

The effect of entrepreneurship on the sustainability of small enterprises and productivity financed by the ministry of social development of Jordan

Ayyoub A. M. Alsawahah^{a*} and Lana. A. A. ALnsour^a

^a*The World Islamic Sciences & Education University (WISE), Jordan*

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ABSTRACT

This study aimed to identify the impact of entrepreneurship on the sustainability of small enterprises and productivity financed by the ministry of social development of Jordan. To achieve the objectives of the study, a descriptive analytical method was adopted, and a questionnaire was designed and distributed to members of the study sample consisting of owners of productive projects funded by the Ministry of Social Development in Jordan. The results show that Entrepreneurship has a significant impact on the sustainability of small enterprises and productivity financed by the ministry of social development of Jordan.

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1. Introduction

Entrepreneurship is the solution to the challenges of sustainable development, which improves the living conditions of all individuals. It achieves social change at a certain level by using creative and innovative methods to develop projects and institutions that affect society, achieve economic prosperity, gradually eradicate poverty, and encourage positive behavior that drives social development by containing social problems. (Amer, 2020). Small projects represent one of the economic sectors that have attracted the attention of many countries, especially international and regional organizations, and bodies, because of their role in achieving economic and social goals through production, employment, income generation, innovation, and technological progress, and their importance is highlighted by their ability to reduce unemployment rates in developing and developed countries. (Qurna, 2014). The Ministry of Social Development was established to promote social development work and improve the quality of life of community members through drawing up social policies and integrated legislative frameworks, employing information and knowledge to provide distinguished social services; and strengthening local and international partnerships based on a sophisticated institutional structure and specialized and qualified human cadres that promote the sustainable development process. (Ministry of Social Development, 2021).

1.1 The study's significance

The importance of the study comes in two aspects:

* Corresponding author.

E-mail address: ayy205@yahoo.com (A.A.M. Alsawahah)

First, the theoretical importance: The importance of this study stems from the importance of the variables it included, as entrepreneurship is considered one of the important pioneering concepts in research due to its importance in the organization's ability to create and innovate to achieve leadership in work. The concept of the sustainability of small and productive projects is also considered one of the important administrative issues in the field of business, which helps organizations manage their resources and direct them according to environmental and technological variables to improve the standard of human life. Second: Practical Importance: The practical importance of the study is the extent to which the Ministry of Social Development benefits from the results it will achieve with regard to the concepts (entrepreneurship, sustainability of projects) for this ministry. The importance of this study also comes from the importance of choosing the Ministry of Social Development in which it will be applied, because of its prominent role in developing organizations and pushing them to improve their business performance and raise their economic, social, intellectual, and technological level.

1.2 The Study Problem

The importance of entrepreneurial organizations in the Jordanian national economy is highlighted because of their prominent role in achieving and developing the economy, especially in providing jobs and businesses. However, if these funded small and productive projects don't find the appropriate economic and social environment for them, specifically directing the energies and creative ideas of owners of small and productive projects, they will face problems in their ability to sustain and survive. Therefore, the existing material, human, and financial capabilities must be employed in the ministry so that these projects become sustainable. Therefore, the problem of the study lies in the search for the impact of entrepreneurship on the sustainability of small and productive projects funded by the Ministry of Social Development in Jordan.

1.3 Hypotheses of Study

H₀₁: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) of entrepreneurship in terms of its combined dimensions (innovation, exclusivity, risk-taking, proactivity) on the sustainability of small and productive projects funded by the Jordanian Ministry of Social Development in terms of their combined dimensions (economic dimension, social dimension, environmental dimension). From it emerge the following sub-hypotheses:

H₀₁₋₁: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) for entrepreneurship in terms of its combined dimensions (innovation, exclusivity, risk-taking, proactivity) in the economic dimension of small and productive projects funded by the Jordanian Ministry of Social Development.

H₀₁₋₂: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) for entrepreneurship in terms of its combined dimensions (innovation, exclusivity, risk-taking, proactivity) in the social dimension of small and productive projects funded by the Jordanian Ministry of Social Development.

H₀₁₋₃: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) for entrepreneurship in terms of its combined dimensions (innovation, exclusivity, risk-taking, proactivity) in the environmental dimension of small and productive projects funded by the Jordanian Ministry of Social Development.

2. Theoretical framework

2.1 Entrepreneurship

Entrepreneurship is not a new phenomenon, and it is not a product of the last century. The first to use this term was the economist Cantillon (1680-1734) and J. B. Say (1767-1832) at the beginning of the nineteenth century, who referred to him as a type of personality that is ready to establish a new project or institution and accepts full responsibility for uncertain results (Al-Bagouri, 2017). Rogers (2020) also noted that entrepreneurship is the awareness of the purpose of doing business with a tendency to seize opportunities. Ibrahim (2015) sees it as "the ability of the fate to transform ideas into actions, and it includes creativity, innovation, and risk calculation, as well as the ability to plan and manage projects in order to achieve goals and support the individual and society, in a way that makes workers more aware of their work and more able to seize opportunities".

The Dimensions of Entrepreneurship: Al-Hunaiti (2020) has referred to the dimensions of entrepreneurship, which are as follows:

Innovation

Innovation is the foundation of entrepreneurship, and it is a means that entrepreneurs exploit while taking advantage of the economic opportunities available in the markets to come up with new products (Erogul et al., 2018). This means that innovation represents organizations' efforts to abandon traditional procedures and practices through experimentation processes that

focus on research and development, thus sorting innovative services, products, or business models that depend mainly on advanced technological use (Dess et al., 2019). Larry and Helen (2013) mentioned several types of innovation, namely:

- Marketing innovation: It is also called "hidden innovation," and it includes new processes and the application of technologies in the current market of the organization. These technologies are usually high cost, have few features, and are difficult to use.
- Gradual innovation: it is widely spread and uses available technologies, thus increasing the value of the customer within the local market.
- Radical innovation is the first idea that forms in our minds when we think of innovation, as it ends the lives of current industries, generates new industries, and creates revolutionary technology.
- Structural innovation depends on the application of techniques, skills, and lessons in different markets and is characterized by a rapid increase in the number of customers and low risks due to the use of approved applications and their re-application.

The Risk

Risk represents the organization's desire to obtain opportunities with the uncertainty of access, and this indicates acting boldly without knowing the results (Abolghasem, et. al., 2014), and refers to the willingness to take risks and try new actions with uncertain results, meaning that it is associated with taking risk decisions and uncertainty about the results (Platin & Ergun, 2017). From the point of view of Ijeoma and Onuoha (2018), the risk is that the organization intentionally dedicates its assets to provide services or products that could achieve exceptional returns or involve a loss.

Exclusivity

It is the introduction of new technological methods, new products, or a new way of presenting the product or service, providing better products, or managing and structuring the organization different from others. The uniqueness of organizations consists of their ability to provide better products and services that are difficult to imitate and distinguish them from other organizations, and that is by the nature of the services they provide or the nature of the resources they possess (Al-dalaeen, 2017). Barringer and Ireland (2011) see that uniqueness is the ability to give a value that is difficult to imitate or inimitable that is distinct and the ability to distinguish the organization with resources that are difficult for competitors to obtain, which gives the organization a high market power.

Proactive

Proactiveness in seizing opportunities is concerned with how to find and discover opportunities in the surrounding environment and seek to develop them to take advantage of them and invest in them to satisfy the needs and desires of customers and face competition in the market (Al-Jinini et al., 2019). Entrepreneurial organizations arise through the development of new types of business or integration of resources and strategic modernization, and entrepreneurial organizations can enter markets with new products, new risks, and opportunities through creativity, adventure, and exclusivity (Pirich et al., 2001).

2.2 Sustainability of small and productive enterprises

Enders and Moritz (2015, 14) see that sustainability is finding a new pattern of growth that works to meet the needs of the present, without compromising the ability of future generations to meet their own needs. Mosley (2019) pointed out that sustainability is the efforts of organizations to achieve their goals that promote an easy transition from one state to another, especially if the change process is commensurate with the vision of internal and external parties. Gao and Shiue (2017) added that sustainable development refers to organizations that seek to achieve continuous renewable development and that overcome internal and external environmental obstacles to meet the needs of society and support businesses to meet market needs. Shahid (2014) points out that sustainable development is the long-term utilization of the resources needed by an individual to create an environment that sustains life.

Dimensions of small and productive enterprises' sustainability

The economic dimension

The economic dimension is one of the goals that business organizations seek to achieve, and it relies on strategies aimed at achieving the organization's survival in the markets and thus achieving growth and continuity through innovative, creative, and unique capabilities compared to its competitors (Al-Masry and Abu Bakr, 2017). This dimension aims to improve the level of human well-being by increasing its share of goods and services, achieving economic efficiency through optimal use of resources, and achieving the greatest degree of justice in the distribution of wealth, and the ability to compete in the local and global market. It is based on meeting the food needs of individuals on a continuous and permanent basis while not harming nature through the continuous development of consumption and production patterns and the increase of national production, thus achieving economic progress (Abish, 2018).

The social dimension

The social dimension aims to achieve social justice in the distribution of both economic and natural resources; the promotion of human rights; the development of cultures, diversity, and participation in local communities; the promotion of equality, cohesion, effective social mobility, and building sound community relations. This dimension is based on the human being constitutes the core and main goal of development through attention to social justice, providing social services to all the needy, combating poverty, reducing economic and social disparities, achieving equality, implementing democracy, and regulating population growth (Abish, 2018). In addition to that, it is based on achieving equality for all individuals. With the available opportunities and resources (Fouad, 2016). The social dimension stems from the interest in social justice and equality, providing social services, combating poverty, and ensuring democracy (Abed, 2018). It includes all human components and relationships (individual and collective) and the efforts they make, the needs they pose, or the problems they cause, such as empowerment, through educating the community to participate in building its energies for the future, and through partnership and integration to establish a community with unified goals. (Abdul-Jalil, 2014, 219–220).

The environmental dimension

The environmental dimension relates to all aspects of life by educating communities about the environment with the aim of obtaining renewable energy, healthy sustainable food, furniture, and clothing that do not have a negative impact on the environment. This achieves ensuring that people's needs are met with food, shelter, water and providing recreational activities, which make life enjoyable without any access to non-renewable resources and any harm to the environment (Tarmuji et al., 2016). It aims at sustainability by maintaining the integrity of environmental and ecological systems and protecting their main components: land, water, and air, in addition to discovering renewable sources of resources. Daoud (2017) defined the environmental dimension as the ability to make decisions that mitigate the negative effects and effects of human activities and take measures that lead to the use of limited resources in an equitable and correct manner for current and future generations.

3. Study Methodology

This study aims to investigate the impact of entrepreneurship on the sustainability of small and productive projects funded by the Ministry of Social Development in Jordan. The study methodology, its population and sample, the sources of obtaining information, the target unit of analysis, and the statistical treatments used in data analysis are also clarified.

3.1 Sample and population

The study population consisted of owners of small and productive enterprises funded by the Ministry of Social Development in Jordan/Directorate of Productivity Enhancement and Poverty Reduction and included (1319) people. The analysis unit consisted of the owners of productive projects funded by the Ministry of Social Development in Jordan/Directorate of Productivity Enhancement and Poverty Reduction, amounting to (274) individuals, and (300) questionnaires were distributed as a precaution to ensure the representation of the community. And (293) questionnaires were retrieved electronically, and after checking and reviewing the questionnaires, (10) questionnaires were excluded because they were not suitable for statistical analysis due to the presence of incomplete paragraphs to answer them, so (283) questionnaires were valid for analysis, at a rate of (94.33%) of the total distributed questionnaires.

3.2 Study tool

The questionnaire is the main tool that was relied upon in collecting data from the study sample, which expressed their opinions about the variables in the study environment by answering a set of questions and paragraphs with multiple choices, divided into two parts: personal characteristics and the dimensions of the study variables. (Independent, dependent).

3.3 Statistical analysis

The Sample & population

The size of the study population was 1319, while the study sample consisted of 300 project owners, the study was conducted on a sample size of 283.

Reliability test

The values of Cronbach's alpha coefficient ranged between (0.770 -0.928), and the value of the coefficient for the study tool was (0.852), both of which are greater than the value of (0.70). Thus, the possibility of reliance on it for statistical analysis.

3.4 Hypothesis testing

The main hypothesis is that there is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) for entrepreneurship in terms of its combined dimensions (innovation, exclusivity, risk-taking, proactivity) on the sustainability of small and productive enterprises in terms of their combined dimensions (economic dimension, social dimension, environmental dimension) and funded by the Jordanian Ministry of Social Development. Multiple regression was used to test this hypothesis.

Table 1
Model summary and regression variance analysis for the first main hypothesis

Dependent variable	Summary of the model				Variance analysis ANOVA	
	R	R ²	Adjusted R ²	Standard error of the model	F-Value	Sig F*
Sustainability of Small Enterprises and Productivity	0.824	0.678	0.674	0.405	146.470	0.000

*The effect is statistically significant at the significance level ($\alpha \leq 0.05$)

Table 1 shows that there is a strong and positive correlation between entrepreneurship and the sustainability of small projects and productivity, where the value of the correlation coefficient was ($R = 0.824$), and the value of the coefficient of determination was ($R^2 = 0.678$), and this indicates that the entrepreneurship variable explained its percentage. (%67.8) of the variance in the sustainability of small projects and productivity, as shown in the table, the significance of the model, where the calculated f value amounted to (146.470) and the significance level (sig F = 0.000) which is less than 0.05, which indicates that there is a statistically significant effect of the entrepreneurship variable On the sustainability of small and productive projects at the significance level ($\alpha \leq 0.05$).

Sub-hypothesis testing

The first sub-hypothesis test: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) for entrepreneurship in terms of its combined dimensions (innovation, exclusivity, risk-taking, proactivity) in the economic dimension of small and productive projects funded by the Jordanian Ministry of Social Development.

Table 2
Model summary and regression variance analysis for the first sub-hypothesis

Dependent variable	Summary of the model				Variance analysis ANOVA	
	R	R ²	Adjusted R ²	Standard error	F-Value	Sig F*
Sustainability of Small Enterprises and Productivity	0.723	0.523	0.516	0.588	76.259	0.000

*The effect is statistically significant at the significance level ($\alpha \leq 0.05$)

Table 2 shows that there is a strong and positive correlation between entrepreneurship and the economic dimension, where the value of the correlation coefficient was ($R = 0.723$), and the value of the coefficient of determination was ($R^2 = 0.523$), and this indicates that the variable of entrepreneurship explained its percentage (%52.3) of the change in the economic dimension and that its value (%7.47) is attributed to other factors. The table also shows the significance of the model, where the calculated F value reached (76.259) and the significance level (sig F = 0.000) is less than 0.05, which indicates the existence of a statistically significant effect of the entrepreneurship variable on the economic dimension at the significance level ($\alpha \leq 0.05$), and when 4 degrees of freedom.

The second sub-hypothesis test: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) for entrepreneurship in terms of its combined dimensions (innovation, uniqueness, risk-taking, proactivity) in the social dimension of small productive projects funded by the Jordanian Ministry of Social Development.

Table 3
Model summary and regression variance analysis for the second sub-hypothesis

Dependent variable	Summary of the model				Variance analysis ANOVA	
	R	R ²	Adjusted R ²	Standard error	F-value	Sig F*
Sustainability of Small Enterprises and Productivity	0.703	0.494	0.478	0.569	67.934	0.000

*The effect is statistically significant at the significance level ($\alpha \leq 0.05$)

Table 3 shows that there is a strong and positive correlation between entrepreneurship and the social dimension, where the value of the correlation coefficient was ($R = 0.703$), and the value of the coefficient of determination was ($R^2 = 0.494$), and this indicates that the entrepreneurship variable explained what it is (%49.4) of the change in the social dimension, and its value (%6.50) is attributed to other factors. The table also shows the significance of the model, where the calculated F value

was (67.934) and the significance level (sig F = 0.000) is less than 0.05, which indicates a statistically significant effect of the entrepreneurship variable on the social dimension at the significance level ($\alpha \leq 0.05$) and when 4 degrees of freedom.

The results of the third sub-hypothesis test

The third sub-hypothesis aims to identify entrepreneurship with its combined dimensions on the environmental dimension. This hypothesis states that: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) for entrepreneurship in terms of its combined dimensions (innovation, exclusivity, risk-taking, proactivity) in the environmental dimension of small productive projects funded by the Jordanian Ministry of Social Development.

Table 4
Model summary and regression variance analysis for the third sub-hypothesis

Dependent variable	Summary of the model			Variance analysis ANOVA		
	R	R ²	Adjusted R ²	Standard error	F-value	Sig F*
Sustainability of Small Enterprises and Productivity	0.751	0.563	0.557	0.523	89.667	0.000

*The effect is statistically significant at the significance level ($\alpha \leq 0.05$)

Table 4 shows that there is a strong and positive correlation between entrepreneurship and the environmental dimension, where the value of the correlation coefficient is ($R = 0.751$), and the value of the coefficient of determination is ($R^2 = 0.563$), this indicates that the entrepreneurship variable has been interpreted as (% 56.3) of the change in the environmental dimension and that its value (%7.43) is due to other factors. The table also shows the significance of the model, where the calculated f-value reached (89.677) and the significance level (sig F = 0.000) is less than 0.05, which indicates a statistically significant impact of the entrepreneurship variable on the environmental dimension at the significance level ($\alpha \leq 0.05$), and when 4 degrees of freedom.

4. Results

- There is a statistically significant impact of entrepreneurship on the sustainability of small and productive projects funded by the Ministry of Social Development in Jordan, where the moral effect appeared in both uniqueness, risk-taking, and proactivity, while it did not appear in innovation.
- The results of the first sub-hypothesis test indicated that there is a statistically significant effect of entrepreneurship in the economic dimension, where the moral effect appeared in each of the exclusivity, risk, and proactivity.
- The results of the second sub-hypothesis test indicated that there is a statistically significant effect of entrepreneurship in the social dimension, where the moral effect appears in both risk-taking and proactivity.
- The results of the third sub-hypothesis test indicated that there is a statistically significant effect of entrepreneurship in the environmental dimension, where the moral effect appears in each of the uniqueness, risk, and proactivity.

5. Recommendations

The study recommends increasing the rate of women's participation in the labor market due to the decrease in unemployment and their sense of independence, which has a positive impact on the woman herself and her family, and thus on the entire community.

We also suggest increasing the level of interest in productive projects funded by the Ministry of Social Development in Jordan contributes to reducing the level of unemployment in society, which leads to a decrease in crimes and poverty and the development of society scientifically, practically, and intellectually.

Another recommendation is to increase the level of interest in productive projects funded by the Ministry of Social Development in Jordan by avoiding measures that increase the rate of waste in production operations.

Finally, we believe increasing the level of interest of owners of productive projects must be funded by the Ministry of Social Development in Jordan in their acceptance of proposals from workers to solve work problems.

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