

Overall, the study supports the theoretical prediction for a moderated effect of culture on the effect of financial capital on the success of business in the micro-entrepreneurial sector. The results suggest that the effect of financial capital on the success of business in the micro-entrepreneurial sector is more strongly in organizations located within the urban environment than in those located in the rural environment. However, the results also suggest that the effect of financial capital on the success of business in the micro-entrepreneurial sector is more strongly in organizations located in the rural environment than in those located in the urban environment.

[illegible]