The Reality Of Innovation Entrepreneurial In Algeria In Parallel Outputs Of Higher Education -An Analytical Study-

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Received: 30/10/2020 Accepted: 22/12/2020 Published: 31/12/2020

Abstract:

The creativity of entrepreneurship in education is one of the modern trends that have achieved a great and general demand for the development of the management of institutions by building a deep culture of entrepreneurship in its comprehensive sense and creating a base of values and principles that make every individual in the institution know that creativity is his responsibility. Developed countries have applied these concepts in education with the beginning of the nineties of the last century. It can be said that the entrepreneurial education focuses on satisfying the expectations of beneficiaries, including teachers, administrators, students, parents and others, and can accomplish the management of enterprise innovation at a cost.

key words : The creativity of entrepreneurship, education of entrepreneurship, Higher education output, Labor market, Entrepreneurial programs.

Jel Classification: I20, B20, C01, C08.

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1. Introduction :

The concept of entrepreneurial creativity is one of the most recent modern management concepts that helped raise the spirit of competition between companies, factories and services, so that consumers become aware of choosing a good or service of high quality and at an appropriate price, and this has led to management trying in various enterprises to adopt these concepts from ideas and principles that aim To continuously improve and develop performance to achieve the best possible performance and meet customer requirements. Entrepreneurial is a strategic gateway to producing the best possible product or service through continuous innovation. It recognizes that the focus is not only on the production side but also on the services side, and that this is equal to success. Of course, this realization arises because of the improvements in quality that can be seen, but other aspects of the organization have at least an important role to play.

Entrepreneurial creativity in education is also one of the recent trends that have gained great popularity and general development of enterprise management by building a deep culture of entrepreneurship in its comprehensive sense and creating a base of values and principles that make everyone in the organization know that creativity is its responsibility, and developed countries have taken these concepts into practice education with the beginning of the nineties of the last century. It can be said that entrepreneurial education focuses on satisfying the expectations of beneficiaries, including professors, administrators, students, parents, and others, and that entrepreneurial creativity management can be accomplished at a cost, the foregoing is clear that the concept of entrepreneurial creativity modern management concepts to improve the efficiency and effectiveness of the enterprise, and this is what pays to ask the special problem of this intervention, and format as follows:

"What is the reality of entrepreneurial creativity in Algeria in parallel outputs of higher education?

In order to be able to analyze this problem, we find ourselves faced with a number of sub-questions, the most important of which are:

- ✓ What do we mean by entrepreneurial creativity?
- ✓ What is the importance of contractual education in educational institutions?
- ✓ How are the outcomes of higher education quality measured?

2. Concepts about entrepreneurial innovation and higher education outcomes

2.1. The definition of Entrepreneurship:

Entrepreneurship has become a widely used and widely understood concept, as it is now known as a field of research, and therefore there are many opinions differing about giving a unified definition to it. Among these definitions we will present:

- ✓ "Shane et venkataraman" defined it as "a series of stages, in which opportunities for creating future goods and services are discovered, evaluated and exploited." (Bönte, 2009, p. 120)
- ✓ "verstarte et gartner" defined it as "a group of stages that lead to the creation of an organization, that is, activities through which resources are pooled, to seize the opportunity and embody it in the form of a structured project"
- ✓ While "Bruyat" is seen as "the process of creating value by the individual". (Brinckmann, 2015, p. 45)
- ✓ Entrepreneurship is "a group of activities and endeavors that aim to create and develop an enterprise and more generally create a specific activity."
- ✓ In 2003, "the European Union" gave the following definition of entrepreneurship "are the ideas and methods that enable the creation and development of an activity by mixing risk and innovation or creativity and effectiveness in running within a new or existing enterprise."

2.1.1-**Characteristics of entrepreneurship**:

Through the previous definitions of Entrepreneurship, a group of characteristics emerges:

Entrepreneurship is characterized as the process of creating or creating an untypical enterprise or project, as it is characterized by creativity, which is a fundamental factor and a bet of the success of the business because of its positive impact and ability to create and impose a position on new products or improved products in the market. There is a leader who is the contractor who is the driving force.

- ✓ In the spirit of entrepreneurship, there is a better view or idea than the present situation.
- ✓ The high level of risk in business because it offers new products or services that are highly dependent on the extent of acceptance in the market.
- ✓ Entrepreneurship requires the contractor to draw and develop a vision and strategy in order to achieve and implement it on the ground and ensure the success of his project.
- ✓ Entrepreneurship is characterized by individualism and entrepreneurship.
- ✓ Creativity is an important success factor for business success, and innovation may be technology, a new way of providing a product, service, marketing, or distribution.
- ✓ Entrepreneurship is a generator of economic growth, as it contributes to renewing and diversifying the industrial and economic fabric and encouraging technological development, thanks to the various projects it creates in various fields. (Baum, 2004, p. 136)
- ✓ Entrepreneurship has a mission to create wealth and added value, raise the level of growth, and create jobs.
- ✓ Entrepreneurship is an economic activation model, as it contributes to the creation of dynamism and economic recovery, and this is through its introduction of new projects.

2.1.2-The impact of entrepreneurial creativity (general organization, competitive strategies, and competitive forces): (Blanchflower, 2009, p. 36)

Creativity is one of the most important characteristics that drive growth, it contributes to influencing the enterprise and its advantages to a varying degree, and from that we find:

The impact of creativity on the general organization of the enterprise: the ongoing and ongoing developments in the enterprise's surroundings, which have become the center of attention of the enterprise due to its impact on its survival, and these developments require a continuous organizational change that the enterprise is looking for in order to suit the environmental developments, as the organization of the enterprise does not remain stable, but must be supported by continuous and dynamic creations .

From it, we note and conclude that the effect of creativity and its role on the general organization in the organization and achieve a positive change, as organizational creativity contributes to strengthening the performance of the enterprise and activating its activity, revealing human energies and stored competencies, and achieving greater flexibility in dealing with jobs.

Organizational creations mostly aim to improve the performance of the organization by reducing administrative costs, improving the level of satisfaction for customers, and reducing supply costs, and organizational creations affect the organization's progress by introducing a new method and work style and sharing knowledge within the organization (for example the Internet and smart application programs) and organizational creations allow to preserve workers And their stability and their contribution to the development of the enterprise and access to job satisfaction.

Thanks to creativity and even non-organizational, the organization in the organization is improved in the communication between jobs, in the sharing of activities, in reducing administrative costs and thus affects the growth of the organization and the success of investment.

2.2. The impact of creativity on competitive strategies:

supports creativity in the approved strategic organization in the affirmative, as creativity is a source for many of them, and from that we find: (Ardagna, 2010, p. 68)

A- The effect of creativity on costs: Successful innovation revolutionizes the organization's structure, by working to reduce costs and then reduce entry barriers and create an opportunity for small enterprises to enter the competition field with the largest enterprises. In this case, the enterprise must focus on the field of research and development In order to improve and develop products and processes in order to reduce costs, it can therefore be said that the true dimension of creativity is cost reduction in general, and creativity in particular can contribute to enhancing the competitiveness of the organization and making it a leader in manufacturing and

service development processes, so that these development processes give Iha competitive advantage and can we include the impact of innovation strategy at the least cost strategy in two cases:

01-Either by continuous improvements, so that major changes do not occur but have cumulative effects in the long run, especially in the area of production management, the supply and marketing system, which reduces costs and gains the enterprise a competitive advantage.

02-While the effect emerges when talking about radical creativity through what he calls "The Schumpeter" creative demolition, where for example a new method of production leads to a competitive advantage over its competitors, especially if this method leads to significant cost reductions, and thus greater price control Achieving more profit margins, and this may encourage the enterpriseto work on finding productive technology and production methods and new products and services that contribute to a large extent in reducing its costs in general and production costs in particular.

B - **Excellence strategy:** The distinction achieved by the organization in goods and services as a result of its creativity can protect it from its competitors to the point that it may create loyalty to the mark by customers regarding its products, and distinguished producers can impose increases in prices, and this is due to the fact that customers are willing To pay exceptional high prices, it can be said that discrimination and loyalty to the mark would create barriers to entry towards other competing enterprises that seek to enter the industry.

C-Focusing Strategy: Creativity benefits in the focus strategy by one of the following methods:

- ✓ Giving a better image and a better reputation in the targeted part of the marketReducing the cost
- ✓ Increasing the services provided to the target market segment.

The corporation is resorting to adopting a focus strategy when its resources and capabilities do not allow it to cover the entire sector, i.e. its inability to face strong competitors, which pushes it to make continuous improvements to its products in a manner that meets the needs of the target part of the market, thus the innovation strategy becomes supported by the focus strategy and a strong motivation For her success

2.3.The impact of creativity on competitive forces:

The impact of creativity on customers and suppliers: creativity in products or production methods can lead to a profound adjustment in the production process, or a finished product, to the point that part of the traditional supply does not go into the process of designing or shaping the product. Which means for the supplier an outlet loss From its commercial outlets, in contrast, creativity can lead to the emergence of new suppliers, or at least develop the capabilities of existing suppliers, as can be mentioned the situation of electronic parts suppliers who are indispensable in many activities such as: the auto industry, or the camera industry.

As for customers, the effect is through the ability of creativity to adjust the costs of switching, as technological development leads to the stereotyping of products on the market.

- ✓ The impact of creativity on alternative products: Alternative products are generally a product of radical innovation in the product, and it rarely happens that radical creativity does not replace the new product with the old product, and that is in the event that all dealers enter, meaning that they constitute the other four competitive forces, in addition To the country, where they all stand in front of replacement. It should be noted that in some cases, creativity leads to internal substitutions, i.e. replacing one strategic part with another who belong to the same activity.
- ✓ The effect of creativity on potential entrants: the effect is mainly on entry barriers, which protect the institutions already in existence from potential entrants. Creativity can contribute to overcoming entry barriers such as technology, knowing how to operate, or patent acquisition, in this case protecting organizations themselves from potential competitors by being alone in controlling production methods or able to design the product. It hides behind its control of technology. It is the continuous ability to innovate that forms entry barriers, and distinguishes between institutions that can occupy a place in the market.
- ✓ The impact of creativity on the intensity of competition: Creativity can modify the intensity of competition, by reducing or increasing the capabilities of the activity, especially the impact on its growth. Hence, whenever the activity is flourishing, especially if creativity is radical, the number of institutions wishing to progress to this activity will be large. Conversely, if creativity leads to a sudden obsolescence of the entire industry, the number of competitors decreases, which in turn leads to diminishing intensity of competition.

On the other hand, creativity may affect the intensity of competition, by adjusting entry and exit barriers and then affecting the number of institutions present in the market. The generalization of a certain technology pushes some institutions to enter and another to exit the market.

2.3.1. Measuring the impact of entrepreneurial success: (Bateman, 1993, p. 43)

Measuring entrepreneurial success means the process of setting criteria and indicators through which the effectiveness of the institution or the contractor is judged in its work, as theoretical research has shown that there is a lack of consensus on what guarantees the success of the best institutions, as we distinguish between researchers who call for the need to use financial indicators (For example, cost-effectiveness, business return on investment ....., and others focus on indicators of non-financial success and achieving personal goals (balance between work and personal life, contentment and independence .....).

Measuring the effect of creativity on the number of works (the ratio of the number of works assigned to new or improved products):

The business number index attributed to new or improved products represents a source of audited information on the effect of creativity in the product on achieving the overall business number, for example the share of business number attributed to a new product.

And the power of innovation in the enterprise. Measuring this effect depends on determining a specific period of study, for example a full year and estimating a share of the total number of works over the entire reference year and the results for: (Samila, 2011, p. 25)

- ✓ New or improved goods and services that are put in place during the observation period and which are new to the market
- ✓ New or improved goods and services developed for application during the observation period that are new to the institution without being new to the market.

Measuring the impact of creativity on costs and employment:

Surveys around innovation mostly look for the impact they achieve and their importance in reducing costs and operating in the organization, which is a means of gathering information about questions related to the impact of creativity in the way on costs in the organization can take several forms; then the institution can search if creations In the method put into effect in the reference period (one year, two years or others), it led to an increase or decrease in costs. The index of change, positive or negative, can be followed by a quantitative study of the change in costs.

The study includes, intermediate costs or special costs, for example: changes in the costs of entering equipment, energy costs, labor costs. At a quantitative level, the organization can estimate over a relatively limited period of time a change in costs, or choose from a set of pre-defined items, for example: increase or decrease Less than (5% and 25% more than (... 25%) Enterprises find it easy to estimate the decrease or increase of costs due to the size of investments and the results achieved, as can be relied on in the same way to estimate the impact of creativity on employment, meaning is there a creation or loss of employed workers, and specifically Relative, as this method can be relied upon in progress The impact of regulatory innovation is seen, and it is best to consider average costs in the same way as private costs.

23.2.Measuring the impact of creativity on productivity and market share: (Zhao, 2010, p. 36)

Productivity is the key to improving real incomes and improving competitiveness, and one of the best measures for an organization's performance, technological changes and creativity is among the main determinants of productivity growth. In order to measure the impact of the creations achieved in the organization on its productivity, many and important questions must be addressed by the organization for example those that aim to define Whether creativity in method or organizational creativity raises effectiveness, an in-depth choice requires a unilateral analysis that is based at the same time on data related to creativity and economic data related to performance in the organization. (Rauch, 2014, p. 61)

Data on creativity is often important, although some analyzes can be verified with associated data: for example, test analyzes of forms in information and communication technology and organizational innovation

can be mentioned, which produced that the impact on the productivity of investments in information and communication technology is closely related to organizational creativity. (Barney, 1992, p. 56)

As for the impact of creativity on the market share, which represents the corporation's share of customers compared to corporations in the sector, it is clear from that, given the share that the corporation had before the creativity after it, the geographic expansion in the market translates an increase in the market share if, of course, it is met by an increase in productivity where The corporation can expand geographically, given the intense competition it faces in the market in which it is active and targeting new markets to reduce the impact of competition and increase sales.

3.APPLIED STUDY:

3.1. Study methodology: Within the study methodology, we find the following elements:

The study Problem: The outputs of higher education reflect the strength of the educational system and the extent of development or delay in society in light of applying the criteria and indicators of entrepreneurial creativity. In this research, focus is placed on a group of the most important outcomes of Dr. University. Tahar Moulay, in SAIDA, as an example of Algerian universities, under the foldout of the following question: What is the realism of entrepreneurial creativity in light of the outputs of higher education? The research problem can be further clarified through the following questions:

- ✓ Do the outputs of university institutions match the need and requirements of labor market institutions?
- ✓ Do the outputs of university institutions possess the foundations of entrepreneurial creativity?

3.2. Method and methodology of the study:

Study population and sample**:** the study targeted university officials and tires in small and medium-sized enterprises in Saida, as a sample of the external beneficiary "labor market institutions"

As for the types of outputs whose quality was measured in this study, they are: the qualitative level of graduates, training programs for community institutions, scientific projects, and scientific research.

Study Model Tool: (120) questionnaires were distributed to university and university officials in the small and medium enterprises in the important sectors in a happy state while carrying out the study, (100) questionnaires were retrieved, and after reviewing and checking them, it was found that there are (10) questionnaires that are not It is valid for the purposes of statistical analysis, and by this the number of questionnaires approved for the purpose of statistical analysis is (100) questionnaires, i.e. what percentage (83%), as is summarized in the following table:

Table N°1:Distributed and received questionnaires

Distributed and received questionnaires	Questionnaires distributed and received from managers and employees
Distributed Questionnaires	**120**
Questionnaires received	**110**
Excluded questionnaires	**10**
Approved questionnaires for statistical analysis	**100**

Source: Prepared by the researcher based on the results of the collected questionnaires

Alpha Cronbach test:

After using the (Cronbach Alpha) test to measure the internal consistency, the value of the alpha for all Spanish paragraphs for managers and officials reached (75,45), and it is noted that all paragraphs of the alpha values are greater than the acceptable percentage, which reflects the stability of the measuring instrument, and this represents an acceptable percentage for the purposes of Stability of internal consistency. As shown in the following table:

Table N°2: Cronbach's alpha value

Variables	Cronbach's alpha value
Quality of the qualitative level for graduates	73,45
Creative programs for labor market institutions	76,34
Scientific Research	79,04

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

The (Cronbach Alpha) test has been used to measure the stability of the measuring instrument. We notice from the above table that the value of the alpha is higher than the acceptable percentage (60%) in relation to the study resolution and the dimensions of the study variables.

3.3. Analysis of the study results:

3.3.1. Quality of the Qualitative Level for Graduates: We first start with coding, where:

X1: The university graduates are highly qualified and qualified to master their job at the beginning of their appointment
X2: The university has a wide knowledge of the needs of community institutions in terms of the quality and efficiency of graduates.
X3: The University tracks the performance level of its graduates in the institutions in which they work to identify weaknesses in their skills and work to address them.
X4: The university's policy in developing scientific disciplines is compatible with the needs of society.

The following table shows that:

Table N°3:Results of Quality of the Qualitative Level for Graduates

	Always agree	Agreed	neutral	I do not agree	I totally disagree	Arithmetic average	standard deviation	Coefficient of variation
X1	05	15	10	20	50	2,05	0,123	6,00
X2	10	20	15	20	35	2,25	0,135	6,03
X3	00	00	15	25	60	1,55	0,093	6,004
X4	15	10	15	40	20	2,60	0,149	5,73

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

And from it:

Table N°4:Statistical Results of Quality of the Qualitative Level for Graduates

	Arithmetic average	standard deviation	Degree of approval
Quality of the qualitative level of graduates	2,1125	0,125	Medium

Source: Prepared by the researchers based on the results of statistical analysis using SPSS

We note that the variables of the quality axis of the graduate level on average are somewhat acceptable, as the arithmetic mean is less than the hypothetical average in all variables except for the variable x2, with a notable homogeneity in the response rate indicated by the standard deviation and the low difference coefficient, but that did not improve the weighted average level which It remained below the hypothetical mean with the relative homogeneity of the standard deviation and the coefficient of variation.

The consensus of the sample's opinions on dissatisfaction with the quality level of the graduates has clear negative indications, which is due to their great ambition to obtain high-quality graduates as a natural desire, usually.

Researchers believe that this may be due to external influence factors and their interference in the most important components of the educational system, such as pressure on the scientific departments to grant additional degrees to weak materials to the degree of students who have completed and failed and considered successful, and examinations of remedial role, as well as multiple sources of pressure that push the teachers towards evaluating their students with assessments Very simple and giving them (aid) above the annual average and others, all of which was reflected in the quality of the graduates.

On the other hand, the external beneficiary (labor market institutions) depends heavily on the quality of the graduate from the study stage in the first degree. Indeed, the graduate will not be able to excel unless he ensures knowledge communication such as participation in training courses and the creation of self-learning

resources and motivating him towards gaining experiences And other things that must be borne by the beneficiary institutions, not the educational institution alone.

3.3.2 .Creative programs for labor market institutions: We first start with coding, where:

X5: The university has an efficient scientific unit concerned with community service and works in a known manner for all its institutions.
X6: The university always meets the needs and desires of labor market institutions in gaining its cadres of creativity according to its specialization.
X7: The university is keen to hold workshops for entrepreneurial education in partnership with relevant labor market institutions.
X8: The university designs and implements entrepreneurial programs continuously according to the latest developments in knowledge development.
X9: The university determines the training needs of workers in entrepreneurial education based on accurate studies and based on the actual need.

And the following table shows that:

Table N°5:Results of Creative programs for labor market institutions

	Always agree	Agreed	neutral	I do not agree	I totally disagree	Arithmetic average	standard deviation	Coefficient of variation
X5	10	30	10	30	20	2,80	0,16	5,71
X6	15	30	15	25	15	3,05	0,17	5,57
X7	10	15	05	25	45	2,20	0,12	5,45
X8	15	10	15	45	15	2,65	0,15	5,66
X9	17	13	20	25	25	2,62	0,15	5,72

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

And from it:

Table N°6:Statistical Results of Creative programs for labor market institutions

	Arithmetic average	standard deviation	Degree of approval
Training programs for labor market institutions	2,1125	0,125	Medium

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

The sample answers agree that the creative programs of labor market institutions are at an average quality level, and this is evident from the results of all five variables (x6, x7, x8, x9, x10), which indicates that the labor market institutions are not convinced of the quality of the university in entrepreneurial education and it can be that The reasons for not being satisfied with the variations of training programs for entrepreneurial education are due to several reasons, the most important of which are:

- The weak relationship and interaction between the university and society, from which the university bears a large part, as it is the main source of science and knowledge, and it is imperative to follow the needs of the labor market.
- The deficiency in the media and promotional agencies in universities, which leads to the lack of knowledge of the parties to the labor market about contracting programs and the efforts of universities in this field.
- Control of routine work in labor market institutions and its lack of communication with scientific developments and developments in entrepreneurial innovation.

3.3.3. Scientific Research: We first start with coding, where:

X10: The university's research plan adapts to the needs and problems of society.
X11: The university is keen to issue research and scientific publications concerned with the needs of the university alike with those that meet the needs of community institutions.
X12: The university encourages its researchers to involve the stakeholders from various labor market institutions in carrying out applied research with common goals.
X13: The university works to make scientific research available to all beneficiaries from inside and outside the university.
X14: - The university enters into research contracts with community market institutions to achieve goals of public interest.

And the following table shows that:

Table N°6:Results of Scientific Research

	Always agree	Agreed	neutral	I do not agree	I totally disagree	Arithmetic average	standard deviation	Coefficient of variation
X10	0,14	15	10	15	40	20	2,60	0,14
X11	0,15	15	10	15	45	15	2,65	0,15
X12	0,12	10	15	05	25	45	2,20	0,12
X13	0,12	05	15	10	20	50	2,05	0,12
X14	0,16	10	30	10	30	20	2,80	0,16

Source: Prepared by the researche based on the results of statistical analysis using SPSS

And from it:

Table N°7. StatisticalResults of Scientific Research

	Arithmetic average	standard deviation	Degree of approval
Training programs for labor market institutions	2.46	0.138	Medium

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

It was found through the statistical analysis of the sample responses that the quality of scientific research is at an acceptable level among the sample members, and it seems that the variable (x13) has obtained the lowest mean (2,05) in this axis and also less than the weighted average (2,46). The university's lack of encouragement for its researchers to involve those involved in labor market institutions in carrying out research with common goals, and indicates the weakness of the university's mechanisms in this field, and we also note from the results of the research sample that it has a much different opinion on the two variables (x10 and x11) where the arithmetic mean (2) , 60 and 2,65), respectively, which reflects the labor market institutions' lack of conviction with the university's research plan and its compatibility With the needs and problems of society as well as the availability of scientific research to beneficiaries outside the university.

3.4.Hypotheses test:

3.4.1.kolmogorov-smirnov Z: This test is used to confirm the distribution that the data under study follows, in the case of whether it follows the normal distribution, only the most important parameter tests are used (test T), but if it is the opposite We apply nonparametric tests.

The test is structured as follows:

H_0: The data obtained do not follow the normal distribution.

H_1: The obtained data follow the normal distribution.

Table N°8: Results of the kolmogorov-smirnov Test:

The study axes	kolmogorov-smirnov	Sig
The first axis	1,745	,005
The second axis	1,265	,082
The third axis	1,886	,002
Axis G	1,375	,046

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

If the probability is greater than 0.05 we accept the null hypothesis and vice versa, reject it and the null hypothesis distribution is normal. Since the sample is greater than 30, the normal distribution condition can be considered unnecessary.

3.4.2.Testing the main research hypotheses:

Table N°9: Test hypotheses as a whole:

The axis	Value of t	Degrees of freedom	Sig
1	22,776	39	,000
2	17,036	39	,000
3	7,532	39	,000
Global	19,069	39	,000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

T test results for the first hypothesis:

- ✓ H0: The institution's source of strength and prestige does not require quality graduate level qualification
- ✓ H1: the institution's strength and prestige require quality graduate quality

Table N°10: T test results for the first hypothesis:

The first axis	Value of t	Degrees of freedom	Sig
	22,776	39	,000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

The above output shows the significance score for the first axis sig <0.05, which means accepting the alternative hypothesis and rejecting the null hypothesis.

This means:

H1: The institution's strength and quality require the qualitative level of graduates

T test results for the second hypothesis:

- ✓ H0: Institutions do not realize the importance of adopting and supporting the development of creativity and providing an appropriate and auxiliary atmosphere for its development
- ✓ H1: Institutions recognize the importance of adopting and supporting the development of creativity and providing an appropriate and auxiliary climate for its development.

Table N°11:T test results for the second hypothesis:

The second axis	Value of t	Degrees of freedom	Sig
	17,036	39	,000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

The above output shows that the significance score for the second axis sig <0.05, which means accepting the alternative hypothesis and rejecting the null hypothesis. Which:

H1: enterprises realize the importance of adopting and supporting the development of creativity and providing an appropriate and auxiliary climate for its development.

T test results for the third hypothesis:

• H0: Gaining a competitive advantage is not the basis for excellence in scientific research.

• H1: Gaining a competitive advantage as the basis for excellence in scientific research.

Table N°12:T test results for the third hypothesis:

Third axis	Value of t	Degrees of freedom	Sig
	7,532	39	,000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

The above output shows that the significance score for the third axis sig <0.05, which means accepting the alternative hypothesis and rejecting the null hypothesis.

H1: Gaining a competitive advantage is the basis for excellence in scientific research.

4. The results of the study: We mention it in the following points:

- It was found through statistical analysis that the views of the research sample have varied. Its view was negative for the quality of several types of university outputs. This is due to various reasons, some of which fall within the responsibility of universities and others fall on the labor market enterprises.
- The research sample confirmed that the quality of the qualitative level of graduates - which is the most important in the outputs of higher education enterprises - is at a low level, and although the responsibility for this lies with the universities, it is not always the deficient authority, as the reasons for this are due to some factors affecting The decisions of university teachers and others are due to the factors affecting the universities themselves.
- It was found through analyzing the results that the researched universities did not adopt a process of measuring and evaluating the satisfaction of the community enterprises with their performance periodically, and this is a negative indication of the quality of their outputs, because that contradicts the principle of "continuous monitoring of customer satisfaction".
- The opinions of the sample in question agree that there is a clear decline in the quality of some other university outputs. There is also a decrease in the quality of the contracting programs devoted to community service as well as scientific advice.
- It became clear through the research that the labor market enterprises did not fully invest university outputs because those outputs are characterized by academic education only.

5. Conclusion:

t can be said that the entrepreneurial education system is a global system that can be applied in all university enterprises, but it needs to be accurate in implementation, and to create the appropriate climate to activate it not to mention the large expenses that the enterprise needs during the application process, especially with regard to providing a distinguished educational environment of buildings, facilities and training for human cadres Equipment, laboratories, laboratories, language and computer laboratories, and everything related to the educational process, and all of this should be provided in order for the enterprise to obtain the specifications of entrepreneurial creativity, create a working environment and everyone's participation in activating entrepreneurial creativity in the enterprise.

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