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**Business incubators and their role in developing creativity in
Jordanian universities from the faculty members' point of view**

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ABSTRACT

The current study aimed to uncover business incubators and their role in developing creativity in Jordanian universities from the faculty members 'point of view. The study was applied to a random sample of faculty members at Mu'ta University during the year 2020-2021 AD, as the number of the study sample reached from a faculty member. The researcher used the questionnaire to collect the study data, as the questionnaire included four dimensions: (the training and consulting dimension, the technical support and the performance evaluation dimension, the administrative and office services dimension, the financial support and financing dimension). The indicators of its validity and reliability were verified, and the study reached a set of results that were as follows:

Business incubators and their role in developing creativity in Jordanian universities from the point of view of the faculty members, and it came at the macro level with a high degree, and the perceptions on the level of dimensions between the high and the medium ranked the training and consulting dimension ranked first, and with a high degree, followed by the dimension of "administrative and office services" With a high degree, it came in third place after "technical support and performance evaluation," with a medium degree, and came fourth and last dimension

“financial support and financing,” with a medium degree as well. The absence of statistically significant differences in the faculty members' estimates of the role of business incubators in developing creativity in Jordanian universities according to the (gender) variable when the results showed the existence of differences attributed to the faculty variable and in favor of the scientific colleges

Introduction:

The world in which we live today is characterized by openness, competition and constant change, so the hope of every country is to achieve the largest possible gain in light of these changes, which can only be achieved through investment in the field of scientific research, especially with the human capital it possesses, especially in universities as it contains The fruit of the human capital of the creative-minded youth. It is considered the only resource capable of creativity and innovation, which would lay the foundations for progress and development in the light of the modern economy.

Therefore, attention must be paid to increasing the formation and accumulation of human capital, improving its qualifications and skills from the perspective of continuous education, and increasing spending on the sectors related to it, especially the higher education and scientific research sector, but the problem is that only preparing a creative human resource in the theoretical academic framework is not sufficient in order to achieve economic creative development because universities have become a nest of unemployment among graduates. This is what makes governments unable to achieve the requirements of the labor market, and accordingly, the general trend has become for university training to become a means to push young graduates to creativity through the establishment of their own institutions. And this is not only through working with experiments known as business incubators in the university community, which is an important way to train young people for creativity before reaching the graduation stage.

Incubators contribute to supporting young and university entrepreneurs. Incubators transfer knowledge from the academic field to business activities, support ideas, evaluate their applicability, and convert them into entrepreneurial projects with added value in the local market. Business incubators provide the means and create conditions that enhance and encourage students to move towards entrepreneurship.

In view of the importance and role that business incubators can play in relation to entrepreneurial ideas and projects, especially in the areas of economic development, creativity and innovation through their work to encourage new and new ideas by transforming them into innovative and new products capable of competition in light of the current secretions characterized by intense competition and increasing progress . From this standpoint, the idea of the study came, which means "business incubators and their role in developing creativity in Jordanian universities from the faculty members' point of view."

The Problem of the study:

The tremendous progress and developments in the economic, social and political fields add additional challenges to the labor market, especially after it suffices to prepare a creative human resource in the theoretical academic framework, which is not sufficient for achieving economic development. Universities have become

a nest of unemployment among graduates, and this is what makes governments Unable to achieve the labor market, and therefore the general trend has become for university training to become a means of pushing young graduates to creativity by establishing their own institutions. This was the reason for developing the idea of incubators, especially on the university campus, and adopting it as a instrument for developing creativity and the economy. In view of the importance of this approach and its necessity for young people and the interest in business incubators that support creativity, innovation, and entrepreneurial ideas, their development and their effects on economic development, which play its role by carrying out its responsibilities in adopting innovative ideas and projects to provide economic opportunities for youth. Which business incubators and their role in developing creativity in Jordanian universities are represented in order to answer the following questions: - What is the role of business incubators in developing creativity in Jordanian universities from the faculty members' point of view?

- Are there statistically significant differences at the level of significance ($\alpha \geq 0.05$) in the faculty members' assessments of the role of business incubators in developing creativity in Jordanian universities according to the difference (faculty, gender)?

The significance of the study:

In view of the economic and social transformations, and their drastic effects on economic institutions, especially those who have entrepreneurial ideas and emerging and small institutions, business incubators are one of the most important factors that allow wide areas for the development of these enterprises and entrepreneurial projects.

Accordingly, the importance of this study stems from knowing business incubators and their role in developing creativity, in order to reach realistic results, and the theoretical and practical importance of the study is as follows:

Theoretical significance:

- This study acquires its theoretical importance through the scarcity of Arab studies that dealt with the issue of business incubators and their development of creativity, and to identify how to enhance the concept of entrepreneurship in a way that helps reduce unemployment rates and achieve sustainable development.
- With what this study adds in theoretical literature that provides the library with a new knowledge value represented in the study of business incubators in the development of creativity, especially in our Jordanian universities and in guiding students towards entrepreneurship, as it is expected that previous studies and theoretical background will contribute to bridging the gap in the literature on the importance of leadership and orientation To it, represented by the lack of published studies on this topic.
- Helping decision-makers to identify the strengths and weaknesses of business incubators and their role in developing creativity.

Practical significance:

- The importance of this study comes from its selection of the community to which it was applied, which is the Jordanian universities, which is the society most influencing economic and social development and creativity, where it represents the intellectual and physical activity and creative creativity resulting from the spirit of youth full of desire for self-realization through the achievement of a certain achievement.

- Focusing the study on topics of great importance, such as business incubators and creativity development.
- The benefit that can be gained from the results of the study and its recommendations.

Objectives of the study:

The study objectives are as follows:

- Clarifying the importance of business incubators in supporting the national economy and advancing development, highlighting their advantages and what has been achieved.
- Learning about the reality of business incubators in Jordan.
- Knowing the role of business incubators in their ability to develop creativity.
- Providing a scientific information base to help incubators provide appropriate support for entrepreneurial projects and for emerging, small and medium enterprises.
- Drawing out some recommendations that contribute to improving the effectiveness of business incubators in performing their services for entrepreneurial projects and for emerging, small and medium enterprises.

Procedural definitions:

The following are the definitions and procedural definitions of the study:

Business incubators: an integrated system of work that provides all the necessary means to increase the success rate of small enterprises by providing a place equipped with all capabilities, and the incubator is managed by a specialized department (Al-Nakhalah, 2012).

It is defined procedurally: as an organization that works to ensure and provide a suitable environment for entrepreneurs and direct them towards leadership, creativity and innovation to achieve economic development and creativity for university youth, by providing all kinds of consultations, assistance, administrative, technical and technical facilities and the necessary instruments that help entrepreneurs to develop their entrepreneurial ideas and turn them into entrepreneurial projects .

Creativity: the process in which something new is created that has an appreciable value for an individual, group, establishment, industry or society, so creativity is the creation of a meaningful value. (Jerwan, 2002).

It is defined procedurally: the extent to which the project has innovative ideas, new ideas, and the ability to modify the product in accordance with the customer's desire.

Limits of the study:

The current study was limited to the following determinants:

Spatial Limits: The current study was limited to the university business incubators located at the University of Mu'tah.

Temporal Limits: This study was conducted during the first semester of 2020/2021.

Human Limits: This study was limited to faculty members at the University of Mu'tah and those interested in the field of entrepreneurship.

Objective Limits: This study was limited to the two topics of business incubators and the development of creativity.

Theoretical framework

Business incubators at the present time play an important role in protecting projects and entrepreneurial ideas that are in dire need of special support, support and protection, which will enable them later to move to foreign labor markets. Business incubators as development programs help diversify economic activity, create and market wealth, create job opportunities, and reduce investment risks for entrepreneurial ideas and small businesses.

Business incubators are considered a instrument to take care of small investors, by encouraging and developing the spirit of investment and initiative they have in various fields, so that they are the nucleus of businessmen in the future, as the support and support does not stop at the financial side only, but extends to the goal of touching the indicators of success and making sure of them (Muhammad, 2003)).

Therefore, the trend through business incubators and entrepreneurial centers that provide a practical environment that stimulates the incubation of entrepreneurs and their ideas and transforming these ideas into entrepreneurial projects, is consistent and complements the path of cultural change in higher education institutions. That is why the government and universities, in coordination with companies, have created an environment that simulates the work environment to promote the concept of an economy based on applied knowledge, through socalled business incubators that embrace entrepreneurs and build their creativity, innovations and abilities and direct them towards a path that matches their qualities and capabilities, which is focused on the entrepreneurship. Contribute to achieving the concept of competitiveness, which mainly contributes to reducing the unemployment gap (Al-Fawaz, 2014).

Business Incubators:

The business incubators originate from the first project in the manufacturing center known as Batavia in New York State, USA. And that was in 1959, when a family transferred the headquarters of their company, which had stopped working, into a business center whose units were leased to individuals wishing to establish a project while providing advice and advice to them, and this idea met with great success, especially since this building was located in a business area and close to a number of banks and areas Shopping and restaurants. This idea later turned into what is known as an incubator, and since 1959 thousands of small enterprises have been established in this center, which operates so far and has the same name, "Batavia Industrial Center", but this attempt to establish incubators was not systematically pursued until the beginning of the eighties, specifically. In 1984 the Small Enterprises Authority (SBA) set up a program to develop and establish a number of incubators. This year, only (20) incubators were operating in the United States, the number of which increased dramatically, especially when the American Business Incubators Association (NBIA) was established in 1985 by some American industrialists, which is a private institution that aims to revitalize and regulate the incubator industry. At the end of 1997, the number of incubators in the United States reached about (550), through an average of residence of about one incubator per week since the end of 1986 (Heikal, 2003).

Business incubators are also known as an integrated system that deals with every project at the beginning as if it is a newborn who needs extreme care and comprehensive attention to protect it from the risks that surround it and to provide it with the energy of continuity, and push it gradually to become strong

and capable of growth and self-reliance and equipped with the elements of continuity and success (Shalaby, 2001).

Importance of business incubators:

The importance of business incubators lies in the following facts (Al-Senussi and Al-Duwaibi, 2003):

- Contributes to the employment of scientific research results, innovations and innovations in the form of projects that make them convertible to production.
- Provides the appropriate climate, capabilities and requirements for starting small projects.
- It works to establish and support small or medium production or service projects that depend on the application of appropriate technology and modern innovations.
- Connecting emerging and innovative projects with productive sectors, market movement and requirements.
- Qualifies a generation of business owners and supports them to establish serious and profitable businesses, which contribute to the development of production, job opportunities and the advancement of the economy. - Helping small and medium enterprises to face the administrative, financial, technical and marketing difficulties that usually face the establishment stage. - Provides support and assistance to small and medium enterprises to achieve high growth rates and quality.
- It opens the way for investment in areas of feasibility for the national economy, such as incubators for technological business, incubators for small and supportive industries, incubators for information projects, and others. - It contributes to economic and social development by creating an appropriate climate and working conditions for the purpose of developing small and medium enterprises of all kinds, especially technological and industrial ones, providing development and growth potentials, including technical, technical, financial and advisory support, and linking the project to the market.

Objectives of business incubators:

There is general agreement that business incubators are a instrument for economic development and help strengthen local economies because they help tenants and small business clients to stay inside business incubators with a survival rate of (90%) and this is a high and attractive rate for the start of entrepreneurial projects (Al-Mubarak et al, 2010).

Among the most important goals of business incubators in economic development and creativity (Khalil and others, 2006):

- Seeking to develop creative ideas that contribute to finding new projects or developing existing ones.
- Enabling those with entrepreneurial ideas to embody their ideas in the form of products or services.
- Providing the climate and capabilities to support entrepreneurial ideas and small and medium enterprises.
- Seeking to bring in national workers and develop their skills.
- Encouraging businessmen to establish promising economic projects. - Connecting small and medium enterprises to the productive sectors in the market.

- Providing support, facilities, assistance and advice.
- Employing the results of scientific research and innovations in the form of projects that are convertible into products.
- Continuous monitoring of the work and progress of the activity of small and medium enterprises and comparing them to the extent of achieving their goals.

Business incubators and their development of creativity and innovation:

Business incubators undoubtedly seek to create an appropriate atmosphere for the development of creative and innovative capabilities and special skills by encouraging the spirit of creativity, innovation and initiative. As the changes surrounding business organizations are not limited to the introduction of modern production methods or new products only, but development in all fields can occur through a series of small and large improvements and additions in the current product or service, and then business incubators seek to develop the capacity for imagination and creativity among the owners of business organizations through a variety of educational programs based on recognition and the study of scientific experiences leading to the development or innovation of something. Business incubators seek to develop an entrepreneurial spirit, spread and instill a love of self-employment in them by improving managerial talents and preparing them to adopt new ideas and willingness to take risks and thus create advanced organizations that can develop a more understanding of the mechanisms of competition in the global market.

Incubators seek to organize exhibitions and seminars and provide technical support to attract financiers in preparation for their communication with those incubated, and to build networks of communication between them in order to find out what is emerging first and to participate in experiences and work on integration and non-duplication, and to reduce the costs necessary to help new technical business organizations by linking them to each other through Communications networks (Buresh, Shaheeb, 2019).

Creativity:

Business incubators in the university community are an important way to train young people for creativity before reaching the graduation stage. These incubators help rationalize the investment of the human factor by giving these young people an opportunity to implement the ideas that they can acquire through their university education, to encourage them to deepen work with an idea and apply it on the ground.

Creativity is a combination of abilities, aptitudes and personal characteristics that, if a suitable environment is found, can elevate the mental processes to lead to original and useful products, whether with respect to the individual's previous experiences or the experiences of the institution, society, or the world (Jarwan, 2002).

Al-Ayasrah also believes that "creativity is a process that starts from the cognitive information of the individual to generate new original ideas that can solve the problem to be solved" (Al-Ayasrah, 2013, 81).

The importance of creative development for entrepreneurial students:

The development of students' ability to be creative represents a major goal, as some believe that developing students' ability to think in a way that helps them

overcome life's problems facing them represents the ultimate goal of education, as education is the process of strengthening the link between the individual and the environment; For the purpose of obtaining an individual who holds the principles and values of this society, to be reflected in a practical application on the ground. This is not achieved by minds that depend on traditional thinking that is devoid of creativity, and since students are the seed of society, work must be done to develop this important skill in order for the society to achieve what it aspires for (Al-Sarraj, 2013; Lad, 2012).

Creativity Goals:

Today, when we are in the age of space, computers and informatics, we need more unconventional new ways of thinking that help us solve problems in more creative ways, ways to develop our capabilities and prospects in a way that is not dependent on rigid logical thinking, where creative thinking contributes to achieving constructive goals among students, including:

- 1- Increase students' awareness of what is going on around them.
- 2- Addressing the issue from multiple faces.
- 3- Increasing students' effectiveness in dealing with the attitudes and experiences presented to them.
- 4- Increase the efficiency of students' mental work in handling the situation.
- 5- Activating the role of the school and the role of educational classroom experiences.
- 6- The acceleration of students to develop positive trends towards school and classroom experiences.
- 7- Increasing students' vitality and activity in organizing or planning parking spaces (Khaled, 2013; Al-Ayasrah, 2013).

University business incubators:

The idea of moving towards university incubators began as a turning point to build a bridge that translates the academic role in practical activities. This is because the students' orientation towards their career is affected and interacts with the surrounding environmental conditions, especially while they are in the stage of forming a career path, which is usually the incubation period within the university, and at this age they are looking for a model that is consistent with their ideas (Fayolle & Degeorge, 2006).

The most important reasons behind establishing business incubators associated with the university are to support entrepreneurs and people with innovative ideas, with the aim of creating a new, sensitive and renewed role that contributes to economic development. The university may provide investment and operational opportunities for its final outputs, on top of which is scientific research through this type of incubators, which aim to adopt the creators and innovators and convert their ideas and projects from a mere laboratory model to production and investment, by providing services, support and practical assistance to creators and innovators in order to obtain The product that creates added value in the market economy, in which these incubators incubate creative and distinct ideas for young men and women, generate job opportunities for young men and women, contribute to providing investment opportunities for

self-development, and contribute to providing investment opportunities for selfdevelopment. And also to contribute to making the knowledge-based information society, eliminating the causes of brain drain, and marketing scientific and technical outputs (Turkmani, 2006).

Constraints of business incubators:

Despite the role that business incubators play in serving projects and individuals, they may face some problems that may affect their role or limit their effectiveness.

Many countries have begun to adopt the idea of business incubators, due to their belief and even certainty that business incubators play a very important role in many developmental, economic and social activities. It represents the mediator who translates scientific achievement and human creativity into serious and productive work projects and creates new job opportunities. It is also a mechanism for creating more job opportunities. The university can be an effective instrument in economic and local development through its contribution to the formation and activation of human resources through business incubators that play the role of effective mediator between university formation, the labor market, industry and technology, as it allows students and graduates to embody creative and innovative ideas and prepare to face the new stage after graduation and orientation. Towards the labor market, which has become subject to new concepts governed by the private sector, and accordingly, the promotion of selfemployment has become the true basis on which economic development is based.

Previous studies

This aspect dealt with the previous studies of the research topic, as they were arranged from newest to oldest:

The study of Borish, Ahmed and Shehaib, Salma, (2019) aimed at identifying the role of business incubators in supporting creative and innovative projects of business organizations and their implications for sustainable development. The descriptive and analytical approach was adopted in the study, and the most prominent results of the study were that business incubators contribute to the development of creativity and innovation in large business organizations in terms of the number of innovations and innovations, as business incubators represent the most important ways to support innovations and innovations for emerging, small and medium entrepreneurial projects that help them continue and develop their competitive capabilities . It was found that business incubators contribute to the promotion of the national economy and support institutions in activating the economic growth strategy accompanying the increase in job opportunities.

The study of Mansouri and Bouassida, (2019) aimed at identifying the role of business incubators as a mechanism to support innovation in small and medium enterprises, as one of the pillars of the sustainability of these institutions' success and continuity in light of a high competitive pace and an environment that continues to evolve and renew, trying to answer the following problem: What is the role of business incubators In strengthening innovation at the level of Algerian small and medium enterprises by adopting the analytical descriptive approach and the statistical and applied data analysis. It was concluded that Algeria is still lagging behind in this field despite the attention paid to the small

and medium-sized enterprises sector and its modest experience regarding business incubators, but by providing the appropriate conditions for establishing such incubators will greatly help Algerian small and medium enterprises to innovate and grow to compete and continue in the markets, and thus contribute in technological development and advancing economic and social development, similar to many developed and emerging countries.

The study of Architecture and Park, (2019). It aimed to identify business incubators as a basic requirement to support creativity and innovation in small and medium enterprises, and adopted a descriptive analytical approach, and the most prominent results of the study were that business incubators are an integrated system to support small enterprises and are suitable to give the first batch to those institutions that are almost just ideas in need of the support. Business incubators are one of the modern methods to support innovation and creativity for entrepreneurial projects and small and medium enterprises, and business incubators have a great role in developing and developing the economy, and they invest successful creative ideas and transform them into promising economic projects, as well as contribute to creating a competitive advantage for national institutions.

The study of Ammar, Zitouni and Sabeeq, Nasima, (2017) aimed at identifying the role of technology business incubators in supporting creativity and innovation in small and medium enterprises, where the scientific method was relied upon, through the use of the inductive descriptive approach and the deductive analytical approach, and the most prominent results were that business incubators They are of great importance in the national economy, in terms of providing job opportunities and graduating successful enterprises that are able to continue in the market, especially in light of the challenges imposed by globalization on emerging enterprises and small and medium enterprises, and the expansion and diversification of the economic base by investing successful entrepreneurial ideas and transforming them into promising economic projects.

The study of Kalakhi, Latifa and Hayat, Sayed, (2016) aimed at identifying the role of business incubators in economic development with reference to the Algerian experience, and the descriptive approach was adopted, and the most important results of the study were showing that business incubators have an interrelated relationship with the intellectual presentation of the role they play In achieving development in the new concept of changes in the global economy, as well as through the new job opportunities it provides to society, creating wealth and contributing to the creation of the added value that it produces, but despite the support and attention that the state has paid to the emerging enterprise sector and small and medium enterprises.

Method and procedures:

Based on what was presented in the theoretical framework of the study; In which he presented scientific studies, previous studies and research in the field of interest of the subject of study; This part of the study sheds light on the scientific methodology that was followed in this study. The researcher also reviews the study curriculum, defining her community and her sample, as well

as a presentation of the study instruments with an explanation of how to verify their validity and reliability. The following is a detailed presentation of that.

Method of the study:

This study relied on the descriptive and analytical approach that includes conducting a desk survey by referring to references and sources to build the theoretical framework for the study, and a field survey to collect data by means of the study instruments (the questionnaire) that were built and distributed to the sample members and statistically analyzed to answer the study questions in order to achieve its objectives and make recommendations. In light of the findings of this study.

Population of the study:

The study population consists of all faculty members at the University of Mu'tah, those interested in the field of entrepreneurship, and the founders of the Entrepreneurship Center during the year 2020-2021, who are (67) faculty members.

The study sample:

The study sample consisted of (47) faculty members who were randomly selected from the population of the study. The questionnaires were distributed among the study sample individuals and (44) questionnaires were retrieved from them, and all of them were valid for statistical analysis. Table No (1) shows the distribution of the study sample according to its variables.

Table (1)

Distribution of the study sample according to its variables

Variable	Variable items	Number	%
Gender	Males	28	63.64%
	Females	16	36.36%
	Total	44	100%
	Scie	25	56.

Faculty	ntific		82%
	Human	19	43.18%
	Total	44	100.00%

Study instrument:

In order to achieve the objectives of the study and after conducting the desk survey and reviewing the theoretical side and previous studies related to the subject of the study, the study instrument was built which is the questionnaire. Statements (1-38), which measure the role of business incubators, include developing creativity in Jordanian universities, and this part includes 44 statements divided as follows:

- Statements (1-10) measure the dimension of training and consulting.
 - Statements (11-22) measure the technical support and performance evaluation dimension.
 - Statements (23-33) measure the dimension of administrative and office services.
 - Statements (33-38) measure the dimension of financial support and financing.
- The weights of the statements of the questionnaire according to Likert's fivepoint scale (Likert) were adopted as follows: (always: 5 degrees), (frequently: 4 degrees), (sometimes: 3 degrees), (rarely: two degrees), (never: one degree)).

Validate the instrument.

The validity of the instrument has been verified through a set of indicators, which are as follows:

- Referees' validity: The study instrument was presented in its initial form to a group of arbitrators, totaling (10) experienced and specialized faculty members in the field of business administration. They were asked to express their opinion on the clarity of the paragraph and its relevance to the field and its suitability for measurement and clarity of meaning. Adherence to the observations of the arbitrators, where the statements requested by the arbitrators were excluded, added and amended to make the questionnaire in its final form consisting of (38) statements.
- Validity of internal consistency: The process of verifying the validity of the internal consistency of the study instrument was carried out by calculating the coefficient of correlation of the statements with the dimension that they fall under, as well as the coefficient of correlation of the statements with the total score of the scale, and the correlation coefficients ranged between (0.61 * - 0.82

*) and all of them are a function Statistically at a significance level ($\alpha \geq 0.05$), and it enhances the validity of the study instrument and increases the reliability of its results.

Instrument reliability:

The internal consistency coefficient of the study instrument was extracted, depending on the Cronbach's Alpha coefficient for each of the study variables in all its dimensions, and the values of the reliability coefficient were high and indicated the consistency and consistency between the instrument's statements, as the stability coefficients of the instrument dimensions ranged between (0.86-0.90) and for the overall dimension (0.93), and such values are considered acceptable for the purposes of the current study.

Application of procedures:

After verifying the validity and reliability of the study instrument and reaching the final image of the study instrument, the following procedures were followed:

- Applying the study instruments to the study sample. Care was taken during the application to answer the respondents' comments and inquiries. He also made sure to introduce them to the importance of the study and to answer objectively on the study instruments. The questionnaires were retrieved in the way they were distributed.
- Collecting data and entering it into the Statistical Package for Social Sciences (SPSS) program in preparation for its analysis and extracting the results of the study.
- To understand the meanings of the arithmetic means of the responses of the respondents of the study sample, the levels were based on the following criteria: (low: less than 2.33, medium: greater than or equal to 2.33 and less or equal to 3.66, high is greater than 3.66).

Discussing results:

This part includes a detailed presentation of the results of the study in light of its questions posed. It also includes a discussion of the results of the study and their interpretation. The following is a detailed presentation and discussion of the results of the study: To answer the first question:

What is the role of business incubators in developing creativity in Jordanian universities from the faculty members' point of view?

To answer this question, averages and standard deviations were calculated for the faculty members' perceptions of the reality of the role of business incubators in developing creativity in Jordanian universities, on the level of each dimension and the overall dimension. Table (2) shows the results of this:

Table No. (2)

Arithmetic means and standard deviations of faculty members' perceptions of the reality of the role of business incubators in the development of creativity

	D i m e n s i o n s			
	T r a i n i n g			

	a n d c o n s u l t i n g			
	T e c h n i c a l s u p p o r t a n d p e r f o r m a n c e v a l u a			

	t i o n			
	A d m i n i s t r a t i v e a n d o f f i c e s e r v i c e s			

	F i n a n c i a l s u p p o r t			
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	a n d f i n a n c i n g			
	T o t a l			

Table
No
(2) shows
that the

arithmetic averages of the reality of the role of business incubators in economic development and creativity in Jordanian universities came with a high score, with an arithmetic mean (3.73) and a standard deviation (0.59). The perceptions came in the dimensions between high and medium, occupying the dimension of training and ranked consultations. The first, with a mathematical mean of (3.90) and a high degree, followed by the dimension of “administrative and office services”, with an mean of (3.85) and a high degree as well, and came in third place with the dimension of “technical support and performance evaluation”, with mean of (3.64), which reflects medium degree of approval, and came fourth and last dimension financial support and financing, with a mean of (3.56). This result can be attributed to the fact that the idea of business incubators has become rooted in the circles of Jordanian universities and that business incubators have become more effectively exercising their roles within universities and among faculty and students, as they work to translate the entrepreneurial ideas presented by students into projects on the ground. This requires the support and support of business incubators through the provision of training, consultations, technical support, administrative and office services, which encouraged students to turn to business incubators and present their projects and entrepreneurial ideas.

The researcher can also attribute the high role of business incubators in economic development and creativity to the economic conditions that the country is going through and the lack of job opportunities available for university students, which made the existence of business incubators a requirement and an urgent necessity to encourage students to innovate and create. And the establishment of their own projects through which it can provide them with a source of income, and create job opportunities for others who can engage in such type of projects, and the researcher can also attribute the receipt of financial support and financing to the last place between the dimensions to that the creative ideas need to be nurtured. Primarily technical and financial

support may not be the basis, as creative ideas are able to market themselves as soon as they come into existence.

To answer the second question:

Are there statistically significant differences at the level of significance ($\alpha \leq 0.05$) in the faculty members' assessments of the role of business incubators in developing creativity in Jordanian universities with different (faculty, gender)?

To answer this question, the (Two Way Anova) analysis of binary variance was used to reveal the differences in students' assessments of the role of business incubators in economic development and creativity in Jordanian universities according to the variable (college, gender), so it was found that there are no statistically significant differences at the level of The significance of ($\alpha \leq 0.05$) in the faculty members' estimates of the role of business incubators in developing creativity in Jordanian universities according to the (gender) variable. This may be due to the fact that the role of business incubators in economic development and creativity in Jordanian universities targets both male and female faculty members. Under one educational umbrella that does not differentiate between males or females through its programs and activities aimed at economic development and creativity, while the results showed the existence of differences attributable to the faculty variable and upon extracting the arithmetic means it appears that the estimates of the faculty members for scientific colleges are (3.73), while the estimates of the faculty members are Teaching to literary colleges (3.42), which indicates that the differences are in favor of scientific colleges. This result can be attributed to the fact that the faculty members of scientific colleges are the More interested in creativity, and that many university courses within these colleges emphasize the preparation of graduation projects and course-specific projects, which contribute to the production of creative ideas that can be adopted in the form of pioneering projects through incubators, so their estimates of the reality of the role of business incubators in economic development and creativity came more than humanitarian colleges.

Recommendations:

In light of the findings of the study, it concluded with a set of recommendations, the most prominent of which are:

- The need to strengthen financial support for creative projects, especially during the early stages of project launch.
- Establishing systematic mechanisms to support students and urge them to go to business incubators to present their projects and creative ideas.
- Rehabilitation of academics and trainers to establish the concept of leadership among students through training workshops and academic courses.

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