

# The Mechanism of Adopting the Business Intelligence Resources in Publishing the Entrepreneurship Culture as a Scientific Method: (Applied Study)

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## *Abstract*

*Developing business skills is very important for researchers as well as specialists; moreover it becomes a part of the first years of school life. According to Howard Gardner theory, the Intelligence reflects nine abilities of students that called Multiple Intelligence (theoretical intelligence, language, spiritual, musical, natural, movable, personal, social and emotional intelligence), these intelligences demonstrated on training the kids from their school life on such skills, and abilities to create a future entrepreneurship project. This research considered as a precious experience because it is a good chance for distinguishing the opportunities, and we can invest in developing the skills and knowledge to serve the society either now or for future. These skills train the students how to negotiate, discussion, team work which considered as the business entrepreneurship infrastructure.*

**Key Words:** *Business Intelligence, Entrepreneurship, Multiple Intelligence, Emotional Intelligence, Future Entrepreneurship Project.*

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## **Introduction**

Business Entrepreneurship considered as the main axis for the economic development, and one of the most modern knowledge sectors in administrative sciences and business economies. Business Entrepreneurship also considered as one of most important basis for establishing novel projects either they are classified as big sizes, or mini ones, these projects can submit many novel or innovated economic ideas. Entrepreneurship acts obviously on developing the available projects through getting the advantages from the available chances in the environment (Kanana & Agha, 2012: 104).

Entrepreneurship represents a series of continued different activities to be finally new innovated project which has added value. It improved the economic society value and encourages its ability to sustain either locally or globally. Societies which adopt the entrepreneur behavior in its daily activities or in its strategies will be strong enough to face the environmental changes, moreover, in such cases they transfer these threats into advantages to save the sustainability of these projects (Ismael, 2010:66).

One of the most obvious sector in the modern business environment, the education sector, because it has a great role in techniques education, intellectual, and technological one. Perhaps, the degree of society's development can be measured by the education subjects' development, education diversity, and it's focusing on the market requirements, which leads to society's requirements. The importance of entrepreneurship as well as social responsibility are parallel to each other in focusing toward achieving the economic development, especially in increasing the skills level and using technologies to the educational sector according to its high level of importance rather than other sectors.

Under these competing conditions, entrepreneurship becomes a unique feature for any sustainable organization (Zuraiqat, 2012: 284) furthermore, this high importance leads to the regression of the governmental role in participating the work of infrastructure and empowering the private sector to grow under the pressure of rapid develop in business world.

Herald Cameron is one of the famous entrepreneurship men who was considered as a figure in this field after publishing around (1800 internet websites), his idea depends on opening accounts for kids to train them on investment and entrepreneurship. This leads the specialists in education and training to think about a series of skills that any kid should train on during his studying life, and training kids to fail and fail till reaching the success. This fact will encourage kids to be leaders in future.

## **Review of Literature**

Ghosh, Rajaram (2015) this study emphasis on the ideal use of intelligence resources in entrepreneurship in India especially after investigating that 75% of activities, it showed that (Spiritual & Emotional Intelligence) are the most important resources of success in the applied sectors; education, high education and business, and showed that the (Physical & Intellectual ones) have an essential influence as well.

Al Muri and Hamzaowi (2013) analyzed the role of entrepreneurship of small or medium size businesses and how to decrease the employment in Saudi Arabia, in which this study took a (131 sample) male/ female who worked in business and how could they invent and discover novel models in their businesses, and analyzing the reality of business environment in KSA from the first step (threats and weakness) till it could stand as it should be. The benefits of entrepreneurship as this study marked for is the use of local labor more than foreigners, and there is no need to use huge capitals for starting any small or medium size businesses. But still this study discusses the matter inside the KSA, which has certain limitation for foreign investment or even the banks policies that limited the power of entrepreneurship. This study insisted on the way of training and improving the main skills for establishing a good environment of infrastructure for any future entrepreneurship and trying to find out more banking policies that encourage the entrepreneurship.

Education, Audiovisual and culture executive agency (2012) adapted the entrepreneurship education at schools in Europe, this study covered (31) European countries as a huge project in Europe for (10 years) through applying an experience for elementary, secondary and high schools to measure the impact of using entrepreneurship skills in Math and Social subjects and how could this fact influences the rapid economic development in societies. The emphasis here is on how growing the teenager and adults to be entrepreneurship in future.

Unicef Organization (2010) the UNICEF organization applied a novel project in Moroccan countries that emphases on encouraging and improving the abilities of primary pupil schools through training them to discover and create new themes, ideas or even projects under team work system. This project depended on two directions; first one directs the children and their skills and emotions while the second one directs the families according to children skills.

Ingaz Al Arab project (2004) applied the system of strategic partnership with many famous labor institutes to create adults who trained well on business skills to involve them into markets. Through the history of this organization, their approach to grow is still continue even after their success in involving more that (1.5 millions) students male/ female in MENA region or in the north of Africa or Pakistan into business regarding less the capacity of these businesses. This organization worked on how to sustain through establishing a center in Egypt called (TIEC) that emphasis on the novel inventories and projects. And the system is the (Muhammad Bin Rashid Institute for developing the small and medium size businesses) in United Arab Emirates to encourage the sense of entrepreneurship. And the third experience was applied in Tunis that called (Innovation is a grouping game) through joining groups into work teams, this experience working on product a series of films and games designed for Tunisian society and trying to find an alternative choice for terrorist minds.

### **Objectives of the Study**

To know how the threats and weakness can be transferred into strength and opportunities in Iraq especially after the Oil crisis through the mechanism of adopting the Business Intelligence resources in publishing the Entrepreneurship Culture as a Scientific method.

### **Hypothesis of the Study**

Based on reviewing the literatures, the following null hypotheses were formulated to prove or reject the hypotheses of the study:

- H<sub>1</sub>:** Intelligence resources (Physical, Intellectual, Emotional, and Spiritual one) have a positive impact on Entrepreneurship (culture & awareness, Demonstrative tools & Instruments, Supporting Incentive & evaluation).
- H<sub>2</sub>:** physical intelligence has a positive impact on Entrepreneurship (culture & awareness, Demonstrative tools & Instruments, Supporting Incentive & evaluation).
- H<sub>3</sub>:** intellectual intelligence has a positive impact on Entrepreneurship (culture & awareness, Demonstrative tools & Instruments, Supporting Incentive & evaluation).
- H<sub>4</sub>:** emotional intelligence has a positive impact on Entrepreneurship (culture & awareness, Demonstrative tools & Instruments, Supporting Incentive & evaluation).
- H<sub>5</sub>:** spiritual intelligence has a positive impact on Entrepreneurship (culture & awareness, Demonstrative tools & Instruments, Supporting Incentive & evaluation).
- H<sub>6</sub>:** Intelligence resources (Physical, Intellectual, Emotional, and Spiritual one) have a negative impact on Entrepreneurship (culture & awareness, Demonstrative tools & Instruments, Supporting Incentive & evaluation).

### **Period of the Study**

This study covers a period of one studying year in Baghdad- Iraq to July 2016.

### **Methodology**

#### **Sample Frame**

The study examines (160students) and (55 teachers) in many governorate and private Iraqi schools exactly in Baghdad, they were selected by Stratified Proportionate Random Sampling Method.

### Data Collection Method

The study depends mainly on the primary data collected through a well- framed card and structured statements. This study was carried out through survey method using statements as the main instrument. The statements include the intelligent resources (Physical, Intellectual, Emotional, and Spiritual one), and the entrepreneurship dimensions (culture & awareness, Demonstrative tools & Instruments, Supporting Incentive & evaluation).

### Statistical Tools

The validity and reliability of the statements were measured. The internal consistencies of scale were assessed through computing Cronbach's test. The statement shows the reliability value is (0.77). Implication from these values indicates that all of the items used for each component in the statement have high and consistent reliability values. The data were analyzed through statistical analyzing software programs AMOS & SPSS TESTS.

### Limitation of the Study

The outcome of the study will be only reflecting these respondents in Baghdad's schools. The survey was limited because of the bad political circumstances in most of Iraqi governorates.

### Statement of the Problem

With the global oil crisis that happened before many years ago. Iraq is a most country which faced this crisis according to its economy policy. Iraqi economy considered as (unilateral economy), Iraq starts to challenge to transfer the weakness into strength and the threats into opportunities. Thus, the situation is well paved to create a new version of generation who has the ability to change and develop through entrepreneurship business and achieving financial savings.

### Findings

The measuring data of the mechanism of adopting the Business Intelligence resources in publishing the Entrepreneurship Culture as a Scientific method, showed that all the items loaded different remarks on their corresponding factors, but all of the confirming the effect of business intelligence resources in publishing the Entrepreneurship. The results of measuring data as t- value was:  $t = 43.827$  for intelligence resources, and  $t = 14.234$  for entrepreneurship and the other indicators are as mentioned below.

Fit indices	Acceptable Levels
KMO & Bartlett	0.88/ Intelligence Resources & 0.73/ Entrepreneurship
Chi- Square	664.11/ Intelligence Resources & 572.67/ Entrepreneurship
Alpha Chrombag	0.74/ Intelligence Resources & 0.71/ Entrepreneurship
$R^2$ (lisper Man)	28.09% for Intelligence Resources / Entrepreneurship

### Conclusions & Recommendations

#### Conclusions

- 1- Although, the intelligence percentage is different among children but any child could be a good trainer on entrepreneurship skills through such tools and training skills that can be drawn according to the needs of any society.

- 2- This paper leads the researchers to think well about the needs of Iraqi society for such competencies and how to create a new generation of entrepreneurship leaders to achieve financial savings, and then building an economic society.
- 3- With reference to the Iraqi situation after the economy crisis, the researchers conclude that Iraqi society needs many portfolios programed to train children school's on entrepreneurship skills; spiritual, intellectual, or even self-training.

### **Recommendations**

- 1- Using the novel technologies in training courses for under-graduated students to empowered them to create and innovate under certain financial circumstances.
- 2- Trying to find the close relationship between business intelligence and entrepreneurship, especially under the economic crisis to find out new direction to follow and cross this crisis.
- 3- Establishing such non-profit organization and join their duties with global ones to adapt the theosophy of entrepreneurship from school days.

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