

## **IMPACT OF ENTREPRENEURIAL EDUCATION ON PROFESSIONAL BEHAVIOUR AND CAREER CHOICES**

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<i>Received : 01/03/2021</i>	<i>Accepted : 28/05/2021</i>	<i>Published : 03/07/2021</i>
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### **Abstract:**

Since the beginning of human life, women have always participated in the creation of wealth.

Her participation in the creation of wealth is not limited to physical contribution. Her qualifications enabled her to work in companies; to hold positions of hierarchical responsibility and to lead companies.

For the Algerian woman entrepreneur, being an entrepreneur is an example of courage and resistance in a socio-cultural context that hinders her. It must be strong enough to face its context. This socio-cultural context leads us to ask ourselves the following question: What motivates or demotivate the Algerian woman to undertake?

**Keywords :**( women entrepreneurship, creativity, innovation, formation)

**JELClassificationCodes:**A20,125

### **Résumé :**

Depuis le début de la vie humaine, les femmes ont toujours participé à la création de richesse.

leur participation à la création de richesse ne se limite pas à un apport physique , car leurs qualifications leurs ont permis de travailler en entreprise ; occuper des postes de responsabilité hiérarchique et diriger des entreprises.

Pour la femme entrepreneure algérienne: être entrepreneure est un exemple de courage et de résistance dans un contexte socio-culturel qui la freine. Il doit être suffisamment solide pour faire face à son contexte. Ce contexte socio-culturel nous amène à nous poser la question suivante : Qu'est-ce qui motive ou dé motive la femme algérienne à entreprendre ?

**Mots clés :**(femme entrepreneure, créativité, innovation, formation)

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**Code de classification Jel : A20,125**

## **1- Introduction:**

The entrepreneur is the central figure in economic development. He challenges the risk of uncertainty, exploits his ideas to take full advantage of the opportunities that present themselves. Its success depends first of all on its ability to create new ideas. Secondly, on its success in the form of a business project. Here, the capacity of the entrepreneur depends on his personality: his ambitions, motivations, training, skills, psychological profile and finally his socio-cultural environment.

Indeed, the entrepreneur is an economic agent characterized by his function of innovation [Schumpeter]. It contributes through its act of business creation to offer employment, to create wealth. And this is how he participates in the development of his region.

Differentiation is always to be brilliant in your ideas, to have the individual entrepreneurial spirit. This does not mean that there are no constraints and obstacles to overcome. But only the one who can create the difference can get out of it. The socio-cultural environment in which the active entrepreneur is not excluded from this reality either.

In economics, an economic agent is the one who makes autonomous decisions. Economic decision-making autonomy does not distinguish between men and women Educating about entrepreneurship means referring to values such as self-confidence, initiative, creativity, team spirit, self-esteem, passion, self-realization, willingness and motivation to act, a desire to learn, intellectual curiosity, the taste of surpassing, the taste of work well done»

These are attitudes we cannot ignore in education!

We can consider as educational and conducive to entrepreneurial development.

any individual or collective pedagogical activity promoting the use of qualities and attitudes expressing a willingness to undertake further general training, present in all university programmes, aims to bring the student into contact with other areas of knowledge than those that characterize the specific component of his theoretical and technical curriculum.

## **2- Entrepreneurship**

Three (03) definitions were used to identify the concept of entrepreneurship

### **2-1.1st definition:**

Entrepreneurship is a state of mind as well as the process of creating and developing economic activity through the combination of risk-taking, creativity and/or innovation and sound management in a new or existing organization

### **2-2.2nd definition:**

Entrepreneurship is a dynamic of creating and exploiting a business opportunity by one or more individuals through the creation of new organizations for value creation purpose.

### **2-3.3rd definition:**

Is a spirit that consists not only in the ability to have new ideas and take risks to implement them but also in the ability to manage and complete a project.

## **3- The entrepreneur:**

According to these authors, the entrepreneur is at the heart of the entrepreneurial phenomenon and his willingness to undertake is based on the desire to imagine, realize and develop a project with maximum flexibility to implement his "world vision" in its value system. The first desire is therefore to print the project of its brand so that it recognizes itself through the enterprise born of its imagination, the symbolic appropriation of the project is then possible, the bearer finds meaning in his actions and will be able to engage passionately in the daily realization of his "work"

"To undertake is therefore essentially an act of creation, and the creative adventure is above all solitary... , and interesting if it is "challengeant" so risky. It is however part of an economic context that subjects the company to laws of sustainability profitability-development that will often force the entrepreneur to open his project to others fearing to see "its creation" escape from it, possibly resulting in its total or partial withdrawal.

A large part of an individual's entrepreneurial behaviour is played out in his or her ability to solve the dilemma of risk taking/reduction of the calculated tension/risk materialized by the transition from "I" to "us". It

is at the price of this conscious, harmonious and accepted arbitration between personal and economic logic that a person will build a human/project suitability and fulfill his function as an entrepreneur.

Being an entrepreneur corresponds to a specific psycho-mental profile comprising the following main features:

### **3-1. Self-efficacy**

An entrepreneur relies primarily on him, his commitment, his skills and his resources to master his destiny; it is therefore important to him to control as much as possible the actions allowing to achieve the intended result: he needs to be the central character of the "game" to influence the system in which he enters his project. It ultimately accepts full responsibility for success or failure. Many entrepreneurs interviewed spoke more readily about responsibility and duties related to their position rather than power and rights.

### **3-2. Venture oriented:**

An entrepreneur is an adventurer who knows how to create or discover spaces of expression and movement. One of its essential qualities is to identify and pre-empt opportunities quickly. This state of mind obliges it to get out of its usual framework of evolution, to marginalize itself and to expose itself to the «retaliation» of established actors: customers, competitors, suppliers... An entrepreneur must first reverse a dominant socio-economic standard, behave as a "deviant" or "subversive" before "restoring order" once the project is imposed on the environment in place-Living in an abnormal situation requires considerable mental strength to withstand the pressure of this economic "disrespect" act.

### **3-3. Team-leader:**

The entrepreneur is generally no longer an isolated man, success depends more and more on his ability to convince valuable people to join him. It is then as important to know how to exercise command as to create strong links between team members to build a team with great cohesion. The entrepreneur ultimately gives meaning to the action of his team members by closely associating them with the development of his vision of development if he manages to "engage" them in the company's project. It will then have an important competitive advantage for the

future thanks to the individual and collective learning capacities induced by its open behaviour.

### **3-4. The act of undertaking**

the challenge is to build an organization capable of "manufacturing" the source value of the competitive advantage of the future company. It is a question of bringing together resources and competences in a harmonious whole which, however, does not all obey the same rules of operation.

## **4. women entrepreneurship:**

Entrepreneurship by definition is the same as for men as for women, only that the characteristics of the personality of the women are different from those of the men because the woman is endowed with some specificities that give her an advantage has a better development of this spirit such that the woman has always been productive in her household, she is omnipresent which allows her to ensure several tasks at the same time, so the woman has always had a sense of responsibility in the family and a sense of budget management.

On the other hand, it is possible to identify a few states that can hinder the activity of the so-called entrepreneur woman such as the freedom of movement and the negotiation of contracts as well as the priority of the family.

Defined as the creation and development of businesses by women, this concept has become increasingly important in most industrialized and developing countries over the past decade. Unfortunately, these micro-enterprises aim more at survival and social stability than development understood as modernization and social change.

It is the woman who alone or with one or more partners, has founded, bought or accepted as a legacy a company that assumes the financial, administrative and social risks and responsibilities and who participates daily in its day-to-day management. (Marie-Hélène, 2000, P9) It is the woman who has abilities and will to create her own business

The entrepreneur is the one who distinguishes himself by his desire to create a business, this desire is neither measurable or quantifiable. It comes from the psychological profile of each individual "whether man or woman without exception". The psychological profile is an motor that motivates the individual to resist changes in the environment, it allows

them to differentiate themselves from others “each person can be an entrepreneur... but being an entrepreneur is not given to all»

Differentiation is always to be brilliant in your ideas, to have the individual entrepreneurial spirit. This does not mean that there are no constraints and obstacles to overcome. But only the one who can create the difference can get out of it. The socio-cultural environment in which the active entrepreneur is not excluded from this reality either. In economics, an economic agent is the one who makes autonomous decisions. Economic decision-making autonomy does not distinguish between men and women.

The problem that arises is not that of the woman as an individual, nor of her social and cultural concerns. It is about the woman who participates in economic development, the right of the woman to create her own business project. And finally, his involvement in economic affairs.

Entrepreneurship requires the entrepreneur: free movement, the ability to move around and keep track of his business regardless of time or place. He has to meet people he does not necessarily know, negotiate contracts, commute between several places and look for information where it is. At the same time, he has to make his decisions independently because he is the first and only representative of his company.

One can consider as educational and conducive to entrepreneurial development

any individual or collective pedagogical activity promoting the use of qualities and attitudes expressing a willingness to undertake. Complementary general education, which is present in all university programmes, aims to bring students into contact with other areas of knowledge than those characteristic of the specific component of their theoretical and technical studies programme.

## **5. Definitions and concepts:**

The term entrepreneurship comes from the french verb “entreprendre” which, according to the Universal dictionary, means «to decide to do something and to engage in its execution» and from the noun enterprise which, according to the same dictionary is “an economic unit of production for the commercial purpose of goods and services”.

Entrepreneurship encompasses all economic activities, including production and marketing.

Entrepreneurship is "the appropriation of human, material and financial resources in order to create, develop and implement solutions to meet the needs of individuals."

As for the adjective feminine qualifier, the Universal Dictionary refers to "what is or is considered to be female". Women's entrepreneurship is therefore this spirit of initiative of women which manifests itself in a predominant way, women tend to organize themselves with the resources available to meet their needs. "a set of activities developed and managed by women themselves regardless of the size of the company". Finally, women entrepreneurship refers for the activities of women in care, that organize themselves to create profitable economic activities in the formal and/or informal sectors.

"of the feminine dynamic manifested by a spirit of admirable creativity." Female entrepreneurship therefore aims to improve individual and collective living conditions, in a word, the development that nowadays knows a diversity of definitions.

#### **5-1. Women's entrepreneurial spirit:**

the entrepreneurial spirit is the set of psychic qualities required for the successful realization of an enterprise. The passion for money, the love of adventure, the spirit of invention, etc. are the traits of entrepreneurship.

to dissociate the entrepreneur from the others (not entrepreneur), we must add to the spirit of enterprise the bourgeois spirit which is characterized by prudence, circumspection, reason, calculation, order and economy. The ideal entrepreneur first stands out for his entrepreneurial spirit.

The entrepreneurial culture is not a creation ex Nihilo The creation ex Nihilo corresponds to creations by an individual or a group (employee, unemployed,...) of an enterprise exercising a new activity. This logic emphasizes "the independence of the start-up company, the fact that the initiative is that of the entrepreneur and that there is indeed something new and not simply the continuation of an existing activity." But can be a takeover, technology company, craft, etc.

The entrepreneurial spirit consists in “identifying opportunities and bringing together sufficient and different resources to transform them into businesses.”

Today, more and more women are caring for many more people. In many areas, it is often women’s contributions that enable the family to live in decent conditions. The development of micro-enterprises is particularly important for women as they find the additional income they desperately need to ensure the survival of their families and children Through their work, activity and initiative..

### **5-2. The importance of women entrepreneurship:**

women entrepreneurship is very important, because it is a space for evaluating the efforts of the State in favor of the promotion of women but also a framework to value the partnership between public institutions and the women’s association movement in order to better meet the expectations of women according to the different age bands.

Women play a significant role in society as a key player in the fight against poverty.

The fight thus initiated is proving to be one of the effective strategies for responding to the economic and financial crisis coupled with an unprecedented employment crisis.

In addition, the vast majority of women’s gainful activities are in the informal sector. The sewing activity referred to in this work falls within this specific framework.

We cannot trumpet women’s entrepreneurship without evoking the key concepts that make up its fabric.

### **5-3. Entrepreneurship among women:**

The woman is the bedrock of the household, noting that the informal worker is not sufficiently educated “a woman, whose family situation is precarious, will have difficulty getting involved.” To leave this ignorance, the woman must have an entrepreneurial spirit. rapid development of self-employment and business creation among women, based on the “aspiration for economic independence and the conquest of autonomy”.

### **5-4. Specificities of female entrepreneurship:**



It is generally accepted that women, because “mothers” are naturally inclined to undertake for the survival of the whole family. This is what makes women’s entrepreneurship so special.

In addition, women’s entrepreneurship is characterized by specific forms of financing. Women who still succeed in starting their businesses do so at the smallest level. Due to the variety of obstacles and different socio-economic levels present, women entrepreneurs are not a homogeneous group because they have very diverse motivations, interests and potential. Beyond their differences, women-led micro-enterprises have certain common characteristics:

- They generally exercise in areas of competence which they have acquired in the family sphere;
- they have very low capital;
- Activities are generally unreported and operate in the informal sector of the economy;
- Production is usually done at home;
- They are all concentrated in the least profitable sectors;
- Since economic activity is superimposed on household work and child rearing, women cannot pay close attention to economic activity;
- Production is sold locally;
- The means of transport are difficult.

Women can undertake several economic activities in order to improve their living conditions and participate in the socio-economic development of the region. For example, there are women in the informal sector (small business) and women in formalized groups.

## **6. Motivations and barriers of women entrepreneurship:**

### **6-1. Motivations of women entrepreneurship:**

- Desire for independence: “no longer have anyone above you”  
Motivation to set up a business can finally result from the desire to no longer be accountable to a hierarchical authority, to be “your own boss”
- the need: when setting up a business is the only way to find a job,
- the choice to be realized within the family: to the extent that setting up your business allows you to control your time to be available at home,
- the search for personal fulfilment: through work that corresponds to his aspirations or interests.

- The desire to regain control over one's working life and finally to enter the labour market
- The desire for a better balance between work and family life.

### **6-2. The Brakes of Female Entrepreneurship:**

Women entrepreneurs are fighting an extra battle to be a wife and a mother. Against wind and marres, most of them succeed in business.

#### **6-2-1. Family projects:**

The desire to have a child is first of all an element that can delay the business creation project.

in a profound change in social representations linked to the place of women in society and in a rebalancing of domestic roles and functions in the home. Efforts are also likely to be made to lift some gender stereotypes and change the way women look at themselves and their abilities and legitimacy to become "entrepreneurs".

#### **6-2-2. Psychological barriers:**

sometimes women lack self-confidence or even have a negative image of themselves. This psychological factor is not to be neglected with regard to the woman. In addition, women find it difficult to reconcile their family roles with the time constraints of economic activity.

#### **6-2-3. Socio-cultural barriers:**

Socio-cultural prejudices against women obstruct their activities. This cultural ascendancy would also explain the restriction on the choice of women's sector of activity. To this, we can add the level of education of women that is generally low. The education of the girl is marked by prejudice. This significantly reduces the chances of girls and women getting vocational training.

## **7. Entrepreneurship houses in Algerian universities:**

### ***"emergence of new ideas; carriers of innovative projects"***

In each Algerian university an entrepreneurship house has been created with the aim of ensuring the training of students in the world of business and business creation and inculcating the spirit of entrepreneurship and initiation to take charge: Instead of being a job-seeker, he will be a job-provider and by doing so he will contribute to the reduction of unemployment in Algeria.

#### **7-1. Mission of entrepreneurship houses in Algerian universities:**

- Raising student awareness of business with a focus on innovation and creativity
- Instilling initiative and entrepreneurship
- Introduction of entrepreneurship modules in all Master's specialties
- Training for business start-ups through support and contact with the various economic organizations and operators
- Creation of business incubators and creation of start-ups
- Business Development Awareness is a choice and not a substitute in a non-employment situation
- Inculcation of partnership culture
- Business plan development and business simulation –game
- Best Project Competition.

## **7-2. Our experience in the entrepreneurship house at the Morsli Abdallah Tipaza University (2013-2019)**

Out of a total of projects presented 845 projects 548 women's projects

**Table N° 1 : Projects submitted by sector**

sector	number of projects	number of Job-provider
Agriculture	4	12
Industry	11	28
Tourism	75	111
Services	271	564
Transport	5	12
Crafts	182	113
$\Sigma$	548	840

Source :NawelBenlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

As part of our training during the period 2013-2019 we trained 1,242 students but the number of students who submitted a project is 840 students including 548 female projects (65%)

Knowing that in the Algerian university the number of feminine students exceeds that of masculine students In the analysis of the areas of interest there was a strong orientation towards the service sector (50%) of the total projects presented

Restore :46%  
 weeding planeer:25%  
 Gym and Spa :14%  
 Coffee/Tea Room:15%

During the presentation of their projects a choice orientation was recorded to solve daily problems lived of the Algerian woman.

The solutions provided are mainly aimed at creating comfort for the Algerian woman in a male and conservative society.

In this context 41 projects for the creation of a Coffee/Tea Room of pure female seen so that finally the Algerian woman found a discreet place to have a coffee/tea at ease between them.

As well as 38 projects that focus on improving women's daily lives through the practice of sport where they have perfected services that meet specific women's needs, worries that represent a brake for sports practice; by the creation of a Hammam, a Spa, hairdresser, childcare or insertion special program pregnant women.

As well as a look of particular interest for the comfort of the bride on her wedding day by the creation of 57 projects of party organizers.

In order to ensure the smooth running of the wedding take care of the planning and especially how to solve the problem of the presence of children by creating a mini-nursery or additive activities of distractions like the clowns .

There is a strong interest in recycling for the creation of handmade products based on plastic, glass, cardboard, ice stickss, barbecue rods, date cores, olive cores, carpentry falls, etc.

There were 35 innovative projects in this services sector with the potential to initially create 840 new positions.

**Table N° 2 : vocation of future women entrepreneurs**

Choosing a stable workstation or launching your own business (before training)?	45 Business creation	718 stable position in the state sector
Choosing a stable workstation or launching your own business (after training)?	548 Business creation	215 stable position in the state sector
Did you have a very precise idea of your Project?	137 (yes)	411 (no)
Personal perspectives and professional?	93 Personal	455 Professional

*Source:* NawelBenlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

At the beginning of each training a survey form is given to the students concerning their professional career visions and their choices, the same survey form will be distributed at the end of the training to measure the impact on the professional choice.

At the beginning of each training there is an abstinence in the private sector and even more to undertake a business creation that will completely change during the training by showing a real interest in wanting to embark on their own projects. an impact of the formation of an increase (+60%) from 5% to 65%.

**Table N° 3: Motivations to undertake**

Motivations	
The need for fulfillment	56
The need for independence	125
The need for recognition	00
The search for power	12
The challenge	45
The enrichment	310

*Source:* NawelBenlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

Most students are motivated by a need for independence they want a freedom of use of time to better manage their private lives, avoid the stress of the orders of employers or possible harassment.

**Table N° 4: Barriers to be undertaken**

Barriers			
Family/Single)	36	389	548
Family/ (married)	11		
Lack of confidence	113		
Financial	45		
Failure	184	159	
No barrier	159		

*Source:* NawelBenlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

Regarding the obstacles perceived by the students to undertake the realization of their projects, the lack of confidence and the apprehension of failure are two sides of the same coin and represent 54%

**Table N° 5: Specificities of the project**

Relationship of the project with the graduate ?	129 (yes)	419 (no)	548
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Only one area or possibility to change?	242 Same area	306 Ability to change	
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Source: Nawel Benlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

23.5% of the projects presented are related to the teaching speciality while 66.5% are outside the speciality.

**Table N° 6: Influence of project choice**

Do you have a job that influences choice?	(yes) Have an experience	86	(No) Without any experience 468
trades that influence your choice?	pastry shop	38	
	Hairstyle	2	
	Seam	4	
	Agriculture	7	
	Restoration	35	

Source: Nawel Benlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

A strong feminine experience in the culinary world of pastry and catering 13.3%.

**Table N° 7: Peer pressure**

	Yes	63	No	548
circle pressure ?	Family pressure	63	485	
	Social pressure	00		
	Financial pressure	00		

Source: Nawel Benlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

family obstacles take precedence over the pressure to influence professional choice.

**Table N° 8: Innovation**

Innovative projects	58
%	10.5

Source: NawelBenlakehal, developed during a research within tipaza's home of entrepreneurship (2019)

Because of the need to change their situations and the improvement of their daily lives, our students, through (58) innovative projects, have thought of solutions to the obstacles lived by the Algerian female population.

## **8. Conclusion :**

When we talk about business leaders or entrepreneurs, we cannot and must not distinguish between men and women. Instead, focus on the abilities, ideas, management methods, character, performance, results and strategies of these brave adventurers.

Man or woman, an entrepreneur is an entrepreneur. Both are the same, equal, united in this difficult and competitive business world, with the same goals, with a common vision and a similar entrepreneurial spirit. Our aim here is therefore not to identify differences between men and women entrepreneurs, but to see to what extent the reality of women entering into independent activity is marked by social relations of gender;

To better understand the lives of these women entrepreneurs, how they position themselves in this world of the self-employed, how they will manage their business while facing the perceptions or stereotypes associated with the woman.

Women's entrepreneurship is generally structured around three themes: the profile of independent women and/or entrepreneurs, the profile of women-led companies and their sector of activity and, finally, their attitudes and experiences with regard to various issues, such as growth and strategy, funding, networks, training, their management and leadership style, development.

The entrepreneurship house of the University of Tipaza provides introductory training to entrepreneurship and to stimulate the entrepreneurial spirit and business creation.

The students generally apprehend the business world for fear of a possible failure due to a lack of confidence essentially and shun all action to lead to a single business and all that is connected to the human and financial management.

During entrepreneurial training and challenge and business simulation games they discover that they have managerial abilities, experiences to exploit, objectives to achieve, needs and finally they discover that the business world best meets their professional career expectations.

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