in early-stage or established business activities (Global Entrepreneurship Monitor, 2026). The Total Early-stage Entrepreneurial Activity (TEA) rate has reached a historic high, although critical challenges persist, including the “Survival Gap” (the inability of startups to transition into sustainable businesses) and the “AI Readiness Gap”. Notably, 84% of early-stage entrepreneurs consider social and environmental impact in their ventures. The Asia-Pacific region leads global growth with an annual increase of 27.4%, reinforcing its role in job creation and innovation (Vranić, 2026). In Thailand, entrepreneurial momentum is even more pronounced, with a record TEA rate of 23.4% and 33.7% of adults engaged in startup or business activities. Female participation slightly exceeds that of males (24.5% vs. 22.8%), and around 80% of startups involve co-founders, while a similar proportion of the population perceives business opportunities. However, structural gaps remain, particularly in innovation capability, education, and ESG knowledge, with 58.1% of Thai entrepreneurs lacking sufficient understanding in these areas, reflecting both strong entrepreneurial intent and the need for capability development (Guelich, 2024). While the Global Entrepreneurship Monitor (GEM) provides valuable macro-level insights into entrepreneurial activity, it primarily focuses on population-level indicators. In contrast, the BUSEM Index is designed to assess entrepreneurial potential at the individual level, offering a more granular and diagnostic perspective on entrepreneurial readiness. Amid escalating global uncertainties and swift technological advancements, the capacity to nurture and evaluate entrepreneurial potential has emerged as a priority for higher education institutions, politicians, and companies (Al-Hosan, 2026; Roy & Das, 2016). Consequently, there has been an increasing interest in creating dependable and thorough instruments to assess entrepreneurial competencies and preparedness. Current research has examined entrepreneurship evaluation from several viewpoints. Initial research highlighted personality characteristics like risk-taking tendency, achievement motivation, and locus of control (Hamzah & Othman, 2023; Howard, 2023). Subsequently, intention-based models, notably the Theory of Planned Behavior introduced by Icek Ajzen (Ajzen, 1991), redirected attention on the cognitive and motivational factors influencing entrepreneurial activity. Entrepreneurial ambition has been extensively utilized as an indicator of venture development (Kuvshnikov & Kuvshnikov, 2023). Recent methodologies have integrated competency-based frameworks, emphasizing abilities such as opportunity recognition, innovation capability, and commercial acumen as critical elements of entrepreneurial success (Sandroto et al., 2024). Notwithstanding these developments, existing measurement instruments continue to be disjointed. Numerous tools concentrate on a singular dimension—such as entrepreneurial intention, mentality, or competencies—lacking a comprehensive evaluation of overall entrepreneurial potential. Entrepreneurial intention assessments measure individuals' readiness to initiate a business but frequently neglect their capacity to do it (Botha & Taljaard, 2021; López et al., 2020). Competency-based evaluations test abilities but may neglect to consider underlying motivation or risk orientation (Seikkula - Leino & Salomaa, 2021). This fragmentation restricts the practical utility of these measures, especially in educational and developmental settings where a comprehensive understanding of entrepreneurial preparation is essential. The growing focus on experiential learning and outcome-based education in entrepreneurship programs has necessitated the development of more thorough and actionable assessment frameworks (Zappe et al., 2023). Institutions are concerned not just with individuals' intentions to become entrepreneurs but also with their requisite attitude, abilities, and motivation

for success. This necessitates the creation of a comprehensive index that encapsulates many facets of entrepreneurship in a cohesive and comprehensible manner. This study addresses the identified gap by proposing the BUSEM Index, a multidimensional assessment framework aimed at evaluating entrepreneurial potential across six critical dimensions: Boldness (risk propensity), Opportunity Recognition, Innovation Attitude, Entrepreneurial Knowledge, Motivation, and Entrepreneurial Intention. These characteristics are based on recognized entrepreneurial literature and represent a combination of psychological qualities, cognitive abilities, and behavioral intents (Caputo et al., 2024). The BUSEM Index aims to deliver a composite score along with dimension-specific insights, facilitating a more refined comprehension of entrepreneurial readiness. Transforming Likert-scale replies into a standardized percentage-based index promotes interpretability and facilitates benchmarking among people and organizations. The framework includes an interpretive feedback system that connects score ranges to qualitative developmental insights, enhancing its utility for educational and training applications. The principal aim of this paper is to establish and articulate the theoretical basis of the BUSEM Index and to suggest a conceptual framework for its structure and implementation. The study specifically intends to (1) synthesize pertinent literature to substantiate the selection of essential dimensions, (2) offer a systematic methodology for index development and score transformation, and (3) delineate an interpretation model that converts quantitative results into actionable insights. This study contributes to the entrepreneurship literature by providing an integrative and pragmatic assessment framework. Initially, it enhances the understanding of entrepreneurial potential as a multifaceted entity. Secondly, it presents a standardized index that improves comparison and usage. Third, it connects theory and practice by including interpretive mechanisms into the measuring framework. The remainder of this paper is structured as follows. The next section reviews the relevant literature on entrepreneurial traits, competencies, and intentions. This is followed by the development of the conceptual framework and the proposed measurement model of the BUSEM Index. The paper concludes with a discussion of implications and directions for future research.

LITERATURE REVIEWS

Multidimensional Foundations of Entrepreneurial Potential

Research on entrepreneurship has advanced considerably in recent decades, transitioning from unidimensional viewpoints to more comprehensive methodologies. Initial research was based on psychological trait theory, which sought to discover consistent individual attributes linked to entrepreneurial behavior. Previous studies emphasized the significance of the drive for achievement, while later studies recognized more characteristics like risk-taking propensity, locus of control, and tolerance for ambiguity (Cao et al., 2022; Mittal et al., 2023; Nițu-Antonie et al., 2022). Risk-taking has continuously been associated with entrepreneurial action, as individuals frequently make decisions amid uncertainty. This study defines this dimension as Boldness (RP), indicating an individual's readiness to confront and handle danger. The discipline then transitioned to cognitive and intention-driven theories, particularly the Theory of Planned Behavior, which asserts that intention serves as the most direct predictor of behavior. In the entrepreneurial realm, Entrepreneurial Intention (EI) has been extensively substantiated as a robust predictor of venture establishment (Batz et al., 2024; Handiman et al., 2022; Kautonen et al., 2013). Nonetheless, whereas intention signifies devotion, it does not entirely encompass an individual's competence to perform entrepreneurial tasks. The notion of opportunity recognition concurrently arose as a fundamental aspect of entrepreneurship. Previous studies assert that entrepreneurship primarily entails the recognition and utilization of opportunities (Dempster, 2020; Eckhardt & Shane, 2003; Shane, 2000). This study characterizes Opportunity Recognition (OR) as the capacity to discern feasible business prospects and synchronize them with market demands. Research on entrepreneurial cognition indicates that this capability is influenced by previous knowledge, experience, and cognitive mechanisms (Aziz et al., 2025; Levie & Autio, 2008). Innovation is widely acknowledged as a crucial catalyst for entrepreneurial success. Innovation extends beyond technological advancement to include creative thinking, adaptability,

and receptiveness to new ideas. The dimension of Innovation Attitude (IA) in this study signifies an individual's disposition towards innovation and transformation. Individuals possessing robust innovation attitudes are more inclined to produce original solutions and maintain a competitive edge (Ismail et al., 2024; S nchez-B gez et al., 2018; Wyrwa, 2020). Recently, competency-based perspectives have gained prominence, highlighting the significance of knowledge and skills in entrepreneurial performance. Entrepreneurial Knowledge (EK) encompasses vital business competencies, including financial literacy, marketing, and strategic planning (Yusoff et al., 2018). Empirical research indicates that such knowledge improves individuals' capacity to assess opportunities and manage enterprises efficiently (Xu & Jiang, 2024). Ultimately, motivation has been recognized as a pivotal catalyst of entrepreneurial action. According to self-determination theory, motivation encompasses the internal and environmental factors that affect goal-oriented behavior (Kusumawijaya, 2020). In this study, Motivation (MO) denotes the intrinsic impetus that supports business endeavor and perseverance. Elevated motivation correlates with resilience and sustained commitment, both of which are crucial for entrepreneurial success. Collectively, these viewpoints indicate that entrepreneurial potential is influenced not by a singular element, but by the interplay of various factors, including characteristics, cognition, competence, and motivation. Each dimension uniquely influences an individual's preparedness for entrepreneurial endeavors, underscoring the necessity for a more holistic and integrated evaluation method. This study summarizes the important elements of entrepreneurial potential in Table 1, highlighting its complex nature.

Table 1 Key Dimensions of the BUSEM Index and Theoretical Foundations

Dimension	Definition	Theoretical Foundation
Boldness (RP)	Willingness to take risks and make decisions under uncertainty	Trait Theory; Risk-taking propensity
Opportunity Recognition (OR)	Ability to identify and evaluate business opportunities aligned with market needs	Entrepreneurial Cognition; Opportunity-based view
Innovation Attitude (IA)	Openness to new ideas, creativity, and adaptability to change	Innovation Theory; Creativity Theory
Entrepreneurial Knowledge (EK)	Knowledge of business concepts such as finance, marketing, and management	Competency-based approach
Motivation (MO)	Internal drive and persistence toward entrepreneurial goals	Self-Determination Theory
Entrepreneurial Intention (EI)	Commitment and readiness to start a business	Theory of Planned Behavior (TPB)

Source: Authors' synthesis based on prior studies.

Toward an Integrated Multidimensional Framework

Notwithstanding the abundance of available research, contemporary methodologies for assessing entrepreneurship remain predominantly disjointed. Numerous instruments concentrate on discrete constructs—such as intention, personality traits, or competencies—without encompassing the complete range of entrepreneurial potential. This constraint diminishes their efficacy, especially in practical settings like entrepreneurial education and development initiatives, where a comprehensive understanding of individuals is essential. The necessity for integration is further underscored by the increasing focus on experiential and outcome-oriented learning in entrepreneurship education (Venesaar et al., 2021). Educators and practitioners increasingly necessitate tools that examine not just people's intentions to become entrepreneurs but also evaluate their requisite attitude, competencies, and drive for success. This study introduces the BUSEM Index as a comprehensive framework encompassing six essential dimensions: Boldness

(RP), Opportunity Recognition (OR), Innovation Attitude (IA), Entrepreneurial Knowledge (EK), Motivation (MO), and Entrepreneurial Intention (EI). These factors collectively embody a synthesis of prominent theoretical frameworks in entrepreneurship, encompassing trait theory, cognitive models, and competency-based methods. The BUSEM framework amalgamates these variables into a singular index, yielding a more comprehensive and interpretable assessment of entrepreneurial potential. In contrast to conventional instruments that yield singular scores, the BUSEM Index provides a composite measure along with dimension-specific insights, facilitating a more profound comprehension of strengths and developmental areas. Moreover, the incorporation of a uniform scoring system and interpretative feedback mechanism improves the practical utility of the framework. The BUSEM Index functions as both a measurement tool and a developmental instrument that facilitates learning, self-assessment, and targeted intervention. The suggested multidimensional framework effectively fills a significant void in entrepreneurship literature by providing a theoretically sound and practically applicable method for evaluating entrepreneurial potential.

Table 2 The Proposed Multidimensional Framework of the BUSEM Index

Dimension	Role in Index	Description in Framework	Expected Contribution
Boldness (RP)	Psychological Trait	Risk orientation in uncertain decisions	Enables action under uncertainty
Opportunity Recognition (OR)	Cognitive Ability	Identifying and evaluating opportunities	Drives opportunity discovery
Innovation Attitude (IA)	Creative Orientation	Openness to new ideas and change	Supports differentiation
Entrepreneurial Knowledge (EK)	Competency	Business and managerial knowledge	Enables execution
Motivation (MO)	Driving Force	Internal drive and persistence	Sustains effort
Entrepreneurial Intention (EI)	Behavioral Intention	Readiness to start a business	Predicts action

Source: Authors 'synthesis.

CONCEPTUAL FRAMEWORK AND MEASUREMENT OF THE BUSEM INDEX

Conceptual Framework of the BUSEM Index

Based on the multidimensional foundations outlined in Section 2, the BUSEM Index is formulated as a cohesive framework for evaluating entrepreneurial potential across six interconnected dimensions: Boldness (RP), Opportunity Recognition (OR), Innovation Attitude (IA), Entrepreneurial Knowledge (EK), Motivation (MO), and Entrepreneurial Intention (EI). The paradigm employs a systemic perspective, positing that entrepreneurial potential arises from the interplay of numerous aspects rather than from a singular factor. Boldness denotes an individual's readiness to embrace risks and make judgments under uncertainty. Opportunity recognition and innovation attitude encompass the cognitive and creative processes essential for finding and cultivating company concepts. Entrepreneurial Knowledge denotes the proficiency necessary to perform company operations efficiently. Motivation acts as a catalyst that maintains effort and perseverance, whereas Entrepreneurial Intention signifies an individual's preparedness and dedication to undertake entrepreneurial activities. Figure 1 represents the proposed concept of the BUSEM index.

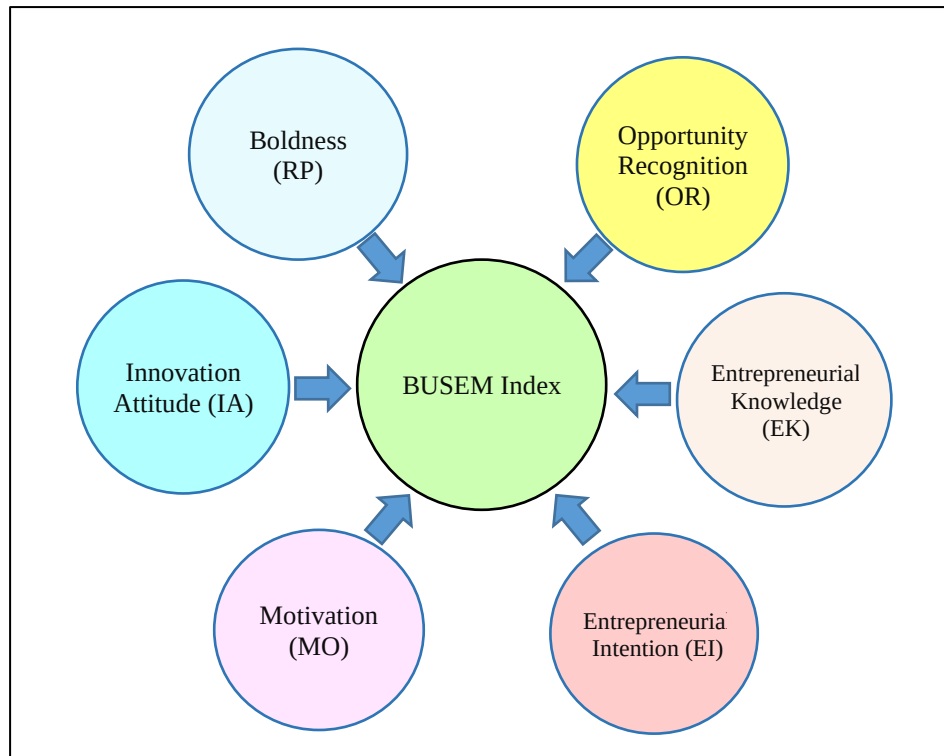


Figure 1 Conceptual Framework

The six aspects of the BUSEM Index can be categorized into three interconnected domains that represent the foundational framework of entrepreneurial potential. The initial domain, psychological and motivational drivers, encompasses Boldness and Motivation, which collectively reflects an individual's internal disposition, including risk orientation, decision-making confidence, and the inherent impetus to achieve entrepreneurial objectives (Hagenauer & Zipko, 2024). The second dimension, cognitive and creative capacities, encompasses Opportunity Recognition and Innovation Attitude, signifying the individual's capacity to discern market possibilities, conceive novel ideas, and adapt innovatively to evolving circumstances (Skandalis, 2025). The third dimension, capacity and behavioral orientation, encompasses Entrepreneurial Knowledge and Entrepreneurial Intention, indicating both the practical skills necessary for conducting business activities and the individual's preparedness and dedication to undertake entrepreneurial endeavors (Kurjono et al., 2018). These three areas collectively underscore the dynamic interaction among internal mentality, cognitive processes, and action-oriented preparedness in determining overall entrepreneurial ability. This framework emphasizes dynamic interaction among internal disposition, cognitive processes, and action-oriented preparation, indicating that entrepreneurial potential must be regarded as a complex and cohesive construct (Fresé & Gielnik, 2022). The BUSEM paradigm does not presuppose causal or hierarchical linkages among the aspects at this juncture. All six factors are seen as complementary elements that collectively enhance the total entrepreneurial potential. This integrated technique corresponds with composite index methodologies frequently employed in the social sciences.

Measurement Model and Measurement Items

The BUSEM Index implements a systematic measuring technique to operationalize the conceptual framework, utilizing self-reported responses on a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). Each of the six dimensions is assessed with four items, culminating in a total of 24 measurement items adopted and modified from earlier studies. Employing numerous items per construct improves content validity and facilitates more reliable assessment of the underlying dimensions. The items were created and modified according to established constructs in entrepreneurial literature, guaranteeing consistency with theoretical definitions and previous empirical research. The metrics for each dimension are delineated in

Table 3. Each collection of products encapsulates a distinct facet of business potential. For instance, Boldness emphasizes risk-taking and decision-making in ambiguity, Opportunity Recognition encompasses the capacity to discern market opportunities, whereas Innovation Attitude signifies receptiveness to novel concepts and innovation. Entrepreneurial Knowledge evaluates business-related competencies, Motivation gauges internal drive and aspiration, and Entrepreneurial Intention signifies commitment to initiating a company venture.

Table 3 Measurement Items of the BUSEM Index

Dimension	Code	Measurement Item
Boldness (RP)	RP1	I am willing to take risks in pursuing new business opportunities.
	RP2	I feel comfortable making business decisions even when outcomes are uncertain.
	RP3	I believe that taking risks is essential for business success.
	RP4	I am willing to accept financial uncertainty in high-potential ventures.
Opportunity Recognition (OR)	OR1	I can identify unmet needs in the market.
	OR2	I often look for ways to improve existing products or services.
	OR3	I can quickly recognize potential business opportunities.
	OR4	I constantly seek new business ideas.
Innovation Attitude (IA)	IA1	I enjoy experimenting with new business ideas.
	IA2	I believe innovation is essential for business growth.
	IA3	I tend to approach problems with creative solutions.
	IA4	I am open to unconventional ways of doing business.
Entrepreneurial Knowledge (EK)	EK1	I have a good understanding of how to start a business.
	EK2	I am familiar with key skills required to run a business.
	EK3	I possess the financial knowledge needed for entrepreneurship.
	EK4	I understand the processes involved in managing a business.
Motivation (MO)	MO1	I am motivated to be my own boss.
	MO2	Financial independence is a key motivator for me.
	MO3	I want to build a business that creates positive social impact.
	MO4	I have a strong passion for creating something of my own.
Entrepreneurial Intention (EI)	EI1	I intend to start my own business within the next few years.
	EI2	I am seriously considering starting my own business.
	EI3	I am committed to building a business in the near future.
	EI4	I am actively planning to become an entrepreneur.

Source: Developed by the authors

To provide preliminary empirical support, a pilot test was conducted with a sample of 38 respondents to assess the clarity and internal consistency of the measurement items. The results demonstrated satisfactory reliability across all six dimensions, with Cronbach's alpha coefficients ranging from 0.738 to 0.940, exceeding the recommended threshold of 0.70. Minor revisions were made to improve item wording and clarity prior to full-scale data collection. These findings provide initial support for the reliability and suitability of the measurement instrument (see Table 4).

Table 4 Reliability Analysis of the BUSEM Index

Dimension	Code	Cronbach's Alpha
Boldness	RP	0.738
Opportunity Recognition	OR	0.845

Innovation Attitude	IA	0.854
Entrepreneurial Knowledge	EK	0.940
Motivation	MO	0.885
Entrepreneurial Intention	EI	0.896

Note: All Cronbach's alpha coefficients exceed the recommended threshold of 0.70, indicating acceptable internal consistency.

Index Construction and Score Transformation

Following data collection, responses are first aggregated at the dimension level by calculating the mean score of the four items within each construct, resulting in six dimension-level scores representing the respondent's entrepreneurial profile. The overall BUSEM Index is computed as a composite score of the six dimension-level scores. In this study, equal weighting is initially applied across dimensions for simplicity and interpretability, which is consistent with common practices in composite index construction. However, recognizing that different dimensions may contribute unequally to entrepreneurial potential, future research may employ weighted approaches based on empirical evidence, such as factor loadings or structural model estimates. Accordingly, the generalized weighted form of the BUSEM Index can be expressed as:

$$\text{BUSEM} = w_1(\text{RP}) + w_2(\text{OR}) + w_3(\text{IA}) + w_4(\text{EK}) + w_5(\text{MO}) + w_6(\text{EI}) \quad (1)$$

Where RP = Boldness, OR = Opportunity Recognition, IA = Innovation Attitude, EK = Entrepreneurial Knowledge, MO = Motivation, and EI = Entrepreneurial Intention. w_i represents the relative weight assigned to each dimension, subject to the constraint that $\sum w_i = 1$. In empirical applications, these weights may be derived from statistical techniques such as exploratory factor analysis (EFA), confirmatory factor analysis (CFA), or partial least squares structural equation modeling (PLS-SEM), depending on the research design.

$$\text{BUSEM Index (\%)} = (\text{Composite score} - 1) \times 25 \quad (2)$$

Where the composite score represents the weighted average of the six dimensions. The transformation converts the original scale (1–5) into a standardized percentage scale ranging from 0% to 100%. This transformation converts the original Likert scale into a standardized range from 0% to 100%, where higher values indicate greater entrepreneurial potential. The same transformation is applied to each dimension score to ensure consistency across all levels of analysis. The BUSEM Index employs a classification system that categorizes values into five distinct levels—Very Low, Low, Moderate, High, and Very High—to facilitate interpretation. In this conceptual stage, these categories are defined based on equal interval ranges of the standardized scale. Each level is associated with indicative score ranges and linked to qualitative feedback, allowing users to interpret results and identify potential areas for development. Future research may refine these thresholds using empirical approaches, such as percentile-based classification or cluster analysis, to enhance interpretive accuracy. The amalgamation of aggregate and dimension-specific scores yield a bifurcated evaluation. The comprehensive index provides an overall assessment of entrepreneurial potential, whereas the dimension-specific outcomes offer diagnostic insights into strengths and areas for improvement. This integrated approach enhances the practical utility of the BUSEM Index, enabling it to serve both as an evaluative and developmental tool. It can be applied in various contexts, including entrepreneurship education, training programs, and governmental initiatives aimed at strengthening entrepreneurial competencies.

CONCLUSION AND IMPLICATIONS

This research aimed to establish the BUSEM Index as a multidimensional conceptual framework for evaluating entrepreneurial potential. The suggested model synthesizes six essential elements from existing entrepreneurship literature: Boldness (RP), Opportunity Recognition (OR), Innovation Attitude (IA), Entrepreneurial Knowledge (EK), Motivation (MO), and Entrepreneurial Intention (EI) into a cohesive and comprehensible index. The BUSEM Index enhances the comprehension of entrepreneurship as a multifaceted and systemic entity by integrating ideas from trait theory, cognitive models, and competency-based approaches. The results of this conceptual development indicate that entrepreneurial potential is optimally comprehended as the interplay of psychological inclination, cognitive ability, practical expertise, and motivational drive. This corresponds with previous studies highlighting the complex character of entrepreneurship (Fresé & Gielnik, 2014, 2022). The amalgamation of intention-based perspectives with competency frameworks offers a more holistic understanding of entrepreneurial readiness. The incorporation of motivational aspects enhances the model, as motivation is demonstrated to be pivotal in maintaining entrepreneurial activity (Botha & Taljaard, 2021; Jähn & Geißler, 2016; Sandroto et al., 2024). This study's primary contribution is the creation of an integrated index that mitigates the fragmentation typically found in current measuring methodologies. Previous research has generally concentrated on discrete constructs—such as risk-taking, intention, or entrepreneurial competencies—whereas the BUSEM Index amalgamates these components into a unified composite score. This integrated method improves theoretical consistency and practical relevance, providing a comprehensive evaluation of entrepreneurial potential. This work enhances the entrepreneurship literature from a theoretical standpoint in multiple ways. Initially, it enhances the understanding of entrepreneurial potential as a multifaceted construct that includes interconnected areas rather than isolated characteristics. This viewpoint aligns with modern perspectives that highlight the interplay between personal characteristics, cognition, and contextual elements in influencing entrepreneurial behavior (Acharya & Berry, 2023; Gal & Rachevski, 2026). Secondly, the study presents a systematic framework that connects many theoretical traditions, thus remedying the deficiency of integration in previous research. The creation of a composite index establishes a basis for subsequent empirical validation and comparative study among various populations and circumstances. The BUSEM Index provides a systematic measurement strategy that integrates conceptual precision with practical applicability. The utilization of numerous questions per dimension augments content validity, while the consolidation of scores into a standardized percentage-based index boosts interpretability. Converting Likert-scale replies to a 0–100% scale facilitates more straightforward comparisons among people and groups, especially in educational and policy settings (Beitsayadeh & Darbyshire, 2025; Chen & Liu, 2020; Sullivan & Artino, 2013). Moreover, the integration of an interpretive feedback mechanism introduces a practical aspect to the model, enabling users to convert quantitative scores into significant developmental insights. The BUSEM Index holds substantial potential for application in entrepreneurship education, training, and policy formulation. In educational contexts, the index serves as a diagnostic instrument to evaluate students' entrepreneurial preparedness and pinpoint areas for enhancement. This corresponds with the increasing focus on experience and outcome-oriented learning in entrepreneurship education (Panakaje et al., 2025). Educators can utilize the findings to develop tailored programs that improve certain competencies, such as opportunity recognition or creativity potential. The BUSEM Index can function as a benchmarking instrument to assess participants' advancement in training and development programs over time. The index offers both overall and dimension-specific scores, facilitating a more detailed comprehension of individual strengths and limitations. This can facilitate customized learning trajectories and enhance the efficacy of entrepreneurship training programs. The index can evaluate entrepreneurial capacity among distinct demographics, such as students, nascent entrepreneurs, or workforce segments, at the policy level. Policymakers can utilize these data to build targeted initiatives that promote entrepreneurial development and enhance economic growth. This is especially pertinent in innovation-driven economies, where entrepreneurship is crucial for competitiveness and

resilience (Camacho et al., 2024). While this study incorporates preliminary empirical evidence through a pilot test, the BUSEM Index has not yet undergone full-scale empirical validation. Although the framework is based on established theories and supported by initial reliability analysis, further empirical evaluation is necessary to determine its construct validity, predictive capacity, and generalizability. Future research should specifically investigate the internal consistency of the measuring items, the model's factor structure, and the relationships between dimensions and actual entrepreneurial behavior. Consequently, subsequent research ought to concentrate on the empirical validation of the BUSEM Index via comprehensive data collection and advanced statistical analysis. This entails conducting reliability assessments (e.g., Cronbach's alpha), exploratory and confirmatory factor analyses, and structural modeling to assess the robustness of the proposed framework. Moreover, cross-cultural studies may be undertaken to evaluate the generalizability of the indicator across various contexts and populations. This study introduces the BUSEM Index as an innovative and comprehensive framework for evaluating entrepreneurial potential. The index merges theoretical precision with practical utility, serving as a significant resource for both research and application. The subsequent phase of this research will entail empirical testing and validation of the proposed model to ascertain its efficacy as a standardized tool for assessing entrepreneurial readiness in various circumstances.

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Data Availability Statement: This study includes preliminary data from a pilot test; however, full-scale data collection will be conducted in future research.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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