Unleashing Success: Exploring the Influence of Network Behaviour on Startup Company Performance

"Libérer le succès : Explorer l'influence du comportement du réseau sur la performance des entreprises en démarrage"

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Abstract:
This study investigates the relationship between network behavior and the success of startup companies. It identifies socialization, engaging in professional activities, and increasing internal visibility as influential factors for startup success. However, the study finds no statistically significant impact of cultivating internal and external contacts on the success of startup companies. In summary, network behavior elements such as socialization and professional engagement play a significant role in startup success, while cultivating contacts appears to have limited significance.
Keywords: *Network behaviour; Startup companies; Socialization.*
Jel Classification Codes: D85, L26, D83.
Résumé: *Cette étude examine la relation entre le comportement du réseau et le succès des startups. Elle identifie la socialisation, la participation à des activités professionnelles et l'augmentation de la visibilité interne comme des facteurs influents pour la réussite des entreprises en démarrage. Cependant, la culture des contacts internes et externes n'a aucun impact statistiquement significatif sur le succès des startups, selon l'étude. En résumé, la socialisation et l'engagement professionnel dans le comportement du réseau jouent un rôle important dans la réussite des startups, tandis que la culture des contacts semble avoir une importance limitée.*
Mots-clés:*Comportement du réseau;Entreprises en démarrage ; Socialisation*

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1. INTRODUCTION

Nowadays, the notion of entrepreneurship and entrepreneurs has sparked widespread attention on both a local and global scale, since it represents innovation and a dynamic economy (Hattab, 2012). Entrepreneurship has high importance in today's economy and has been a hot topic among academics over the last decade (Boukamcha, 2015). It may be regarded as a driving force for the economy, and its effect is expected to continue in the future through the creation and establishment of new enterprises daily. Entrepreneurship may be viewed as a chance for those seeking financial independence as well as a solution to the problem of unemployment.

Entrepreneurs are one of the most essential and helpful human resources who will have a major influence and be a crucial component in the organization's success, hence successful firms want to employ them (Rathna & Vijaya, 2009). According to Schumpeter (1934), an entrepreneur is someone who creates new combinations, which can be expressed as new processes, products, markets, sources of supply, or organizational structures. According to Raposo et al. (2008), the entrepreneur has played several roles throughout history, including the individual who takes risks associated with uncertainty, who provides financial capital, a person of innovation and creativity, a decision maker: an industry leader: a manager, director, or supervisor: economic resource organizer and coordinator; a business owner: a contractor: a referee: and a locator of resources between alternative uses. According to Kirkley (2016), characteristics associated with persons regarded to be entrepreneurial include independence, creativity, goal orientation, ambition, achiever, risk taker, and networker.

The study of entrepreneur behaviour is a critical topic in identifying the ones that lead to the success of the entrepreneur and entrepreneurial enterprises. This study explores entrepreneurial networking practices and links them to the study of their influence on the success of entrepreneurial ventures in Algeria.

- **Importance of the research**

The significance of this research is in determining and researching the networking habits of Algeriaian entrepreneurs, as well as the considerable influence of these activities on the success of entrepreneurial companies. On a professional level, this research focuses on the role and influence of entrepreneurs' specialized networking habits on the success of entrepreneurial startups, which entrepreneurs in entrepreneurial startups may employ to boost their chances of success, particularly in Algeria. On an academic level, this is the first study of its type that focuses on the influence of entrepreneurs' unique networking activities on the success of their entrepreneurial venture, and it is the first study of its kind to be undertaken in Algeria.

- **Problem statement**

Due to its relevance and impact on many aspects of life, entrepreneurship has become a popular idea and a prominent topic of study. There is nearly always a need to understand the behaviours that contribute to the success of entrepreneurs and their companies and to create more effective strategies to attain that goal.

This study investigates the primary networking habits and their influence on the success of entrepreneurial businesses. The primary networking habits are creating internal contacts and cultivating external relationships. Socialization, participation in professional events, and increased internal visibility are all important. These networking activities were chosen after reviewing the literature and identifying the most relevant studies that investigated networking behaviours, as mentioned in the study model. While the indicators of entrepreneurial success are offered by (Foundation, profitability, growth in terms of the number of employees, growth in terms of market share, innovation in process, innovation in products, satisfied stakeholders, work-life balance, public recognition and utility or usefulness). As a result, this study provides answers to the following questions:

Do networking behaviors impact entrepreneurs’ success in Algeria.

- **Research objectives**

This research aims to study and determine networking behaviors and the significance of their impact on the success of entrepreneurial startups. Therefore, the research objectives are:

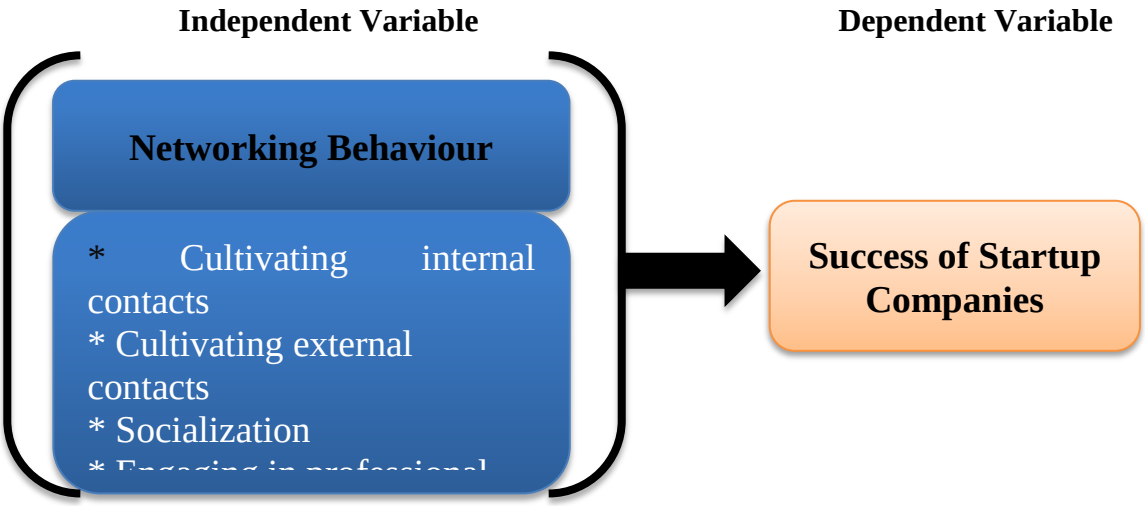
Identify the networking behaviors of entrepreneurial startups in Algeria.

Investigate the impact of networking behaviors on the entrepreneurial startups' success in Algeria.

- **Research model**

The mode! of this study is developed by the researcher, and composed by the independent variables (Networking behaviors), these variables are studied independently and linked to the dependent variable (Success of entrepreneurial startups). Figure 1 illustrates this model.

Figure 1: Research model



- **Research hypotheses**

Considering the previous model, the following hypotheses are investigated:

Main hypothesis 1: Networking behaviors (Cultivating internal contacts, Cultivating

external contacts, Socialization, Engaging in professional activities, increasing internal

visibility) have a positive impact on the success of entrepreneurial startups.

This main hypothesis includes five sub hypotheses:

- There is a statistically significant impact of Cultivating internal contacts on the success of Yalidine startup company
- There is a statistically significant impact of Cultivating external contacts on the success of Yalidine startup company
- There is a statistically significant impact of Socialization on the success of Yalidine startup company
- There is a statistically significant impact of Engaging in professional activities on the success of Yalidine startup company
- There is a statistically significant impact of increasing internal visibility on the success of Yalidine startup company

2. The Theoretical Part of the Study

This part will cover the entrepreneurship, entrepreneurship in Algeria, entrepreneurs, the concept of networking and the variables of the research: networking behaviors and entrepreneurial startups' success respectively, where the most important and relevant literature is reviewed to understand the variables, and what research has been performed to connect all the variables.

2.1 Entrepreneurship

As it represents innovation and a growing economy, the idea of entrepreneurship and entrepreneurs has recently attracted significant interest on both a local and global scale (Hattab, 2012). Its conceptualization has likely been the biggest challenge in creating a conceptual foundation for the study of entrepreneurship (Ridzwan, et al, 2017). Several people have provided many definitions, descriptions, and categorizations of entrepreneurship. Several writers have developed the definition of the term "entrepreneurship" throughout history. According to Richard Cantillon, who

was cited in McMullan & Long (1990), the first definition of entrepreneurship was when a person employed himself even if the results were unknown. Entrepreneurship, according to Schumpeter (1934), is the process of starting new consolidations. Entrepreneurship, according to Gartner (1988), is the creation and launch of firms. In his research, Gartner (1990) divided the definition of entrepreneurship into two categories.

The first category dealt with the traits of entrepreneurship (such as expansion, creativity, and originality), while the second category dealt with the outcomes of entrepreneurship, such as (the delivered value). Entrepreneurship, according to Venkataraman (1997), is "the process through which people find, evaluate, and employ opportunities to create future services and things." Entrepreneurship is the process of creating, seizing, and pursuing an opportunity without regard for the already available resources (McDougall & Oviatt, 2000).

According to Heinonen and Poikkijoki (2006), there are four stages to the definition of entrepreneurship: starting a firm, looking for opportunities, assessing and seizing those opportunities, and successfully seizing opportunities. According to another viewpoint offered by Ruiz et al. (2016), entrepreneurship is not just focused on starting a business or working for oneself; it also encompasses all the elements that improve business operations and contribute to society positively. Although "entrepreneurship" is a term that is frequently used as if it is understood in terms of its genuine meaning and the fact that it truly contains a range of meanings is seldom questioned, the complexity, diversity, and ambiguity of entrepreneurship are therefore overcome. It's extremely intriguing how the heterogeneity of entrepreneurship draws our attention to different areas. As a result, it is evident how many entrepreneurship-related viewpoints and factors need to be studied. This might be challenging (Berglund & Johansson, 2007).

2.2 Networking

The inquiry to be posed is, "What is networking?" There is no agreed-upon definition of networking in the literature, which is a significant problem. Networking has been defined and utilized in a variety of different,

particular, and outlandish ways throughout history. For instance, some academics believe that networking is only possible with those external things that are under the direct direction of the person (Ferguson et al, 2016). The many networking definitions that influence how networking is perceived might have important ramifications. Moreover, the lack of a clear, agreed-upon definition for networking imposes limitations on our ability to develop a complete understanding of the behavioural phenomena known as networking.

2.3 Networking behaviors

Entrepreneurs create businesses that allow them to take advantage of market possibilities (Fisher et al, 2014). They compete with well-established businesses while doing so and have at least two drawbacks: their company's modest size in the early phases of development (liability of smallness) and their lack of corporate history and reputation (liability of newness). Because of this, entrepreneurship study has historically sought to understand why at least some start-ups succeed and expand in hostile contexts. One well-known hypothesis of why start-ups succeed has specifically cited network theory and looked at how entrepreneurs' networks affect start-up performance.

According to the network theory, founders can get resources more affordably through their network connections than through market transactions, and they may even be able to obtain resources from the network that aren't even accessible through market transactions. "In essence, entrepreneurs may broaden their range of action through their networks and acquire access at a low cost to resources that are otherwise inaccessible," wrote Dubini and Aldrich in 1991. (p. 308).

A basic conclusion is that using resources derived via network connections may be more advantageous than relying only on resources obtained through market procedures, i.e. arm's length transactions. Large businesses have shown this to be true as well. In his empirical study of 1902 stock-listed corporations in the USA, Jarillo (1989) discovered that companies that heavily rely on network resources—also known as external resources—grow noticeably stronger over a 10-year observation period than those that prioritize internal resources, or resources that the company owns.

The main flaw in Jarillo's (1989) study is that he gauges the contribution external resources make to a company's production process using the ratios of sales to total assets on the balance sheet and sales to total personnel. This is a fairly sloppy indicator of how many network contacts are used and provides no information on the specific benefits the network provides over external resource purchases (Witt, 2004).

2.4 Entrepreneurial success

The literature regarding entrepreneurship suggests that entrepreneurial success can be presented and understood by its indicators or factors. The factors can have typical economic, business, social and psychological aspects excluded or included (Fisher, et al., 2014).

According to Sefiani (2013), survival—which is defined as the continuation of corporate operations—and firm expansion are the keys to success. It's controversial how to gauge company success, especially in small and medium-sized businesses. It is evident from a review of the literature that there is disagreement over the ideal success metric. While some researchers advocated for the rigorous use of financial metrics, others, especially in more recent studies, highlighted the significance of non-financial company success variables (Walker & Brown, 2004). Profitability, sales turnover, sales growth, and return on investment are examples of financial success indicators. Non-financial success indicators include personal fulfillment, skill development, a flexible lifestyle, business survival, customer satisfaction, customer retention, and career advancement (Walker & Brown, 2004). When success factors are considered internal, they include (1) business characteristics such as size, age, and location, and (2) entrepreneur characteristics such as age, gender, education, and prior experience. These factors are presented by the availability of resources, personal skills, and abilities for pursuing entrepreneurial functions, and the effective use of resources within the firm (Sefiani, 2013).

Witt (2004) claims that five criteria might be used to gauge an entrepreneur's success: (1) the startup's real foundation: its founding, for example (the entrepreneur has transitioned from concept creation and business planning to company start-up); (2) survival: the startup's

persistence in the market and industry; (3) subjective assessment: the individual's feelings and expectations around being an entrepreneur, (4) Profits: These might be financial gains or a return on investment. (5) Rate of increase for both market share and workforce sizes.

Profitability, growth, company survival or continuity, innovation, social and environmental performance, personal happiness, pleased stakeholders, work-life balance, public recognition, and utility or usefulness are some of the ways that Ridzwan et al. (2017) assess success criteria.

- **Operational definitions of the study**

1. Cultivating internal contacts: is a concept that refers to three concepts which were inspired by (Wolff & Moser, 2009); first, building contacts, which means the process of creating new contacts inside the firm, second, maintaining internal contact which means the actions taken to keep and sustain those contacts, and third, using internal contacts, which means to exploit the potentials of internal contacts and the opportunities that can be generated, facilitated and used through them.

2. Cultivating external contacts: is a concept that refers to three concepts which were inspired by (Wolff & Moser, 2009); first, building contacts, which means the process of creating new contacts outside the firm, second, maintaining external contact which means the actions taken to keep and sustain those contacts, and third, using external contacts, which means to exploit the potentials of external contacts and the opportunities that can be generated, facilitated and used through them.

3. Socialization: Operational Definition: a continuing process whereby an individual acquires a personal identity and learns the norms, values, behavior, and social skills appropriate to his or her social position (“Socialization”, 2018). In our context : The act of adapting behavior to the norms of a culture or society is called socialization. Socialization can also mean going out and meeting people or hanging out with friends ("Socialization - Dictionary Definition", 2018).

4. Engaging in professional activities: In this context, Engaging in professional activities refers to the acts of a person that includes participation and engagement in professional events and occasions (Forret & Dougherty, 2004).

5. Increasing internal visibility: In this context, increasing internal visibility refers to the acts of a person that includes participation and engagement with the employees inside the firm (Forret & Dougherty, 2004).

3. Practical part of the study

After presenting the theoretical side of this subject, we will move on to the field study, through which we will try to explain the impact of network behaviour on the success of Startup companies in Algeria from the point of view of a sample of Yalidine delivery company, and highlighting the real field reality through their opinions on this subject.

3.1 Study population and Tools

- Study Population:

The target research community includes: all managerial staff and employees working in the Yalidine startup company at its three levels (high, middle and executive). 81.25% which is a very good percentage for scientific research, as the process of distributing and collecting the questionnaire took a period of 50 days.

- data collection tools : To obtain the necessary data for the treatment of this study, a questionnaire and an interview were used.

Study tool: The scale of the study will be prepared based on measures reached by previous studies. The researchers designed and developed a questionnaire to measure the impact of network behavior on the success of Yalidine's company. To test the hypotheses of the study, we performed (multiple regression analysis) and other statistical methods, using the (SPSS) program.

Study instrument reliability: To measure the stability of the study tool (the questionnaire), the researchers used Cronbach's alpha coefficient to ensure the stability of the study tool, and the results were as shown in Table No. 1.

Table No. (1)
The value of the stability coefficient of the internal consistency of the study variables

Variables	Network Behaviour	The success of startup	Questionnaire
Stability Coefficient ((Cronbach Alpha	0.74	0.81	**0.82**

It is noted from Table No. (1) that the stability coefficients for all study variables are acceptable, and they are greater than 0.60, as the reliability coefficient for all the paragraphs of the questionnaire was (0.82), which is a reliable stability percentage in the application.

3.2 : Field study results

- **The results of the analysis of Cultivating internal contacts**

Table No. (02) The responses of the study members to the (Cultivating internal contacts) axis phrases arranged according to the averages of approval

Number	Question	Arithmetic mean	standard deviation	Relative importance	Admission level
01	I giveinternal contacts a phone call to keep in touch	4.13	0.60	2	**high**
02	I send thanks notes or gifts to others who have helped me in my work inside the company	3.08	0.86	4	**high**
03	I go to lunch with people inside the company	4.02	0.70	3	**high**
04	I use company events to make new contacts	4.20	0.66	1	**Very high**
	Cultivating internal	3.85	0.70	**2**	**high**

	contacts				

Table No. (02) presents the results of the analysis of the first dimension of Network Behaviour, which is the dimension of Cultivating internal contacts which was the number of questions measured by (4) questions represented by questions from (1-4), where the arithmetic average for this dimension was (3.85).) Which means that it achieved the level of approval of the sample members with a very high degree, as paragraph No. (04) came in the first place with an arithmetic mean (4.20) and a standard deviation (0.66), followed by a second place with a high degree of approval, paragraph No. (01) with an arithmetic mean (4.13) and a standard deviation (0.60), while paragraph No. (03) came in the third place with an arithmetic mean (4.02) and a standard deviation (0.70), while paragraph No. (02) came in the last rank with a high degree of agreement with an arithmetic mean (3.08) and a standard deviation. (0.86)

Table No. (03) The responses of the study members to the (Cultivating external contacts) axis phrases arranged according to the averages of approval

Number	Question	Arithmetic mean	standard deviation	Relative importance	Admission level
05	I give external contacts a phone call to keep in touch	4.36	0.62	1	**Very high**
06	I send thanks notes and gifts to others who have helped me in my work outside the company	4.27	0.74	3	**Very high**
07	I go to lunch with people outside the company	4.31	0.67	2	**Very high**
08	I ask others to give my regards to business acquaintances ouside of my company	4.15	0.74	4	**high**
	Cultivating external	4.27	0.69	1	**Very high**

	contacts				

Table No. (03) presents the results of the analysis of the second dimension of Network behaviour dimensions, which is the dimension of Cultivating external contacts which was measured by (04) questions represented by questions from (5-8), where the arithmetic average for this dimension was (4.27). And with a degree of approval (very high), which is the highest average among the average dimensions of network behaviour, and this is a sign of the great awareness of the study sample members, as paragraph No. (05) came in the first place with an arithmetic mean (4.36) and a standard deviation (0.62), followed by Paragraph No. (07) came in the second place with a degree of agreement (very high) with a mean (4.27) and a standard deviation (0.67), while paragraph No. (06) came in the third place with a mean (4.27) and a standard deviation (0.74), while it came in The last rank and with a high degree of approval, paragraph No. (08), with an arithmetic mean (4.15) and a standard deviation (0.74).

Table No. (04) The responses of the study members to the (Socialization) axis phrases arranged according to the averages of approval

Number	Question	Arithmetic mean	standard deviation	Relative importance	Admission level
09	Participate in events with people , for example(watching football) or any other event	3.18	1.05	3	**Medium**
10	I go out for drinks with others	3.24	1.01	2	**Medium**
11	I participate in social gatherings with people	3.08	1.02	6	**Medium**
12	I play games with people	3.17	1.07	4	**Medium**
13	I talk about sports with people	3.26	1.01	1	**Medium**
14	I chat with people over social media	3.12	1.14	5	**Medium**
	Socialization	3.17	0.72	4	**Medium**

Table No. (04) shows the results of the analysis of the third dimension of Network behaviour dimensions, which is represented in the dimension Socialization where it was measured through (06) questions represented in paragraphs (9-14), so that the arithmetic average of this dimension reached (3.17) with a (medium) degree of approval, and thus it ranks last in terms of the perceptions of the study sample members of the impact of network behaviour, where the value of the arithmetic averages for all paragraphs ranged between (3.26-3.08).

Table No. (05)The responses of the study members to the (Engaging in professional activities) axis phrases arranged according to the averages of approval

Number	Question	Arithmetic mean	standard deviation	Relative importance	Admission level
15	I give professional seminars or workshops	3.63	0.72	1	**high**
16	I accept speaking engagement	3.44	0.94	3	**high**
17	I publish articles in professional journals or trade publications	3.50	0.92	2	**high**
18	I attend professional events	3.41	0.86	4	**high**
	Engaging in professional activities	3.49	0.87	3	**high**

Table No. (05) shows the results of the analysis of the penultimate dimension of Network behaviour, which is the dimension of Engaging in professional activities which the number of questions it measured was (4) questions represented by questions from (15-18), and the degree of approval was high Paragraph No. (15) came in the first place with an arithmetic mean (3.63) and a standard deviation (0.72), followed by paragraph No. (17) with an arithmetic mean (3.50) and a standard deviation (0.92), while paragraph No. (16) ranked third with an arithmetic mean (3.44) and a standard deviation (0.94), while paragraph No. (18) came in the last rank with a high degree of agreement with an arithmetic mean (3.41) and a

standard deviation (0.86).

Table No. (06) The responses of the study members to the (increasing internal visibility) axis phrases arranged according to the averages of approval

Number	Question	Arithmetic mean	standard deviation	Relative importance	Admission level
19	I accept new, highly visible work assignments	3.60	0.70	1	**high**
20	I have been on a highly visible task forces or committees at work	3.37	0.96	3	**high**
21	I go to lunch with my current employees	3.49	0.88	2	**high**
22	I stop by others offices to say hello	3.59	0.89	4	**high**
	increasing internal visibility	3.51	0.86	3	**high**

Table No. (05) shows the results of the analysis of the penultimate dimension of Network behaviour, which is the dimension of increasing internal visibility which the number of questions it measured was (4) questions represented by questions from (19-22), and the degree of approval was high Paragraph No. (19) came in the first place with an arithmetic mean (3.60) and a standard deviation (0.70), followed by paragraph No. (22) with an arithmetic mean (3.59) and a standard deviation (0.89), while paragraph No. (21) ranked third with an arithmetic mean (3.49) and a standard deviation (0.88), while paragraph No. (20) came in the last rank with a high degree of agreement with an arithmetic mean (3.37) and a standard deviation (0.96).

- **Second: Results related to the respondents' perceptions of the Success of startup company dimension:**

Table No. (07) The responses of the study members to the phrases of Success of startup company

Number	Question	Arithmetic mean	standard deviation	Relative importance	Admission level
01	The business has been founded and established as a startup	4.02	0.69	1	**high**
02	The business is profitable today	3.86	062	3	**high**
03	The business has been growing in terms of number of employees since its foundation	3.76	0.54	4	**high**
04	The business has been growing in terms of market share since its foundation	2.71	0.68	7	**medium**
05	The business is innovative in introducing new products	2.90	0.83	6	**high**
06	The business is innovative in introducing new production methods	3.93	0.74	2	**high**
07	The business has satisfied the employees and the customers	2.67	0.61	8	**medium**
08	The business fulfills a need in society by providing an important services or product	3.63	0.68	5	**high**
	Success of startup company	3.43	0.68		

The responses of the study members to the questions contained in Table No. (06) indicated that the aspects Success of startup company of the study sample are high, as paragraph No. (19) came in the first place with an arithmetic mean (4.02) and a standard deviation (0.69), while it came in the last place And with an average degree of agreement, paragraph No. (25), with an arithmetic mean (2.67) and a standard deviation (0.61).

Second Requirement: Analyzing the results of the study hypotheses test:

Table No. (08) Multiple regression analysis results to test the role of Network behaviour in its various dimensions in creating competitive advantage.

Contrast source	B	standard error	Beta	The calculated t value	tabular t value	t . significance level
Cultivating internal contacts	0.203	0.162	0.151	1.248	1.989	***0.219**
* Cultivating external contacts	0.056	0.081	0.088	0.695	1.989	***0.490**
* Socialization	0.332	0.126	0.338	2.630	1.989	***0.012**
* Engaging in professional activities	0.219	0.142	0.212	2.679	1.989	***0.000**
* increasing internal visibility	0.312	0.124	0.218	2.669	1.989	***0.000**
Network behaviour	0.324	0.130	0.342	2.689	1. 989	***0.000**

* Statistically significant at the level ($\alpha \leq 0.05$)

Results of the main hypothesis test: There is a statistically significant impact of network behavior and its combined dimensions on the success of a startup company in Algeria

The statistical results in Table No. (08) indicate that there is an impact for the independent variable (Network behaviour) in the dependent variable (success of startup company), based on that the calculated T value amounted to (2.689), which is greater than its tabular value at the level of significance ($\alpha \leq 0.05$). The significance level (0.000Sig =) is less than the

approved significance level (0.05), which requires accepting the null hypothesis which states that There is a statistically significant impact of network and its combined dimensions on the success of startup company.

The results of the first sub-hypothesis test: There is a statistically significant impact of Cultivating internal contacts on the success of Yalidine startup company

It was found from the statistical results contained in Table No. (8) that there is no statistically significant impact of Cultivating internal contacts on the success of Yalidine startup company, based on the calculated T value, which amounted to (1.248), which is less than its tabular value, at the level of significance ($\alpha \leq 0.05$). The level of significance (0.219Sig =) is less than the approved significance level (0.05), which requires rejecting the null hypothesis which states that there is a statistically significant impact of Cultivating internal contacts on the success of Yalidine startup company and acceptance of the alternative hypothesis

The results of the second sub-hypothesis test: There is a statistically significant impact of Cultivating external contacts on the success of Yalidine startup company

It is clear from the statistical results presented in Table No. (08) that there is no statistically significant impact of Cultivating external contactson the success of Yalidine startup company, based on the calculated T value, which amounted to (0.695), which is less than its tabular value, at the level of significance ($\alpha \leq 0.05$). The level of significance (0.490Sig =) is greater than the approved significance level (0.05), which requires rejecting the null hypothesis which states that there is a statistically significant impact of Cultivating external contactson the success of Yalidine startup company and acceptance of the alternative hypothesis

The results of the third sub-hypothesis test: There is a statistically significant impact of Socialization on the success of Yalidine startup company

The statistical results in Table (8) indicate that there is an impact of the independent variable (network behaviour) in the dependent variable (success of startup companies), based on that the calculated T value

amounted to (2.630), which is greater than its tabular value at the level of significance ($\alpha \leq 0.05$). The level of significance (0.012Sig =) is less than the approved significance level (0.05), which requires acceptance of the null hypothesis, which states that There is a statistically significant impact of Socialization on the success of Yalidine startup company

The results of the fourth sub-hypothesis test: There is a statistically significant impact of Engaging in professional activities on the success of Yalidine startup company

It is clear from the statistical results contained in Table No. (8) that There is a statistically significant impact of Engaging in professional activities on the success of Yalidine startup company, based on the calculated T value, which amounted to (2.679), which is greater than its tabular value, at the level of significance ($\alpha \leq 0.05$). The level of significance (0.000Sig =) is less than the approved significance level (0.05), which requires acceptance of the null hypothesis which states that There is a statistically significant impact of Engaging in professional activities on the success of Yalidine startup company

The results of the fifth sub-hypothesis test: There is a statistically significant impact of increasing internal visibility on the success of Yalidine startup company

It is clear from the statistical results presented in Table No. (8) that there is a statistically significant impact of increasing internal visibility on the success of Yalidine startup company, based on the calculated T value, which amounted to (2.689), which is greater than its tabular value, at the level of significance (α). ≤ 0.05), and the level of significance (0.000Sig =) is less than the approved significance level (0.05), which requires acceptance of the null hypothesis which states that there is a statistically significant impact of increasing internal visibility on the success of Yalidine startup company

4. CONCLUSION

The purpose of this research was to determine the impact of network behaviour on the success of startup company. Through testing the hypotheses, the study found the following:

1. The results of the study revealed the existence of an impact for each of the dimensions of network behaviour (increasing internal visibility, Engaging in professional activities, and Socialization) on the success of Yalidine startup company

2. It was found from the results of hypothesis testing that there is no impact of the two dimensions of network behavior (Cultivating internal contacts, Cultivating external contacts) on the success of Yalidine startup company

Recommendations:

On academic level: Since entrepreneurial ecosystem is growing in Algeria, it is recommended to study the success factors and entrepreneurial behaviors that lead to success. Since networking behaviors have a significant statistical impact on the success of entrepreneurial startups, it is recommended to go further and study more networking behaviors, and investigate their impact on the entrepreneurial success. It is recommended to study the demographics influence on the networking behaviors, and in turn their impact on the entrepreneurial success. professional level: Since networking behaviors have a significant statistical impact on the success of entrepreneurial startups, it is recommended that entrepreneurs adapt these behaviors to increase the possibility for their businesses to succeed. Since networking behaviors have a significant statistical impact on the success of entrepreneurial startups, it is recommended that incubators, accelerators and trainers in the entrepreneurship ecosystem to conduct workshops to focus and build networks of connections for the individuals that aim to be entrepreneurs. Since cultivating external contacts was the variable that impacted the success of entrepreneurial startups the most, it is recommended that entrepreneurs in Algeria focus on it and its behaviors: (give external contacts a phone call to keep in touch, send thanks notes or gifts to others who have helped me in my work outside the company, go to lunch with people outside the company, ask others to give my regards to business acquaintances outside of my company, and exchange professional tips and hints with acquaintances from other organizations).

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