The Use of Factor Analysis in Determining the Factor of Entrepreneurial Orientation: an Analytical-Statistical Study for Students of Department of Management Sciences, Faculty Economics Sciences, Commercial and Management Sciences at Badji Mokhtar University

استخدام التحليل العاملي في تحديد عوامل التوجه نحو ريادة الأعمال: دراسة تحليلية إحصائية لطلبة قسم علوم التسيير، كلية العلوم الاقتصادية والتجارية وعلوم التسيير بجامعة باجي مختار عنابة

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Abstract:

The purpose of this study is to reveal the factors that play an influential role in determining the dimensions of the orientation towards entrepreneurship among students in the Department of Management Sciences, Faculty of Economic and Commercial Sciences and Management Sciences at the University of Badji Mokhtar Annaba, through the factor analysis method in analyzing the data of a questionnaire designed and distributed to 90 statistical items. The data was processed based on appropriate statistical tests using SPSS V23, and the results revealed five main factors explaining attitudes toward entrepreneurship. The study suggested re-confirming the results by re-testing them in other environments.

Keywords: entrepreneurship, factors entrepreneurial orientation, factor analysis, explore factor analysis, Students University.

JEL Classification Codes: M1, M2,

ملخص:

تهدف الدراسة إلى الكشف عن العوامل التي تلعب دورا مؤثرا في تحديد أبعاد التوجه نحو ريادة الأعمال لدى الطلبة بقسم علوم التسيير كلية العلوم الإقتصادية والتجارية وعلوم التسيير بجامعة باجي مختار عنابة، وذلك عن طريق أسلوب التحليل العاملي في تحليل بيانات استمارة صممت ووزعت على 90 مفردة إحصائية. تمت معالجة البيانات بالاعتماد على الإختبارات الإحصائية المناسبة باستخدام برنامج (SPSS V23)، وأسفرت النتائج عن وجود خمسة عوامل رئيسية مفسرة لتجوه نحو ريادة الأعمال، واقترحت الدراسة إعادة التأكد من النتائج بإعادة إختبارها في بيئات أخرى.

كلمات مفتاحية: ريادة الأعمال، عوامل التوجه نحو ريادة الأعمال، التحليل العاملي، التحليل العاملي الاستكشافي، الطلبة الجامعيين.

تصنيفات JEL : M1، M2

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INTRODUCTION:

Recently, there has been a growing interest in entrepreneurship, as it plays a significant role in the growth of the national economy. Entrepreneurship can effectively contribute to the restructuring and re-evaluation of production in many developing countries. It represents the foundation upon which comprehensive development is built, by employing a large number of workers and reducing the severity of the unemployment problem, thus achieving the regional balance of development that countries seek to achieve in their various development plans.

Consequently, entrepreneurs around the world have a significant impact on the economies of countries today. Therefore, entrepreneurs or emerging projects are a real source of support for their countries' economies. Indeed, Western countries have benefited from entrepreneurship, employing their entrepreneurs to support their economies, so that entrepreneurial projects contribute to the country's renaissance.

The importance of entrepreneurship also stems from its ability to create a managerial approach that leverages opportunities to achieve results beyond the individual's capabilities and potential. Entrepreneurship requires distinguished, creative, and adventurous individuals who have the ability to see and evaluate opportunities, understand the importance of change, and are capable of achieving it.

This has led countries to focus on entrepreneurship and include its education in universities, considering university students as the future generation and the key to creating new job opportunities with increased economic development.

The study's problem is formulated through the following main question:

What are the most important factors that influence the dimensions of entrepreneurship orientation according to the sample members under study?

Study objectives: The study aims to:

- Identify the main factors that contribute to explaining the tendency toward entrepreneurship.
- Identify the number of factors that can be extracted that significantly influence the determination of the factors of entrepreneurship.
- Present the results and some proposals related to the study topic.

Importance of the Study:

The study's importance lies in its highlighting of one of the most important topics, in line with the current trend that supports and encourages students to establish their own projects, and in its contribution to identifying the factors that contribute to explaining the trend toward entrepreneurship.

Study Methodology:

This study falls within the scope of library-statistical studies. It uses a second-order analysis method for available data using a descriptive and analytical approach, which utilizes factor analysis to analyze the results of the questionnaire for the study sample. The study's spatial setting is the Department of Management Sciences at the Faculty of Economics, Commercials, and Management Sciences, Badji Mokhtar University, Annaba. The study population consisted of all students at the Master's level 02, i.e. students about to graduate. A random cross-sectional sample of 90 statistical items was selected, and the study relied on the factor as the basic unit of analysis.

1-Conceptual Framework of Entrepreneurship:

This section includes an explanatory presentation of entrepreneurship and the most important elements that fall within its conceptual framework, including its definition, characteristics, importance, and most important dimensions.

1-1 Definition of entrepreneurship

There are many definitions of entrepreneurship as a complex, multifaceted phenomenon. The most important ones are presented below:

Entrepreneurship is defined as "the process of creating value by exploiting opportunity through unique resources" (Salman, 2011, p. 3).

"It embodies innovative activities that enhance an organization's ability to compete and take risks, which may or may not include adding new businesses to the organization" (Frank Bau, 2015, p. 3).

Entrepreneurship is defined as "the process of identifying, developing, and introducing new, innovative ways of doing things to exploit business opportunities" (Kruno Kukoc, 2017, p. 24).

"It is a set of skills that contribute to starting a new business by combining it with the ability to realize new opportunities."

"It is a creative activity that aims to create and build something new from scratch, or to create something new by developing something existing" (Moussa, 2018, p. 592).

"The process and procedures by which something new of value is created, requiring the risk of undertaking it, and the time, effort, and money required to implement it, resulting in the accompanying material and moral returns" (Al-Barashdi, 2020, p. 4).

"The dynamic of creating and exploiting business opportunities by one or more individuals through the establishment of new organizations to create value" (Saudi, 2020, p. 12).

“The ability of individuals to transform ideas into action through creativity, innovation, and risk-taking. It also includes the ability to manage projects to achieve goals” (Tayr, 2021, p. 194).

Based on the above definitions, it can be said that entrepreneurship is "the process of creating a new business and exploiting a business opportunity to provide new value, while having the necessary skills and capabilities, and bearing the associated risks".

2- Characteristics of entrepreneurship:

Entrepreneurship is characterized by multiple and diverse characteristics, including the following (Al-Sabou', 2020, pp. 36-37):

- Identifying and evaluating opportunities. Opportunities and seizing them are among the most prominent features of entrepreneurship, and this can only be achieved through continuous monitoring of customer needs, desires, and expectations in the market. This is achieved through effective marketing systems. Evaluating an offer also helps identify its reasons and duration, understand its value, and balance the return and risks involved, as well as the skills individuals possess to realize its various benefits.
- Developing a business plan. The business plan is developed based on identifying opportunities, which is one of the most challenging stages in developing and implementing

entrepreneurial businesses. This plan outlines a comprehensive vision for the nature of the business.

- Identifying the necessary and available resources, and determining the gap between available resources and what is needed to seize opportunities.

3- The importance of entrepreneurship:

Entrepreneurship contributes to the development process and the achievement of many economic and social goals, including the following (Al-Din, 2015):

- Providing job opportunities.
- Creating new economic activities.
- Encouraging a culture of entrepreneurship among individuals.
- Achieving profits.
- Work independence.
- Lifelong security.
- One of the inputs into the decision-making process regarding the use of available resources to start a project and launch a new, innovative product or commodity.
- It represents an opportunity for excellence and achievement.
- Contributing to community service.
- Self-employment.
- Increasing income.
- Supporting economic and social growth.
- Reducing the migration of skilled workers abroad.
- Increasing the ability to face all challenges.
- Adapting to all changes with flexibility and effectiveness.
- Distributing wealth and preventing its monopolization by a few.
- Entrepreneurship is an important strategy for achieving rapid growth and competitive advantage.
- Entrepreneurial projects represent a mechanism for strategic change and renewal.
- Eliminating bureaucracy and red tape and relying on creativity and innovation.
- Discovering and capitalizing on opportunities in the work environment.
- Developing tremendous human capabilities to benefit businesses and society as a whole.
- Reducing unemployment and increasing employment opportunities.
- Enhancing competitiveness.
- Improving national income.

Elsewhere, there is who mentioned that entrepreneurship makes organizations distinguished by the following (Abdul, 2012, p. 236):

- Rapid response to innovation and change.
- Quality management and optimal commitment to quality.
- Employee engagement through adding value through human resources.
- Customer orientation through market creation.
- Enjoying independence.

The importance of entrepreneurship lies in its ability to help communities develop, creating generations who recognize opportunities, take the initiative to embrace them, possess a spirit of innovation and creativity, and invest available resources in an organized manner to develop successful projects that achieve their goals of profit and growth.

From this perspective, entrepreneurship is important in contemporary societies due to the positive effects it has, which are as follows (Musa, The Entrepreneurship System in Universities in Singapore, Taiwan, and the Kingdom of Saudi Arabia "A Comparative Study," 2018, p. 47):

- Creating change and transformation, as creativity is one of the most important characteristics of entrepreneurship, especially since entrepreneurial organizations act as agents of change through entrepreneurial activities.
- Creating numerous projects that are important for economic development and growth.
- Creating job opportunities of long-term importance to achieve economic growth.
- Increasing efficiency through increased competition.
- Transforming the market structure and increasing the adoption of organizational creativity and modern technology.
- Increasing the likelihood of introducing new innovations that have a positive impact on the economy as a result of the establishment of new companies.
- Greater diversity in quality, as new projects offer fresh ideas and economic innovation.
- Providing products that meet advanced customer needs.
- Creating new businesses and economic activities that create job opportunities.
- It improves public revenue by increasing the rate of economic growth.
- It is a primary driver and catalyst for changing societal culture by changing business culture.

4- Dimensions of entrepreneurship:

Despite the multiple dimensions of entrepreneurship, the managerial perspective includes the following dimensions (Al-Qabaj, 2012, p. 28):

4-1-Individuals: Individuals play a pivotal role in the entrepreneurial process. Individuals' psychological, social, and even demographic characteristics enhance or limit their entrepreneurial capabilities.

4-2-Environment: Environmental changes and constraints create potential opportunities or threats for generating new businesses. The entrepreneurial challenge lies in seizing these emerging opportunities and overcoming or mitigating the impact of threats.

4-3-Organizations: Good entrepreneurial projects result in the formation of new organizations with specific characteristics, systems, and organizational structures, strategies that enable them to penetrate or create markets and protect their competitive position, and resources that they transform into valuable products for their customers. Organizations are made up of individuals who possess the skills, talents, values, beliefs, and faith that working together can create new and distinctive things.

5- The applied framework of the study:

This section includes the applied aspect of the study by presenting the results of the statistical analysis to be able to extract the results, as the data analysis method was relied upon, where the factor analysis method was used to reveal the network of relationships between the study variables, and the data was processed using the Statistical Package for the Social Sciences (SPSSV23) program.

5-1-Reliability and validity of the study tool:

The questionnaire was used as the primary tool for data collection, as it included 19 statements about students' entrepreneurial orientation. The reliability and validity of the study tool were confirmed using Cronbach's alpha coefficient and the square root of its value. The results are shown in the table as follows:

Table (1): Reliability and Validity

Cronbach's Alpha	N of Items
.784	18

Source: SPSS V23 outputs

The results of the table show that the Cronbach's alpha coefficient reached a value of 0.784, and by calculating the square root of the Cronbach's alpha coefficient, the value of the reliability coefficient is estimated at 0.885, and the value of the coefficients is greater than 0.70, thus reflecting the stability and reliability of the study tool. Therefore, the tool is valid for measuring what it was prepared for.

5-2- Normality of the probability distribution of the data:

Considering that factor analysis requires the condition of normal distribution of data, this was confirmed by relying on the coefficients of skewness and kurtosis, and the results are shown in the table as follows:

Table (2): Skewness and Kurtosis coefficients

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1	90	-.879	.254	.322	.503
Q2	90	-.708	.254	-1.282	.503
Q3	90	-1.053	.254	-.074	.503
Q4	90	.249	.254	-1.209	.503
Q5	90	-.359	.254	-1.210	.503
Q6	90	-.721	.254	-.700	.503
Q7	90	-.106	.254	-.208	.503
Q8	90	-.702	.254	.159	.503
Q9	90	-.605	.254	-.908	.503
Q10	90	-.181	.254	-.657	.503
Q11	90	.179	.254	-.925	.503
Q12	90	.299	.254	-.993	.503
Q13	90	-.184	.254	-.522	.503
Q14	90	-.074	.254	-1.302	.503
Q15	90	-1.095	.254	.927	.503
Q16	90	-.608	.254	-1.156	.503
Valid N (listwise)	90				

Source: SPSS V23 outputs

It is clear from the table that the skewness coefficients are limited between -0.1.095 and 0.299, while the kurtosis coefficients are limited between -1.282 and 0.927. These results

indicate that the normal distribution of the data is achieved because the skewness coefficients are limited to their range [1, -1], and the kurtosis coefficients are limited to the range [3, -3].

5-3- Factor analysis results:

Pointing out that there are several methods for factor analysis, the study relied on the principal factor method to analyze the study sample data, and the principal factor method (Principal Components Method) applying the principal components method (Principal Components Method) and using the reduced correlation matrix (Reduced Correlation Matrix), as the principal components method is one of the most accurate and common methods of factor analysis. This method has several advantages, including that it leads to accurate saturations and the smallest possible amount of residuals, and the correlation matrix is reduced to the smallest number of orthogonal factors.

The axes were rotated using the orthogonal rotation method, and one of its methods is the Varimax method. The purpose of this process is to redistribute the variance between the factors so that the maximum number of variables is saturated on the least possible number of factors to study the factors affecting the determination of the study factors. The results of the statistical analysis are explained as follows:

The following table shows the adequacy of the sample size and the results are shown as follows:

Table (3): KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Bartlett's Test of Sphericity	Approx. Chi-Square	723.808
	Df	120
	Sig.	.000

Source: SPSS V23 outputs

The table shows that the Kaiser-Mayer-Olkin (KMO) test is equal to 0.731, which is greater than 0.70. This result indicates that the correlations are at a good level and that the sample size is sufficient. The Bartlett's Test of Sphericity is also statistically significant, as it is greater than 0.05, indicating that the correlation index between the variables is good.

The following table shows the degree of contribution of the variables included in the analysis to the formation of each of the extracted factors, where the initial values of the contributions of the variables are taken equal to one in the principal components method in the case of adopting the correlation matrix, as is clear in the first column of the table, and the degree of contribution of each variable appears in the second column.

Table (4): Communalities

	Initial	Extraction
Q1	1.000	.804
Q2	1.000	.812
Q3	1.000	.778
Q4	1.000	.817
Q5	1.000	.689
Q6	1.000	.598
Q7	1.000	.652
Q8	1.000	.592
Q9	1.000	.885
Q10	1.000	.595
Q11	1.000	.655
Q12	1.000	.739
Q13	1.000	.729
Q14	1.000	.713
Q15	1.000	.777
Q16	1.000	.653

Extraction Method: Principal Component Analysis.

Source: SPSS V23 outputs

The table shows that the extracted factors explain a high percentage of the variance in the variables, with the lowest percentage being 0.592. This indicates the importance of all variables in explaining the tendency toward entrepreneurship. The variable that contributed most to the formation of the extracted factors was the first factor, with a contribution value of 0.885, meaning that 88.5% of the variance in this factor among sample members is explained by the extracted factors.

The extracted factors explain the second factor, with a contribution value of 0.817, meaning that 81.7% of the variance in this factor among sample members is explained by the extracted factors. The third factor, with a contribution value of 0.812, means that 81.2% of the variance in this factor among sample members is explained by the extracted factors.

The extracted factors explain the fourth factor, with a contribution value of 0.804, meaning that 80.4% of the variance in this factor extracted among sample members is explained by the extracted factors. The extracted factors explain the fifth factor, with a contribution value of 0.778, meaning that 77.8% of the variance in this factor extracted among sample members is explained by the extracted factors.

The following table shows the latent roots of the correlation matrix (variance of components) where the first principal component has the largest latent root, the second section of the table is about the sum of squares extracted for the saturation values before rotating the factors and the third section shows the sum of squares after rotating the axes.

Table (5): Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.030	31.439	31.439	5.030	31.439	31.439	3.915
2	2.422	15.135	46.574	2.422	15.135	46.574	3.706
3	1.647	10.297	56.870	1.647	10.297	56.870	3.029
4	1.333	8.331	65.201	1.333	8.331	65.201	2.222
5	1.056	6.603	71.804	1.056	6.603	71.804	1.540
6	.906	5.665	77.468				
7	.652	4.076	81.544				
8	.587	3.666	85.210				
9	.549	3.429	88.639				
10	.477	2.980	91.619				
11	.403	2.520	94.140				
12	.292	1.825	95.965				
13	.197	1.232	97.197				
14	.190	1.190	98.387				
15	.179	1.119	99.506				
16	.079	.494	100.000				

Extraction Method: Principal Component Analysis.

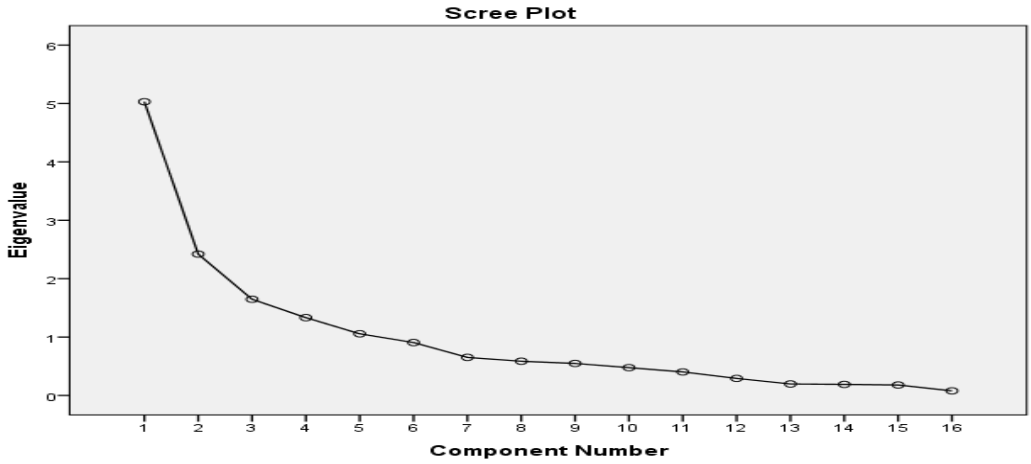
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Source: SPSS V23 outputs

The table above provides the latent root values for the extracted factors, which are used to infer the amount of variance in a variable attributed to a change in a given factor. Factors with a latent root greater than or equal to one are extracted. Five latent factors were extracted, and the table shows that the latent root of the first factor is 5.030, explaining 31.43% of the variance structure of the study factors.

The latent root of the second factor is 2.422, which explains 15.13%. The latent root of the third factor is 1.647, which explains 10.29%, and explains 17.04%. The latent root of the fourth factor is 1.333, which explains 8.33%, and explains 17.04%. The latent root of the fifth factor is 1.056, which explains 6.60%. The graphical representation of the aggregate of latent roots corresponding to the various factors was also extracted as follows:

Fig (1): scree plot



Source: SPSS V23 outputs

The figure shows the latent root plot for each factor extracted. The figure shows that the region where the curve connecting the points takes a nearly horizontal position begins to appear between the fourth and fifth factors. It also shows that the number of factors that appear above one is five factors.

The following analysis table allows for the extraction of the most important factors influencing the determination of entrepreneurship orientation factors among the individuals in the studied sample, and shows the saturation values of each of the seven variables on each of the extracted factors as follows:

Table (6): Component Matrix[a]

	Component				
	1	2	3	4	5
Q9	.906				
Q15	.854				
Q13	.821				
Q3	.700	.525			
Q5	.605		.359		.404
Q10	.602				
Q11	.601		-.431		
Q8	.587			.382	-.309
Q2		-.721	.309	.347	
Q7	-.380	.688			
Q6	.338	.606	.325		
Q12	-.324	.380	.610		.329
Q16	.483		.571		
Q14	.367	.375	-.547		.372
Q4		-.507		-.658	
Q1		-.339		.530	.637

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Source: SPSS V23 outputs

The table includes a reading of the data after rotation to arrive at a new position for the factors, making them easier to interpret. It also displays the saturations of each variable on each of the factors extracted after rotation, arranged in descending order of saturation. Five factors can be extracted as follows:

- The first factor includes the following phrases: Q9-Q15-Q13-Q3-Q5-Q10-Q11-Q8
- The second factor includes the phrases: Q7-Q6-Q14-Q4
- The third factor includes the phrases: Q12-Q16
- The fourth factor includes the phrases: Q2
- The fifth factor includes the phrases: Q1

To learn about the content of the statements, please see the appendix for the questionnaire questions.

Conclusion:

The study aimed to reveal the most important factors involved in determining the dimensions of the orientation towards entrepreneurship in practical reality according to the individuals of the study sample in the Department of Management Sciences at the Faculty of Economics, Business and Management Sciences, Badji Mokhtar University, Annaba, through a factor analysis test. The study resulted in the presence of five factors as follows:

The first factor, which is the most important in determining the dimensions of entrepreneurship orientation, accounts for 31.43% of the total. It comprises eight variables and is suggested to be called the "enterprise ideation factor." The second factor, which comprises four variables, accounts for 15.13% of the total, and can be called the "motivation factor."

The third factor includes two main variables with an explanation of 10.29% and can be called the causal factor.

The fourth factor includes one variable with an explanation of 8.33% and can be classified under the term "career choice factor."

The fifth factor includes only one variable with an explanation of 6.60% and can be called the "social status factor."

The study also suggests conducting further future studies and research to identify the dimensions of entrepreneurship orientation and confirm the results by retesting them in other settings.

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Appendices:

-Application questions:

	Questions	Totally agree	agree	Fairly agree	disagree	Totally disagree
1	You see that entrepreneurs have a high social status					
2	You think starting your own business is a good career option					
3	Know people around you who have their own projects					
4	You want to work because you want to continue a business or family project.					
5	People around you encourage you to start your own business					
6	You see success stories related to entrepreneurship in the media					
7	The government provides programs that care for and support owners of new and pioneering ideas and projects					
8	You see that working in a private project allows you to build wealth and high income.					
9	Are you seriously considering starting your own business					
10	Do you seriously it is easy to start a new project in your area					
11	You see that you have the knowledge and skills required to start your own business					
12	Your fear of failure is preventing you from starting your own business					
13	You see that the coming periods hold new opportunities to start your own project					
14	You have received an education that allows you to develop your entrepreneurial skills.					
15	Thinking about starting your own business or project					
16	Thinking about starting your own business due to the scarcity of jobs?					