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ENTREPRENEURSHIP AND ITS IMPACT ON PERFORMANCE

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ABSTRACT

This study aimed to identify the impact of Entrepreneurship on improving performance in Jordanian tourism companies. The researcher used the descriptive analytical approach based on a comprehensive field survey of the study community consisting of managers and administrative staff in Jordanian tourism companies, for the purposes of data collection. The researcher also used the random sample method to collect the study sample. Work has been done to develop a questionnaire, as the number of sample members reached 403 male and female employees. The study reached a set of results, Among the most important of them, are: Some Jordanian tourism companies were distinguished by a high level of Entrepreneurship, and the level of performance in some Jordanian tourism companies was high, the study also recommended increasing concern for developing electronic systems that are useful in making decisions to achieve the company's goals and urging management to provide new capabilities.

INTRODUCTION

Information and communication technology considered an effective tool for participating & competing in the global market and improving the level of services that are provided and enhance opportunities for local economic development. Which required its integration into the economic and social fabric (Aljawarneh & Atan, 2018). The scientific and technological development in modern business organizations has helped make different

sectors of business investment in information technology and bridge the gap that exists in the actual performance of them, As a result, information technology has become a prominent role in completing (Aljawarneh & Al-Omari, 2018). The use of information technology inside business organizations has led to the new trend of investing in these technologies, supporting innovation processes, and taking risks, which has created a kind of competition between them and there are ways to complete the operations electronically in new ways that help reduce operational costs and promote goods (Al-Omari, et al., 2020). The electronic business appeared of nowhere, as it was preceded by technical developments that had a fundamental impact on the direction of business enterprises towards entering the world of electronic business, and we will not exaggerate if we said that this development would not have accomplished without the emergence and development of communication technologies and networks, especially the Internet, besides other networks technologies are used (Al-Omari, et al., 2018). With the increase in competition in the tourism sector in particular, and the presence of tourism companies that provide their services using information and communication technology (Al-Jawarneh, 2016). Which reflected on the performance of these organizations by creating information systems organizes planning, marketing and providing services to tourists and manage its business in a networked manner, and that is why the Internet is the backbone in disseminating services based on advanced technologies and delivering them to the first beneficiary (Mahafzah et al., 2020). It's a must to be noted that electronic business during the past few years has been able to leap the tourism industry to the thresholds of the third millennium steadily (Al-Da'abseh, et al., 2018).

The Internet and digital networks today represent the most important technological means contributing to the creation and development of new and innovative business models, known as e-business models Therefore, most business organizations tend to rely primarily on e-business operations in their operations and the development of e-business models contribute to improving their performance and increase the chances of competing in the market (Alzoubi et al., 2020). Which led to the need to study the impact of the innovation of new electronic business for these companies to improve their performance (Alshare et al., 2020). The expansion of the liberalization of trade in services around the world, including tourism services in the direction of Jordan, means that we are still living in the hoped-for outburst that we cannot optimally benefit from if we do not make our tourism product competitive on the global market and promote it through Modern communication channels (Alsafadi et al., 2020).

LITERATURE REVIEW

Entrepreneurship

The concept of Entrepreneurship was used for several centuries in the French language at the beginning of the sixteenth century, and the concept included the meaning of risk and enduring the difficulties that accompanied military expeditions so that the concept of Entrepreneurship then enters into economic activities at the beginning of the eighteenth century as a merchant who buys goods at a specific price to sell them in the future for an unknown price, whatever the case, the spirit of risk and adventure remained rooted in the concept of entrepreneurship) Marwa 2007). Therefore, Entrepreneurship is considered one of the important and promising fields in the economies of advanced industrial countries and developing countries also. Entrepreneurial projects actively contribute to comprehensive economic development in all countries (Alsafadi et al., 2020). Therefore, the concept of Entrepreneurship is a very important concept in the contemporary economy and therefore Entrepreneurship takes various dimensions such as Economic, social, cultural, and other aspects through achieving new compatibility for these factors, and therefore most Entrepreneurship projects seek to focus on creativity and leadership as it has technological dimensions, a new product, or a new way of providing the product or service (Aljawarneh et al., 2020).

This concept took other dimensions to introduce the concept of creativity in the field of marketing and the provision of goods and services or in the management and structure of the organization, and accordingly, Entrepreneurship depends on diversification, differentiation, and the introduction of new methods (Banyhamdan et al., 2020). The second half of the twentieth century to management and organization and this is consistent with (Frederick Harrison's) definition that an entrepreneur is a person who possesses the skills of institutional building in addition to administrative and creative skills that help him in building the organization or managing the institution (Shoaib & awatif, 2011).

The term creativity is among the most common terms in the present time in management literature. Therefore, researchers' definitions of creativity varied according to the vision of each researcher, or the perspective that sees creativity as a phenomenon within its framework, and these trends differ in its approach to the concept of creativity. Some, for example, are based on features. The personality of the creator and some of them relied on the stages of the creative process and its creative output as the basis for the concept of creativity. The linguistic meaning of creativity is related to the language of the ancient Arabs, that the origin of the word is Innovation or heresy, this means creating something other than a previous. It can be said that creativity is bringing about something new innovative and unfamiliar (al-tempeh & Tareq 2006).

performance improvement

At the present time, interest in organizational performance is increasing, whether the organization is profitable or non, and also increasing interest in the effectiveness and efficiency of organizations and their ability to achieve their goals, as the role of human resources here is essential in exploiting the available energies and opportunities to provide services with high quality and very quick to ensure the continuity, growth, and development of the

organization (Alwagfi et al., 2020). Performance generally refers to the degree of success achieved by the organization in achieving the predetermined goals, and as Mustafa (2001) defines performance as "the degree to which an individual, team, or organization achieves the planned goals efficiently and effectively. According to this definition, we find that the performance means to perform or do the work and effort or activity by an individual or a team or an organization in order to achieve a particular goal, where it is judged in the latter as a good, efficient. We also find that this definition connects performance effectively and efficiently, and the fact that most studies are trying to link the performance of effective and efficient both at the strategic level or at the operational level, where it cannot be judged on the performance of the institution that was able to achieve its objectives as good if it has cost her many Resources compared to their peers (Mzhouda, 2001).

The Good use of available resources or the ability to use inputs and the ability of the project to achieve the greatest possible targets required by using the least possible resources, which is prescribed to achieve its objectives in an effective project and the project that uses the least possible resources is an efficient project, and if the two, the project is productive. (Al-Jawarneh, 2016) It has been found that companies share certain characteristics that qualify them to be among the leaders in the industries in which they operate, and it has been mentioned that the distinguishing feature of excellence in these companies relies on: The ability to provide the best and highest service and quality to the target consumer as well as the ability to innovate and introduce new products from time to another; To meet the different changes and personal taste in the needs and desires of the consumers, therefore The ability of the organization to satisfy consumers' needs efficiently and profitably is the economic and social justification for its presence in the market and its continuity in achieving its goals. Organizations seek to achieve a double goal, which is meeting the needs of their customers and achieving a satisfactory level of profit (al-sahen, 2000).

METHODOLOGY

The study will depend on the descriptive and analytical approach, by collecting data, analyzing it, and extracting results. The researcher drew a simple random sample from the study population, with 403 male and female employees of the Jordanian tourism companies. Where it was relied upon to determine the size of the sample drawn on the size of the total community, and to ensure the representation of the study population through the sample, the researcher distributed 403 questionnaires by hand to the members of the study sample. The stability equation of the Cronbach's alpha tool was applied to all the areas of this study and the tool as a whole, and Table 1 clarify this.

Table 1. Cronbach's Alpha

part	variable	Ca
1	Entrepreneurship	0.85
2	performance	0.82

Table 1 appears that the stability coefficient for the Entrepreneurship field was 0.85 the table shows also that the reliability coefficients for the field of performance ranged from 0.82, which are high and acceptable values for the purposes of applying this study.

RESULTS

To verify this hypothesis of the study, Pearson correlation coefficients were calculated between the sample individuals' estimates of the areas of entrepreneurship and their estimates of the efficiency dimension in the Jordanian tourism companies, as they were as shown in Table 2.

Table 2 Pearson correlation

variable	efficiency in the Jordanian tourism companies	
	Correlation coefficient value	P
1	.198	.000*
2	.206	.000*

Table 2 shows that there is a positive correlation statistically significant between the sample estimates on the field performance, entrepreneurship, and their estimates after the efficiency of the Jordanian tourism companies.

Pearson correlation

Coefficients were calculated between the sample's estimates of the field of entrepreneurship, their estimates of the efficiency dimension in the Jordanian tourism companies, the correlation coefficient square, the value of P, and the linear regression analysis, where the results were as shown in table 3.

Table 3. Multiple Regression analysis

IV	β_i	T-value	Sig.	R	R ²	F	P
	3.065	10.212	.000*	*0.202	0.042	4.544	0.003*
performance	.167	3.486	.001*				

Table 3 shows that there is a statistically significant predictive power for the effect of the entrepreneurship field on the performance dimension in the Jordanian tourism companies. On the other side, there was no statistically significant predictive ability between the sample subjects' estimates of the field of creativity and the field of initiation.

Results & recommendation

The study found and raised many questions, and the hypotheses were formulated according to the nature of the relationship between its variables, and it reached

several results through which the researcher hopes to contribute to solving the study problem, answer its questions, and test and its hypotheses .

Reference is made to the most important results of the following study: That the dimension of entrepreneurship had a very high impact on improving performance in terms of (efficiency) and a high degree of agreement among the study sample. The findings of the study also showed that the “creativity” dimension of entrepreneurship had a high impact on improving performance. Through the results obtained from the study which obtained from the statistical analysis of the data. The following recommendations were made: The need to encourage creativity by motivating and continuously training employees on electronic systems so that the effect of creativity in electronic systems on increasing the effectiveness of various procedures is understood. Providing various solutions to the problems facing the company when new electronic systems are introduced by the IT department to employees. Educating employees about the importance of entrepreneurship in e-business by improving their performance; which leads the company to better results and outcomes. Encourage people of talent and experience, by creating a suitable environment to promote the initiative and urge high management to invest creative ideas.

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