

**THE ROLE OF ENTREPRENEURSHIP IN MANAGING ORGANIZATIONAL
CREATIVITY IN EGYPTIAN UNIVERSITIES A CASE STUDY OF THE
UNIVERSITY (PORT SAID)**

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Summary:

The trend towards entrepreneurship leadership is increasing gradually at the present time, after the institutions of both the public and private sectors were unable to accommodate these thousands of those who wish to enter the labor market, which resulted in an increase in the unemployment rate among university graduates, which prompted them to search for private work. They can live through it (Al-Haberl and Abu Warn, 2015). The level of interest in entrepreneurship has also increased as a result of the tremendous technological developments, globalization, and the level of expansion in the private sector (El-Balouris, 2017). Hence, entrepreneurship began to be viewed here as that phenomenon that must be taken care of, for its important role in achieving that economic development and societal development.

an introduction:

And due to the presence of many qualified generations in a way that enables them to take advantage of these opportunities available to them through all their creativity and innovation, and invest all the resources available to them to implement their own projects (Mahajan, 2016). In contrast to what is already happening in developing countries; The developed countries have paid attention to the issue of entrepreneurship and its role in the sustainable development process, by introducing many of those practices, plans, procedures and those educational programs that are concerned with the development process for entrepreneurship and its culture, and the support process for these entrepreneurial individuals, by providing that appropriate environment for them in order to establish their own projects. And support them in achieving their goals, in addition to providing all the reasons for the continuation and survival of these projects (Al-Hadid and Saad, 2016) And in our Arab homeland; The universities here have a great and most important role in caring for young people, and rehabilitating them fully with the aim of their positive participation in the development process of their societies, to alleviate the severity of poverty and ignorance levels, and to assist in the process of raising their standards of living, and to reinforce their positive attitudes towards society, by exploiting these energies of these young people and their spare time. For the benefit of their societies and their homeland, as well as directing them towards sources of development (Abdel Fattah, 2016).

Key words: Innovation / Creativity / Entrepreneurship:

Study problem:

In spite of what the different universities are giving here today, including the great interest and attention to innovation and the increase in the volume of entrepreneurship for both students and the cadre of members of the faculty at Port Said University; And that is through those specialized centers, with the aim of achieving this goal; However, these integrative pilot programs and their initiatives were not included here until after among those plans at centers of creativity and entrepreneurship at the national and national levels, for several reasons,

including because they are newly introduced, as well as having limited familiarity with both students and members of the faculty of its dimensions, And its mechanisms and active participation in them. In light of these challenges, which we will be able to review this current academic problem with the main question, which is: What is the size of the proposed vision in order to activate the process of innovation, creativity and entrepreneurship in these programs the integrated experience of Egyptian universities and then Port Said University?

Here, this question is divided into a set of the following sub-questions:

- 1- What is meant here by both innovation, creativity and entrepreneurship, which target those initiatives for innovation and entrepreneurship centers and to promote them at the university level?
- 2- What are those efforts in both international and Arab universities and educational institutions in higher education in the process of promoting both innovation and creativity through those initiatives of innovation and entrepreneurship centers?
- 3- What is this complementary experience recommended to be activated with these academic programs and through the Egyptian universities (Port Said University)?

Aim of the study:

The current study here aims to put that proposed vision to activate innovation and entrepreneurship in these integrated experience programs for Egyptian universities and their initiatives, through:

- 1- Defining the meaning and concept of innovation, creativity and entrepreneurship that target the initiatives of these creative centers for entrepreneurship and promoting it at the university level.
- 2- Working to review those efforts by international and Arab universities and institutions of higher education in the process of promoting innovation and creativity through those initiatives and centers of creativity and entrepreneurship.
- 3- Explaining that complementary experience that is recommended to activate its academic programs through the Egyptian universities specified in the study sample at (Port Said) University.
- 4- Explain and simplify this conceptual review of the scope of the proposed planning and implementation work to activate innovation and entrepreneurship in the integrated experience programs.

Importance of the study:

The current study here seeks to shed light on the innovative importance and the role that the innovative product plays in the development process, while highlighting the desired role of universities in this field, and among those aspects of expected importance to them are the following:

- 1 - That this is the application of a response to the directions of the national leadership and the extent of its affirming vision of the importance of activating the integrative experiment at the university level, especially Port Said University, through implementation initiatives in this field.
- 2- Work to provide some support for the relentless efforts made by the innovation and entrepreneurship centers in order to contribute to the activation of these planning and implementation roles for the integrated experience programs and initiatives.

- 3- Helping students and faculty members at (Port Said) University to understand the dimensions of the complementary experience and its initiatives, to encourage them to work in carrying out these positive and effective roles in its surroundings.
- 4- Directing the interest of these researchers to study the dimensions of the complementary experience and its initiatives to develop it and maximize the benefits from it.

Study terminology:

1- Innovation / Invention / Creativity/ Entrepreneurship:

- A- **Innovation:** the educational terminology of the term Creativity indicates that it is a complex concept, which includes a combination of those capabilities, aptitudes, characteristics, and personal characteristics that, if a suitable environment is found. It can advance the mental processes to lead to those original and new results (Jerian, 2005).
- B- **Invention:** It is that process of intended and purposeful innovation, other than creativity, which here implies a hint of sudden brightening and creativity: it turns the invention into a product (Muhammad, 2009).
- C- **Creativity:** It is that thinking process that helps to do it as a result of ideas, in which something new is created that has a remarkable value for the individual, group, establishment, industry or society. Therefore, creativity here is an innovation that has a meaningful value (Anshar, 2001).
- D- **Entrepreneurship** It is that group of activities that are based on interest, provision of those assumptions, and meeting those needs and desires through creativity and innovation, to achieve a head start in a specific sector, or to manage a new business or startup in a specific field. (Burch, 2000)

The limits of the study:

Time period from 1/1/2020 to 1/1/2021

Study Hypothesis:

From the above research scheme, the main set of hypotheses adopted by the research emerged as follows:

The first: main premise There is a significant correlation between entrepreneurship and the management of organizational creativity in the sample under study.

The second hypothesis: There is a statistically significant correlation between entrepreneurship and organizational creativity management in the research community.

Previous studies:

- 1- Charney and Liberal (2000) dealt with the evaluation of the impact of entrepreneurship education on the Berger Entrepreneurship Program at the University of Arizona in the period 1986-2000. This included a survey of the opinions of (2484) graduates from Eli College of Business and Public Administration, in this period from 1986 to 1998, among them (2094) graduates who were not specialized in entrepreneurship, and (480) specialized graduates. in entrepreneurship. An analytical comparison was made for the answers of (405) of these non-specialist graduates, and (104) of the specialized graduates, and the results were: The comparison showed that there were statistically significant differences in favor of both majors, as the results revealed that driving education contributes to encouraging risk-taking in construction. The results showed that teaching

entrepreneurship is 19% more likely than non-entrepreneurial graduates to start their own business.

- 2- The Jones & English (2004) study aimed to describe the design of a new entrepreneurship program at the University of Tasmania to teach entrepreneurship in order to provide these individuals with knowledge and skill due to lack of business opportunities in the context of self-esteem, and here includes education (entrepreneurship, identifying opportunities, marketing and organizing resources to face risks and create new projects. The study also included traditional management fields, such as: (management, marketing, systems technology, and finance). In this program, the learning process is centered on the learner, which makes him face many challenges resulting from transferring the responsibility of his learning to rely on himself in managing his future.
- 3- Mueller (2005) aims to explore the relationship between both entrepreneurship, university industry and economic growth, where knowledge is an important component of economic growth along with both capital and employment, and that knowledge can be converted into products and processes, and in this way, it has been used commercially. Hence, it contributes to the process of achieving economic growth through the pioneering knowledge it provides.
- 4- Key's study (2012) presented an action research report for a project approach to entrepreneurship in India. It aims to prepare educational materials for teachers in developing countries, to promote leadership among secondary school students. The research was conducted in two phases: In the first phase, the research was conducted to understand the relationship between entrepreneurship and economic growth, the role of entrepreneurship in education, identify the characteristics of entrepreneurship, and study different educational methods for it. The research was conducted by conducting a comprehensive literature survey, and interviewing educators in several educational institutions concerned with entrepreneurship education. In the second phase: the research team identified an implementing partner (Psychological and Educational Research Institute of India) and designed an implementing partner pilot approach.
- 5- Laville and Sheikh (2013) study aims to know the experiences of real life experiences of Saudi women/entrepreneurs. . The study used an action research method.
- 6- Smith, Collins and Hannon (2016) examined the inclusion of entrepreneurship programs in UK higher education institutions, and the study aims to develop an understanding of the challenges and considerations arising from the inclusion of entrepreneurship and innovation programs in UK higher education institutions. Action Research methodology was used to provide insights into entrepreneurship education and learning.

Theoretical framework:

a) What is innovation and creativity?

Here dictate tremendous progress This is witnessed by both contemporary and modern reality as challenges that require innovative creative solutions in various economic, social, political and cultural fields etc.

The connotation of creativity in the English language (derived from the word Creation) is synonymous with the connotation of innovation, which is the meaning of creativity The term has spread to denote what is authentic and fruitful (Chaplin & Krawiec, 2004).

b) The importance of innovation and creativity

Renewal, innovation and creativity are here considered a fundamental pillar for the progress of society, but also as the basis for the change and development of societies. The new discoveries behind those painstaking efforts, constant thinking and enduring work to which so many scientists and creative geniuses have contributed across different times. Where they took upon themselves to build the edifice of building knowledge for humanity on a brick without boredom, laziness, grumbling or grumbling, and how much they suffered from the lack of understanding of their ideas in their societies (Torrance, 2006).

c) The concept of entrepreneurship and its elements

There are many definitions of the term entrepreneurship, including the following:

Burch (2005) defines entrepreneurship as a set of activities based on interest, providing opportunities, satisfying needs and desires through creativity and innovations, with the aim of achieving leadership in a particular sector, or managing a new activity or work in a particular field.

d) Factors that promote effective entrepreneurship

Factors that can be promoted here as an effective entrepreneurial activity include high levels of education and training, levels of capital markets, merchandise, information and communication technology as a factor of development, and value added. Advanced access to information and communication technology requires significant funding and reform of educational systems to meet the needs of the knowledge society.

Effective Entrepreneurship Enhancement Factors:

that can promote effective entrepreneurial activity include high levels of education and training, levels of capital and commodity markets, information and communication technology as an agent of development, and value added. Advanced access to ICTs requires significant funding and reform of educational systems to meet the needs of the knowledge society, which promotes the dissemination of new knowledge and facilitates the use of new ICTs. Among the most prominent factors in promoting the activity of creative entrepreneurs is the development of policies, programs and mechanisms for obtaining financing, benefiting from research and development, openness to the local market, and training in the field of entrepreneurship. It is also necessary to motivate the entrepreneur to innovate, to bring about radical changes, with technological and non-technological processes, to integrate technological innovation into the processes of production, distribution and organization of work, to exchange knowledge or skills, to adopt new organizational methods in decision-making, to increase market shares and quality of goods, to develop services, production capacity, business clarity, and health and safety guarantees. Examples of innovation, creativity and entrepreneurship sponsorship centers and the efforts made to enhance them in universities. Universities play a multiple and significant role in business innovation and investment, contributing to society's development, knowledge and economic and social progress (Etzkowitz, 2004).

The practical aspect of research

First: Statistical description and factor analysis of the research variables:

This paragraph is designed to know the level of the dimensions of the research through the use of calculations, standard deviation and percentage every afternoon, obtaining a category of less than (3) standard position or a lower percentage. of (60%) is not acceptable. This paragraph also aims to know the consistency of the paragraphs according to the percentages of saturation

according to the factor analysis, and accept the paragraph that gets more than (45%) according to (Listen, 2010), and the stability of the paragraphs of the questionnaire according to (Alpha).

Table (1) Statistical description and factor analysis of entrepreneurship items:

Saturation ratios for factor analysis	percentage	standard deviation	SMA	paragraphs	Variables
.51	0.738	.74	4.18	The sample surveyed on entrepreneurship focuses on examining the work problems assigned to it to chart its future	The existence of initiatives
.58	0.778	.48	4.39	Initiatives have an important role in recognizing the changes that occur within the internal and external environment of the college.	
.65	0.772	.88	3.86	Port Said University has the ability to identify initiatives before they happen	
.56	0.785	.67	3.93	The presence of initiatives is the most important reason for the success of entrepreneurship in the university, the existing study sample.	
	0.81	0.73	4.00	At the macro level after the existence of initiatives	
.85				Stability ratio (alpha) for the paragraphs of the presence of initiatives	
.81	0.891	1.01	4.31	Regular discussions are held to attract opportunities available to him in various sectors of education.	Attracting Opportunities
.62	0.70	1.08	3.12	Opportunities are arranged and seized in order to maintain entrepreneurship in the respective university.	
.73	0.822	.62	4.45	A group of opportunities is presented and we take advantage of alternative opportunities that benefit the research sample and seize them immediately.	

	0.73	0.81	3.96	At the macro level, the dimension of opportunity	
.86				Percentage of stability (alpha) for the paragraphs of attracting opportunities	
.30	0.92	.49	4.60	The examined sample bears all the risks that surround it.	take risks
.54	0.732	1.07	3.66	The concerned university adopts new methods in analyzing and addressing the problems of the scientific departments in the faculties.	
.63	0.748	.99	3.74	The university is working to raise the level of his skills and abilities to provide the best and take the risks surrounding him.	
	0.72	1.07	3.65	At the general level of risk tolerance	
80				The stability ratio (alpha) of the risk tolerance vertebrae	

After attracting opportunities, it obtained the highest stability rate, which indicates that after attracting opportunities, the highest percentage of entrepreneurship achievement was achieved. Table No. (1) shows the statistical description and factor analysis of the strategic capabilities, paragraphs as follows:

1. After performing the initiations of the sample between count (4.00), standard deviation of 0.73, total percentage (81%), dimensional order (81%), dimension order (81%), dimensional order (81%) and came Dimension arrangement (2). All saturation ratios for factor analysis were large and acceptable, and the dimension paragraphs settled on the (alpha) ratio, which is (0.85).
2. The sample was achieved after polarizing opportunities with a mean (3.96), a standard deviation (3.81), a weight percentage (73%), and the order of the dimension was (1). All percentages of saturation in the factor analysis were large and acceptable, and the paragraphs of the dimension were fixed on the (alpha) ratio, which is (0.86).
3. After converting the research sample, it was achieved with an average of (3.65), a standard deviation of (1.07), and a weight of (72%), and the order of the dimension was (3). All percentages of saturation in the factor analysis were large and acceptable, and the paragraphs of the dimension were fixed on the (alpha) ratio, which is (80).

Table (2) Statistical description and factor analysis for the paragraphs of organizational creativity management:-

Saturation ratios for factor analysis	percentage	standard deviation	SMA	paragraphs	Variables
.64	0.75	.93	3.72	There is a constant tendency on the	risk spirit

				part of the university concerned to provide a spirit of risk and adventure..	
.71	0.81	.83	4.21	The college is looking for new ideas to provide new services through research and development, adventure and risk management in organizational creativity.	
.36	0.80	1.06	4.02	The university under study has great forecasting skills to diagnose risks in shows and adventures.	
	0.75	1.03	3.82	At the overall level of risk	
.77				Persistence rate (alpha) of the vertebrae after the spirit of risk	
.24	0.892	.72	4.46	Our university is constantly working on using modern technology in teaching, providing new experiences and skills, and keeping pace with change	changeability
.78	0.718	1.08	3.58	Our university takes the opinions of professors to constantly develop and renew services..	
.21	0.878	.70	4.38	The university constantly monitors what is happening in the external environment, especially changes related to the education sector.	
.56	0.691	.88	3.44	The university adopts accurate methods and techniques to identify the desires and aspirations of all professors and to meet their desires quickly and continuously for renewal	
	0.78	0.85	3.96	At the macro level, the dimensions of mutability	
87				Percentage of stability (alpha) of the vertebrae after the ability to change	
.39	0.93	.46	4.66	There is encouragement from senior management among the scientific departments and units in the university that leads to the flow	encourage creativity

				of information and creativity.
.59	0.744	1.24	3.72	Encouraging creativity is compatible with the university's outputs by matching competence with the nature of specific jobs and their work tasks.
.44	0.598	1.03	2.99	Support the participation of relevant university staff and decision-making to encourage and manage creativity
.65	0.85	1.67	4.25	Using the teamwork method at the university, the subject of the research, to achieve administrative creativity.
	0.76	0.90	3.91	At the macro level, after encouraging creativity
86				Percentage of stability (Alpha) for vertebrae after encouraging creativity

Table No. (2) shows the statistical description and factor analysis of the organizational creativity management paragraphs and my devices:

1. The risk-taking spirit of the research sample was achieved with a mean (3.82), a standard deviation (10.3), a weight percentage (75%), and the order of dimension (3). Also, all saturation ratios for factor analysis were large and acceptable, and the dimension paragraphs were also stable according to the (alpha) ratio, which is (77).

2. The research sample achieved an arithmetic mean (3.96), a standard deviation (0.85), and a weight percentage (78%), and the order of the dimension was (1). All saturation ratios for factor analysis were large and acceptable, and the dimension paragraphs were fixed on the alpha ratio, which is (0.87).

3. The dimension of encouraging creativity for the research sample was achieved with a mean (3.91), a standard deviation (0.90), and a weight percentage (76%), and the order of the dimension was (2). . All saturation ratios for factor analysis were large and acceptable, and the paragraphs of the dimension were stable on the (alpha) ratio, which is (86).

Second: Examining the hypotheses of the correlation of the main research variable:

This study is concerned with a statistical presentation by examining and analyzing the links between research variables (business leadership and organizational creative management) and testing them according to the presence systems as follows:

Table No. (3) Matrix correlation of main and subsidiary variables

Morale level	leading businesses	The dimension	T
.28	.07	The existence of initiatives	1
.000	.32	Attracting Opportunities	2
.003	.21-	take risks	3

.000	.62	Entrepreneurship dimensions	4
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Source: Prepared by the researcher

• The first hypothesis: There is a relationship and a correlation between the self and the moral importance between entrepreneurship and the management of organizational creativity at the macro levels. It is clear from the results of Table No. (3) that there is a relationship and correlation with a positive polarization of (0.62), while the level of morale was (.000), which is less than the moral level set by the researcher. (0.05), so the acceptance of this hypothesis is at the research level. • **Third: The results and influence relationships between the variables in the research:**

In this article, the results will be discussed, tested, and the effect analyzed between the variables in the research, and according to what was given the main effect hypothesis (there is an effect of removing entrepreneurship and managing organizational creativity at the macro level) for the hypothetical research scheme:

A- Results and impact testing of the main hypothesis Table No. (4) shows the results of the impact test for the dimensions of entrepreneurship and organizational creativity management according to the results of determining the simple regression, assuming that there is a relationship between the dimensions of entrepreneurship (X) and the management of organizational innovation. (R), and it can be expressed by the following equation: $y = a + X$ where $y =$ organizational creativity management. $X =$ Entrepreneurship. $B =$ slope of the equation (the amount of change in y that occurs as a result of a change of x units). $a =$ a statistical constant. The above equation shows that the management of organizational creativity is a function of the true value of the dimensions of entrepreneurship, and that the estimate of this equation and its statistical indicators were given at the level of the research sample (220) individuals. Managing Organizational Creativity = (2.62) + (7.24) Dimensions of Entrepreneurship In the framework of this analysis, analysis of variance (ANOVA) for the two variables was done and the results were as in Table (4).

Table (4) Analysis of Variance (ANOVA) for the relationship between the dimensions of entrepreneurship and management of organizational creativity.

moral level	The calculated F value	R^2 average	means squares	sum of squares	degree of freedom	Contrast source
.000	118.18	.68	7.25	29.04	1	regression
			.015	12.48	206	The error
				42.52	207	Total

Source: The researcher based on the results of the calculator. $N = 209$

Table No. (5) shows the results of the study of the impact of the dimensions of entrepreneurship on the management of organizational creativity.

Morale level	T	Standard coefficients	Non-standard transactions		the sample
		beta	standard error	beta coefficient	
.000	13.05	6.25	.20	2.60	Fixed

.000	12.60		.72	9.08	Entrepreneurship dimensions
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Source: Before the researcher prepared using the calculator results: N = 209

The table shows the differential analysis and transaction tables of the relationship between entrepreneurship (X) and the management of organizational creativity at the level of the research sample. X, Y) with a confidence level ((0.95) and this is what is focused on with a statistical value (X) and according to the (t) test, it reached (t = 12.60). And the regression equation that was explained for the constant (a = 2.60) and this means that there is an organizational creativity of 2.60)) where the value of the estimated practices of the strategy becomes zero. The value of the marginal slope has reached (= 7.24) and accompanies (X) if it indicates a change (1) in entrepreneurship (X) that will lead to a change (7.24) in the management of organizational innovation. Where the value of the coefficient of determination (R²) indicated a coefficient (0.68), which means that entrepreneurship (X) shows its value (0.68) for the variance in the management of organizational creativity, and that (0.32) of the unexplained variance is due to the variables that did not enter the regression model, it is An acceptable index to compare the calculated f-value (118.18) is greater than its tabular value of (4) within confidence limits (0.05). In light of these results, this hypothesis is accepted.

Conclusions and Recommendations:

First: the conclusions:

- 1- It was found that the university selected by the sample had developed through promoting teamwork and attracting and seizing opportunities, especially in the field of entrepreneurship, as it employed organizational creativity in the development of knowledge for human resources, which leads to the process of improvement. Performance in the presence of initiatives and attract opportunities and risks.
- 2- It seems that Port Said University, the research sample, has benefited well from organizational creativity in promoting entrepreneurship and its practices represented in the spirit of risk taking, encouraging creativity and the ability to change. Enhance their organizational creativity.
- 3- Renewal and development have been greatly invested here at Port Said University, especially in the field of initiatives, attracting opportunities and taking risks. Egypt in order to keep pace with the changes that occur in the leading organizations in their work.
- 4- As it turns out that the university, the research sample, uses the elements of organizational creativity management (risk-taking, encouraging creativity, and the ability to change).
- 5- It was found that the university employed the positive changes that occurred in the ability of its directors to change entrepreneurship, and it also succeeded in maximizing those positive changes, as this was through mixing with entrepreneurship and a spirit of risk, especially in the field of entrepreneurship. The field of application of their abilities to absorb problems, their abilities to perceive those problems, and their ability to manage organizational creativity.

Second: Recommendations:

- 1- Given the importance of keeping pace with these developments and rapid changes, we suggest here that the university in question (Port Said) should attract human cadres with high academic qualifications and creativity to keep pace with scientific developments and openness to the world The outside world as well as establishing those good relations with the scientific authorities to benefit from the completed research and studies in the Egyptian colleges and institutes.
- 2- Port Said University here should take advantage of these dimensions of entrepreneurship for managers and work to bring about more change in those capabilities, as it is possible to benefit from the experience of these managers in enhancing their abilities to achieve environmental changes and in them. The ability to internalize the problems this environment produces as well as develop opportunities for their transformative capabilities.
- 3- Work on strengthening universities in the nature of positive relations with the Department of Economy in strengthening the management of creativity and organizational activities to bring about positive changes in strengthening employees and managers to promote new creative ideas that lead to the development of intellectual capital and success. . Increasing the granting of appropriate material and moral incentives to creative people to work at the university in question.
- 4- Increasing flexible working hours, which in turn will help these departments to complete their work in order to create a sufficient amount of organizational creativity.
- 5- Attracting creative people to work in the educational sector on an ongoing basis with the aim of feeding the different creative departments of organizational work.

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