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The Entrepreneurial Creativity Reality among Palestinian Universities Students

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Abstract: *The study aimed at finding out the level of Entrepreneurial creativity among Palestinian university students through a study conducted on students from different disciplines at Al-Azhar and Al-Quds Open Universities in Palestine-Gaza Strip. The sample size was 120 students, which was divided equally between the two universities. A Entrepreneurial innovation scale of (15) paragraphs and (87.50%) was recovered.*

The study found that there is a good level of Entrepreneurial creativity among Palestinian university students which reached 68.51%. There were no statistically significant differences due to the university variable in the Entrepreneurial creativity and there were no statistically significant differences in the Entrepreneurial creativity among Palestinian university students due to the gender variable between males and females.

The study recommended the need to implement workshops and various activities to generate new creative ideas, activate the role of universities by guiding students entrepreneurs and contributing to the promotion of products and services of pilot projects and work to link them with large projects to ensure continuity. The study also recommended the importance of awareness of the idea of business entrepreneurship and its mission, the need to introduce some of the educational courses within the teaching plans related to entrepreneurship and creative innovation and the experiences of successful entrepreneurs. The study also recommended the importance of having courses that illustrate the relationship between entrepreneurship and entrepreneurship, which will benefit students.

Keywords: Pioneer Creativity, Students, Palestinian Universities.

1. INTRODUCTION

What is happening in our era of rapid change and its proximity to all areas represents a turning point towards many new and distinct concepts that provide opportunities for the growth and advancement of institutions in particular and the community in general. The interest in small projects emanating from creative ideas and entrepreneurs in business has been increasing day by day In recognition of its importance. This concern comes in this area because of its spread in various cities, as well as the diversity of its activities, which have become different sectors of business.

Entrepreneurship has been a driving force for economic growth, and is the most important factor in job creation and labor force, as well as its crucial role in innovation, development and innovation. Entrepreneurship has gained prominence in recent years because of its vital role in sustainable development and its contribution to the involvement of all segments of society in the cconomic mobility, especially youth.

To address the phenomenon of unemployment among young people and university graduates, many countries have re-examined their educational and training systems, to instill a new dimension aimed at raising the interest of students or young trainees and developing their direction and guidance towards the option of private and free work. Entrepreneurship in Palestine has recently begun and the Palestinian interest has started recently. However, it has faced several challenges, which have contributed to the success of some of them and a number of others have been stopped. The most important challenges facing entrepreneurship include finance, marketing, raw materials, Raw materials, and others. The success of pilot projects requires the search for multiple sources to finance these projects to ensure their success and taking into account the multiple risks that may be faced by them and the most prominent funding providers that support entrepreneurship, business incubators, and financial institutions and lending (Palestinian Business Forum, 2014).

The researchers see by studying various studies that the reason for the emergence of entrepreneurship is the failure of public and private institutions to absorb more workers, especially young people, which led to the growing unemployment among thousands of graduates and push them to search for special jobs away from the job.

Believing in the important role of youth in development and the role of the private sector in this regard, it is necessary to work on developing the capacities of young people in addition to enhancing the leadership of university graduates through a variety of courses and training programs that take into account their needs taking into account the circumstances surrounding the economic reality and the private sector. Specifically to make training an effective tool in promoting young people's access to the labor market armed with the greatest knowledge and the skills that qualify them for it.

2. THE GENERAL FRAMEWORK OF THE STUDY

2.2 PROBLEM STATEMENT

Small enterprises play a positive and important role in developing countries in terms of providing employment

opportunities for the social groups in general and for the entrepreneurs in particular, which contributes to increasing the income and partially self-sufficiency of some goods and services needed by the society. To promote self-employment and knowledge dissemination, as well as to identify them with rapid response to variables and low risk amd some countries directed toward the development of small enterprises through an integrated strategy to combat poverty, unemployment and increasing productivity as the preparation of small enterprises constitute a vital area of entrepreneurship and the exploitation of local resources and initial re-distribution of income (Al-Sourani, 2005).

The economy in the Gaza Strip continues to suffer from the siege imposed by Israel on the Gaza Strip, in addition to the repeated Israeli military attacks and wars on the Gaza Strip, which have deepened the economic crisis as a result of the enormous damage to infrastructure, sectors and economic activities. As a result of the continued siege and the closure of commercial crossings by the occupation authorities, economic problems have deepened. Despite the siege, wars, obstacles and great crises it is facing, it is still alive and hopeful for a better future. To achieve this, we must lift the total siege on the Gaza Strip

2.3 RESEARCH QUESTIONS

Q1-: What is the level of Entrepreneurial creativity among university students under study?
Q2-: Are there any statistically significant differences in the opinions of the sample members on the level of student creativity due to the university variable?
Q3-: Are there statistically significant differences in the opinion of the sample members on the level of leadership creativity of students attributed to sex?

2.4 RESEARCH OBJECTIVES

The study aims to highlight the following objectives:

1. Identify the level of Entrepreneurial creativity among Palestinian university students.
2. Identify the differences in the level of Entrepreneurial creativity among Palestinian university students in the Gaza Strip according to the university variable.
3. Identify the differences in the level of Entrepreneurial creativity among Palestinian university students in the Gaza Strip according to the gender variable.
4. Outcome and recommendations contribute to the development of Entrepreneurial creativity among Palestinian university students.

2.5 RESEARCH IMPORTANCE

1. To enrich the Arab academic arena with new research studies and partnerships in the fields of administrative development.
2. To emphasize the dissemination of Entrepreneurial creativity and follow-up of its applications in Palestinian universities.
3. Identify the challenges and obstacles facing the Entrepreneurial creativity culture in the Palestinian universities in the Gaza Strip.

2.6 RESEARCH HYPOTHESIS

Ho 1: There is a statistically significant relationship between Entrepreneurial creativity and scientific level
Ho 2: There are statistically significant differences in the opinion of the sample members on the level of creativity leading to students attributed to the university variable
Ho 3: There are differences of statistical significance in the opinions of the sample members on the level of creativity leading to students attributed to gender

2.7 RESEARCH LIMITS AND SCOPE

1. **Subject Limit (Academic):** The study was limited in its objective to study the reality of Entrepreneurial creativity among students of Palestinian universities.
2. **Human Limit**: The study was conducted on the responses of students in the universities in question.
3. **Spatial Limit**: The study was conducted in the State of Palestine, and was limited to two universities in the Gaza governorates (Al-Azhar University, Al-Quds Open University).
4. **The temporal limit:** The study was conducted and the collection of preliminary data and statistical analysis of the period (2018) and therefore represent the reality at this time.

3 LITERATURE REVIEW

- The study of (Al Shobaki et al., 2018) aimed to identify the level of promotion of entrepreneurship in the technical colleges in Palestine. The analytical descriptive method was used in the study. A questionnaire of 41 items was randomly distributed to the technical colleges in the Gaza Strip. The random sample consisted of (275) employees from the mentioned colleges, and the response rate were (74.5%). The results of the study showed that the technical colleges achieved a high level of promotion of entrepreneurship with a relative weight of 73.45%. The results of the study showed that there is a high level of promotion of entrepreneurship (risk, preparedness, proactive competition, innovation orientation) in the technical colleges in Gaza Strip. The field of competition came in first place with a relative weight of 76.65%. In the second place came the field (the trend towards innovation) and relative weight (74.96%). In the third place came the field of pre-emptive preparedness with a relative weight of 74.07%. In the fourth and last place came the field of risk and a relative weight of 68.39%. The results confirmed that there are statistically significant differences in the promotion of entrepreneurship in the technical colleges in Gaza Strip due to the college variable in favor of UCAS. The results confirmed that there is no statistically significant

relationship in the promotion of entrepreneurship in technical colleges in Gaza Strip due to the variable level of employment. The researchers suggest a set of recommendations, the most important of which is to draw the attention of the technical colleges to the importance of promoting entrepreneurship, because of their role in reducing the problem of unemployment, the importance of linking technical education and promoting entrepreneurship to the Palestinian society in general and Gaza Strip in particular. The importance of urging decision-makers in technical colleges to promote interest in leadership and to put their own courses in all technical education programs in these colleges, as well as enhancing the technical, technological and technical capabilities of technical education and keeping pace with the latest international standards by providing the necessary material resources. There is a need to urge researchers to conduct further studies of the future which deal with the same variables of the current study in the field of entrepreneurship and applied to other sectors.

- The study (El Talla et al., 2017), which aimed to identify the creative environment and its relationship to the graceful management of the technical colleges operating in the Gaza Strip. The analytical descriptive method was used through a randomly distributed questionnaire consisting of (289) of the technical staff in Gaza Strip (1168) with a response rate (79.2%) of the study sample. The results showed a high degree of approval for the dimensions of the creative environment and relative weight (75.19%), as shown by the existence of a high level of areas of the creative environment, where the ranking and relative weight as follows: Fluency: (76.86%), sensation of problems: (74.89%), flexibility: (74.59%), authenticity: (74.41%), the results showed that the technical colleges achieved a high level of agile management with the total relative weight (76.69%), and the existence of a high level of agile management, where the order and their relative weight as follows: Reduce waste: (79.56%), respond to customer requirements: (79.14%), cut costs: (75.68%), Maximizing competitiveness and profitability: (74.59%), improved service: (74.52%), the results also showed a statistically significant relationship between the dimensions of the creative environment and the agile management of the technical colleges in the Gaza Strip. The researchers suggested a set of recommendations, the most important of which is the need to enhance the dimensions of the creative environment by working to improve the faculties of fluency, flexibility, originality, sensitivity to problems, and the importance of increasing attention to the dimensions of achieving the agile management because of their role in the development of technical education departments and sustainability, and urged decision makers to develop mechanisms and applications of agile management in terms of reducing waste, reduce costs, improve service, respond to customer requirements, and maximize competitiveness and profitability, commensurate with the capabilities of these colleges.
- A study (Abu Nasser et al., 2017) aimed at identifying the technical education and its role in promoting entrepreneurship in the Gaza Strip. The descriptive analytical method was used in the study. (41) random sample was distributed randomly to the employees of technical colleges in the Gaza Strip subject to research (275) employees from the above mentioned colleges, have had a response rate (74.5%). The results showed a high degree of approval for the dimensions of technical education and relative weight (76.07%), where the ranking and relative weight was as follows: Technical education institutions: (79.51%), technical Education Graduates: (75.75%) labor market and community: (72.96%). The results of the study showed that the technical colleges achieved a high level of promotion of entrepreneurship with a relative weight of 73.45%. Where the ranking and relative weight were as follows: (76.65%), iInnovation orientation: (74.96%), preparedness for Procrastination: (74.07%), Risk: (68.39%). The results also confirmed a statistically significant relationship between the dimensions of technical education and the promotion of entrepreneurship in technical colleges in the Gaza Strip. The results also confirmed a statistically significant impact of technical education on the promotion of entrepreneurship in the technical colleges in the Gaza Strip. The researchers suggest a set of recommendations, the most important of which are: the need to go towards technical education because of its role in promoting entrepreneurship, the importance of linking technical education and promoting entrepreneurship to the Palestinian society in general and the Gaza Strip in particular, the need to pay attention to technical education in line with the National Strategic Plan for Higher Education by moving towards technical education. And the importance of urging decision-makers in technical colleges to promote interest in leadership and to put their own courses in all technical education programs in these colleges. The researchers urged further studies of the same variables as the current study of entrepreneurship and their application to other sectors.
- A study of (Barhoum, 2015) aims to identify the effectiveness of business incubators as a tool to solve the problem of unemployment among young people, especially business entrepreneurs, by transforming their creative ideas into successful income-generating projects that help them improve their economic and social status and provide them with the necessary skills and expertise to reach them. To the domestic and international labor market, the descriptive analytical approach to study and questionnaire was adopted as a

main tool for gathering information. The study community may be from incubated projects, which have completed their incubation period in the 90 business incubators. 79 questionnaires were recovered by 87.8%. The main findings of the study were that the level of service delivery provided by the business and technology incubator was somewhat moderate while the level of the post-graduation level dropped. And that investment in the information technology sector is the most appropriate in the Palestinian situation and the accompanying siege and closure, because it depends heavily on the provision of qualified manpower professionally regardless of geographical location. And that the percentage of success of projects is increasing by increasing the proportion of services provided to them by the business incubator, which leads to increased employment opportunities. There is a statistically significant relationship at the level of 0.05, between the percentage of service factors provided and the chances of success of the project to create jobs. And that the majority of the target group prefers to own the business incubators for the joint sectors by 44.3% and 40.5% prefer to own the business incubator for the private sector. One of the most important recommendations of the study was the need to expand the provision of services by the business incubators of the incubated projects, because of the need for the project as the main reasons that lead to its success, and the need to instill in the minds of entrepreneurs incubated during the incubation period the importance of integration and enter into partnerships among them, For the integration of expertise, money and effort. And the need to coordinate between the work of the incubator and the private sector so that the incubator is a partner in the development process and not a competitor, and to work to allocate support by the government for business incubators and facilitate lending programs and financing for new projects.

- A study of (Mekdad and Dahliz, 2013), which aims to shed light on the leadership tendencies of the undergraduate students in the Gaza Strip and determine the characteristics of their pilot and study the relationship between these characteristics and the tendency of the students toward the behavior of the pioneer way using methods of simultaneous analysis of the relationship between several variables. The study population may be students who study at the last level of the bachelor's degree in the faculties of engineering, commerce and information technology in various disciplines in these faculties at the Islamic University. The researchers chose the random sample as a method of sampling. The sample included 451 questionable samples with an average of 82%. The students were classified as leading students and students without a leading orientation. The results of the study showed that 24.1% of the students have leadership tendencies and wish to establish their own work after graduation. There are six leading characteristics. Among the six characteristics, there are two characteristics that have a clear influence on students' attitudes towards leadership. And a sense of ability to control and guide things.
- A study of (Al-Nimroti and Siam, 2012) study aimed at highlighting the importance of the role that small and medium-sized enterprises can play in achieving development and reducing the unemployment rate among graduates in the Palestinian territories and through their ability to create jobs for a large number of hands As well as the creation of entrances for them and the owners of these projects, which contributes to raising the standard of living for many groups of members of society, which contributes to raising the standard of living of many segments of society. The two researchers used the deductive approach and its statistical analysis tools, based on a logical analysis of indicators of expansion in small projects and their impact on unemployment and the local income of each individual in the Palestinian territories. The researchers concluded that some of the most important results of the study are: Micro, small and medium enterprises are one of the solutions to the unemployment of graduates resulting from privatization if part of their revenues are used to enable the employment that is abandoned from entering this sector as owner and project manager and producer at the time. And that more micro, small and medium-sized enterprises in the less developed sectors means more balanced growth. In this case, the forward and backward linkages with the pioneer sector should be capitalized through the establishment of complementary projects. The researchers reached a number of recommendations, the most important of which was the need to develop strategies and long-term plans at the national level aimed at developing these projects in the Palestinian territories in order to achieve integration and achieve coherence between these projects and major projects. And the need to create a kind of interconnection and communication between organizations and bodies responsible for the development of small and medium enterprises in the Arab countries with the aim of developing methods of work to achieve the best economic return and exchange of experiences in this area. And the importance of working to liberate the Palestinian economy from its dependence on the Israeli economy.

4 THE THEORETICAL FRAMEWORK OF THE STUDY

The emergence and evolution of the concept of entrepreneurship

Entrepreneurial is an old phenomenon, modern and renewable, with its meanings and symbols, which are used to denote creators and innovators in various fields. The origin of leadership is the theory of oligopoly theory where the leader could only calculate the quantities and prices of the

goods that he would produce and make an appropriate decision. Karl Marx regarded the entrepreneural as an agent of economic, technical change and an influential actor in society (Karl Marx et al, 1998). The entrepreneurial concept of economist Joseph Schumpeter and some Austrian economists is the same as Schumpeter, the entrepreneur, who is the man with the management and the ability to turn a new idea or invention into another successful innovation that is primarily entrepreneurial in risk when the idea is put into practice.

The modern approach to entrepreneurship began in the early 21st century, with everyone turning to entrepreneurial activity as an inevitable means of changing the concepts of competition and advantages and intensifying competition that led to a shift from comparative advantages to competitive advantages. This posed challenges for entrepreneurs and product marketing for development as resources shrank. And the need to provide traditional products and services in order to receive the acceptance and approval of the consumer and the beneficiary of the service, to recruit and support entrepreneurs to set up their own projects to provide employment opportunities for them and others by offering innovative products in areas where they are good at creating and developing (Al-Mabrik, 2009).

The researchers believe that entrepreneurship introduces its concept among the meanings of profit, change, creativity, innovation and the formation of one of the elements of production, in addition to its inclusion of all elements of the productive and development process that ensure the sustainability and continuity of the enterprises in the provision of their activities through continuous and continuous support from the relevant agencies and centers to ensure their contribution to support the economy and reducing unemployment.

The concept of entrepreneurship

Richard Kentlon's early 18th century leadership concept was used to denote risky and adventurous economic activities whose owners hoped to achieve wealth by managing the least resources to establish a new European Commission. While others stressed that the concept of leadership was known in the sixties and seventies of the twentieth century, but the 1980s and 1990s widely spread to this concept, which combines the profit-taking of the various business processes on the one hand and the idea of progress at different levels, on the other hand through the creation of new and modern methods in Work (Mubarak, 2009)

Entrepreneurship seeks to meet the needs and satisfaction of the beneficiaries of the service or product through a variety of activities. These are "activities based on interest, opportunity, and satisfaction of needs and desires through creativity and establishment of enterprises" (Burch, 1998). Entrepreneurship is the process of creating an innovative economic organization for profit or growth under conditions of risk and uncertainty (Dolling, 1995). Entrepreneurship is a challenge to the entrepreneurial ability to lead change under uncertain conditions as it is a dynamic process that requires the entrepreneur to have the skills and capabilities to lead organizations and guide them to serve their interests by using innovative ideas, calculated risk and bold capital to exploit opportunities and avoid threats, an environment of risk, challenges and competition (Sood and arora.2007).

Elements and axes of entrepreneurship

Entrepreneurship is a deliberate process, as it seeks to manage and develop business and projects in innovative and non-traditional ways, based on innovative ideas, visions and perceptions that make profit and give organizations competitive advantages (Roddic, 2007). Entrepreneurship contributes to the advancement of science and economic development in societies. Of the world's mega-projects and companies have been created by entrepreneurs who have been able to discover and initiate the mega-projects. Many countries have directed their policies and legislation to promote and encourage entrepreneurship as an important means of practical renaissance and economic and social development. In this sense, a combination of interacting elements is needed to produce entrepreneurial entrepreneurship. Figure 1 shows that entrepreneurship is a combination Of the interaction of the following elements:

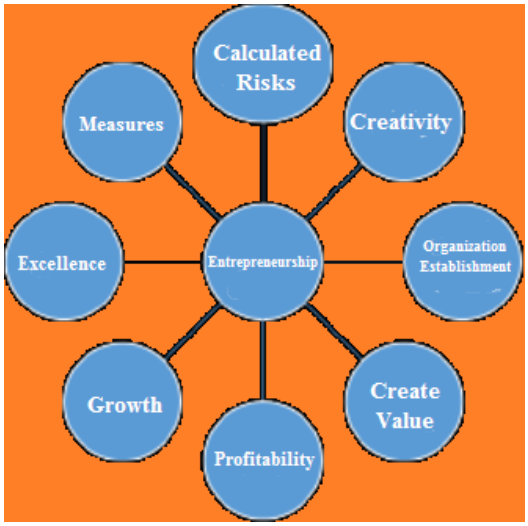

Figure (1): illustrates the elements of Entrepreneurship
Source: Al-Ani, Mezher Shaaban et al (2010). Small Projects Management: Pioneer Technology Perspective, Dar Safa Publishing & Distribution, Amman, Jordan.

The researchers believe that every successful entrepreneur seeks to connect entrepreneurial elements with each other to get out of his entrepreneurial project. He adds some features not only to himself but to the surrounding community as well as improving his current financial position and self-employment as he provides more job opportunities that satisfy and fit the workforce, This leads to the development of more industries and the promotion of local manufacturing in the form of final products, whether for domestic

consumption or export, leading to increased income and growth.

Entrepreneurship was influenced in its beginnings by the related sciences such as economics, psychology, marketing, strategic management, sociology, history and man, which led to different interpretations and multiple theories, and disagreement on a specific concept, but often coincided with the concepts of creativity and innovation.

It is clear from the previous definitions and from Al-Mabrik (2009) that entrepreneurship involves:

1. Know the available and sufficient practical opportunity.
2. Formation, creation and expansion of profit-oriented economic organizations in the light of time, effort and money.
3. Mix creative, creative, risk-taking and hard work elements.
4. Appropriate and rational use of available resources.

The importance of entrepreneurship:

Entrepreneurship is one of the important fields in the economies of the advanced industrial countries and of the promising fields in the developing countries. The pilot projects contribute effectively to the development of comprehensive economic development and constitute the nucleus of small, medium and large enterprises. The pilot project provides sufficient income for the entrepreneur and his family, In the creation of new jobs and reducing the unemployment rate in society, as well as the emergence of new patterns of goods and services M in the opening and growth of new markets will help reduce the gap between the economies of the countries (Al-Najjar and Al-Ali, 2010).

In the opinion of the researchers, unlike the economies of the advanced industrial countries, and the extent to which the pilot projects play an active role in the development of economic development in Palestine, entrepreneurship in Palestine is subject to obstacles and impediments to the rapid development and development of entrepreneurship, most of which are the policies, procedures and measures of the Israeli occupation., a self-contained economy, because of its dependence on the occupation economy.

The Global Entrepreneurship Observatory (GEM) classifies entrepreneurship into two types:

- **The pioneers of necessity**: the people who do not find jobs in the market, they start to start private businesses such as trade or craft in order to earn income from it, and the leadership of necessity is often not dependent on creativity and innovation and rely on primitive technologies and low-cost.
- Pioneers are those who capture opportunities in the market to provide a new service or produce a new commodity to increase their income through the establishment of their own businesses. This type of entrepreneurship is characterized by innovation, creativity and the use of modern technologies.

Characteristics of Entrepreneurs:

The pioneers are distinguished from others with characteristics that enable them to achieve the profits and the continuous growth of their projects through their continuous aspirations for progress and success and their characteristics (Al-Amiri and Al-Ghalebi, 2008):

1. Independence and self-control.
2. Perseverance, diligence and hard work.
3. Feeling the need for self-fulfillment through their achievements.
4. Achieving challenging goals and leveraging feedback for their outstanding performance.
5. Take risks, and accept ambiguities.
6. High self confidence and a great card feeling to compete and get ready to take difficult positions.
7. Flexibility in thinking and acting, and not fearing failure.

There are many other qualities that have been mentioned in many studies. For example, Hamed and Ershid (2007) have added characteristics such as attention to opportunities and acquisition, as well as the search for information needed to work towards goal attainment, effectiveness, structured planning, and problem solving By turning the problem into opportunity and learning from mistakes and experiences.

Entrepreneurship in Palestine

The Global Leadership Observatory (GEM) considers the leading perceptions of society as an important and influential factor in entrepreneurial activity. These perceptions reflect the prevailing cultural pattern in society from the point of view of the adult population represented by the Global Leadership Observatory:

- Have good opportunities to start pilot projects in the coming period.
- Possess the knowledge and skills required.
- Consider people starting a project as a good career choice.
- Give high status to successful entrepreneurs.
- Media coverage of successful stories.
- Do not start pilot projects because of fear of failure.

Masri (2010) refers to the diversity of the contents of education for leadership and the areas that permeate it, which can also include the aggregation of the dimensions and contents of the educational system, including relevant inputs, processes and practices. Leadership education includes inputs such as legislation, finance and government, as well as its focus on curriculum and preparation Teachers and the role of partners in the public and private sectors. Where Entrepreneurial education is influenced by two sets of different factors:

- The first group is the individual factors that affect the individual in his life and are reflected in his Entrepreneurial competencies through three main

elements, which can be enhanced by the educational system such as competencies, functional skills, skills and communication skills, as well as developmental and mental skills.

- The second group: External factors, which include the education system in addition to social, cultural, economic and political factors, also include community participation and the work environment.

Obstacles to entrepreneurship facing young Palestinians

Young people in most countries, especially developing countries, face many obstacles to realizing their dreams of getting a job or setting up their own business. In Palestine, young people face multiple obstacles due to the long-term occupation conditions and policies of the marginalization of the Palestinian economy (Hattawi et al., 2014):

1. The political factors: The continued and faltering peace negotiations and the continued existence of the occupation behind many of the problems facing the Palestinian society in general and youth in particular, the occupation targeted young people and limited their movement and practiced many repressive measures against them, affecting the investment climate and economic, Provide incentives and support to entrepreneurs and small and medium enterprises.
2. Socio-cultural factors: Social and cultural factors influence leadership among Palestinian youth. Society's view of leadership is an important factor in encouraging it, but the most important one is fear of failure as a barrier to young people. In Palestinian culture, failure is both academic and practical. Not acceptable.
3. Education and training programs: The education system in Palestinian schools and universities lacks the education and encouragement of entrepreneurship. Entrepreneurship requires an educational environment that equips young people with the necessary skills and motivation to undertake Entrepreneurial work. The educational system is one of the most important challenges for the decision-makers.
4. Lack of experience and knowledge: One of the difficulties facing young entrepreneurs is their lack of practical experience and knowledge of the market, because the education they receive does not arm them with human skills. We find that there is a weakness in the social capital of young people and their emerging projects, which shows the problem of networking with other institutions and companies.
5. Funding: One of the most important problems facing young people in Palestine is the difficulty of finding a source of financing for projects because the process of financing through banks and lending institutions is very complex, and we find that the youth suffer more than other groups, and this may be from the point of view of funding institutions that the lending of youth more Risk compared to others.
6. Market barriers and competition: The Palestinian market is tight and depends heavily on competitive price imports, which necessarily reduces the opportunities of small and medium-sized companies.

5 FIELD STUDY

First- Methodology of the study:

This study is based on the analytical descriptive approach to describe and describe the phenomenon to be studied as it exists. In fact, researchers in this approach are considering the study of tools, phenomena and practices existing and available for study and measurement as they are, without the intervention of the researchers in their course, and researchers can interact with them and describe them and analyze them scientifically and objectively. The study relies on two basic types of data:

1. Initial Data:

The study was carried out in the field by distributing questionnaires to study the vocabulary of the study and to collect and compile the necessary information in the subject of the study, and then unloading and analyzing it using the statistical program and using the appropriate statistical SPSS tests in order to arrive at indications of value and indicators that support the subject of the study.

2. Secondary data:

Through the review of books and periodicals, special publications and scientific and professional journals related to the subject of the study, and any references contribute to enrich the study in a scientific way, and the researchers through the use of secondary sources in the study to identify the foundations and methods of scientific studies in writing studies, Recent developments have occurred in the field of study.

Second- Society and Study Sample:

The study population consists of students at Al-Azhar University and Al-Quds Open University.

The Study Sample:

A. A survey sample was used by the researchers to verify the validity and stability of these tools. The sample size was 32 students.
B. The study sample consisted of (120) students from the two universities mentioned equally. The response rate was (87.50%).

Table 1: shows the distribution of respondents according to university variables, gender

University Name	Gender		Total
	Male	Female	
Al-Azhar University	26	24	50
Al-Quds Open University	48	7	55
Total	74	31	105

Third- Study Tool:

Since the nature of the hypotheses and the variables involved are the ones that control the choice of the appropriate tool, accordingly, the researchers have prepared a measure for that study commensurate with its objectives and hypotheses, which is the measure of Entrepreneurial creativity among university students.

The process of designing and preparing the study scale has gone through several stages and steps:

1. To view the literature of Entrepreneurial creativity and previous studies related to the subject of the present study.
2. Collect and define scale paragraphs.
3. Formulation of the standard expressions according to the study sample.
4. Set the meter instructions.
5. How to correct the meter.
6. Conduct a study of stability and honesty of the scale.

How to correct the meter:

The five-dimensional Likert scale was used to measure respondents' responses to the questionnaire sections according to the following table:

Table 2: the degrees of the five-dimensional Likert scale

Response	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Class	1	2	3	4	5

Validate the measure: The researchers calculated the validity of the meter in the following ways:

1. Virtual honesty:

The researchers verified the authenticity of the tool by presenting it to a select group of PhD holders in Business Administration (8). The apparent honesty indicates the general appearance of the test in terms of its relevance to the subjects, the relevance of the phrase to the field, and the clarity of the wording and instructions.

2. Internal consistency:

The researchers calculated the validity of the internal consistency of the scale by finding the correlation coefficients between each field and the total score of the scale. The researchers conducted a survey sample of 32 students by establishing the correlation coefficients for each paragraph in the field in which they belong.

Table 3: Honesty coefficients for each paragraph with the total degree of creative creativity

Item	Honesty Coefficient	Level of Significance
Pursue all new in your field of specialization.	0.370	0.05
It follows every new innovation in entrepreneurship.	0.676	0.01
The education system encourages leadership.	0.586	0.01
Participates in training courses that encourage entrepreneurship.	0.454	0.01
Information technology is available effectively.	0.438	0.05
Develop your skills and skills through the use of ICTs.	0.579	0.01
A suitable environment for creativity is available.	0.680	0.01
Helps the local market to innovate.	0.611	0.01
Multiple funding sources are available for pilot projects.	0.692	0.01
Group financing is an effective means of financing your project.	0.381	0.05
Creative products are available to help you develop your own ideas.	0.436	0.05
Participate in local competitions for creative ideas.	0.675	0.01
Benefit from e-business models.	0.435	0.05
Share your knowledge with others.	0.406	0.05
Failure is a catalyst for success.	0.571	0.01

Stability of the scale:

The concept of consistency means the ability of the test to give the same grades or values to the same individual or

individuals. If the measurement is repeated, and to ensure the stability of the scale, the researchers used the following methods:

1. **Method of fragmentation half**: by calculating the correlation coefficient between the individual questions and marital questions, and obtained the stability coefficients shown in the following table.

Table 4: coefficient of stability of the measure of innovation leading university students

The Field	Number of Paragraphs	Correlation Coefficient Before Adjustment	Correlation Coefficient After Adjustment	Level of Significance
Creative Creativity	15	0.673	0.805	Sig. at 0.01

From the previous table, it is clear that the stability coefficients using slpit-half method was high, indicating that the questionnaire has a high degree of stability.

2. **Alpha Kronbach's coefficient of persistence**: The researchers used the Kronbach alpha coefficient to calculate the stability coefficient for all gauge expressions where the general coefficient of correlation (0.805) is a high stability coefficient indicating the strength and validity of the scale. The researchers noted that the results of Pearson correlation coefficients are consistent with the results of alpha- , And then the researchers performed the coefficient of alpha-Cronbach stability between the terms of the scale separately and is shown in the following table:

Table 5: shows the coefficient of Alpha Kronbach stability of the reality of Entrepreneurial creativity

The Field	Coefficient of alpha-cronbach stability
Creative Creativity	0.782

The above table shows that alpha-cronbach coefficients are all high and this indicates that the questionnaire has a high degree of stability that the researchers are sure to apply to the study sample.

Fourthly- Statistical Methods:
The computer was used in the statistical processing, especially the statistical packages program (SPSS), where all the data obtained by the researchers and then the results were extracted through the scientific equations necessary for this and the most important used in this study:

1. Averages, frequencies, standard deviations and percentages.
2. Spearman Brown 's correlation coefficient for the equal half - division, and the Cronbach alpha factor to determine the stability of the resolution.
3. Pearson correlation coefficient to measure the relationship between variables.
4. Test T test for differences between averages.

Analysis of the study axes
Answer the study questions:
In order to answer the study questions and where the five-lycarte scale was used in the preparation of the study instrument, the study adopted the following table to judge the trend when using the pentagram.

Table 6: Scale of measurements used in this study

The Level / Method	Very Low	Low	Medium	High	Very High
Arithmetic Mean	Less than (1.80)	(2.59) : (1.80)	(2.60) :(3.39)	(3.40) : (4.19)	Greater than(4.20)
Relative weight%	Less than%36.00	From 36.00 : %51.90	From 52.00: %67.90	From: 68.00 %83.90	Greater than %84.00

This indicates that the averages of less than 1.80 indicate a very low degree in the elements of the field. The averages of (1.80: 2.59) indicate a low degree of availability of field elements, while averages ranging from (3.39: 2.60) indicate that there is a medium degree in the elements of the field, and the averages ranging from (4.19: 3.40) indicate that there is a large degree in the elements of the fieldm, more than (4.20) on the scale used in the study shown in the previous table.

Results of the first question:
The question is as follows: What is the level of Entrepreneurial creativity among university students under study?

To answer this question, the researchers resorted to repetitions, averages, standard deviation, percentages and order. The results were as shown in the following tables:

Table 7: Frequency, Mean, Standard Deviation, Percentages, Order, and Value of Responses of Sample Members in Pioneer Creativity

No.	Item	Arithmetic Mean	Standard Deviation	T Value	Relative weight%	Arrangement Paragraph	Morality p- value
1.	Pursue all new in your field of specialization.	4.03	0.925	11.399	80.60%	**2**	0.000
2.	It follows every new innovation in entrepreneurship.	3.14	1.130	1.295	62.80%	**10**	0.198
3.	The education system encourages leadership.	3.50	1.226	4.220	70.00%	**8**	0.000
4.	Participates in training courses that encourage entrepreneurship.	3.14	1.189	1.161	62.80%	**11**	0.249
5.	Information technology is available effectively.	3.85	1.079	8.034	77.00%	**5**	0.000
6.	Develop your skills and skills through the use of ICTs.	3.95	1.013	9.632	79.00%	**3**	0.000
7.	A suitable environment for creativity is available.	3.08	1.369	0.578	61.60%	**12**	0.564
8.	Helps the local market to innovate.	2.75	1.268	2.011-	55.00%	**14**	0.047
9.	Multiple funding sources are available for pilot projects.	2.71	1.252	2.350-	54.20%	**15**	0.021
10.	Group financing is an effective means of financing your project.	3.68	1.164	5.951	73.60%	**6**	0.000
11.	Creative products are available to help you develop your own ideas.	3.15	1.223	1.277	63.00%	**9**	0.205
12.	Participate in local competitions for creative ideas.	2.88	1.246	1.018-	57.60%	**13**	0.311
13.	Benefit from e-business models.	3.52	1.110	4.793	70.40%	**7**	0.000
14.	Share your knowledge with others.	3.92	1.062	8.910	78.40%	**4**	0.000
15.	Failure is a catalyst for success.	4.04	1.143	9.307	80.80%	**1**	0.000
Total		3.4257	0.60735	7.182	68.51%		0.000

The value of "T" in the table at the degree of freedom (103) and at the level of significance (0.05) = 1.976
The value of "T" in the table at the degree of freedom (103) and at the level of significance (0.01) = 2.609

It is clear from Table (7) and through the test of the related samples that all the areas of the field of creative creativity were calculated values greater than the table values except paragraphs (2, 4, 7, 11, 12). Thus, (15), ranked first with a relative weight of (80.80%), which indicates the strong influence of this paragraph, followed by paragraph (1) in second place with a relative weight of (80.60%) while paragraph (9) (545.20%), while the total score of the field has a relative weight of (68.51%) which is a high degree, ie there is irrigation creativity DVD among university students.

Results of the second question:
The question is: Are there statistically significant differences in the opinion of the sample members on the level of student creativity that is attributable to the university variable?
To identify and answer this question, the researchers used T-test as shown in the following table:

Table 8: Selection of T-test for the areas of creative innovation according to the university variable

Standards	The University	The Number	Average	Standard Deviation	T Value	Sig.
Creative Creativity	Al-Quds Open University	55	3.3564	0.55588	1.219	0.226
	Al-Azhar University	50	3.5019	0.65655		

The value of "T" in the table at the degree of freedom (103) and at the level of significance (0.05) = 1.96
The value of "T" in the table at the degree of freedom (103) and at the level of significance (0.01) = 2.34

It is clear from the previous table that there are no statistically significant differences due to the university variable in the leading creativity, where the value of the significance level is greater than 0.05 and the value of the calculated "T" is less than the "T" value of the table.

Results of the third question:
The question is: Are there statistically significant differences in the opinion of the sample members on the level of leadership creativity of students due to gender?
To identify and answer this question, the researchers used T-test as shown in the following table:

Table 9: Selection of T-test for the areas of creative innovation according to the gender variable

The Scale	Gender	The Number	Average	Standard Deviation	T Value	Sig.
Creative Creativity	Male	74	3.3796	0.58485	1.149-	0.256
	Female	31	3.5356	0.65474		

The value of "T" in the table at the degree of freedom (103) and at the level of significance (0.05) = 1.96
The value of "T" in the table at the degree of freedom (103) and at the level of significance (0.01) = 2.34

It is clear from the previous table that there are no statistically significant differences in the leading creativity due to the gender variable between males and females. The value of the significance level is greater than 0.05 and the value of the calculated "T" is less than the tabular value.

6 Conclusions

1. The results of the study showed that there is Entrepreneurial creativity among university students.
2. The results of the study confirmed that there were no statistically significant differences due to the university variable in the leading creativity, since the value of the significance level is greater than 0.05 and the value of the calculated "T" is less than the "T" value of the table.
3. The results of the study showed no statistically significant differences in the Entrepreneurial creativity among Palestinian university students due to the gender variable between males and females. The value of the significance level is greater than 0.05 and the value of T is less than the tabular value.

7 Recommendations

1. Conducting workshops and activities to generate new creative ideas that support and develop students' abilities and ideas.
2. Activate the role of universities by guiding students from the students and contributing to the promotion of products and services of pilot projects and work to link them with large projects to ensure continuity.
3. Raising awareness of entrepreneurship and its mission through continuous marketing and advertising.
4. The need to introduce some of the educational courses within the teaching plans where these courses are specialized in presenting a full topic on entrepreneurship and its inception, in addition to a course that presents experiences of entrepreneurs in the developed countries and Arab countries and reviews their success stories, and a course that links the relationship between Small businesses and entrepreneurship, which will benefit students.

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