

Female Entrepreneurship in University Sports: Opportunities and Future Prospects

المقالاتية النسوية في الرياضة الجامعية : فرص و افاق مستقبلية

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Received: 04/04/2026

Accepted: 17/07/2026

Published: 30/09/2026

Abstract: The topic of entrepreneurship has witnessed increasing interest, both from the state, represented by the Ministry of Higher Education and Scientific Research and various other related bodies, and from researchers in the social and economic fields. This is due to global changes that have significantly impacted various aspects of life in societies, even the most powerful. Decision-makers in our country have become convinced that traditional, local policies, tasked with supporting and guiding young women, especially university students, in innovative projects capable of contributing to local and national economic development, are no longer effective. The field of physical activity and sports science and technology is rich with numerous projects awaiting support and guidance for success. This presentation serves as a first step in shedding light on this issue and attempting to enlighten female students in this field, and through them, students in other fields, encouraging them to pursue this state-protected endeavor, regardless of its positive or negative outcomes. However, traditional policies have become ineffective, both socially and economically.

Keywords: female, entrepreneurship, sport.

المخلص : شهد موضوع ريادة الأعمال اهتمامًا متزايدًا، سواء من الدولة، ممثلة بوزارة التعليم العالي والبحث العلمي والهيئات الأخرى ذات الصلة، أو من الباحثين في المجالات الاجتماعية والاقتصادية. ويعود ذلك إلى التغيرات العالمية التي أثرت بشكل كبير على جوانب الحياة المختلفة في المجتمعات، حتى في أقوى المجتمعات. وقد اقتنع صناع القرار في بلدنا بأن السياسات المحلية التقليدية، المكلفة بدعم وتوجيه الشباب، وخاصة طالبات الجامعات، في مشاريع ابتكارية قادرة على المساهمة في التنمية الاقتصادية المحلية والوطنية، لم تعد فعالة. يزخر مجال النشاط البدني وعلوم وتكنولوجيا الرياضة بالعديد من المشاريع التي تنتظر الدعم والتوجيه لتحقيق النجاح. يمثل هذا العرض خطوة أولى

لتسليط الضوء على هذه القضية ومحاولة توعية الطالبات في هذا المجال. ومن خلالهن، الطالبات في المجالات الأخرى، وتشجيعهن على خوض هذا المسعى المدعوم من الدولة، بغض النظر عن نتائجه الإيجابية أو السلبية. ومع ذلك، فقد أصبحت السياسات التقليدية غير فعالة، اجتماعيًا واقتصاديًا. الكلمات المفتاحية: السيدات، ريادة الأعمال، رياضة.

1/Introduction:

The need to mobilize these capabilities and competencies has become urgent for a society like Algeria, in order to break free from the cycle of underdevelopment and achieve growth to keep pace with civilizational progress. This can be achieved by creating a suitable environment for them to prove their existence as an active and contributing element. The state, with its structured and organized human resources and its potential, must utilize these resources to bridge the gap between the developed and developing worlds. To keep pace with the social, economic, scientific, and technological transformations occurring internationally, and particularly in the Arab and African regions, a significant shift in women's roles, responsibilities, and functions is imperative. Arab societies are now required to adapt to and respond to these changes. Consequently, voices are increasingly calling on women to assume new roles and responsibilities necessitated by the scientific, technological, and economic revolutions, as well as the communications and information revolution that has transformed the world into a global village.

Society offers numerous fields of specialization that cater to women's aspirations, aligning with their abilities, inclinations, interests, and orientations. This represents a distinct type of policy, differing from the general system in terms of the nature of work, the types of specializations, and patterns of social interaction. This fosters the growth of women's personalities and enhances their

capacity for critical thinking, decision-making, and responsibility. For women to achieve this, they must have a new vision of the world in all its dimensions, especially the economic one.

2/ University Education – Female Students in the Field of Entrepreneurship – An Interactive Approach

2-1- University Education

The success and progress of nations are measured by the extent of their civilizational, scientific, cultural, technological, and economic achievements. Today, we are witnessing a tremendous scientific and technological revolution in all civilizational fields. In order to catch up with these advanced nations, we are in dire need of qualified personnel and minds of both genders, morally, psychologically, socially, scientifically, intellectually, and academically, across all sciences and fields. These individuals will shape the future as the intellectual and artistic foundation of human societies and will be more prepared to rely on those who desire successful change. (Al-Saud, Bouzan, 2008, p. 34)

Increased attention to women, especially female university students, will have significant positive results that will necessarily reflect on the progress and advancement of society in general. It is well known that female students will become the leaders of society, who will bear the responsibility of building, developing, and leading it. They are the ones who will confront the challenges facing their society by arming themselves with science and knowledge. This necessitates that those responsible for higher education in most countries and universities worldwide not only focus on developing academic achievement, but also extend their attention to... Developing all aspects of the female students' personalities, including emotional, health, physical, and even economic aspects,

creates an educated and cultured generation capable of advancing, developing, and growing their society.

2-2- Training in the Field of Physical and Sports Sciences and Technologies

Human nature always asserts itself. The existence of various advanced modern capabilities is meaningless without human beings, who are the primary drivers of these capabilities, enabling them to achieve their intended purpose. This necessitates conscious, deliberate human effort aimed at creating benefits in various contexts. (Darwish, 1998, p. 38)

The institutes currently have university professors, professors of higher education, lecturers, and temporary assistant professors who can ensure the smooth operation of various educational standards and pedagogical bodies. In addition, a significant number of professors are currently undergoing training in various specializations across most institutes nationwide. They could potentially be effective contributors to the business incubators within the institutes, given their unique expertise.

This field is distinguished by its specialized and unique training that combines theoretical and practical aspects. Furthermore, it includes branches that are the first of their kind in the Arab and African world, allowing it to attract a vast number of students both within the country and abroad.

It contains branches and specializations that allow it to establish departments for various disciplines, ensuring the coordination of its activities in accordance with Article 59 of the decree regulating the university, its rules, and its operation. These branches serve as building blocks for developing a roadmap for thinking, creating, and building highly important projects with economic, social, and human dimensions. This is due to the diverse specializations offered by these

institutes, which are closely linked to individual life. We cannot build an economic society without providing one of its pillars and foundations, namely sports in its various branches and specializations. Sports have established themselves as an active partner in the daily lives of citizens. The emergence of projects in the field of women's sports has become essential, as we possess all the necessary elements for development. Anyone who examines the components of this training will be certain that we can enter the world of entrepreneurship with strength if we believe in ourselves and our abilities, especially since the state, through the Ministry of Higher Education, has provided all the necessary resources and favorable conditions for considering profitable projects that can benefit society.

The volume of funds circulating and the role of sports in general in the state's public policy is very large and significant at all levels. The sports industry is massive and has transformed over the years into a multi-billion dollar business with thousands of employees working in various sports sectors. Given the diversity of career paths in sports, a woman can be a physiotherapist, clinic owner, sports magazine editor, accountant, manager of a comprehensive gym, manager of a multi-purpose swimming pool, manager of a conventional or thalassotherapy treatment center, in sports marketing and related fields, manager of a comprehensive gym for various individual women's sports, manufacturer of various sports equipment, manager of a maintenance and equipment company, manager of innovative sports equipment companies in the physical education and other sports sectors, a website administrator for a team or group of teams, a sports equipment project manager, or a sports supplement manufacturer. What does this mean? It means that sports entrepreneurship is inclusive. Isn't it a world of money and jobs? Doesn't it align with the new global

system of professional sports economics, which has been adopted in many European and American countries? All of this is only possible through the economic design of sports, which addresses the future of sports research and sports policy, as the economics of sports has garnered significant attention in recent years. The approach adopted by the state, and specifically by the Ministry of Higher Education and Scientific Research in our country, demonstrates a profound vision and sound judgment in addressing this matter. The opportunity is ripe for those responsible for training in women's sports, both within and outside the field, especially in the field of physical activity and sports science and technology, to take the lead and support this direction without fear or delays. All the necessary facilities are available, and even failures are addressed. So what are we waiting for when we possess all the elements to establish incubators and business centers that house scientifically developed and feasible projects for our female students, led by student entrepreneurs alongside specialized professors? It's worth noting that the field of training in physical activity and sports science and technology is a scientific field. It encompasses numerous specializations, overseen by professors with diverse backgrounds. You might find doctors, lawyers, managers, engineers, and chemists—a field rich in expertise. There is no cause for concern if it adopts an entrepreneurial approach (Bourzama, Lounis, 2018, p. 123).

2-3-Entrepreneurship:

The topic of entrepreneurship has garnered significant attention from the Ministry of Higher Education and Scientific Research, if not become its primary focus. This is because it has become a cornerstone of the economy and a driver of its growth, as evidenced by the increasing number of... Scientific initiatives, international conferences, study days, and training programs that discuss the

topic in various forums and events, as well as the announcements and facilities provided by the state to encourage it. It is clear that we should thank the team supervising this forum and, through it, this Entrepreneurship and Tourism Development Laboratory for organizing such fruitful work. How could it be otherwise, given that it belongs to a university center whose foundations are firmly established in a city whose very soil, air, water, and trees are all tourist attractions? This is Tipaza, and what a city Tipaza is! The Almighty has perfected its architecture throughout the ages, making it a truly exceptional tourist destination.

Entrepreneurship has become a widely used and discussed concept, now recognized as a field of research. Given its increasing importance, governments, researchers, academics, and society at large are increasingly focused on developing entrepreneurs and their businesses, and on their ability to survive and grow. This growing interest can be explained by its (entrepreneurial) capacity to raise production levels, increase performance resulting from the activities of newly established businesses, revitalize the economic fabric by replacing failing businesses and restoring market balance, and play a significant role in encouraging innovation by creating new, innovative businesses. This impact extends to providing a means of social reintegration for workers through the job opportunities it creates.

2.3.1. Entrepreneurial Culture:

This is a concept influenced by the environment and certain external factors. Culture is generally defined as:

Adapting or conforming to surrounding factors. Culture also includes shared ideas among groups of thinkers, as well as the languages through which these

ideas are communicated. This makes culture a system of acquired behaviors (Salam, 2004, p. 10).

The set of shared values among members of society, which they use in their interactions and exchanges (Yahyaoui, 2010, p. 10).

Based on the above, entrepreneurship can be defined as the sum of skills and knowledge acquired by an individual or group of individuals and their application in capital investment through the creation of new and innovative ideas, innovation in existing sectors, and the existence of an organizational and management structure. It includes behaviors, motivation, reactions, planning, decision-making, organization, and control. There are three places where this culture can be established: the family, the school, and the institution (Madi & Hafifi, 2010, p. 7). The model of J.-P. Sabourin and Y. Gasse summarizes the concept of entrepreneurial culture, highlighting the stages that lead to the emergence of entrepreneurs among learners, especially those who have completed training in entrepreneurship. Through the analysis of eight training programs, the researchers observed a positive relationship between an individual's entrepreneurial orientation and their entrepreneurial potential. The factors influencing this model can be divided into three groups:

First: Predispositions: These represent the sum of personal and environmental factors that encourage the emergence of an individual's aptitudes. The researchers observed that students with self-employed parents possessed greater entrepreneurial potential compared to others.

Second: Aptitudes: These are the psychological characteristics exhibited by the entrepreneur. They include motivators, attitudes, competence, and the desired benefit, which interact under favorable conditions to transform into behavior.

Third: The embodiment of entrepreneurial potential and capabilities in a project: This occurs under the influence of motivating factors, which include positive factors and factors of discontinuity (discontinuity). The greater the intensity of motivating factors, the more individuals are encouraged to create projects. Individuals with greater entrepreneurial potential and capabilities require less motivating factors. 2-3-1-1-Entrepreneurial Culture: Its Importance in the University Environment (Female Students of the Faculty of Arts and Humanities)

Entrepreneurial culture is of paramount importance to both the individual and society. Before highlighting its significance, it is essential to address the importance of culture itself. Culture plays a crucial role in fostering group cohesion, preserving identity, and ensuring continuity. Furthermore, culture serves as an effective tool in guiding individual behavior within society, helping individuals discover their creative potential and build self-confidence by channeling their psychological and financial motivations towards entrepreneurship. The importance of entrepreneurial culture can be summarized in the following points:

- Fostering a sense of self and identity among young men and women
- Contributing to reducing unemployment rates
- Providing a framework that helps them understand entrepreneurial trends and activities, thus encouraging them to decide to pursue entrepreneurship (Ben Kaddour Ashwaq, 2017)

The most prominent characteristics of entrepreneurial culture, according to researcher Jean-Marie, which should be present in every enterprise, include:

- Valuing activities Business: The company must add value to the various activities.

Profitability that aligns with the values of the community in which it operates, creating harmony and synergy that makes entrepreneurship acceptable and desirable.

- Initiative: Entrepreneurship should be a source of inspiration for community members, motivating them to work, experiment, and seize the best possible opportunities.

- Perseverance and Determination: Studies have shown that entrepreneurs are individuals who dedicate their time and energy to completing their projects.

- Balance Between Security and Risk: Establishing a business or project inherently involves some risk, stemming from insufficient information. A good entrepreneur is one who undertakes projects with acceptable and calculated risks.

Driving Change: Entrepreneurship is an agent of change. Its innovative ideas, products, and services transform the behaviors and lifestyles of individuals within the community. Regarding the dissemination of entrepreneurial culture within university circles, it is incumbent upon all stakeholders in the university system to give it considerable attention. This is what has happened and is happening now, as the university's focus is on creating entrepreneurial spaces that will one day attract a significant number of young entrepreneurs. These spaces are nurtured within business incubators specifically established for this purpose. However, the field of physical activity and sports science and technology has remained distant from this trend for several reasons. Among these reasons is a lack of belief in the field's ability to be a highly important

incubator for projects of no less quality than those in other fields, for several reasons. Firstly, the field is a rich scientific field with numerous subfields that will be fertile ground for establishing young projects capable of advancing the field of sports and elevating it from its current state. Shouldn't the field offer branches and specializations suitable for young female entrepreneurs to research and find topics that can serve as the foundation for entrepreneurial projects with social, economic, and even educational returns? Yes, L.J. Fillion and A. Fayolle have argued that disseminating an entrepreneurial culture within universities revolves around three key points:

- Ways of thinking

- Behavioral change

- Acting in different situations (L.J. Fillion and A. Fayolle, 2014). Like other fields, the field of physical education and sports sciences and technologies should not remain detached from this vital area. Instead, it should fully immerse itself in it by promoting an entrepreneurial culture among its students and faculty, believing that this is the optimal way to establish and develop small and medium-sized enterprises (SMEs), especially since the Ministry has prepared projects for these enterprises to link the university with economic sectors and make university education an essential partner to society, fulfilling its needs. Its needs. Therefore, our work should not be limited to waiting for the Entrepreneurship Center to act, but rather we must integrate ourselves into the Ministry's efforts with all our material and scientific capabilities and think seriously, so that we may achieve what our country aspires to. These gatherings may be a good omen for us and our students, and a key to entering the realm of risk-taking and embracing challenges to achieve success.

2-3-1-2-The Spirit of Entrepreneurship:

The spirit of entrepreneurship should not be confused with the spirit of the enterprise, as each has its own distinct meaning. The spirit of the enterprise is represented by the sum of positive attitudes towards the enterprise and entrepreneurship. As for the spirit of entrepreneurship, it criticizes the view that considers it merely the process of identifying opportunities and gathering sufficient resources of various kinds in order to transform them into enterprises. Rather, this process should be seen as a possible outcome of the spirit of entrepreneurship, not as its defining concept (Janiou, 1997, p. 91).

The entrepreneurial spirit is primarily linked to taking initiative and taking action or moving towards implementation. According to the definition provided by a group of European Union experts tasked with teaching entrepreneurship, the entrepreneurial spirit should not be limited to the process of establishing businesses. Rather, it should be viewed as a general attitude that can be beneficially utilized by every individual in their daily life and in all professional activities. Therefore, the entrepreneurial spirit should not be confined to the set of means and techniques that allow for launching a business activity, as it primarily concerns initiative and action (Lamber, Donnay, et al., 2010, p. 16). Thus, the entrepreneurial spirit is a broad term with wide implications and meanings, extending beyond the process of establishing individual businesses to include the development of individual competencies in embracing the possibility of change with an open mind. This enables individuals to develop themselves, acquire new skills resulting from entering the scientific field and experimenting with new ideas, thereby breaking down the barrier of fear of change and gaining flexibility in dealing with new developments.

2-3-1-3-The Entrepreneurial Process:

The concept of entrepreneurship has been previously presented as the process of creating and establishing something new and valuable, taking into account the risks and rewards associated with this process for the entrepreneurs themselves. Hence The entrepreneurial process can be defined as the ability to identify and evaluate opportunities, develop a suitable project plan, and then determine the resources necessary or required to build and manage the resulting project. These activities and procedures must arise with the launch of any entrepreneurial organization or project (Awad, 2009, p. 129). Hofer and Baygrave defined the characteristics of the entrepreneurial process as follows (ibid., p. 130)

2-3-1 -4- Characteristics of the Entrepreneurial Process:

- It is a process that arises purely from human choice and will.
- It mostly occurs at the level of sole proprietorships.
- It involves a degree of discontinuity.
- It is a comprehensive process.
- It is a dynamic process.
- It is highly subjective.
- It involves many variables prior to its occurrence.
- Its results are very sensitive to the initial conditions of these variables.

2-3-1-5- The Concept of the Entrepreneur or Enterprise:

After careful consideration of the numerous definitions that have addressed the concept of the entrepreneur, which coincided with economic development, we can define the entrepreneur as follows:

It is the person who has the will and ability, independently – provided they have sufficient resources – to transform a new idea or invention into a real-world innovation, relying on important information to achieve financial returns through risk. In addition to the above, they are characterized by boldness, self-confidence, managerial knowledge, and the ability to innovate. Thus, they drive economic development (Tawfiq, Al-Tahir, 2013, p. 4).

It can also be defined as:

A creative person who manages a small and medium-sized enterprise. They contribute significantly to the company's capital and play a key role in activating decisions related to its direction or problem-solving.

2-3-1-6-Characteristics and Advantages of Entrepreneurs:

These qualities have been grouped into (personal characteristics, behavioral characteristics, and managerial characteristics).

Personal Characteristics:

It is not possible to suggest a single characteristic that definitively identifies someone as possessing the qualities of a successful entrepreneur. However, there are a minimum set of qualities that should be present in the person with the idea, which can be summarized as follows:

1- Energy and dynamism: This is an essential and indispensable behavior, as establishing a company requires considerable effort and the allocation of sufficient time and energy to complete the tasks.

2- Time management skills: The entrepreneur should develop a range of activities in the present, which will only have a tangible impact later. The success of a company cannot be conceived without considering the future and defining a medium- and long-term vision.

3- Problem-solving skills: A company may face several obstacles, and this necessitates attempting to resolve them and sometimes resorting to other parties. However, not every problem should be delegated to a consultant, as what constitutes a problem for one may not be so for the other. To a consultant or assistant.

4- Accepting Failure: Failure is part of success, and for a failing business, mistakes and dreams are sources for exploiting new opportunities, and thus, future successes.

5- Risk Assessment: One should confront the risks that will be faced in the future and not rely on luck, which rarely recurs. Success comes as a result of continuous effort, work, and ongoing evaluation of the activity.

6- Renewal and Innovation: For an organization to continue, it must evolve in terms of its products, structures, or social plan. This creates a need to be open to renewal and development, which requires analytical ability, a willingness to listen, and the energy to respond to new trends that will be key to the organization's development.

7- Self-Confidence: This makes a business successful, as it gives it a superior sense and sensitivity to different types of problems. Studies have shown that entrepreneurs possess self-confidence and the ability to prioritize, classify, and deal with different problems better than others (Saleh Al-Najjar & Muhammad Al-Ali, 2006, p. 12).

In addition to other characteristics such as: drive to work, commitment, optimism, and desire to Independence

Behavioral Characteristics:

The business possesses two types of skills:

1- Interactive Skills: These represent the set of skills related to building and developing human relationships between employees, management, and supervisors of activities and the production process. This includes striving to create an interactive work environment based on appreciation, respect, participation in problem-solving, fostering and developing innovation, achieving fairness in the distribution of tasks and activities, and establishing interactive communication channels that ensure work proceeds in a spirit of teamwork.

2- Integrative Skills: Businesses continuously strive to develop integration skills among employees, transforming the organization or project into a cohesive unit and ensuring humane work and activities across units and departments.

3- Administrative Characteristics:

These encompass a diverse range of skills, including:

1- Human Skills: These represent the skills related to human interaction and focusing on the humanity of employees, their human and social circumstances, and creating an atmosphere that fosters self-esteem and respect, as well as

respecting human and social feelings. This also includes how to utilize energies while building a work environment that focuses on the behavioral and human aspects.

2- Intellectual Skills Project management requires a set of intellectual skills, scientific and planning knowledge, and a vision for managing the project. It also requires the ability to identify contexts and systems and formulate objectives based on sound judgment and rationality.

3- Analytical Skills: These involve interpreting the relationships between factors and variables currently and in the future affecting project performance. This includes analyzing the causes and identifying the strengths and weaknesses of the project's internal environment, the opportunities and threats surrounding the project in its external environment, determining the impact on the organization's competitive position, competitor behavior and future projections, consumer behavior and its impact on the project's market share, and financial, accounting, production, marketing, and other aspects.

4- Technical Skills: These encompass performance skills, understanding the nature of relationships between production stages, product design skills, and the ability to perform various technical tasks, particularly those related to product design and performance improvement. This also includes understanding how to assemble parts and maintain equipment, machinery, and basic components.

2-3-1-7- Forms of Entrepreneurship:

Entrepreneurship encompasses any activity involving the creation of a new business project that offers added economic efficiency. It can take various forms, which we categorize according to the following criteria:

According to the nature of the organization's establishment: The entrepreneurial enterprise can be created for the first time from scratch (creation ex-nihilo), without relying on any prior structure, or through the purchase of an existing enterprise to ensure its continuity or revitalize its activity. There is also entrepreneurship, also known as organizational expansion, and spin-off, where the enterprise is created by an employee with the assistance of their parent company. Finally, there is external entrepreneurship, such as enterprises established under franchise agreements or subcontracting.

According to their purpose: They can be divided into for-profit and non-profit organizations. Non-profit organizations aim to foster solidarity and mutual support among members of society, especially vulnerable groups, a concept known as social entrepreneurship.

According to the nature of the entrepreneur: Based on this criterion, we speak of women-owned businesses, family businesses, youth-owned businesses, collective businesses, etc.

According to the size of the organization: We can distinguish between small and medium-sized enterprises (SMEs), micro-enterprises, and self-employment.

According to the degree of innovation: According to this criterion, several types of organizations can be distinguished, ranging from traditional organizations lacking creativity and innovation to emerging companies with advanced technology.

The other two elements are considered the most important criteria for determining the most common types of enterprises: SMEs and startups. Small and medium-sized enterprises (SMEs) are perhaps the most common, thanks to their flexibility in structure and management. Startups, on the other hand, are

typically "any young and dynamic enterprise built on technology and innovation, whose founder seeks to capitalize on the development of an unknown product or service to create new markets" (Ben Fadel & Tafer, 2020, p. 200). The focus on creativity and technology in startups is what grants them opportunities for rapid growth and expanding markets, as Paul Graham confirms: they are "those designed to grow quickly, whose mission is to create and market new technology" (Dahmani & Miloudi, 2020, p. 1). Therefore, we consider the concept of entrepreneurship to be the most comprehensive, as SMEs and startups are simply different forms of entrepreneurship.

2-3-1-8- The Importance of Entrepreneurship:

Although its importance is not uniform across all societies, entrepreneurial institutions are the most dominant force in the economic fabric of various countries, both developed and developing. They are widespread across all economic sectors, making them a primary source of:

Absorbing unemployment and creating new jobs.

Creating added value and wealth, thus contributing to economic growth.

Contributing to local development.

Supporting the economic fabric and achieving integration.

Contributing to creativity, innovation, and technology transfer.

On the other hand, the active entrepreneur is considered the cornerstone of this phenomenon due to their distinctive personal characteristics, particularly the need for achievement, risk-taking, initiative, and innovation, as well as their diverse skills, whether managerial, social, personal, or entrepreneurial, regardless of their motivations for pursuing entrepreneurship, whether positive or negative.

Despite the fundamental role and importance of entrepreneurship, it is virtually impossible in the modern era for businesses to carry out their various activities without the support and guidance provided by their environment. The success of entrepreneurship and the realization of its significance are only possible within a supportive and enabling business environment that fosters and facilitates entrepreneurial initiatives.

2-3-1-9- Support and Guidance Mechanisms as a Pillar for Entrepreneurial Success:

Entrepreneurship depends not only on the qualities and skills of the entrepreneur but also on the environment that nurtures and influences all stages of its development. Here, we can envision that all elements of this environment can be brought together within a coherent and harmonious framework through support and guidance bodies, which have witnessed significant development in recent years due to the growing need for them in all countries.

2-3-1-9-1-Difficulties and Restrictions in Establishing and Developing Entrepreneurial Enterprises: Today, it is rare for an entrepreneur to establish their business without some form of support and guidance due to the numerous obstacles they face. These obstacles range from those that discourage their desire and intention to pursue entrepreneurship, to those that limit opportunities for creativity and innovation, and those that hinder the implementation of projects. The most significant difficulties or factors contributing to the failure of entrepreneurial enterprises include:

-Absence or Weakness of Entrepreneurial Culture and Spirit: Entrepreneurial culture (or entrepreneurial culture) is a concept that indicates the prevalence of a positive social attitude towards personal commercial ventures and supports

entrepreneurial activity (Asli & Emanzani, 2015, p. 5). It encourages and promotes entrepreneurship. The more prevalent the entrepreneurial culture, the more entrepreneurs will emerge. A weak entrepreneurial culture will affect the size and quality of entrepreneurial activity in a country.

For the economy: Support and guidance are closely linked to economic policies aimed at development through various mechanisms and structures. This importance is evident in their contribution to increasing the number of newly established businesses, reducing the failure rate of these businesses and thus increasing project success rates, developing certain economic sectors when support is directed towards them, and achieving local development in areas where the state focuses its support.

For the business: The importance of support and guidance lies in its responsiveness to the business's needs. Support and guidance bodies constantly assess the project's alignment with the business's identity in terms of its skills, experience, the level of support from its surrounding environment, and the project's inherent importance. Developing their social capital and integrating them into a network of relationships with commercial and financial partners and various organizations, in addition to achieving the following objectives:

- Overcoming obstacles and helping solve problems that arise during the establishment process.
- Obtaining the necessary guidance and advice to make sound decisions and thus increase their chances of success.
- Gaining experience that helps them avoid beginner mistakes and thus reduce risk.

- Acquiring the means, knowledge, skills, and entrepreneurial qualities necessary to practice entrepreneurship.
- Developing their capabilities, management skills, and communication with external partners, which will facilitate the actual launch of their business.
- The presence of support and guidance is sufficient incentive to realize a specific project.
- Accessing various forms of support, such as financing, that will enable the project to succeed.
- Receiving significant moral support and encouragement to complete the entrepreneurial journey.

2-3-1-10-Mechanisms and Forms of Support and Accompaniment for Entrepreneurial Enterprises:

New forms of support and accompaniment for entrepreneurial enterprises have emerged. Some of these are summarized below:

Financial Support: A business in its early stages cannot sustain its success without financial support, especially for female university students. Therefore, several forms of support have been developed, and the fledgling entrepreneur must choose the one that best suits their project:

Indirect Financing: This involves establishing guarantee funds to encourage banks to contribute to financing and supporting entrepreneurial projects.

Direct financing: in the form of loans outside the banking system

Financing through opening up capital to external investors

Conclusion:

Interest in entrepreneurship has increased recently and has become a major concern for various relevant bodies. It is considered one of the important and fundamental pillars that plays an effective role in supporting and promoting the

labor market. It is also the place and space where members of society come together, whether as young entrepreneurs, mentors, followers, or managers from within and outside the university campus, specifically from various institutions closely related to and contributing to the subject, whether administratively, financially, or advisorily, to form an interactive communication network to find mechanisms capable of advancing the economy.

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