

**"The impact of University “entrepreneurship and innovation centers”
on the entrepreneurial Performance in universities from the point of
view of a students in Jordanian private universities"**

By

Zaheia Nafez Jalal

Supervisor

Dr. Firas Al-Refai

Al-Zaytoonah Univeristy of Jordan, 2023

Abstract

This study aimed to identify the impact of university entrepreneurship and innovation centers (spreading the culture of entrepreneurship and innovation in universities, contributing to the development of relevant academic programs and scientific courses, providing incubation services for creative ideas) on entrepreneurial performance in its dimensions (increasing entrepreneurial orientation, launching creative projects) from the point of view of students in Jordanian private universities, The descriptive analytical method was used. The questionnaire was also used as a tool for collecting data for the study. The study sample consisted of (385) male and female students.

The results of the study showed that there is a statistically significant effect of spreading the culture of entrepreneurship and innovation in universities on entrepreneurial performance from the point of view of students in Jordanian private universities. In addition to the presence of a statistically significant effect of providing incubation services

for creative ideas on entrepreneurial performance from the point of view of students in Jordanian private universities. The study identified a set of recommendations, most notably granting innovation and entrepreneurship centers wide powers to contact production sites and research contracts to market their ideas and research at the government and private levels.

Keywords: Universities Entrepreneurship and Innovation Centers, Entrepreneurial Performance.