The Role of University Academics in Introducing and Applying Entrepreneurship Concepts and its Effect on Universities in General and on Jordanian Society in Specific.

Abstract

Entrepreneurship is the goal of many organizations that plan on leading or being a leader in the market. Entrepreneurship, factors leading to it, its effect on organizations and society can be traced back to the 18th century. With the increased competition among companies in the business world, entrepreneurship has become the main focus for many organizations. Universities are no different.

The purpose of this research is to explore the effect of entrepreneurship on scientific research, graduate opportunities, and youth society as a whole. Using data collected from Universities at the Middle East, data is processed and analyzed to try to answer the following research: Does entrepreneurship positively affect faculty research, graduate student opportunities and youth and society as a whole?

Introduction

Entrepreneurship can be traced back to the 18th century (Jones and Wadhwani,2006,pp3-4). At first, the concept of entrepreneurship was focused on the creation of a new product (Schumpeter, 1961), the definition then evolved to include the essence of leadership of creating value to customers (Drucker, 1993). Later on, the focus of entrepreneurship was directed towards innovation, which led to what now is considered an emphasis on opportunity in the marketplace, whether may it be a new product or service (Kirzner,1985; Drucker,1993). The concept of entrepreneurship is becoming one of the most important concepts in almost all types of organizations. Interest in Entrepreneurship is increasing among researchers (Audretsch, 2007, p. 19).

Entrepreneurship also plays a major role in giving companies a competitive edge in the market (Glancey &McQuaid, 2000, p. 3) as well as provides customers (or students) with new innovative services. Even with the importance of entrepreneurship, There is no universally accepted consensus on the concept of entrepreneurship (William, 2006, p. 16). Some researchers tried to tie entrepreneurship to a "new breed" (Najim, El-Refae & Alnaji L. 2013). Others attributed it to be part of the DNA some have enabling them to be entrepreneurs (**Watson**, 2010, p. 1). (Ivancevich, Lorenzi & Crosby, 1994, p. 556) Identified entrepreneurship as the act or risk one takes in a new project. Röpke (1998) defines an entrepreneurship university as a university where its members become entrepreneurs and the university itself is has an entrepreneurial pattern with the environment around it. (Ivancevich et al., 1994, p. 556) Identified entrepreneurship as the act or risk one takes in a new project.

Entrepreneurship in the Educational System

In the educational system, Entrepreneurship is a must in today's universities in order for them to stay competitive (AUTHOR). While Ryu (1998) showed that universities are responding to the market for knowledge creation, Subotzky (1999) explored the factors that lead to having an entrepreneurial university by having partnerships with business, having access to external funds, management and strong leadership. Researchers also focused on the role of entrepreneurship on the educational system. (Thursby and Thursby, 2002) discussed how educators are considered entrepreneurs in that they always seek new research areas. (Wright, Clarysse, Mustar & Lockett, 2008) considers educators as entrepreneurs in terms of the consultancy they undertake and patents they register.

AUTHOR explores the concept of entrepreneurial university and the models supporting the concept of an entrepreneurial university. (Acworth, 2008; Perkmann, & Walsh, 2009; Bruneel, D'Este & Salter, 2010) demonstrated that the lack of entrepreneurship in a university can lead to a slow down or interruption of its growth.

Research

Study Variables

Variables of the study are determined as follows

1. Independent Variables. Independent variables representing the components of academic entrepreneurship including:
    a. Academic characteristics
    b. Academic management characteristics
    c. University support for entrepreneurship activities
    d. Improving Research quality
    e. Entrepreneurship effect on youth
    f. Improving job opportunities and its effect on society
2. Dependent Variables: Academic role in entrepreneurship activities is very important. Accordingly, one dependent variable was identified, and directly linked to research objectives: The role of academics on entrepreneurship and its effect on university output as well as society.

Study Hypothesis

The main hypothesis was formulated to explore the effect of the independent variables on the dependent variable.

- **Ho1** There is a statistically significant relationship between academic entrepreneurs at the administrative level and the quality of their scientific research papers
- **Ho2** There is a statistically significant relationship between academic entrepreneurs at the administrative level and the chances of improving practical and scientific opportunities for graduates
- **Ho3** There is a statistically significant relationship between academic entrepreneurs at the administrative level and positive impact on youth and society as a whole.

Questionnaire Validity

To ensure appropriate resolution to achieve the objectives of the study, the following were conducted:

- Validity test: Based on the literature, a draft questionnaire was initially prepared and revised by faculty members. The draft questionnaire was returned and adjusted based on the recommendations from the reviewers to build the final version that was used in the research.
- Reliability analysis: To ensure internal consistency among the questionnaire items, the reliability analysis applied Cronbach's alpha to the independent variables. This analysis is necessary to study scale features and internal consistency between the questionnaire items, and their correlation.

Results and Discussion

Hypothesis H01.

The value of R. Square which measures the strength of prediction is (0.285) indicating that there is no significant differences. F value is (19.149) and the significance level is

(0.0) which is taken from the Schedule variance analysis (ANOVA). Finally, t-value is (2.923) and its level of significance is (0.005). Since t-variance is less than the confidence level (0.05) that means we accept the relevant premise above. Entrepreneurship has effect on both academic as well as administrative personnel. Looking at our first hypothesis, H01, our research indicates that entrepreneurship on the academic level affects scientific research significantly. This is mostly due to the new doors and knowledge sharing that occurs between administrative enabling them to incorporate their work experience in their research, this helps to increase the quality of performance and to improve educational level which benefits the education sector and the community at large.

Hypothesis H02.

The value of R. Square which measures the strength of prediction is (0.113) indicating that there is no significant difference. F value is (6.087) and the significance level is (0.017) which is taken from the Schedule variance analysis (ANOVA). t-value is (10.995) and its level of significance is (0.000). Since t-variance is less than the confidence level (0.05) that means we accept the relevant premise above. Looking at our second hypothesis, H02, we find a strong relationship between academic entrepreneurs at the administrative level and the chances of improving practical and scientific opportunities for graduates. This demonstrates the substantial consent by the respondents in our sample that entrepreneurship attributes improve graduate student changes in finding better jobs, and to better compete in the market. Furthermore, having entrepreneurship attributes increased cultural awareness and brought unique benefits to society and well-being in general.

Hypothesis H03.

The value of R. Square which measures the strength of prediction is (0.222) indicating that there is no significant difference. The value of F is (13.685) and the significance level is (0.001) which is taken from the schedule variance analysis (ANOVA). t-value is (9.200) and its level of significance is (0.000). Since t-variance is less than the confidence level (0.05) that means we accept the relevant premise above. Looking at H03, we find statistical significance in the relationship between academic entrepreneurs at the administrative level and positive impact on youth and society as a whole. Through our research sample, we found that the survey respondents apply entrepreneurship characteristics at their in particular those working at universities indicating a degree of acceptance of the role of the entrepreneurship application and its impact in improving the practical and scientific opportunities

Conclusion

Depending on the theoretical framework of the study and the discussion and analysis of data and variables of the study, the following conclusions can be drawn:

- The key to successful entrepreneurship and growth are closely associated to how academics apply entrepreneurship attributes at work.
- Applying entrepreneurship in universities in various sections is a must if we are to improve scientific research as well as improve our graduate student future.
- It’s important to increase the number of academics and innovators in universities to help introduce the latest technology and methods to both the university environment as well as enable our students to compete in the job market.

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