Vol 13, Issue: 01 (S), 2026

ABAAD Journal

ISSN: 2353 – 0030
EISSN: 2602-697X

Trends and representations of students in humanities and social sciences towards the career of startups according to decision 1275

اتجاهات وتمثلات طلبة العلوم الانسانية والاجتماعية نحو مسار المؤسسات الناشئة وفق القرار 1275

Chadou karim *
chadou.karim@gmail.com

population science

Djillali liables university of Sidi Bel Abbes / Algeria

Received: 30-03-2026	Accepted: 06-06-2026	Published: 10-06-2026

****

Abstract:

Decision No. 1275 was issued as a legal framework supporting the trend of students towards business initiatives and development of innovation and creativity, and create startups that contribute to the national economy, in spite of some hindrances and factors confronted by students. Among these factors is the intellectual aspect, which is a basic element in determining the image and concept about the essence and nature of the new trend at the university. Hence we find it appropriate to tackle the representations of university students specialized in humanities and social sciences about the meaning of startups, and starting from the following question:

What are the trends and representations of university students about the project of startup?

Keywords: Start up ; innovation and creativity ; business initiatives ; representations ; entrepreneurship

* Corresponding author: chadou.karim@gmail.com

ملخص:
جاء القرار 1275كإطار قانوني يدعم توجه الطلبة نحو ريادة الأعمال وتطوير الابتكار والابداع مع خلق المؤسسات الناشئة مساهمة في الاقتصاد الوطني رغم وجود بعض المعيقات والعوامل التي واجهت الطلبة ومن بين تلك العوامل العامل الثقافي الذي يعتبر عنصرا أساسيا في تحديد الصورة والمخيال حول ماهية وطبيعة المنحى الجديد للجامعة،هذا ما جعلنا نقف عند مسألة تمثلات الطلبة الجامعيين في تخصص العلوم الانسانية والاجتماعية حول ما تعنيه لهم المؤسسة الناشئة منطلقين في ذلك من التساؤل الآتي:
ما هي اتجاهات وتمثلات الطلبة الجامعيين نحو مشروع المؤسسة الناشئة –start up- ؟
الكلمات المفتاحية: المؤسسات الناشئة؛ الابتكار والابداع؛ ريادة الأعمال؛ التمثلات؛ المقاولاتية

1.Introduction:

Economy is one of the primary domains retaining focus throughout the contemporary era in view of its importance in the use of the community resources and satisfy the needs of population. This domain witnessed many transformations in terms of the modalities of performance and functions related with the production process and the achievement of the consumption goal, and with more international trend towards the private sector it becomes necessary to give maximum importance to entrepreneurship side, as a real support to drive the economic development. And with more technological progress, it became necessary to cope with such changes by encouraging the initiatives of innovation and creativity at youth, and hence alleviating the degree of unemployment and finding solutions to the problems faced by this category in particular and by the society in general.

In this context, and whereas the Algerian University copes with this trend through decision 1275 dated September 27th 2022, and also in view of the problems and challenges evoked by this subject requiring research and study, this subject is related with many aspects of the individual's life socially, economically and culturally, and hence calling for concern and analysis in order to contribute in extending the comprehension and providing new solutions or opinions supporting the awareness and reinforcing the entrepreneurial culture within the academic and educational media, and arriving at building capabilities for successful future entrepreneurs, and also in an attempt to grasp the motives of students and their trends towards creating their special projects or being involved therein, by monitoring and interpreting the perceptions of students in this domain in view of the increased local and international concern about business initiative.

Decision 1275 opened a new domain to the students in extending their professional options, and in spite of the support given to this project through a university system and subsequent training stages, however through our daily observations and interactions with students at the faculty of humanities and social sciences, we find two categories of students, the student accepting the idea and the student who refuses it, therefore motivating us to look for the factors affecting the trends towards these new careers.

2. Trend and career of start up in the Algerian University:

Decision 1275 allows the university contributing in the achievement of the role expected from it nowadays, given that it is an effective and efficient tool to attain the developmental goals, after being limited to education and scientific research, given that it is the incubator of innovative projects, and a drive for economic development, through its innovative and creative students. This decision was issued to sensitize the students about to graduate, whether at bachelor, master and doctorate degrees, and incite them to select theses or memos related to innovative ideas that can be transformed to effective projects that may contribute in achieving the goals of economic and social development. A multiple of innovative projects were registered at the different universities of the country by students in their field of specialty. There are different projects for different domains.

Startups are actually launched from the concretization of a created idea, and usually this idea originates from university students, however these capabilities are not exploited, and their scientific researches remain kept at the shelves of libraries without using them and exploiting them. And to make an end to this loss of human competencies that may contribute in attaining the developmental goals in particular the social and economic ones, ministerial decision number 1275 was issued to determine the modalities of drafting a graduation thesis to obtain a university certificate of a startup, by students of higher education establishments in order to encourage these categories and achieve a progress of quality of the student's role in the society. By virtue of this decision, the student becomes an entrepreneur creating wealth and job opportunities, after being very recently a jobseeker.

3.Notion of representations:

For Scott "they are common intellectual phenomena by which people organize their life, and forming core components from any culture" (Scott, 2009.pp.122.203).

And for Serge Moscovici "a form of individual and collective cognitive forms emanating from scientific knowledge, and containing cognitive, psychological and social features interacting between them, and aiming to reproduce the experienced social reality". (Moscovici ; 1989).

Furthermore, Gilles Ferréol defined it as "a unique reality indicating the rootedness of the social awareness structure and its Islamic aspect, or a mechanism for the classification of persons and acts, or a medium form between ideologies and practices" (Ferréol, 2011,p228).

From procedural point of view, they are a set of common perceptions and concepts expressed by students through their daily discourses and behaviors, and reflecting their understanding and evaluation of a defined subject, such as start up, and that derive from their interactions with the educational, social and cultural media.

4.Notion of Start-up:

Start-up is small-scale business characterized by being easily established, and not requiring a huge financing. Youth can establish such type of businesses. (walsh, 2009.p8).

The legal definition of start-up (the Algerian legislative decree number (254-20).

A start-up is any private business under the Algerian law that abides by the following criteria:

1) The age of the business does not exceed 8 years.

2) Its works are based on products or services, a business model or innovated idea.

3) Its annual turnover does not exceed the amount fixed by the national committee.

4) The capital of the company shall be owned at 50% at least by natural persons or accredited investment funds or by other businesses holding the mark of start-up.

•The capabilities of growth of the business must be large,

•The number of employees must not exceed 250

However, if we want to define it procedurally, they are projects created recently, characterized by their focus on innovation and providing new or developed solutions to the market's needs, and their attempt to achieve a fast growth and extensible, usually through the use of technological tools or flexible business models. In their financing, they rely on external sources (such as investors or incubators), and they aim to attain a large impact in the market.

5.Business incubators within the university medium:

•They consist in a full package of services, facilities, assistance mechanisms and consulting, provided for a defined time period. It is a stand-alone firm possessing experience and

relationships, and providing services to initiators who intend to create small-scale businesses in order to alleviate the burdens of the launching stage (Kafi, 2020, p 232).

•Definition given by the European Business and Innovation Center Network:

"They are official organizations known for their support to innovation at small-scale and medium-scale businesses and businessmen. And they strive to achieve a public benefit. They are created by regional economic agents to render a full package of orientation and support services to innovative projects, and hence contributing in the local and regional development".

Start up are characterized by fragility at different levels in view of their limited experience, therefore calling for accompaniment and support whether prior to their creation and even during and after their creation. From this standpoint, we cannot exclude the university innovative projects from this accompaniment. Therefore, universities are provided by boards contributing in the provision of assistance to holders of innovative ideas, university business incubators are amongst these adopted mechanisms striving to enhance the role of universities in making use of the capabilities existing within them, and to build a communication bridge between the university medium and the social and economic medium. They are full services bodies affiliate to the university, providing support and services to holders of innovative projects and start up, they rely on knowledge and are similar to the traditional business incubators, however they focus on transferring scientific and technological knowledge from the universities to the firms. These incubators contribute in concretizing the outcomes of scientific research in the form of innovative projects, providing them with appropriate medium and required capabilities to accompany the project owner in creating his start up through the different stages. These stages can be divided into three levels, pre-incubation stag. incubation stage . and post-incubation stage.

6.Study population and research sample:

The research population consists in a sample of students at the faculty of humanities and social sciences, at Djillali Liabes university, in Sidi Bel Abbes. In view of the nature of qualitative research, we have selected a purposive sample composed of students about to defend their graduation projects at the end of their university studies, and who are opting for startups according to decision 1275, and precisely from the students of Master at the faculty,

from different specialties. Purposive sample is defined as a sample selected intentionally by the researcher, and fulfilling defined characteristics in line with the nature of the study, and believed to represent suitably the original population (Al-Azzawi, 2008, page 173).

The sample size consisted of 15 students, hence appropriate with the goal of the study aiming to understand the representations in this category precisely (Angress, 2004,p.123).

They were selected on the basis of the criterion of trend towards start up and registered at the special digital platform concerned with the registration and follow-up of students' education stages, and supervised by an accompaniment board represented in a business incubator in addition to other accompaniment boards like the entrepreneurship development center, manufacturing laboratory and innovation center.

The faculty of humanities and social sciences at the University of Djillali Liabes registered for season 2023/2024 about 41 defended projects, distributed to 23 projects related to psychology, 32 projects related to information and communication sciences and 13 projects and 05 projects related to sociology.

7. Tool of the study:

Interview is one of the main tools and techniques used in field researches, in particular in quality studies aiming to reveal the perceptions and representations of individuals and their trends. We have relied upon the interview in view of its ability to provide in-depth and direct information about the subject of the study. It is a social process occurring between two parties: the researcher who collects and assort information, and the interviewee who answers the questions asked to him (Ammar, 2019, page 71).

The interview is used basically in the studies aiming to collect original data about the individuals of the studied population, that cannot be reached through other techniques and tools, and it allows the researcher interacting directly with the interviewees, and finding out their circumstances and psychological, social and value contexts.

A guide of interview was drawn-up about two main topics, namely:

•The first topic: personal data of the interviewees (gender, age, specialty, level or stage of study, involvement in business initiative).

•The second topic: it includes questions about the representations of university students about start up.

This study was carried out in field at the faculty of humanities and social sciences, at Djillali Liabes University in Sidi Bel Abbes, it is the establishment hosting the category targeted by

the research, i.e. the students about to be involved in the experience of start up according to decision 1275.

8.Analysis of the outcomes of interviews:

8.1.Category of data of the interviewees as per the gender, specialty and stage of study:

Through our observation of the data of interviewees, we have noticed a relative equilibrium between the two genders, from males and from females, which means that entrepreneurship is no more monopolized by a defined gender within the university medium. Moreover, the data indicate the dominance of students in Master stage and the absence of students in the first stage (Bachelor), this is due to the fact that progress in the academic career raises the awareness about entrepreneurship, and hence the importance of start up projects. We also notice more trend of students in sociology, psychology and information and communication towards the career of start up, whereas we notice a significant lack in the specialties of history, library sciences and philosophy.

8.2.Category of questions related to entrepreneurship and start up:

It is worth to mention that all interviewees are aware of the integration of entrepreneurship and start up projects in the university, and this is due to the intense sensitization and informative campaigns about decision 1275 conducted by the supervising ministry within the digital media, whether in the social networks or websites or platforms. Nonetheless, we notice the lack of in-depth and good understanding of this subject, which remains weak relatively, About half of the respondents from the answers of the interviewees reveal a superficial knowledge about the decision. And this indicates that success in the sensitization was relative with a lack in the practical implementation of the concepts of the decision, that are supposed to rely basically on the increase of the hourly volume in post-graduation stage of the subjects related to entrepreneurship in order to develop the entrepreneurial culture at students.

8.3.Category of questions related to the perceptions and representations of interviewees about startups:

The answers and statements of interviewees reveal a unanimity and agreement in differentiating the start up from traditional companies, the first rely on innovation and

creativity, and their cognizance about the rate of progress of such type of businesses. Furthermore, there is a positive perception about entrepreneurship, hence reflecting the influence of the successful models in the world primarily, and even the emerging businesses at the local and national level, and also the success of the entrepreneurship discourse in breaking the typical image of the labor market in Algeria. We have also noticed that the interviewees consider that the university environment needs improvement and more support to the student in this context.

8.4.Category of questions related to the motives and factors encouraging to access to entrepreneurship world:

The statements of the interviewees reveal the dominance of the economic factor, the majority from them outweighed the financial autonomy as a main motive to access to entrepreneurship world, whereas the minority only justified that by solving society problem. This indicates basically the dominance of the material benefit idea over the social dimension of the start up, and this is a pure economic thought and an important indicator about the existence of the entrepreneurship sense and business initiative spirit that will be framed later in particular in the business work model and stages of the financial plan of the graduation projects.

The accompanying bodies within the university medium, like the representatives of incubators, instructors and supervisor teachers, in addition to administrative facilities provided to the projects with the possibility to provide financial support and professional and scientific orientation, are all factors encouraging them to access to start up career.

8.5.Category of answers related to hindrances and challenges facing the holders of start up ideas:

The statements of interviewees reveal the existence of significant hindrances consisting in the financial hindrance, then the psychological hindrance, i.e. fear from the failure of the project, and lastly the administrative hindrance .These results show the existence of a confidence crisis in the system supporting and accompanying financially this kind of firms. And the lack of financing and complication of the administrative formalities together with the factors mentioned hereinbefore and related to the quality and lack of education, in particular in its theoretical side which consists in the basics of business initiatives and entrepreneurship regarding the risk side.

8.6.Future professional trend of the interviewees:

Although most of those surveyed are considering starting businesses and pursuing their projects to the fullest extent, a third of them have not specified their preferred field for their projects, however minority from them did not determine their preferred domain of projects, hence reflecting a weakness or uncertainty in the professional orientation. We notice also the dominance of the technological domain as an attractive domain such as mobile applications and digital platforms, followed by other domains of start up activities like the social and cultural domains. And this requires the highlighting of the successful models in different domains during the education and sensitization stages.

9.General results:

On the basis of the outcomes of the field study conducted at the faculty of humanities and social sciences, which included a number of students about to graduate, we were able to find out their perceptions and representations towards the start up and business initiative. The results reveal the existence of a primary knowledge, which is general and superficial and but without in-depth and clear understanding of the basic concepts and theories and the real mechanisms relied upon by such type of businesses.

Furthermore, the study revealed the existence of desire of the students in making an experience of entrepreneurship, this is explained in particular by the motive of financial autonomy, however this desire is confronted by a set of challenges and difficulties, like the lack of financing, fear from failure, complicated administrative formalities, in addition to the lack of supervising, orientation and support in particular beyond the university. We noticed also that students find that the university medium provide them with sufficient support to transform their ideas to theoretical projects only, despite the existence of official mechanisms like decision 1275 and all accompanying bodies mentioned by this decision, nonetheless a fair percentage of students expressed their intention to take a risk in this domain, however they are still lacking clarity about the selection of the domain of the project or how to launch it, in particular in the stages of execution and continuation.

According to these data, we notice that students have a real desire and ambition to access to startups world, however they need an efficient accompaniment, a practical training, and an encouraging environment helping them to move from the idea to the implementation.

References:

-Al-Azzawi, A.(2008). Research Tools in Social Sciences Dar Al-Ma'rifah, Baghdad.

-Ammar, M. (2019). Data Collection Methods in Social Research. Dar Al-Huda, Algeria.

-Angers, M.(2004).Research Methodology in the Humanities(B. Sahraoui, K. Boucharef, S. Sebaoun trans) Dar El Qasba, Algeria.

-Ferryol, G. (2011). Dictionary of Sociological Terms.(A. Muhammad, A. W. Baraka Trans). Dar Al-Bahar. Beirut.

-Kafi M. (2014). Environment and Technology of Small and Medium Enterprise Management. Arab Society Library for Publishing and Distribution. Jordan.

-Ministry of Higher Education and Scientific Research,(2020). Ministerial Decree No. 1275 of September 27, 2020, specifies the procedures for preparing a university degree – Startup Institution,Algeria.

-Moscovici S.(1989). Psychoanalysis,its image and its public:PUF, Paris.

-Scott.G,(2009). Sociology: Basic Concepts, Beirut. First Edition.

-Walsh.b(2009).the web start up success guide.congressional research servises. http.//ersrepport.congress.gov R41523.