

## The role of the Entrepreneurial House in Algeria to develop the entrepreneurial culture and raise the spirit of initiative

Bellakhdar Messaouda<sup>1\*</sup>

<sup>1</sup> University of Annaba, Algeria (Alger), messouda.belakhdar@univ-annaba.dz

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### Abstract:

Algeria is interested in developing many mechanisms and programs to spread the entrepreneurial culture and raise the spirit of individual initiative; The Entrepreneurial House at the level of Algerian universities is one of these mechanisms directed to university youth, which aims to sensitize them to the importance of entrepreneurial thought, and accompany them in the process of embodying their ideas and transforming them into successful projects, which leads to instilling a culture of initiative and pushing the wheel of economic development, as its objectives focus on developing individuals' orientation towards entrepreneurship, investing and refining their capabilities by relying on various programs in order to encourage them to engage in entrepreneurship and self-employment and to get out of the cycle of dependence, and to stimulate local investment in light of the current challenges. One of the most important findings in this study is the need to think about creating an integrated system that works to spread the entrepreneurial culture and develop the spirit of entrepreneurship.

**Keywords:** Entrepreneurship; Entrepreneurial House; Entrepreneurial culture; Spirit of initiative.

**Jel Classification Codes:** I2, L26, L31.

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\* Auteur correspondant

## **1. INTRODUCTION**

The entrepreneurial phenomenon is among the modern administrative phenomena that interest researchers, given its repercussions on the performance of the organization in particular, and on economic and social life in general. Its adoption, through the orientation towards an entrepreneurial culture, is a reflection of the organizations' desire for excellence and uniqueness in light of the intensification of competition. It is considered a measure of the extent to which peoples have developed and accepted a culture of change and renewal; The entrepreneurial culture, like other cultures, is based on values and on several factors that contribute to its spread and development.

Every year thousands of students graduate from universities in various disciplines, heading to search for jobs in the labor market, which hardly covers only a very small category compared to the university outputs annually, so the Algerian university had to try to train students and sensitize them, through several programs that encourage them to entrepreneurial work, by establishing their own projects, instead of waiting for administrative jobs that may require many years to obtain; Many universities seek to develop the entrepreneurial spirit and entrepreneurial culture among students; Algeria, like other countries, was aware of the necessity of spreading this culture and promoting individual and collective initiatives, through the creation of many bodies that accompany the contractor and help him realize his project. Among these bodies is the establishment of a house for entrepreneurship across many of the nation's universities, which represents a link between universities, the Youth Employment Agency, and funding and support bodies, as it mainly aims to bring university students closer to economic life, encourage them to go through their experiences and direct them towards practical life.

Entrepreneurial house plays a major role in consolidating the culture of initiative and pushing the wheel of economic development, as its objectives focus on developing individuals' orientation towards leadership and developing their ideas, by investing and refining their abilities, relying on various programs in order to encourage them to engage in entrepreneurship and self-employment. It accompanies the young generation to practice

entrepreneurial work within the economic environment, to break out of the cycle of dependency and to stimulate local investment in light of the current challenges.

Based on the foregoing, the essential question, which highlights the problematic of the study, "What is the role of the entrepreneurial house in developing the entrepreneurial culture and the spirit of initiative"? Which will be studied by addressing the concept of entrepreneurship and the most important factors contributing to the spread of entrepreneurial culture and promoting the spirit of initiative, in addition to addressing the two most important functions performed by the Entrepreneurial House in the various universities of the country, which focus on the processes of sensitization and accompaniment for university youth.

## **2. Entrance to entrepreneurship:**

The term entrepreneurship first appeared at the beginning of the sixteenth century, where it was used to denote the risk that accompanies military expeditions; This concept remained in the same context despite its inclusion of risk-taking activities outside military campaigns, until the beginning of the eighteenth century, when the contractor was described as a businessman, who buys goods for the purpose of selling them in the future; The concept of the contractor has evolved into a personality who has the will and initiative to set up a new project.

### **2. 1. The concept of entrepreneurship**

Entrepreneurship has known several developments in its concept, and it generally represents a group of complex qualities that make its owner ready to establish or develop a entrepreneurship project, and below we review the following definitions about the phenomenon of entrepreneurship

Entrepreneurship expresses the process of exploiting business opportunities by one or more individuals through the creation of new organizations in order to create value” (Selami, 2012, p. 02), It is “the process of creating something new of value by making effort, spending capital and allocating time, in addition to taking the attendant risks and then obtaining the reward, which leads to the accumulation of wealth” (Kais, 2013, p. 75); It revolves around reaping the financial returns resulting from value creation related to the investment of the opportunity, through unique resources (Ithar &

Saadoun, 2011, p. 75). It means also “the ability to innovate and create new combinations, guaranteeing the introduction of new goods or a new quality of goods, or the introduction of a new method of production, opening a new market, a new source for the supply of raw materials, due to the creation of wealth as a result of providing a benefit” (Brahmi, 2020, p. 86)

In general, entrepreneurship represents the ability and willingness to organize and manage businesses of all kinds, by creating something of value, allocating the time, effort and money necessary for the project, bearing the accompanying risks, and receiving the resulting reward in order to contribute to achieving economic and social development (Ben Nadhir & Kharroubi, 2017, p. 311). It can refer to three concepts according to the following trends, which can be summarized as follows (Brahimi & Raiis, 2013, p. 04):

- **Business opportunity:** consists of two main components, the contractor and the opportunity, as the opportunity is the starting point for any project; when the contractor can develop the vision issued by him, and through it the contractors take advantage of an opportunity, for leadership through this direction expresses that process by which opportunities are discovered and converted into new goods and services.
- **Organization creation model:** Through this approach, it is considered a phenomenon that leads to the creation of an organization led by one or more individuals, and it is the various activities through which opportunity creators are able to mobilize and mix different resources to embody the opportunity in a structured project.
- **Value creation model:** It is a dynamic process of wealth creation, which is the presence of an individual who possess the characteristics of the entrepreneur, such as orientation towards creativity and innovation, which makes them in a continuous search for providing added values represented in new products, services and methods of work.
- **Creativity Model:** Creativity and entrepreneurship are closely related to each other, according to **Drucker**, creativity is what distinguishes contractors from managers, as it is a condition for creating value.

## **2.2. Entrepreneurship according to intellectual approaches**

Many theorists have studied the phenomenon of entrepreneurship, and several trends have emerged that have tried to explain it and identify its aspects, and among the most important explanations for it are the following:

**A. Entrepreneurship according to the economic approach:** represented by **Schumpeter**, who considered the entrepreneur a pivotal figure in economic development, bearing risks for creativity, especially the creation of new production methods. According to this trend, entrepreneurship represents an economic phenomenon, and its success and prosperity are linked to economic conditions such as "easy access to markets, availability of capital, availability of raw materials, human resources, technology,...etc". The contractor also plays a key role in it and is a driver of economic development, through its ability to bear the risks associated with creativity and create new ways of production and work, where the contractor is able to change the existing economic systems by offering new products and services, which is called the phenomenon of "creative destruction" or "Destructive innovation" (i.e. the emergence of new industries and activities in place of the previous ones through innovation) (Badraoui, 2014, p. 30)

**B. Entrepreneurship according to the behavioral approach:** In this approach, the focus was on the personality of the entrepreneur by studying its characteristics, as a way to understand the entrepreneurial activity; This approach has attempted to study the contractor's features and objectives for establishing his own organization, and according to this approach, the contractor has a great degree of desire for achievement and growth and a high ability to assume responsibility and find innovative and new solutions compared to others.

**C. Entrepreneurship According To The Operational Approach:** the economic approach concerned itself with studying the role of the entrepreneur in the economy and society as a whole; The behavioral approach was concerned with explaining his characteristics and how he acted and behaved; As for the operational approach, it did not focus on the person of the contractor or on the economic conditions, but on what happens in the entrepreneurship, that is, the various activities related to it (the process itself), by studying the basic factors that lead to the success of the contractor and the project; This approach focused on the importance of change through which the

contractor can use the available resources in a new and different way(Debbah, 2011, p. 19). According to this approach, entrepreneurship is affected by four basic factors, represented in the "environment, the individual, the organization, and the course of the process", and therefore this entrepreneurial approach relied on the previous four factors, not a single factor, compared to the economic and behavioral approach.

**2.3. Characteristics of Entrepreneurship:** it is characterized by the following characteristics (Ben Nadhir & Kharroubi, 2017, p. 311):

- It is considered one of the inputs to the decision-making process related to the best use of the available resources to reach the launch of the new product or service (development of new methods of operations);
- expresses the effort directed towards coordination between the production and sales processes;
- It revolves around the full realization of opportunities represented by needs, desires, problems and challenges, and the best use of resources to implement new ideas in projects that are planned with high efficiency.
- It is the productive axis of goods and services, which is due to individual decisions aimed at making a profit by choosing the appropriate economic activity;
- A path followed by the individual contractor to complete his own entrepreneurship work;
- Its nature is related to the nature of the person, who can be distinguished through various characteristics as a person who organizes the project, for its profits, loves risks, seizes opportunities, innovates...etc.

**3. An introduction to the entrepreneurial culture and the spirit of initiative** We will try to shed light on two important concepts, namely, the entrepreneurial culture and the spirit of entrepreneurship, to get closer to understanding these two phenomena and to know the most important aspects that compose them and surround them.

### **3.1. The concept of entrepreneurship culture and the spirit of initiative**

Entrepreneurial culture expresses the totality of skills and information acquired by an individual or group of individuals and an attempt to exploit them, by applying them in investing in capital, by finding innovative and

creative ideas in all existing sectors, in addition to the existence of an organizational management structure, which includes actions, motivation, Contractors' reactions, in addition to planning, regulatory decision-making, and monitoring (Henni & Keddal, 2020, p. 289); In its content, the spirit of initiative expresses the ability to self-develop the individual and the possibility of change in an open spirit, acquiring skills and knowledge resulting from the transition to the practical field, breaking the barrier of fear of change, and acquiring flexibility in dealing with developments (Alokab & Kerouche, 2020, p. 07). It appears in a set of distinctive characteristics of the initiating person, such as taking risks, seizing opportunities, and the desire to embody them (Gueroumi & Ben Ali, 2018, p. 03). The spirit of initiative appears in the set of qualifications and abilities that characterize the entrepreneurial personality, and reflect the behavior of the entrepreneurial personality (Henni & Keddal, 2020, p. 289).

Many scholars have dealt with models explaining the mechanism of the spread of entrepreneurial culture and the resurrection of spirit of initiative. The most important of these models is the "**Sabourin and Gasse**" model, the concept of entrepreneurial culture; This model highlights the stages that lead to the emergence of contractors, and in their view are the following (Kaiidi, 2016, p. 13):

- **Advances:** they represent the sum of personal and environmental factors that encourage the emergence of predispositions in the individual; Where the researchers found that individuals who have fathers who are self-employed, have a higher tendency to establish a business than others;
- **Preparations:** represent the total psychological characteristics that appear in the contractor, such as desire, motives, will, goals, etc., which interact under appropriate conditions to turn into behavior.
- **Availability of entrepreneurial capabilities:** this is under the influence of the availability of capabilities (material, financial, information, economic facilities,...), the more these elements increase, the more individuals are encouraged to create a project, in addition to the availability of the ability of individuals to achieve and continue ( physical, mental, ability to discover, to analyze,..)

The entrepreneurial event model of "**Shapero and Sokol**" also studies

the causes that develop the spirit of initiative in the individual; and according to this model, the individual initiates a significant and important change in his direction in life, such as deciding to establish his own organization; This decision must be preceded by an event that stops and breaks the usual routine. In this model, the researchers identified the factors that lead to the individual's adoption of entrepreneurial behavior and that precede his decision to establish his project, which are:

- **Awareness of desire:** includes the cultural and social factors that affect the value system of individuals, the more the society attaches importance to creativity, risk taking, autonomy, freedom of expression,... the more it affects the emergence of entrepreneurial tendencies for individuals.
- **Realizing the possibility of achievement:** the possibility of achievement arises through the individual's awareness of all kinds of support and assistance available to him to achieve his idea; The availability of financial resources directly affects the individual's orientation towards entrepreneurship, such as the individual's own savings, inheritance, or financial contributions (Ben Aissa & Kerbouche, 2018, p. 05).

Spreading the entrepreneurial culture performs a number of functions, the most important of which are:

- Creating a sense of identity and entity among young people;
- help reduce unemployment rates;
- Preparing a frame of reference that helps to understand the activities of entrepreneurship;
- Entrepreneurial culture represents an engine for the establishment of organizations, as it plays a very important role in the cohesion of members, and the preservation and survival of the group's identity, as culture is an effective tool in guiding the behavior of members of society and helping them discover their creativity and gaining self-confidence, by moving psychological and financial motives towards entrepreneurship (Ben Kadour & Belkhir, 2017, p. 351).

### **3.2. Characteristics of the initiative personality and the repercussions of its development and dissemination of the entrepreneurial culture:**

The development of the entrepreneurial culture and the spirit of initiative



leads to the need to know the various elements that contribute to their strengthening, in addition to reflecting their spread, based on addressing the personality traits that take initiative, which is generally represented in the following (Henni & Keddal, 2020, p. 290):

- **Enjoying the need for achievement:** by providing the best performance, striving to achieve goals, assuming responsibility, and striving for innovation and continuous development;
- **Self-confidence:** where the initiator possesses the self-constituents and intellectual abilities to create business projects, through self-reliance and individual capabilities, and his ability to think and manage, and make decisions to solve problems, and face future challenges, due to the presence of a state of self-confidence and belief in his abilities;
- **Future vision:** the individual who enjoys the initiative looks to the future with an optimistic view, the possibility of achieving a distinguished position and increasing levels of profitability;
- **Sacrifice and perseverance:** success is achieved through perseverance, patience, and sacrifice of immediate desires to achieve future desires.
- **The desire for independence:** it means self-reliance in achieving goals and objectives, and constantly striving to establish independent projects that are not characterized by partnership, especially when sufficient resources are available; Contractors also exclude working for others in order to avoid cases of scaling, so that they can express and implement the true application of their ideas, opinions and ambitions, and this is what's **Schumpeter** called "the small kingdom".

The presence of individuals who enjoy the spirit of initiative, in addition to the spread of the entrepreneurial culture, is reflected in the following (marie, 1990, pp. 1- 7):

- **Valuing business activities:** The spread of entrepreneurial culture and the spirit of initiative leads to interest in entrepreneurial activity and giving it the attention and resources necessary to run it, as it will appear in the organization's culture and organizational values.
- **Valuing individual and collective initiative:** Societies that believe in individual or collective initiatives and in which the entrepreneurial culture

spreads, enjoy a culture of valuing and nurturing these initiatives, creating the appropriate environment for them, removing the challenges they face, and enabling them to take advantage of opportunities.

- **Valuing perseverance and diligence:** This is natural, given that the entrepreneurial personalities are distinguished by the spirit of perseverance and diligence, and therefore this is reflected in the presence of the entrepreneurial culture on directing material and financial resources, and investing all intellectual energies for the success of projects, and thus giving continuous impetus that allows individuals to introduce their projects and encourage them.
- **Balance between security and risk:** The transformation of the idea and its embodiment in a new project carries with it many risks, but in the presence of an entrepreneurial spirit and an encouraging culture, this risk is accepted due to the state of uncertainty, and the search for managing the risks associated with it and finding a balance between the state of safety risk; The culture of the enterprise accepts cases of uncertainty and considers them a natural matter, which can be mitigated through the management of risks and the need to manage them.
- **The tension between stability and change:** the entrepreneurial culture is based on accepting change, and the initiating personalities have a great desire to renew and establish non-traditional projects, and they, as described by the researchers, represent the leaders and supporters of change. The initiator of his ideas is considered as a key participant in social change, which means that the entrepreneurial activities create tension between the two states of stability and change, and here the importance of the entrepreneurial culture appears in adapting and transforming tension into cases of successful change, by accepting initiatives and believing that they are an essential and important part for the development of society and the movement of activity. Economic, and creating a positive case of imbalance in the market.

**3.3. Factors affecting the development of entrepreneurial culture and promoting the spirit of initiative:** The factors affecting the entrepreneurial orientation are represented on several levels, the most important of which are

(Bellakhdar, 2021, pp. 1-4):

**A- At the community level:** It is represented in the necessity of providing all of the following:

- **Social and cultural factors:** such as religion, customs and traditions, the network of relationships and knowledge of the individual (friends, family, acquaintances from study or work...etc), the presence of role models in the community, the presence of successful experiences in entrepreneurial work, the development of the system educational, the existence of a societal culture that encourages personal initiatives, values science and creativity, and is open to change...etc;
- **Economic and political factors:** Entrepreneurial work requires the existence of an economic system and political will, which encourage personal initiatives (the market economy system), allowing to work freely; Free institutions cannot be reached without rights that guarantee free exchange and the protection of people and goods;
- **Professional experience:** can increase the entrepreneurial readiness of employees, and contribute to the formation of their entrepreneurial orientation; The idea of creating an organization is usually generated through the work environment;
- **Accompaniment and support systems for the establishment of organizations:** These systems represent auxiliary factors that can affect the entrepreneurial capabilities of the individual, especially in terms of financing, which in turn strengthens the entrepreneurial orientation of individuals, and also leads to the establishment of an organization (investment funds, youth support agency, banks...);
- **The family:** the family can work on developing the entrepreneurial capabilities of its children and push them to adopt the establishment of organizations as a professional future, especially if these parents own private projects, and this is by encouraging children from a young age to do some activities and assume some responsibilities;
- **The school:** in addition to its formative and educational role, the school constitutes the locomotive of development through its openness to entrepreneurship, and the entrepreneurial culture of pupils and students;

**B- At the level of individuals:** represented in the availability of a set of ingredients and skills that a person must possess to become a contractor, which are:

- **Personal skills:** They include several characteristics available in the contractor, and they are:
  - **The need for achievement:** includes the individual's desire to provide the best performance, striving to achieve goals, assuming responsibility, and working on innovation, continuous development, and excellence; Therefore, the contractor always evaluates his performance and achievement in light of standard and unusual standards;
  - **Self-confidence:** by owning the self-constituents and intellectual abilities to create business projects, by relying on oneself and individual capabilities and his ability to think, manage and make decisions to solve problems and face future challenges, due to the presence of a state of self-confidence and confidence in his abilities and confidence in them;
  - **future vision:** looking to the future with an optimistic view and the possibility of achieving a distinguished position and increasing levels of profitability;
  - **Sacrifice and Perseverance:** Contractors believe that achieving success and ensuring its continuity is achieved through perseverance, patience and sacrifice of immediate desires in order to achieve future hopes and goals. Therefore, the sure guarantee of these projects is that they stem from hard work, diligence, and giving.
  - **Desire for independence:** It means self-reliance in achieving goals and objectives and constantly striving to establish independent projects that are not characterized by partnership, especially when they have sufficient financial resources. Contractors also exclude work when scaling so that they can express and truly achieve their ideas, opinions and aspirations.
- **Technical skills:** They are represented in experience, knowledge and high technical ability related to the technical activities of the project in various fields such as production, sale, storage and financing, and these skills help in managing the project's work significantly
- **Interactive skills:** the capabilities of communication, transfer of

- information, receiving feedback, discussing decisions before issuing them, persuasion.....etc., which the contractor needs in the event of transferring the necessary powers to manage the activity to others;
- **Human skills:** represented in the capabilities that enable the contractor to develop his relationships with his subordinates and colleagues to serve the project and the organization in general, as these relationships are based on respect, trust and continuous support for the human element inside the organization, and attention to its problems outside it, and they are capabilities related to motivation and win over to others, and good treatment behave tactfully with the members of the organization;
  - **Intellectual and analytical skills:** such as the ability to analyze problems and make decisions, find the relationship between problems and their causes, and the ability to look at the organization as a whole and not as a part, in addition to understanding the relationships that arise between the various functions of the organization.

**4. The Entrepreneurial House as one of the mechanisms for developing entrepreneurial culture and the spirit of initiative:** Algeria has created many facilities and bodies to support initiatives and spread the entrepreneurial culture, and to support and accompany contractors to realize their projects; Among these organizations that support entrepreneurial thought is the Entrepreneurial House, which we will highlight in order to define its tasks and objectives.

#### **4.1. The establishment of the Entrepreneurial House:**

The establishment of the Entrepreneurial House, according to what **Boissin** refers to, dates back to the region of Grenoble, France in the year 2002, with the support of the French Ministry of Higher Education and Research; Later, the experience was transferred to many countries of the world, such as Algeria, Canada, Brazil..., where the experience was presented during many study days and international forums such as Canada, Tunisia, Finland and Sweden...So, the idea developed in France and expanded at the state level through the formation of a national committee to select projects for the establishment of many Entrepreneurial Houses at the level of the various French regions, where it was formed from actors from the Ministry of Higher Education and Research, and the industrial sector. At first the commission

received nineteen projects, sixteen of which were selected, and distributed to Auvergne, Limousin, Nord-pas de Calais, Poitou-Charentes and Provence; The Ministry assigned the entrepreneurial House in Grenoble the task of coordinating between the various Entrepreneurial Houses through the creation of a network that unites them and coordinates between the various accompanying bodies. The mission of the Entrepreneurial House is mainly to provide accompaniment for university students who have a desire to establish projects, by providing the necessary requirements to be able to find their ideas and set up their own projects (Zaidi & Abd EHamid, 2021, p. 95).

#### **4.2. The development of the entrepreneurial house in Algeria and its most important functions:**

The Entrepreneurial House in Algeria represents a meeting point between the university and the National Agency for the Support of Youth Employment, which aims mainly to develop the entrepreneurial spirit and devote the entrepreneurial culture among university students, striving to resurrect creative ideas among the student community, and gradually exit from the nature of traditional projects towards the circle of innovative projects (Botoura, Botoura, & Houari, 2018, p. 10). It is a body that was created in various Algerian higher education institutions (universities, university centers, and national and higher schools), as it is the product of a partnership between the Ministry of Higher Education and Scientific Research and the Ministry of Labour, Employment and Social Security.

Its headquarters will be at the university, and the Entrepreneurial House is formed across the various Algerian higher education institutions from a director appointed from among the university's professors, in addition to activists from the university and the National Agency for Youth Support and Employment (Alokab & Kerouche, 2020, p. 07).

The Entrepreneurial House has been established in some universities, the first of which is the University of Constantine in 2007, which is considered a pioneering experience, where a Entrepreneurial House has been established to activate forums and seminars for those wishing to establish projects, as well as sponsoring the teaching of entrepreneurship in all university departments, to be circulated after a year in all universities The algerian; The word 'house'

refers to academic structures and traditional education. This word evokes a friendly intention, and is considered a spacious, solidarity and productive space for values and culture, as it is a useful source for exchanging ideas and developing the spirit of initiative. It is considered an appropriate tool for instilling the values of entrepreneurship, and acquainting students with the procedures to be taken to achieve their ideas and projects (Kara, Tahraoui, & Salah, 2020, p. 98).

Among the most important functions of the Entrepreneurial House in Algeria (Kara, Tahraoui, & Salah, 2020, p. 97):

- **Sensitization:** The sensitization process aims to achieve the entrepreneurial desires of researchers or students after they leave the university or after work experience, because the effect of the sensitization process appears over time, because it contradicts the idea that organizing projects will require previous professional experience, so we often find that Successful entrepreneurs are fresh graduates.
- **Accompaniment:** The second function of the Entrepreneurial House is to receive and accompany the idea to the Entrepreneurial project; It brings together educational and technical resources to accompany the entrepreneurial project; Although the main objective of the Entrepreneurial House is to work on the entrepreneurial thought of students and researchers, in fact it is considered the structure capable of helping to adopt the idea and turn it into a project by placing the project owners in the appropriate network of communication with support structures.

#### **4.3. The Entrepreneurship House as a Mechanism for developing Entrepreneurial Culture and the spirit of initiative in the University Community**

The Entrepreneurship House in Algeria plays an important role in the process of sensitizing students to the opportunities available to them in order to embody their projects and ideas in reality; The Entrepreneurship House at the level of Algerian universities is interested in developing the spirit of initiative, through the following:

- Organizing information and awareness days for the benefit of university students of all specializations and levels;

- Organizing workshops and forums for students to study their ideas and future projects;
- Organizing the summer university in order to bring university students with ideas from various support bodies and accompanying the establishment of small organizations (banks, tax authorities, insurance funds, the National Center for the Commercial Registry, (Alokab & Kerouche, 2020, p. 08);
- Raising awareness and encouraging openness to the business world, in particular through the organization of seminars;
- Accompanying young people to complete their projects through the university, in order to facilitate dealing with economic partners and experts;
- Orienting students to various support and investment agencies and acquainting them with the various procedures;
- Providing an open space for students to entrepreneurship support institutions in Algeria;
- Supporting creative projects and providing advice to students;
- Develop the entrepreneurial and investment spirit among students, and encourage students within the university to gradually leave the idea of a public job towards business and create their own organizations (Botoura, Botoura, & Houari, 2018, p. 10);
- Prepare potential contractors to start their own projects or grow their organizations;
- Enable students to prepare work plans for their future projects, to be able to create new projects or develop existing organizations;
- Focusing on important issues and topics before implementing and establishing the project, such as market research and studies, competitor analysis, project financing, legal procedures and issues of the tax system in the country (Ben Aissa & Nassri, 2019, p. 234);
- Develop the characteristics of entrepreneurial behavior such as independence, taking risks, initiative, accepting responsibilities and developing entrepreneurial skills such as the ability to learn, independence, creativity, risk tolerance, and the ability to embody ideas;
- Identifying motives, stimulating and developing entrepreneurial talents;
- Working to change the attitudes of all segments of society, and instill a



culture of self-employment in various fields (Sakri, Jellab, & Chatta, 2017, p. 16).

## 5. CONCLUSION

The entrepreneurial house plays a prominent role in developing the spirit of initiative and spreading the entrepreneurial culture in the university community in particular, as its function focuses on sensitizing university youth to the importance of self-employment and the ability to embody their ideas and turn them into successful entrepreneurial projects; Entrepreneurial houses also work to accompany young people by placing project owners in the appropriate network of communication with support and funding structures. From the above, the following suggestions can be made to activate the role assigned to the entrepreneurial role, as follows:

- Establishing branches of the Entrepreneurial House at all educational levels, from the primary school to the university level;
- Involving the private sector as an effective element in the Entrepreneurial Houses, and directing it towards contributing to the dissemination of the entrepreneurial culture and the successful experiences of contractors;
- Spreading the entrepreneurial culture and entrepreneurship requires a real will for change and breaking barriers and intellectual stagnation;
- The need to reconsider the educational and value system in society to suit the development of economic life, and to promote and encourage individual and collective initiatives;
- Thinking of creating an integrated system that seeks to spread the entrepreneurial culture and promote the values of the initiative.

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